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**Scintilla In-Home Usage Tests
made running our research
project much more accessible
and left us with tangible
results much quicker.**

Jonathan Sadinoff, VP of Operations and Strategy | 1888 Mills





Scintilla Case Study: 1888 Mills

The opportunity: Understand how their products were being perceived by Walmart customers

The team at 1888 Mills wanted to gain a better understanding of how Walmart customers viewed their bath towel products compared to other competitors in the category.

Did shoppers consider 1888 Mills' assortment budget friendly or higher end? Did they think they were getting a good value at checkout? How were the 1888 Mills towels holding up after a few washes?

1888 Mills needed a way to test all of the above as well as the effect of different variables on customer perceptions throughout the sales cycle.

Enter Scintilla In-Home Usage Tests (IHUTs).



The approach: Leverage IHUTs to hear from verified Walmart shoppers

By testing their products with IHUTs, 1888 Mills hoped to gain a deeper understanding of how their products are viewed in the aisle. The ability of IHUTs to target verified Walmart shoppers and gain real-world, hands-on feedback helped 1888 Mills answer a few crucial questions, related to:



Product quality

Towels change with use. Key qualities like softness, absorbency, and color can all change over time, particularly after initial wash cycles.

A four-week-long survey was necessary as it required customers to run the towels through approximately 2-4 wash cycles. By allowing for this many wash cycles, 1888 Mills was able to hear direct feedback on how their towels performed across the critical first, second, and third washings.



Eliminating bias

In the hopes of receiving unbiased feedback, the towels were shipped with brand and cost identifiers redacted.

As the test progressed, customers were eventually provided additional details like care instructions and cost points.

At each step, customers were asked for feedback to see how the answers changed as more information became known.



Gathering feedback

Throughout the process, 1888 Mills was asking questions to gather responses and feedback on:

- Initial softness
- Cost
- Softness after a few washes
- Color

This feedback helped them answer another question: *Did their towels' value at purchase match the towels' value later?*



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The results: A deeper understanding of who is shopping their towels

Once the test was completed and the responses had been reviewed, 1888 Mills came away with several key findings that have empowered them to have more fruitful conversations with their Merchant while driving future product innovation.

By utilizing IHUTs to place their product in the hands of the Walmart Customer Spark Community, they were able to ask strategic questions that enabled keen insights into the price point, perceived value, and longevity of their towels, both as standalone, and in concert with other products on the mod.

This helped 1888 Mills:

1. **Determine which attributes the Walmart customer segment truly values**

- They now know which attributes to prioritize over others for future product innovations, such as size and price over durability and appearance.

2. **Make more strategic recommendations to their Merchant that were grounded in the data**

- Conversations with their Merchant were centered on areas of potential sales growth, and information gleaned about customer segment preferences to optimize the perceived value of the product within the mod.