

SCINTILLA CASE STUDY



Inspire
2025

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



Insights to Impact:

Turning Consumer Signals into Category Growth

Overview

Over the past year, Post Consumer Brands (PCB) has successfully integrated consumer-led insights into its strategic planning. This effort began with a strategy planning meeting where they utilized research in Scintilla to re-imagine evolving shopper behaviors and needs. Despite not holding the category advisor role, PCB found ways to add measurable value by leveraging diverse data sources—including Scintilla—to influence innovation and category thought leadership. With Scintilla, PCB uncovered key insights, translated them into actionable strategies, and presented them in a compelling way to Walmart.



Iliana Borjes
Post Consumer Brands
Senior Category Manager



Philip Nichols
Post Consumer Brands
Director of Sales



Todd Cruise
Walmart
Director, Merchandising

Key Takeaways

- 1 Prioritizing **Shopper Behavior** and **Customer Perception** data can help deliver more informed strategy planning and innovation
- 2 Leading with customer-first insights were good for both the customer and the business
- 3 Combining data sources and telling a story can transform insights into tangible strategies that resonate with Walmart and support category goals

“**Backed by Scintilla insights,
we swapped one of our cup
products with another that
led to 2x portfolio velocity
for the segment.**”

Iliana Borjes

Post Consumer Brands
Senior Category Manager



The Opportunity



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Driving Growth in the Ready to Eat Cereal Category

After being challenged by their merchant to be a leader in the space and help drive category strategy, it culminated in the “The Future of Cereal” meeting and three critical themes:

More People



Buying More



More Often



The Approach



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The Journey

After the “Future of Cereal” meeting, they began a 6-month process to understand what matters most to Walmart shoppers and align their priorities.

January



Future of Cereal

- Family Formation
- Value and Benefits
- Innovation

Enablers

Shopper Behavior (all)

March



Family Formation and Hispanic Shopper

- Deeper Dive
- Strategic Direction

Enablers

- Cross shop
- Basket Report
- Best Customers

May



Kid Brands and Kid at Heart

3-year Plan

Enablers

Performance in Detail

June



Line Review

Assortment Strategy

Enablers

- **Customer Perception**
- Performance in Detail
- **Shopper Behavior** (all)



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Developing a Line Review Strategy

To prepare for their upcoming Line Review, they took a simple approach: Lead with the customer and then the category. But the Cereal customer is not one-size-fits-all.

They needed **different strategies** for different generations and demographics





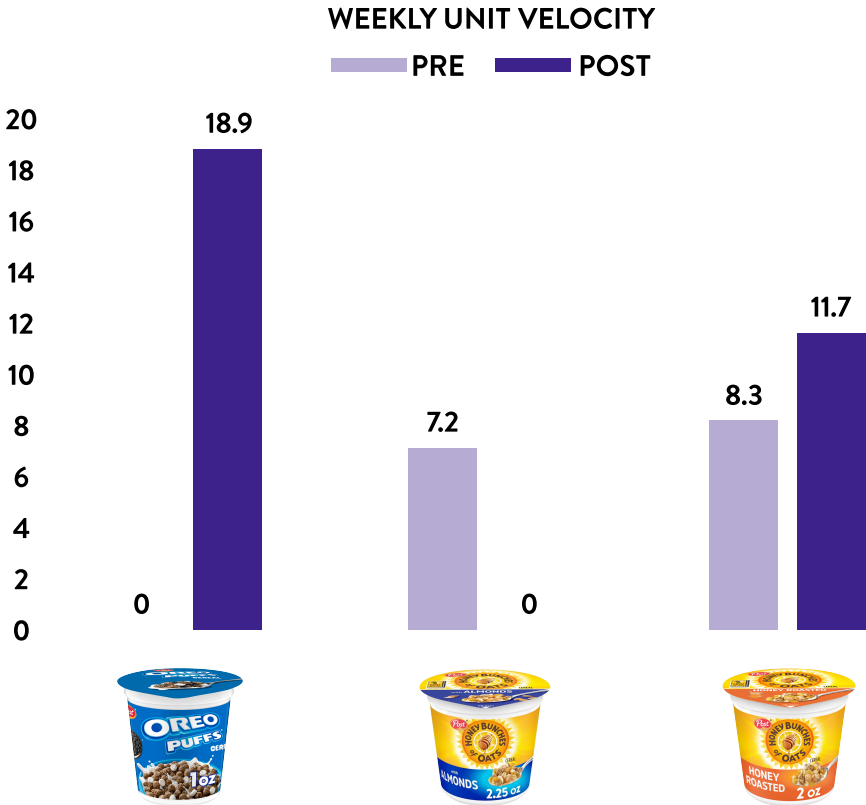
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Re-Engaging Repeat Shoppers

Since their launch, Cereal Cups have performed well, and in **Shopper Behavior**, Post saw a chance to build on that momentum by optimizing the assortment.



ITEM DESC	REPEAT RANK
POST OERO PUFFS BREAKFAST CEREAL CRUNCHY 16.5OZ	1
THREE WISHES GRAIN FREE CEREAL CINNAMON 8.6OZ	2
CHEERIOS OAT CRUNCH CHOCOLATE FAMILY SIZE 24OZ	3
THREE WISHES GRAIN FREE CEREAL FRUITY 8.6OZ	4
CHEERIOS PROTEIN CEREAL CINNAMON 8G PROTEIN FAMILY SIZE 15OZ	5
GREAT VALUE STRAWBERRY SHORTCAKE CEREAL 13OZ	6
STRAWBERRY VANILLA CHEX BREAKFAST CEREAL FAMILY SIZE 19.8OZ	7
FROSTED MINI WHEATS COCOA FAMILY SIZE COCOA 20OZ	8
CAP N CRUNCH BREAKFAST CEREAL ORIGINAL 40OZ BAG	9
POST HONEY BUNCHES OF OAT CHOCOLATE 18OZ	10
CHEERIOS PROTEIN CERAL STRAWBERRY 8G PROTEIN FAMILY SIZE 15OZ	11
BLUEBERRY BRAN CRUNCH FAMILY SIZE ORIGINIAL 21.4OZ	12
TWINKLES CEREAL STAR SHAPES CORN PUFFS FAMILY SIZE 15.8OZ	13
SPECIAL K CEREAL FAMILY SIZE STRAWBERRIES AND CREME 18.2 OZ	14
MIGHTY LIFE CEREAL VANILLA FAMILY SIZE 22.3OZ	15





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Hearing the Priorities of Shoppers

Turning to **Customer Perception**, they deepened their understanding of shopper priorities to help drive their future strategy.

“What **health benefit** or additive would drive you to purchase cereal at Walmart?”

✓ High protein

Low Sugar

High Fiber

Natural/Clean Ingredients

Weight Management

Whole Grains

Energy/Sustained Fullness

Heart Health

Immunity Support

Gluten Free

Other

The Results



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Launching New Products with the Customer at the Center

Survey results showed that customers wanted protein added to their assortment, and strongly associated that with their Honey Bunches of Oats brand. This led to the launch of Post's newest innovation: Honey Bunches of Oats Protein.



Honey Bunches of Oats

Cinnamon Toast Crunch
Frosted Flakes
Froot Loops
Pebbles
Great Grains
Other
Honeycomb

Walmart
Customers
Told Us Their
Most Favored
Brand





Scintilla Case Study: Post Consumer Brands

Connecting the Dots with Customer-First Insights

Post used Scintilla to explore new and challenging ideas and its customer-first insights were good for both the customer and the business.

Data isn't just numbers, it's a story.
**And stories lead to smarter decisions,
deeper partnerships, and better
outcomes for customers.**

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Thank you.



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