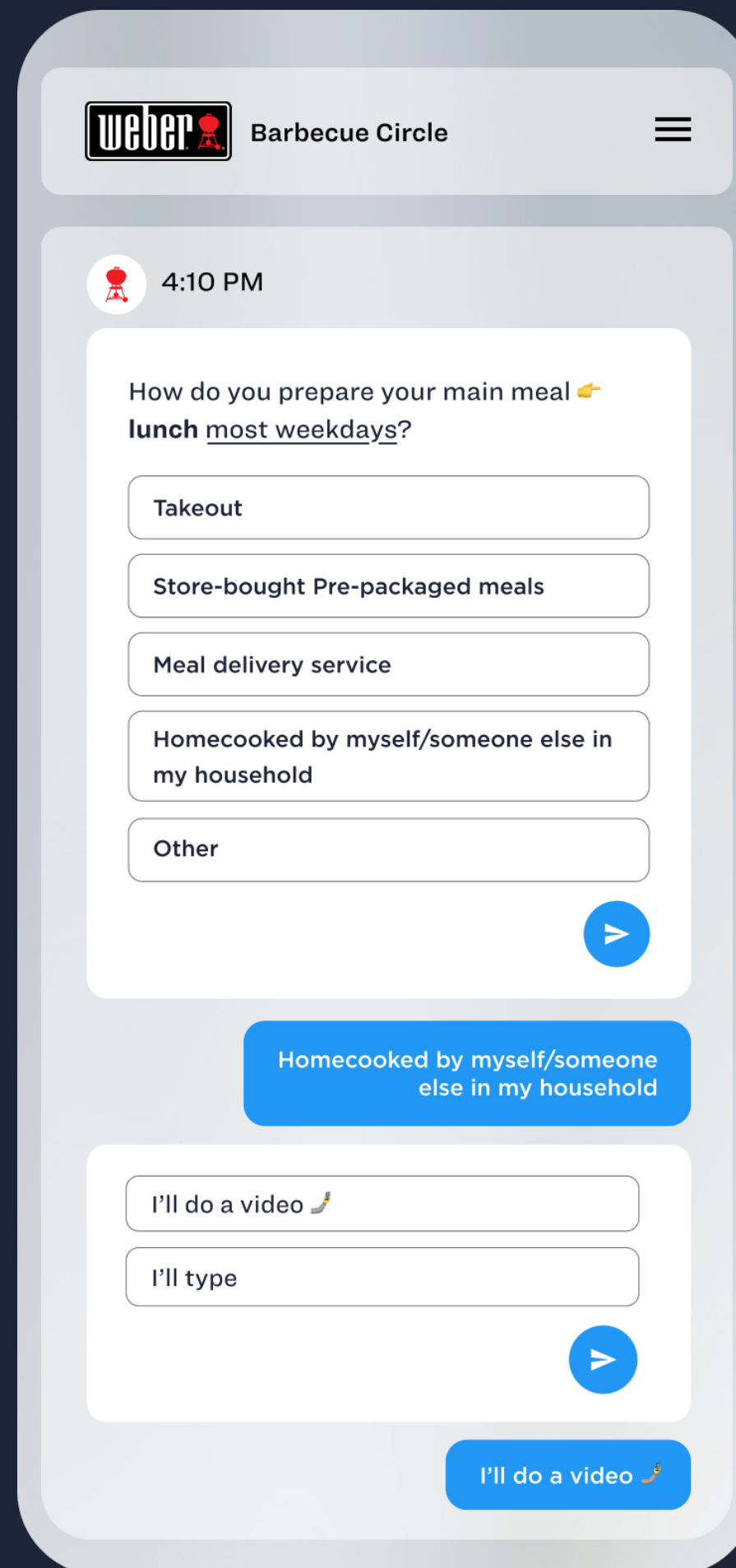




The Perfect Sear

How **Weber Blackstone** Cooks Up Ongoing Insights Through Mobile Communities and a Modern Approach To Shopper Journey



Speakers



Jonathan Dore | Reach3 Insights
Executive VP & Founding Partner



Laura Ammigan | Weber Blackstone
Director – Global Insights & Analytics





INSIGHT.
INNOVATION.
IMPACT.

EXPERT CONSULTANCY



- Award-winning research consultancy
- Pioneers of conversational research approaches

LEADING TECHNOLOGY



- World's first enterprise-grade conversational research platform
- Mobile-first quant, qual, video/photo and AI capabilities

+ VIDEO-VALIDATED, PROPRIETARY CONSUMER PANELS

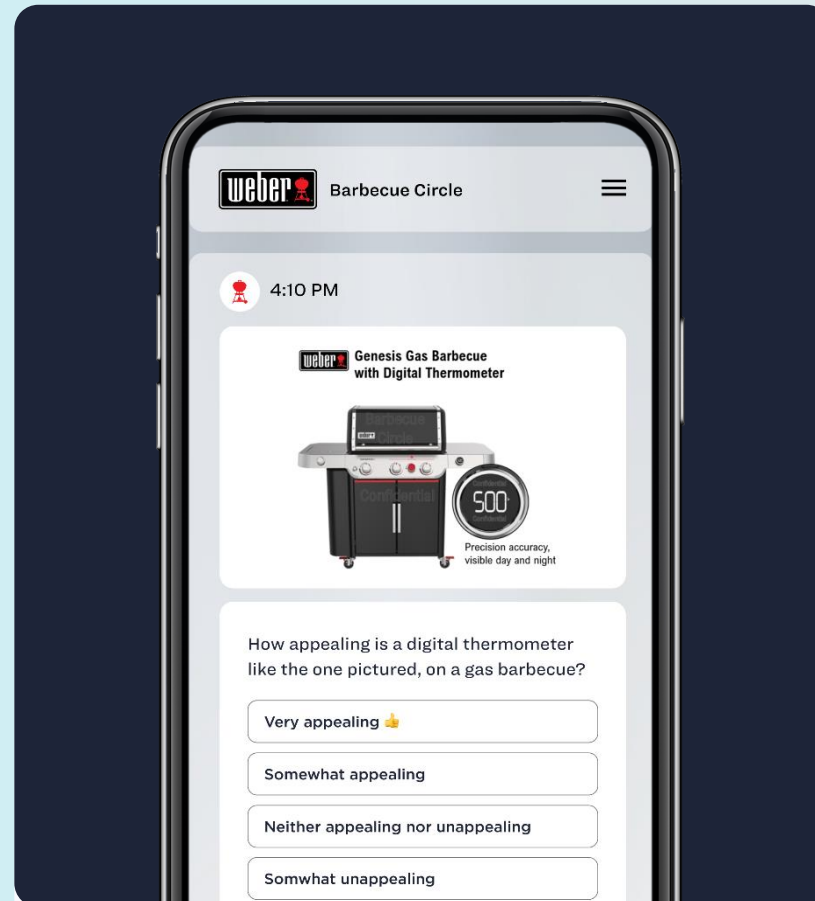


Weber Blackstone

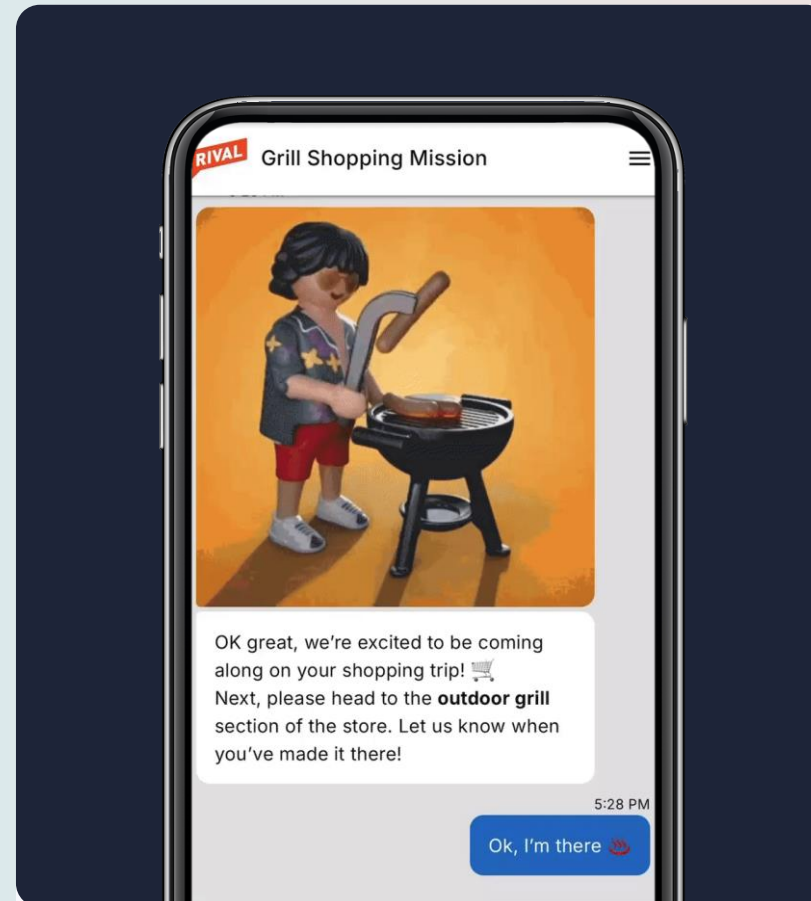
An iconic global barbecue brand and leader in the outdoor cooking space



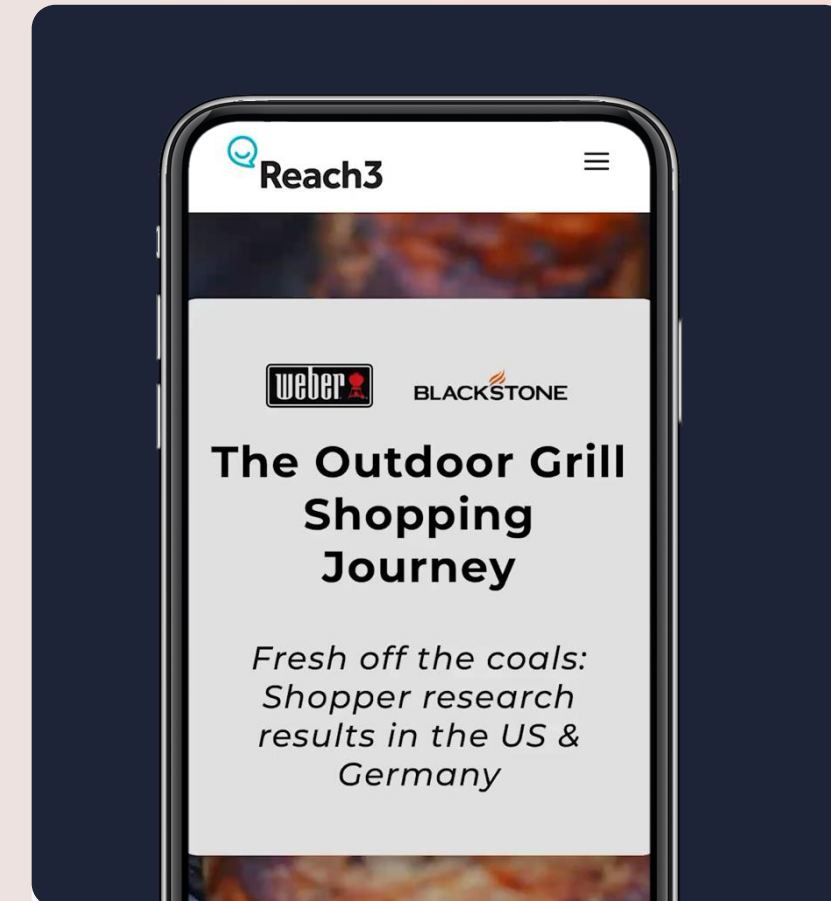
Our Partnership



**Insight
Communities**



Shopper Journey



**New-Age Analysis
& Reporting**

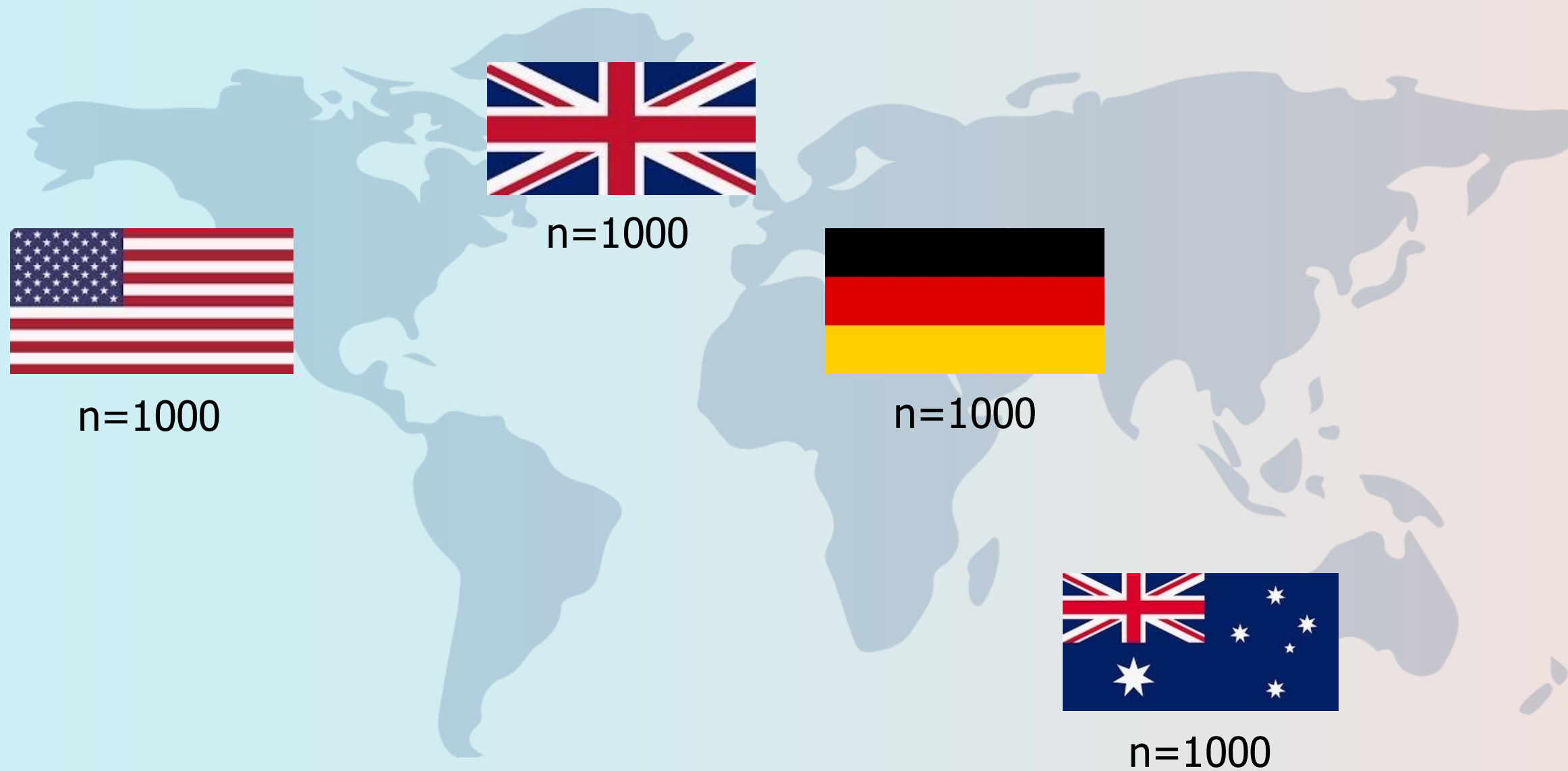


Insight Communities



The Barbecue Circle Community

~4000 members globally



Softly branded

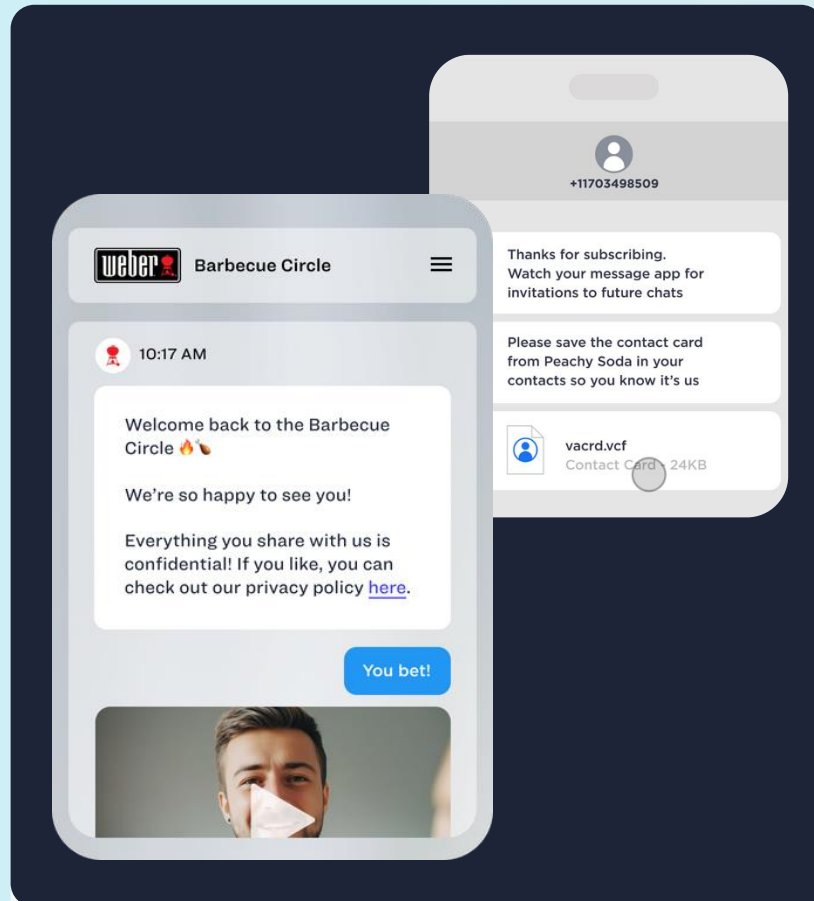
Four examples of social media advertisements for the Barbecue Circle community, presented in a grid layout. Each ad features a different visual theme and text, all promoting the community and offering incentives like gift cards.

- Top Left:** "LOVE GRILLING? JOIN OUR BBQ TEST TEAM". Features three people and a "\$100 VISA" gift card. Text: "The Barbecue Circle is a research community where you test new ideas and share your take in quick chat-based surveys. Tap to start chatting".
- Top Right:** "Drop your takes = win a £100 gift card". Features a smartphone screen with a chat interface. Text: "Test BBQ ideas. Shape grilling gear. Get rewarded. Tap to start chatting".
- Bottom Left:** "JOIN OUR BARBECUE TEST TEAM". Features a grill and a gift card icon. Text: "Join the Barbecue Circle to test new ideas and share your take in quick chat-based surveys. Earn gift cards. Tap to join in".
- Bottom Right:** "JOIN THE GRILL INSIDER CREW". Features three people and a gift card icon. Text: "Be first to test new barbecue ideas in quick chat-based surveys and earn gift cards in return. Tap to sign up".

Each ad includes a "Barbecue Circle" logo, a "Learn more" button, and social media interaction icons (Like, Comment, Share).



Mobile Communities: more representative & faster insights

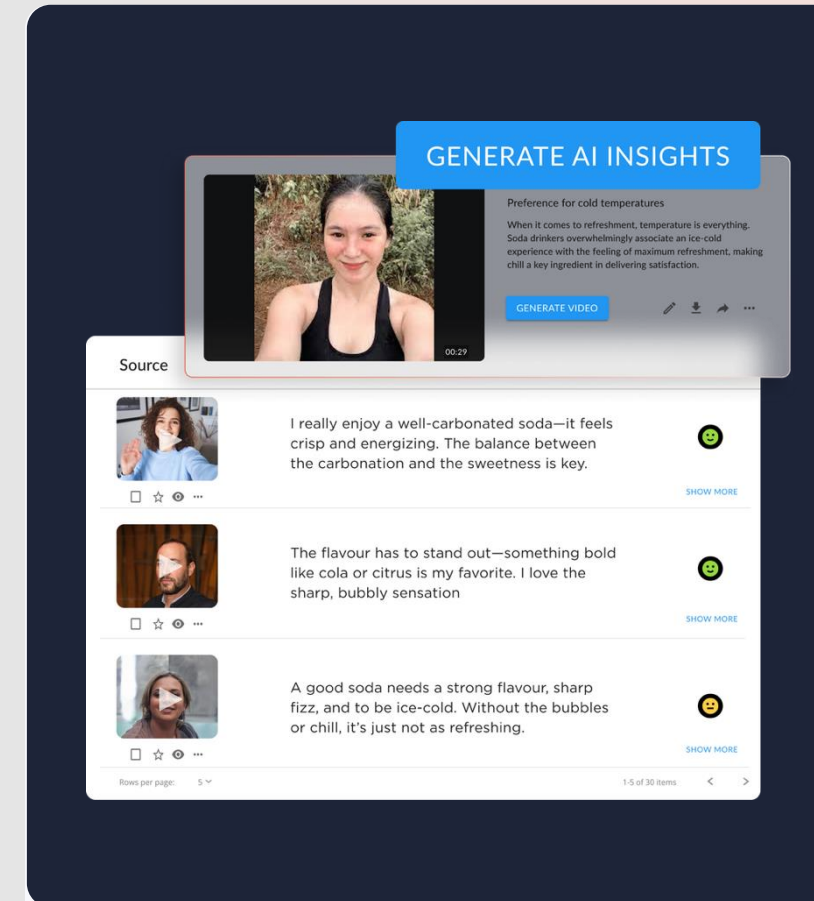


Mobile-first

SMS-deployed studies

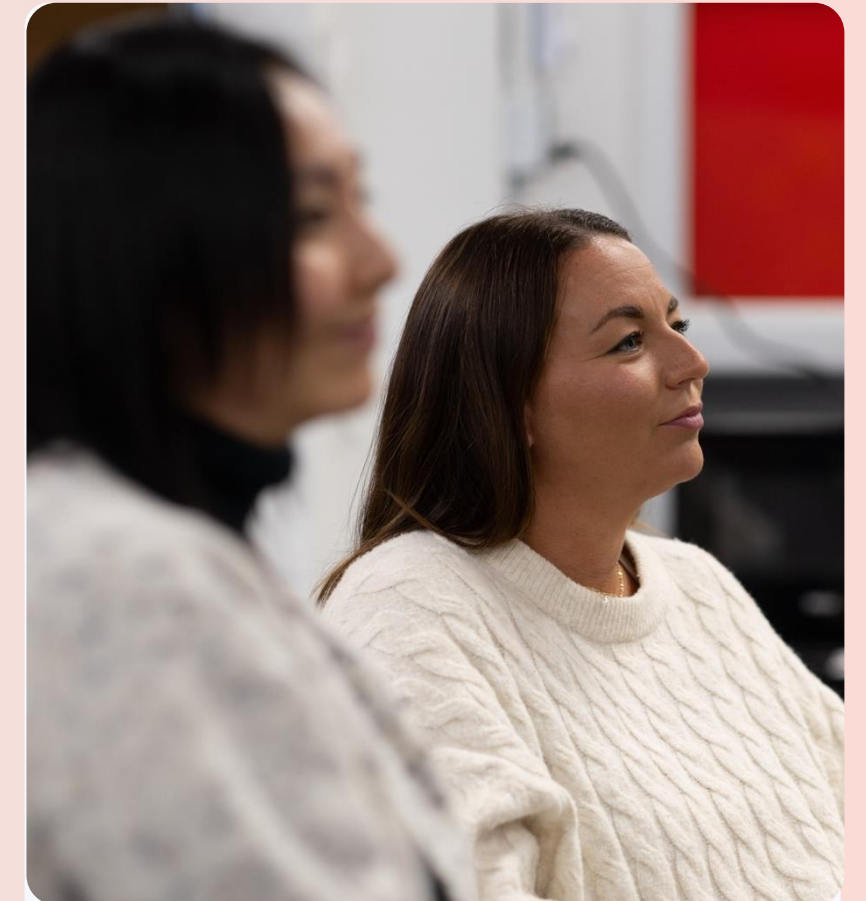


Gen Z / Millennial representation



Always-on + AI =

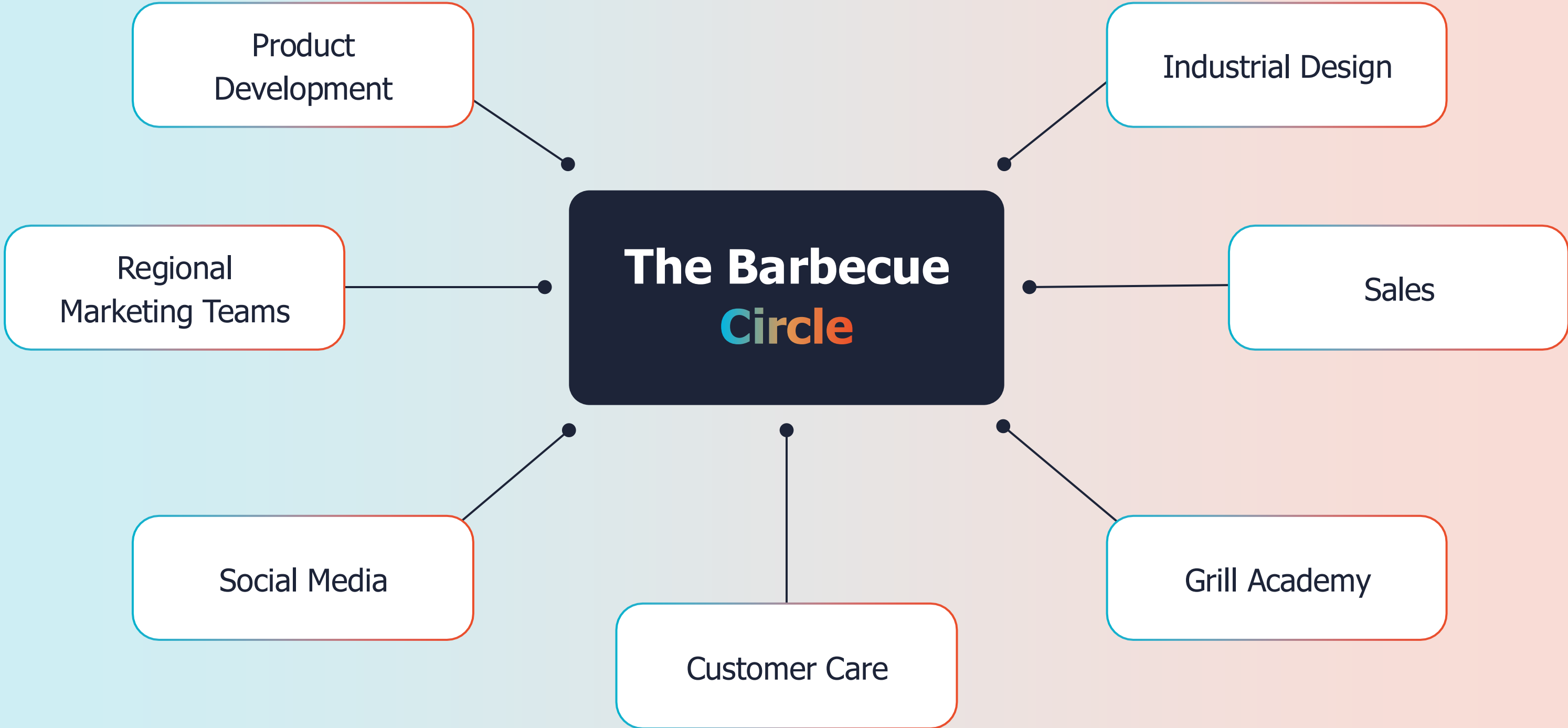
Speed



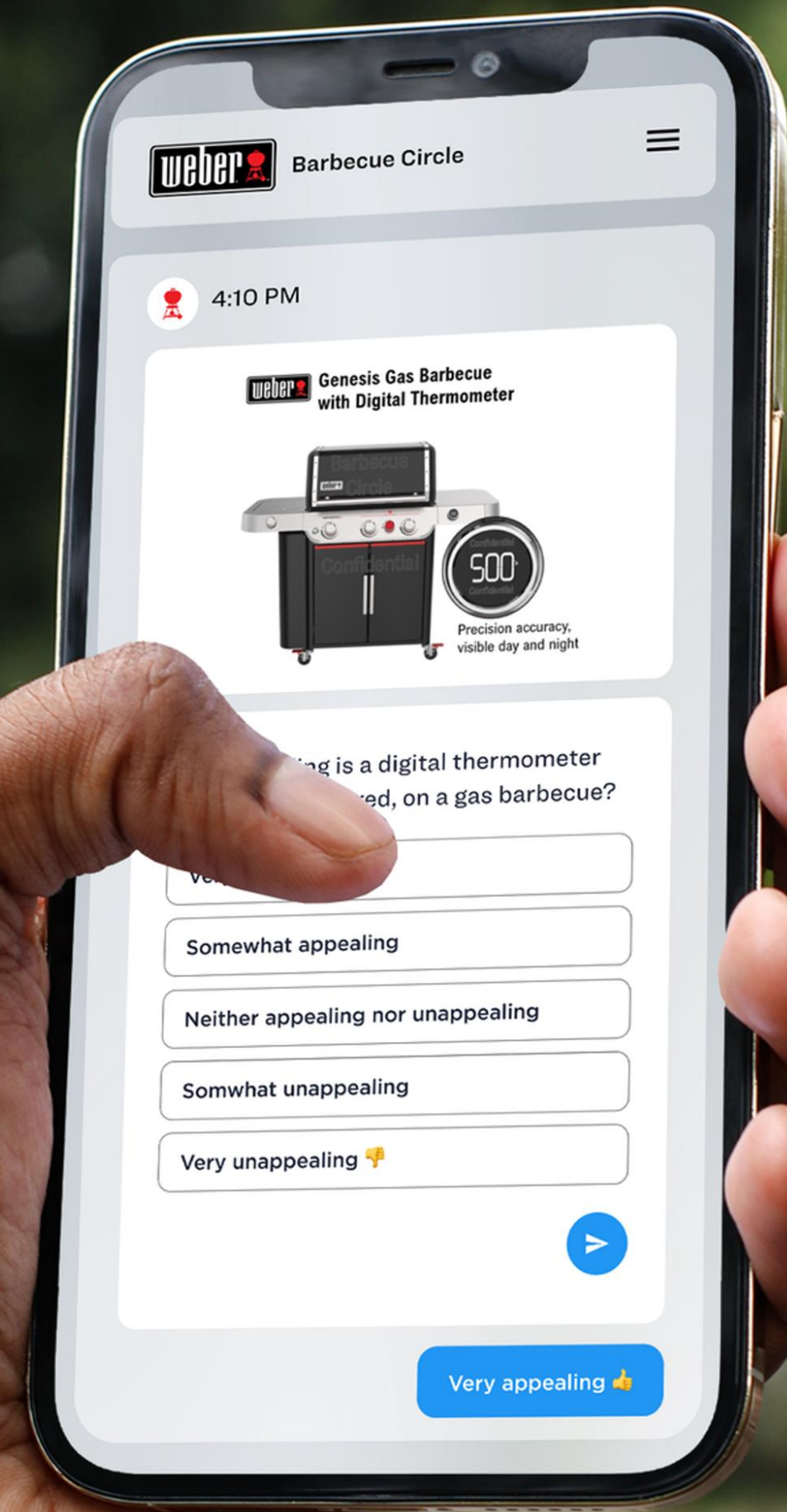
Rival Assisted Service



Supporting **cross-functional** initiatives



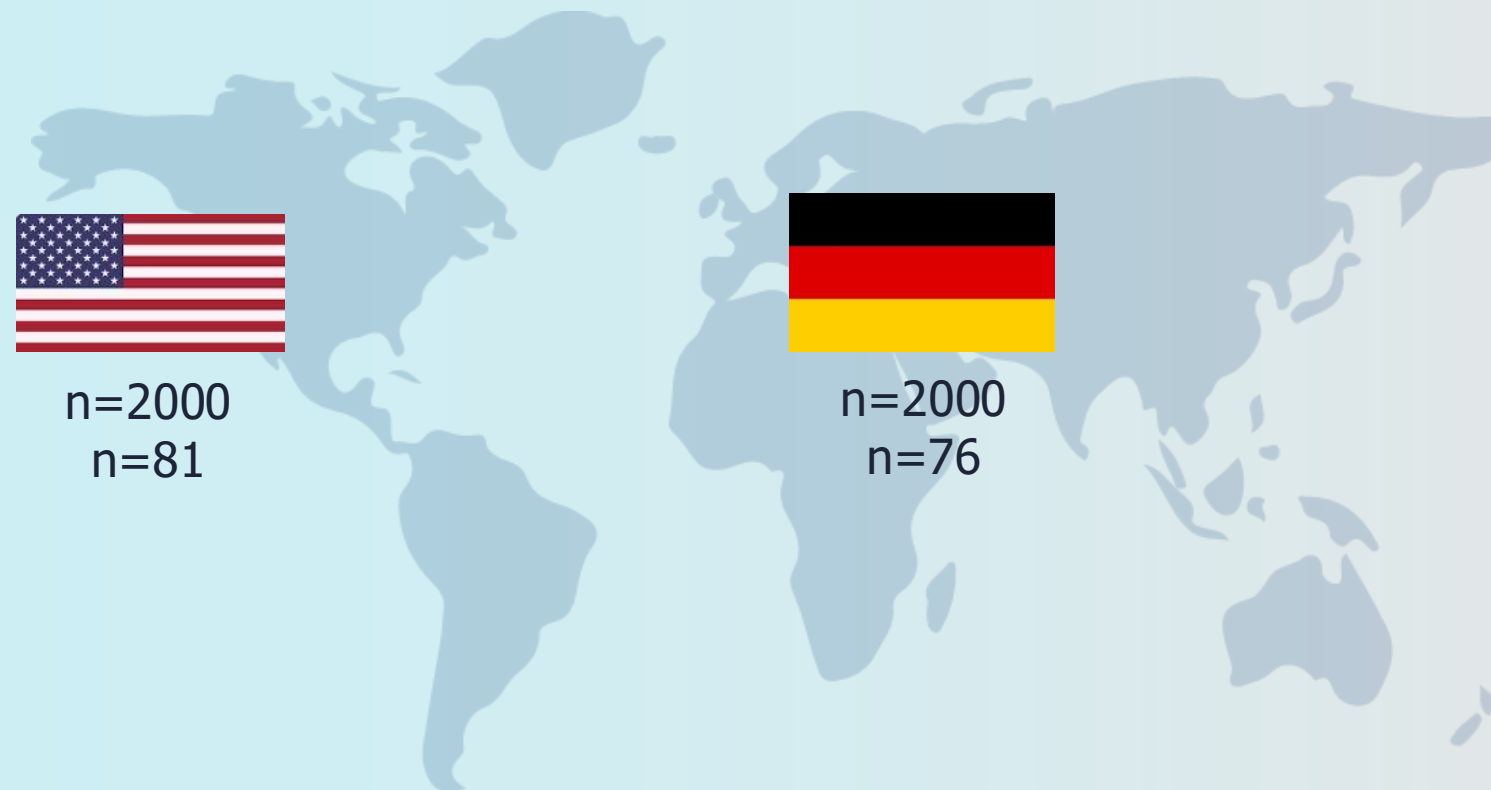
Shopper Journey



Shopper Journey Overview

Phase 1: 4000 quant
Phase 2: ~150 missions

Unbranded



Ok, I'm there.

11:34 AM

Great. Now that you're in this area of the store, we'd like to get your thoughts. 🗨️

What are your initial impressions of the outdoor grill section and the products you're seeing? Is anything in particular standing out to you?

Many options. Nothing that stands out much.

11:36 AM

Let's see what catches your eye! When you're ready, go ahead and share a photo of something in the grill section that catches your eye initially. 📷 Submit your photo here:

UPLOAD

Memphis Grill, Weber, Cuisinart, Blackstone

11:36 AM

And which were you most likely to choose, based on what you saw?

- Blackstone
- Cuisinart
- Memphis Grills
- Weber

Phase 1: Quant Survey

Goals:

Quantify aspects of the grill shopping journey

Uncover the elements that play a critical role in purchase decisions

Advanced Analytics:

Drivers/Barriers (via TUR)

Purchase Factors (via Thurstone)

Perceptual Maps (via Correspondence Analysis)

weber Barbecue Circle

4:10 PM

How do you prepare your main meal **lunch** most weekdays?

Takeout

Store-bought Pre-packaged meals

Meal delivery service

Homecooked by myself/someone else in my household

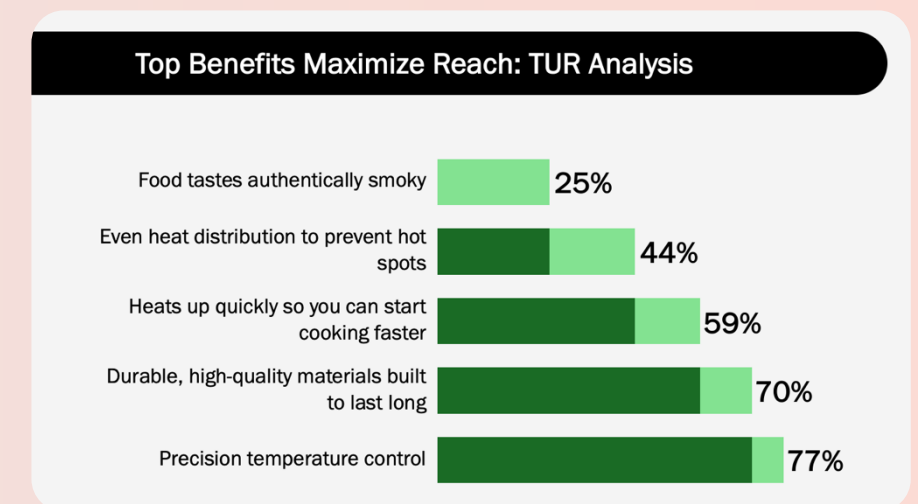
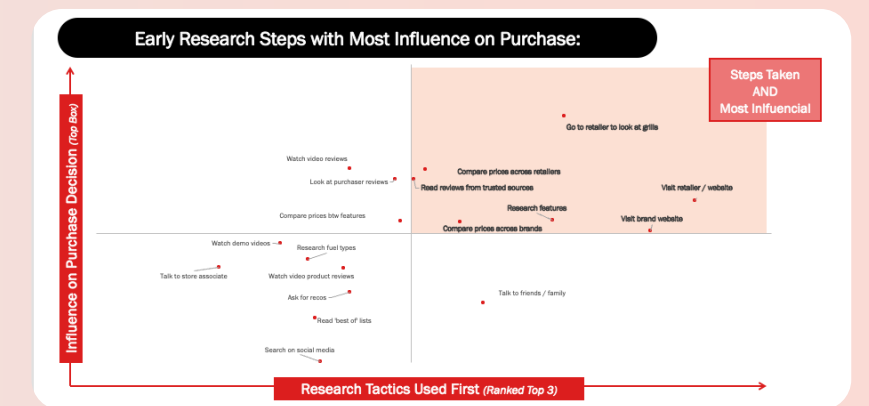
Other

Homecooked by myself/someone else in my household

I'll do a video

I'll type

I'll do a video



Phase 2: Quali-Quant Shopping Missions

Goals:

- Capture **real-time feedback** on the shopping experience
- Combine traditional survey measures & **multi-media inputs** (photos/videos) for richer insights

Used **Rival's Smart AI Probe** + **Thoughtfulness Scoring** to drive depth and richness

Shopping Enthusiasts now
Good news - you qualify for today's conversation! Are you ready?

11:34 AM

OK! How confident are you that you'll really commit to purchasing the **Weber** grill that you liked best?

Very confident
Somewhat confident
Neutral
Not very confident
Not at all confident

Very confident

OK, and what would your next step be? If you need more information to build your confidence, where would you go for that information? Or if you're ready to purchase, how would you do so (e.g., purchase here, go elsewhere, etc.)?

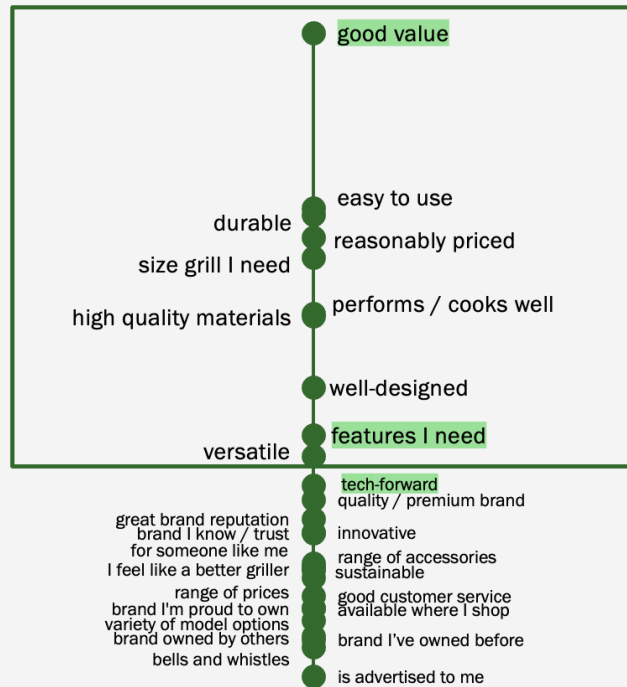
Submit message



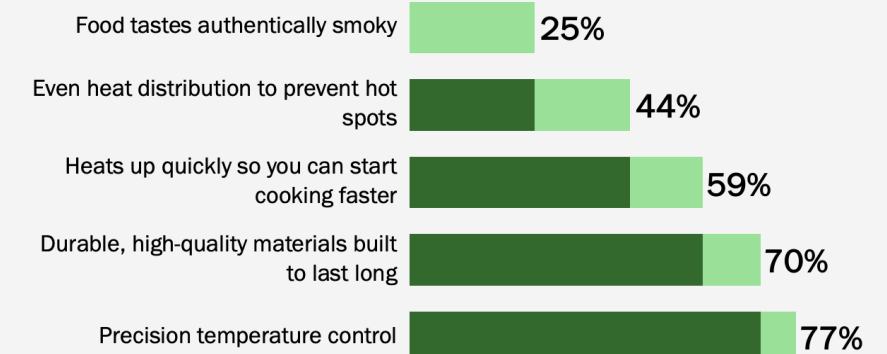
Key Learnings

Grill Purchase Factors: (Thurstone Rank Order Analysis)

MOST IMPORTANT
↑
↓
LEAST IMPORTANT



Top Benefits Maximize Reach: TUR Analysis



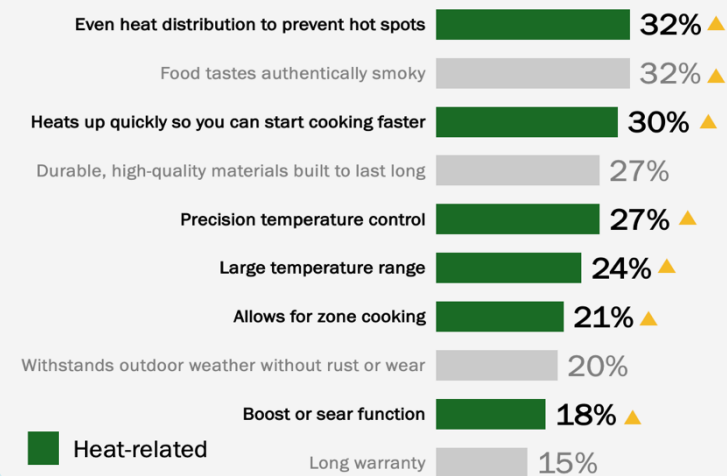
Enders stands out during real-time shopping for the features offered for the price, attractive design and brand reputation.

Reasons For *Enders* Consideration:

(Themes Based on Mentions)

- Enders Price-performance ratio
- Enders Performs well with features I want (e.g., hotplate, lots of features, etc.)
- Enders Solid brand reputation (Quality)
- Enders Attractive design (e.g., classy, cool)
- Enders Stood out in online grill research

Most Important Benefits: Top 10*



"The brand was known to me from good reviews and made the best impression in terms of price-performance ratio" -Purchaser

"Enders is a well-known, well-reviewed brand. You trust the quality and are proud to own the brand. The price was good, and the pictures looked appealing." -Intender, Amazon

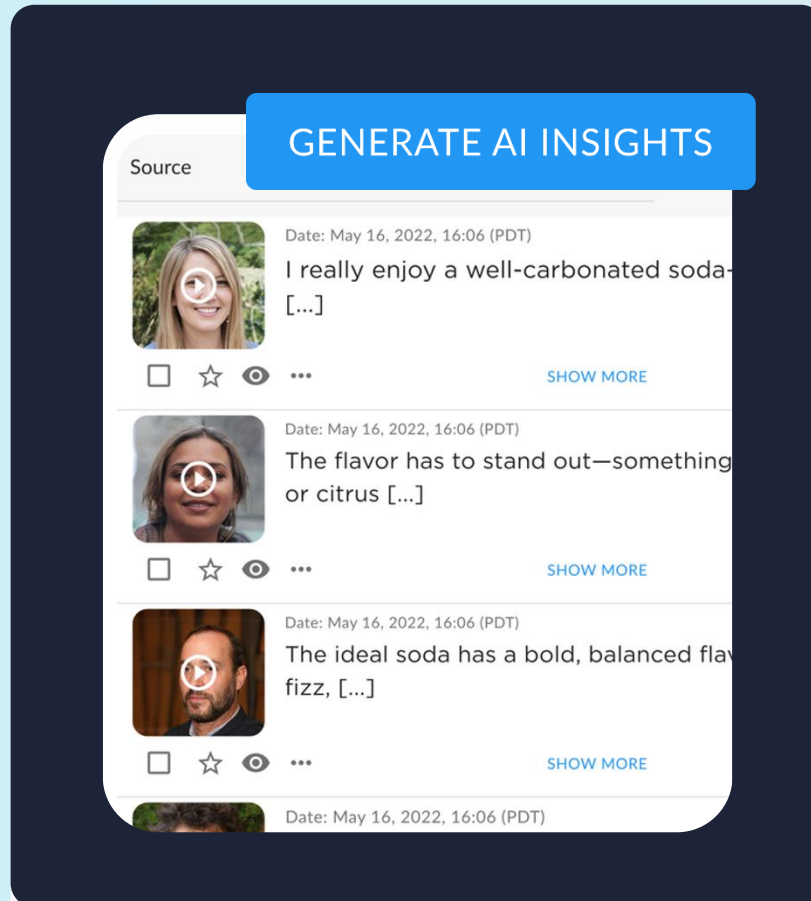
"[Enders] looks good because, unlike the others, it's not just black. It looks very classy. I also think the size is perfect. It also comes with a hotplate (which is exactly what I was looking for). The price is a bit steep, but still reasonable for what the grill offers." - Intender, OBI

"Because it was the coolest one from design and because it has the most features that fit my budget." -Purchaser

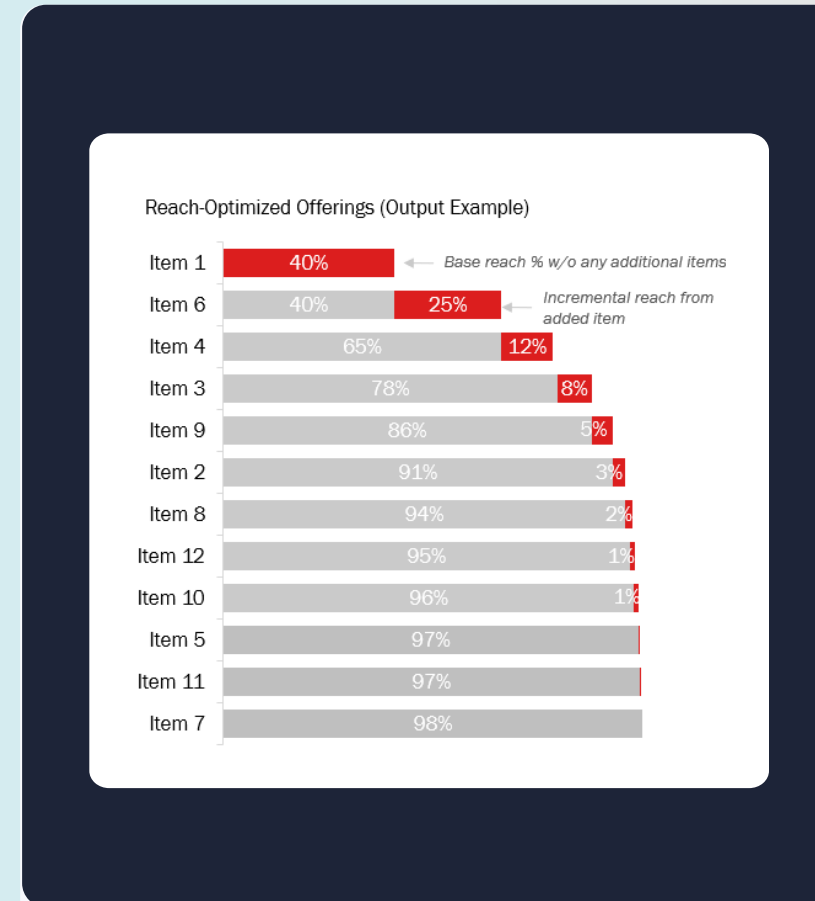
"Enders is a top brand with which I am very satisfied" -Intender



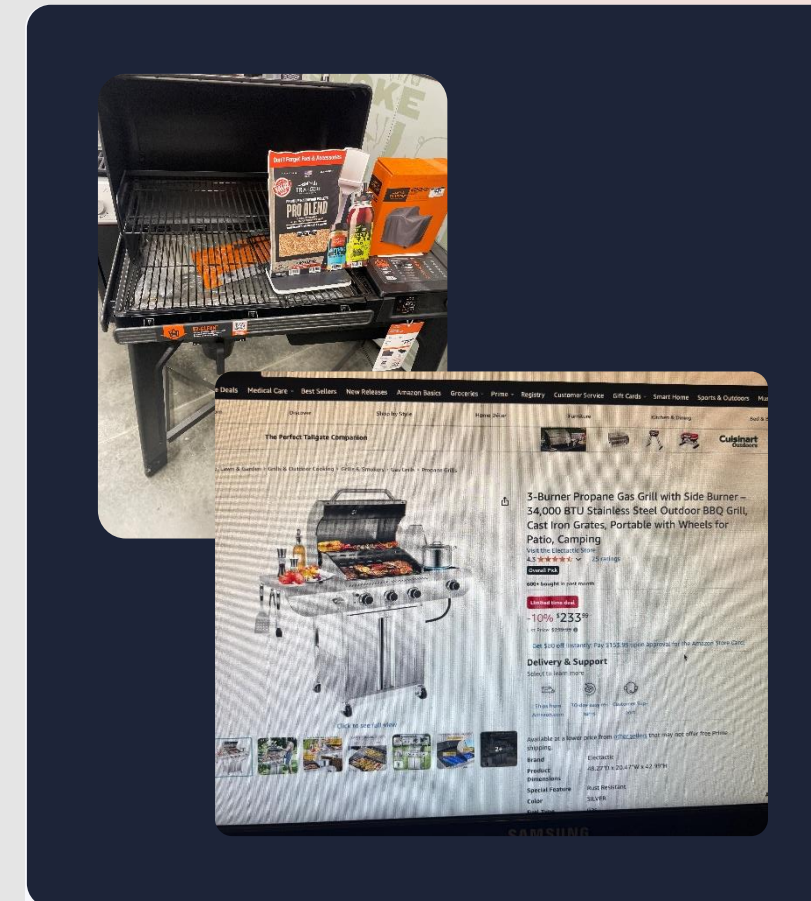
Benefits of a Multi-faceted Shopper Journey



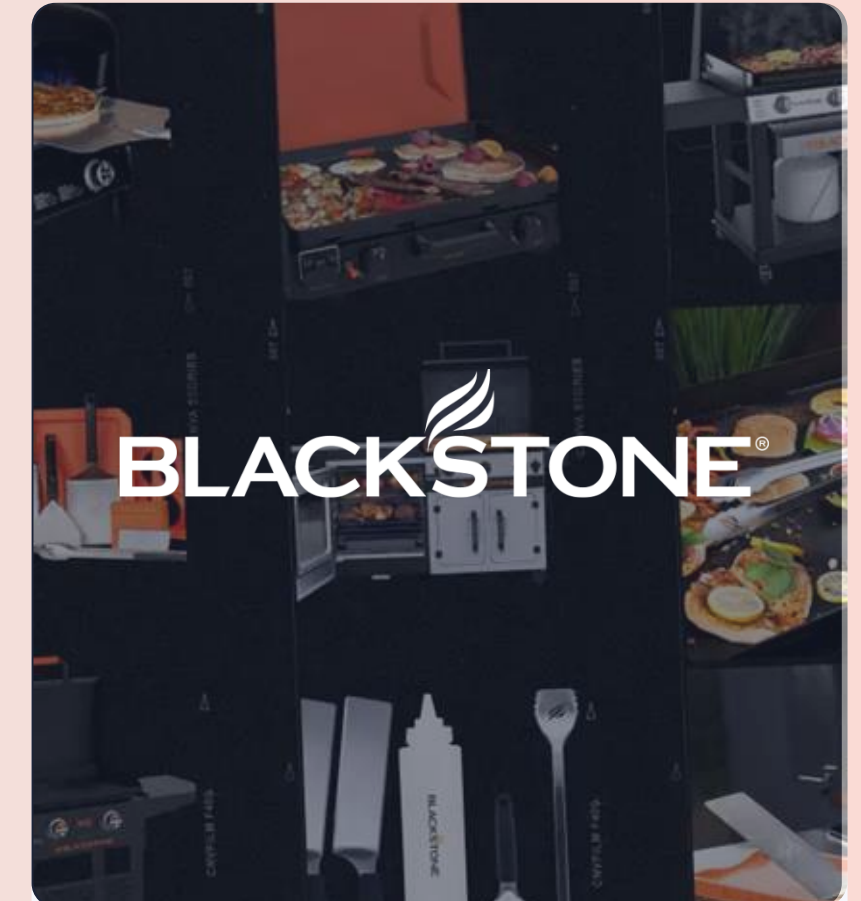
**Quant + Qual +
Video + AI**



**Advanced
Analytics = Rigor**



**In-the-moment
feedback = Humanize**

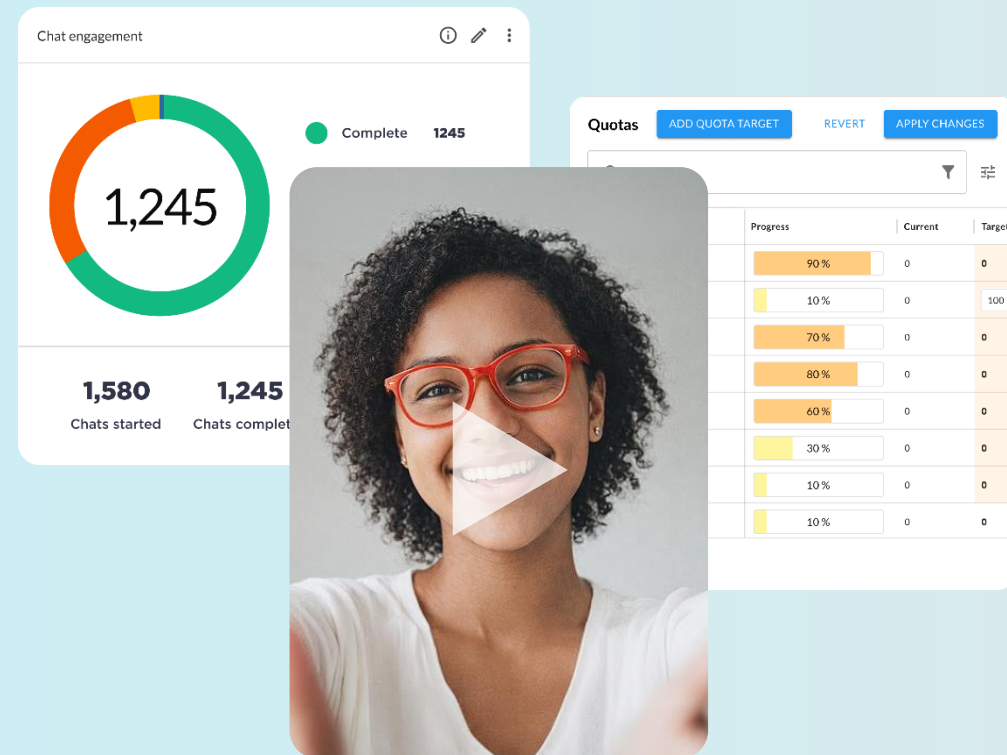


Inclusion of Blackstone

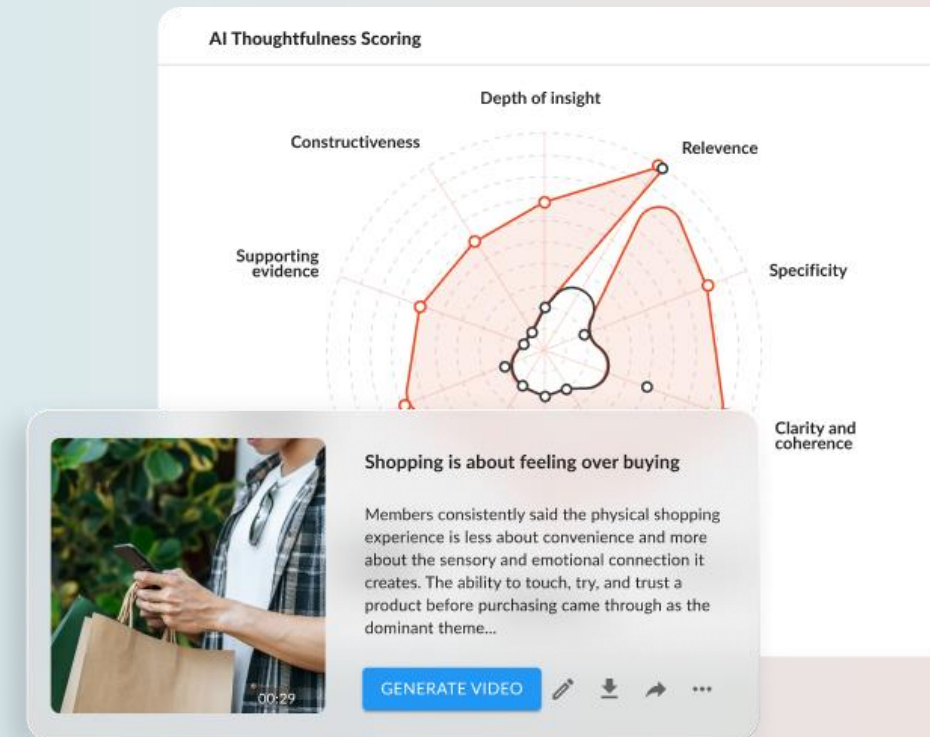
New-Age Analysis & Reporting



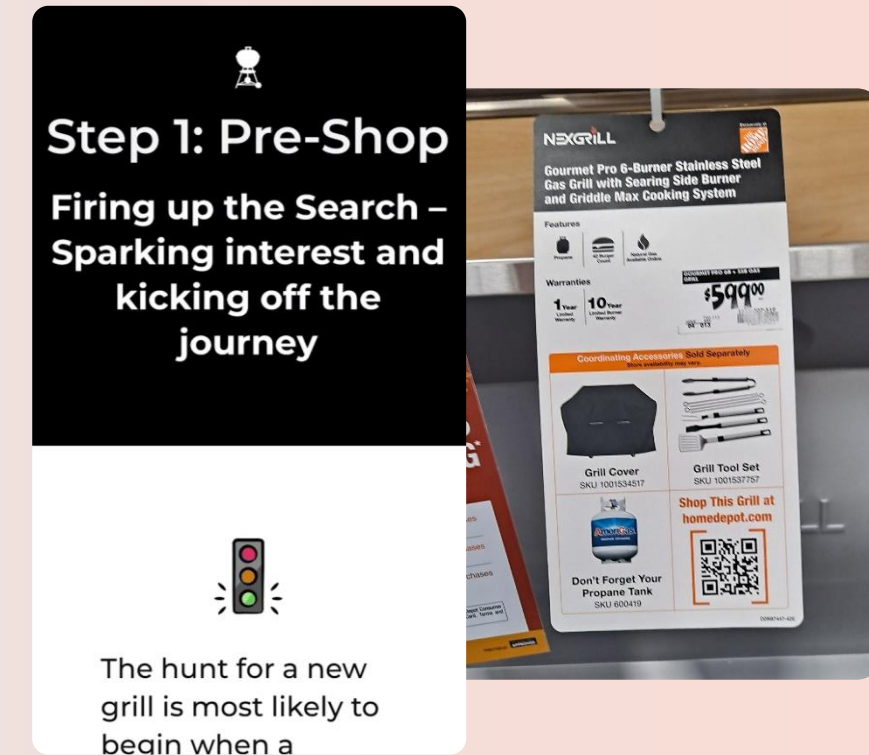
Full "Suite" of Deliverables



Real-time reporting and cross tabs



AI tools for analysis of unstructured data



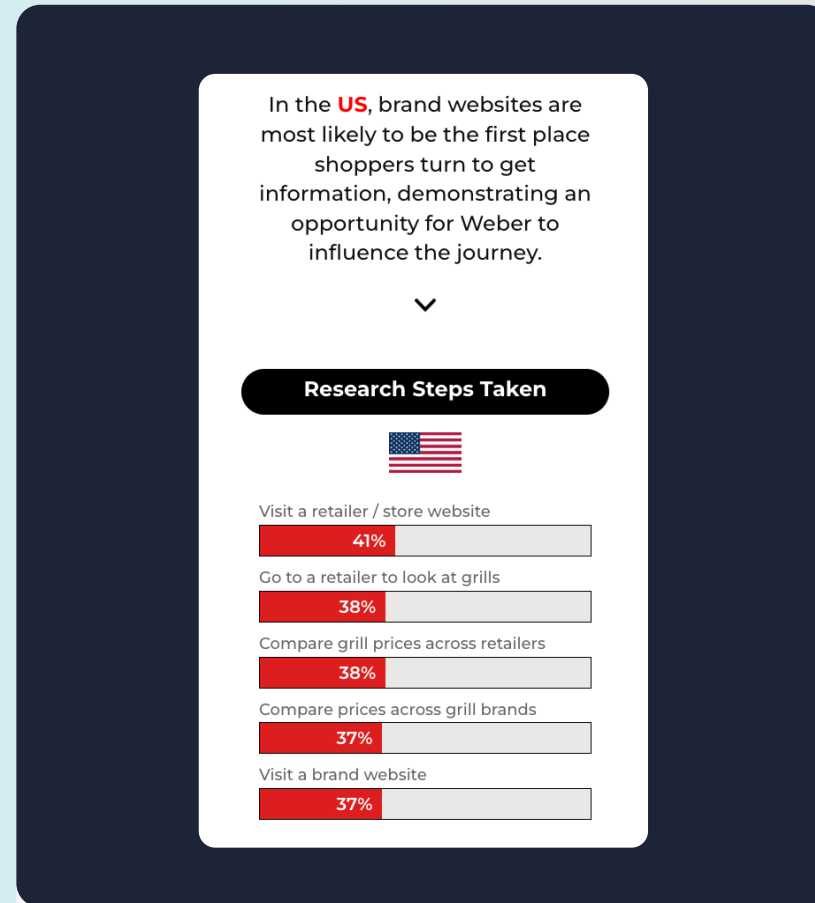
Custom deliverables: slides, digital topline and photo/video reels



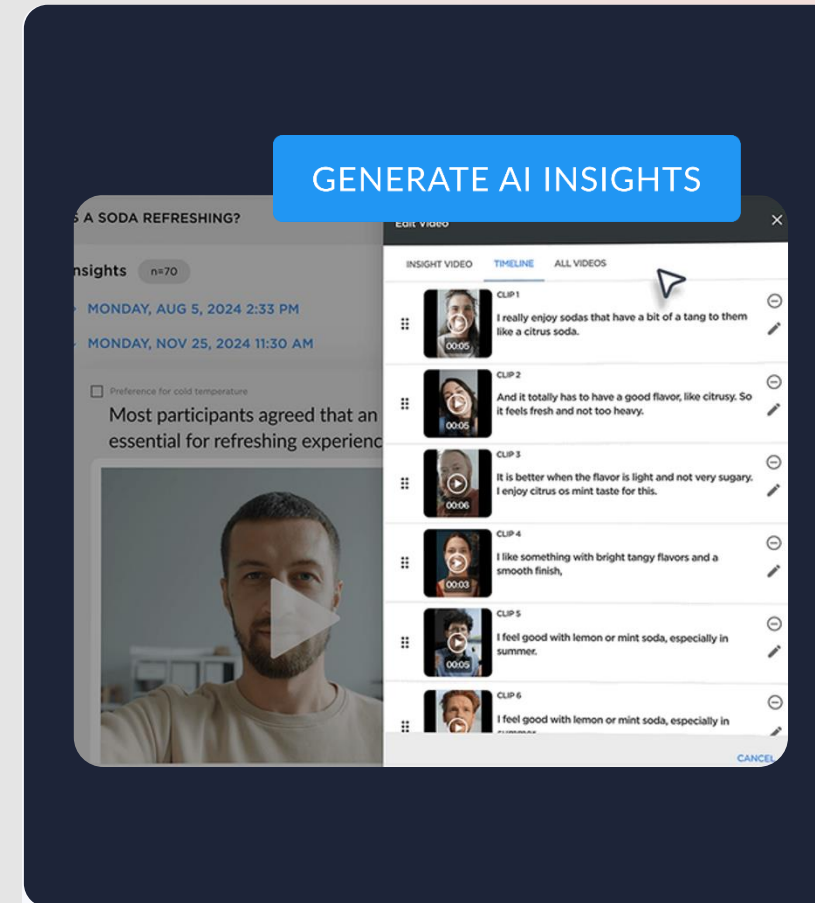
Driving Expanded Reach and Business Impact



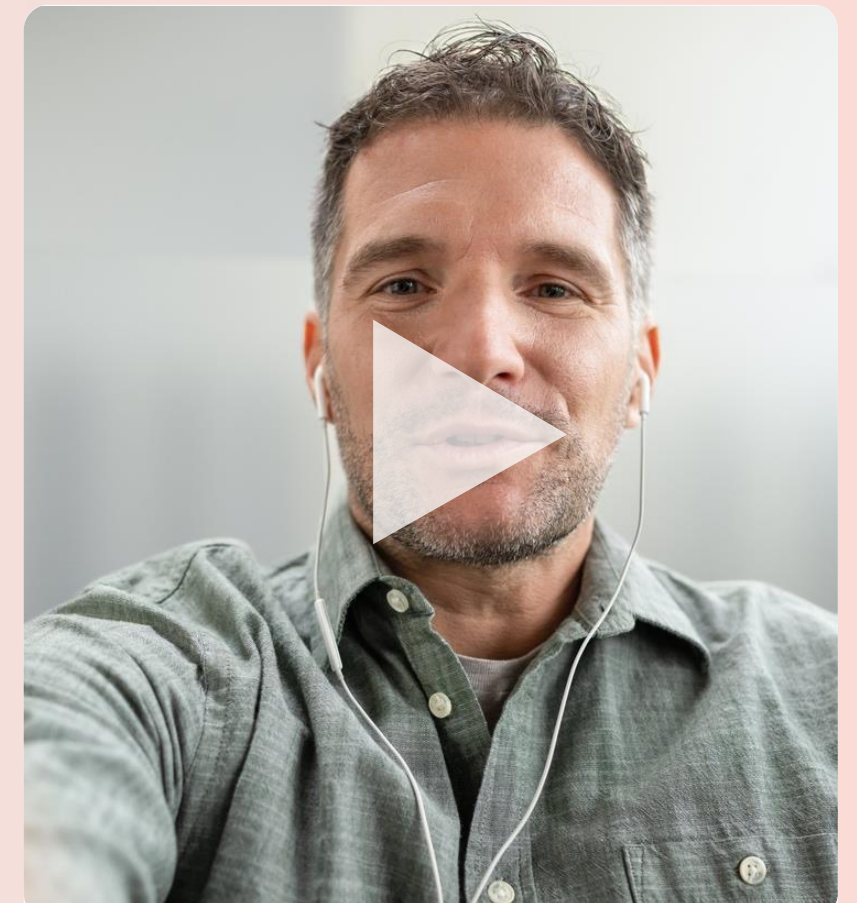
Go beyond PowerPoint



A deliverable for every stakeholder



AI-powered — with the researcher in the loop



Brings consumers to life

Key Takeaways Ingredients



Key Ingredients of a Modern Partnership



Key Ingredients of a Modern Partnership

**Ongoing Communities
+ Strategic Ad Hoc**

**Flexible
Service Levels**

**Innovative
Deliverables**



Q&A



Laura Ammigan
Director – Global
Insights & Analytics
Weber Blackstone



Jonathan Dore
Executive VP &
Founding Partner
Reach3 Insights

Earn for a **chance to win!**

**Try a
conversational
survey:**

Visit us at **Booth 310** for more info

