

SCINTILLA CASE STUDY



Inspire
2025

This case study was shared live at Walmart Data Ventures Inspire Event, October 29, 2025.



Building a Wonder Factory Inside Walmart

Overview

MGA Entertainment launched Wonder Factory, a new brand exclusive to Walmart, into the established Dough & Compounds category. To ensure a successful debut, they turned to Scintilla insights, enabling MGA Entertainment to identify whitespace opportunities, validate their modular strategy pre-launch, and analyze shopper behavior post-launch. Their efforts resulted in finding actionable insights that helped their merchant optimize their placement and prove Wonder Factory's value as a differentiated, high-potential addition to the aisle.



Georgia Milhem
MGA Entertainment
Sales Analyst



Mason Snow
Walmart
Omni Senior Merchant, Toys

Key Takeaways

- 1 Connecting the data brings customer insights to life
- 2 Scintilla enables broad learning—from identifying new product potential in existing categories to justifying modular space, enhancing competitive analysis, and deepening customer understanding
- 3 Knowing your target customer empowers data-driven decisions, strengthens brand awareness, and accelerates business growth

“
Scintilla gave us early indicators for how we can prepare and successfully launch Wonder Factory to more customers globally.

Georgia Milhem
MGA Entertainment
Sales Analyst



The Opportunity



Scintilla Case Study: MGA Entertainment

Bring Innovation to the Compounds Category Through a New Product Launch



Never dries out



Gluten-free



System of play



Scintilla Case Study: **MGA Entertainment** Spark Shopper Interest Through Unique Features

When challenged by their merchant to energize the category, MGA Entertainment created a new product called Wonder Factory.

Roll It!



Stamp It!



Store It!



Connect It!



The Approach



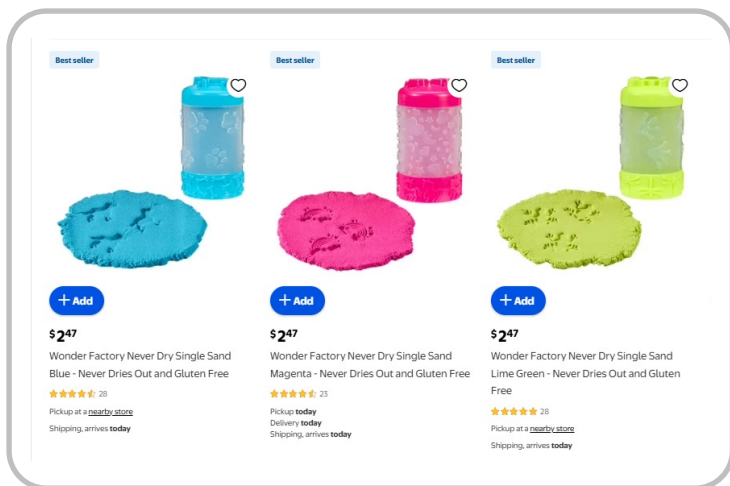
Scintilla Case Study: MGA Entertainment

Wonder Factory Launched Exclusively at Walmart



The team used Scintilla to understand early performance results.

Digital Release



Sidekick Feature



Modular Set





Scintilla Case Study: **MGA Entertainment**

Created a Marketing Initiative To Drive Awareness



Influencers

Authentic product features
from parent and family creators



Paid Media

Targeted digital ads driving
awareness and Walmart
purchase intent



Partnerships

Expert endorsements to build parent
trust and educational credibility



Owned Social

Engaging brand content
highlighting features, benefits
and play ideas



Earned Media

Press coverage reinforcing
innovation and
retail-exclusive positioning



Retail

Bottom funnel tactics focused on
conversion (WMC, demos, etc.)



Scintilla Case Study: MGA Entertainment

Marketing Performance Highlights

Performance Highlights

30M+
impressions

26M+ users
reached

1.3M+ video
views across
platforms

224K+ link clicks

CTRs up to 3.8%

The brand launch was supported by a full-funnel paid media push, driving awareness, clicks, and conversions across Meta and TikTok, reaching millions of engaged caregivers and sensory-play fans.

Top 2 Performing Videos:

48K+
Views

34K+
Views

**#1 performing
Instagram Reel**

Source Link:
[@jameslalvarez on Instagram](#)

**#2 performing
Instagram Reel**

Source Link:
[@lulu_make on Instagram](#)



Scintilla Case Study: MGA Entertainment

Understand How the Item Performs With Customers Through Scintilla

Scintilla Tools Used:

Reports

Utilized various Scintilla reports to understand purchasing behavior of Wonder Factory and competitors.

Customer Perception

Surveyed respondents based on purchasing Dough & Compounds at Walmart in the last 6 months.

IHUT

Ran an In-Home User Test (IHUT) and surveyed verified purchasers of compounds within the last 12 months.

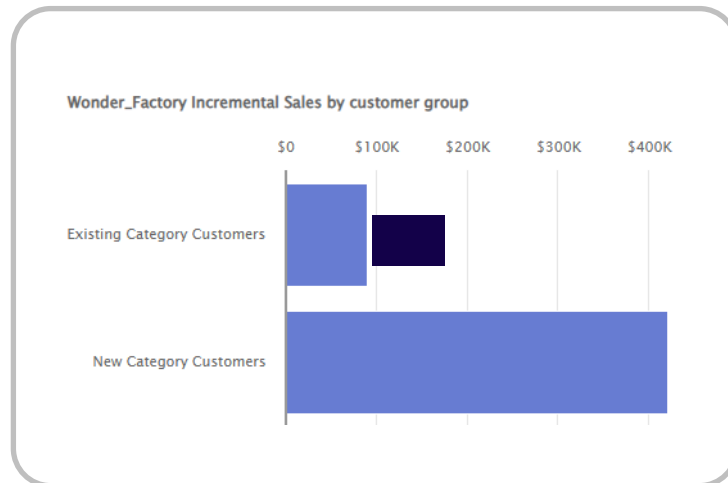




Scintilla Case Study: MGA Entertainment

Overview of Shopper Behavior Reports

New Product Evaluation



MGA's innovation drove customer expansion within the category.

Cross-Shop



Wonder Factory has a distinctive growing shopper group.

Basket Report

Item Name	Composite Rank	Transactions	Customers	Product Penetration	Significance
Total		5,472,480	4,296,670		
ACTIVITY D7	1	925,360	868,840	16.91%	5.15%
CRAYONS	2	530,020	517,480	9.69%	4.04%
KIDS IMPULSE	3	613,300	581,540	11.21%	3.39%
MARKERS	4	396,680	387,690	7.25%	3.56%
SCISSORS	5	270,740	267,930	4.95%	4.03%
GLUE	6	434,990	427,040	7.95%	2.86%
PAINT AND COMPOUNDS	6	217,610	213,460	3.98%	5.90%
DRY ERASE MARKERS	8	302,620	298,780	5.53%	3.29%

Ability to identify what other items customers buy with their purchases.



Scintilla Case Study: MGA Entertainment Conducted a Store Walkthrough

The team continued research by seeing the items on the shelves as a customer would.



Integrated live item data with customer insights
for strategic impact across categories





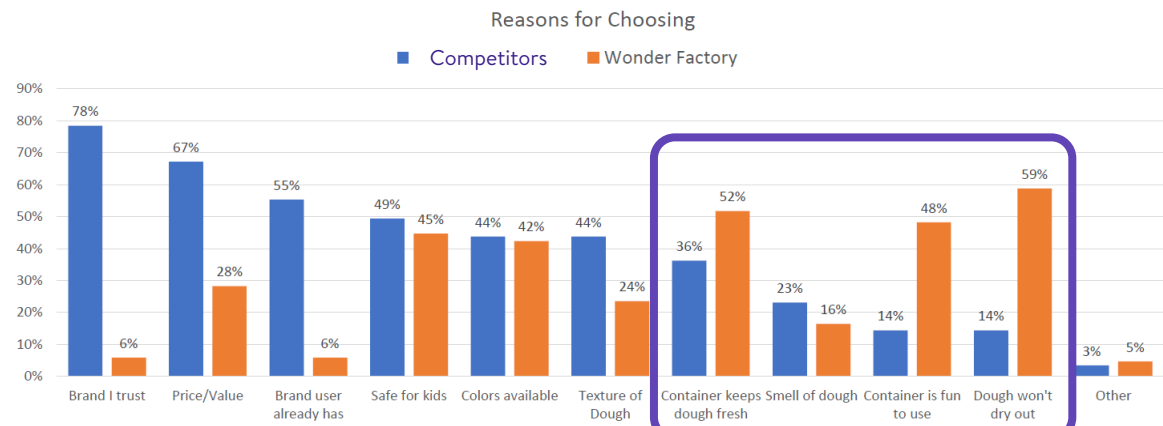
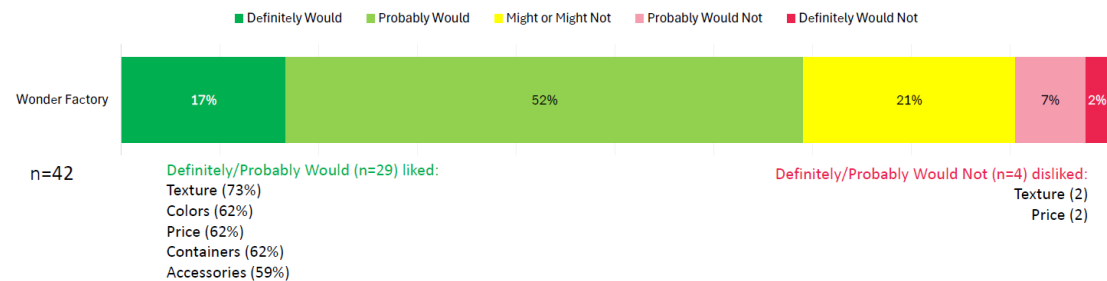
Scintilla Case Study: MGA Entertainment

They then created a **Customer Perception** survey to speak directly with double-verified Walmart shoppers to find out what customers liked and what items and features could be improved.

Results from the **Customer Perception** survey showed that customers like how:

- Dough stays fresh
- Container is fun
- Dough won't dry out

More than **2/3** of those who purchased Wonder Factory would likely purchase again.





Scintilla Case Study: MGA Entertainment

Conducted an IHUT to Observe Walmart Shoppers Interacting With Products in Their Homes

Opportunities:

1. Evaluate product innovation
2. Product renovation
3. Build awareness

Our Objective:

To reach 100 purchasers with kids between ages **2-4**, who have bought an item within the compounds category in the last **12 months**.





Scintilla Case Study: MGA Entertainment IHUT Test Results

*"I like that the **Wonder Factory dough** is **multiple toys in one package** that also functions as a storage container. **More likely to bring on a trip/out and about.**"*



*"I left some out as a test overnight, since package says won't dry out. **I was impressed with how it felt in morning. Plus the container doubling as a toy with it.** It's genius packaging and so nice to reuse."*



Scintilla Case Study: MGA Entertainment

Insights and Conclusions from Leveraging Scintilla Modules

Reports

- Track various KPIs for new entrants' performance
- Benchmarking competitors' performance in the category

Customer Perception

- Understand customers' shopping **decisions** within the category
- Testing various **variables** on customer satisfaction

IHUT

- Insights into verified Walmart customers' **play patterns** with items
- Customer **feedback** regarding usage



The Results



Scintilla Case Study: MGA Entertainment

MGA Entertainment Unlocked Several Strategic Opportunities

Product Development Changes



Change product based on **color performance insights** and user feedback

Marketing Enhancements



Increase **awareness** of 2-in-1 play and never-dry dough!

Global Retail Execution



Prepare for a successful **global retail execution** of our new brand!

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Thank you.



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