



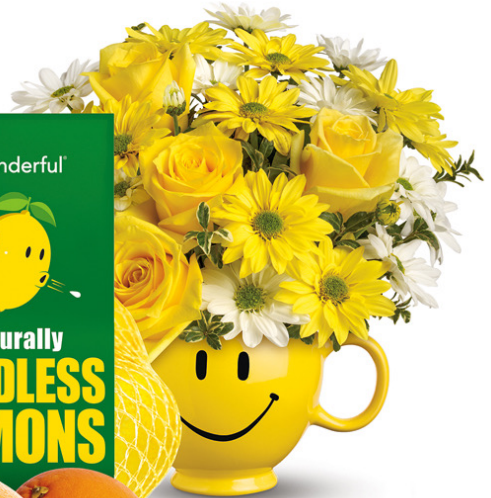
Wonderful insights

Reinventing Brand Health Tracking at The Wonderful Company

Who Are We

A privately-held, \$5B global company, vertically integrated from seed to shelf.





Our Mission

The Wonderful Company makes the world a better and healthier place through our uncompromising, iconic brands, our commitment to the development and well-being of our employees, and our unique philanthropic efforts in the communities we serve



The Wonderful Insights Team

Three research pillars form one in-house research agency, supporting all TWC brands, enterprise-level initiatives, and Philanthropy & Education

Amy Snow
Chief of Staff to co-owner Lynda Resnick and Chief Research Officer

Market Intelligence

Leverages point-of-sale/panel data and advanced analytics to measure performance and landscape trends

Research & Insights

Conducts primary and secondary research to inform strategic business decisions

Category Development

Supports sales teams with external-facing reports to showcase the strength of our brands

*"I believe **the most important thing in marketing is listening**...we have a very brilliant research department where **we study the consumer constantly**."*

Lynda Resnick, Co-Owner
Next Question with Katie Couric podcast



Brands



Philanthropy



Corporate



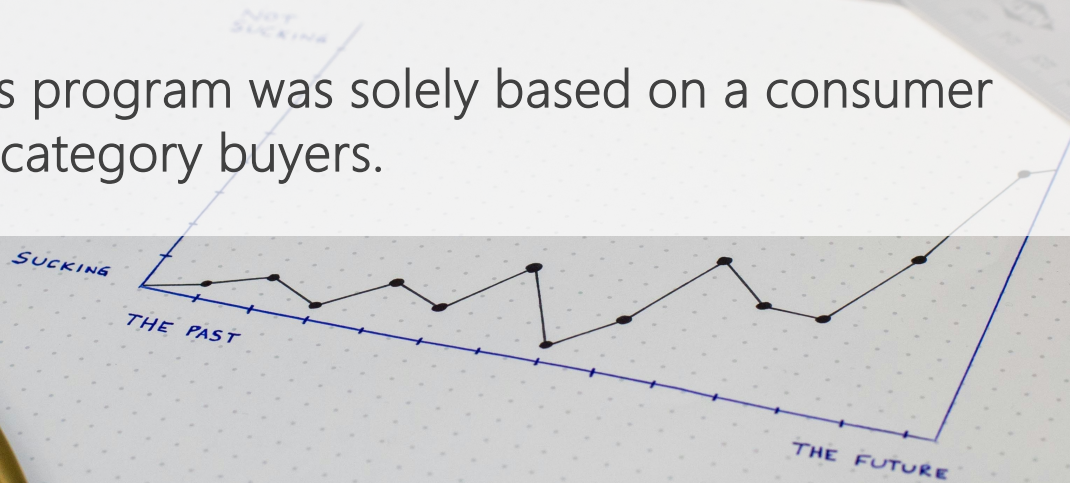
Vertical Integration

Just as the company is vertically integrated, our integration into the business allows us to design and deliver better research.

History of TWC Brand Tracking

In 2022 the Research & Insights team conducted an audit of the legacy brand tracking program inherited by our current team.

Historically, this program was solely based on a consumer survey among category buyers.





The Challenge

How can we reconcile differences between self-stated and behavioral data?

How do we bring new news to stakeholders?

How do we better inform our leadership team?

Our Goal

The new program aims to help our brand marketing, sales, and agency teams with a deep understanding of each of their brands, the category and competitors, and macro trends that impact our business and our customers.



Our Approach

The Research & Insights team set out to connect the dots between macro trends, behavioral, self-stated, and sales data, using 4+ primary sources of data.



Connecting the Dots

We craft a story from big picture trends down to the brand level.

Syndicated Food & Beverage Consumption Trends

Point-of-sale and Panel Data

Gen Pop Consumer Survey

Verified Purchaser Shopper Profiling

Macro Trends
(e.g., inflation, health)

Category
(e.g., bottled water)

Sub-category
(e.g., premium water)

Brand &
Buyer



The Results

Our philosophy is to think like an investigative journalist.

What do we know about how the business is doing?

What are our hypotheses for what is driving changes?

How do we tell the story?



Brand Impact

Greater cross-team collaboration

Our brands leverage a greater breadth of information

Deeper sources to support media planning and targeting

