Using Scanner Data To Answer Food Policy Questions

Conference

Wednesday, June 1 - Thursday, June 2, 2011

Economic Research Service
1800 M Street, NW
Waugh Auditorium
Washington, DC
You get back to that goddamn cubicle and start thinking outside the box!
Developing

Reverse Innovation

Supply Chain

Games
Straight

Round
Developing
Growth = India, China & Africa
Reverse Innovation: How GE is Disrupting Itself

Rather than follow its historical path of developing high-end products and adapting them for emerging markets, GE is developing local technologies in these regions and then distributing them globally.
What’s Straight and What’s Round?
Innovations most likely to reverse

Mobile Scanning

Image Recognition

Crowd Sourcing

Supply Chain
Welcome to NCPMobile

- New Purchases
- No Purchases This Week

From here ..... To here .....
Aim at the code through the red target.

16” E Stock Pizza

Barcode: 0786162002969
Price: $0.00
Quantity: 1
Promotion: YES

Buy One Get One Free
Buy One Get One Half Off
Buy One Get Two Free
Manufacturer Coupon
Store Coupon
Store Sale
Other Sale
Target

0786162002969
Price: $3.00 - Quantity: 5

075828262589
Price: $1.00 - Quantity: 4

075828262749
Price: $0.99 - Quantity: 1

040008914890
Price: $14.99 - Quantity: 1

Total Spent

Frequent Shopper Card
OFF

Double/Triple Coupons?
YES

Credit Card Used

American Express

Discover

Mastercard
Is this Innovation....

Disruptive

The Pros
Cost
Young
Out Of Home
Opt In GPS
But, in “Growing” Economies,
70% of Coke is sold in stores like these.
Disruptive Innovation!

- Mobile Scanning
- Image Recognition
- Voice, Survey & Location
- Crowd Sourcing
Nielsen App Store

Short Format
Image
Audio Analysis
Opt In Location
Multiple Panels
Rewards Program
Demo Video

Game Layer
Home Page

- Purchasing Icon Link
- Start my Trip Icon Link
- Icon tray displaying reminder to complete survey and sharing options
- Leave of Absence Action Button
- My Account Action Button
- Contact Nielsen Button
- Glowing green icon indicates when GPS is on
- Message from Nielsen Icon Link
- Rewards Icon Link
Channel Type

Choose Channel Type

Options to Choose Restaurant

Dynamic List of Restaurants based on spending habits and location
Channel Type

2D barcode Scanner, camera, attach and 1D barcode scanner options

Scanner preview

Generated profile of product that was scanned

Close page and return to Main Menu

Comments section

Record a Voice Clip
Location Tracking

- Pop up Bubbles Showing Various Hot Spots
- Able to connect to Foursquare, make a stop or view current trip
- Mileage Tracking amount of time spent using "Start my Trip"
- Add bookmarks to locations frequently visited
Rewards
Life 360

**Link to Nielsen Panels:** Homescan, MegaPanel (or third party)

Recruit based on actual purchasing behavior
Observe Actual behaviors
Emotive needs, social interactions, influences and lifestyle connections
Typically Based on Segmentation
Some Sample Homescan Studies

- **“Better for You Snacking”**
  - 65 panelists charted all meals and snacks / 10 days

- **“Open Wallet” study**
  - 65 panelists charted all purchase activity to gauge economy’s impact on spending in snacks / 14 days

- **E-Grocery Deep-Dive**
  - 20 panelists recorded online grocery usage & attitudes, trip drivers, frustrations / 14 days

- **Hispanics: Meals, Cooking & Culture**
  - 18 panelists recorded shopping habits, cooking demos using mainstream and Authentic Mexican cheeses / 2.5 weeks
Post Trip: Why did we buy?

http://tinyb.it/5F2C95E11126
Media Autobiography
✓ Shopping, healthy living, economy’s impact on purchases, entertainment & leisure, digital media & device usage
✓ Sports fans: US and World Cup
✓ Tech adoption, new products (BASES II)
What Clients Say

• “The Life360 project vividly brought to life how media and communications technology is changing the way consumers watched the World Cup matches and consumed related content.”
  – Elizabeth Ellers, EVP Corporate Research, Univision

“Our client was able to identify and correct some engineering issues in the product design that were creating confusion and problems for consumers. This was a huge benefit as they may not have identified these issues without being able to view consumers using the product through video.”
  – CPG manufacturer, in-home usage study

“We wanted to be able to take a deeper look at cooking behavior and attitudes . . . That’s where Life360 was a big component to seeing what was actually going on in the home — from the role of brand, quality and family to product. The work was great and provided so much guidance and understanding to our team.”
  – Chris Suwanski, Consumer Insights, Kraft Foods
World Cup Survey

• 84% of all surveys were completed
• No “fatigue factor” over time
• 61% were completed in less than 10 min
• 71% took pictures with captions
What brands stood out to you today?

- Coca-... 18%
- MTN 16%
- Adidas 9%
- Sony 5%
- McDo... 4%
- Nike 4%
- Visa 3%
- Hyun... 3%
- Kia... 3%
- Fly... 2%
- FIFA 2%

What ads have you noticed following sports today?

- Drinks / Beverages / Beer 40%
- Cell phone / Network 33%
- Sports Wear / Equipment 25%
- Food / Restaurants 23%
- Banking / Financial Services 21%
- Cars / Car Products 20%
- Electronics 12%
- Airlines 11%
- Other 10%
- Don’t Remember 9%

Source: Nielsen Life360 South Africa
Adults 16+ in Johannesburg, Pretoria, Cape Town & Durban

11 June – 11 July
Please list brand names of all food and beverages you recall purchasing today

Coca-Cola 8.8%
Simba Chips 3.8%
McDonald's 1.4%
Castle Lager 1.4%
KFC 1.2%
Lays Crisps 1.0%
Cadbury Chocolate 1.1%
Fanta 0.8%
Black Label Beer 0.8%
Heineken 0.8%
Nandos (Fast Foods) 0.7%
Nik-Naks Crisps 0.6%
Hunters Cider 0.6%
Hansa Beer 0.6%

Respondents were asked to type the brands that they recalled purchasing during the day into their BlackBerry smartphones.

The highest incidence of brand recall was for Coca-Cola, Simba Chips and McDonald’s. The concurrent mention of Coca-Cola and Simba Chips was also the highest.
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SharePoint Pivot Architecture Overview

Images
Metadata
Reporting Data
Stock Images

Assemble cards using Reporting Services

A job is run to generate each card. The cards are stored as images in a database.

The collection is viewable in SharePoint using the PivotView WebPart.

The metadata for sorting / filter and on the information panel is determined at run time.

http://tinyb.it/F2CA3755AC31
The Game Layer
The iPad app ... is nothing short of genius.
Will Social Media Replace Surveys as a Research Tool?

Biggest Research Buyer P&G Says It Wants Less Methodology Dogma, More Projections
The Supply Chain Scanners

In Developed Markets

In Growing Markets

Basket by Household
7% of exposures drove 43% of the total incremental sales.

Source: Nielsen/Catalina
House Keeping

Non-Probability And Incomplete Samples

Fusion And Data Integration
Thanks
Post Script ....
Post Script ...