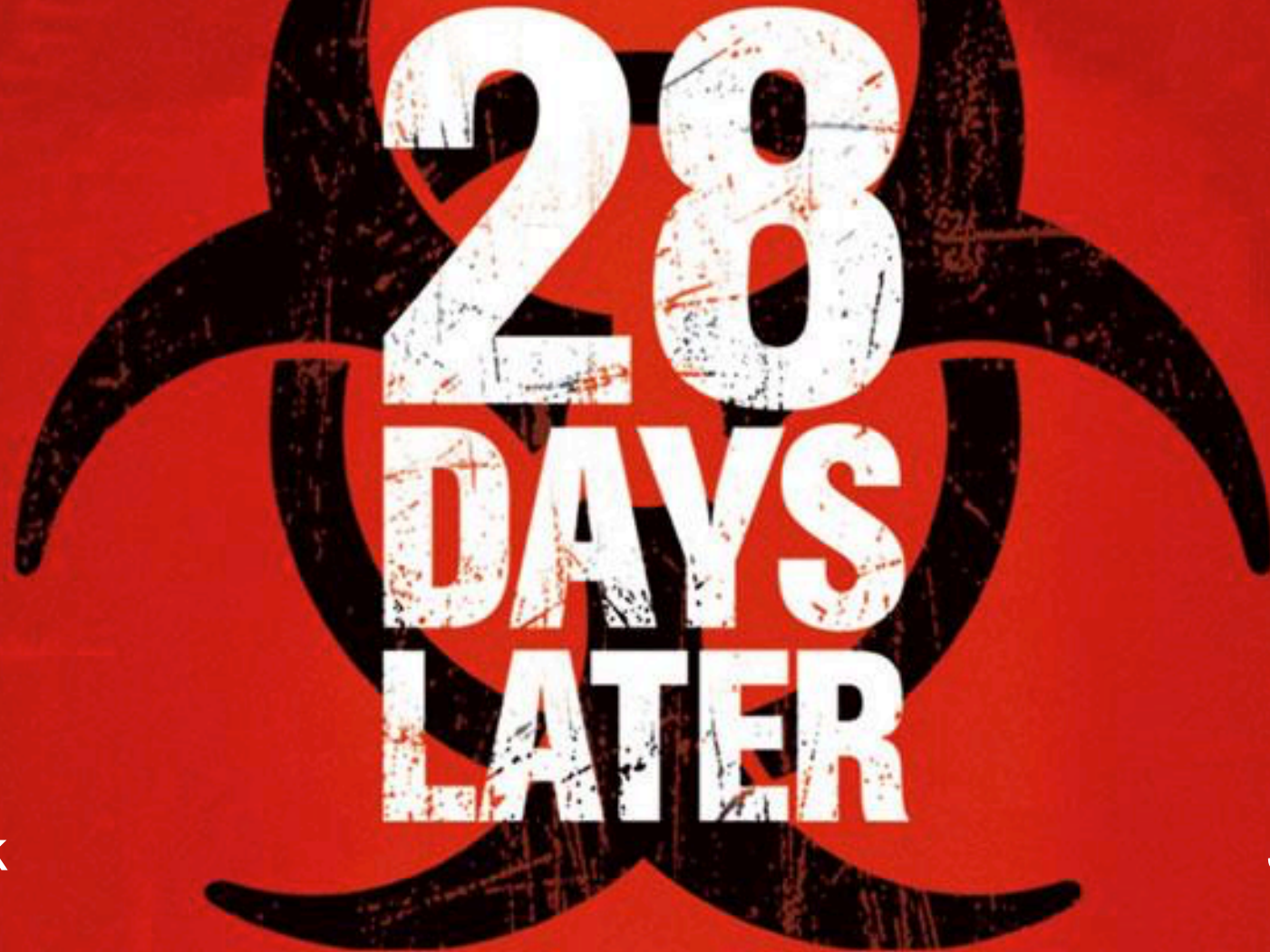


# Did Covid lead to increased trial?



Labs Day Q3  
2020: Covid  
Marketing Hack

Deborah Ding,  
James Fontaine,  
Jason Goldrosen

# Covid-19 has substantially affected shopping behavior



Among the Top 100 Majorcats,  
Median HH Pen Impact

**+4.7 ppts**

during Mar '20 relative to pre-  
Covid baseline

- Fewer trips, larger baskets
- Grocery, Club, & eComm
- Dramatic increase in HH Pen across most FMCG major categories
- Increased trial of new categories, brands, retailers etc.



# Business Questions

1. Which categories/brands/retailers were most affected by Covid-19?
2. Did Covid-19 lead to increase trial for relevant categories and brands?
3. If there was increased trial, what has happened since initial trial? Did shoppers repeat purchases?

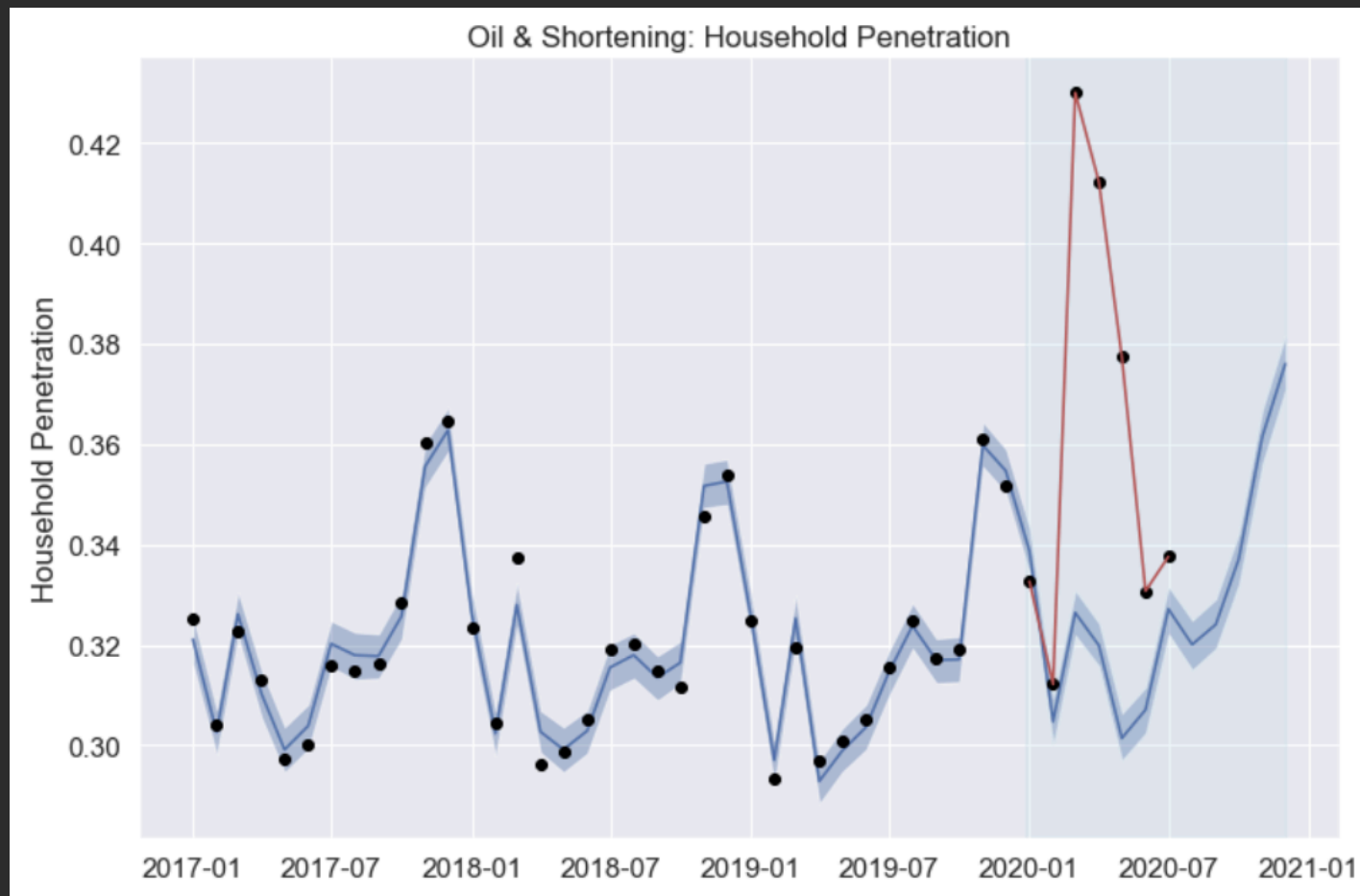


# Benchmarking the Pandemic

- Monthly purchase metrics (a la “Trended Metrics Scorecard”)
- Prophet time series model
  - Trained on: 2017-2019
  - Holdout: 2020
- Rank categories by MSE to assess how affected each major category

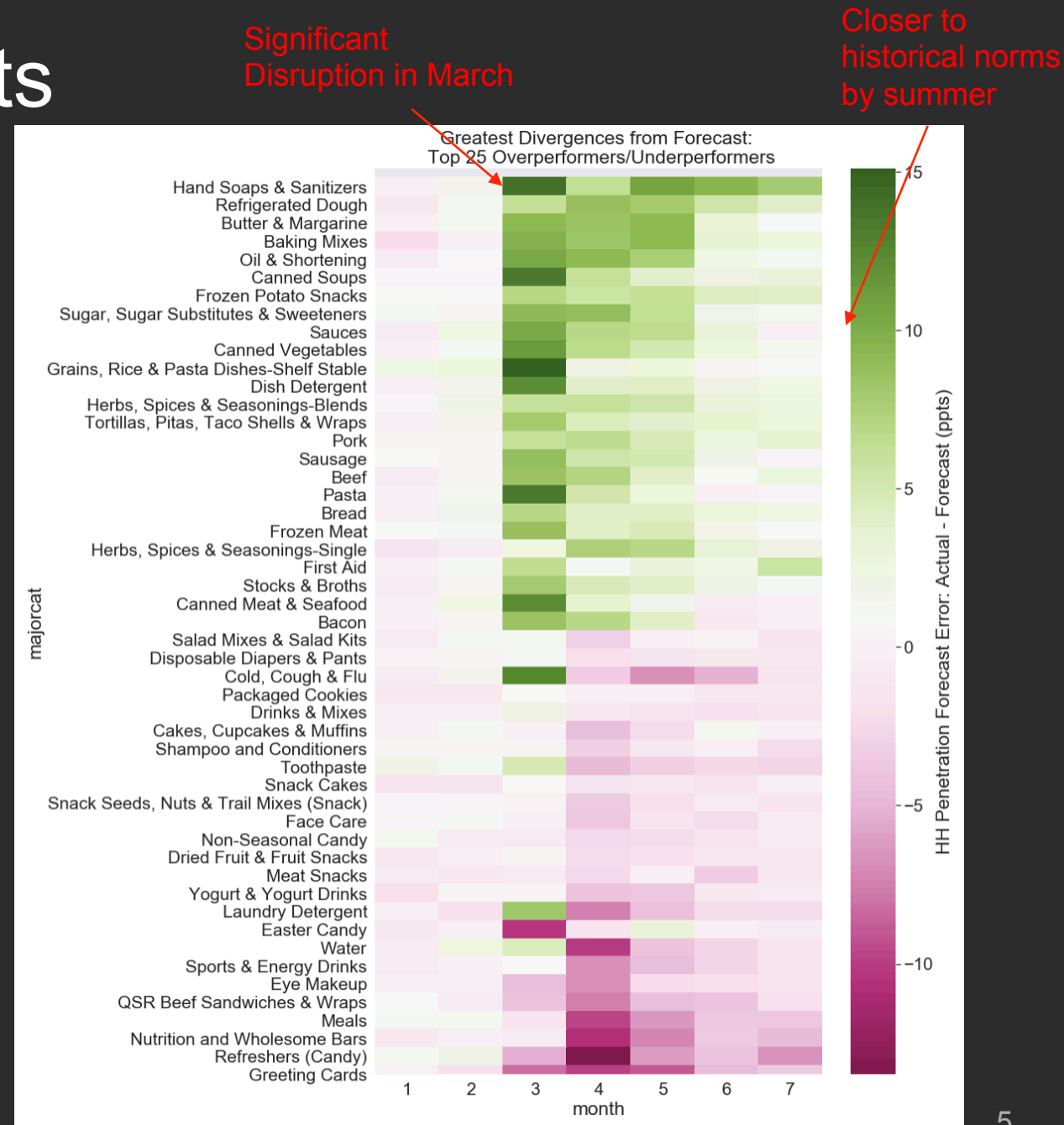
## Scope

- Top 100 majorcats & parentbrands
- Top 50 retailers & banners
- Top 20 channels
- 5 purchase metrics:
  - HH Pen, Purchase Freq, Spend per Trip, Proj Sales, Proj Trips
- Brick & Mortar and Mini America



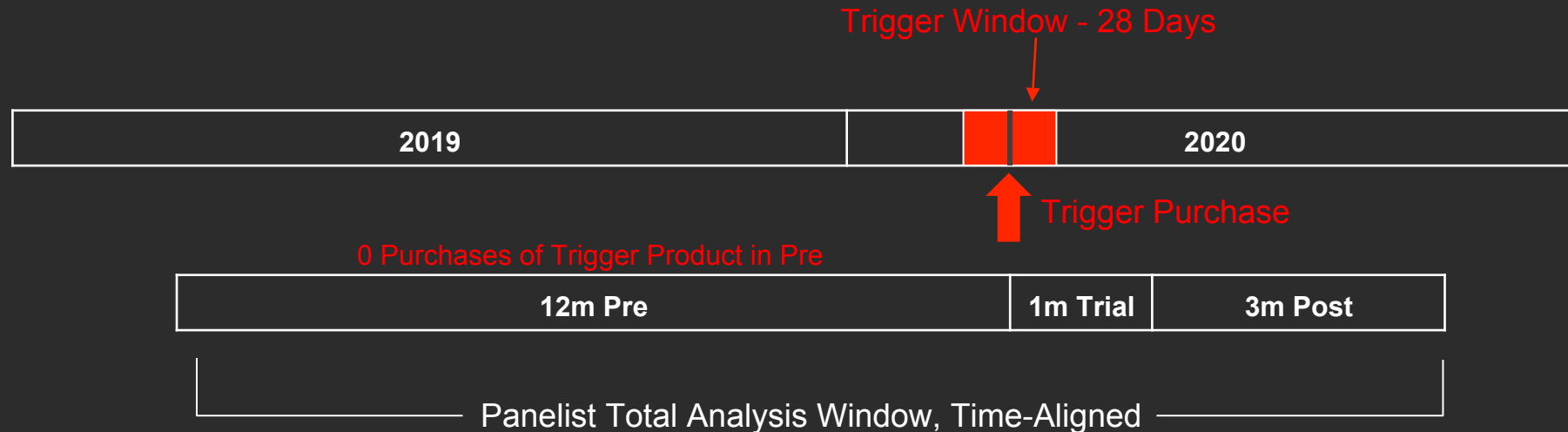
# Trajectory of Category Effects

- Each category has followed a different trajectory during the pandemic
- Many categories saw a **large increase** initially
  - Remains High: Hand Soaps & Sanitizers
  - Back to Normal: Dish Detergent
- Likewise, many categories saw a **large drop** initially
  - Back to Normal: Eye Makeup
  - Remains Low: Greeting Cards



# Pre/Trial/Post Methodology

- Trigger purchase (first purchase in 12mo, occurs during trigger window)
- Rolling 28 day trigger window at biweekly interval
- Aggregate panelist metrics by trigger window - identify trends over time
- Benchmark with 2019 trigger purchases



# Pre/Trial/Post Methodology Cont.

- Online Trialers: bought cat for the first time online (may buy FMCG prior 12mo)
- Brand Trialers: bought brand for the first time anywhere
- 12 Majorcats, 41 Parentbrands + Private Label
- Flexible input: any other trigger combination you can think of
- Flexible output: User level -> group by demos/psychs/people group etc.



# Final Outputs – Interactive Mode Report





# The End?



# APPENDIX

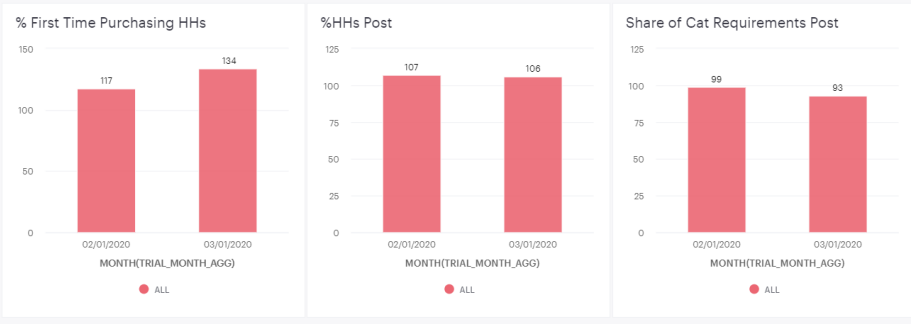
# Mode Report Continued

## Brand Trialers

### Purchase Brand for the First Time (FMCG or ECOM) During Trial Month

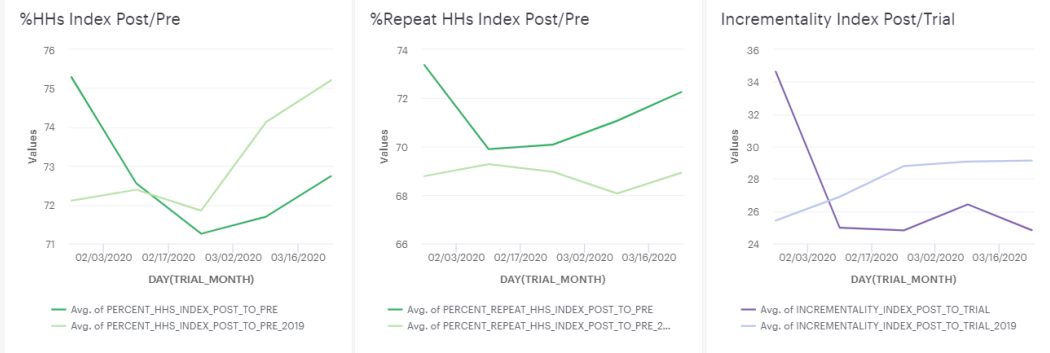


### Index to 2019 Benchmark, Cut by Month & Demo Trait



## APPENDIX

### Majorcat Online Trialers



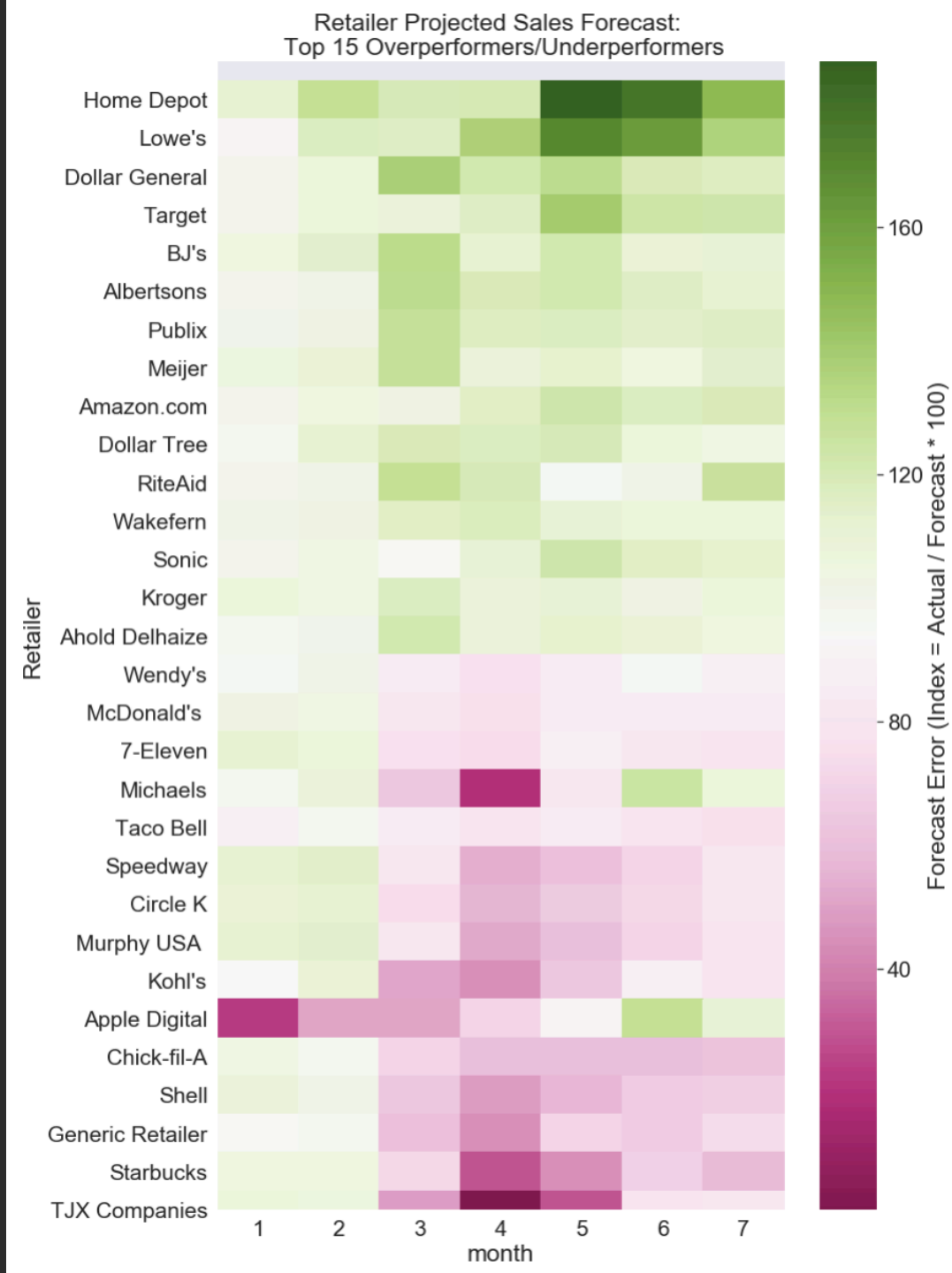
### Pre-Post Majorcat Ecom

	MAJORCAT	TRIAL_MONTH	HHS_TOTAL	HHS_TOTAL_2019	NEW_TO_MAJORCAT_ONLINE	ECOM_SHARE_SPEND_TRIAL	ECOM_SHARE_SPEND_2019
1	Bath Tissue	2020-01-27 00:00:00	220.3705508	253.476865449	0.242961487338	0.683766497117	0.52495117
2	Bath Tissue	2020-02-10 00:00:00	421.3225666	266.496563515	0.333678043923	0.567371070623	0.3455101
3	Bath Tissue	2020-02-24 00:00:00	1050.3047514	254.6639836	0.566309068266	0.510595511448	0.4065399
4	Bath Tissue	2020-03-09 00:00:00	1213.6457695	267.6652346	0.673346179819	0.493361985864	0.4631533
5	Bath Tissue	2020-03-23 00:00:00	765.2856995	265.4593433	0.610942651261	0.5038869364	0.5048999
6	Breakfast Cereal	2020-01-27 00:00:00	439.6257196	394.651480407	0.473444891403	0.400390717041	0.2628461
7	Breakfast Cereal	2020-02-10 00:00:00	399.8233356	432.112338937	0.455799025349	0.347978771454	0.2205099
8	Breakfast Cereal	2020-02-24 00:00:00	630.2388123	373.681558616	0.535554970297	0.283384817104	0.2539071
9	Breakfast Cereal	2020-03-09 00:00:00	1133.3166944	440.0957833	0.679732450623	0.244373942264	0.2034781
10	Breakfast Cereal	2020-03-23 00:00:00	1448.2857295	462.7360429	0.727557593248	0.235291398092	0.1617841
11	Canned Vegetables	2020-01-27 00:00:00	221.0772424	200.096428759	0.502541924779	0.354357865071	0.1654969
12	Canned Vegetables	2020-02-10 00:00:00	207.0000000	161.301110000	0.403751600000	0.230000000000	0.2310000

### User Majcat Ecom

	MAJORCAT	TRIAL_MONTH_AGG	DEMO_TRAIT	HHS_TOTAL	HHS_TOTAL_2019	NEW_TO_MAJORCAT_ONLINE	ECOM_SHARE_SPEND_TRIAL	ECOM_SHARE_SPEND_2019
1	Bath Tissue	2020-02-01 00:00:00	ALL	1691.9978688	774.637412565	0.419618903382	0.534206224947	0.3455101
2	Bath Tissue	2020-03-01 00:00:00	ALL	1978.931339	533.1245779	0.648303178653	0.497088406761	0.4065399
3	Breakfast Cereal	2020-02-01 00:00:00	ALL	1469.6878675	1200.44537796	0.492654772311	0.325917707696	0.2628461
4	Breakfast Cereal	2020-03-01 00:00:00	ALL	2581.6024239	902.8318262	0.705969250821	0.239232288334	0.2539071
5	Canned Vegetables	2020-02-01 00:00:00	ALL	776.1218795	623.941152045	0.538722750108	0.333423920022	0.2205099
6	Canned Vegetables	2020-03-01 00:00:00	ALL	1411.6093365	403.416577	0.749151337702	0.34719630378	0.1654969
7	Cat Food & Treats	2020-02-01 00:00:00	ALL	1249.1904138	750.224352623	0.278921195998	0.384755383991	0.3455101
8	Cat Food & Treats	2020-03-01 00:00:00	ALL	1382.3515452	553.7968259	0.376478886947	0.343481208906	0.4065399
9	Crackers	2020-02-01 00:00:00	ALL	1170.4177566	908.868743665	0.45403450341	0.354434957438	0.2628461
10	Crackers	2020-03-01 00:00:00	ALL	1969.7706009	603.9225184	0.660956014323	0.333321632734	0.2539071
11	Dog Food & Treats	2020-02-01 00:00:00	ALL	1747.6580029	1308.19813507	0.220417341642	0.384459619662	0.3455101
12	Dog Food & Treats	2020-03-01 00:00:00	ALL	1051.301110000	860.400000000	0.218700000000	0.251000000000	0.2310000

# Retailers



# Parentbrands

