



prodege



waterpik®

Water for Wellness™

# Unveiling Shopper Desires

Targeting Survey Research  
based on  
Verified Shopping Behaviors  
for More Relevant  
Consumer-Centric Insights





Maureen provides guidance and expertise to help internal teams at Waterpik use the power of data to drive business results.



Susan leverages her extensive research experience to identify tailored solutions to meet client needs and deliver actionable insights.



# Setting the Stage



## Emergence of premium store brands has reshaped the competitive landscape

- **Premiumization of Store Brands:** elevating quality, packaging, and customer experience
- **Growing consumer acceptance** and preference for store brands due to perceived value and quality
- **Competitive implications** include:
  - Market Fragmentation
  - Pricing Pressures
  - Innovation Race
  - Consumer Choice



# Situation Background



Waterpik recently faced a situation related to premium brands

- Retailers in an important channel with limited brand assortment decided to carry **only** a more “premium” brand with a broad line of bathroom shower heads, faucets, etc.
- Waterpik needed to develop a compelling sales story in an effort to regain distribution of its shower heads in the channel

## How we considered approaching the opportunity

1

Leverage Existing  
Data/Research

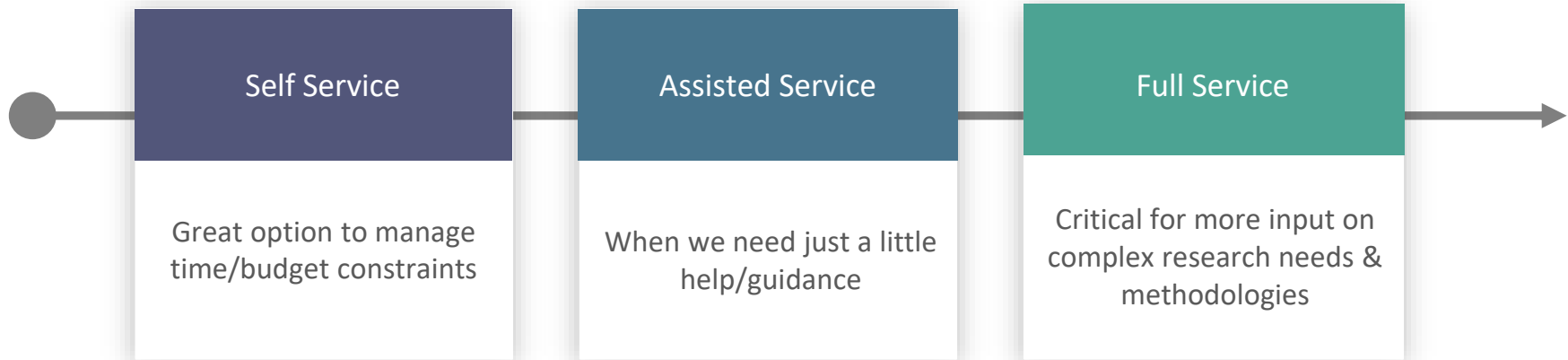
- Syndicated data sources
- Expanding beyond single category view

2

Conduct New  
Research

- How do consumers shop for bath and kitchen fixtures?
- What key product features spark a purchase?

## Multiple approaches for new research exist





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Given our uncertainty on how best to uncover compelling & actionable shopper insights for our retail partners, we decided to reach out to our trusted & collaborative partner, Prodege.

# Knowing what Shoppers Actually “DO” and Integrating it with what they “SAY” leads to Better Insights



Prodege can target survey research to **known behaviors**

and/or **append** behavioral data at a respondent level with no projections or harmonizations needed





## Collaborating for an Optimal Research Design

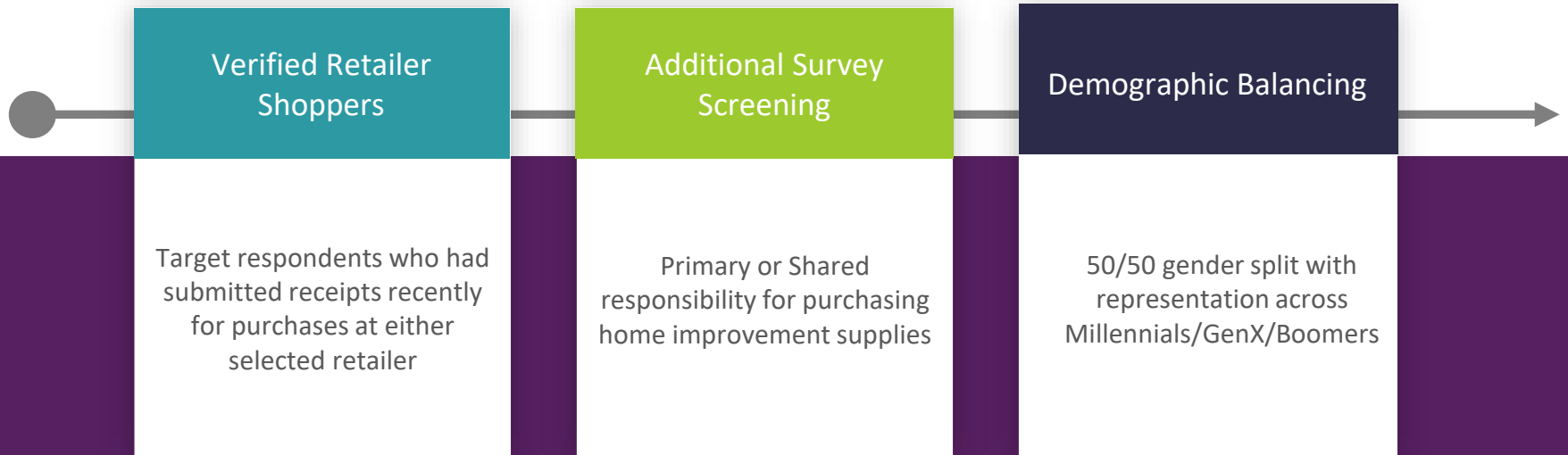


- Targeted **verified shoppers**
- Survey design addressed **attribute importance, brand preference, and pain points triggering purchase**
- **Concept Test** included
- Option for **Video Open-ended** questions



Our behavioral data brings unique, added-value targeting

## Recruitment Plan

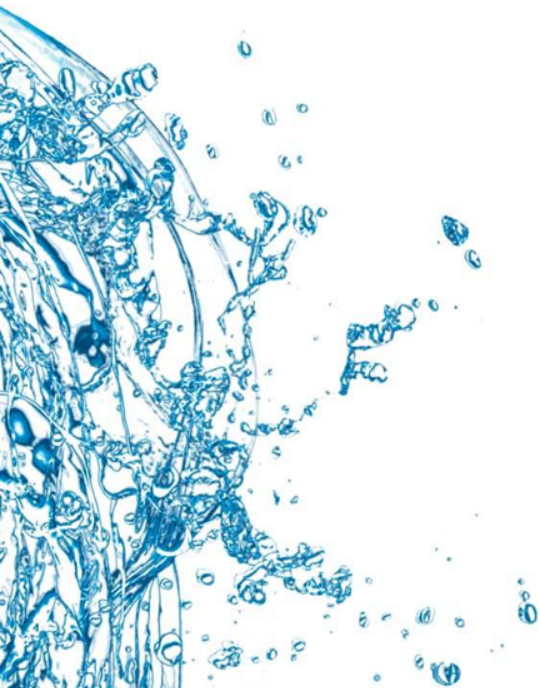


# What did we learn?

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# We learned.....



- **4 out of 5 shoppers** would consider this channel for a purchase of a replacement shower head.
- **Functional** attributes like quality, affordability, value, and longevity are the **most critical** needs to be met.
- **Aspirational** attributes like premium brand, innovative/modern design, and well-known brand are the **least critical** when deciding on a shower head.
- **More than half** of respondents said they would consider buying **Waterpik** in this channel.



## Consumer Feedback Validates Concepts Creating Compelling Retailer Messaging

### Lodging Sales Kit



- Hotel Loyalty Membership
- Business vs. Personal Travel
- Hotel Amenities
- Shower Features & Benefits
- Negative Experiences

### ShowerCare™



- Consumer Need
- Professional Endorsements
- Naming Preference
- Packaging Call-outs



## Agile is NOT always DIY!

- Waterpik faced a condensed timeline due to **retailer deadline and the holidays**
- Leaned on Prodege for **expert guidance**
- Prodege's **Insights** team designed a creative approach and the **Execution** team provided frequent check-ins ensuring project success



"I wanted to give a shout out to your team for the excellent work and client service they provide. No other vendor has provided the level of expertise and service. My team and I are extremely grateful for the partnership."



# Key Takeaways



## 1) Bridge the Perception Gap

- Demonstrate importance of **relevant insights**
- Understand consumers' **real pain points**

## 2) Precision Targeting

- Segment **Retailer, Category or Brand** Shoppers
- **Online vs. In-Store** shoppers
- Purchasing of **complementary categories**

## 3) Data-Driven Decision making

- **Add impact** with concept test, video open-ends, etc.
- **Append purchase data** to survey results







We'd be happy to connect and answer  
any questions you have!

Thank you!

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