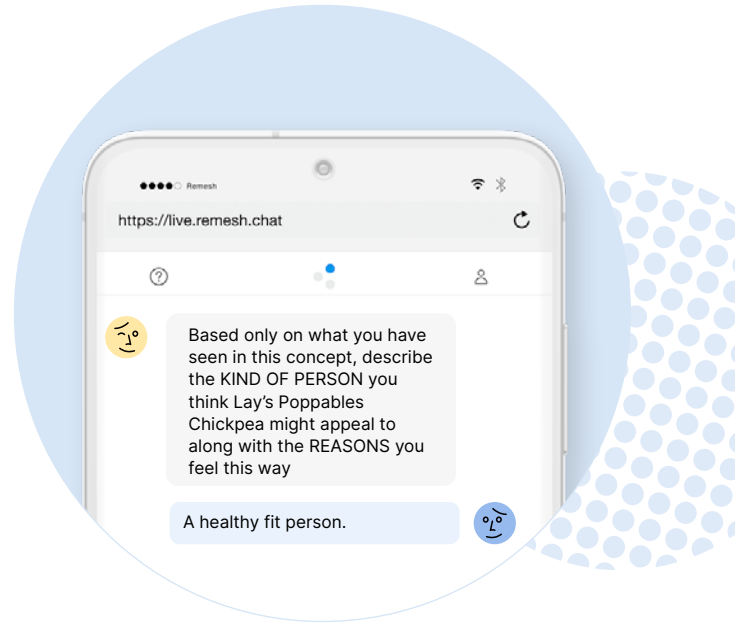


CASE STUDY

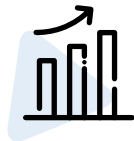
PepsiCo leverages AI-powered focus group to capture pre-market feedback



REPEATABLE SOLUTIONS



Instant Feedback



Scalable Focus Group

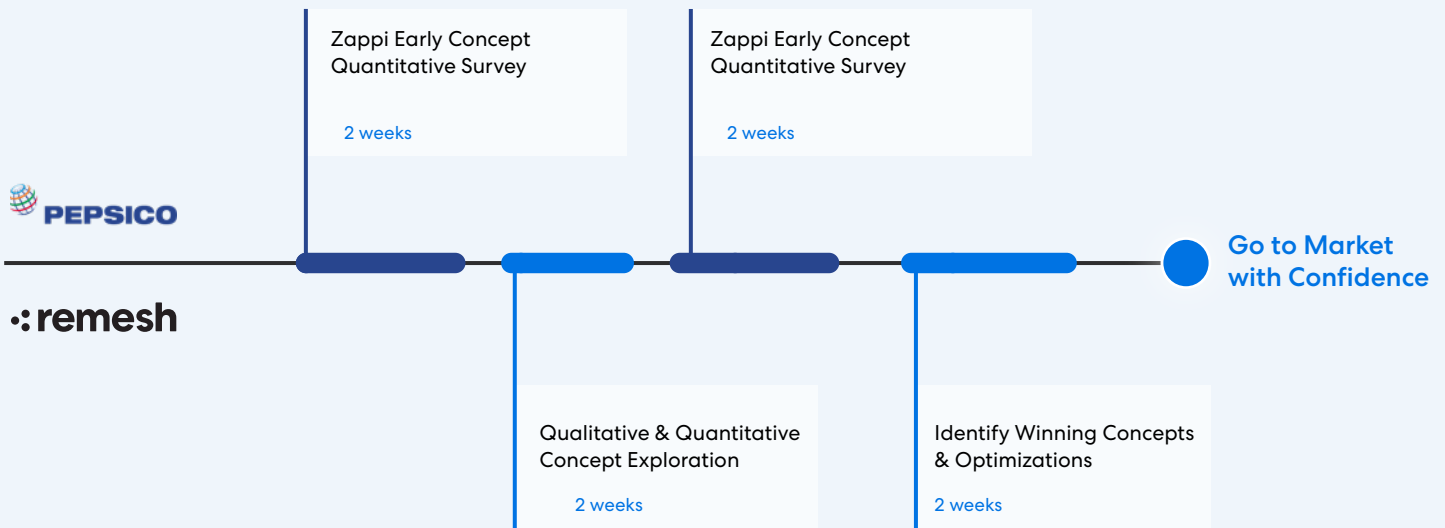


Pre-market Concept Testing

Business Challenge

In order to guarantee a winning innovation idea be taken to market, PepsiCo's Breakthrough Innovation team wanted to connect with potential consumers to understand the "why" behind some ideas that were tested in Zappi Early Concept: Lay's Poppables Chickpea, Veggie Rainbow, Veggie Confetti, Salty + Sweet, and Crunchy & Puffy. The team needed to uncover key optimization opportunities before going to market and a second round of testing. In addition to the need for robust qualitative feedback from this target audience, PepsiCo needed a research methodology that could deliver insights at record speed.

Remesh in the PepsiCo Project Timeline



Key Outcomes Achieved

As a result of running the first session with Remesh, PepsiCo captured actionable feedback from 100 consumers on how to optimize the leading ideas. While most product concepts performed well, consumers indicated that Lay's Poppables Veggie Rainbow, Salty + Sweet, and Crunchy & Puffy snack mix were the ones they were most likely to buy for themselves and their family. Consumers identified "flavors," "variety," "ingredients," and "healthy" as qualities of their favorite snack concepts.

After identifying the top concepts from the initial Remesh session, PepsiCo refined them and then validated consumer interest with a traditional quantitative survey (Zappi Early Concept). The team then conducted a second Remesh session with 100 consumers to further optimize the leading ideas prior to an online social media behavioral test. Many rich learnings were obtained from these Remesh sessions and the team is currently fielding the social media test (happening in November 2021) with the best version of each minimum viable product (MVP).

Why Remesh?

- Understand the “why” behind idea performance
- Qual + Quant in one methodology to build confidence in the insights
- Agile platform capabilities and lower cost than traditional methodologies
- Insights uncovered in two 90-minute sessions
- Ability to speak to 100+ participants at once

Additional Value

- Access to data and learnings – live
- Dedicated Remesh team (full service if needed)
- Remesh can offer moderation or allow the PEP team to moderate
- Remesh offers report and synthesis or allows PEP to download an automated report

Remesh Moderation and Research Services

The Remesh Qualitative Research team augments your industry knowledge with expertise in crafting discussion guides using best research practices and a mastery of the platform. The result is rich, in-depth feedback that meets your research objective and helps you make informed business decisions. Remesh’s dedicated research team can also help design your Discussion Guide and Moderate your session for you, reducing project time and lift and adding expert value to your research.

Kick-off Call 14 Days Prior

- Discuss study objectives, topics, and key questions
- Discuss and set timeline expectations for the duration of the project

Discussion Guide 13-2 Days Prior

- Draft discussion guide based on outline and/or objectives provided by client
- Discussion guide iterations, up to 3 drafts

Remesh Conversation Day 0

- Program conversation on the Remesh platform no later than morning of the conversation
- Create segments of interest
- Upload stimuli
- Moderate the conversation

Reporting 1-9 Days After

- Debrief to align top themes next day
- Report in PowerPoint to be delivered on agreed upon date (depending on reporting level)
- For the comprehensive reports, provide 1 round of edits based on client feedback and hold readout of report on call

BUDGET PER REMESH CONVERSATION BASED ON:

- Duration: 60 or 90 minutes
- Sample size and audience incidence
- Research-supported VS DIY

Connect with a Remesh representative for a quote to fit your objective and budget.

*These 90-minute conversations with 100 participants with Research Support were each ~\$21-23k