



# Uncovering Insights in This New Evolving World

**C+R**  
RESEARCH





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RESEARCH

60+ years

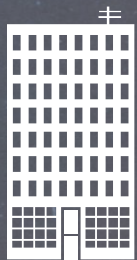


Custom research  
quantitative—qualitative

 19 moderators



50 quantitative analysts



B2B



Consumer



Generations, LGBT+,  
Multicultural, Youth & Family,  
Shoppers



*Not too big, Not too small*

# HRL

LISTED

# NYSE

# \$11.4B

FISCAL YEAR 2021  
NET SALES

OUR BRANDS  
ARE #1 OR #2  
IN OVER

# 40

PRODUCT CATEGORIES



Inspired People.  
Inspired Food.™

# 20,000

INSPIRED  
PEOPLE

# 83

# YEARS

OF PROFIT SHARING

# 56

CONSECUTIVE  
YEARS

OF DIVIDEND INCREASES\*

\*INCLUDES 2022 DECLARED INCREASE

# Why Research was Needed



COVID



Changing Shopping Habits



Rise in demand for packaged meat



Love for traditional packaged meat continues



Trends toward natural & organic, various protein types, convenience products



## **AMBITION**

Be broad and far reaching, take view of a huge category



## **GOAL**

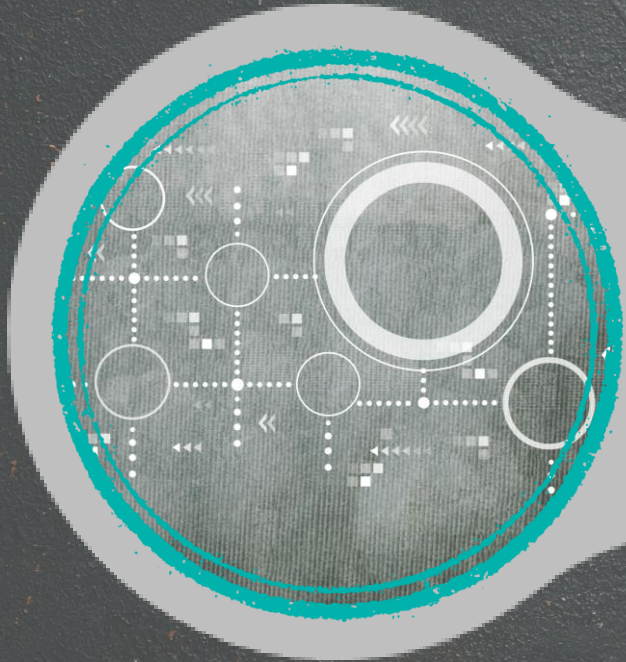
Create a center of excellence that aligns cross-divisional strategies to build differentiated portfolios



## **CHALLENGE**

Build a stepwise learning plan that will not only look at today, but into the future

# The Solution



**Gain alignment  
across all divisions**



**Engage stakeholders  
and bring them on  
the journey**



**Find the right  
partner**



# WHAT WE DID



## THE CHALLENGE

Working collaboratively and remotely on a year-long, multi-phase project



## THE SOLUTION

- ✓ Weekly check-ins
- ✓ Email updates
- ✓ Work sessions
- ✓ Consistent teams



# THE CHALLENGE

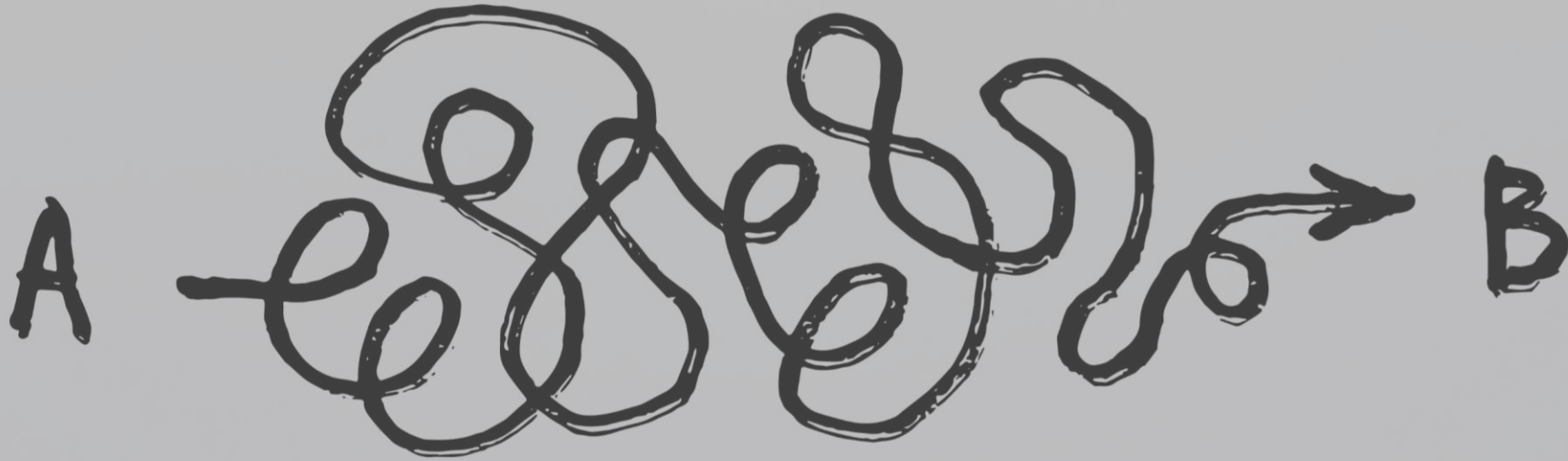
Large short-term  
Community



# THE SOLUTION

- ✓ Assigned respondents to Hormel team members
- ✓ Deep dive immersion session
- ✓ Pre-covid and post-covid questions
- ✓ Adjustments based on learnings





## THE CHALLENGE

E-comm shopping  
Missions: mix of retailers –  
limited time and budget



## THE SOLUTION

- ✓ Assigned to retailers don't typically shop
- ✓ Compare to usual retailer
- ✓ Two retailers per interview



# THE CHALLENGE



# THE SOLUTION

Large scale  
quantitative segmentation =  
Key considerations



- ✓ Optimized inputs
- ✓ Large sample = Right provider
- ✓ Longer survey = DQ protocols
- ✓ Lots of information = Iteration
- ✓ The Story – personas, videos, playbooks

WHAT'S  
NEXT?



Building internal  
consumer empathy



Ideation and  
activation

# Research Outcomes



Align brands with different segments of consumers in the category



Craft key messaging to align with wants/needs



Identify areas of innovation



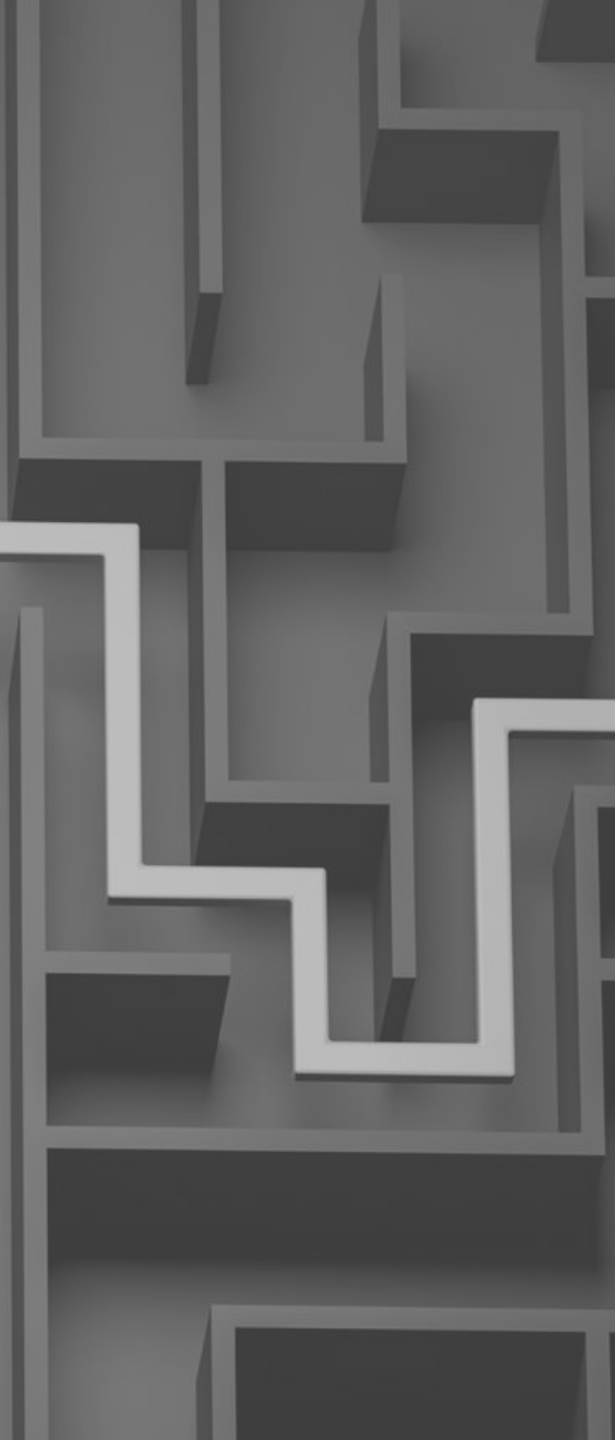
Uncover path-to-purchase in B&M and ecomm



Show category leadership to key retail partners



And a lot more





# Early Success Stories





# Questions?

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