

**COLLABORATIVE
PARTNERSHIPS
LEAD TO STRONGER
ACTIONABLE INSIGHTS**



Introductions



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C+R Research

60+ YEARS



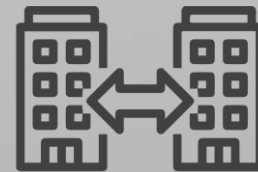
CUSTOM RESEARCH
Quantitative - Qualitative

50 QUANTITATIVE ANALYSTS

19 MODERATORS



GENERATIONS,
MULTICULTURAL & LATINO
CONSUMERS, LGBTQ+
AND YOUTH & FAMILY



B2B



CONSUMER



SHOPPER



Kellogg's®

Founded in **1906**

Headquarters:
Battle Creek, MI

Category Focus

- Snacking
- Breakfast
- Plant-based foods

Global Company

More than 1,000 products
marketed in 180 countries

Our Purpose:

Creating better days and a place at the table
for everyone through our trusted food brands.



Our Story Started with a Challenge

The Challenge

The Investigation

The Selection Criteria

The Decision

What Criteria Do You Use To Select a Research Partner?

First-Hand Positive Experiences	References from colleagues	Strong industry reputation / work history	Strives to understand my business needs	Addresses objectives in a clear and thoughtful manner
Provides options to meet my needs by balancing quality, timing, and costs	Has an interest / passion in the category / project	Has the right background & expertise	Treats me / works with me the way I want to be treated / worked with	Someone I can work honestly and well with
Fits my budget, good value for my investment	Makes my job easier	Ability to identify key points and share them in a compelling manner	Understands the end audience(s) and how to frame deliverables	Fulfills on their promise by delivering outcomes that address my needs

What We Did



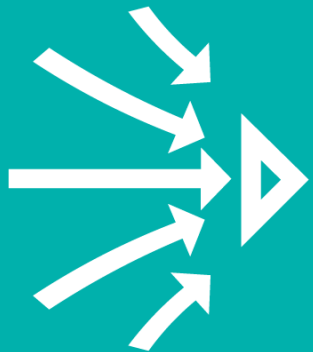
Objective Alignment

The Challenge

All involved have a clear understanding of the objectives, usage of the research, and audience(s)

The Solution

- ✓ Start with a good outline
- ✓ Provide education
- ✓ Go slow to build fast
- ✓ Know your audience



Set-Up For Success

The Challenge

Work as one cohesive team to set the client up for success

The Solution

- ✓ Work as a team of partners
- ✓ Have honest, healthy conversations
- ✓ Open to needed flexibility
- ✓ Be realistic
- ✓ Allow time for interactions



Regular Touchpoints

The Challenge

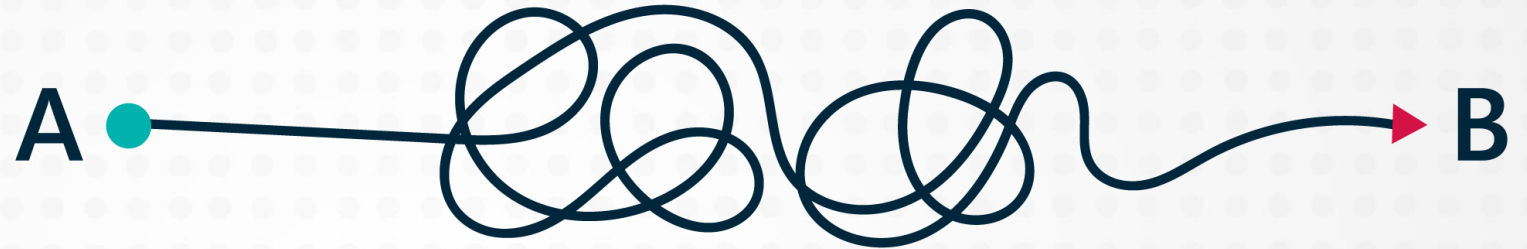
Working collaboratively and seamlessly on a multi-phase project

The Solution

- ✓ Engage the team throughout
- ✓ Schedule standing meetings
- ✓ Send email updates
- ✓ Hold work sessions



Bring Stakeholders On The Journey



The Challenge

Include and manage expectations of client's internal stakeholders

The Solution

- ✓ Build the right team
- ✓ Presell internally
- ✓ Ensure ease of using



Successful Outcome



Uncovered the Bars & Toaster Pastries path-to-purchase for key segments



Developed retail strategies based on the triggers and needs of shoppers



Enhanced key retail partnerships based on an understanding of the shopper



Determined brand marketing solutions based on usage occasions & drivers



Identified new, white space innovation & packaging ideas



Client was never caught off guard or disappointed



The process was fun, engaging, and educational



The investment paid off and more than exceeded expectations



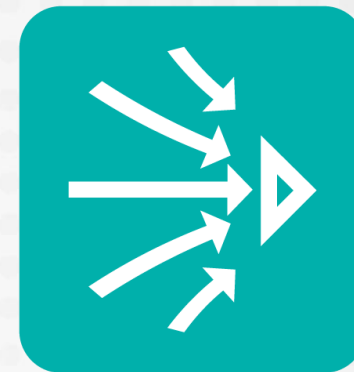
Leverage Soft & Hard Skills for the Best Research Outcomes



**Hire Teams With the
Skills & Expertise**



**Make Sure Work
Styles Fit**



**Align on Objectives
& Use**



**Set-up for
Success**



**Have Regular
Touchpoints**



**Bring Stakeholders
on the Journey**

Questions?

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