

A close-up photograph of a teal bowl filled with multi-colored cereal (orange, purple, yellow, and white). A stream of white milk is being poured from a white pitcher into the bowl, creating a misty effect. The background is softly blurred, showing a white surface and a white pitcher.

THE QUIRK'S EVENT

# Building a powerful global research insights platform

*Kellogg's* SKIM

# SKIM helps leading companies thrive by understanding decision-making



What sets SKIM , 40 years of:  
**decision behavior expertise + analytical roots +  
understanding of marketing challenges + global reach +  
creative thinking,**

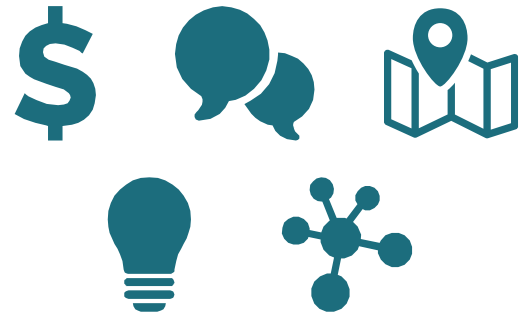


## Remy Denton

Director of Research, Atlanta  
Location Manager

### Did you know?

Remy took her first marketing research course when studying abroad in Australia



# For over 100 years, **Kellogg's** has continued to fuel better days



Today Kellogg's is still proudly **upholding the values W.K. Kellogg** instilled more than 100 years ago — but now we're doing it in **180 countries across the world.**



## **Sebastian Schuliaquer**

Category Strategy and Global  
Brand Insight Lead

### **Did you know?**

I started working in research at 19 as an interviewer in laundry detergent research – knocking door after door



# Challenges in the insights environment



Speed



Costs



Data  
Overload



Comparability



Access

# Kellogg's Background & Objectives



**A platform that allows for quick-turnaround claims tests**








**Standardized for global use and accessibility**



**Cross-category learnings and meta-analysis insights to guide future claim generation**

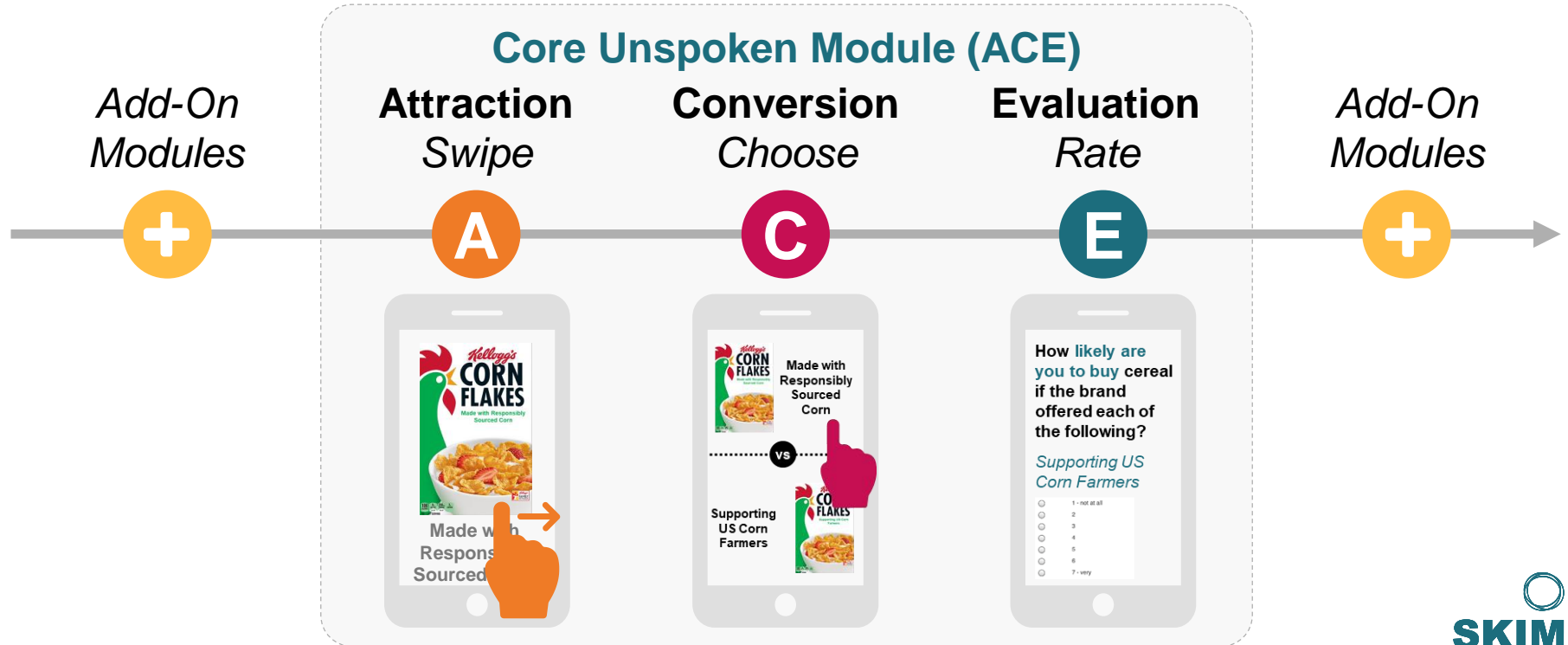
# How SKIM's approach helps Kellogg's overcome the challenges

|   |   | Challenge(s) Overcome   |
|---|---|---|
| 1 | Create a framework of standardized research protocols to be applied globally                    | <br>Comparability  |
| 2 | Develop templates and processes to enhance efficiency   |  Speed<br> Costs          |
| 3 | Build a KnowledgeBase with global access to insights, benchmarks and meta-analysis capabilities |  Data Overload<br> Access |

# Unspoken Approach Has Several Key Benefits



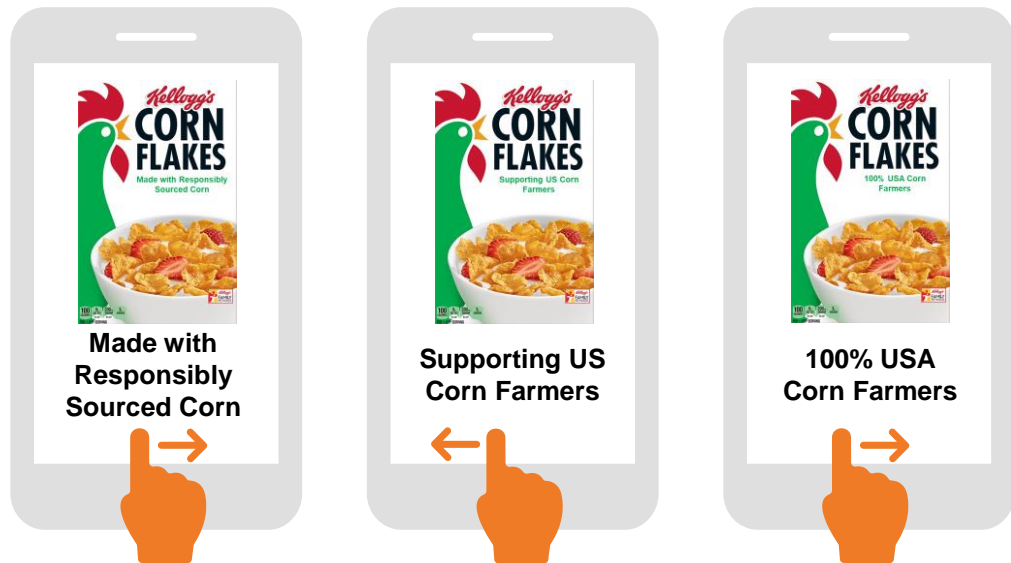
# The global claims framework is used to test "on pack" claims





# Attraction

Consumers see one claim at a time and swipe to indicate if they like it or not.



**Metrics:**

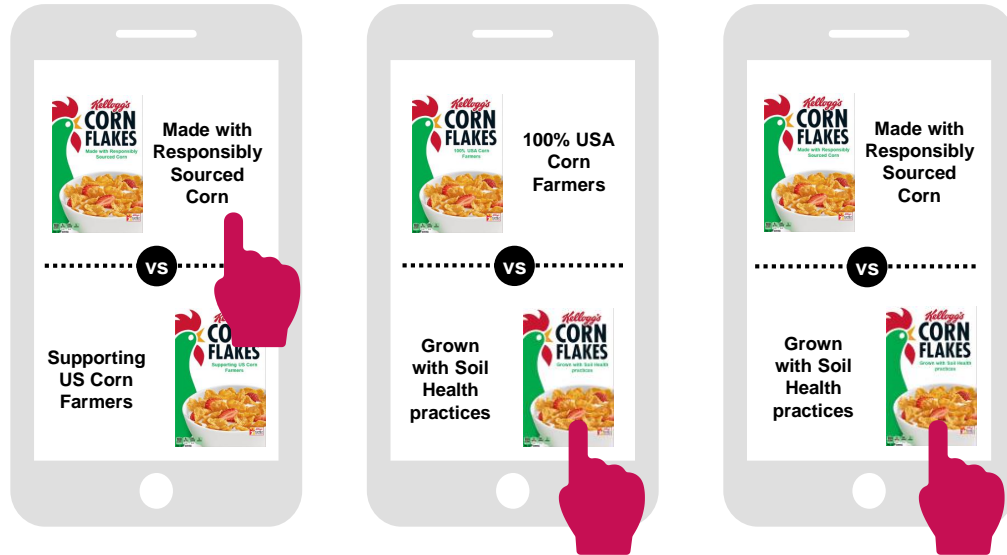
- 1. Swipe direction
- 2. Reaction time

**Output:**

Attraction Score

# Conversion

Consumers see two claims at a time and select which one they prefer.



## Metrics:

1. Selection
2. Reaction time

## Output:

Conversion Score

# Evaluation

Consumers rate claims on relevance, uniqueness, and purchase intent.

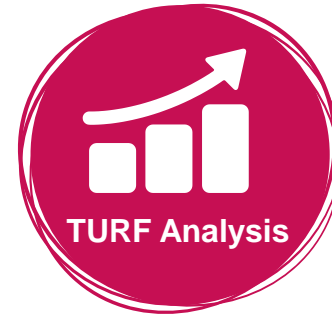


**Metrics:**  
Rating

**Output:**  
Evaluation Score (T2B)

# Potential Study Add-On Modules

Depending on the needs of individual teams, modules can be added to the core modules.

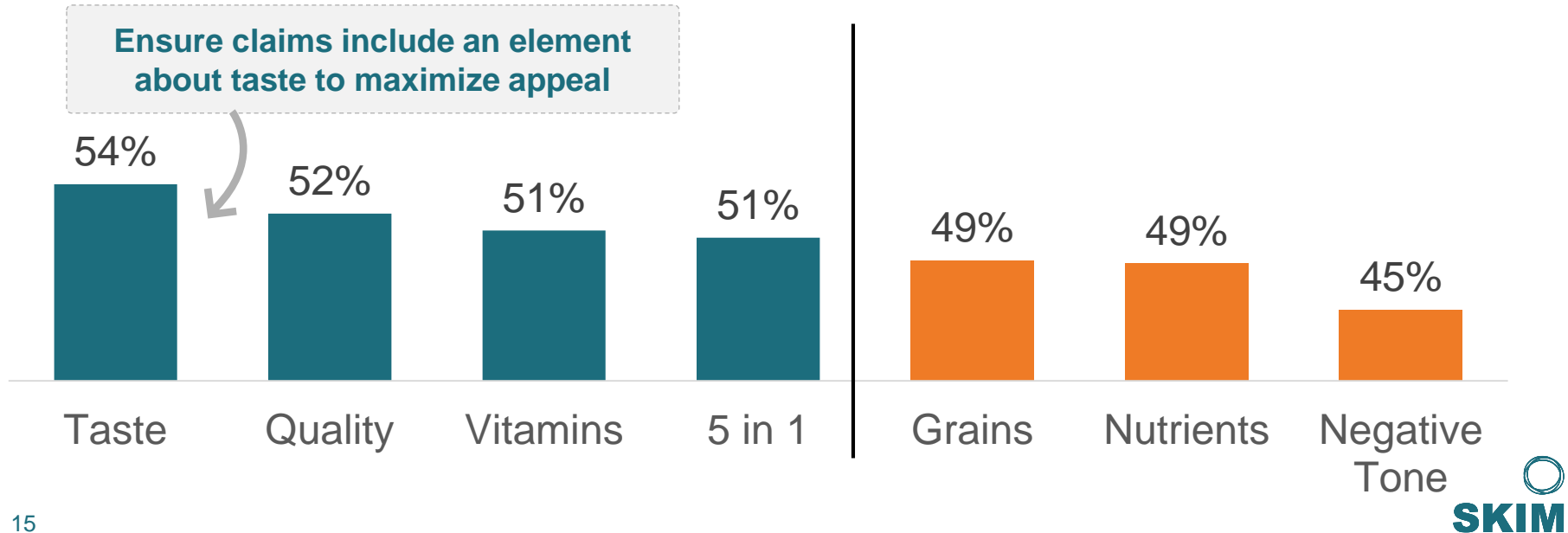


# Implementation

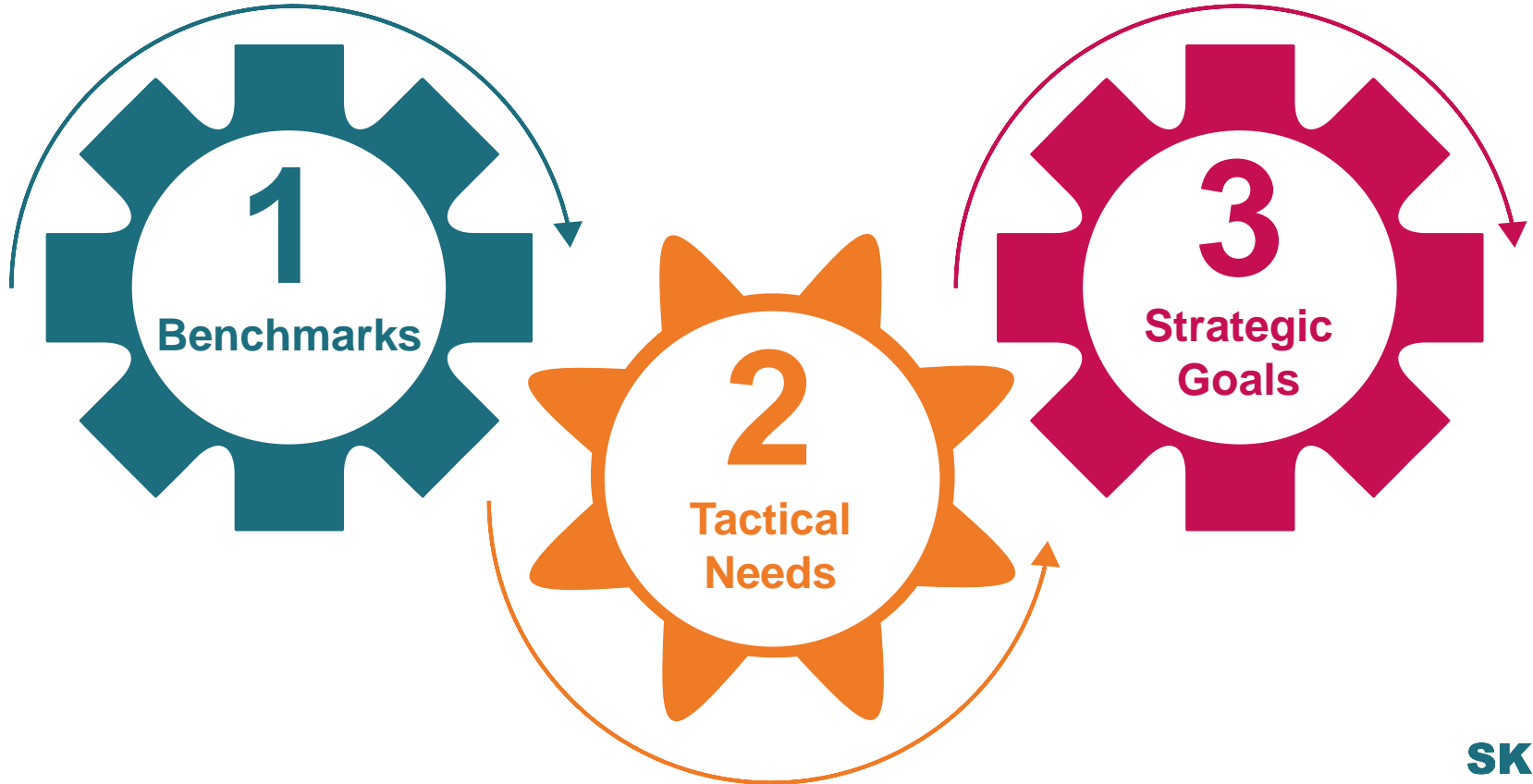




# SKIM's analysis provided more than just relative ranking of claims



# Pilot Testing Learnings





# Next Steps...



**Continue  
Global  
Roll-Out**



**Coding  
Framework**



**Knowledge  
Base**

# The coding framework will optimize the value of the KnowledgeBase

## What and Why of Coding Claims

- Determine **stated or implied elements** of each claim
- Conduct **meta-analysis** to understand **trends** and which elements **impact preference**
- Inform **future claim development.**



Claims Coding Workshop



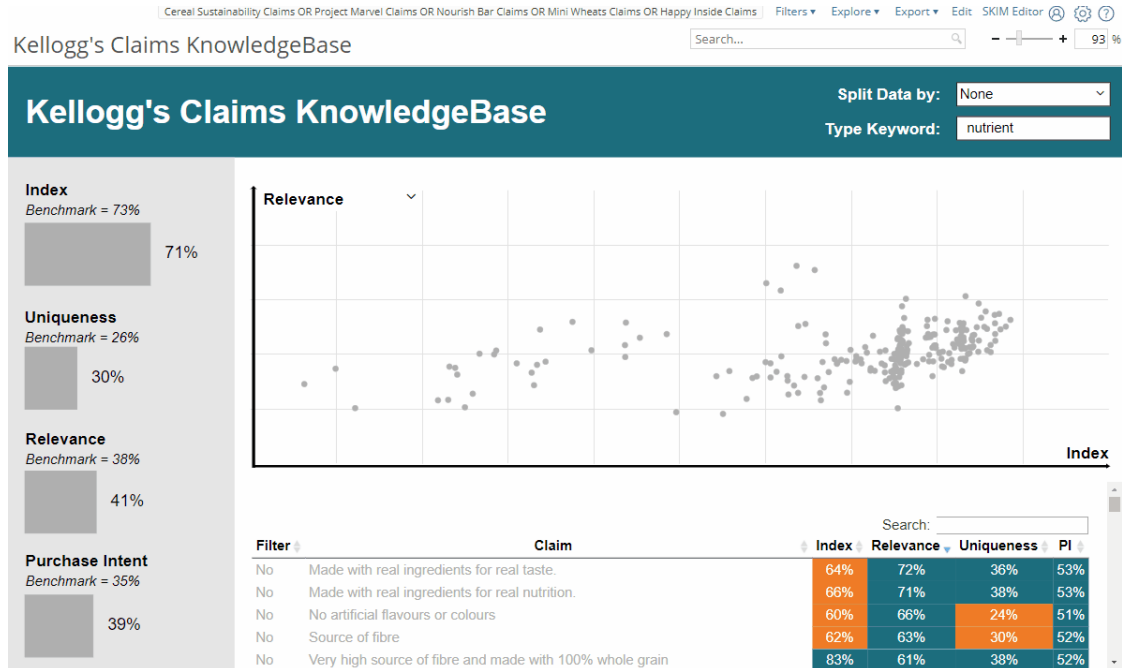
Code Finalization



Claims Meta-Analysis

# The KnowledgeBase enables:

1. Easy access globally
2. Claim and cross-category comparisons
3. Meta-analysis to reveal trends and insights



# Today's Key Takeaway

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Implementing this insights ecosystem has allowed Kellogg's to develop a **consistent, comparable, insights-driven**, and **cost effective** market research process.

Together these elements are delivering **seamless, fast, agile** client experience and a more effective client-vendor **partnership**.

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# Any Questions?



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