

THE IHUT REIMAGINED

From Product Feedback to
Business Case Validation



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WE HAD A NEW PRODUCT



BUT...

How would we
talk about it?



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TAKE A STEP BACK



What

Why

TWO KEY POINTS MISSING:

**DIFFERENCE BETWEEN THE
EXISTING PRODUCT AND THE
NEW PROPOSITION**

**HOW DO WE TALK ABOUT
US?**

Understand
where we do well vs.
where we lack

Get the product
to consumers

CIRCLE OF TESTING & ITERATING

Let consumers
use the product

Listen to
what consumers
have to say

Make adjustments
to the product
accordingly

HOW DID WE SOLVE THE PROBLEM?

The method we can't and don't want to replace



QUESTIONS BAYER NEEDED TO ANSWER



Will consumers choose it at the intended price?

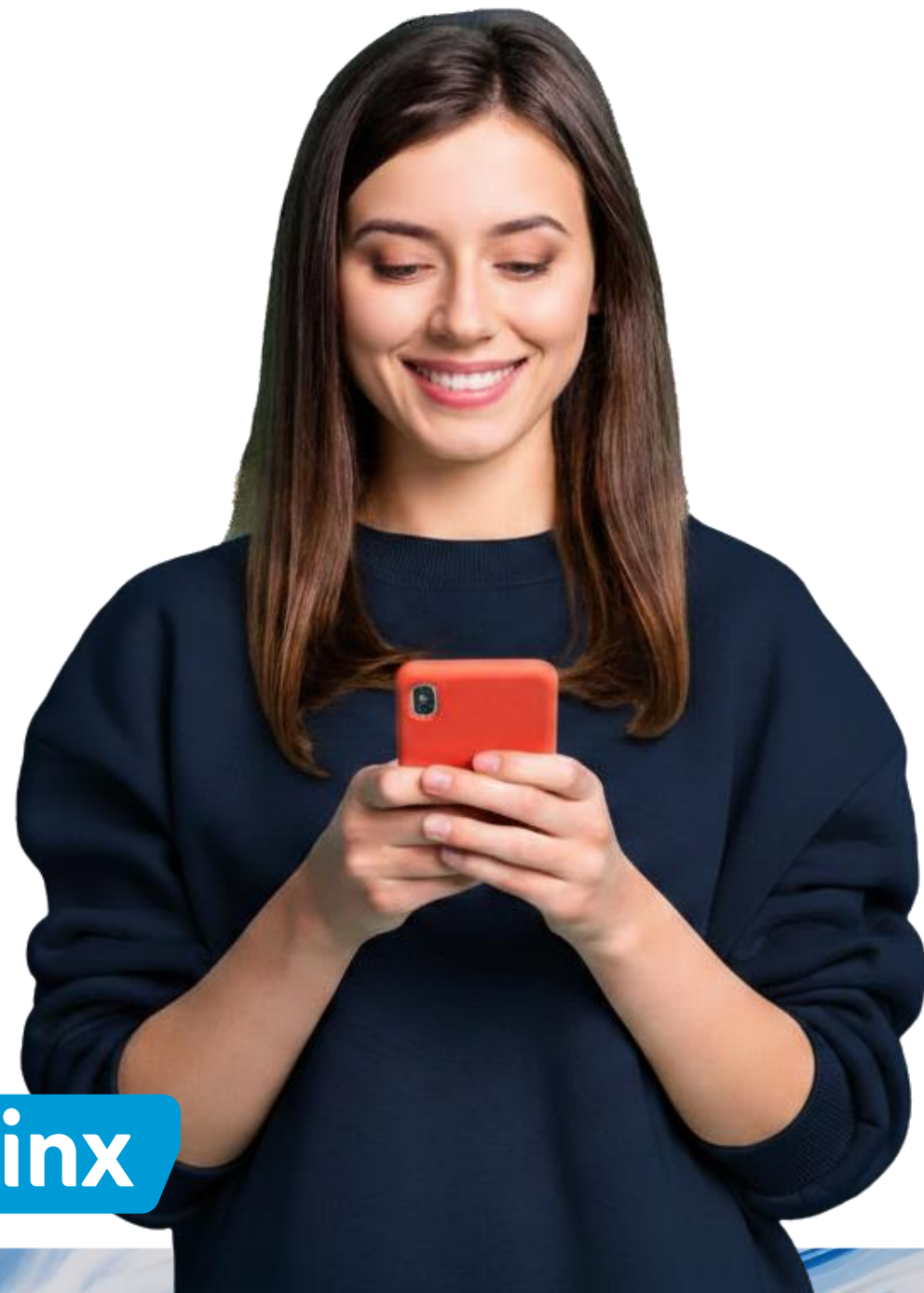
Does the product experience strengthen perceived value?

Will trial translate into repeat purchase?

Is the proposition strong enough to support launch expectations?

**PREMIUM INNOVATION
IS PRONE TO
OVERSTATEMENT
(47% MORE)**

veylinx CONDUCTS TRANSACTIONAL EXPERIMENTS



Give participants
skin in the game



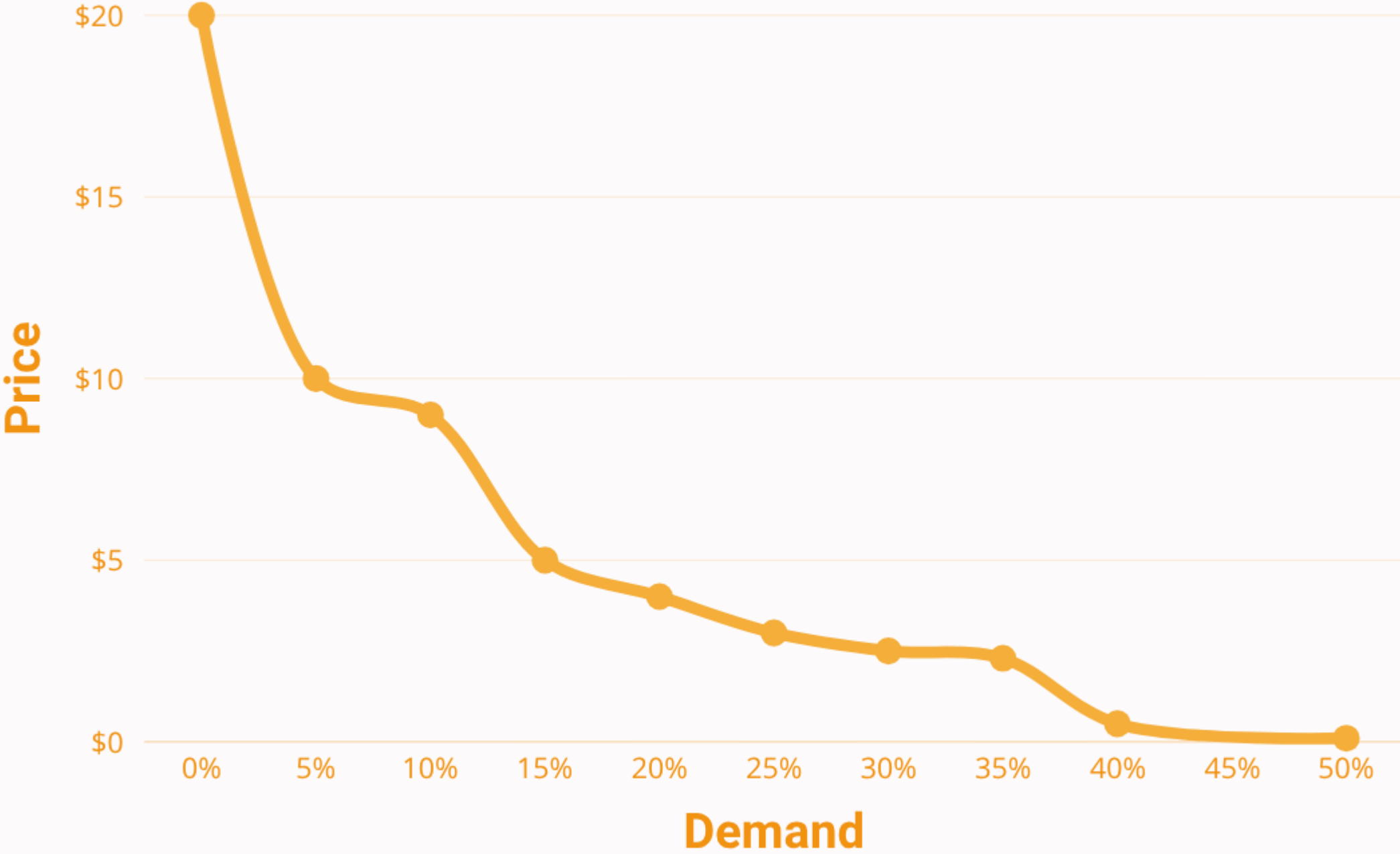
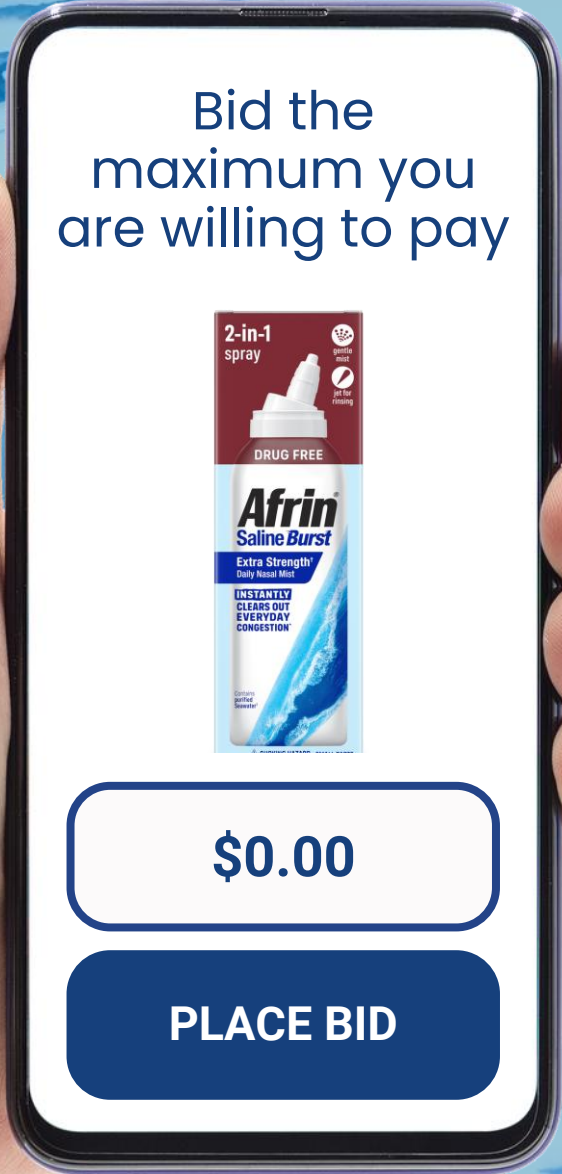
Insights gain greater
predictive power

RESEARCH WHERE CONSUMERS COMMIT THEIR OWN MONEY

IT'S E-COMMERCE, BUT IN A RESEARCH SETTING



THE **FIRST** AUCTION ESTABLISHED THE PRODUCT'S CONCEPT POTENTIAL





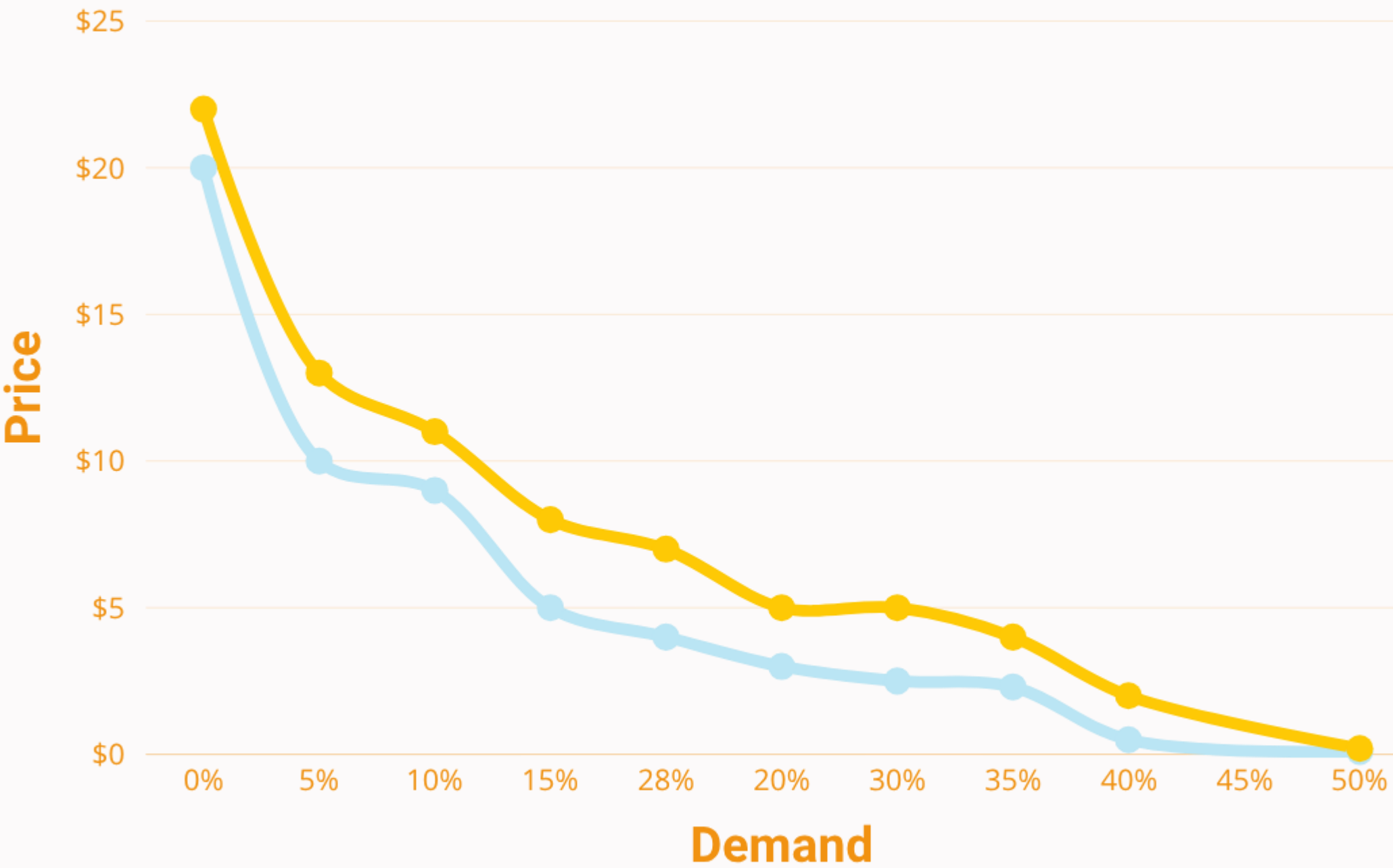
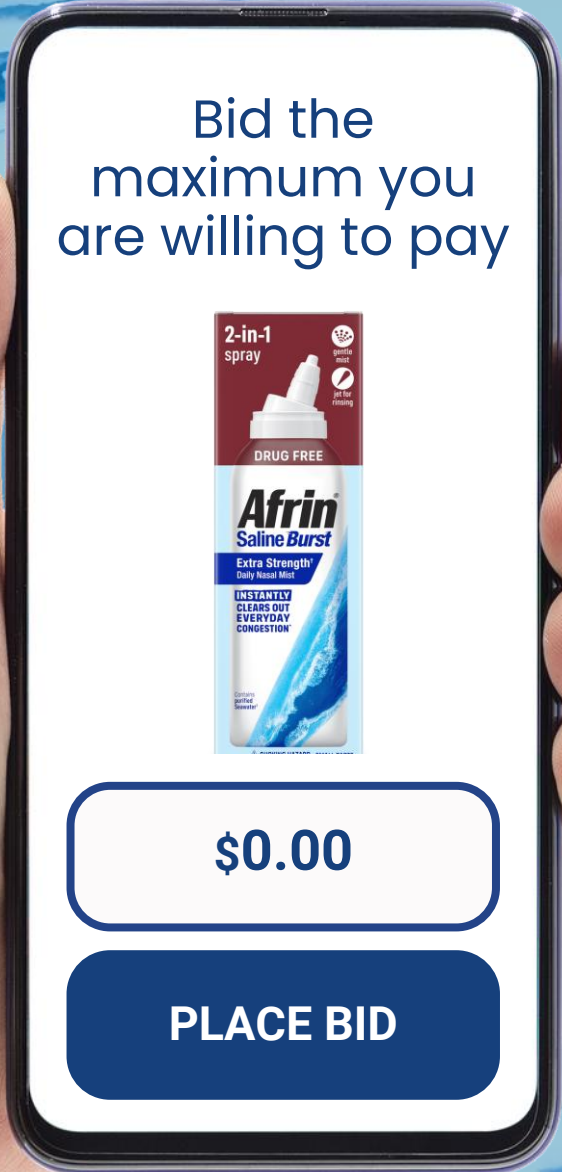
**NOW LET'S
SHIP IT!**



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THE **SECOND** AUCTION REVEALED THE PRODUCT'S POTENTIAL AFTER USAGE



PRE- & POST-USAGE DATA ANSWERS DIFFERENT COMMERCIAL QUESTIONS



Stage	What it measures	Business meaning
First Auction	Value of the concept	Trial potential
iHUT	Quality of the experience	Product delivery
Second auction	Value post-usage	Repeat potential
Pre/post comparison	Change in consumer value	Strength of the business case



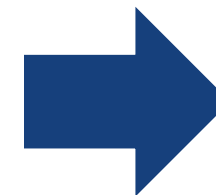
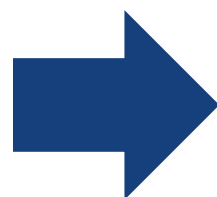
THE RESULTS = SUCCESS

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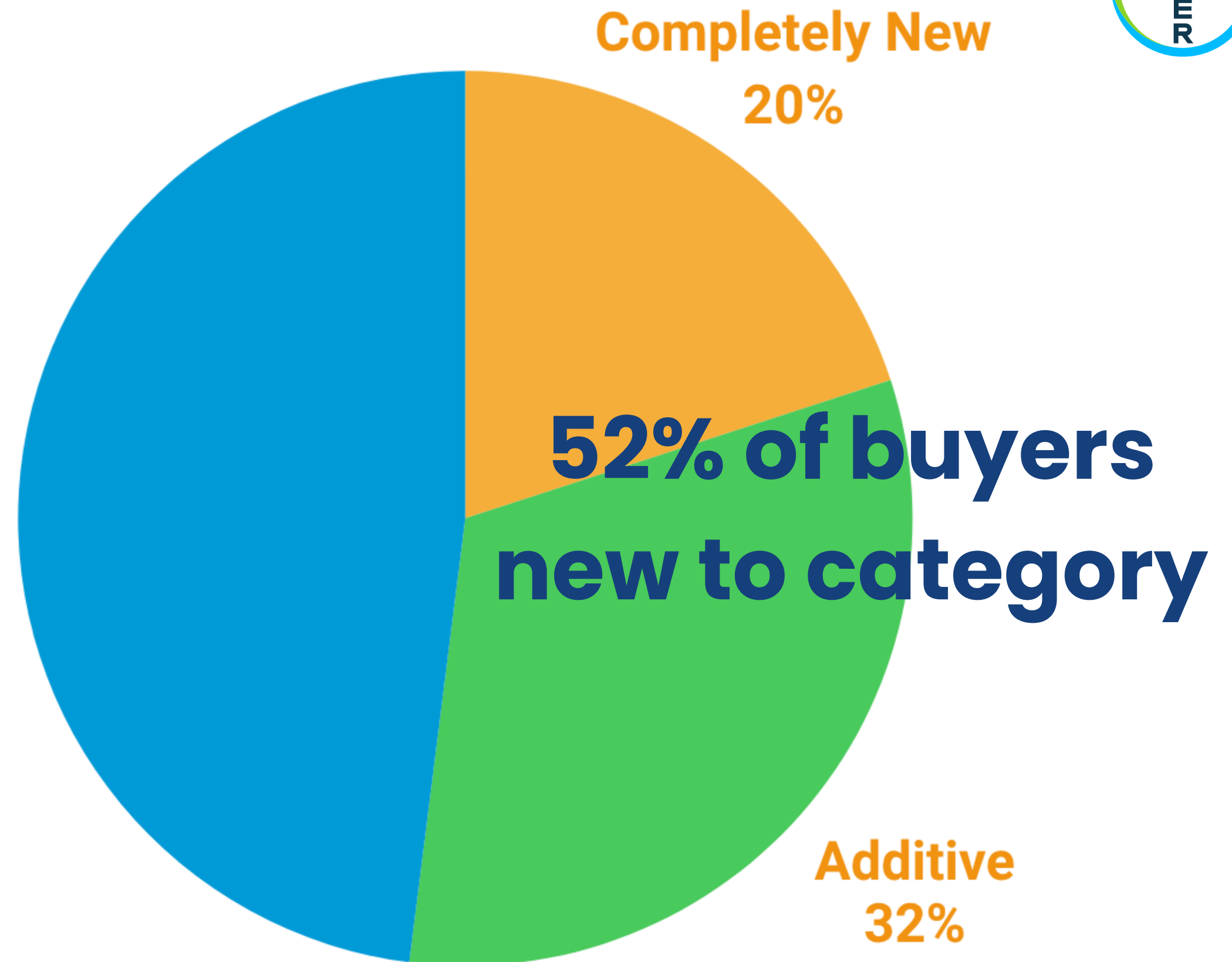
SEAWATER TAKES
THE CROWN –
KEY SELLING POINT

SALINE WITH PURIFIED SEAWATER

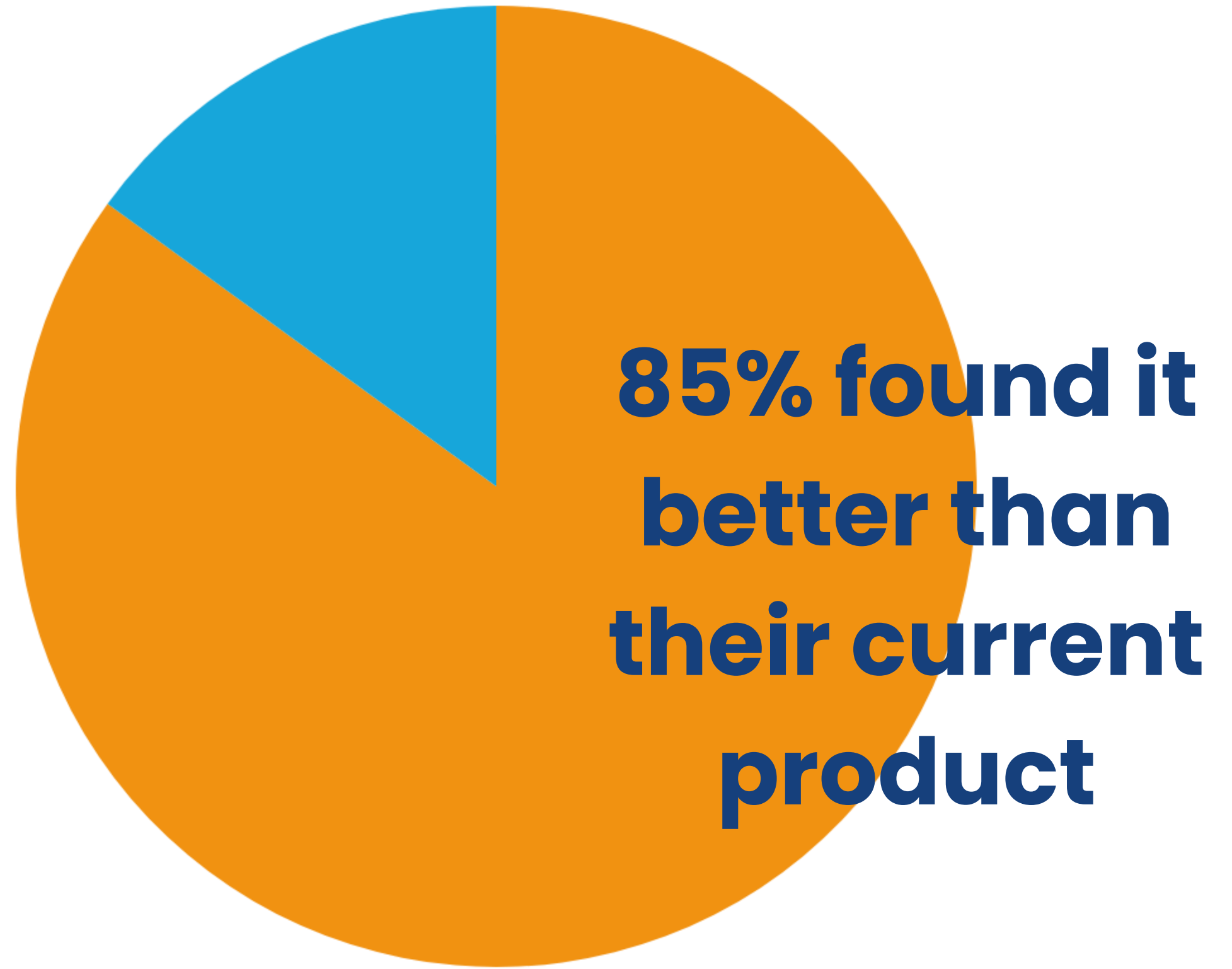
A new spray, premium proposition



**PRE-USAGE
DEMAND DATA
SHOWED WE
COULD DRIVE
NEW CATEGORY
BUYERS**



**USAGE TESTING
REVEALED
OPPORTUNITY TO
CAPTURE EXISTING
CATEGORY USERS**



KEY TAKEAWAYS FROM THE RESEARCH

- Learned that consumers were more likely to buy it after usage
- Saw improved perceptions of the product across all key metrics
- Strengthened premium positioning by validating value of seawater
- Expanded the role of the product beyond congestion relief
- Reinforced perceptions of efficacy and power
- Elevated the 2-in-1 nozzle as a key product differentiator



**THE METHOD WE CAN'T AND
DON'T WANT TO REPLACE**

THANK YOU!

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**B
A
BAYER
E
R**

**VISIT US AT
BOOTH #428!**

