



"Is that a good score?"

A Hershey's & Dig Insights Case Study



The Hershey Company



Founded in 1894 by Milton S. Hershey

Still headquartered in Hershey, PA

State-of-the-art manufacturing facilities across the U.S. and around the world



Brands include Hershey's, Reese's, Jolly Ranchers, Twizzlers and Ice Breakers

Growing family of sweet and salty combinations and better-for-you options



Every day we're invited into people's moments of goodness:

A little KISS left in a lunch box. A Reese's cup after the big game.

Sharing SkinnyPop popcorn and a movie.

It's a pretty special place to be.



Michelle Schmiesing

Sr. Manager, Consumer Insights
The Hershey Company

We're a tech-enabled insights company



Technology, strategy and consumer insights to help companies manage the innovation lifecycle



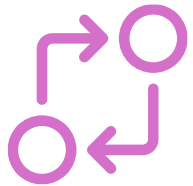
SaaS platform for innovation insights



Kevin Hare

EVP Insights, Dig Insights

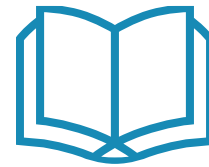
At Dig we ask new questions and deliver new answers



**Attitudes do
not predict
behavior**



**Choice
requires
context**



**Knowledge is
not power**

Hershey has had several successful product launches and renovations lately based on key consumer insights



Hershey's looks to understand:



**Overall acceptability
of a new pack or form**



**Consumers' willingness
to trade-up or spend a
little more**



**How cannibalistic
the idea is to the
portfolio overall**



**If the product will be
used for new occasions
or meet different needs**



**What is next in the
pipeline after a
successful launch**



**Which product/pack
changes will delight
consumers**

Three Case Studies that Demonstrate How Dig Insights

Tools Can Help Answer,

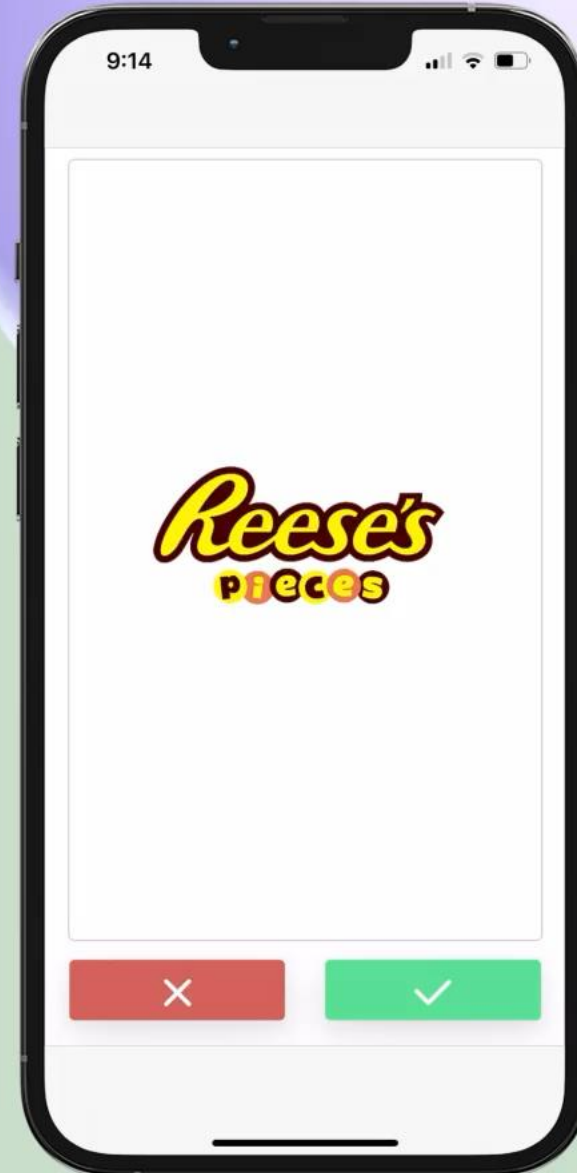
“Is That a Good Score?”



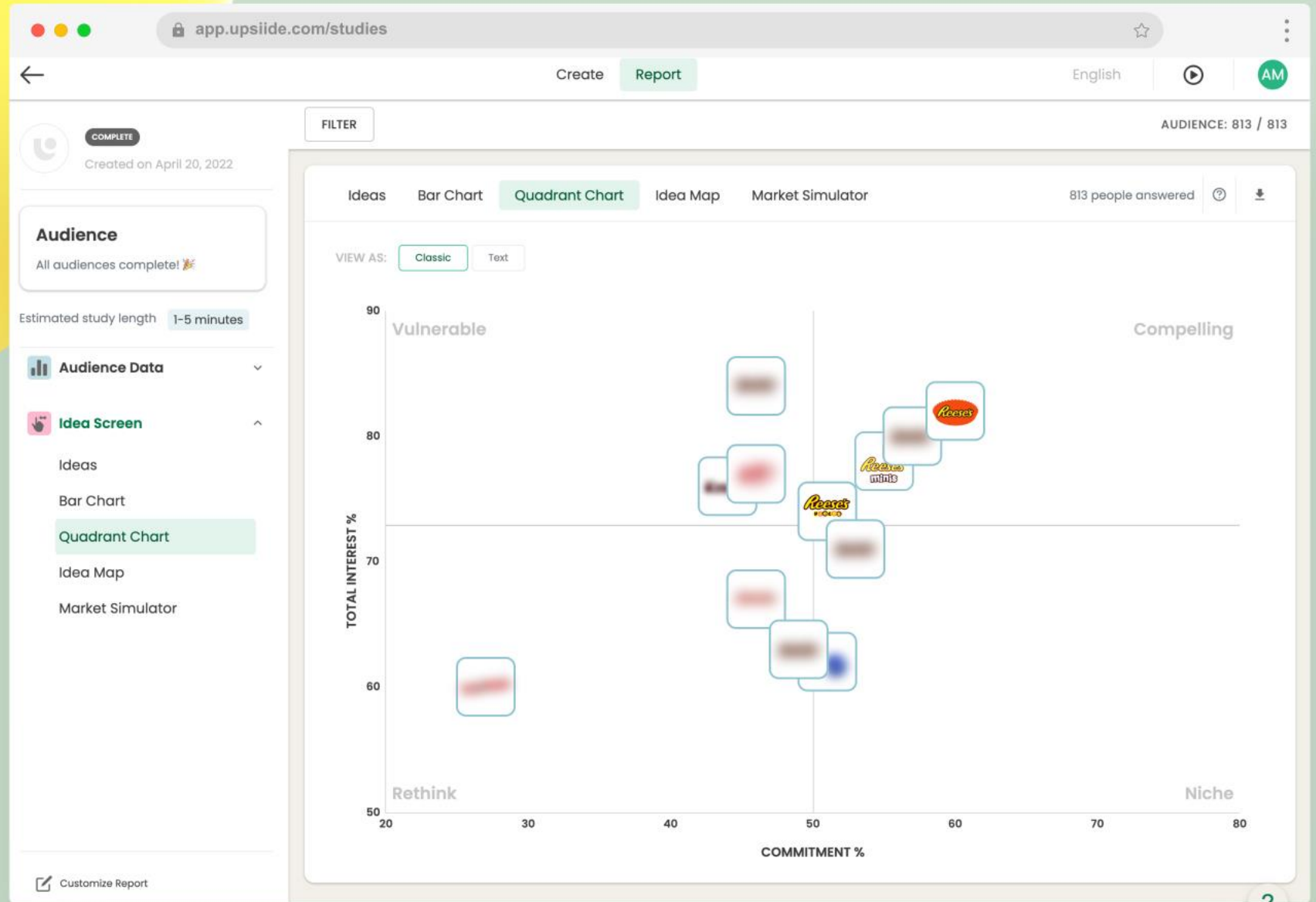
CASE STUDY 1:

Brands for a New Pack

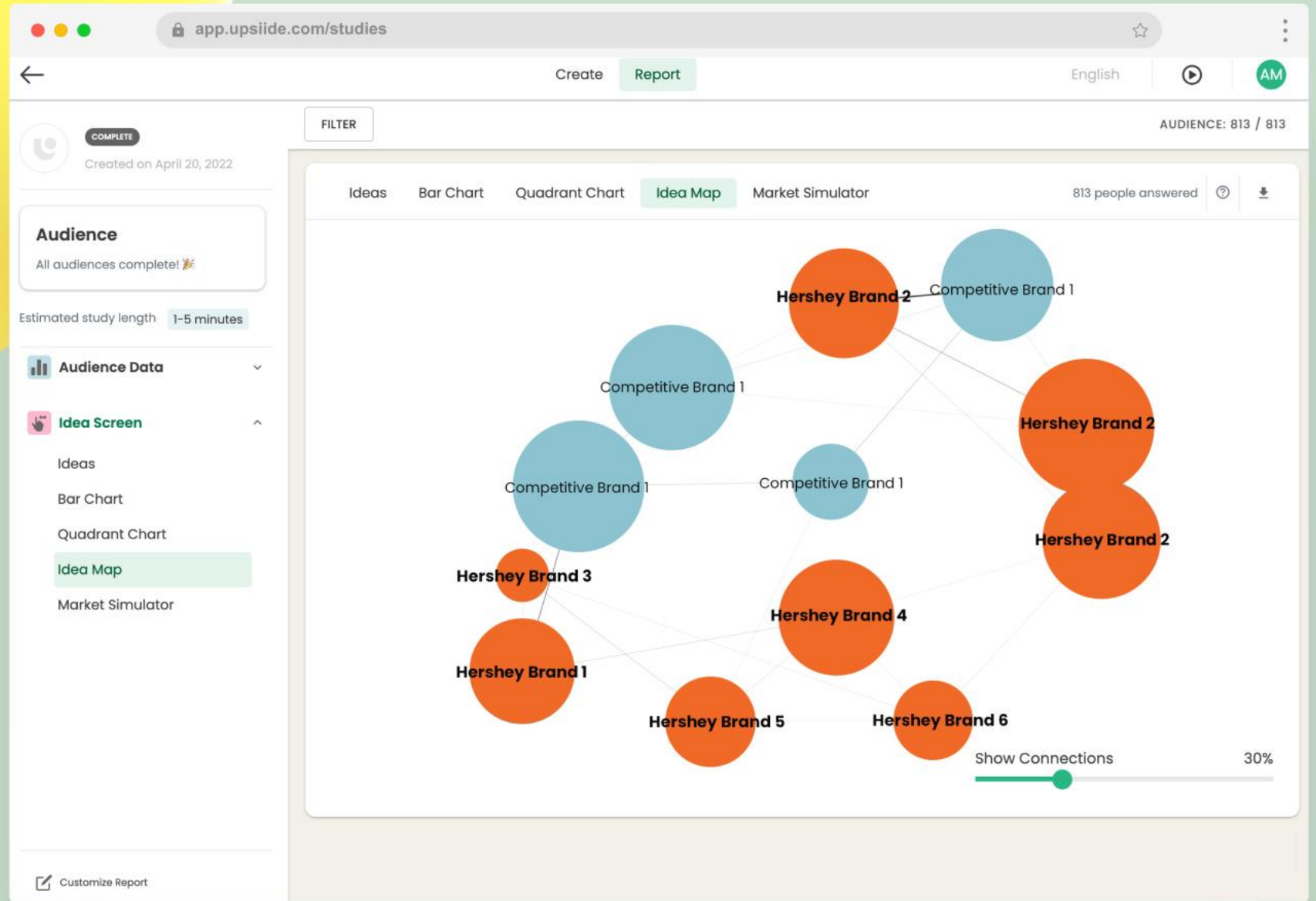
- Initial step to identify brands to put into a new pack type.
- Useful narrowing mechanism early in the product development cycle.



Higher commitment scores help to tease out options with greater potential.



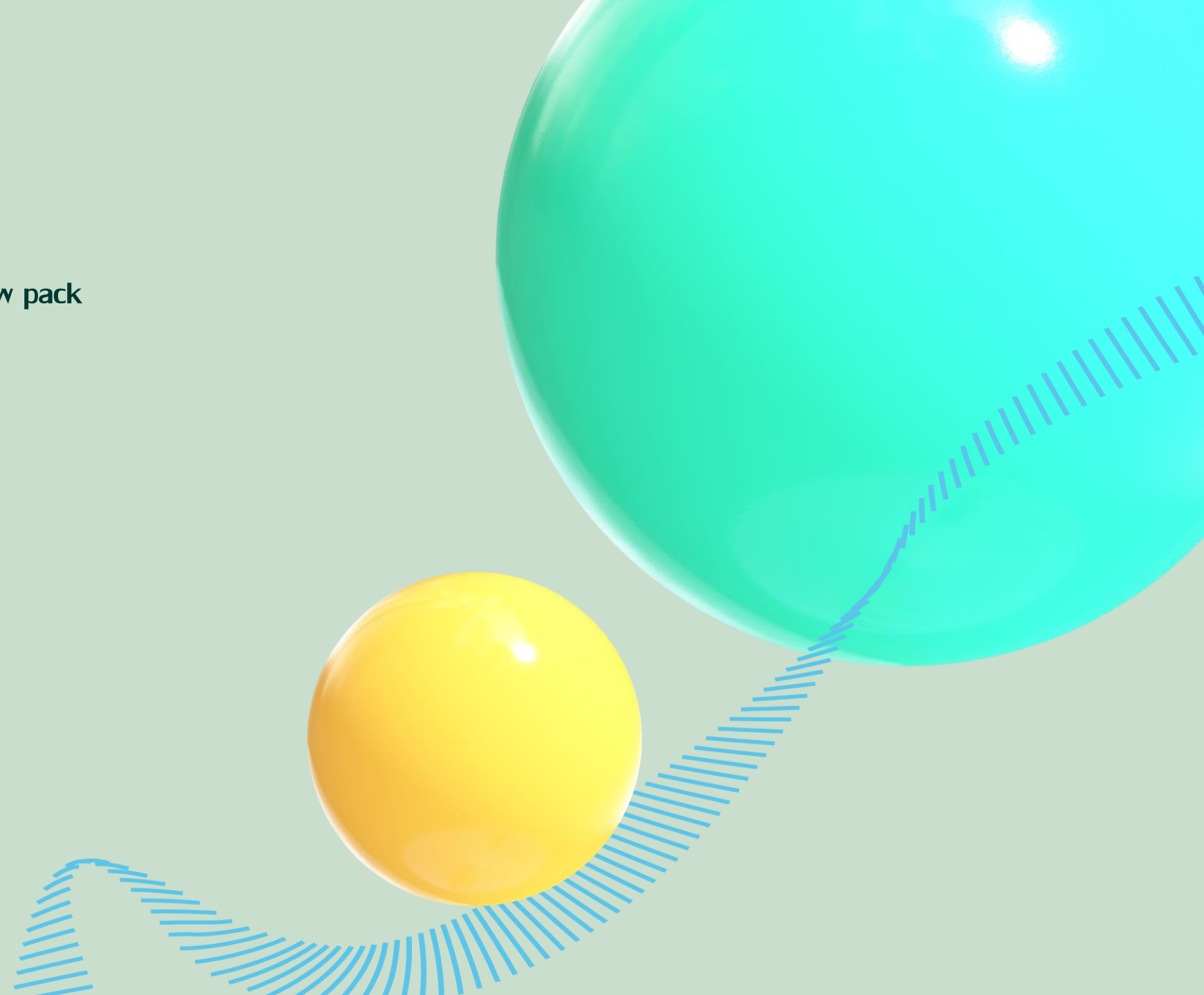
Through trade-off exercises we understand which brands attract similar taste preferences.



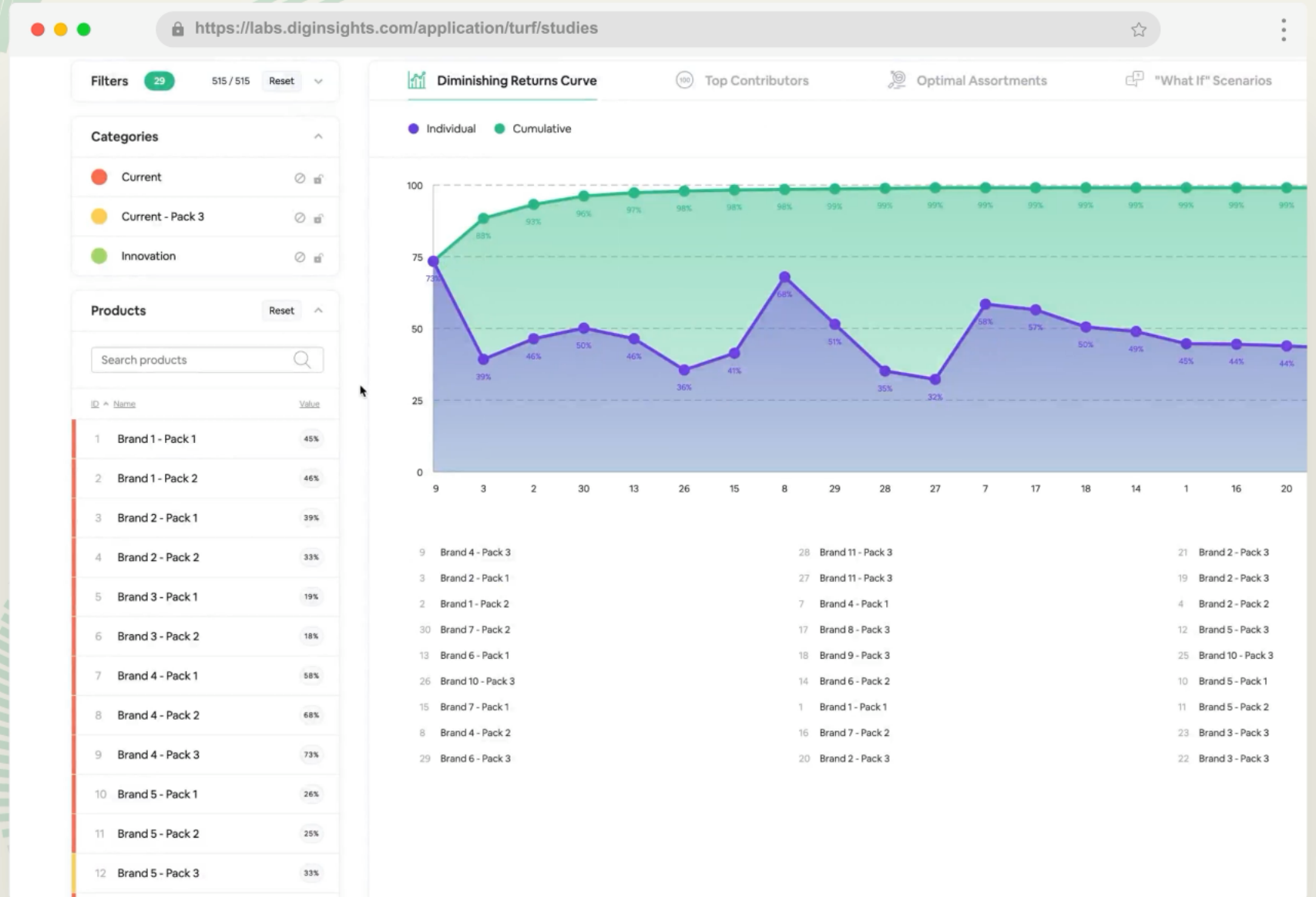
CASE STUDY 2:

Line Extension

Following a successful launch of a new pack type, we wanted to gauge interest in additional brands or flavors.



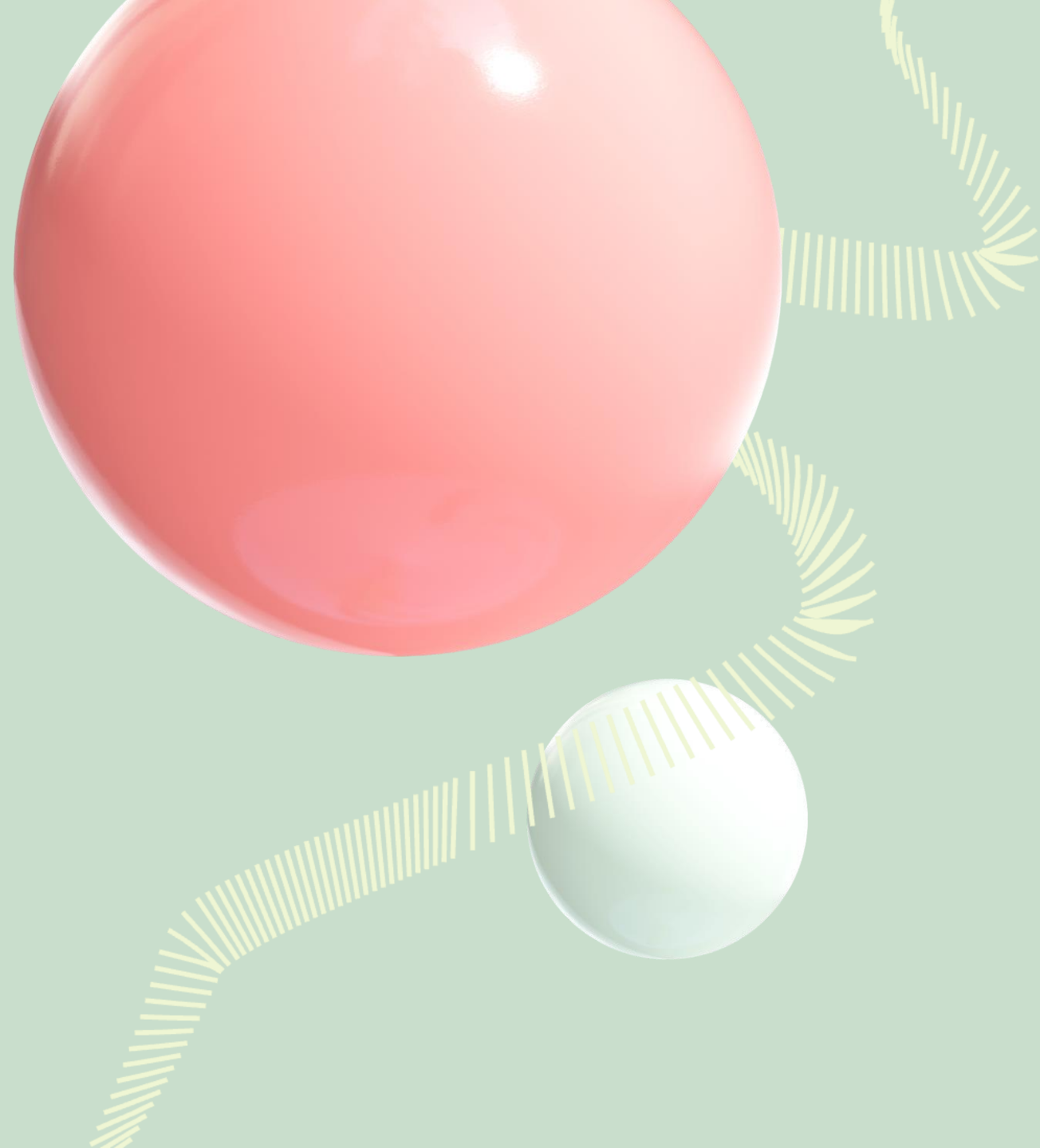
Endless number of scenarios and potential changes are 'future proofed' and easily recreated.



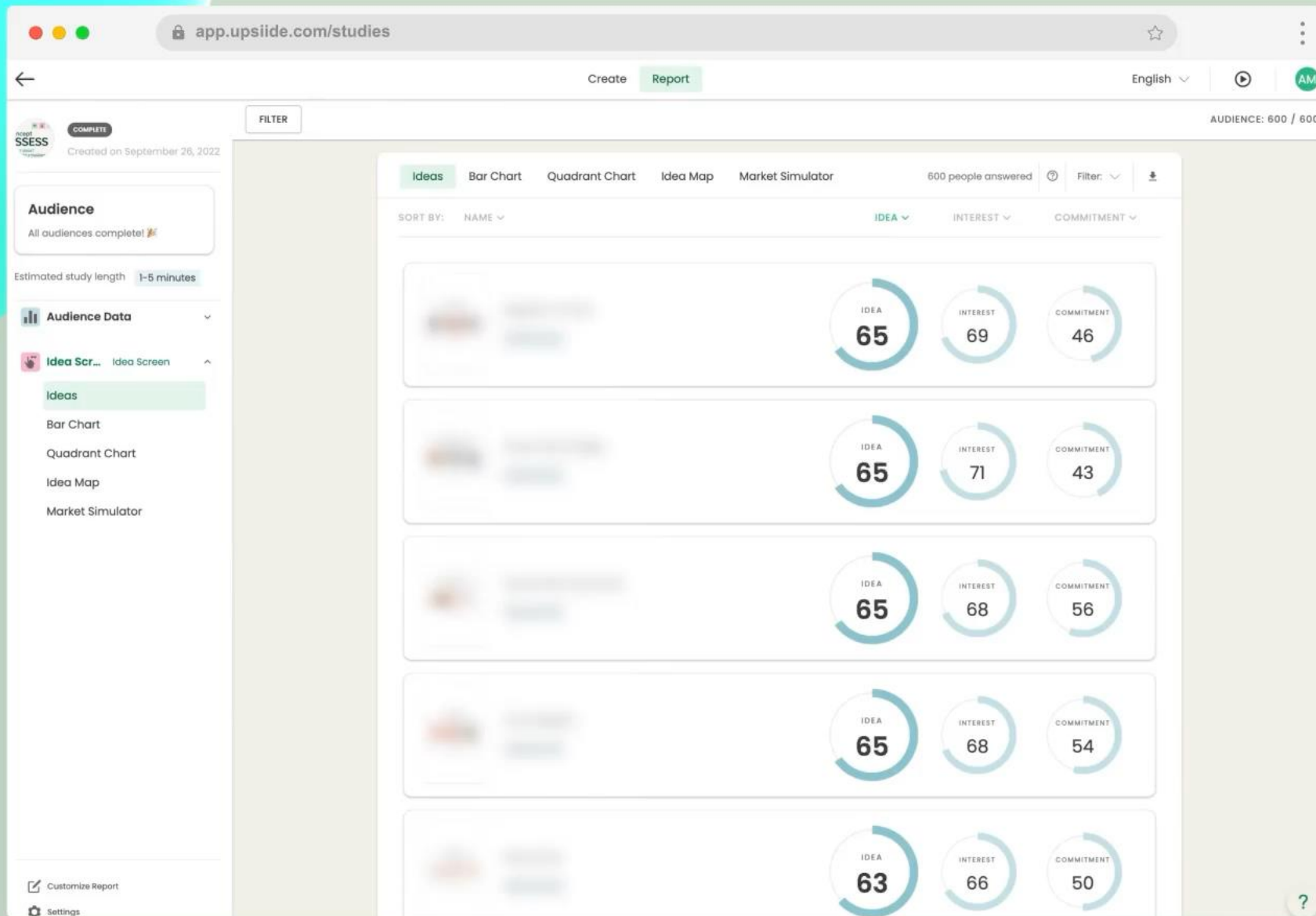
CASE STUDY 3:

New Occasions

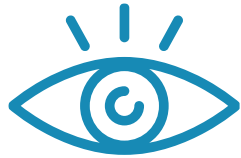
- Identified opportunity to grow new occasions.
- Understand potential for several pack types, brand combinations and format.



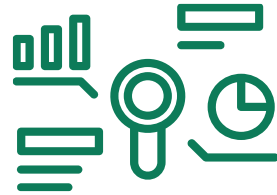
Understand sourcing. Answer questions quickly around which SKUs will be impacted.



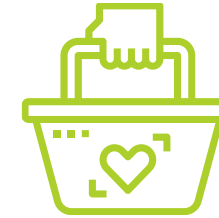
The answer to the question, “Is That a Good Score?”



A score is just a number on a page! Context is how it is evaluated.



An iterative process helps solve for evolving business scenarios.



Value is added when you can show data in terms of **incrementality and **share**.**

Recommendations for the audience on effective pack price architecture/innovation research



**Always build in
the competitive
context**



**Don't overbuild the
concepts but give a
clear visual of what's
in the pack/what
consumers will get**



**Help consumers
understand the size of
the pack/piece/form so
they can make their own
judgements about value**

Questions?

