

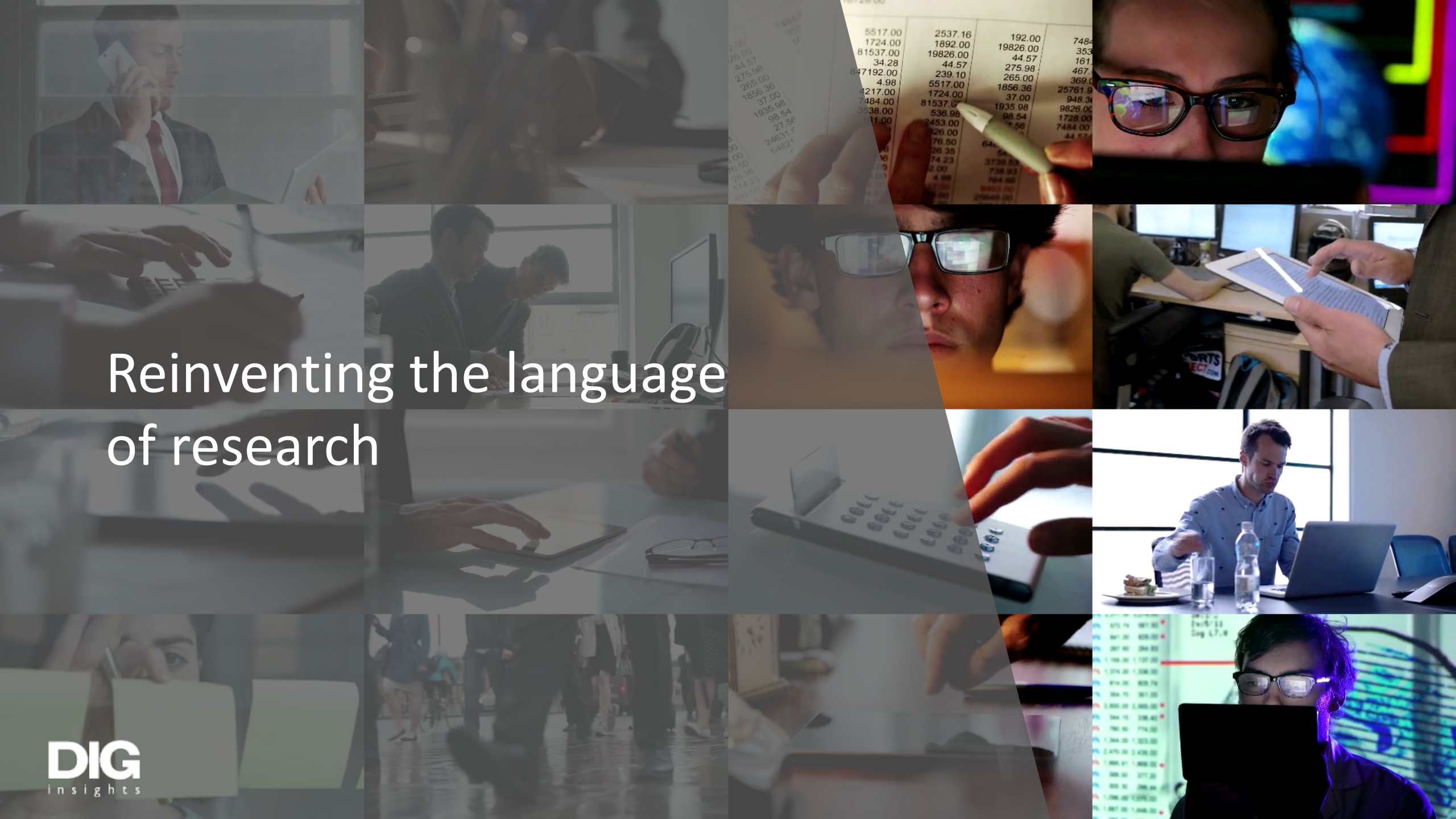
# Hey There Good Lookin'

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A new approach to innovation screening



# Reinventing the language of research

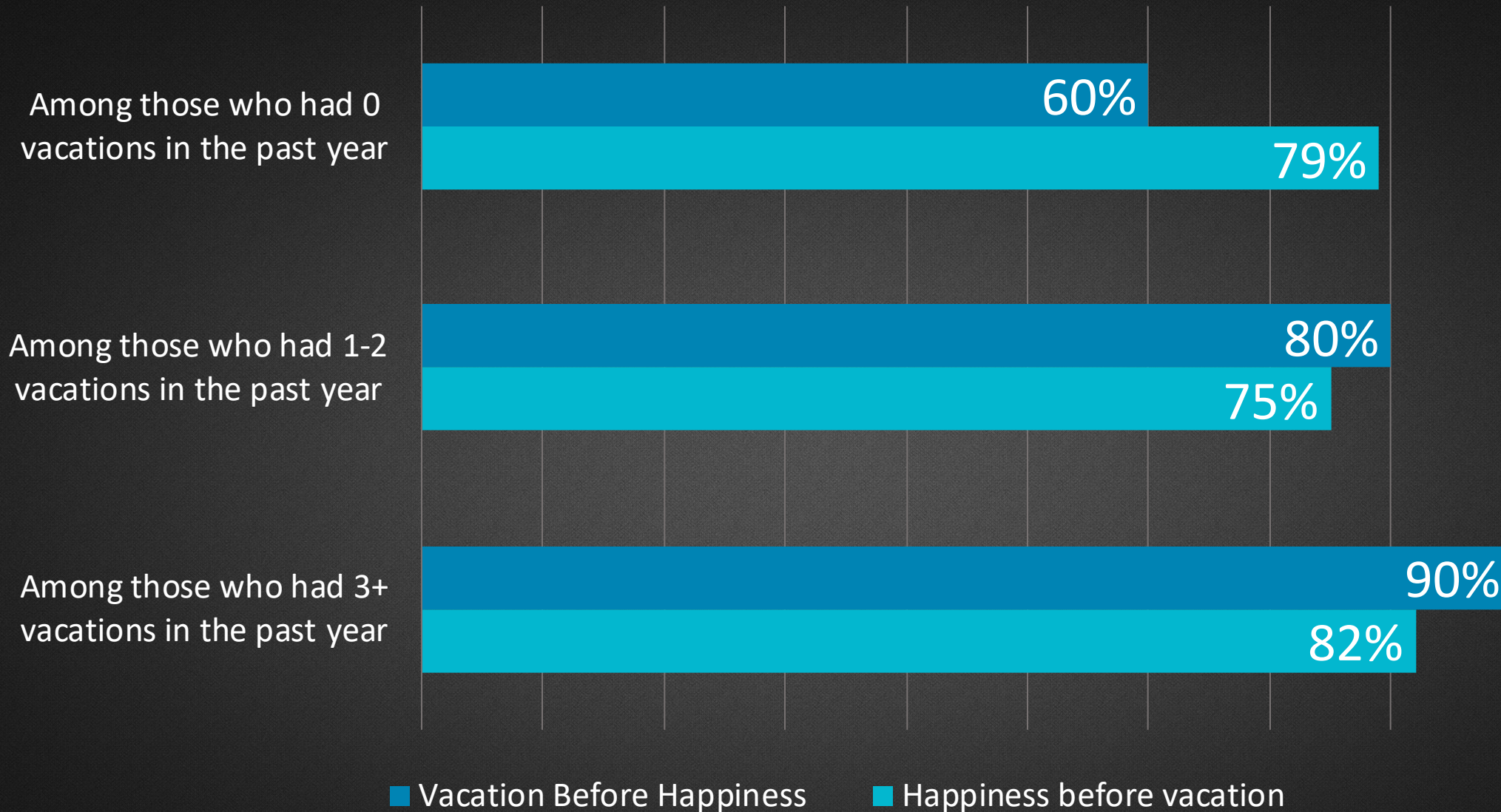


5517.00	2537.16	192.00	7484.00
1724.00	1892.00	19826.00	353.00
81537.00	19826.00	44.57	161.00
34.28	44.57	275.98	467.00
847192.00	239.10	265.00	369.00
4.98	5517.00	1856.36	25761.90
4217.00	1724.00	37.00	948.30
7484.00	81537.00	1935.98	9826.00
3538.00	536.98	98.54	1728.00
111.00	2453.00	7.56	7484.00
24631.00	326.00		44.57
64821.00	76.50	64821.00	
	26.35		
	74.23	3739.53	
	2.00	738.93	
	4.98	764.68	
	17.20	8467.00	
	19.90	25648.00	

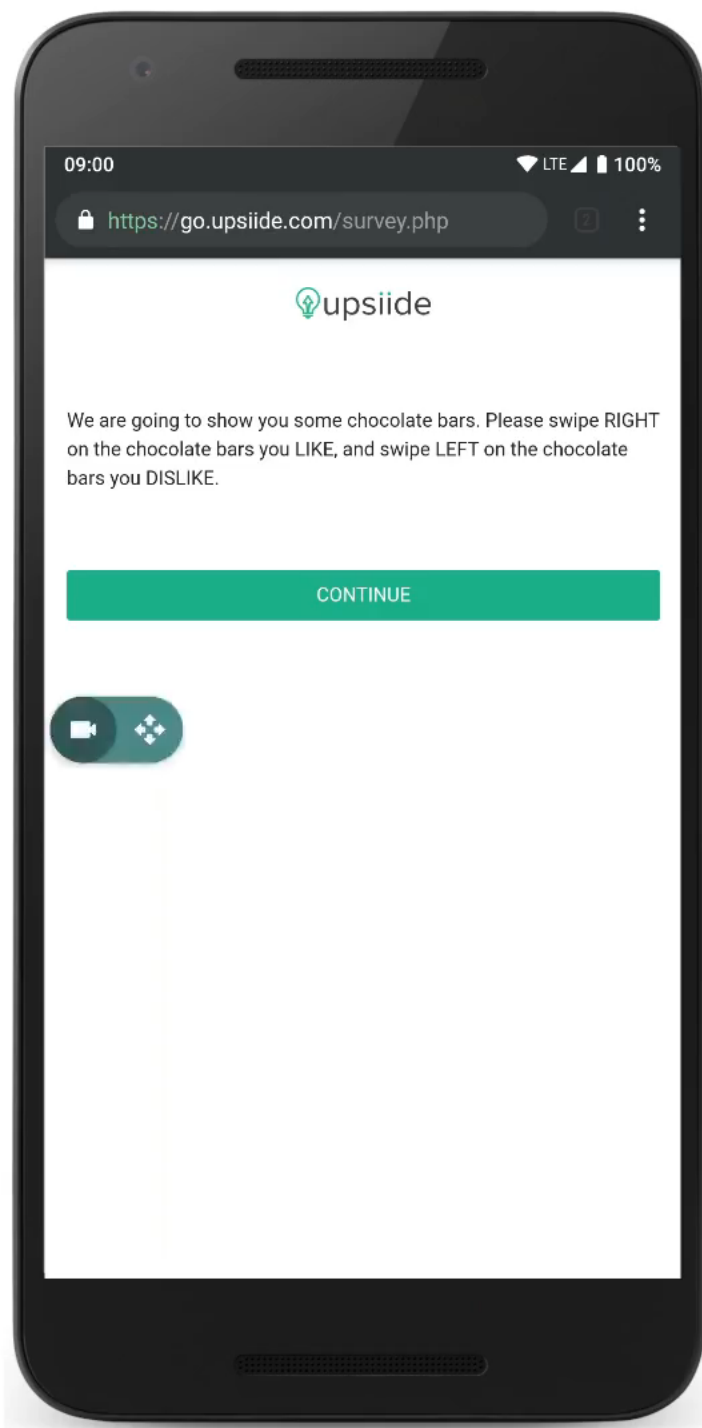
# Radical Simplicity

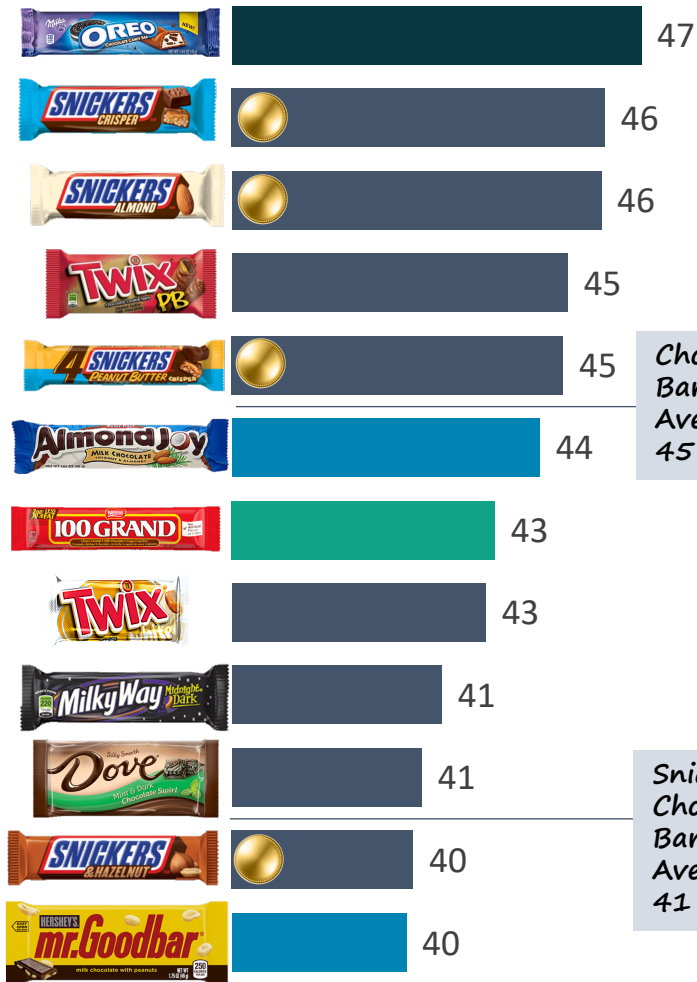
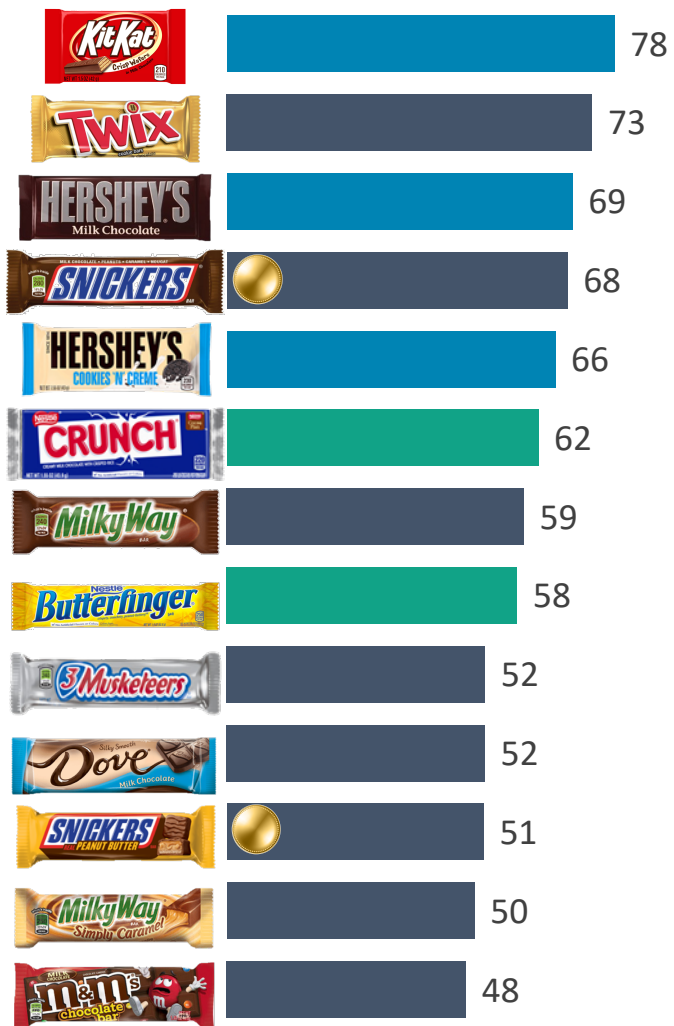












Chocolate Bar Average: 45

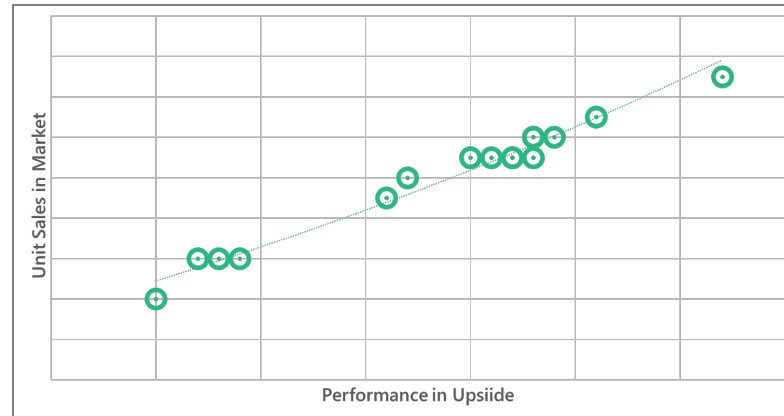
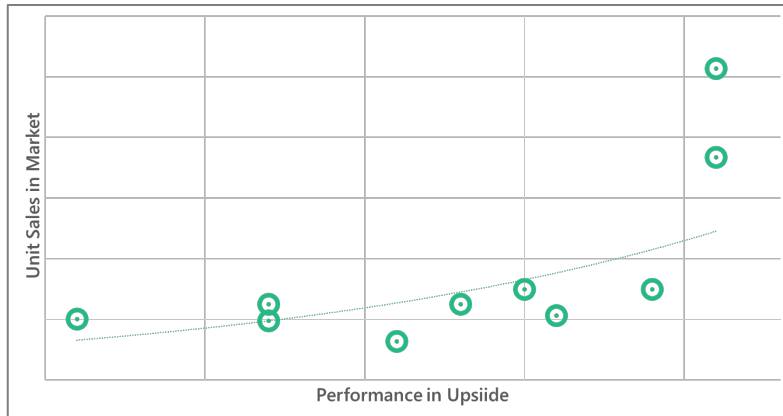
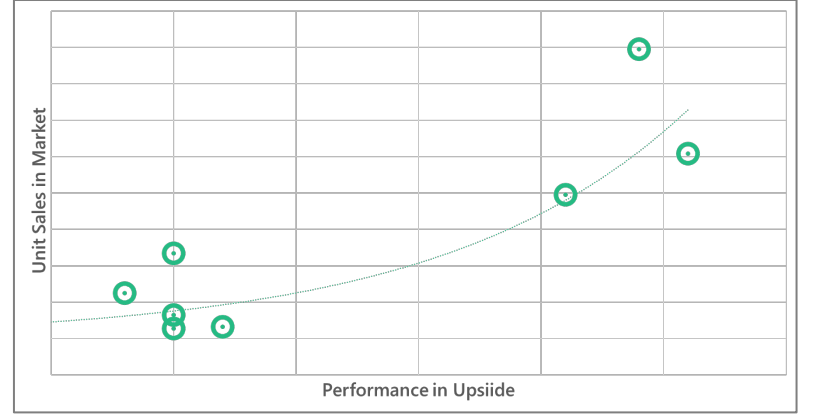
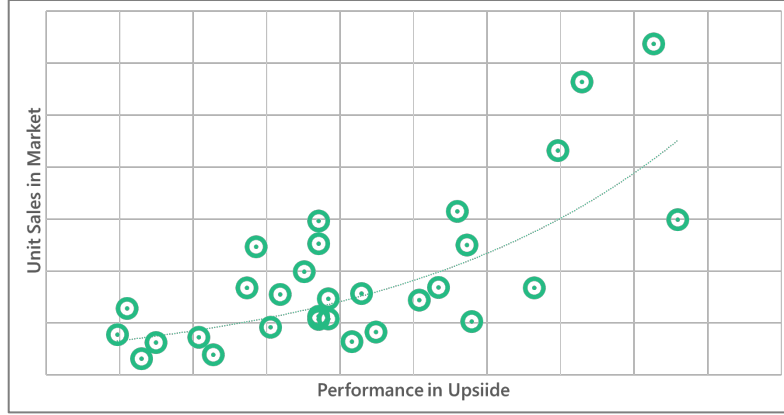
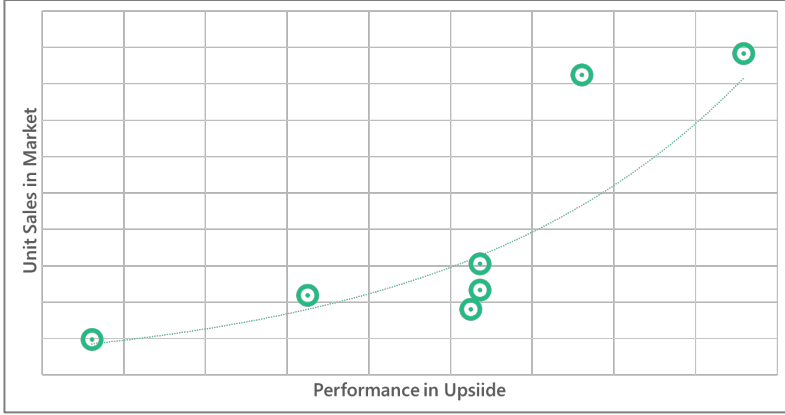
Snickers Chocolate Bars Average: 41



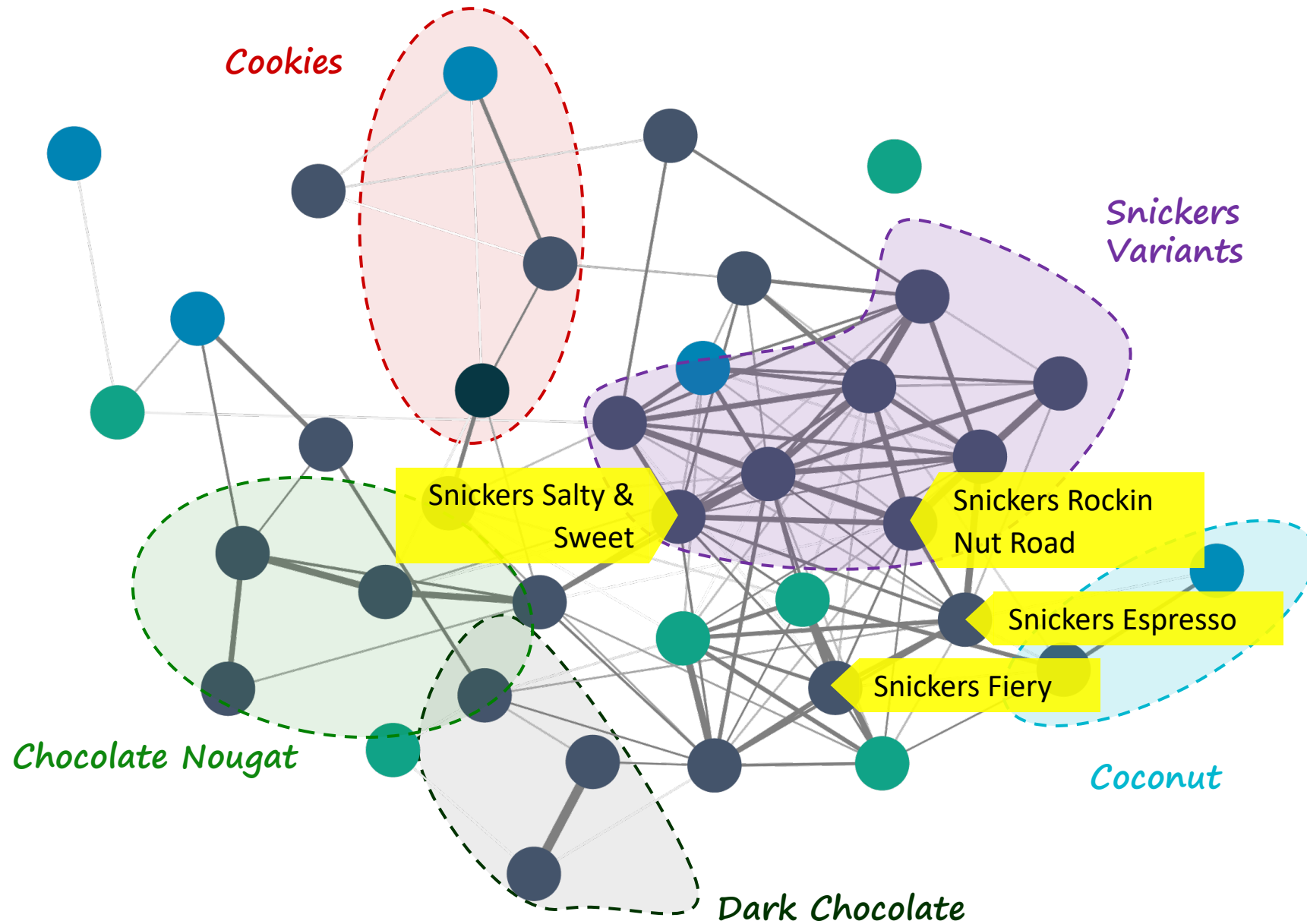
● Mars ● Nestle ● Modelē International ● Hershey

● In-market Snickers bars  
 LIMITED TIME OFFER Limited edition Snickers bars

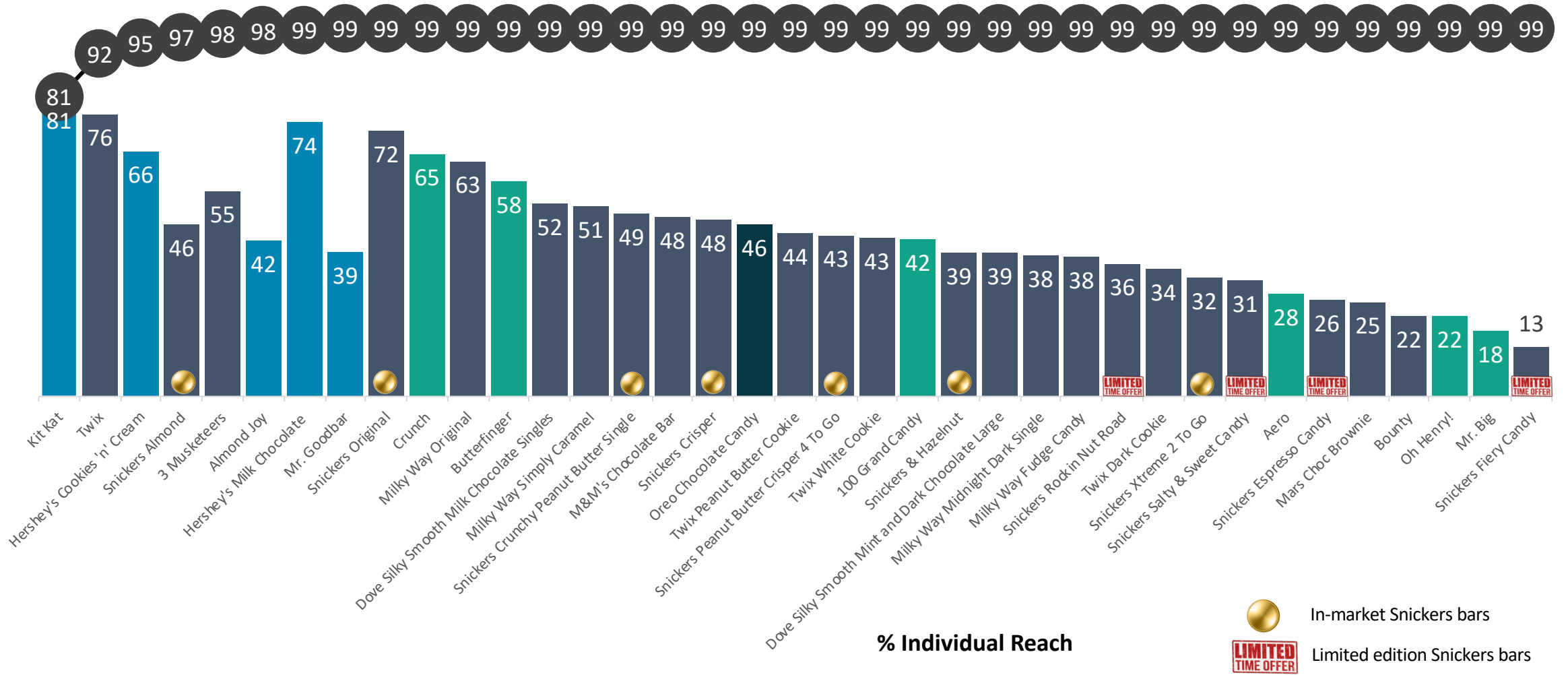








## % Cumulative Reach



## % Individual Reach

● Mars 
 ● Nestle 
 ● Modelēz International 
 ● Hershey

● In-market Snickers bars  
LIMITED TIME OFFER Limited edition Snickers bars

upside

ALL STUDIES

PRODUCTS

ADD PRODUCTS

FILTERS

SETTINGS

QUESTIONS

Analytics

NETWORK MAP

QUADRANT CHART

Study name

## Chocolate Bars - Mars Confectionery

Closed Base: 300

Age Gender Region

Show All - All Categories - Sort By

<b>Kit Kat</b>  <b>78</b> Upside Score product id: 0005 Trade-off Score (N): 65 Total Interest (N): 81 <a href="#">VIEW</a>	<b>Twix</b>  <b>73</b> Upside Score product id: 0007 Trade-off Score (N): 62 Total Interest (N): 76 <a href="#">VIEW</a>	<b>Hershey's Milk Chocolate</b>  <b>69</b> Upside Score product id: 0004 Trade-off Score (N): 59 Total Interest (N): 74 <a href="#">VIEW</a>	<b>Snickers Original</b>  <b>68</b> Upside Score product id: 0006 Trade-off Score (N): 54 Total Interest (N): 72 <a href="#">VIEW</a>	<b>Hershey's Cookies 'n' Crème</b>  <b>66</b> Upside Score product id: 0002 Trade-off Score (N): 65 Total Interest (N): 66 <a href="#">VIEW</a>	<b>Crunch</b>  <b>62</b> Upside Score product id: 0008 Trade-off Score (N): 59 Total Interest (N): 65 <a href="#">VIEW</a>	<b>Milky Way Original</b>  <b>59</b> Upside Score product id: 0009 Trade-off Score (N): 44 Total Interest (N): 68 <a href="#">VIEW</a>	<b>Butterfinger</b>  <b>58</b> Upside Score product id: 0003 Trade-off Score (N): 59 Total Interest (N): 58 <a href="#">VIEW</a>	<b>3 Musketeers</b>  <b>52</b> Upside Score product id: 0001 Trade-off Score (N): 37 Total Interest (N): 55 <a href="#">VIEW</a>	<b>Dove Silky Smooth Milk Chocolate Singles</b>  <b>52</b> Upside Score product id: 0007 Trade-off Score (N): 50 Total Interest (N): 52 <a href="#">VIEW</a>
<b>Snickers Crunchy Peanut Butter Single</b>  <b>51</b> Upside Score product id: 0006 Trade-off Score (N): 60 Total Interest (N): 49 <a href="#">VIEW</a>	<b>Milky Way Simply Caramel</b>  <b>50</b> Upside Score product id: 0008 Trade-off Score (N): 43 Total Interest (N): 51 <a href="#">VIEW</a>	<b>M&amp;M's Chocolate Bar</b>  <b>48</b> Upside Score product id: 0002 Trade-off Score (N): 46 Total Interest (N): 49 <a href="#">VIEW</a>	<b>Oreo Chocolate Candy</b>  <b>47</b> Upside Score product id: 0005 Trade-off Score (N): 51 Total Interest (N): 46 <a href="#">VIEW</a>	<b>Snickers Crisper</b>  <b>46</b> Upside Score product id: 0007 Trade-off Score (N): 49 Total Interest (N): 48 <a href="#">VIEW</a>	<b>Snickers Almond</b>  <b>46</b> Upside Score product id: 0007 Trade-off Score (N): 45 Total Interest (N): 46 <a href="#">VIEW</a>	<b>Twix Peanut Butter Cookie</b>  <b>45</b> Upside Score product id: 0009 Trade-off Score (N): 49 Total Interest (N): 44 <a href="#">VIEW</a>	<b>Snickers Peanut Butter Crisper 4 To Go</b>  <b>45</b> Upside Score product id: 0003 Trade-off Score (N): 51 Total Interest (N): 48 <a href="#">VIEW</a>	<b>Almond Joy</b>  <b>44</b> Upside Score product id: 0004 Trade-off Score (N): 53 Total Interest (N): 42 <a href="#">VIEW</a>	<b>100 Grand Candy</b>  <b>43</b> Upside Score product id: 0007 Trade-off Score (N): 45 Total Interest (N): 42 <a href="#">VIEW</a>
<b>Twix White Cookie</b>  <b>51</b> Upside Score product id: 0007 Trade-off Score (N): 60 Total Interest (N): 49 <a href="#">VIEW</a>	<b>Milky Way Midnight Dark</b>  <b>50</b> Upside Score product id: 0008 Trade-off Score (N): 43 Total Interest (N): 51 <a href="#">VIEW</a>	<b>Dove Silky Smooth Mint and Dark Choc...</b>  <b>48</b> Upside Score product id: 0002 Trade-off Score (N): 46 Total Interest (N): 49 <a href="#">VIEW</a>	<b>Snickers &amp; Hazelnut</b>  <b>47</b> Upside Score product id: 0005 Trade-off Score (N): 51 Total Interest (N): 46 <a href="#">VIEW</a>	<b>Mr. Goodbar</b>  <b>46</b> Upside Score product id: 0007 Trade-off Score (N): 49 Total Interest (N): 48 <a href="#">VIEW</a>	<b>Snickers Rockin' Nut Road</b>  <b>46</b> Upside Score product id: 0007 Trade-off Score (N): 45 Total Interest (N): 46 <a href="#">VIEW</a>	<b>Twix Dark Cookie</b>  <b>45</b> Upside Score product id: 0009 Trade-off Score (N): 49 Total Interest (N): 44 <a href="#">VIEW</a>	<b>Milky Way Fudge Candy</b>  <b>45</b> Upside Score product id: 0003 Trade-off Score (N): 51 Total Interest (N): 48 <a href="#">VIEW</a>	<b>Snickers Xtreme 2 To Go</b>  <b>44</b> Upside Score product id: 0004 Trade-off Score (N): 53 Total Interest (N): 42 <a href="#">VIEW</a>	<b>Snickers Salty &amp; Sweet Candy</b>  <b>43</b> Upside Score product id: 0007 Trade-off Score (N): 45 Total Interest (N): 42 <a href="#">VIEW</a>

upside

ALL STUDIES

PRODUCTS

ADD PRODUCTS

FILTERS

SETTINGS

QUESTIONS

Analytics

NETWORK MAP

QUADRANT CHART

Study name

## Chocolate Bars - Mars Confectionery

Closed Base: 300

Age Gender Region

Show All - All Categories - Sort By

Mars Confectionery

Portals Settings Log out

### Select Items

Select All Select None Clear

Item	Force
1 100 Grand Candy	42%
2 3 Musketeers	50%
3 Aero	28%
4 Almond Joy	42%
5 Bounty	22%
6 Butterfinger	58%
7 Crunch	60%
8 Dove Silky Smooth Milk Chocolate Singl...	52%
9 Dove Silky Smooth Mint and Dark Choc...	39%
10 Hershey's Cookies n Crème	66%
11 Hershey's Milk Chocolate	74%
12 Kit Kat	81%
13 M&M's Chocolate Bar	48%
14 Mars Choc Brownie	25%
15 Milky Way Fudge Candy	38%
16 Milky Way Midnight Dark Single	38%
17 Milky Way Original	62%
18 Milky Way Simply Caramel	51%
19 Mr. Dip	18%
20 Mr. Goodbar	39%
21 Oh! Henry!	22%
22 Oreo Chocolate Candy	46%
23 Snickers Espresso Candy	26%

### Reach

RT1 RT2

99.0% 98.3%

### Optimize Specific Size Solution

RT1 RT2 RT3 RT4

Number of Items

0 Go

### Diminishing Returns Curve

Redraw TURT Chart RT1 RT2 RT3 RT4

Reach

Cumulative Individual

Export TURT Chart Download Image

upside

ALL STUDIES

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QUADRANT CHART

Study name

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Closed Base: 300

Age Gender Region

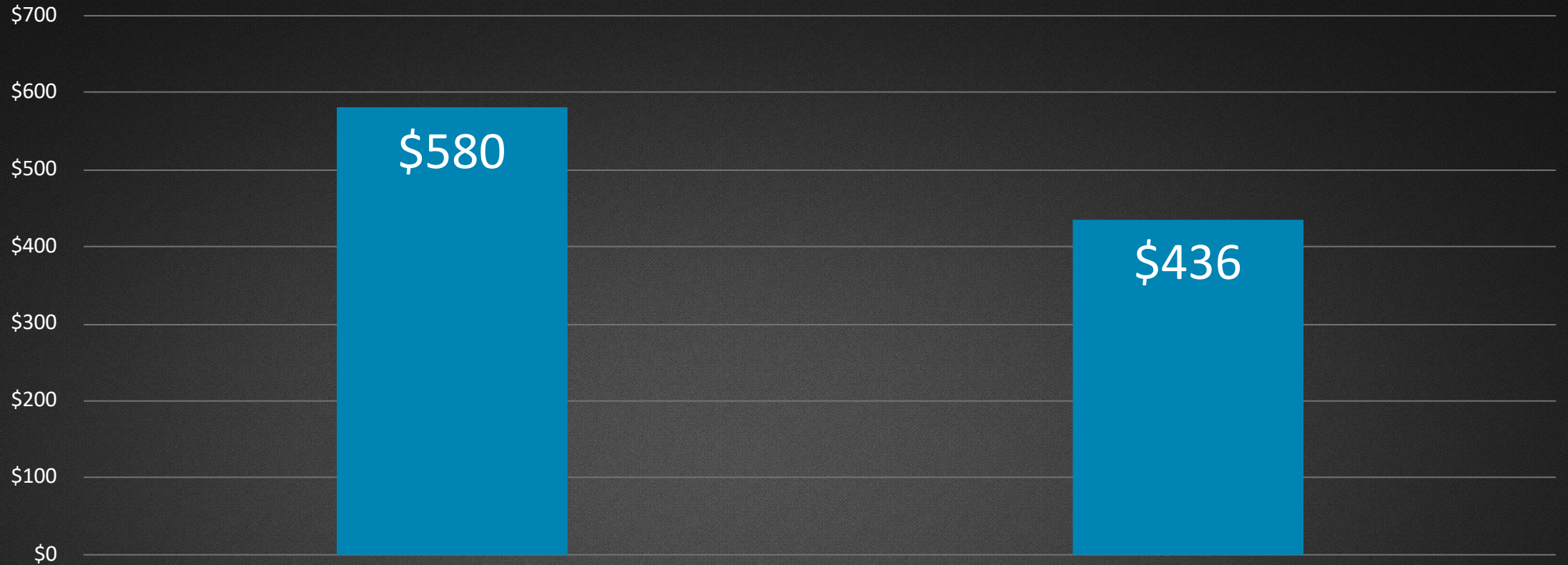
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<b>Snickers Crunchy Peanut Butter Single</b>  <b>51</b> Upside Score product id: 0006 Trade-off Score (N): 60 Total Interest (N): 49 <a href="#">VIEW</a>	<b>Milky Way Simply Caramel</b>  <b>50</b> Upside Score product id: 0008 Trade-off Score (N): 43 Total Interest (N): 51 <a href="#">VIEW</a>	<b>M&amp;M's Chocolate Bar</b>  <b>48</b> Upside Score product id: 0002 Trade-off Score (N): 46 Total Interest (N): 49 <a href="#">VIEW</a>	<b>Oreo Chocolate Candy</b>  <b>47</b> Upside Score product id: 0005 Trade-off Score (N): 51 Total Interest (N): 46 <a href="#">VIEW</a>	<b>Snickers Crisper</b>  <b>46</b> Upside Score product id: 0007 Trade-off Score (N): 49 Total Interest (N): 48 <a href="#">VIEW</a>	<b>Snickers Almond</b>  <b>46</b> Upside Score product id: 0007 Trade-off Score (N): 45 Total Interest (N): 46 <a href="#">VIEW</a>	<b>Twix Peanut Butter Cookie</b>  <b>45</b> Upside Score product id: 0009 Trade-off Score (N): 49 Total Interest (N): 44 <a href="#">VIEW</a>	<b>Snickers Peanut Butter Crisper 4 To Go</b>  <b>45</b> Upside Score product id: 0003 Trade-off Score (N): 51 Total Interest (N): 48 <a href="#">VIEW</a>	<b>Almond Joy</b>  <b>44</b> Upside Score product id: 0004 Trade-off Score (N): 53 Total Interest (N): 42 <a href="#">VIEW</a>	<b>100 Grand Candy</b>  <b>43</b> Upside Score product id: 0007 Trade-off Score (N): 45 Total Interest (N): 42 <a href="#">VIEW</a>

A hand is shown holding a pencil sharpener filled with various colored pencils. The background is a blurred image of a child's face, suggesting a school or creative environment. The word "Context" is overlaid on the left side of the image.

Context





Model

iPhone

iPhone

Memory

64 GB

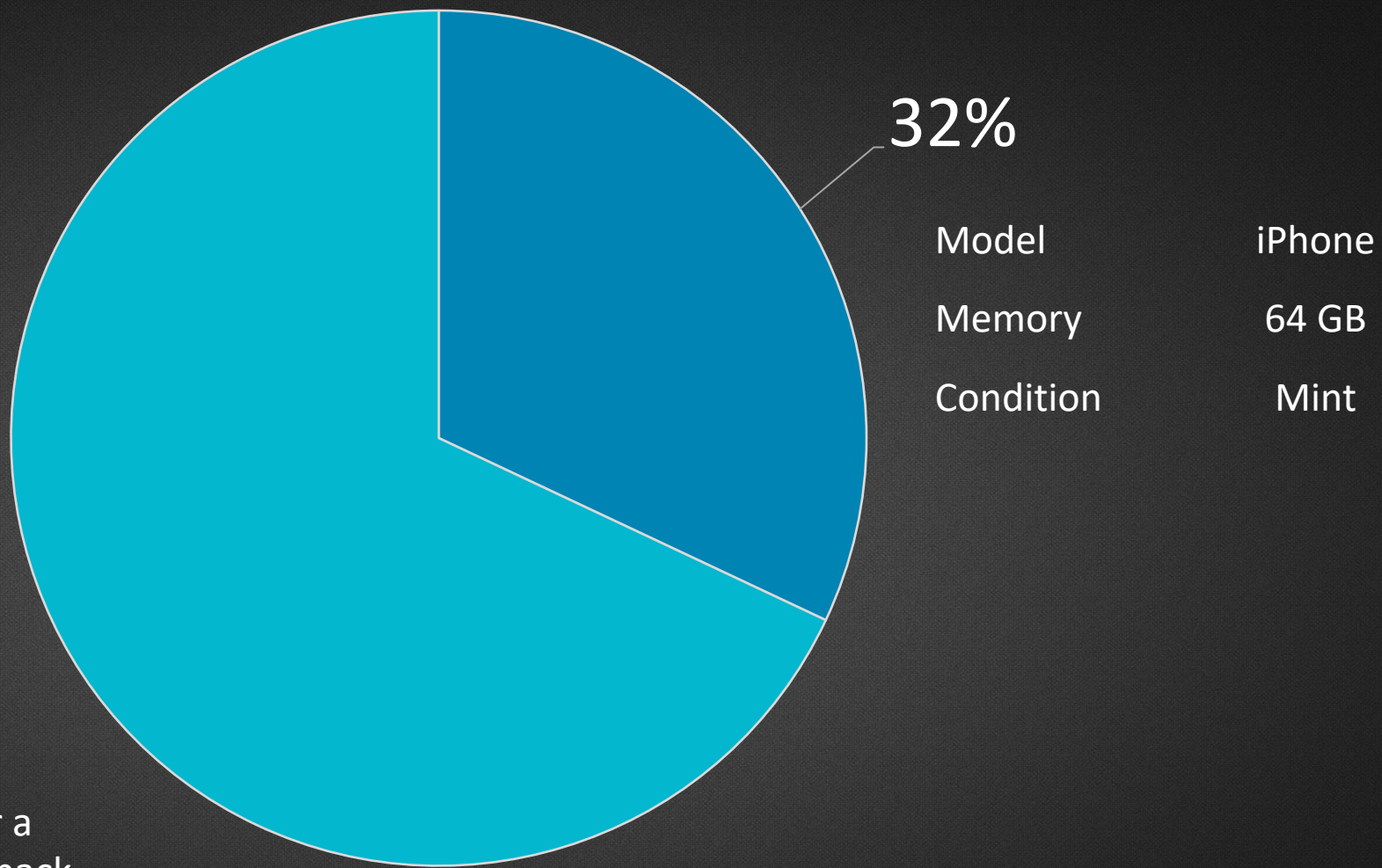
128 GB

Condition

Mint

Mint except for a scratch on the back of the phone





68%

Model iPhone  
 Memory 128 GB  
 Condition Mint except for a scratch on the back of the phone

Imagine that you are shopping in a real store and see these products. Which product(s) would you buy?  
Please start from scratch and treat each screen as a separate shopping trip.

No. of items: 0  
Total Price: 0



Screen 1 of 10



Oscar Mayer P3 Turkey,  
Ham, and Cheddar  
2.3 OZ

\$1.79

Add to cart



Oscar Mayer P3 Ham,  
Cashews, and Colby  
Jack  
2 OZ

\$1.79

Add to cart



Daniele On-The-Go  
Genoa Salame,  
Provolone Cheese &  
Taralli Bread  
3 OZ

\$3.59

Add to cart



Lunchables Chicken  
Dunks  
4.2 OZ

\$1.89

Add to cart



Lunchables Turkey &  
American Cracker  
Stackers  
3.4 OZ

\$1.89

Add to cart



Lunchables Ham &  
Cheddar Cracker  
Stackers  
3.5 OZ

\$1.89

Add to cart



Lunchables Nachos  
Cheese Dip & Salsa  
4.4 OZ

\$1.89

Add to cart



Lunchables Extra  
Cheesy Pizza  
4.2 OZ

\$1.89

Add to cart



Oscar Mayer Natural  
Turkey Breast, Asiago  
Cheese, Whole Wheat  
Crackers  
3.3 OZ

\$2.99

Add to cart



Armour LunchMakers®  
Nachos  
3.1 OZ

\$1.09

Add to cart



Lunchables Uploaded 6-  
inch Turkey & Cheddar  
Sub Sandwich  
15 OZ

\$3.59

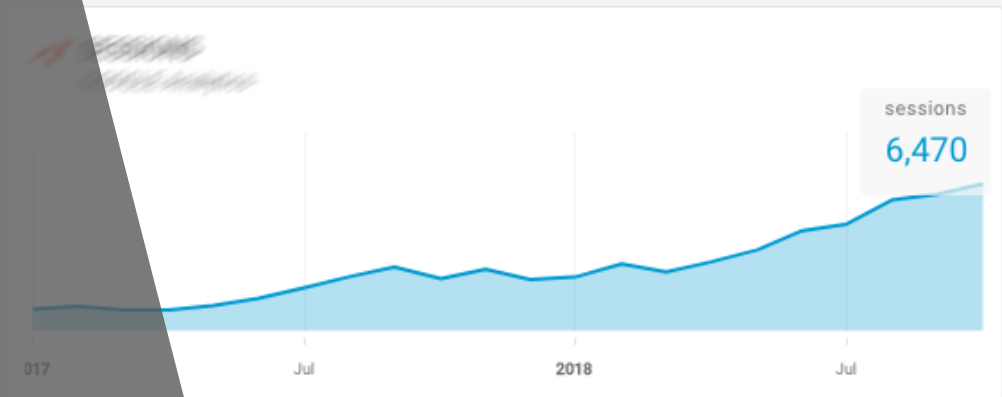
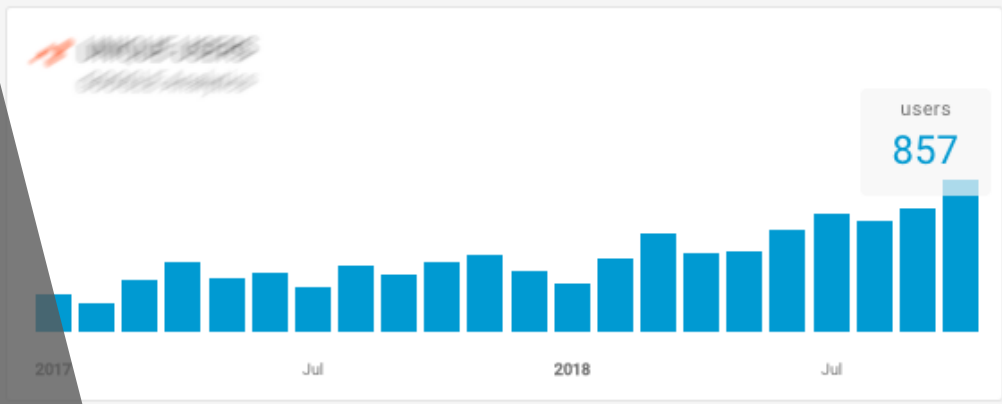
Add to cart



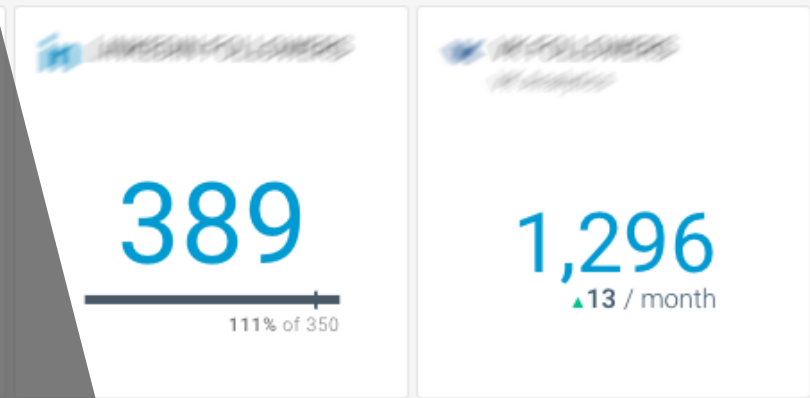
Hillshire Snacking  
Prosciutto with White  
Cheddar Cheese and  
Tosted Rounds  
2.4 OZ

\$2.99

Add to cart



# Speaking the language of Business



AutoSave  Dig Insights - Simulator.xlsx - Excel Songyang Shen [Dig]

File Home Insert Page Layout Formulas Data Review View Developer Help Power Pivot Tell me what you want to do

H5

Save / Load Scenario

Current scenario: Base Case

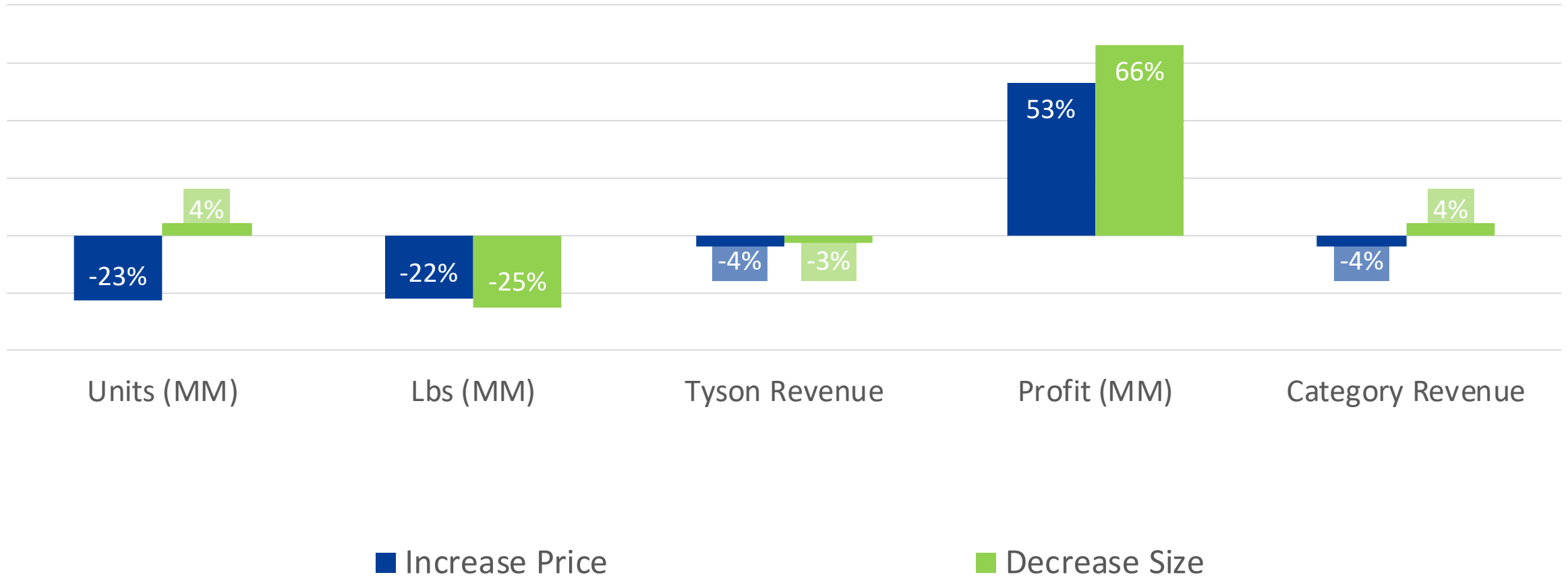
		Base Case			Current Scenario			Percentage change		
		Units	Revenue	Profit	Units	Revenue	Profit	Units	Revenue	Profit
Total Client		42,015,103	\$509,655,253	\$134,065,110	252,699,152	\$1,023,631,472	\$267,812,142	501.45%	100.65%	99.76%
Total Competitors		503,015,117	\$3,756,268,225		302,453,677	\$2,382,083,788		-39.87%	-36.58%	
Total		545,030,226	\$4,265,923,478		555,152,829	\$3,405,715,260		1.88%	-20.16%	

FILTERS: West  South  Northeast  Midwest

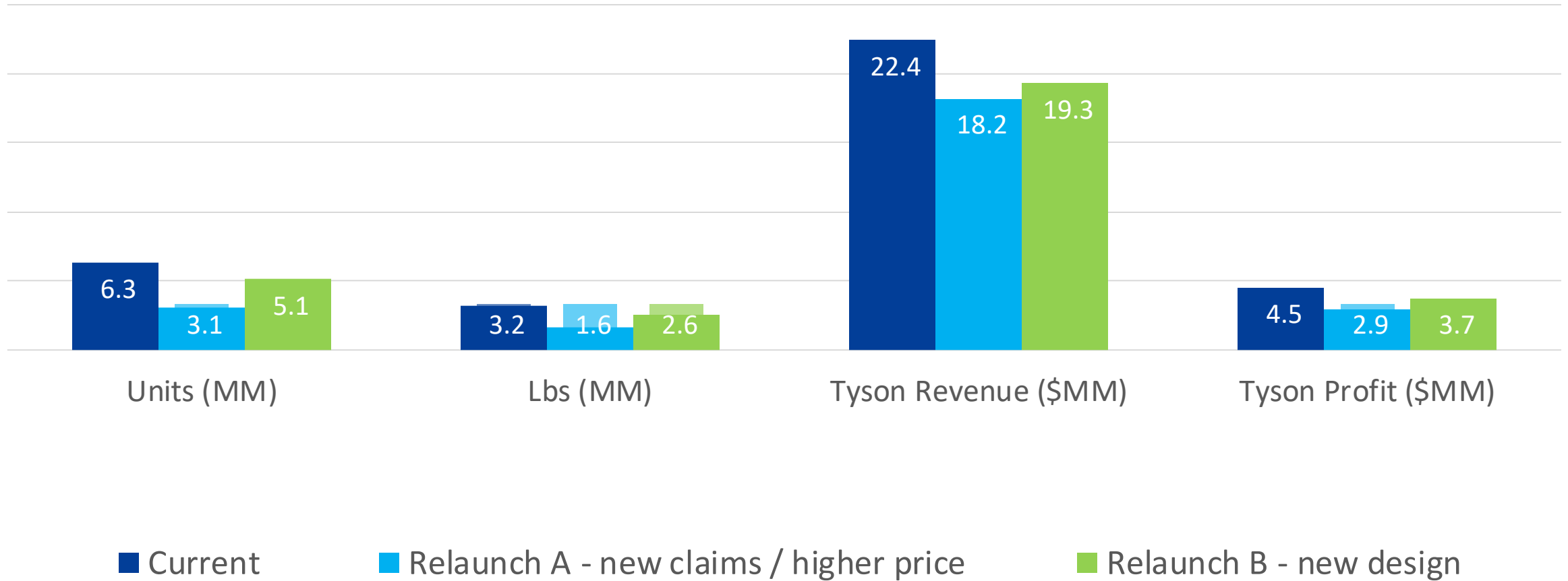
Availability	Name	Package Size	Package Format	Price	Discount	Protein 1	Protein 2	Protein 3	Protein 4	Protein 5	Protein 6	Protein 7	Protein 8	Protein 9	Weeks on discount	ACV	Unit Profitability	Units	Units sold at regular price	Unit sold
<input checked="" type="checkbox"/>	Product 1	Size 1	Format 1	\$3.99	-\$0.80	Yes	Yes	Yes	No	No	No	Yes	No	No	22	95	\$1.01	182,062,441	91,073,363	90,989
<input type="checkbox"/>	Innovation 1	Size 2	Format 1	\$3.79	-\$0.80	Yes	Yes	Yes	No	No	No	Yes	No	No	22	95	\$1.18			
<input type="checkbox"/>	Innovation 2	Size 3	Format 1	\$3.79	-\$0.80	Yes	Yes	Yes	No	No	No	Yes	No	No	22	95	\$1.55			
<input checked="" type="checkbox"/>	Product 2	Size 1	Format 1	\$6.49	-\$1.00	Yes	Yes	Yes	No	No	No	Yes	Yes	No	13	79	\$1.35	26,272,608	15,609,385	10,663
<input type="checkbox"/>	Innovation 3	Size 2	Format 1	\$5.99	-\$1.00	Yes	Yes	Yes	No	No	No	Yes	Yes	No	13	79	\$1.49			
<input type="checkbox"/>	Innovation 4	Size 3	Format 1	\$5.99	-\$1.00	Yes	Yes	Yes	No	No	No	Yes	Yes	No	13	79	\$2.13			
<input checked="" type="checkbox"/>	Product 3	Size 1	Format 1	\$3.99	-\$0.80	Yes	Yes	Yes	No	No	No	Yes	No	No	13	72	\$0.72	19,213,290	8,689,738	10,523
<input type="checkbox"/>	Innovation 5	Size 2	Format 2	\$6.49	-\$1.00	Yes	Yes	Yes	No	No	No	Yes	No	No	8	72	\$0.94			
<input type="checkbox"/>	Innovation 6	Size 3	Format 2	\$9.49	-\$1.50	Yes	Yes	Yes	No	No	No	Yes	No	No	4	60	\$0.46			
<input type="checkbox"/>	Innovation 7	Size 4	Format 2	\$9.99	-\$1.50	Yes	Yes	Yes	No	No	No	Yes	No	No	4	60	\$0.27			
<input type="checkbox"/>	Innovation 8	Size 5	Format 2	\$10.99	-\$1.50	Yes	Yes	Yes	No	No	No	Yes	No	No	4	60	-\$0.12			
<input type="checkbox"/>	Innovation 9	Size 6	Format 2	\$3.99	-\$0.80	Yes	Yes	Yes	No	No	No	Yes	No	No	13	72	\$0.72			
<input type="checkbox"/>	Innovation 10	Size 7	Format 2	\$3.79	-\$0.80	Yes	Yes	Yes	No	No	No	Yes	No	No	13	72	\$0.93			
<input checked="" type="checkbox"/>	Product 4	Size 1	Format 1	\$8.49	-\$1.50	No	No	Yes	No	No	No	Yes	No	No	3	23	\$2.11	860,974	567,312	293,662
<input type="checkbox"/>	Innovation 11	Size 2	Format 1	\$7.19	-\$1.30	No	No	Yes	No	No	No	Yes	No	No	3	23	\$1.97			
<input type="checkbox"/>	Innovation 12	Size 3	Format 1	\$7.99	-\$1.40	No	No	Yes	No	No	No	Yes	No	No	3	23	\$2.19			
<input type="checkbox"/>	Innovation 13	Size 4	Format 2	\$8.49	-\$1.50	No	No	Yes	No	No	No	Yes	No	No	3	23	\$2.11			
<input type="checkbox"/>	Innovation 14	Size 5	Format 2	\$7.19	-\$1.30	No	No	Yes	No	No	No	Yes	No	No	3	23	\$1.97			
<input type="checkbox"/>	Innovation 15	Size 6	Format 2	\$7.99	-\$1.40	No	No	Yes	No	No	No	Yes	No	No	3	23	\$2.19			
<input checked="" type="checkbox"/>	Product 5	Size 1	Format 3	\$3.99	-\$0.50	No	No	No	Yes	No	Yes	No	No	No	3	18	\$0.88	3,037,838	1,725,389	1,312
<input checked="" type="checkbox"/>	Product 6	Size 1	Format 4	\$6.99	-\$0.80	No	No	No	No	No	Yes	No	No	No	4	15	\$1.89	14,475,821	4,627,821	9,848
<input checked="" type="checkbox"/>	Product 7	Size 1	Format 1	\$5.19	-\$1.70	No	No	Yes	No	No	No	Yes	No	No	1	10	\$0.41	6,776,181	3,891,191	2,884
<input type="checkbox"/>	Innovation 16	Size 2	Format 1	\$6.49	-\$1.00	No	No	Yes	No	No	No	Yes	No	No	13	56	\$1.32			
<input type="checkbox"/>	Innovation 17	Size 1	Format 4	\$8.49	-\$1.50	No	No	Yes	No	No	No	Yes	No	No	3	35	\$1.10			
<input type="checkbox"/>	Innovation 18	Size 1	Format 1	\$6.49	-\$1.00	No	Yes	No	No	Yes	No	No	No	No	8	67	\$0.78			
<input type="checkbox"/>	Innovation 19	Size 1	Format 4	\$2.29	-\$0.50	No	No	Yes	No	No	No	Yes	No	No	8	60	\$0.26			
<input type="checkbox"/>	Innovation 20	Size 2	Format 4	\$3.99	-\$0.80	No	No	Yes	No	No	No	Yes	No	No	8	60	\$0.77			
<input type="checkbox"/>	Innovation 21	Size 3	Format 4	\$6.49	-\$1.00	No	No	Yes	No	No	No	Yes	No	No	8	60	\$0.66			
<input type="checkbox"/>	Innovation 22	Size 1	Format 5	\$6.49	-\$1.00	No	Yes	No	No	Yes	No	No	No	No	8	67	\$0.87			
<input type="checkbox"/>	Innovation 23	Size 1	Format 6	\$3.99	-\$0.80	No	No	Yes	No	No	No	Yes	No	No	22	60	\$0.93			
<input type="checkbox"/>	Innovation 24	Size 2	Format 6	\$6.49	-\$1.00	No	No	Yes	No	No	No	Yes	No	No	13	60	\$0.82			
<input type="checkbox"/>	Innovation 25	Size 1	Format 7	\$3.99	-\$0.80	No	No	Yes	No	No	No	Yes	No	No	13	72	\$1.01			
<input type="checkbox"/>	Innovation 26	Size 2	Format 7	\$6.49	-\$1.00	No	No	Yes	No	No	No	Yes	No	No	13	72	\$1.35			
<input type="checkbox"/>	Innovation 27	Size 1	Format 2	\$3.99	-\$0.80	No	No	Yes	No	No	No	Yes	No	No	13	72	\$1.01			
<input type="checkbox"/>	Innovation 28	Size 2	Format 2	\$6.49	-\$1.00	No	No	Yes	No	No	No	Yes	No	No	13	72	\$1.35			
<input type="checkbox"/>	Innovation 29	Size 1	Format 8	\$3.99	-\$0.80	No	No	Yes	No	No	No	Yes	No	No	22	60	\$1.12			
<input type="checkbox"/>	Innovation 30	Size 2	Format 8	\$6.49	-\$1.00	No	No	Yes	No	No	No	Yes	No	No	13	60	\$2.19			
<input type="checkbox"/>	Innovation 31	Size 1	Format 9	\$3.99	-\$0.80	No	No	Yes	No	No	No	Yes	No	No	22	60	\$1.18			
<input type="checkbox"/>	Innovation 32	Size 2	Format 8	\$6.49	-\$1.00	No	No	Yes	No	No	No	Yes	No	No	13	60	\$2.28			

85%

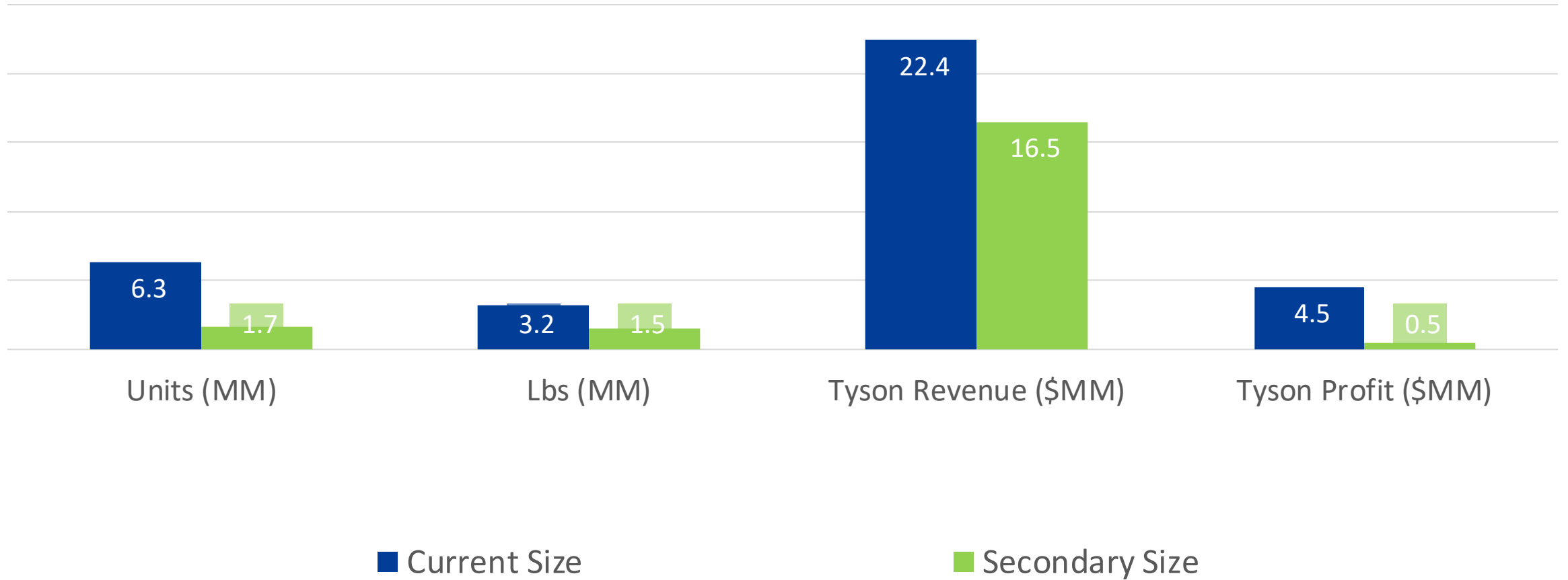
# Responding to a Competitive Price Increase



# Relaunching a Brand

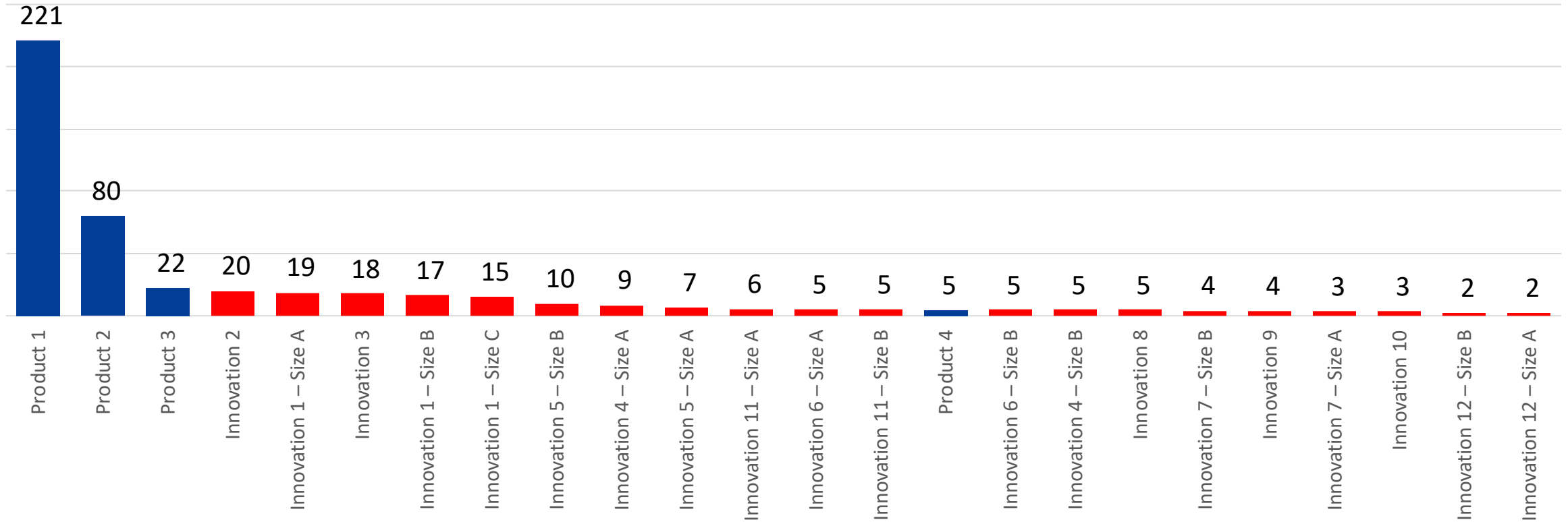


# Adding a Size



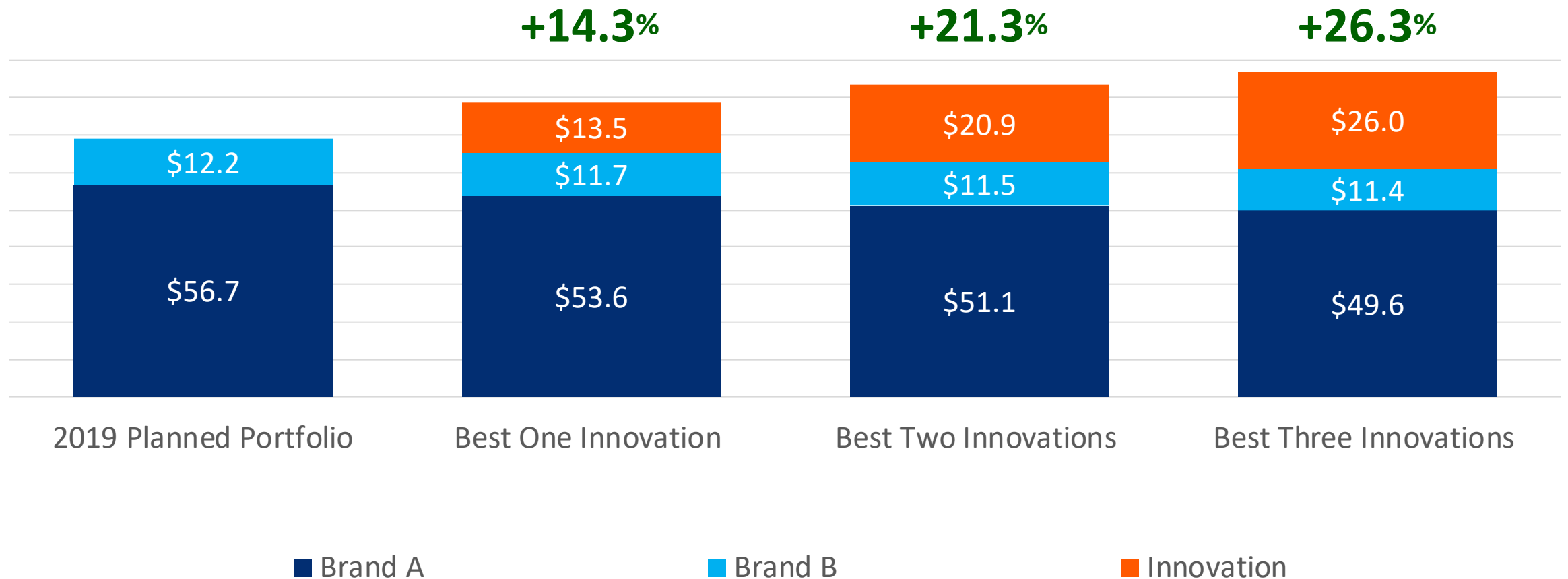
# New Product Launch

Revenue (\$MM)





# Portfolio Optimization





**If you need to ask  
attitudes, be  
radically simple**



**Behavioural  
simulation >  
attitudinal reaction**



**Integrate internal  
data**

A group of business professionals in a meeting clapping and smiling. The image is faded and has a light blue tint. The word "Thanks!" is overlaid in the center.

**Thanks!**