

CASE STUDY

Produce brand becomes sole supplier for a previously unpenetrated retailer

A leading brand in the produce category had yet to penetrate a focus grocery retailer. The produce brand was able to use Numerator Insights and AskWhy Survey to quickly prepare a strategic recommendation that allowed them to become the sole supplier for the retailer.



CLIENT SUCCESS STORY

Produce brand becomes sole supplier for a previously unpenetrated retailer by leveraging Numerator Insights and AskWhy Survey

BUSINESS PROBLEM

A leading brand in the produce category had yet to penetrate a focus grocery retailer. This grocery retailer was underperforming in the brand's category and losing market share to retail competitors. The grocery retailer requested a time-sensitive executive meeting with the brand to better understand leakage and growth opportunities within the category, leaving the produce brand with limited time to prepare a strategic recommendation.

NUMERATOR SOLUTIONS

The produce brand needed a solution that could deliver fast and reliable insights with the ability to surface detailed consumer sentiment. The brand leveraged the on-demand Numerator Insights platform to quickly analyze shopper demographics by the various banners within the focus retailer — uncovering that the average demographic profile of each banner varied by age, household income and diversity.



AskWhy has given us the ability to quickly survey and glean valuable insights from verified purchasers — directly within our reports.

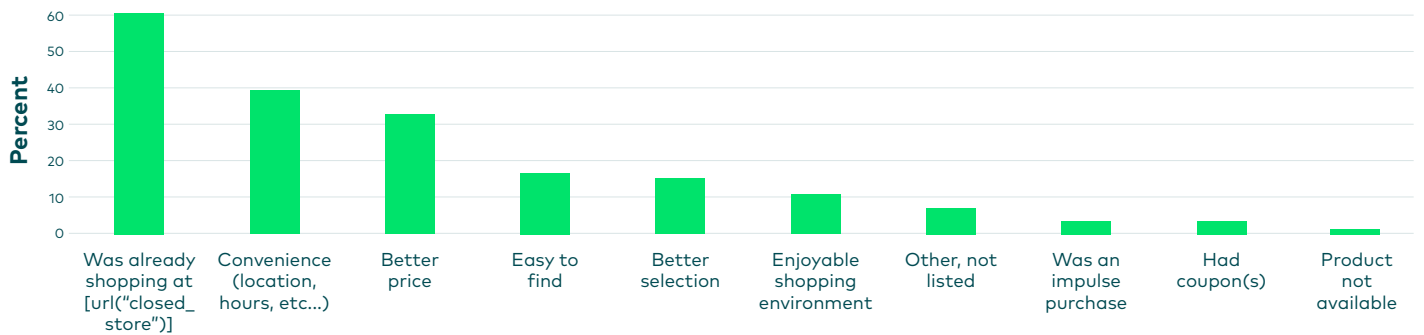
-Director of Consumer Insights

Despite these varied shopper profiles by banner, through analyzing a Leakage Tree Report in Numerator Insights, the produce brand discovered that shoppers across all of the retailer's banners preferred to purchase the category at Walmart as well as traditionally hard to track banners like Costco and Aldi. Numerator Insights revealed a greater risk to the retailer – baskets that contained the brand's produce had an average basket value of \$82 and leaked shoppers of the category typically migrate entire baskets to club and discount. Numerator's AskWhy capability allowed the brand to go a level deeper by launching a survey directly within the Leakage Tree report to collect voice of the consumer in just a few clicks to gain more context.

Given the quick turn required for the executive team meeting with the retailer, Numerator's AskWhy capabilities to survey shoppers who have been verified to be purchasing the produce category at competitive banners helped the produce brand better understand these consumers' needs and motivations. Within just a few hours, over 100 AskWhy survey responses revealed that shoppers of the category were purchasing elsewhere largely due to price and convenience of already shopping at banners like Walmart and Costco.

What are some reasons you may purchase fresh produce from [url("closed_store")]

AskWhy for Leakage Tree Non-Closers



AskWhy's ability to ask open-ended questions to verified shoppers surfaced an unexpected insight that category shoppers also prefer smaller-sized produce of this particular category and an assortment of smaller sizes was more often on shelves at competitor banners.

What do you look for when buying the category?

AskWhy for Leakage Tree Non-Closers



RESULTS

Armed with these new insights, the produce brand presented recommendations that best fit the unique needs of each banner under the retailer. Numerator Insights and AskWhy survey responses helped craft a recommendation to inform the retailer's assortment, messaging, merchandising and promotion strategies. The recommendation helped win a partnership with the retailer that resulted in being the sole supplier of the category for the previously unpenetrated retailer.

\$11MM

With the new partnership, the brand has helped build a projected \$11MM in annual revenue within the brand's category for the retailer.



ASSORTMENT

The brand leveraged AskWhy survey results to highlight that smaller, single-serve produce appeals to 1-2 person households and price conscious shoppers. By diversifying the assortment and pricing strategy by banner and adding smaller-sized produce to the set, the retailer could win back market share of the category from competitors.



PROMOTIONS

Numerator AskWhy Survey results showed that 42% of shoppers of one banner and 43% of shoppers from the retailer's other banner clip coupons. By adding multiple sizes of the product, the retailer could also gain greater flexibility around promotions to help drive incremental sales from shoppers looking to save.



MESSAGING & MERCHANDISING

57% of the banner's shoppers also responded that they are seeking recipes, and 50% want quick and easy meal solutions. 54% of the banner shoppers are also actively managing their health. With these insights, the produce brand recommended that the retailer merchandise the category as part of a meal solution while also providing health information on shelves.