



Case Study: Understanding the impact of a shelf reset on household spend

How Kellogg Company leveraged insights from 84.51° Stratum New/Lost/Retained reporting to determine how households changed their spend in the cereal category

Challenge:

Kroger's market share of big pack cereal was declining. To increase awareness of big packs and drive sales, Kroger moved big pack cereal to eye level, and needed to understand the impact on the total category and by size segments.

Solution:

The Kellogg Company offered to help Kroger dig into this analysis. In order to understand the impact, Kellogg leveraged 84.51° 84.51° Stratum New/Lost/Retained reports to execute a pre- versus post-analysis and determine how households had changed their spend in total and by size segments.

Results:

The net learning was that while big packs sales were growing, the total category was deflating, therefore the shelf reset was not delivering the desired results. Kellogg Company dug in further to identify the need to adjust the category promotional strategy to align to the new shelf arrangement by size segments to increase household penetration and increase spend per household.



“As a Team we were able to uncover category deflation through the data, that led us to conduct targeted 84.51° consumer research that confirmed our need to adjust our promotional strategy and on shelf availability.”

Michael Moon & Jennifer Johnston
Senior Managers Category Management
Kellogg Company