



QUIRK'S
MEDIA

Innovation Done Right:
**Blending Global
Expertise with a
Startup Mindset**



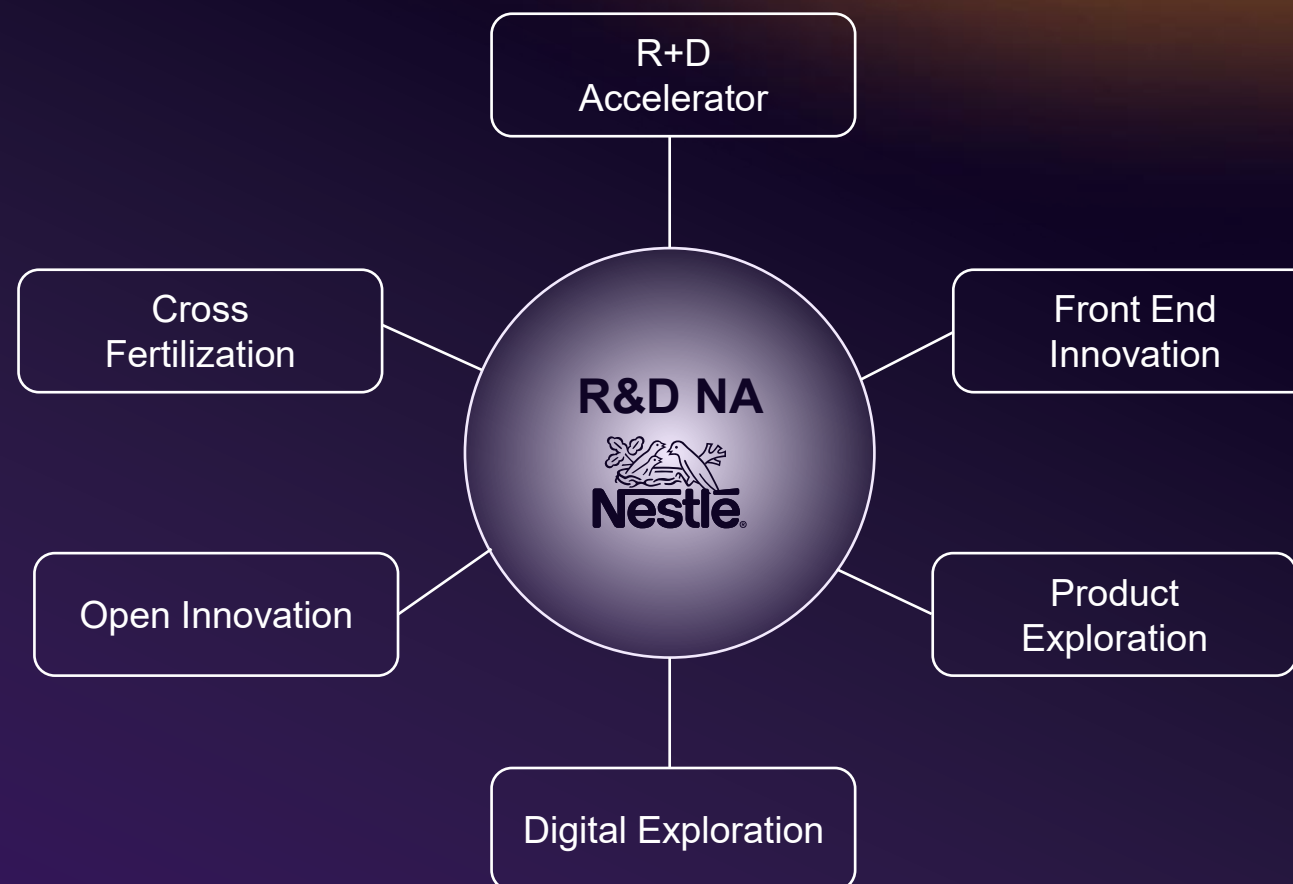


The Accelerator

Powered by Nestlé R+D



Areas of Focus



USA

Category and Regional
Focus Market Client



Lean Team



Prototyping
Kitchen & Bench scale



Budget
Responsibility
Covering project costs



Commercial
Production



Team Autonomy
With decision authority



Frequent
Mentoring
with Senior Leaders



Market Access
Point



Daily Coaching
Weekly project reviews.

Global network with dedicated cross-category
presence in US

Test innovative ideas quickly in real market conditions.



eyesee

From Idea to Shop in 6 months

Consumer
Problem

4 – 6 Weeks



Solution
Design

4 – 6 Weeks



Shop Test
Prep

8 – 10 Weeks



Shop
Test

4 – 6 Weeks



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Simulated Shopping NPD Test

Case Study



Background of Partnership



eyesee

2 Pack Designs



Benefit-led



Flavor-led



In-Store Testing Challenge



Context: Framework and KPIs



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Simulated NPD Test in a Virtual Environment



Pre-built Realistic Virtual Shelves: 80+ Categories

Home

Personal care

Food

Beverages



- Standout of the new product in the competitive environment
- Sales: Will shoppers buy the new product?
 - Switching potential: What is the switching power of new SKUs?
 - Category Incrementality
 - Brand Incrementality
- Pack Evaluation – Communication & Appeal
- Product perceptions: Likeability, relevance, uniqueness, value impressions, intended usage occasions, etc.
- Differentiation from Full Product line

What did we do? - NPD Methodology Overview



eyesee

Control Scenario
(Before NPI)

Test (After NPI)

Phase 1

Virtual Shopping 1

Stimuli: Virtual Shelf



Phase 2

Leaflet (NPI Exposure)

Stimuli: Leaflet



Eye Tracking on shelf

Stimuli: Virtual Shelf



Virtual Shopping 2

Stimuli: Virtual Shelf

Findability (Shelf & Portfolio Navigation)

Stimuli: Virtual Shelf, task to find 1 exact SKU

Phase 3

Standalone Eye tracking & Click Likes/Dislikes

Stimuli: Standalone Pack



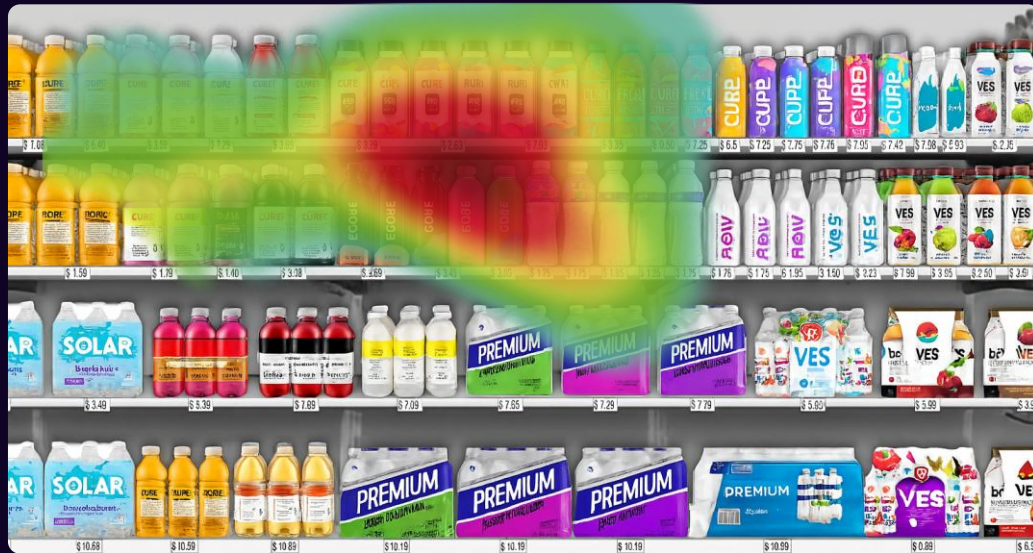
RTM (Implicit Association) & Survey

Stimuli: Range



What was the outcome?

- ✓ Stand out on the shelf
- ✓ Capture the shopper's attention effectively
- ✓ Prove incremental to the brand
- ✓ Have a low risk of cannibalization



Benefit-led ✓



Flavor-led

The Benefit Led design better relates to consumers' needs.

Recommendation



eyesee

Launch the Benefit led design with minor optimizations to further improve product relevance.



Consider emphasizing the second benefit, as it will work well in synergy with the call-out circle.

Follow-Up Pack Test



eyesee

Phase 3

Standalone Eye
tracking & Click
Likes/Dislikes

RTM (Implicit
Association) &
Survey

Stimuli:
Standalone pack

Stimuli: Range



TIMING

Completed in
2 weeks

Key Takeaways

1

Be Open and
Partner Up

2

Balance Speed &
Depth of Insight

3

Accelerate Learning
Throughout the Organization



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