



Breaking down 2026's buzziest products: Big Arch Burger, Starlink, GLP-1s and more, as told by verified buyers

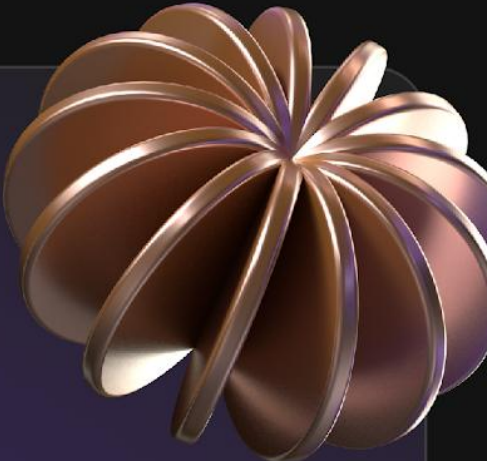
Quirks NYC - July 2026





We believe every purchase tells a story.

We help consumers earn by sharing theirs —
and enable brands to grow by listening



Introducing the world's first
AI video interviewer powered by
purchase-verified respondents.



Our Capabilities



AI Qual

Uncover decision drivers through video interviews with purchase-verified buyers



Quant Surveys

Quantify behaviors and preferences with purchase-verified data



Audience Intelligence

Understand your customer through 200+ behavioral and demographic signals



Insights Library

Access a living knowledge hub of US consumer behavior



Custom Data Feeds

Custom data feeds delivering a live pulse on what consumers are actually buying



AI Research Agent



CONSUMER MISSION

**Pogo helps 3M people in America
earn money from their own data.**





real-time purchases

credit/debit



live retail account linkages

amazon, walmart, target, etc.



live email inbox

e-receipts



receipt photos

in-store SKUs



live location

real-time visitation



demographics

hundreds of attributes



surveys & videos

in-moment feedback



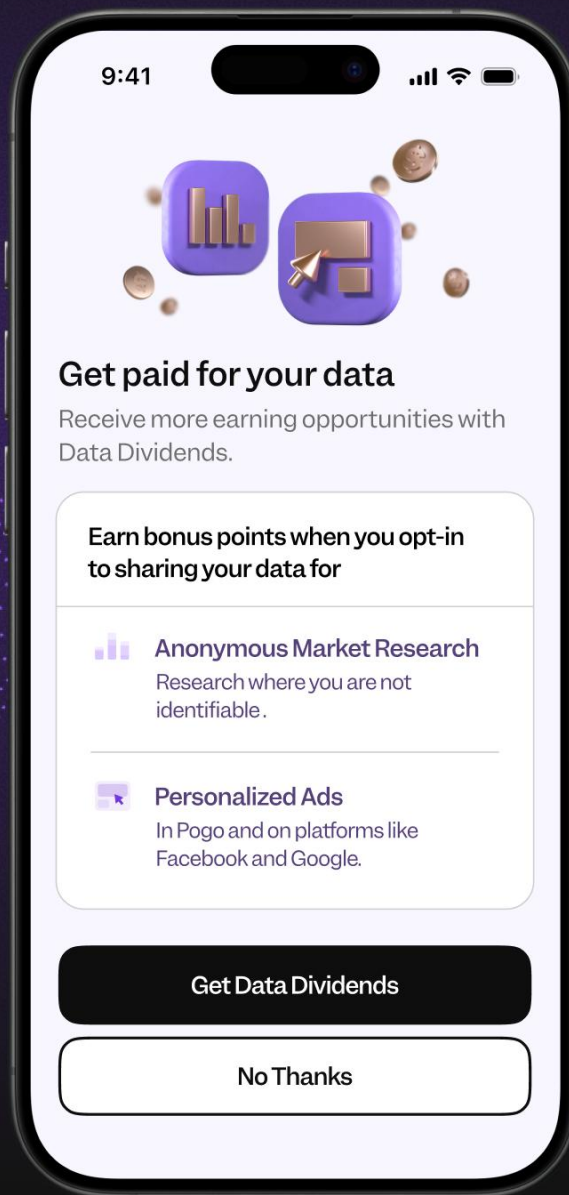
web & mobile app usage

chrome + app screen time



health data

apple health integration



\$450B

Transaction Value

3M+

Unique Users

#1 app

— **Newsweek**

(2024 and 2025)

\$32M

Raised from top investors
to rapidly scale to tens of
millions of users

FOUNDER OF

honey

EX CHAIRMAN OF

Disney

EX PRESIDENT OF

Unilever

EX CPO OF

ORACLE
DATA CLOUD

CPO OF

 **Adobe**

EX COO OF

stripe

EX CPO OF

Uber

FOUNDER OF

RENT THE RUNWAY

MR BEAST

EX VP OF PRODUCT

facebook

THE CHAINSMOKERS

BARON DAVIS



Pogo captures 1 in 150 of all shopping trips in the U.S.



Enter Costco

10:24 AM, February 9, 2024

Entered Costco

Austin, TX 78759

Total dwell time 62 minutes

Time of entry 10:24 AM

Time of exit 11:26 AM



Costco Trip

11:22 AM, February 9, 2024

Credit Card Purchase

7 items · Visa Card

Total \$819.95

Sonos
Sonos Beam (Gen 2) Bundle \$499.99

Charmin
Ultra Strong Bath Tissue, 2-ply, 2... \$24.19

Colgate
Advanced Whitening Toothpaste,... \$18.99

Kirkland Signature
Chicken Meal & Rice Formula Do... \$19.99

Kellogg's
Fruit Loops, 10g \$12.99

Omega Paw



Waymo Trip

2:38 PM, February 9, 2024

Credit Card Purchase

1 item · Visa Card

Total \$21.94

Waymo One Ride
WAYMO_ONE_RIDE_FARE \$21.94



ChatGPT Subscription

3:12 PM, February 9, 2024

Email Receipt

1 item · Visa Card

Total \$19.99

ChatGPT Premium
CHATGPT_PLUS_SUB_20USD \$19.99



Starbucks Order

11:19am, February 9, 2024

Apple Pay Purchase

3 items · Visa Card

Total \$21.94

Caffè Latte
LATTE_GRD_TALL \$7.57

Cold Brew
CB_VAN_SWEETCRM_VNT \$6.19

Blueberry Muffin
MUFFIN_BB \$7.99

What we'll share today

Buzziest consumer product launches



Big Arch Burger



GLP-1



Starlink



Suno AI

Using AI Qual with verified buyers to understand what hit and what missed

McDonald's

Consumer reactions to McDonald's
Big Arch burger launched on March 3rd



March 3 launch of Big Arch burger

Video of McDonald's CEO Chris Kempczinski eating Big Arch burger goes viral



Business Insider

McDonald's CEO got roasted for his 'Big Arch' review. I'm here to defend him — and the burger.

1 day ago

Fox News

McDonald's CEO roasted after his tiny first bite of new Big Arch burger goes viral

1 day ago



NBC News

McDonald's and Burger King beef over CEO's viral video



18 hours ago

TODAY.com

McDonald's CEO Goes Viral for the Way He Eats a Burger: 'Incredibly Alien'

36 minutes ago



New York Post

McDonald's Big Arch vs. Burger King's 'new' Whopper: Which one tastes better?

22 hours ago



What might McDonald's marketing & insights team be asking?

Who's buying
the burger?

Do people actually like it?
What's working vs. not?

Is the campaign
helping—or hurting?

What else are we
up against?

Pogo

Home

Chat

Cohorts

Market Explorer

Studies

Employee

← Cohort Builder

New Cohort

Build Your Cohort

e.g., Users who signed up in the last 30 days



Core Purchase Behaviors

Product & Category Spending

Demographics & Lifestyle

Psychographics & Preferences

Pogo Platform

+

←

→

↻

🏠

🔒 chat.joinpogo.ai/

☆

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Pogo

🏠 Home

💬 Chat

👥 Cohorts

🔗 Market Explorer

🔍 Studies

👤 Employee

←

Big Arch Burger Buyers at McDonald's

🔍

Share

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Open Agent

Primary Cohort

Big Arch Burger Buyers at McDonald's

Users who purchased the Big Arch Burger at McDonald's since March 2026. Captures purchases from both in-store scanned receipts and...

11,012 People

Comparison Cohort

General Population

↔

Key Differentiators

⬇

Age: 55-64

Household Income: \$110K-\$150K

Credit Score: Excellent (740-850)

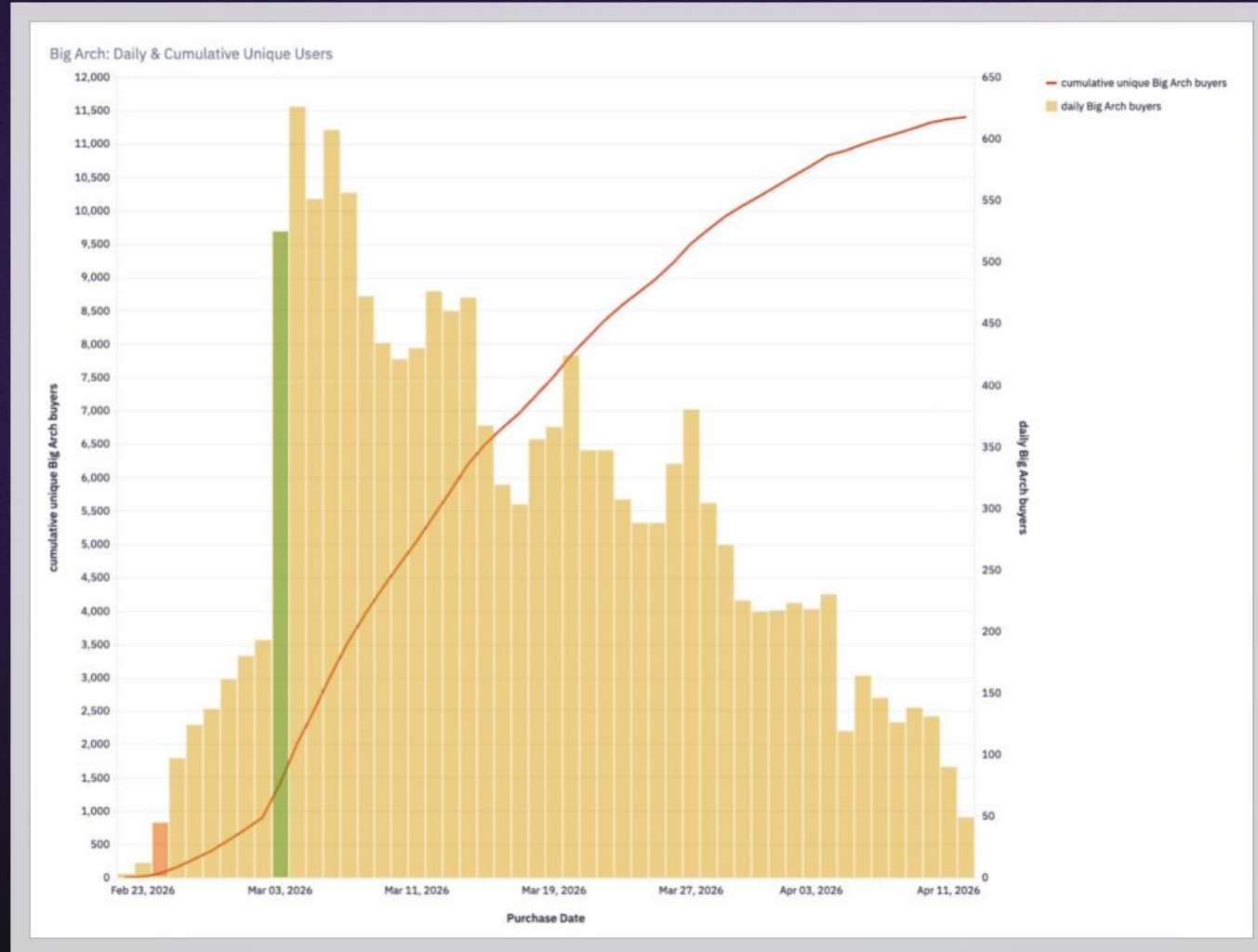
Marriage Status: Married

Shopper Indicator - Walmart: No

Spanish Speaking Frequency: It's the primary language in my househ...

Austin Lee

McDonald's Big Arch Burger purchases tracked by Pogo



Viral video Launch

Pogo

- 🏠 Home
- 💬 Chat
- 👥 Cohorts
- 🔗 Market Explorer
- 🔍 Studies
- 👤 Employee

Study / Draft / New Study

Overview

Introduce the goal of this study, and context.

📄 Have a document plan already?
[Upload a file](#) or drag & drop to auto-fill.

Study Type

🔗 AI Qualitative

📊 Quantitative

Title

Enter the title

Research Objective ⓘ

Enter the research objective

Client Organization (Optional - Admin only)

Select client organization...

Fielding Type (Admin only)

Cohort Allocation

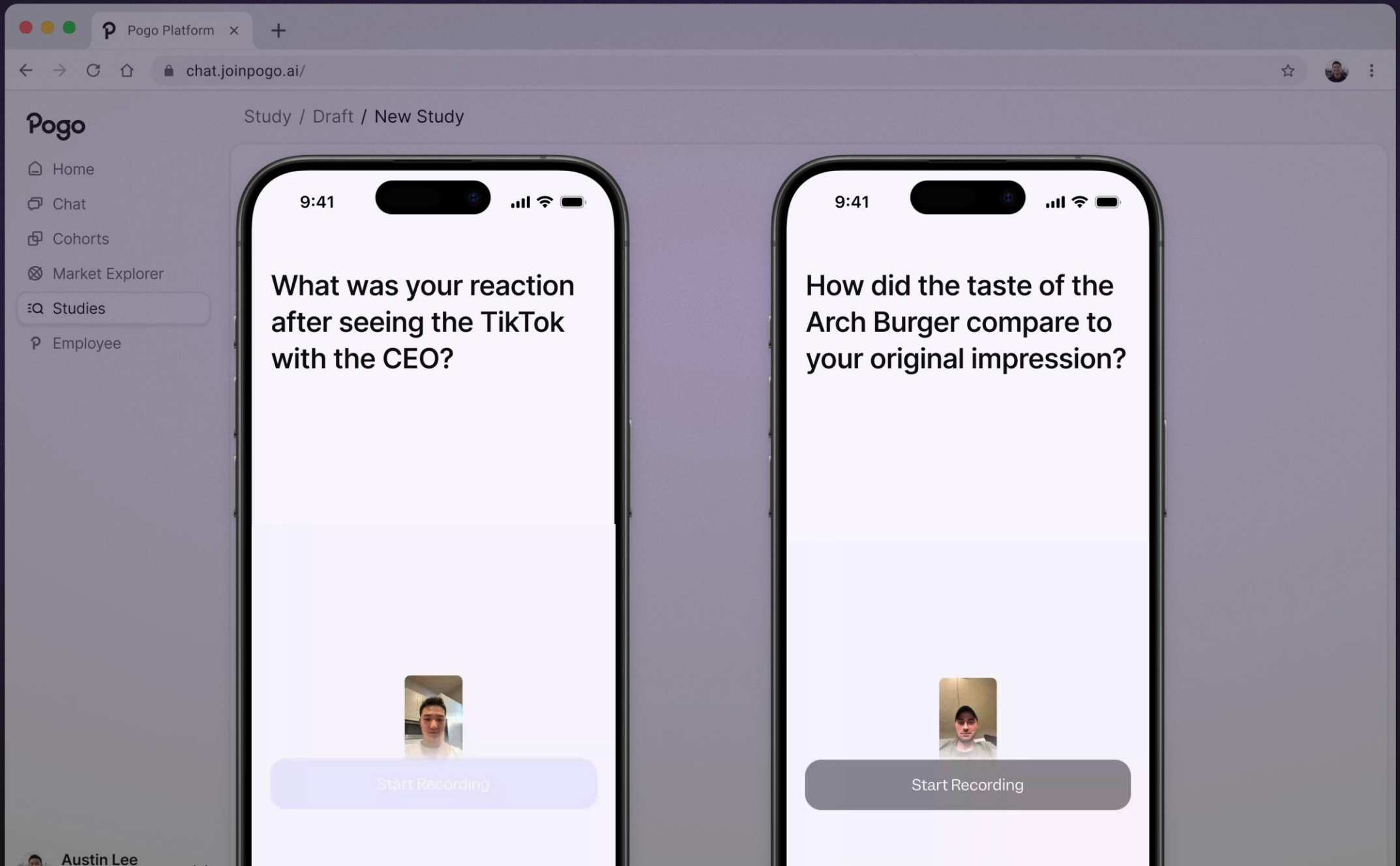
Marketing Consent ⓘ



Key Business Questions ⓘ

Enter a key question...





McDonald's CEO Video Became Part of Consumer Conversations

40% of surveyed respondents who bought the burger had seen the viral CEO TikTok



The CEO seemed far removed
from his company and his product



McDonald's CEO Video Became Part of Consumer Conversations

40% of surveyed respondents who bought the burger had seen the viral CEO TikTok



The guy is a CEO at a big company, he's not one of those foodie guys



McDonald's CEO Video Became Part of Consumer Conversations

40% of surveyed respondents who bought the burger had seen the viral CEO TikTok



Had I had seen that TikTok video before Tamika's, I don't think I would have been sold because it just seemed like he didn't really enjoy it



Pogo Platform

+

←

→

↺

🏠

🔒 chat.joinpogo.ai/

☆

⋮

Pogo

🏠 Home

💬 Chat

👥 Cohorts

🔍 Market Explorer

🔍 Studies

👤 Employee

Consumer Reactions to McD...

● Completed | 49 responses | 6h 40m

Share

⌵

📄 Summary

📄 Report

💬 Responses

⚙️ Settings

⚙️ Admin

Understand what drove awareness and trial of McDonald's Big Arch Burger, how buyers evaluate the experience versus expectations, and what would drive repeat purchase for a premium limited time burger.

Audiences

● McDonald's Big Arch Burger Purchasers (Last 30 Days)

46/30

Key questions

How did consumers first hear about the Big Arch, and which awareness channels (in-app, in-store, social, TikTok, word of mouth) are most influential?

Did the viral CEO TikTok meaningfully drive trial, and how did consumers emotionally react to it?

Show 3 more ^

Which awareness channels actually moved buyers from noticing Big Arch to trying it?

Owned McDonald's touchpoints did the heaviest lifting because app placement and in-store visibility put Big Arch directly in active ordering moments

📄 Browse your study

Dive into responses, explore themes, and uncover insights from your study.

Summarize

Clips

Share

Dig In

Count

Ask questions about this study...

Plan

↑

The hero ingredient was the onions, not the sauce

The most loved ingredient was the crispy fried onions, mentioned by 50%+ of respondents



The onions made it 100 times better than the Big Mac in my opinion



Let's size this up

Quant Survey Results

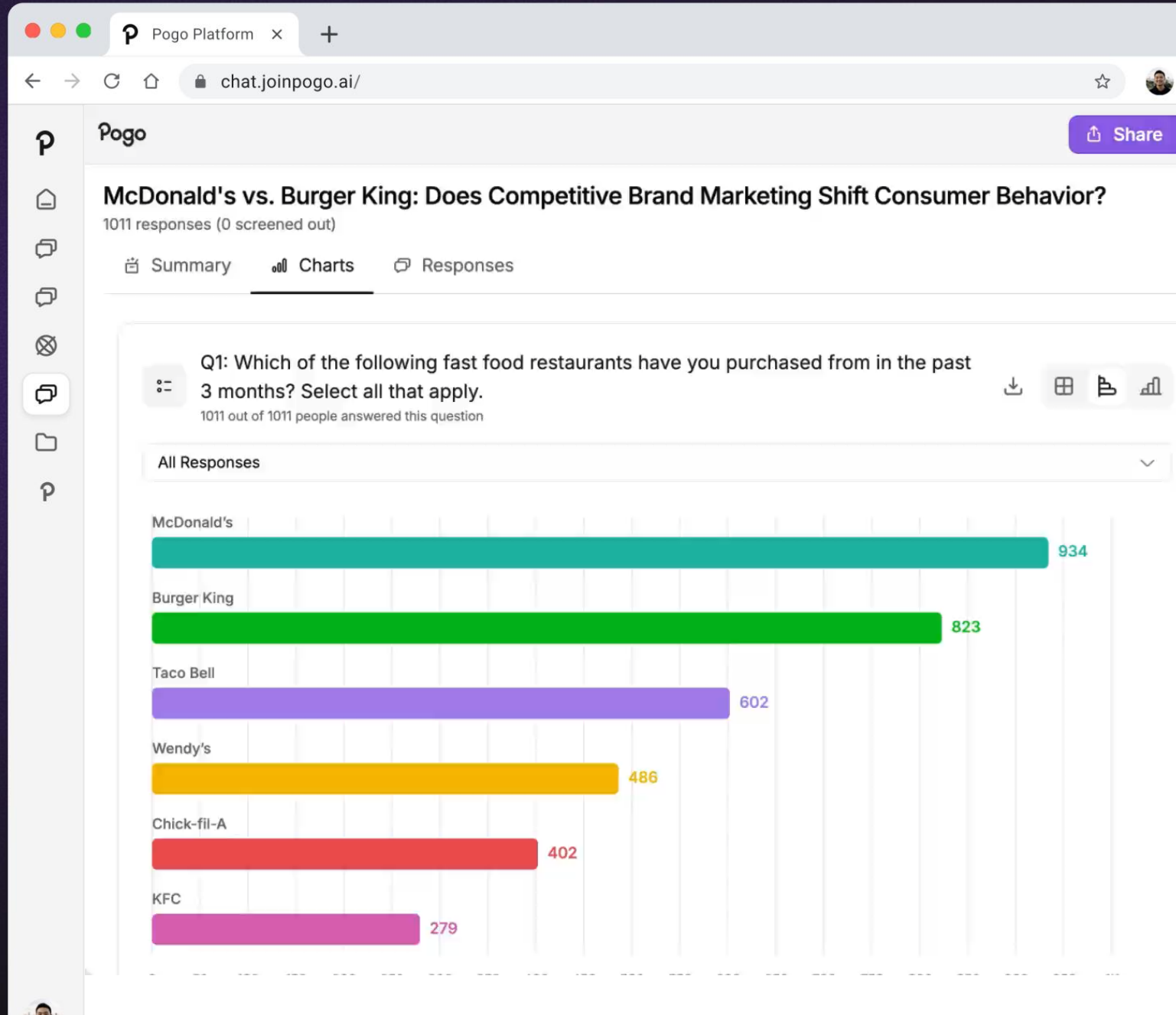
Verified frequent McDonald's and/or Burger King shoppers, n=1011

27% had seen the McDonald's CEO viral video and among those who had seen the video

19% said it made them more likely to try the Big Arch Burger

42% said it made them less likely to try the burger

Only 12% thought it made the burger look appealing



Cue the Burger War...

PRESS RELEASES • FEBRUARY 26, 2026

Burger King Elevates Its Most Iconic Product, The Whopper®!



We didn't have to wait for the Burger King news

Pogo Platform x +

← → ↻ 🏠 chat.joinpogo.ai/ ☆ 👤 ⋮

Pogo

🏠 Home

💬 Research

📄 Studies

🔗 Market Explorer

📁 Collections

🗣️ Signals

Signals

Most Recent ▾

 **Burger King Corporation (QSR)**

Monitor

 Burger King announced The Whopper refresh on February 26, 2026

1 Does the new Whopper bring lapsed buyers back?

Data Analysis

Burger King is betting that subtle upgrades to the bun, mayo, and packaging will reactivate the customers Tom Curtis keeps meeting at airports — people who say they love the Whopper but haven't bought one in years. We need to measure whether the refresh actually drives reactivation among lapsed guests or mostly rewards the existing loyal base.

Actionability 9 Materiality 9 Confidence 7

2 Who did the viral moment actually reach?

Qual

The CEO burger wars pulled in Burger King, Wendy's, KFC, A&W, and Jack in the Box — millions of views across platforms. We need to find out whether the people who engaged with this content are existing fans cheering their team, or genuinely new-to-brand consumers.

Actionability 8 Materiality 9 Confidence 7

3 Can people taste the difference?

Pogo was already running research on Burger King

The screenshot shows the Pogo Platform web interface. The browser address bar displays 'chat.joinpogo.ai/'. The left sidebar contains navigation links: Home, Chat, Cohorts, Market Explorer, Studies, Collections, and Insights Library (which is highlighted). The main content area is titled 'Insights Library' and features a search bar and a 'Request New Project' button. Below these, the categories are organized into three sections: Quick Service Restaurants, Household & Personal Care, and Food & Beverage. Each section contains several project cards with icons, category names, and study counts. The 'Burger Chains' card under 'Quick Service Restaurants' is highlighted with a hand cursor.

Category	Sub-category	Number of Studies
Quick Service Restaurants	Coffee & Breakfast	174 Studies
	Burger Chains	215 Studies
	Mexican & Tex-Mex	362 Studies
	Chicken & Sandwiches	148 Studies
	Pizza	93 Studies
Household & Personal Care	Laundry & Dish Care	198 Studies
	Oral Care	345 Studies
	Hair & Body Care	159 Studies
	Kitchen Storage & Wrap	142 Studies
	Air	11 Studies
Food & Beverage	Salty Snacks	475 Studies
	Dairy & Refrigerated	210 Studies
	Coffee & Hot Beverages	349 Studies
	Alcoholic Beverages	192 Studies
	Cook	152 Studies

GLP-1

GLP-1 is not just a healthcare disruption. It is a cross-category revenue reallocation event.



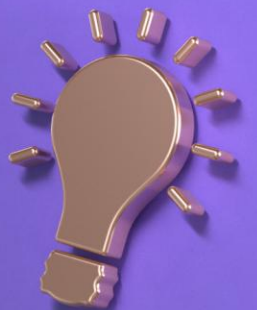
We analyzed the GLP-1 story from the vantage point of both consumers and medical professionals.

OBJECTIVE

What are common experiences with GLP-1 and what happens to the grocery basket when appetite changes at the biological level?

COHORT DEFINITION

GLP-1 users taking the medication for weight loss;
Medical professionals working with GLP-1 users



Consumers Are Growing Comfortable With Injectable GLP-1

100% of respondents are on the injection; many prefer to stay on it even after the pill's release



I think the injection is more powerful than the pill



GLP-1 Users Report Significantly Smaller Appetites

90% of respondents reported eating less / having smaller portions



It's really curbed my appetite



We also spoke with physicians and other medical professionals who had experience with GLP-1 patients

What Physicians Are Seeing in GLP-1 Patients' Eating Patterns

Completed | 38 responses | 7h 50m

Share Chat

Summary Report Responses Settings Admin

To understand the dietary and behavioral changes physicians are observing among patients taking GLP-1 medications for weight loss, including appetite shifts, category-level reductions or increases, side effects, and whether these changes represent temporary adjustments or sustained behavior change.

Audiences Healthcare Professionals Earning \$130K+ 38/15

Key questions

What behavioral and dietary changes are most consistently observed after starting GLP-1?

How quickly do appetite and eating behaviors shift?

Show 4 more ^

Physicians are also seeing reduced cravings for sweets & fast food



I don't see people wanting snack foods like potato chips anymore



Physicians are also seeing reduced cravings for sweets & fast food

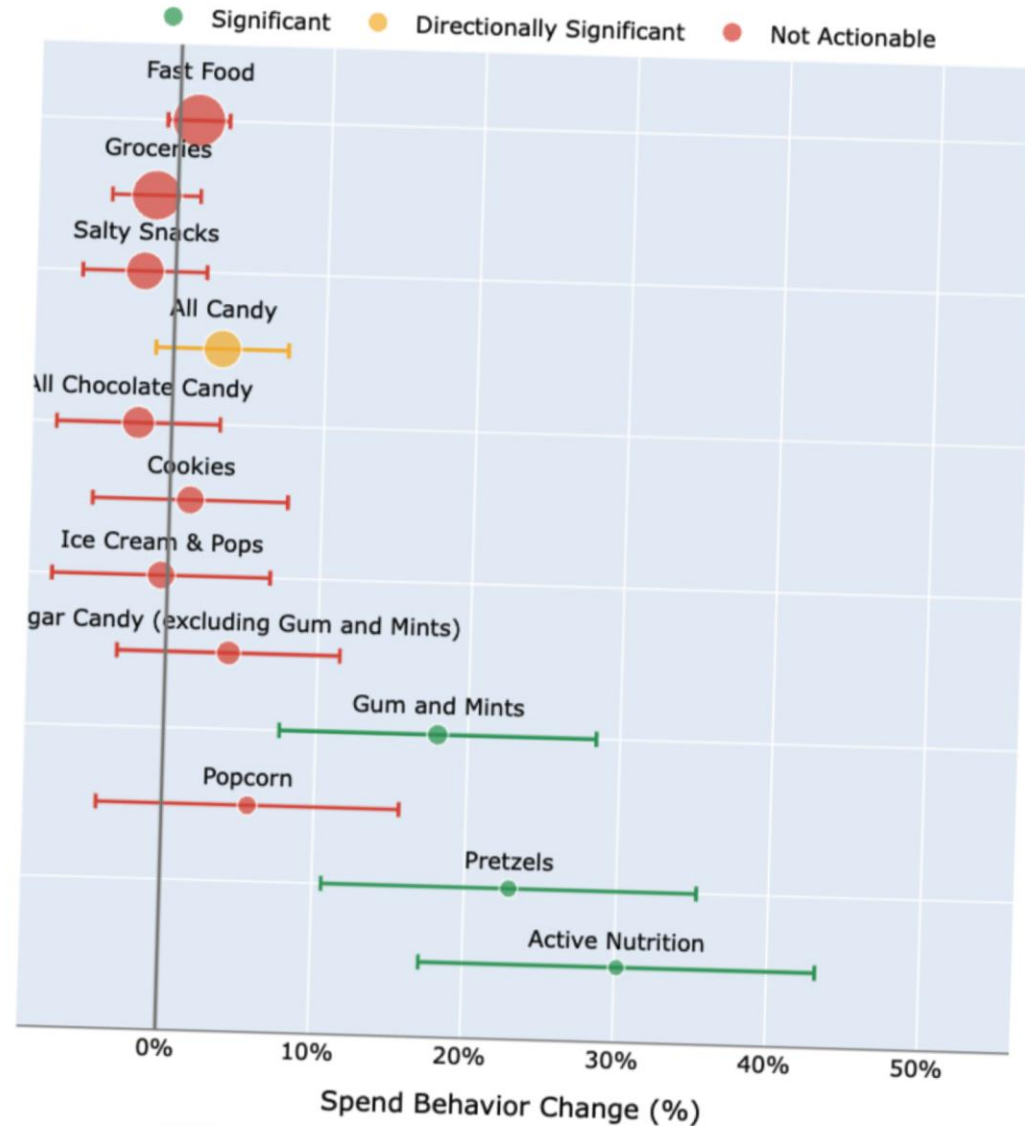


The portion they're eating is either two thirds to one third smaller than what they were doing



What GLP-1 Spending Patterns Reveal

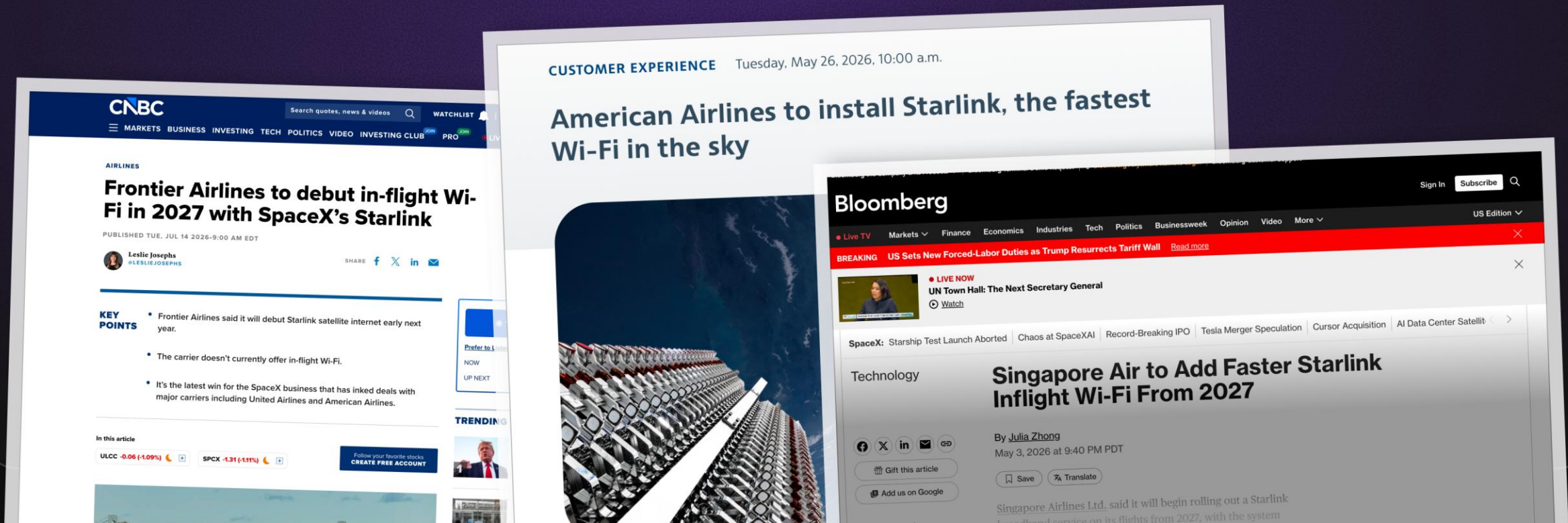
GLP-1 Cohort's Change in Spend Behavior - Directional Signal



Starlink



Starlink has become the go-to internet provider for major airlines in 2026



OBJECTIVE

Understand how in-flight connectivity influences airline choice among high-value travelers, and assess whether Starlink is changing customer expectations, loyalty, and willingness to switch airlines for a better onboard internet experience.

COHORT DEFINITION

High-Spend Airline Customers



Starlink is a Premium Service Worth Paying For



I would probably be willing to spend up to \$50 more for a similar flight, if I knew it would be on an airline that offered free Starlink.



Starlink Becomes a Driver of Airline Loyalty



I absolutely would think that consistently offering Starlink would start to feel like a loyalty reason to keep going back



Suno



Suno raises \$400M at \$5.4B valuation, with spend increasing 4x YoY

The image is a screenshot of a Bloomberg news article. The page has a dark header with the Bloomberg logo on the left and 'Sign In' and 'Subscribe' buttons on the right. Below the header is a navigation bar with links for 'Live TV', 'Markets', 'Finance', 'Economics', 'Industries', 'Tech', 'Politics', 'Businessweek', 'Opinion', 'Video', and 'More'. The main content area features a large headline: 'AI Music Startup Suno Raises Capital at \$5.4 Billion Valuation'. The article is by Lucas Shaw, dated June 3, 2026 at 3:00 AM PDT. There are social media sharing icons (Facebook, X, LinkedIn, Email, Print) and buttons for 'Gift this article', 'Add us on Google', 'Save', and 'Translate'. A 'Takeaways by Bloomberg AI' section is also visible, along with a 'Subscribe AI' button. The article text begins with 'Suno Inc., a startup that enables people to make music using artificial intelligence, has raised \$400 million at a valuation of \$5.4 billion.'

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Technology

AI Music Startup Suno Raises Capital at \$5.4 Billion Valuation

By [Lucas Shaw](#)
June 3, 2026 at 3:00 AM PDT

[f](#) [X](#) [in](#) [✉](#) [🔗](#)

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✦ **Takeaways** by Bloomberg AI

Suno Inc., a startup that enables people to make music using artificial intelligence, has raised \$400 million at a valuation of \$5.4 billion.

Contact us: [Provide news feedback](#)

OBJECTIVE

What motivates consumers to try Suno's AI music creation, and what are the features, experiences, and unmet needs that shape long-term engagement?

COHORT DEFINITION

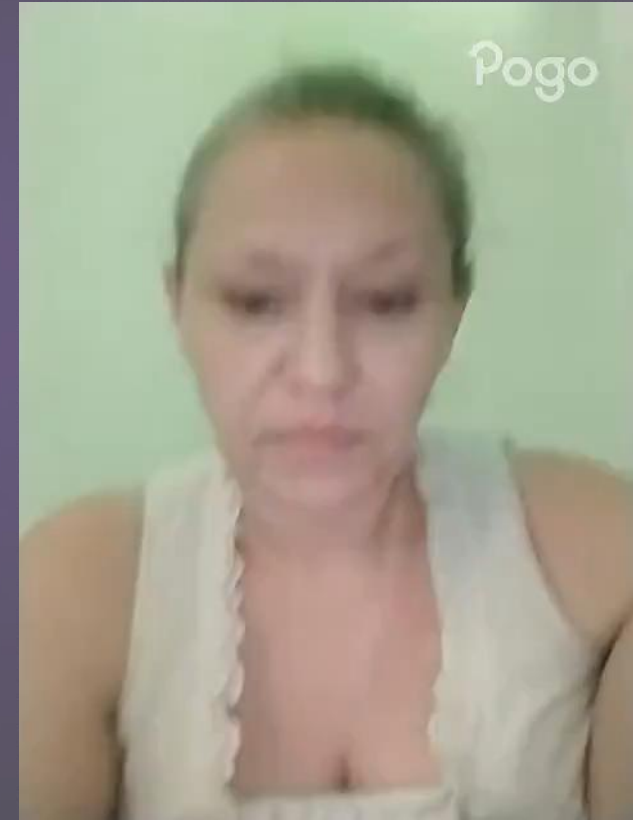
Suno AI Paying Subscribers



Suno Enables Musicians to Achieve Creative Freedom



These songs are fantastic. I am blown away still daily sometimes when I use it because I'm like, man, I've got five or six versions of this song, and they're all bangers in their own way.



Suno Creates Deep Emotional Connections



a friend of the band had passed away years ago, and we had samples of her voice for a song that she never got to perform. And that allowed me to perform that song finally.



Our Capabilities



AI Qual

Uncover decision drivers through video interviews with purchase-verified buyers



Quant Surveys

Quantify behaviors and preferences with purchase-verified data



Audience Intelligence

Understand your customer through 200+ behavioral and demographic signals



Insights Library

Access a living knowledge hub of US consumer behavior



Custom Data Feeds

Custom data feeds delivering a live pulse on what consumers are actually buying



AI Research Agent

We are offering 5 free trial studies this week (first come, first served)

Email dom@joinpogo.ai with subject line "QUIRKS"



Dom Wong
dom@joinpogo.ai

Pogo



Pepsi



Pepsi launched their
first prebiotic soda in
Feb 2026

Pepsi® Prebiotic Cola now available nationwide in stores and online

Following its sold-out limited release last year, Pepsi Prebiotic Cola is now available nationwide – delivering the great “Unbelievably Pepsi” taste with no artificial sweeteners, just 30 calories, only 5g of sugar, and 3g of prebiotic fiber

February 17, 2026 • 3 min read



PepsiCo launches first ever
Prebiotic Cola in traditional cola category



OBJECTIVE

How do consumers react to Pepsi's new prebiotic cola launch, and can it replace traditional soda in their routines?

COHORT DEFINITION

Pepsi Prebiotic Cola Purchasers



Winning with kids = winning the household routine



I did let my children drink it. And, anything to get them to drink or eat anything healthy is an uphill battle. So that was nice.



Normalcy removes barriers and enables habit adoption for consumers



I've had some other probiotic drinks, and ugh. But this one tasted really normal. So yay!



MrBeast



Launched in September 2025, MrBeast introduced protein-fortified chocolate milk under his Feastables brand. The product was rolled out through major national retailers.



The brand experienced a significant mold scandal the year before



OBJECTIVE

Did the October 2024 Lunchly mold controversy affect trust and repeat purchase for Feastables Chocolate Milk?

COHORT DEFINITION

Cohort definition: Feastables Chocolate Milk Buyers (Sep 2025+)



Had Feastables milk buyers heard about the mold controversy?

From Backlash to Beverage: Consumer Trust in MrBeast's...

Completed | 39 responses | 5h 59m

Share

Summary

Report

Responses

Settings

Admin

To understand whether the October 2024 Lunchly mold controversy affected consumer trust, perception, and repeat behavior in MrBeast's September 2025 launch of Feastables Chocolate Milk.

Audiences

Feastables Chocolate Milk Buyers (Sep 2025+)

39/25

Key questions

Are purchasers of Feastables Chocolate Milk aware of the prior Lunchly mold controversy?

If aware, did that controversy influence their perception of MrBeast brands?

Show 3 more

Admin

Default (Survey Request Org)

Generate Report

Generate Presentation

Upload Presentation

Browse your study

Dive into responses, explore themes, and uncover insights from your study.

Summarize

Clips

Share

Dig In

Count

What percentage of respondents had heard about the mold controversy?

Plan

Despite the Controversy, Consumer Trust Held

We found 20%+ knew about the mold controversy, but still bought the chocolate milk product



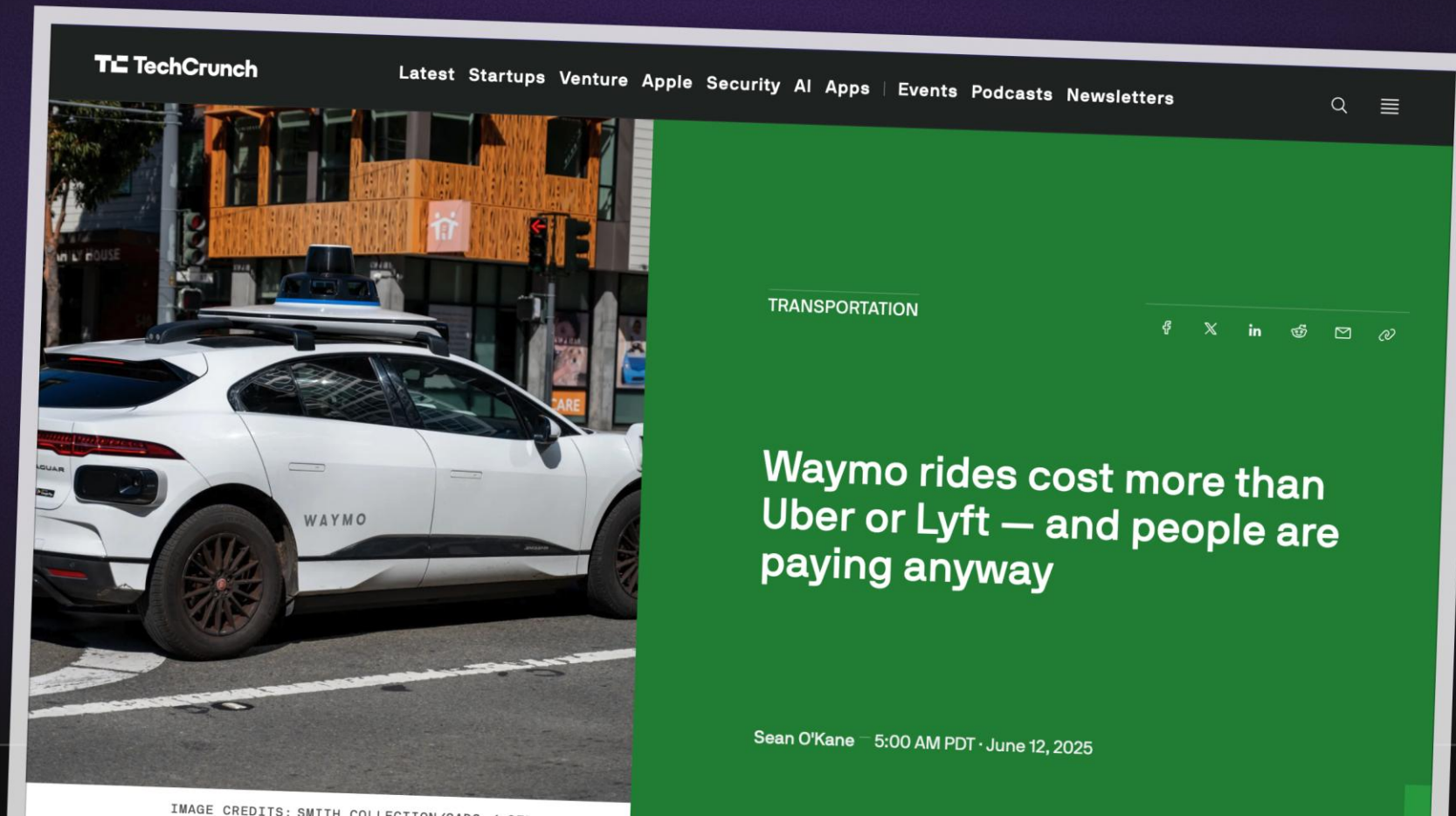
I actually trust him more than I do most big name brands.



Waymo



In 2025, Waymo robotaxis scale across major U.S. cities, delivering hundreds of thousands of driverless rides per week.



OBJECTIVE

What drives repeat Waymo usage compared to alternatives like Uber?

COHORT DEFINITION

Users with 6 or More Waymo Rides



Consumers Loved Being Able to Play Their Own Music



It Feels Like a Party Every Single
Time



Consumers Loved Being Able to Play Their Own Music



I can use my own playlist and can
turn the volume up as loud as I
want



Waymo Is Becoming a Convenient Option for Pet Transportation



I use waymo mainly to transport my dog.

