

Using and Scaling Insights to Tap into Humanity: How to Better Reach and Engage Your Target Consumers

Douglas Healy

Senior Director, Insights - PepsiCo Sports & Fitness Business Unit






PEPSICO



HealthFocus®
INTERNATIONAL



Everything We Do is in
Service to the Athlete,
Exerciser, Active
Consumers.

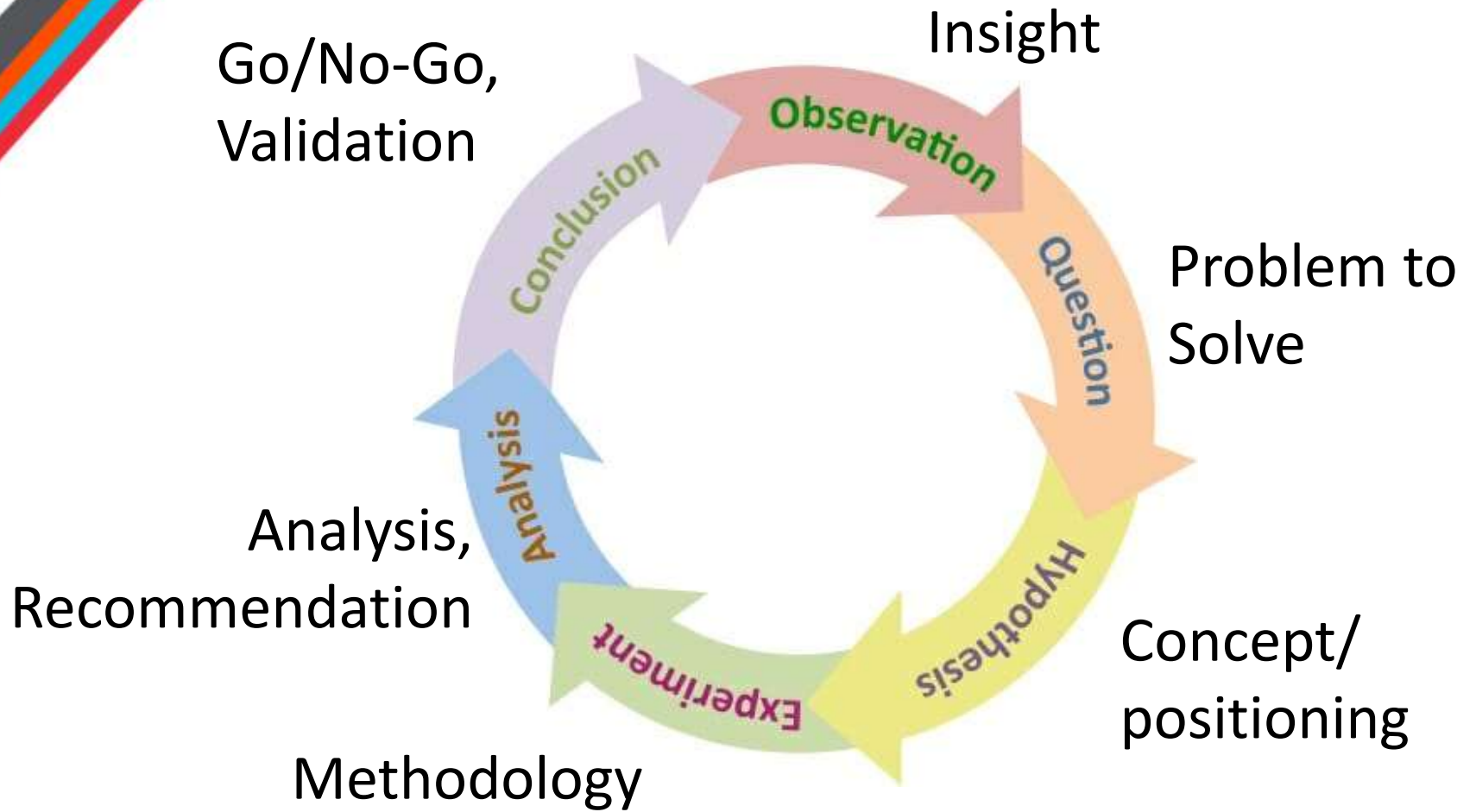


We mean it!





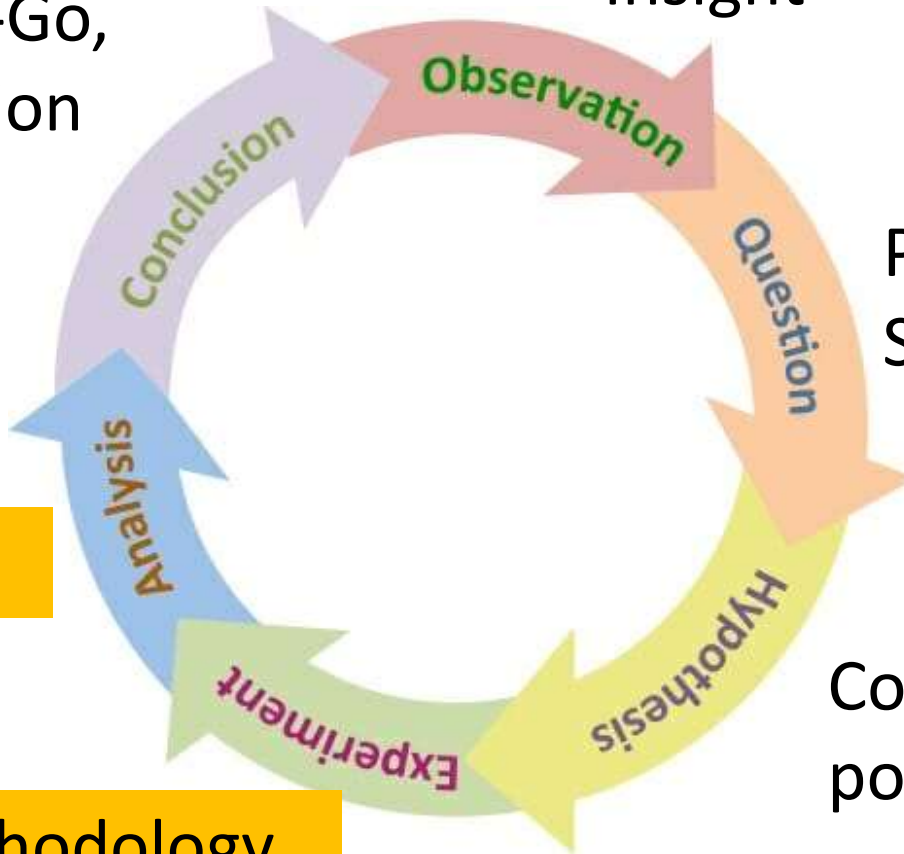






Go/No-Go,
Validation

Insight



Problem to
Solve

Analysis

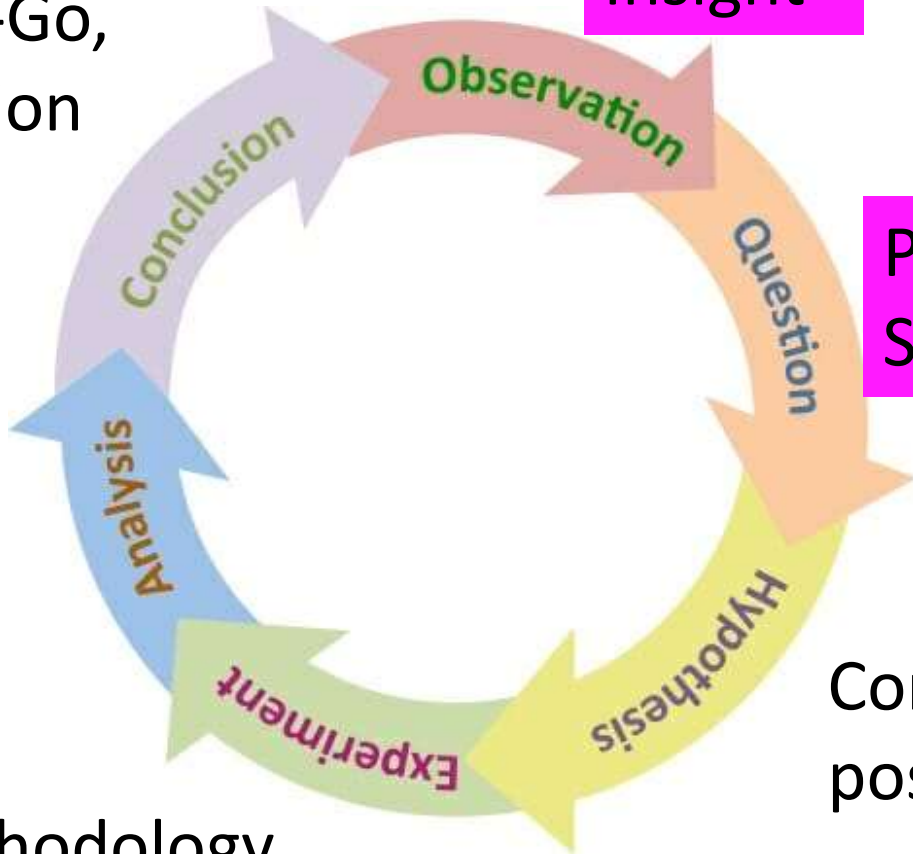
Concept/
positioning

Methodology



Go/No-Go,
Validation

Insight




Problem to
Solve

Analysis

Concept/
positioning

Methodology





Early errors only grow as you continue along the process.

If you completely blow it off of the tee box, your route to success is much more difficult.

Get it right off the tee to set up the rest of your game.

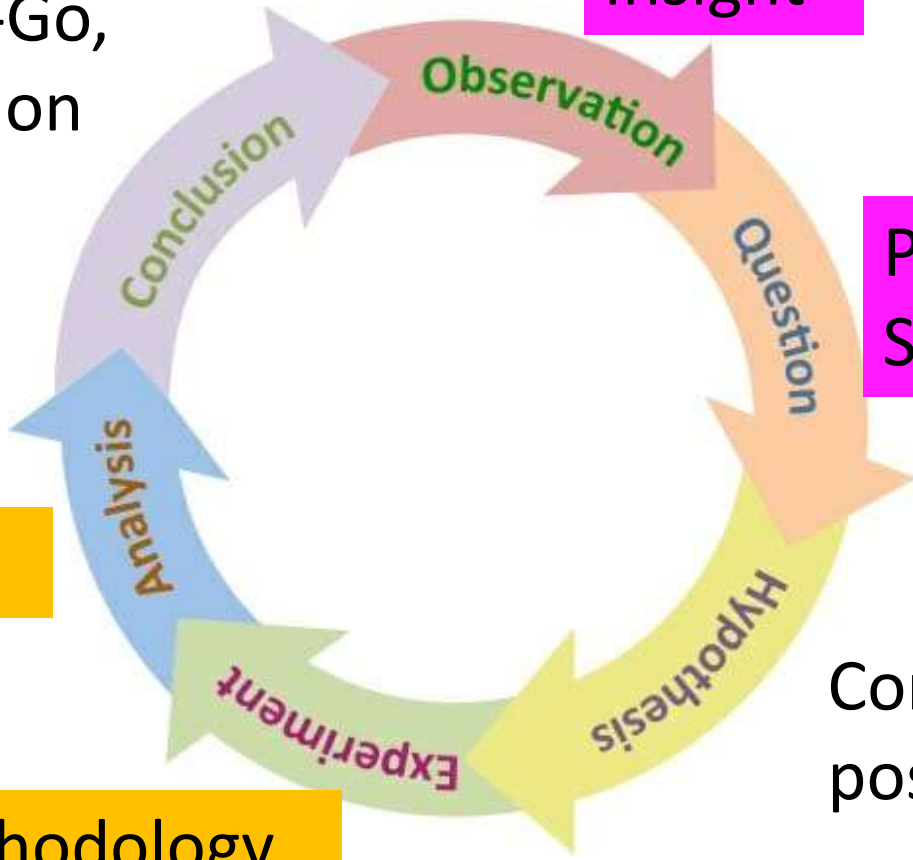


adda



Go/No-Go,
Validation

Insight



Problem to
Solve

Analysis

Concept/
positioning

Methodology

2019 in Quantitative Research...

>40,000
Consumers



~200,000
Occasions



>2,000
Active Influencers



2019 in Qualitative Research...

>1000
Consumers







ALL THE ELECTROLYTES*

ZERO
SUGAR



*Some electrolyte styles are regular Gatorade. ©2015 S-KC, Inc. 5670903 and the G-Bolt Design are registered trademarks of S-KC, Inc.

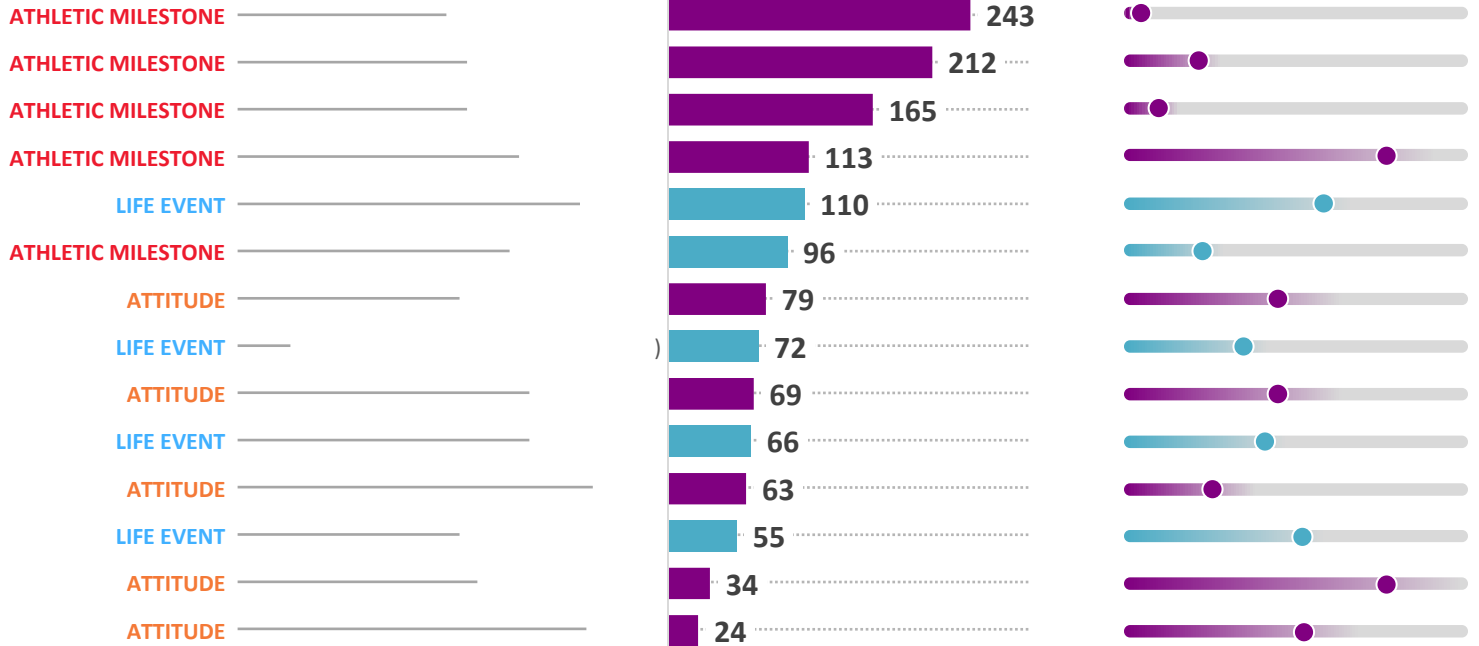


RANKING DRIVERS OF CONSUMPTION

↑
IN ORDER OF IMPACT ON CONSUMPTION

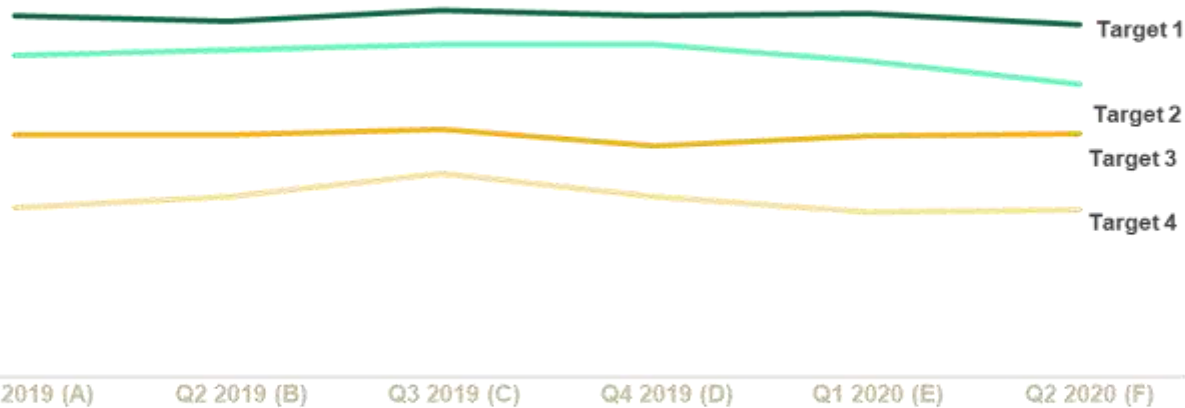
Impact on Consumption

Size*



Base: Total Screenings Across All Categories (Ages 13-70)

% consumed sports drinks in P4W



Inactive

33%

Labor

33%

Active

33%

Thank You!

douglas.healy@pepsico.com

