



Gilbert's
GRAND SAUSAGES
Tell Me You Eat
Chicken Sausage
Without Telling Me
You Eat Chicken
Sausage

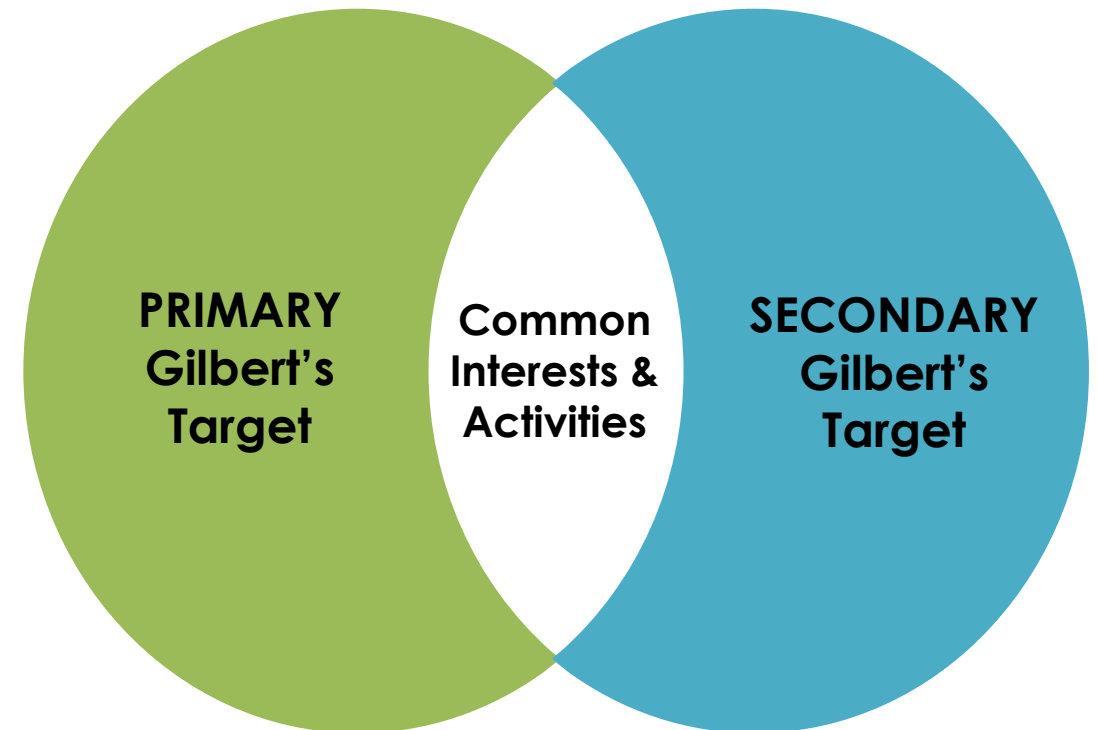
Quirk's NYC
July 17, 2004

Who We Are...



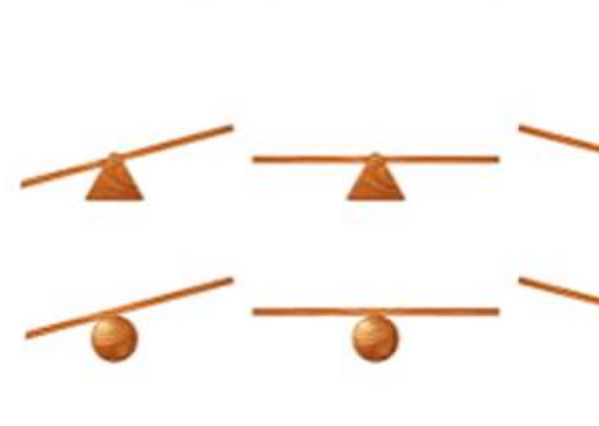
The Situation

- 2020: Johnsonville acquired Gilbert's
- 2021-2022: Focused on integration/waiting for "normal" to return
- 2023: "Normal" enough for foundational category learning
- 2024: Focused on brand learning
 - Learned all brands seen very similarly within the category
 - Desired a unique positioning that resonates with target consumers
 - Identified target consumers through analysis of Circana ShopperSights® data
 - Needed deeper learning for positioning development



Objectives

1. Gain a deep understanding of the current Gilbert's chicken sausage user to help best define the primary target moving forward.
2. Understand their life passions, dreams, and values and how this impacts how and why they consume chicken sausage.
3. To obtain feedback on the Gilbert's brand, what makes it unique and how this meets their needs.



The Solution

A comprehensive deep dive into the consumer:

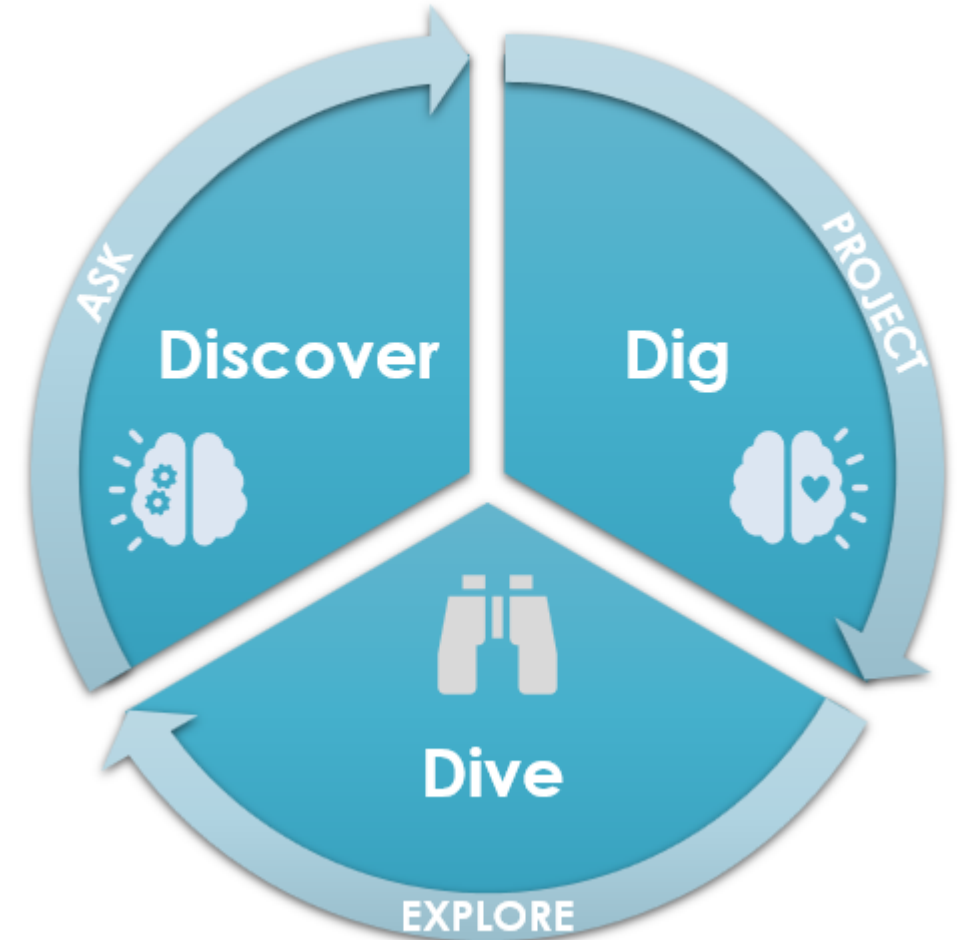
- Discover who they are, what makes them tick
- Dig to understand how these personality traits, passions, beliefs translate to their relationship with food and chicken sausage
- Dive deeper uncover more hidden treasures that define the target and how this translates to the Gilberts brand and positioning

Combine

- System 1 (project, fast, instinctive) and System 2 (ask) – functional & emotional
- Asynchronous & real time
- Words and visual depictions (picture, video)
- Themselves or influencing/meaningful observers
- At home, on premise, in store

A fluid approach – not sequential

Target 3D Profiler™





Expired 3 ▾



Activity Sequence

View Responses



Getting to know you!

June 5 - 6 ●

👤 12 (100%)



Let's Talk Chicken Sausage!

June 5 - 6 ●

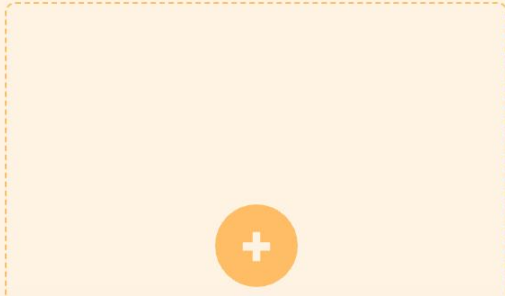
👤 12 (100%)



Individual Interviews:
Let's Dive Deeper

June 10

👤 6 / 6 (100%)



Why Recollective?

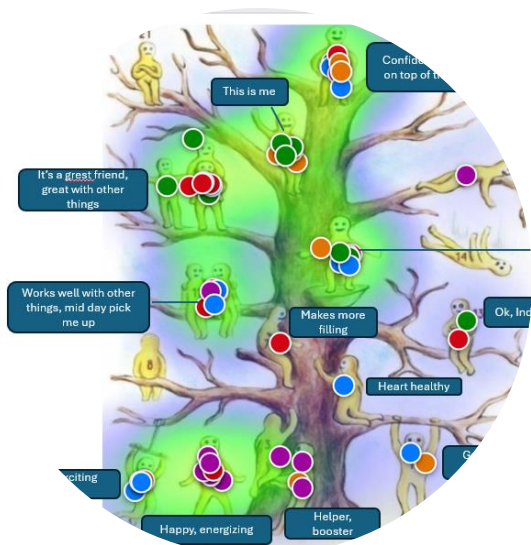
Johnsonville's Client Needs

- Understand what really makes participants tick at a subconscious level
- Low incidence target not geographically focused
- Learning for wide range of members
 - Consumer insights
 - Brand management
 - Innovation
 - MarCom
 - Sensory
 - Interns
- Working within an aggressive timeline

GLJ Research's Moderating Needs

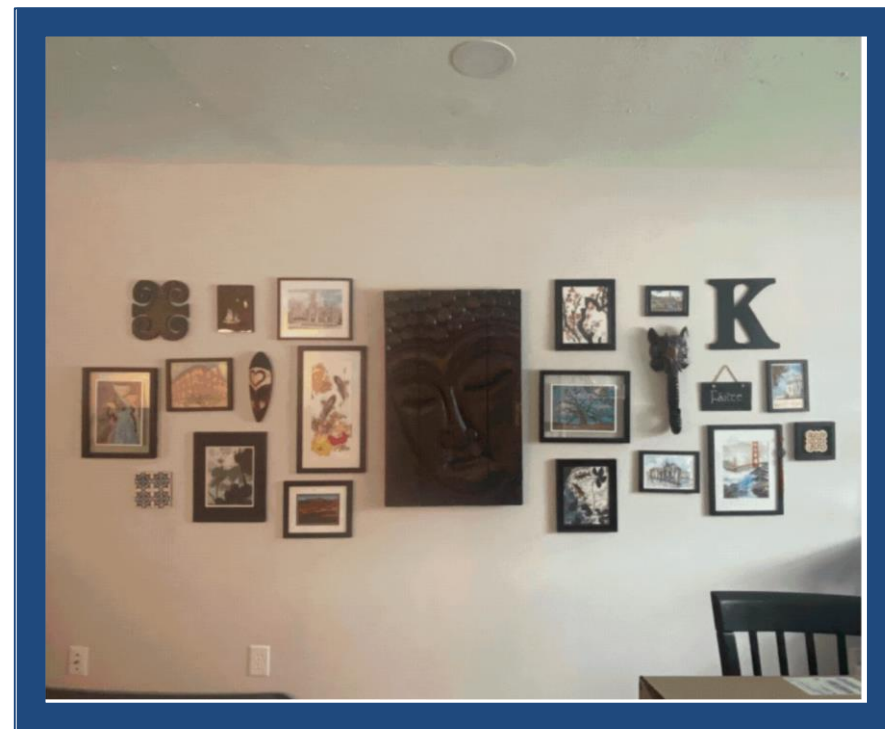
- Leverage System 1 and System 2 techniques
- Flexibility to lean on tried-and-true methodologies & experiment with new ones
- Combining thoughtful asynchronous dialogue and meaningful real time – IDIs or groups
- Ease of reporting – AI capabilities throughout and easy montage videos
- Collaborative experts make your life easy and allow you to focus on the fun stuff!

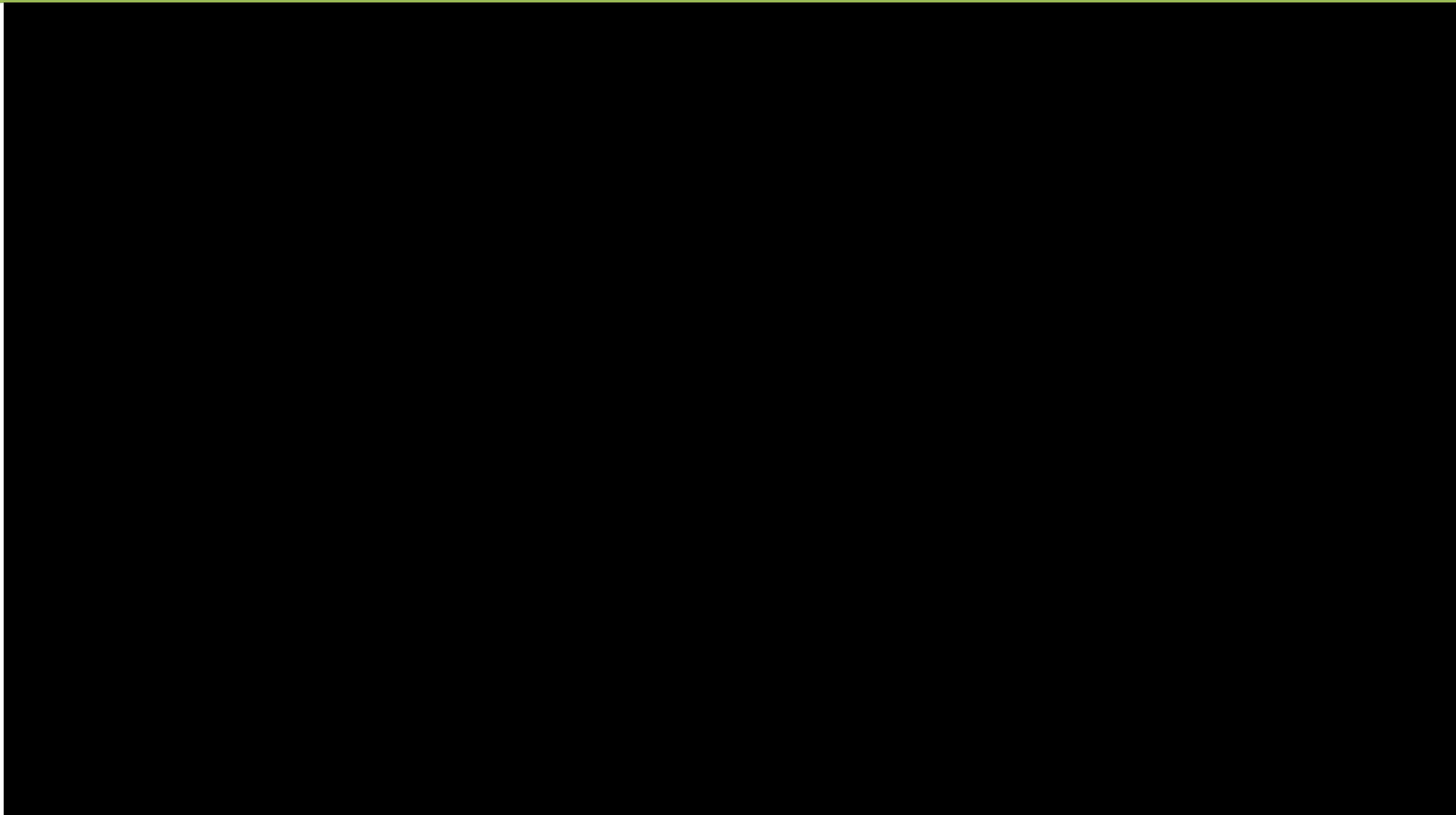
What We Read, Saw, & Heard



“The type of dinner party I would have would be an intimate dinner party. The concept would be farm-to-table. I would host the party on a beautiful farmland outside. The decorations would be simple and keeping true to the concept of using locally sourced items. The dinner would be made of items grown on the same farm where we are having the dinner party. I would invite Andrew Zimmerman, Jose Andres, and Joel Salatin who are all key players in the farm-to-table movement. The reason I would host a dinner party like this with this theme is that it would allow me to to combine two of my biggest passions, cooking and gardening...”

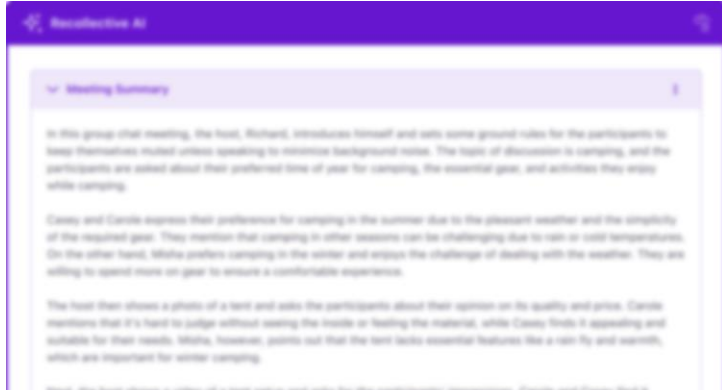
“The party I would throw is a gathering with camping, hiking, swimming, and BBQing the the woods. I would invite my best friends and some other people that I recently met or that they bring. I would keep the group rather small, like 20 people maximum, because it is more fun.”



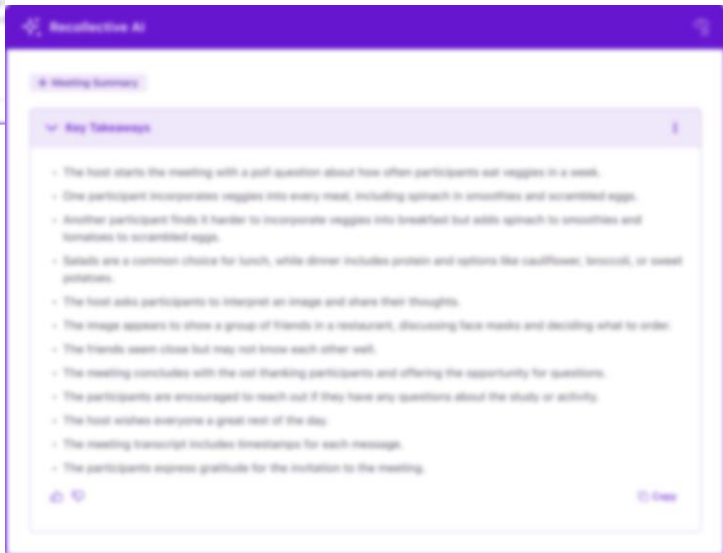


So Much Great Info... So Little Time... AI To The Rescue

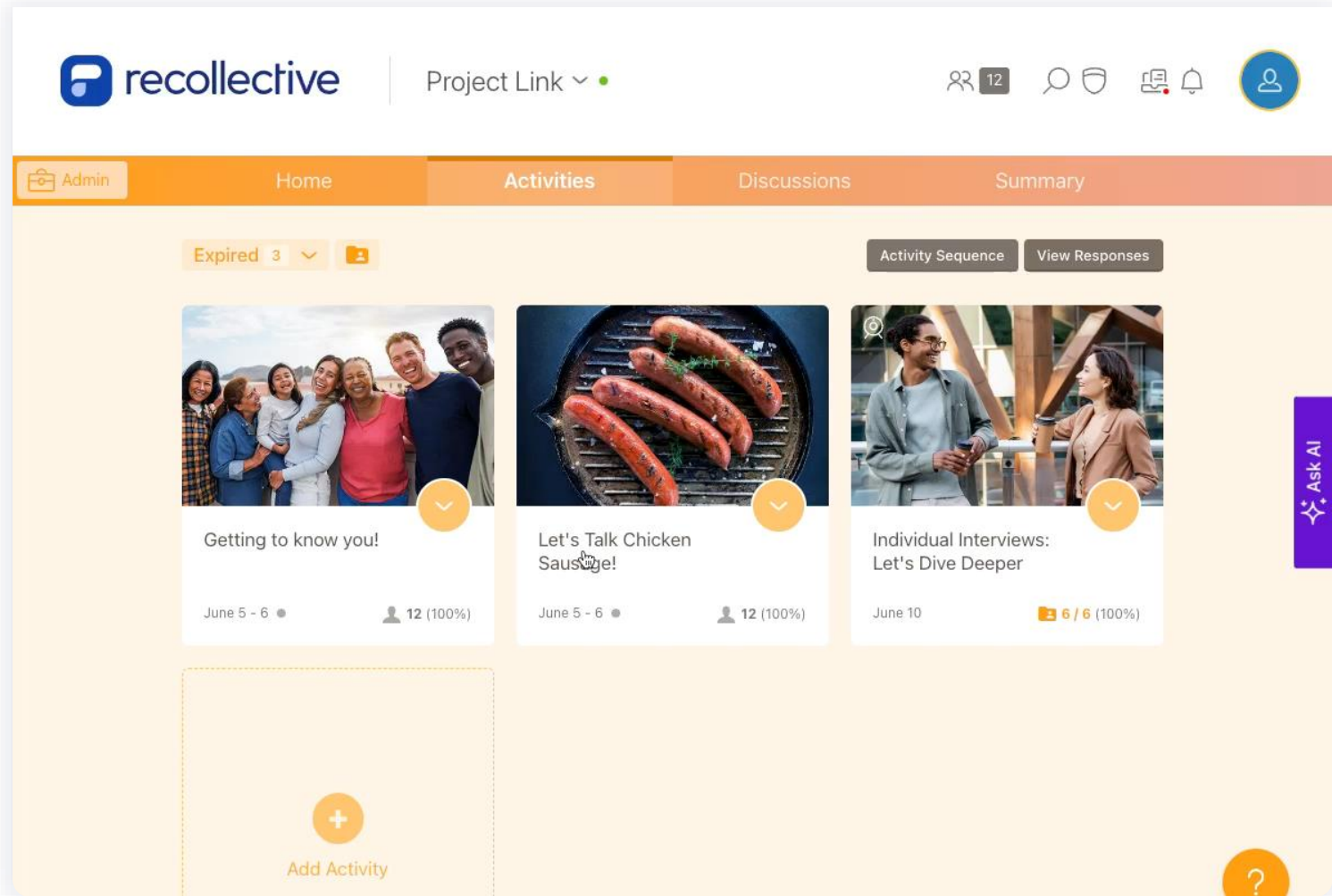
Meeting Summaries



Key Takeaways

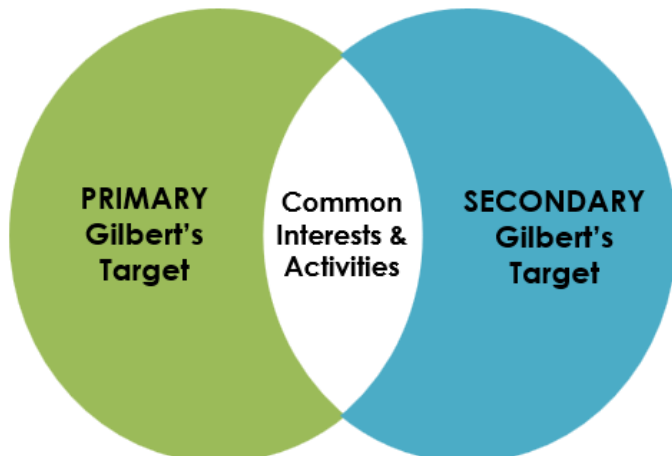
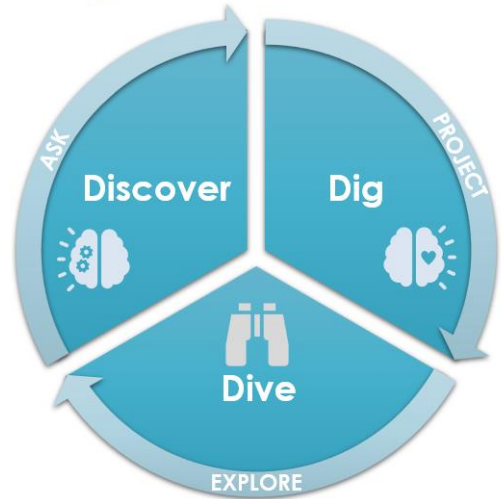


Ask AI



The Report – A 360 Degree View Of The Consumer

Target 3D Profiler™



Johnsonville Gained A Deeper Understanding Of...

- Who the Gilbert's bullseye target is/is not beyond demographics
- How they interact with the world and the people around them
- The role that food and cooking plays in their lives
- The distinctive role chicken sausage plays in meeting their need states and providing meaning n their lives
- Chicken sausage brand perceptions

Johnsonville Team's Reaction

"The platform used in the upfront days was really easy to use, very intuitive! There was a wealth of content to go through."

"The in-depth interviews were also super convenient. I could login from anywhere and listen in and participate in the chat if there were things to call out."

"The collective learning [sic] was easy to synthesize into a cohesive plan."

"The quality of the feedback is higher than for traditional focus groups, because the platform isn't tied to a single city, and the respondents engage over multiple days, allowing them to think and reflect more on their answers."

"Loved the multi-media features, the transcripts, the videos and the posts. Really gave you a good flavor for the consumers."

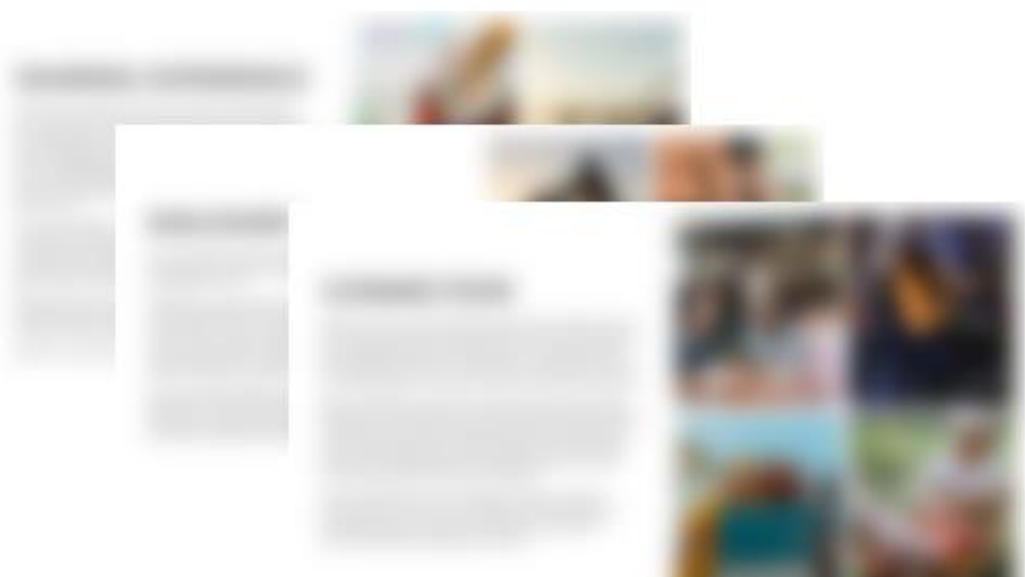
"It was fascinating to observe the recurring themes among the interviewees when given various prompts."

"The Recollective platform made it easier for team members to personally witness and absorb qualitative learning without having to travel."



Our Next Steps...

Step 1: Identified And Tested Three Ownable Positionings For Gilbert's



Step 2: Marketing & Innovation Efforts In 2025 And Beyond

Key Measures Summary



Best Practices

- ✓ Train clients on the system and encourage client involvement throughout
- ✓ Get your sample size right (6-8 per target)
- ✓ Develop engaging and diverse tasks System 1/System 2, asynchronous/real time, verbal/visual
- ✓ Incorporate a 3rd party perspective to challenge individual perceptions of themselves
- ✓ Include a working day to debrief and maximize probes and allow for sluggers to catch up
- ✓ Incorporate real time, articulate deep dive IDIs to 'seal the deal'!
- ✓ Leverage AI to navigate insights & report 'story'



Questions? Want To Connect? Want To Know Our Favorite Flavors?

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