



Packaged foods research: Campbell's + Mondelez.

March 4th, 2021

The research goals.

- Speak with natural category shoppers for packaged foods like crackers, cookies and soups.
- Collect Point of Emotion® insights on categories shopped, as they're leaving the store.
- See how satisfied consumers are and what motivates these brand purchases.

Methodology overview.

- MFour used Surveys On The Go® (SOTG).
- GPS used to identify consumers leaving Target, Walmart and Costco.
- Then, a survey was sent to ask for feedback.

Time frame.

- 2/25 to 3/5, 2021.

Sample.

- n=200
- 18-45 years of age.
- Natural fallout on age, gender, ethnicity and other demos.

Campbell's

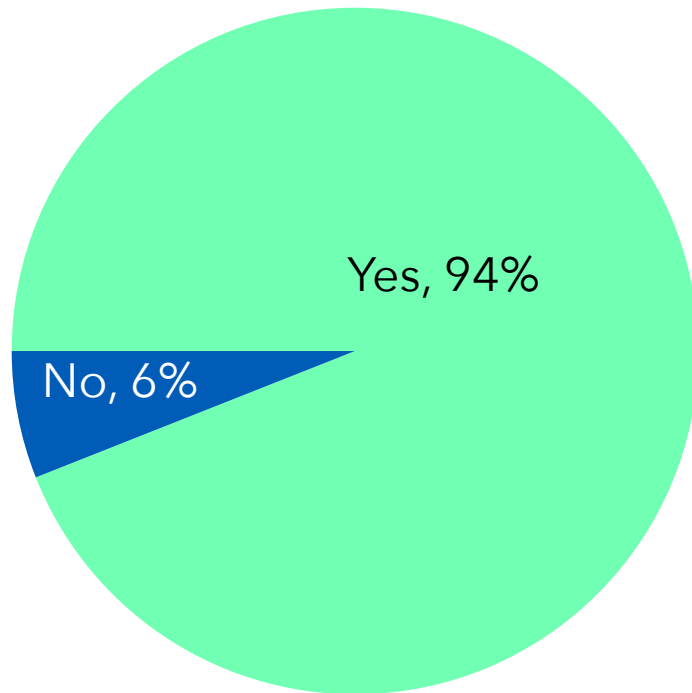
Mondelēz
International



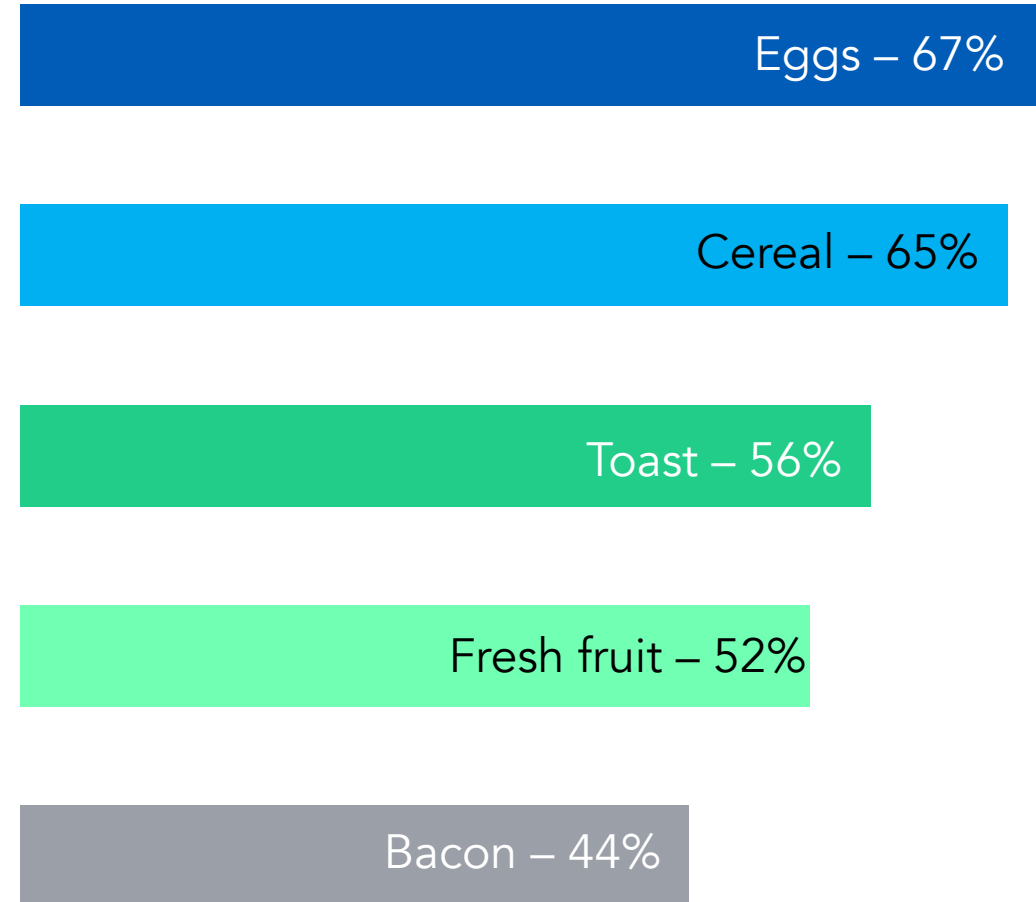
Breakfast is still the most important meal of the day.



Do you usually eat breakfast?



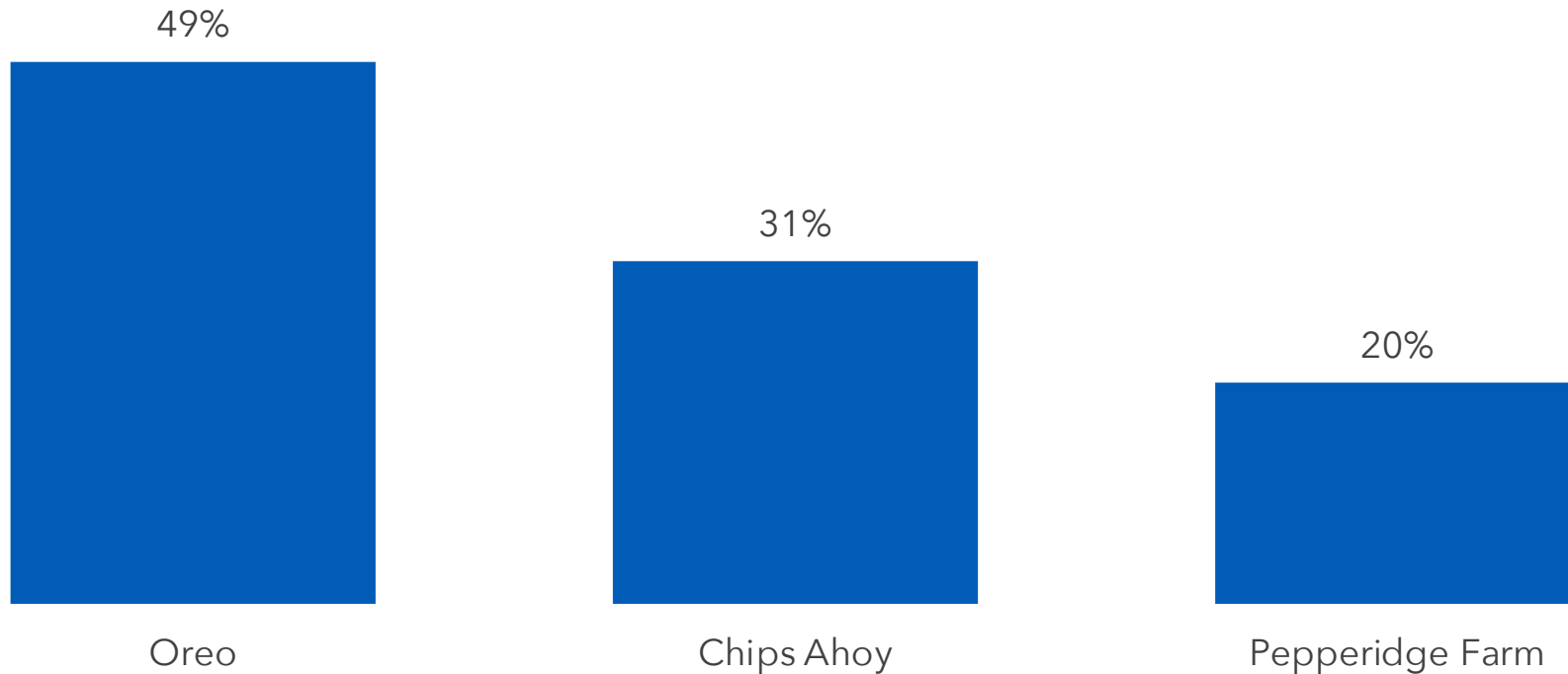
What's your go-to breakfast look like? (Top 5)



Oreo really is milk's favorite cookie.



Which brand do you prefer to purchase for cookies?



Base: 200

Tell me more...

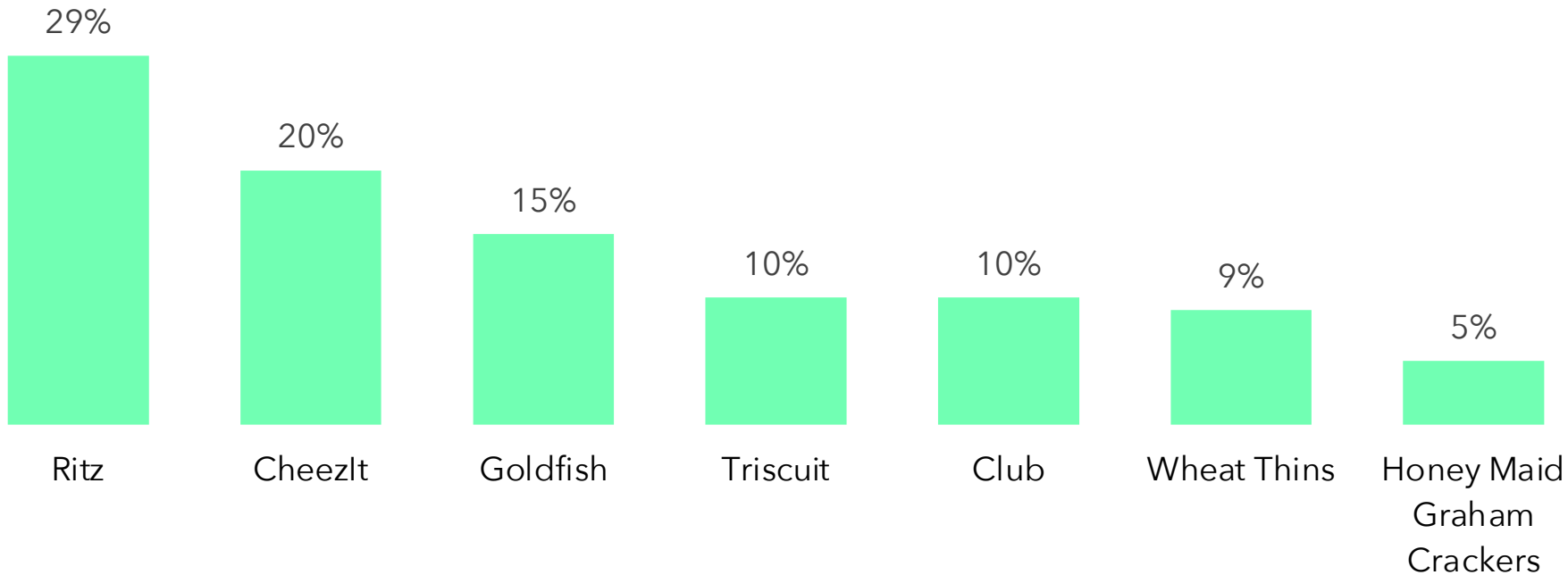
- 69% taste is why they buy their favorite brand.
- 45% like the quality.
- 31% feel like a kid again when they buy cookies.
- 28% say this product is always available.



Life's rich for Ritz, the most popular cracker brand.



Which brand do you prefer to purchase for crackers?



Base: 200

Tell me more...

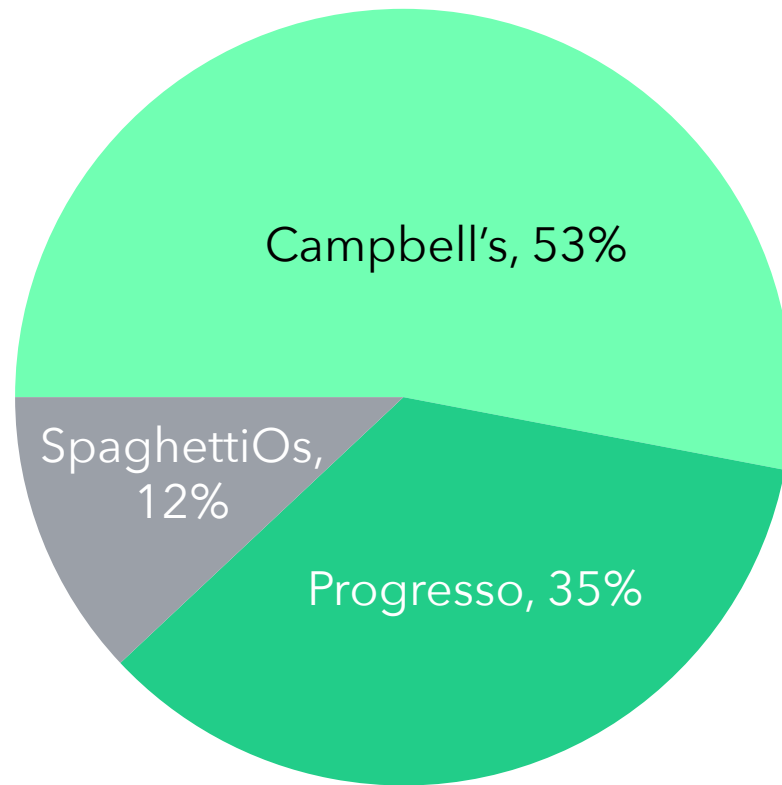
- 66% taste is why they buy their favorite brand.
- 41% like the quality.
- 26% feel like a kid again when they buy crackers.
- 26% say the product is always available.



Campbell's is "M'm! M'm better" than Progresso.



Which soup brand do you prefer to purchase for soup?



Tell me more...

- 56% taste is why they buy their favorite brand.
- 47% like the quality.
- 39% say this brand offers a good price.
- 30% say soup is always available.

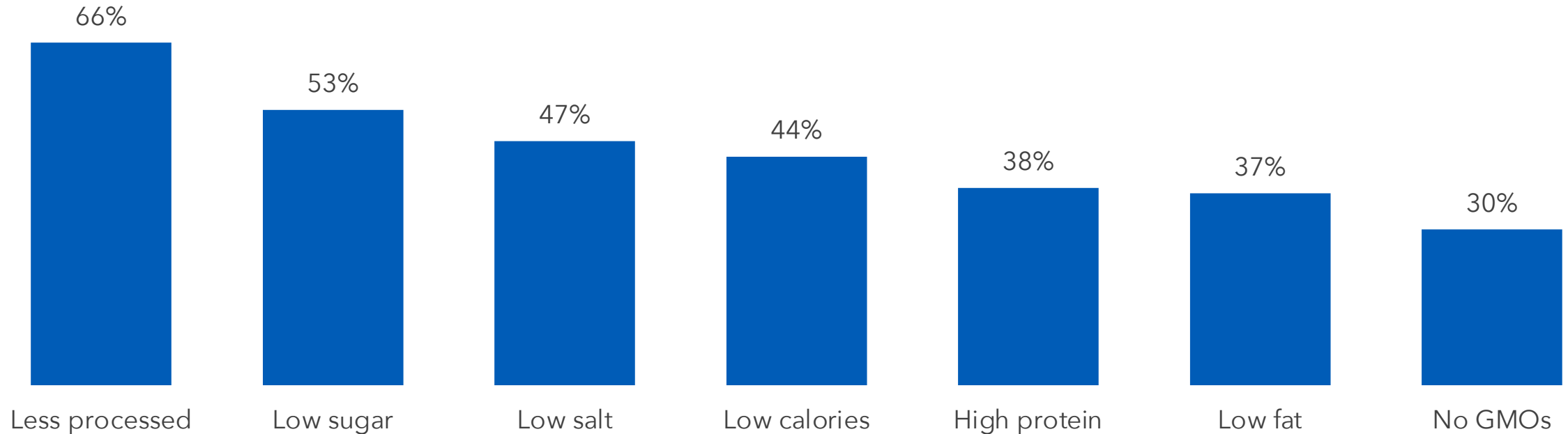
Base: 200

Campbell's

Consumers believe it's healthy, if it's less processed.



What does healthy food look like to you? I feel like it's healthy if it has/is...

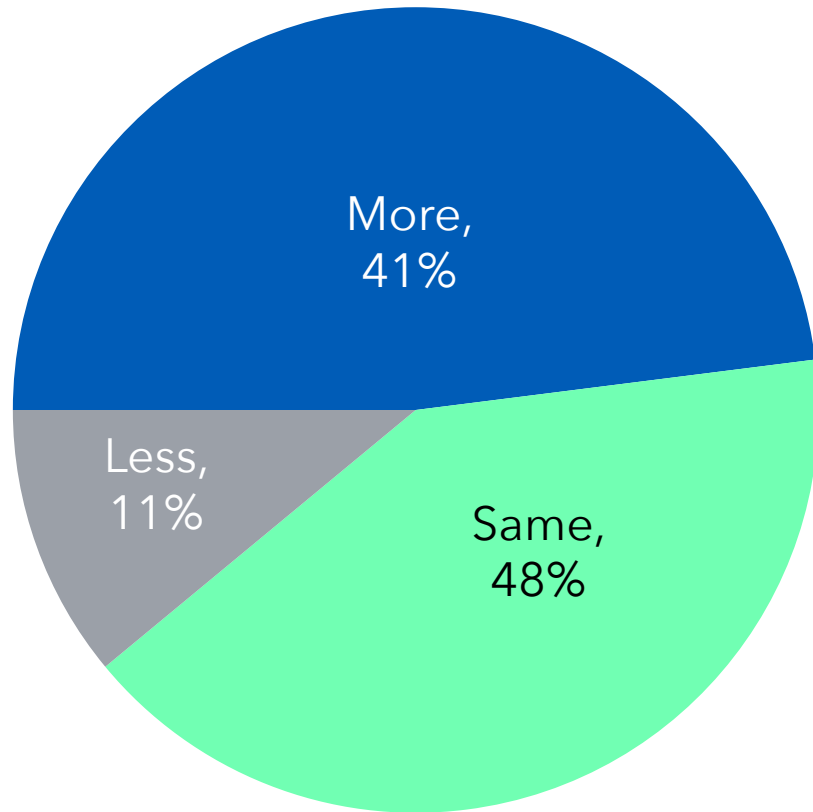


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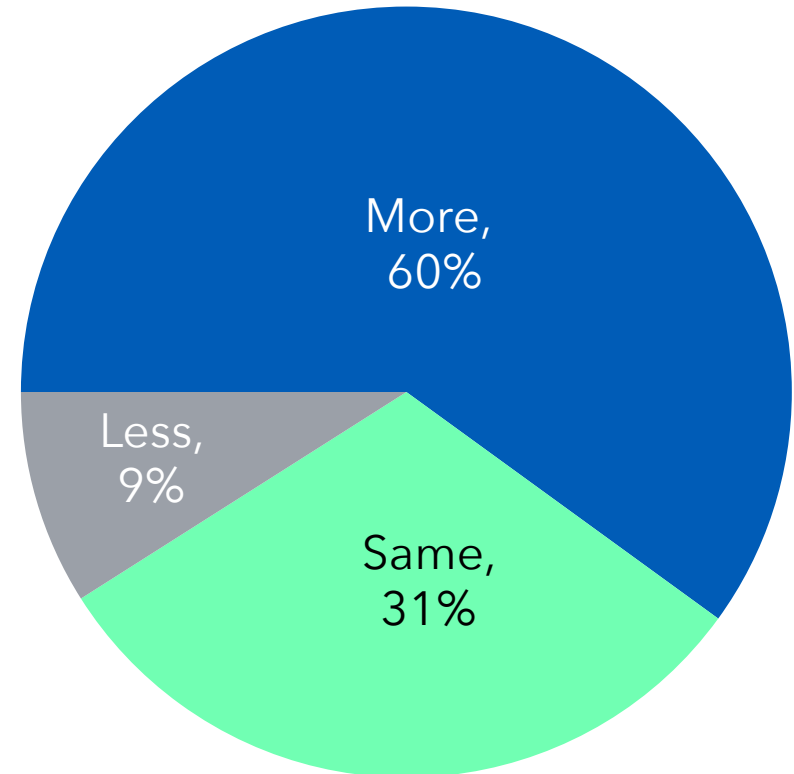
At-home cooking is up in 2021.



Are you buying in bulk more, or less, since 2021 started?



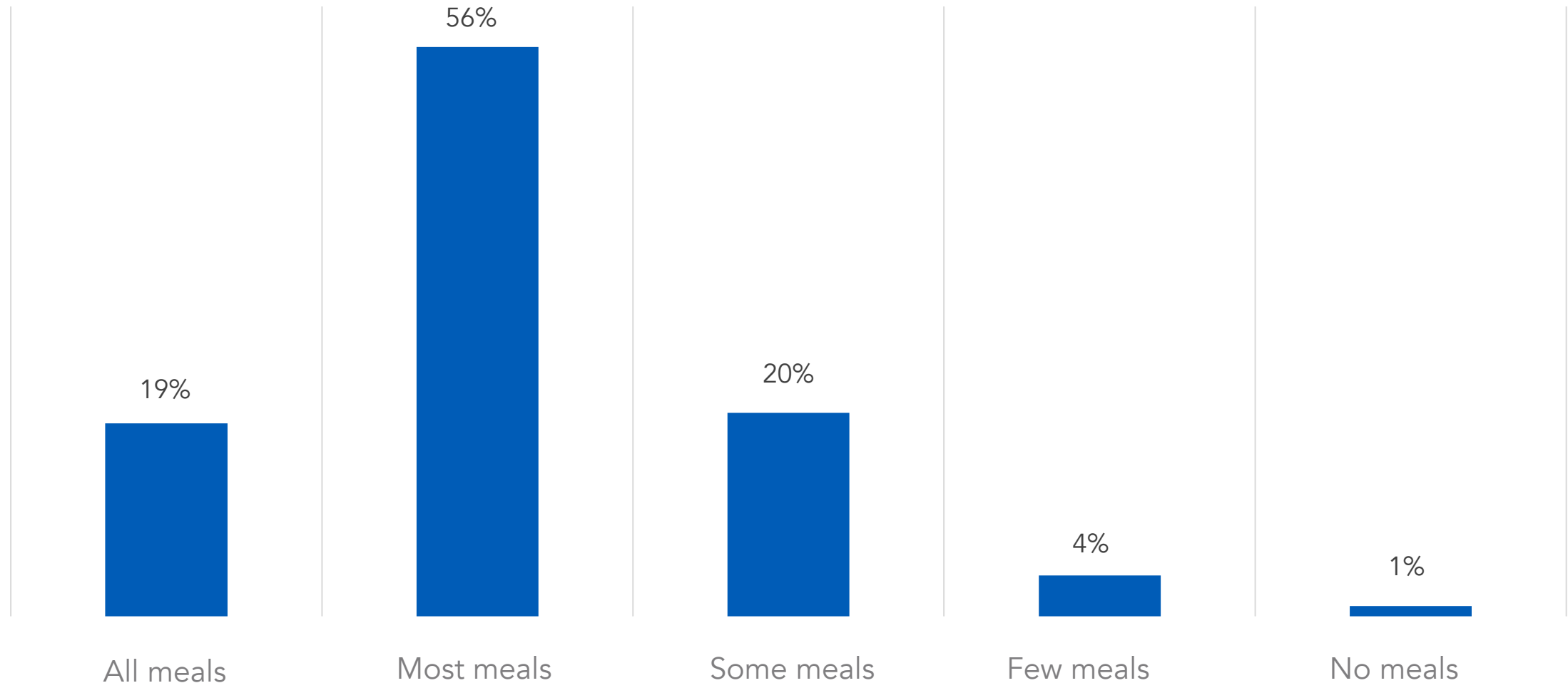
Are you cooking at home more, or less, since 2021 started?



Most meal prep is also happening at home.



In general, how many meals do you prepare at home during the week?



Base: 200



About MFour.

MFour introduced Surveys On The Go® in 2011.

As the nation's largest, highest-rated consumer panel, it tracks 10 million daily consumer journeys.

Clients use our panel to speak with any buyers they want—in-store, online, or on an app.

The result? Accurate data based on consumers' actions: and context on why they made them.



Brick & Mortar.

MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

We GeoValidate® 12.5 million U.S. locations. Consumers who enter a GeoValidated® retail site are verified as having visited that location.

As they exit your store, shoppers are instantly pushed a survey via the Surveys On The Go® app. You get Point of Emotion® insights.



Choose better market research.