



**The Killer Advantage: How Flowers Foods' Data-Driven
Strategy Fueled the Expansion of Dave's Killer Bread**

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Meet Flowers Foods!



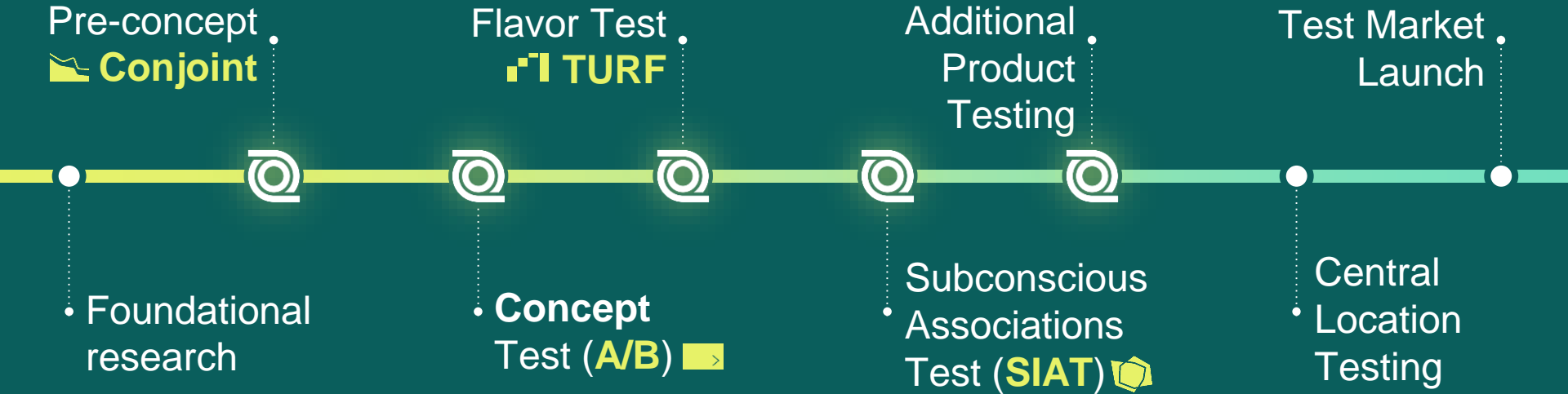
Flowers

FOODS





DKB Insights Innovation Process



300+







**Projects run with
quantilope since 2021**

The Dave's Killer Bread Research Spectrum

60+

Projects run with
quantilope on DKB
since 2021

Automated Advanced Methods

-  A/B Tests
-  TURF
-  PSM
-  MaxDiff
-  SIAT
-  Conjoint

Automated Research Solutions

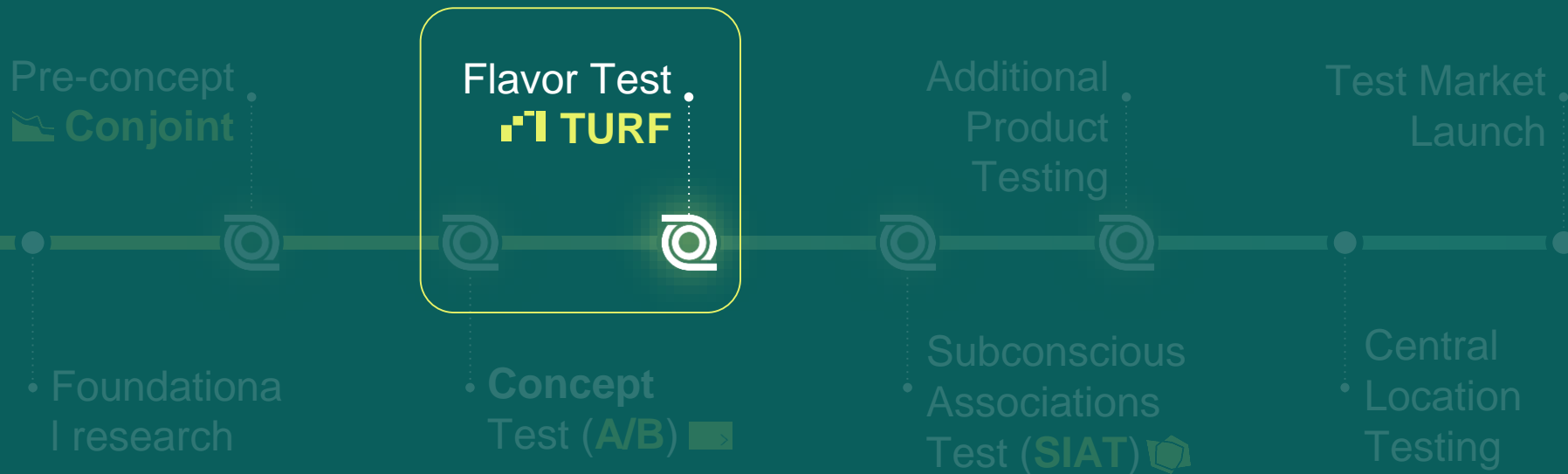
- Concept Tests
- Attribute Tests
- Naming Tests
- Flavor Tests
- Pricing Tests
- Messaging Tests
- Partnership Tests
- Brand Tracking

Product Categories

- Breads
- Bagels
- Buns
- Snack Bars
- Protein Bars
- Snack Bites

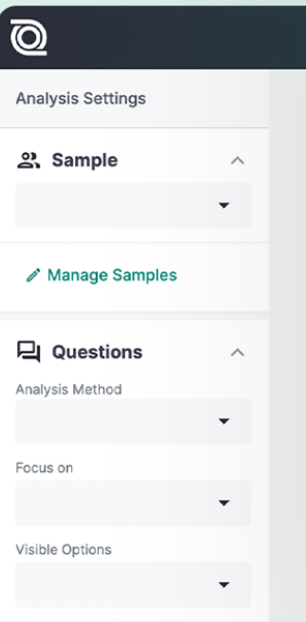


Protein Bars Innovation



Incremental Reach

always including: Plain



Analysis Settings

- Sample [Manage Samples](#)
- Questions
 Analysis Method
 Focus on
 Visible Options

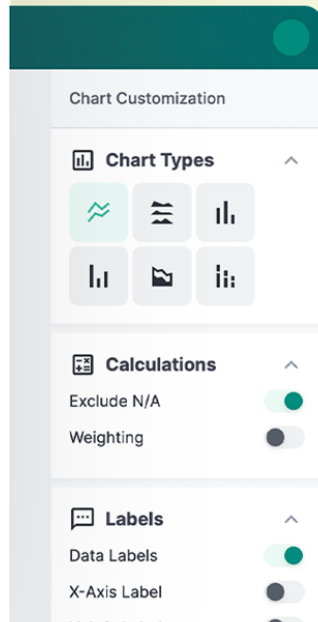


Chart Customization

- Chart Types
- Calculations
 Exclude N/A
 Weighting
- Labels
 Data Labels
 X-Axis Label
 Y-Axis Label



Largest Set of Automated Advanced Methods



A/B Test (Monadic Test)

Compare different concepts & communications against each other



A/B Pre-Roll Test

Compare different advertisements against each other



Choice-Based Conjoint Analysis (CBC)

Determine the influence of individual attributes



inColor

Enrich your quant insights with AI-driven video research



Penalty Reward Analysis (Kano Factors)

Closely investigate relationships within a Key Driver Analysis



Key Driver Analysis (KDA)

Determine what's driving consumer behaviors/outcomes



Maximum Difference Scaling (MaxDiff)

Force respondents to make tradeoff decisions



Mental Advantage

Which buying scenarios do brands have an advantage/disadvantage in



Mental Availability

How easily is a brand thought of in buying scenarios



Multiple Implicit Association Test (MIAT)

Uncover subconscious associations with multiple brands or products



Net Promoter Score (NPS®)

Uncover customer satisfaction for your product/brand



Price Sensitivity Meter (PSM)

Measure consumers' willingness to pay



Segmentation

Cluster your target audience based on their varying needs



Single Implicit Association Test (SIAT)

Uncover subconscious associations with a single brand or product



Total Unduplicated Reach & Frequency Analysis (TURF)

Optimize your audience reach

The Protein Bars Challenge

1



Do preferred flavors differ from existing snack bar flavors?

2



Which combination of 3 flavors provides best market coverage?

3



How to optimize around a portfolio of 3 existing flavors?

4



Real-time “what if” strategy simulations for management

5



Quick turnaround & an easy to use interface for users



Automated MaxDiff - TURF (Total Unduplicated Reach & Frequency)

Incremental Reach

always including: Plain



Analysis Settings

Sample ^

Manage Samples

Questions ^

Analysis Method

Focus on

Visible Options

Chart Customization

Chart Types ^

Calculations ^

Exclude N/A

Weighting

Labels ^

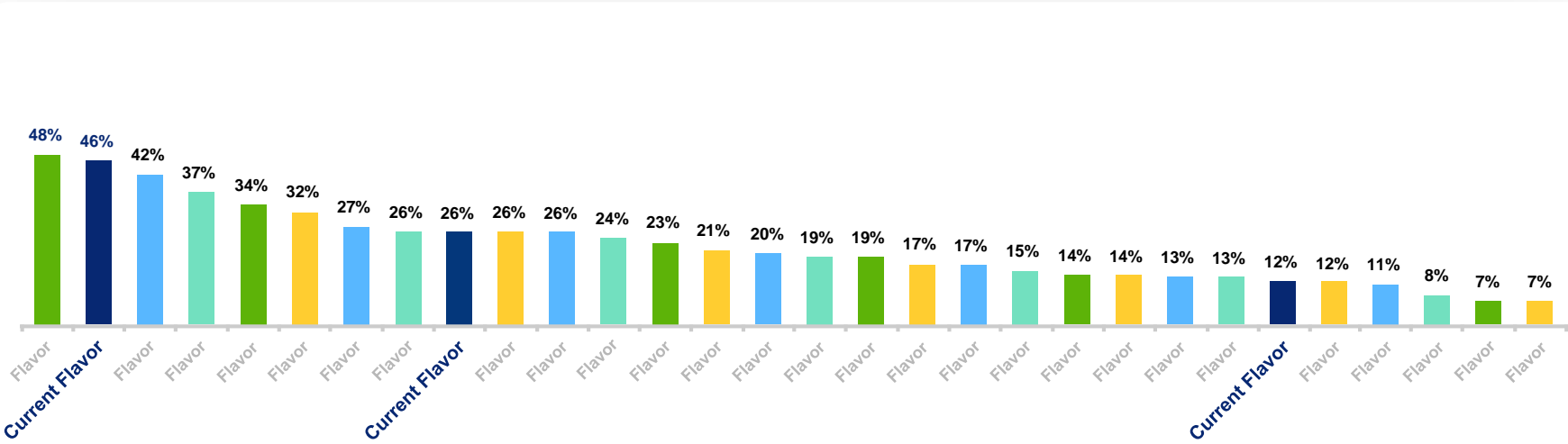
Data Labels

X-Axis Label

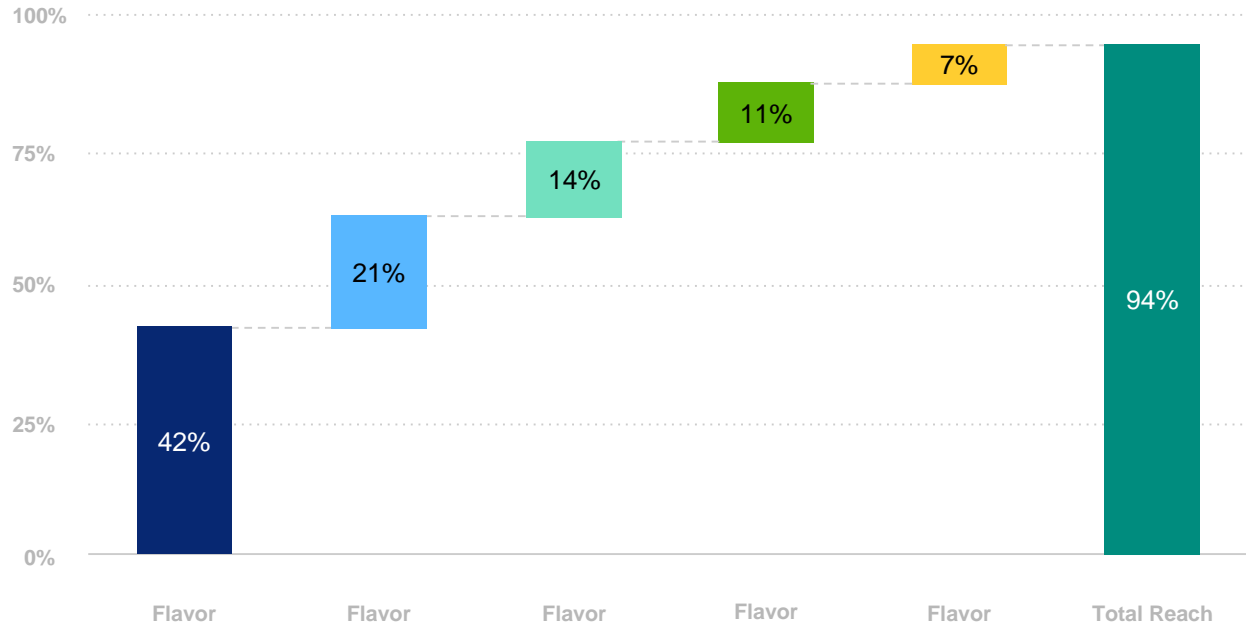
Y-Axis Label



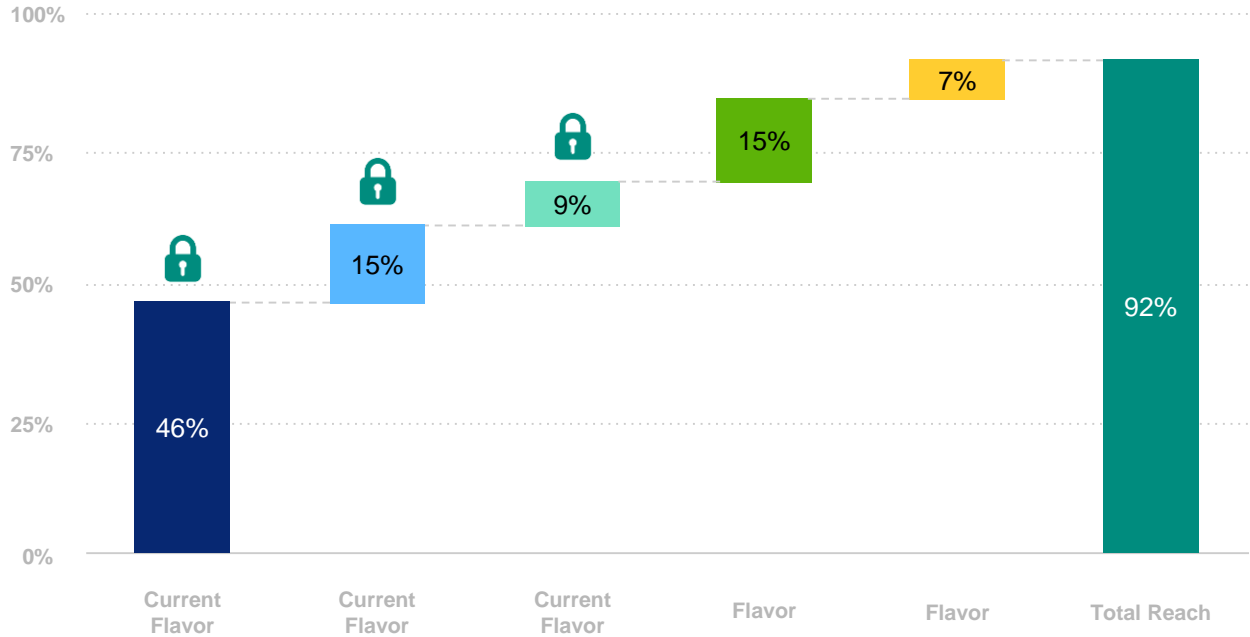
Single Reach of Protein Bar Flavors



Incremental Reach of Protein Bar Flavors

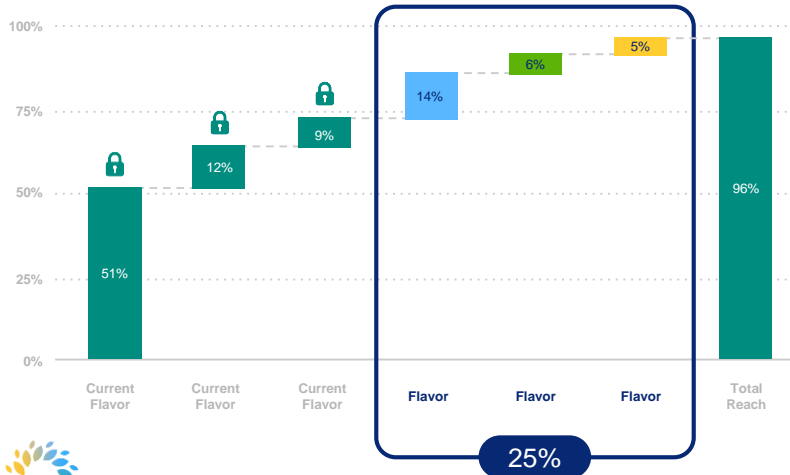


Incremental Reach - Locked

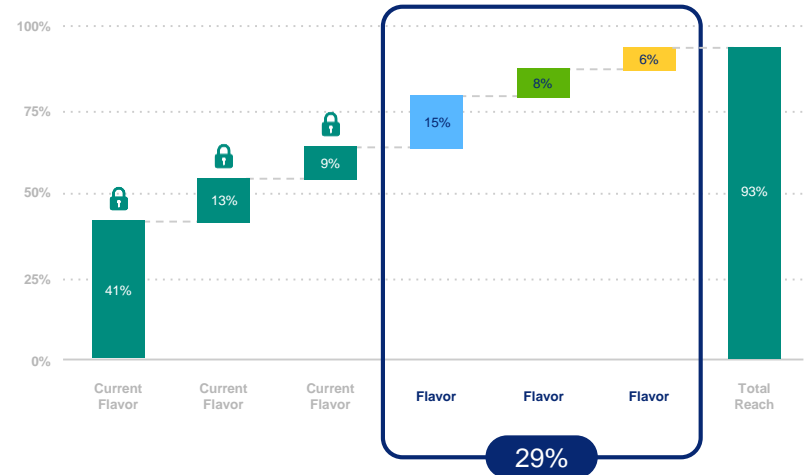


TURF Iteration

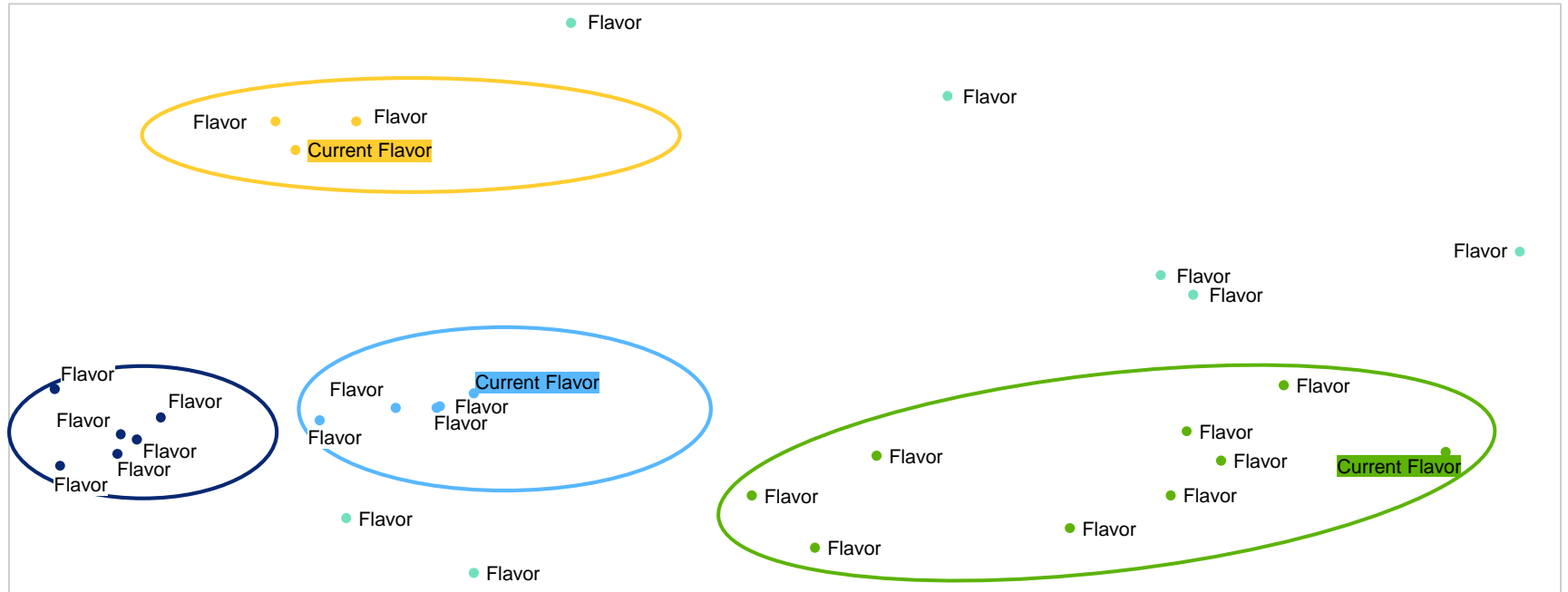
Round 1



Round 2



Protein Bar Flavor Substitution Map



The Automated Method Advantage



Final Thought

How are
you making
decisions?

Thank You!

