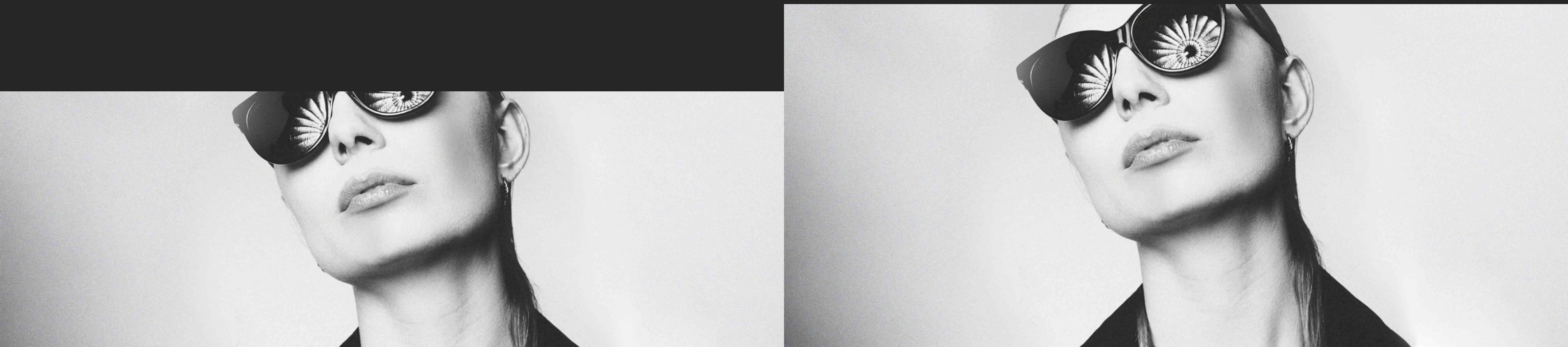


Zeitgeist Research

# Decision Path

Case Study

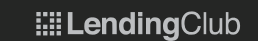
ZEIT GEIST  
R E S E A R C H



## B2C and B2B

We don't like to brag... but you should know that the **most trusted brands** in the industry have chosen us.

About 60% of our business is B2C and 40% B2B.



01

# THE PROJECT

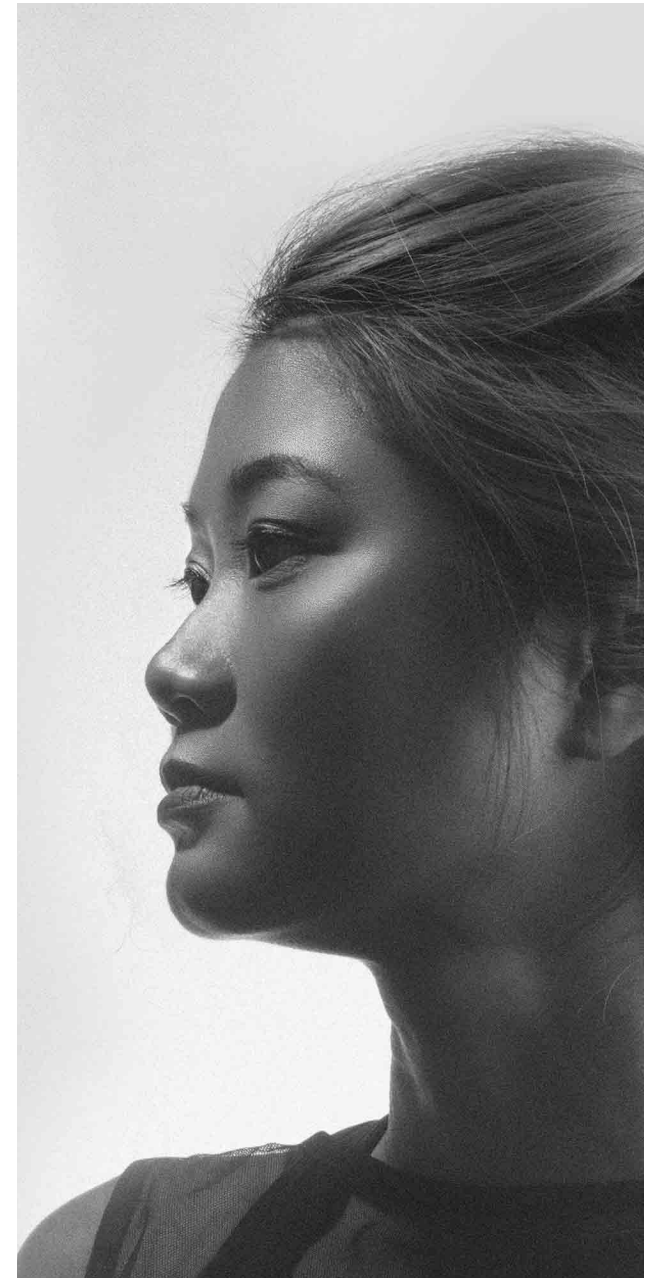
## Our Client + Key Challenge

### CPG Brand

Our client is a small CPG brand developing a new line of products to compete in the hyper competitive healthy snacking category. While our client has been successful in the frozen food aisle, they are new to the Ready-To-Eat snack category.

### Key Challenge

Lacking the huge marketing budgets of their Fortune 500 counterparts, the brand came to Zeitgeist Research to identify the core market dynamics and the messages that best resonate with those buyers.



# Approach

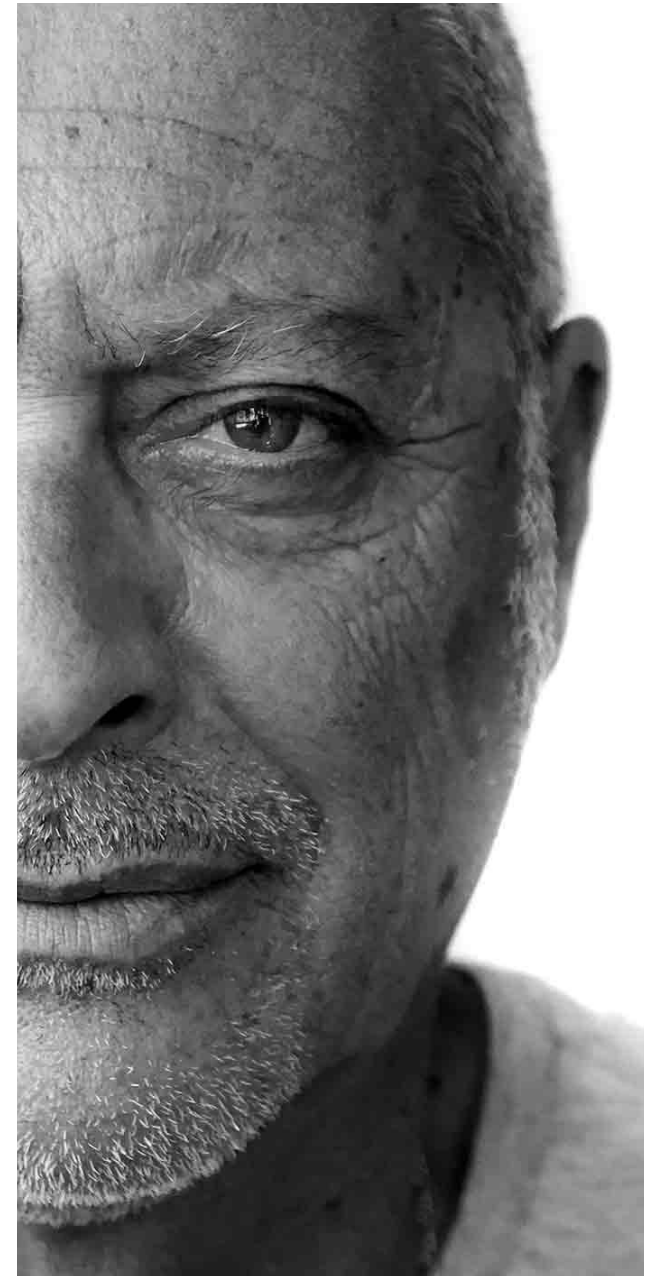
## In-Depth Interviews and Custom Survey with Advanced Analytics

Because our client was new to the Ready-To-Eat snacking category, we conducted a series of In-Depth Interviews (IDIs) to better understand consumers' perceptions of the category and inform the quantitative phase that would follow.

Using the insights from the qualitative IDIs, we developed a custom survey to identify who our brand's most likely purchasers are, what factors are most likely to influence their purchase decision and where in the decision path they are most open to messaging. We then leveraged our advanced analytics capabilities to uncover deeper insights about category consumers from the quantitative data.

Using the survey data, we first applied a **CHAID** (Chi-squared Automatic Interaction Detector) analysis to build a predictive model to describe specific customer groups (i.e. most likely to purchase in the category). CHAID uses predictor variables to split the sample into a series of subgroups that share similar characteristics. These subgroups allow for the prediction of group membership (what are the characteristics of the those who purchase the most from the category) as well as predicting the value of group membership at each split (how much do they purchase).

We then implemented a **Decision Tree Regression Analysis** to understand and define the hierarchy of decisions that lead to the purchase. In other words, which factors are most important to the consumer as they shop for healthy snacks?





# Our Findings



## In-Depth Interviews

Not surprising, by talking to Ready-To-Eat snack category purchasers, we found that most purchase decisions impulsive and are made at the shelf.

Consumers have little brand loyalty, instead buying the snack that looks good to them at the time.

“

It's not like I plan on buying a snack, I'm in there paying for my gas and I'm like, that looks good, so I buy it. I do try to buy organic snacks, so that's a big plus for me.

—Jane, Female, 42

“

You know how it is, you're standing there looking at all these snacks and you're thinking, what looks good to me now. I don't care about the brand, I'm looking to get the snack that's going to satisfy me.

—Justin, 29

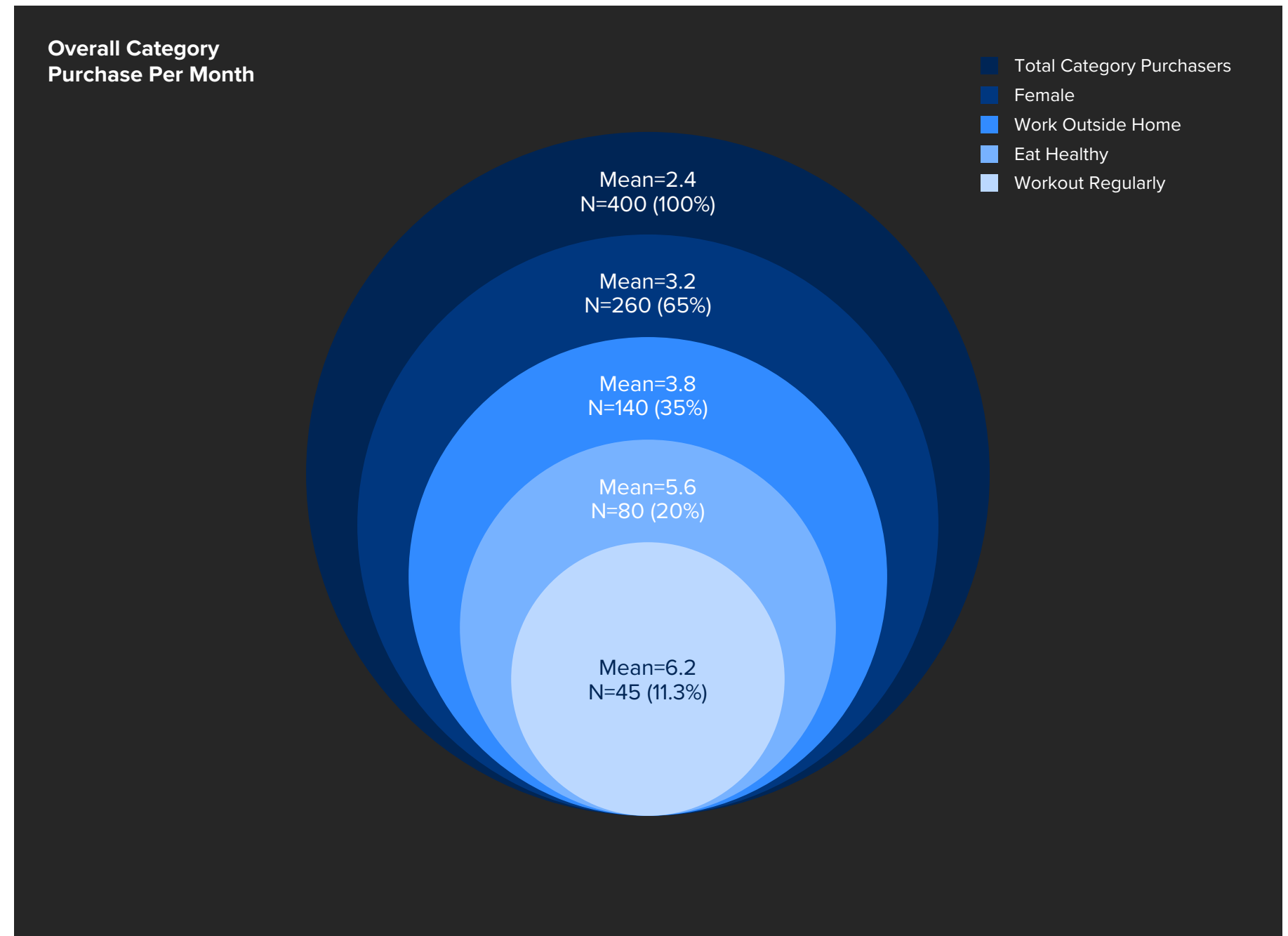
“

It really depends on what I want in that moment. Like if it's in the morning, maybe I want something sweet. Or if I just worked out, I'll pick something with some protein to satisfy my craving that way.

—Monique, 37

## CHAID Analysis

Our CHAID Analysis identified revealed that women who 1) work outside the home, 2) are focused on healthy eating and 3) workout regularly are a key target segment who purchase the category 2.5x more than category purchasers as a whole.





# Purchase Decision Regression Analysis

A purchase decision path based on a regression analysis shows Flavor, Serving Size and Calories are key drivers for consumers as a whole.

Digging deeper, we found that the target segment identified by our CHAID Analysis diverges from the total market in that they value the organic ingredients and digestive health benefits over price and ease of eating.

Rank	Total Market		Target Segment
1	Flavor	↔	Flavor
2	Single Serving	↔	Single Serving
3	Calorie Count	↔	Calorie Count
4	Price	→	Organic
5	Ease of Eating	→	Digestive Benefits
6	Organic	→	Price
7	Digestive Benefits	→	Ease of Eating

# Our Recommendation

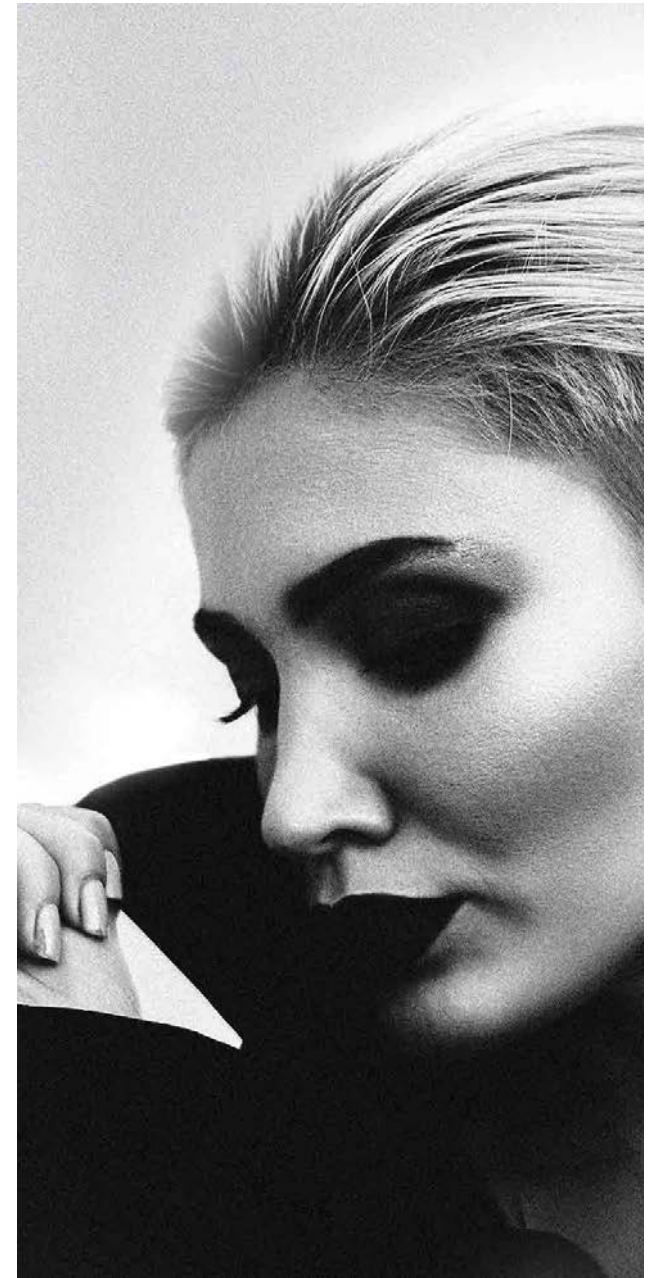


## Our Recommendation

### Focus on Marketing at the Shelf

Based on our research, we recommended our client focus the development of the new line to appeal to the key segment of on-the-go, health-focused women who over-index on healthy, Ready-To-Eat snacks.

Knowing that consumers are purchasing these snacks on impulse and making their decision at the Point of Sale, we recommended to our client that they spend their limited marketing budget on packaging and POS assets that stand out and communicate the organic ingredients and digestive benefits the key segment is looking for in a Ready-To-Eat snack.



02

# ZEITGEIST RESEARCH

# WHO WE ARE.

## The Company

Zeitgeist Research is a virtual, boutique, full-service research company working with Fortune 500 companies, ad agencies, and start ups.

Zeitgeist Research works with clients from a wide range of backgrounds, about half of all projects are B2B and half are B2C.

## The Founder

The company was founded in 2012 by Dr. Manfred Bluemel, Ph.D., who was head of consumer insights at [Amazon](#) for eight years where He was inspired by Jeff Bezos' philosophy of customer obsession. And it shows: Zeitgeist's current NPS is 92!

## The Z-Team

Other Z-Leaders are Dr. Bill Sallas, Ph.D., our behavioral psychologist leading the qualitative team and Kelley Raleigh, former Director of Insights at Samsung, Dannon, and PepsiCo and head of the quantitative research team at Zeitgeist.

# WHY WORK WITH US?

## Experience

All your research projects are managed by senior research professionals who each have **10+ years** of experience.

As a result, our reports are strategic and tell a story.

## Quality

Our customer obsession and relentless feedback loop as well as our strategic reports have earned us an **NPS of 92**, reflecting the quality and service level we deliver.

## Fast

If you need results in days, not weeks, our Basic or Accelerated research solutions are your answer.

Fully customizable Bespoke projects can be turned around in three weeks.

## Innovative

We provide several advanced methodologies, from advanced analytics to neuro-science, for you to choose from that fit your budget.

## Variety of Research Solutions

Our full-service Research Solutions offer products and approaches at every price level and sophistication.

## Affordable

We deliver high-quality research at a fraction of the price with full cost transparency.

There are no games at Zeitgeist Research. Our detailed line-by-line item pricing, allows you to scale the project up or down to fit your budget.



# TYPE OF RE- SEARCH

## Advertising

- Ad Concept Testing
- Ad Creative/Copy Testing
- Ad Effectiveness
- Message Testing

## Brand

- Awareness, Attitudes, and Usage (AA&U)
- Brand Tracking
- Positioning
- Personas
- Segmentation
- Value Proposition

## Acquisition and Retention

- Customer Satisfaction
- Decision Journey/Path-to-Purchase
- Logo Testing
- Name Testing
- Packaging
- Product Concept
- Target Market Sizing and Definition
- Win/Loss Analysis

## Employee Surveys

- Employee Satisfaction
- Discrimination Assessment

# METHO- DOLOGY

## Qualitative

- Focus Groups
- In-Depth Interviews (IDIs)
- Online Bulletin Boards
- Shop-Alongs
- Intercepts
- Ethnography
- Eye Tracking

## Qual. Neuro-response

- Facial Coding

## Quantitative

- Online Surveys
- Phone Surveys

## Advanced Analytics

- NLP Sentiment Analysis
- Key Driver Analysis/Regressions
- MaxDiff
- TURF
- Conjoint, etc.

## Quant. Neuro-response

- Intuitive Associations



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Thanks for taking the time to learn more about Zeitgeist Research.

# Stop Guessing. Contact Us.

[info@zeitgeistresearch.com](mailto:info@zeitgeistresearch.com)