

Agile HXI in Action at Nestlé

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AGENDA

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GutCheck Evolved

The Online Era

Bringing qualitative research into the online space via asynchronous IDIs.



2010

The Agile Era

Pioneering the agile market research space by “agilifying” tried and true traditional methodology – filling the gap between DIY and traditional.



The Agile HXI Era

Agile Human Experience Intelligence

Building upon our agile heritage, leveraging innovative technologies and human expertise to bring our clients closer to the authentic human experience, so they can innovate and message with empathy.



2022





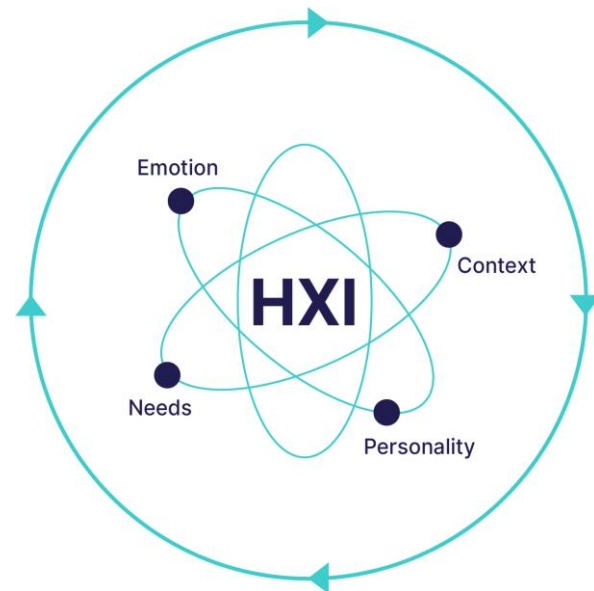
Agile Human Experience Intelligence™

What Is Agile Human Experience Intelligence?

Agile HXI is a multi-dimensional system connecting brands and people.

Rooted in psychological and behavioral research, **Agile HXI** reveals the emotions, needs, and personality dimensions – in context - that drive people's behaviors.

We combine innovative technology and methods, like Hybrid NLP and emotion analytics, to bring deeper and authentic understanding to life.



Case Study 1

Connecting through Emotion



Emotion drives decisions





Case Study 2

Persona-Driven Strategy

Case Study 3

Empathetic & Inclusive



Respecting the emotions connected to cultural heritage uncovers new opportunities to connect.





How Agile HXI has made a difference at Nestlé

Why Agile HXI Matters at Nestlé



- **Fundamental Human Truth** - respecting the human experience
- Dimensions of emotion, personality, needs, and context



- **Agile Approach** - the flexibility to iterate between quant, qual, emotion analytics to gain an authentic understanding
- Speed and cost efficiencies



- **Strategic Partnership with GutCheck** - making planning and pivoting possible
- Nestlé has a dedicated team who understand the business, designs the research strategy, and provides holistic, **actionable recommendations**

Thank You

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CONNECT

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EXPLORE

