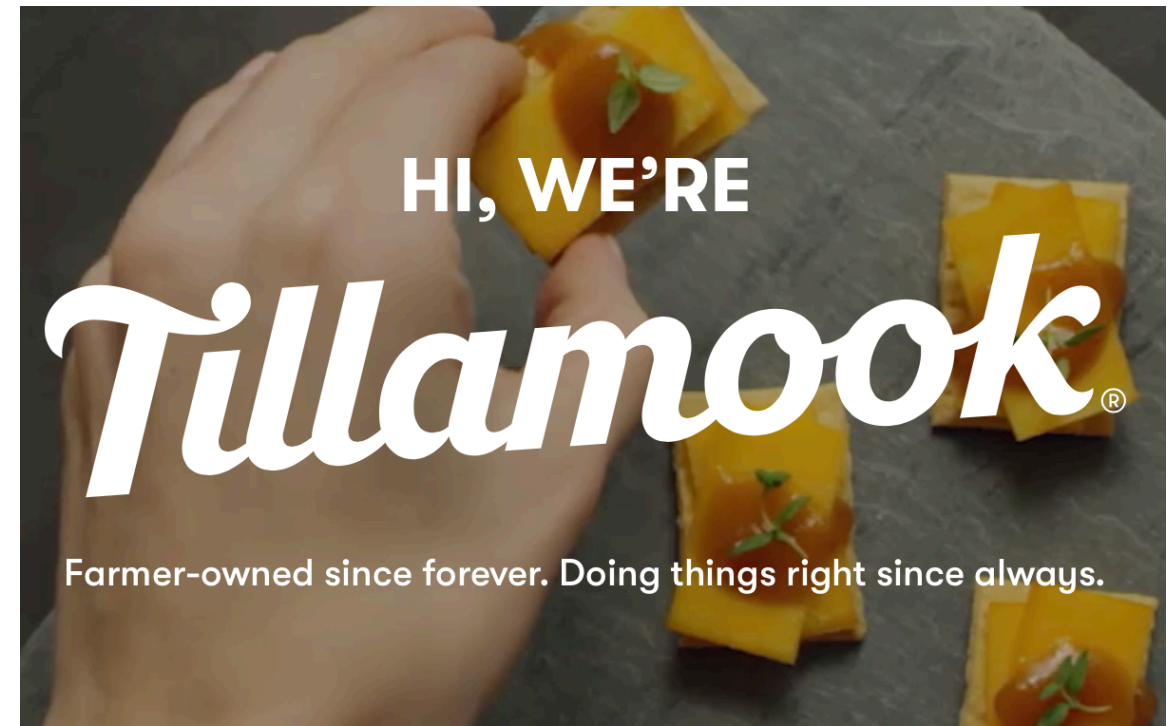


A photograph of a clear incandescent lightbulb resting on a dark chalkboard. The lightbulb is positioned in the upper right quadrant. On the chalkboard, a white chalk outline of a lightbulb is drawn, mirroring the physical lightbulb. The chalkboard is framed by a wooden border. The background is a dark, textured surface.

Building Insight-Led Strategy and Activation through Agile Qualitative

Monika Wingate & Carrie Ericksen

About Us

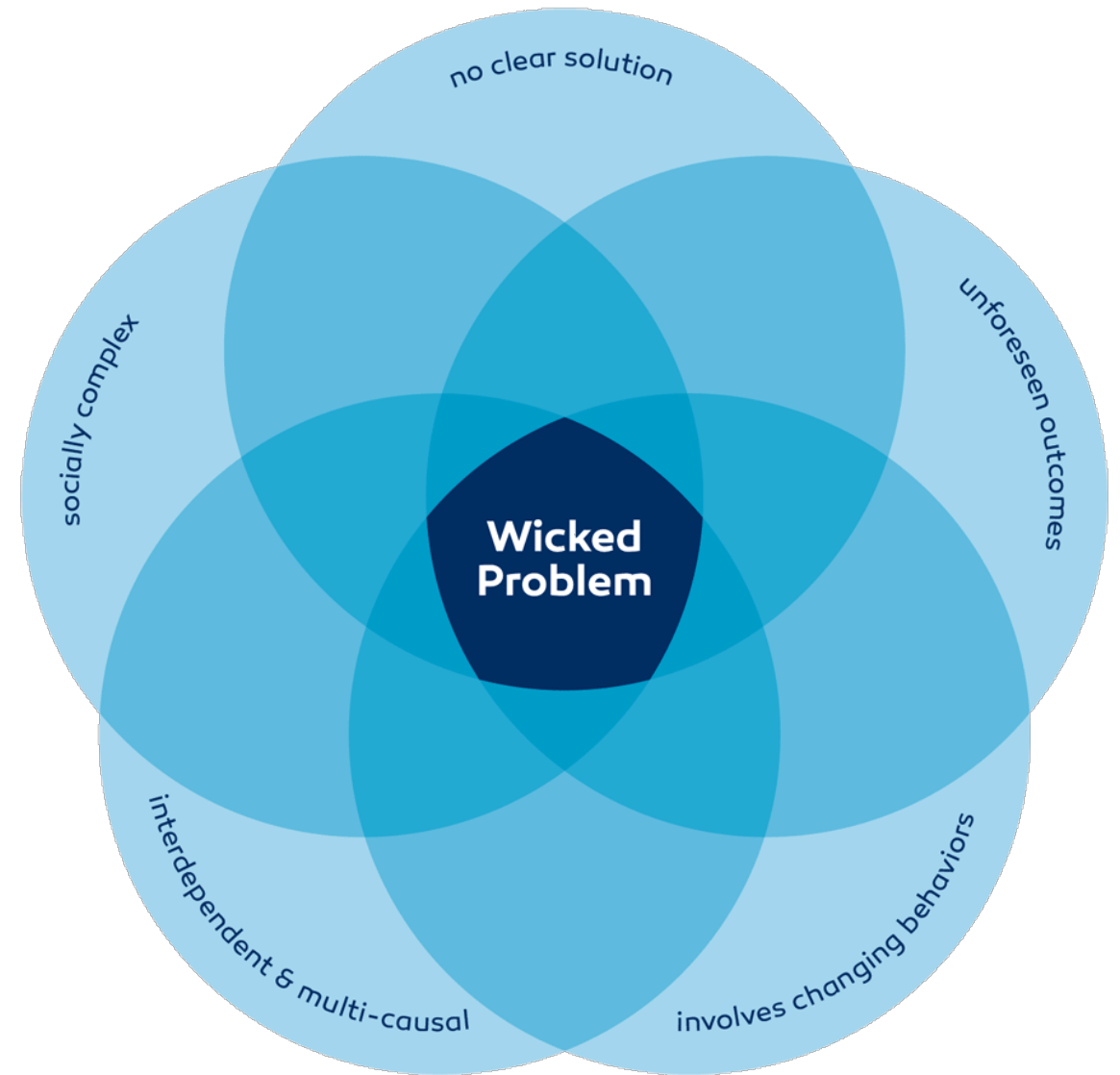


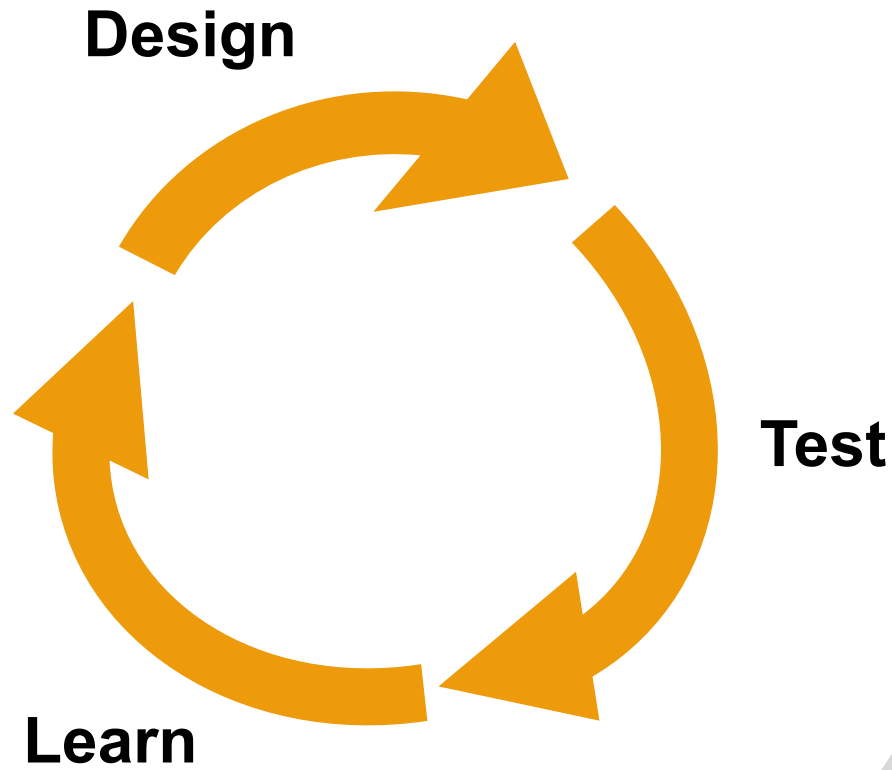
Our Companies Face Wicked Problems

“The problem is fully understood only after it is solved. This means that intermediate results must be obtained before a final solution can be reached, or that problem is defined and solved at the same time.”

Agile Product Development
by Tathagat Varma

Source: <http://www.francislynch.me/gets-solve-wicked-problems-podcast/>

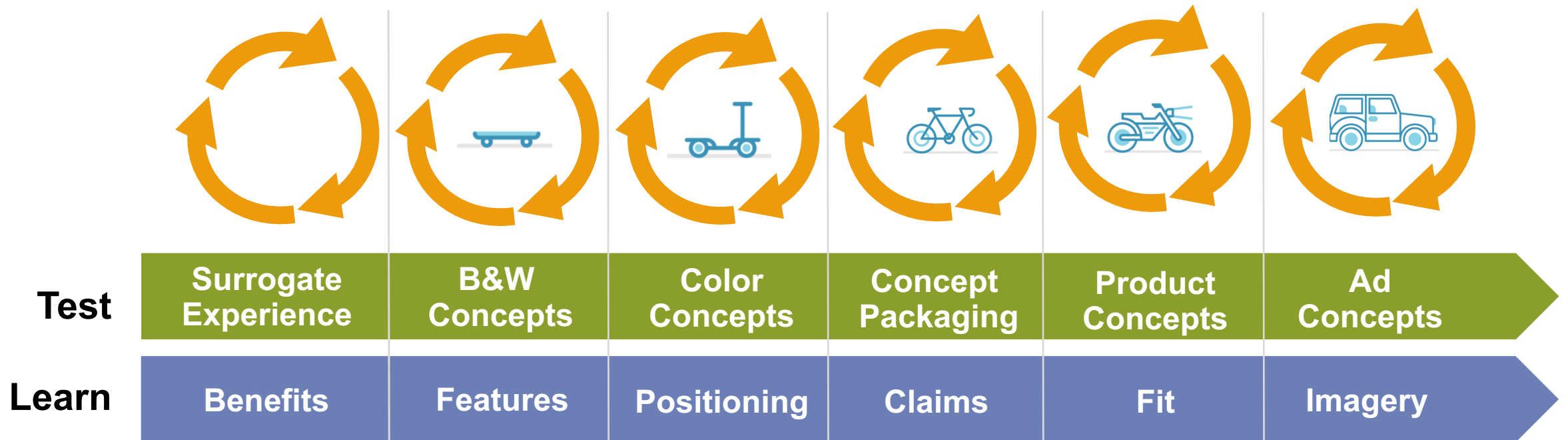




Why Agile Works

- ✓ Breaks down problems into Sprints
- ✓ Focuses on iterative learning
- ✓ Relies on team collaboration
- ✓ Uses context driven consumer feedback

Agile Qualitative Sprints



Development Process

Tillamook's Shift to Insights-Led Innovation and Selling

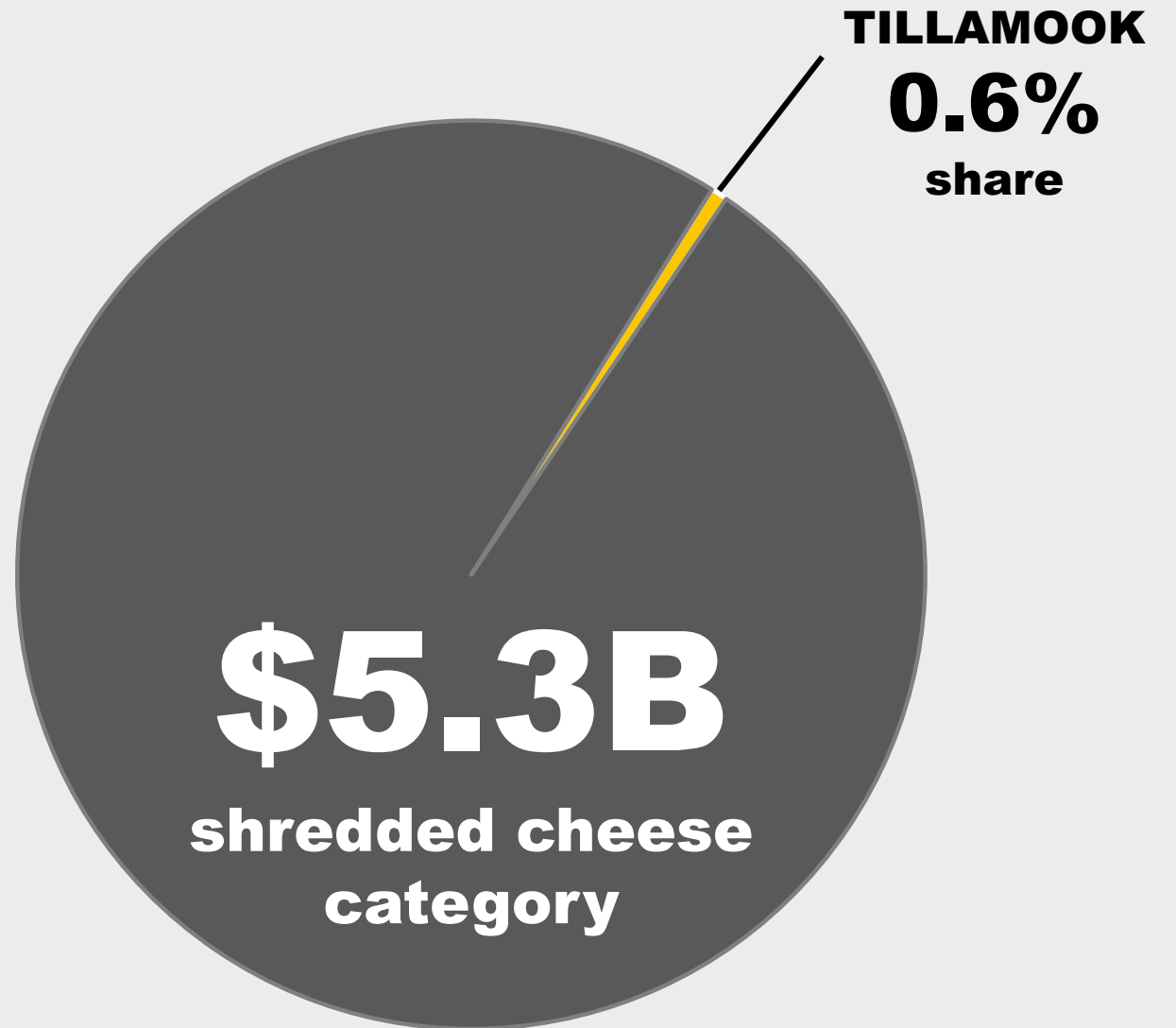


100 years of success without consumer insights

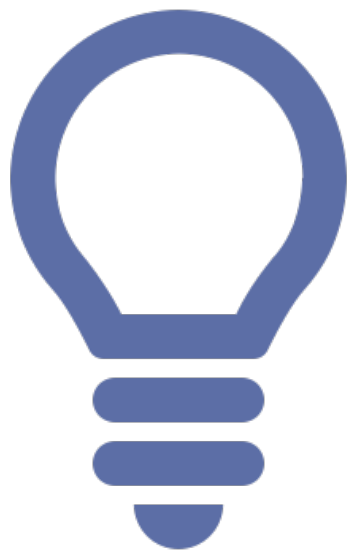


26% growth over the past 5 years

The Problem



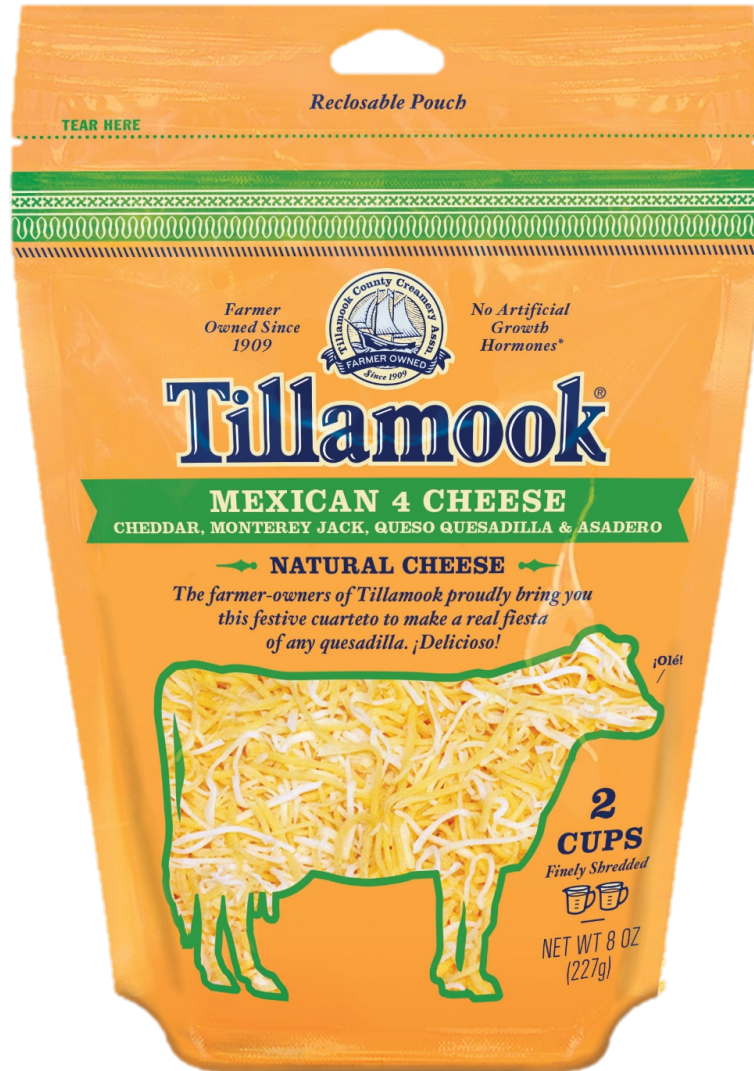
The Challenge: Elevating a Bag of Sticky Goo



The Solution

Use Digsite Sprints to understand consumer reactions to Farmstyle shredded cheese and optimize shred blend offerings.

Final Product





A CUT ABOVE

The award-winning cheesemakers of Tillamook proudly bring you our creamy Medium Cheddar, grated on the generous side—the way you do it at home. Our big-blade, farmstyle cut gives you larger shreds right from the block, for richer flavor and smoother melting. You'll find that it makes a real difference in everything you cook.

SINGLE BLEND

MEDIUM CHEDDAR *Mild, creamy and naturally aged to perfection for everyday enjoyment. Beyond great for casseroles, eggs and secret snacking.*

RATE THE GRATE

A guide to choosing the right cheese for your next great masterpiece.

CULINARY CHARACTER

	MELT	1	2	3	4	5
STRETCH	1	2	3	4	5	
SHARPNESS	1	2	3	4	5	
YUM	1	2	3	4	5	

Smile. You're about to eat Tillamook Cheese.

Nutrition Facts

Serving Size 1/4 Cup (28g)
Servings Per Container 8

Amount Per Serving			
Calories 120	Fat Calories 90		%Daily Value*
Total Fat 10g			15%
Saturated Fat 6g			30%
Trans Fat 0g			
Cholesterol 35mg			12%
Sodium 190mg			8%
Total Carbohydrate 2g			1%
Dietary Fiber 0g			0%
Sugars 0g			
Protein 6g			
Vitamin A 4%	Vitamin C 0%		
Calcium 20%	Iron 0%		

*Percent Daily Values (DV) are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat. Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate	300g	375g	
Dietary Fiber	25g	30g	
Protein	50g	65g	

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

MADE WITH PRIDE BY TILLAMOOK COUNTY CREAMERY ASSOCIATION TILLAMOOK, OR 97141

KEEP REFRIGERATED

BEST WHEN USED WITHIN 3-5 DAYS OF OPENING.



SINGLE BLEND

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SINGLE BLEND

MEXICAN 4 CHEESE *A beautiful, festive blend on the milder side, celebrating superior melting and stretch. Beyond great for tacos, burritos and nachos.*

RATE THE GRATE

A guide to choosing the right cheese for your next great masterpiece.

CULINARY CHARACTER

	MELT	1	2	3	4	5
STRETCH	1	2	3	4	5	
MILD>HOT	1	2	3	4	5	
YUM	1	2	3	4	5	

Smile. You're about to eat Tillamook Cheese.

Nutrition Facts

Serving Size 1/4 Cup (28g)
Servings Per Container 8

Amount Per Serving			
Calories 110	Fat Calories 70		%Daily Value*
Total Fat 8g			12%
Saturated Fat 5g			25%
Trans Fat 0g			
Cholesterol 25mg			8%
Sodium 190mg			8%
Total Carbohydrate 3g			1%
Dietary Fiber 0g			0%
Sugars 0g			
Protein 6g			
Vitamin A 2%	Vitamin C 0%		
Calcium 15%	Iron 0%		

*Percent Daily Values (DV) are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

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PRODUCTS ES. e has ated and

ms strong.

Tillamook
 Written by Crossmedia [?] · March 8 at 1:49pm · 🌐

Bake with bigger, melty-er, tastier Farmstyle Cut Shredded Cheese for ultimate deliciousness.




More Melt in your Tex Mex
 Find Shredded Cheese near you.

WWW.TILLAMOOK.COM [Learn More](#)

Tillamook
 Written by Crossmedia [?] · March 8 at 1:51pm · 🌐

Add bigger, melty-er Farmstyle Cut Shredded Cheese for loaded potatoes full of flavor.



Bake to Cheesy Perfection
 Pick up Shredded Cheese today.

WWW.TILLAMOOK.COM [Learn More](#)

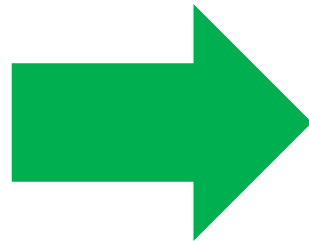
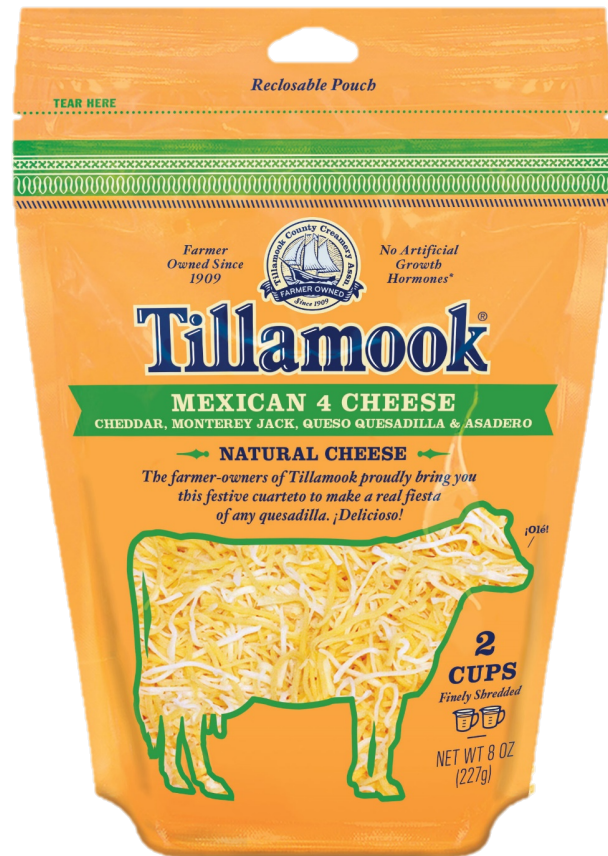
Tillamook [Where To Buy](#) ☰



FARMSTYLE CUT. NEXT LEVEL MELT.
 Farmstyle Cut Shredded Cheese is generously grated for ideal melt, and next level nachos.

[Shredded Cheese Recipes](#)

The Results

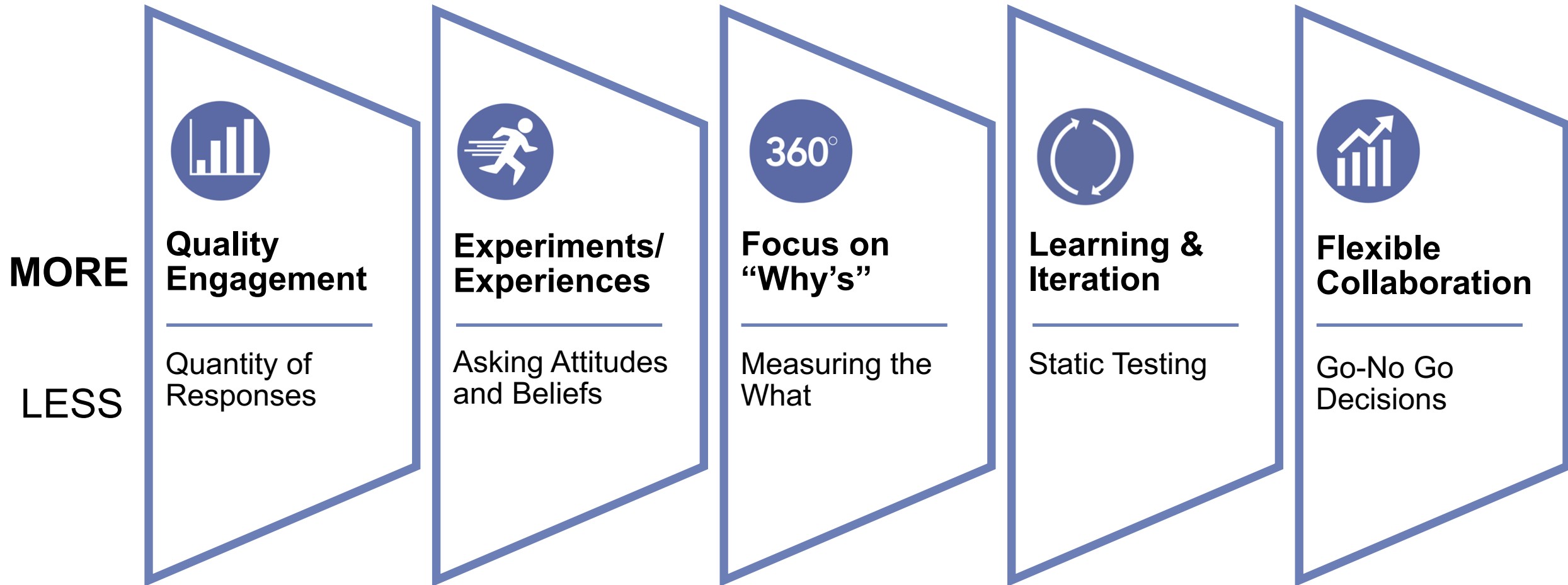


+86%
\$ sales

How to Get Started Championing Change in Your Company

- Deliver quick wins on strategically important initiatives
- Setup research initiatives to payoff beyond the initial ask
- Smart and scrappy wins the day
- Don't be afraid to slaughter sacred COWS

Apply Agile Research Principles





Questions?

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monika@digsite.com

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cericksen@tillamook.com

