Inspire 2025

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

Using the Voice of the Customer to Shape a New Brand Launch

Overview

Using Walmart first-party data, Tyson Foods rapidly developed and launched its new line of Buena Mesa seasoned and marinated fresh meats. With Scintilla demographic and store-level insights, they strategically hyper-targeted key shopper segments, then ran **Customer Perception** surveys to gain direct feedback from verified Walmart customers. This feedback helped shape decisions around branding, flavors, and meat types, ensuring the final assortment was tailored to Walmart shoppers from the start.

Key Takeaways

1. Demographic and store-level data in Scintilla provided an opportunity to strategically target Walmart customers

2. Scintilla allowed the Walmart customer to drive Tyson's launch strategy

3. Tyson received direct Walmart customer feedback on the brand, packaging, and flavors that helped them launch with confidence

Ryan Davis
Tyson Foods
Director Insights & Analytics

Ty Toolson
Walmart
Senior Merchant

Walmart
Data Ventures

> "We deployed Scintilla across the entire journey of this brand launch.

Ryan Davis
Tyson
Director, Insights and Analytics

The Opportunity

Scintilla Case Study: Tyson Foods
Deliver a New Brand to the Walmart Customer: Buena Mesa

1 Provide Walmart customers a new **Fresh Meats Seasoned & Marinated** portfolio across three main meat types

2 By leveraging Scintilla, Tyson quickly developed a **brand, strategy, and assortment**

3 Drive **younger and Hispanic customers** to the Fresh Meats category

Goals of Buena Mesa Launch at Walmart

Win with the Customer

Grow Market Share

Drive Units and Traffic

Deliver Incrementality

Drive Digital Penetration

The Approach

Scintilla Case Study: Tyson Foods
Hearing Directly From the Customer

Working quickly, Tyson used **Customer Perception** to gain valuable feedback on areas crucial for the brand launch, including packaging and branding.

Walmart Customers Feedback

Customer Perception

Brand	Packaging	Shelf Presence	Purchase Motivational Factors	Demographic Preferences

Scintilla Case Study: Tyson Foods
Validating Simple Solutions That Define the Assortment

Additional survey results provided insights into the need state of the category which helped them further define their execution strategy.

Description	Family Size Brisket Queso	Party Size Brisket Queso	Chorizo Queso	Hatch Chile Queso
Format	Simple Solutions	Simple Solutions	Simple Solutions	Simple Solutions
Purchase Intent %	40-45%	40-45%	35-40%	35-40%
Incrementality %	50-60%	50-60%	50-60%	50-60%
Acculturated Hispanic/ Latino PI Index	Good	Good	Great	Good
Non-Acculturated Hispanic/ Latino PI Index	Average	Average	Good	Average
Gen Z & Millennial PI Index	Good	Good	Good	Good

■ Average ■ Good ■ Great

Assortment creation & validation

Customer Need State
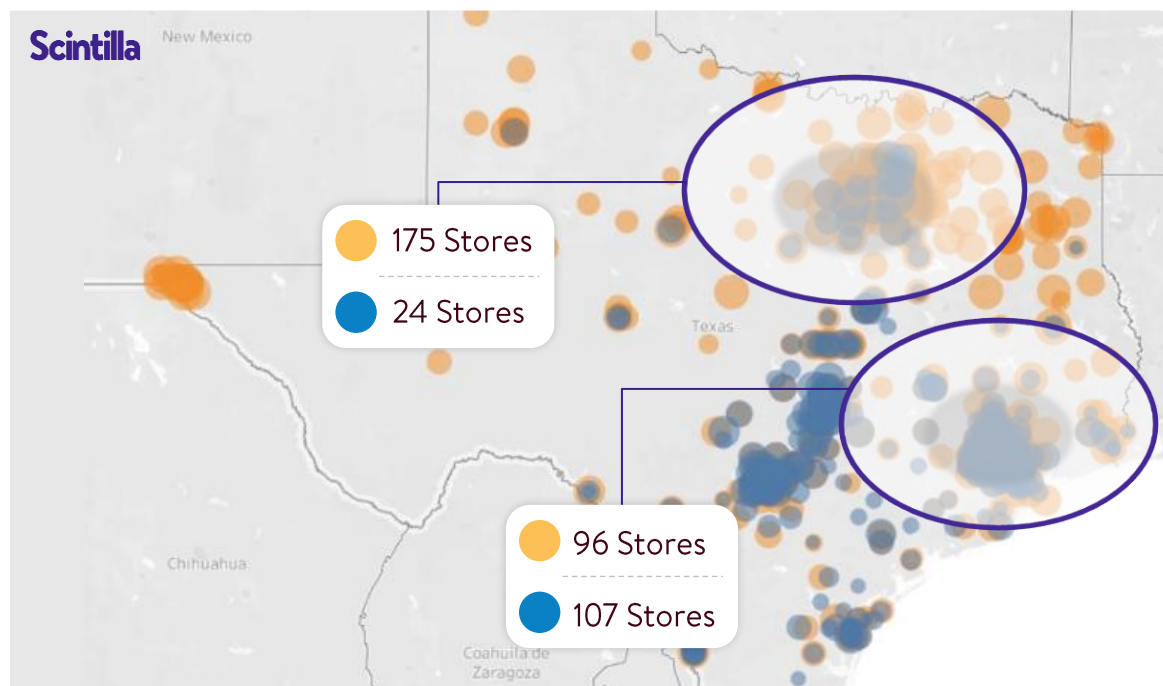
Incrementality to Walmart

Scintilla Case Study: Tyson Foods
Focusing on Key Demographic Data
They strategically used store location and sales data to ensure their new brand would have a strong portfolio presence focused on key shopper demographics.

Scintilla

- 175 Stores
- 24 Stores

- 96 Stores
- 107 Stores

🟠 **Walmart**	500	Locations
🔵 Target Comp Retailer	350	Locations

- Strategically targeted and evaluated assortment in key regional areas by **leveraging Scintilla store level capabilities** in tandem with other syndicated resources

- Compared clustering demographics in key geotargeted areas **to understand customer demographic gaps** to target and close

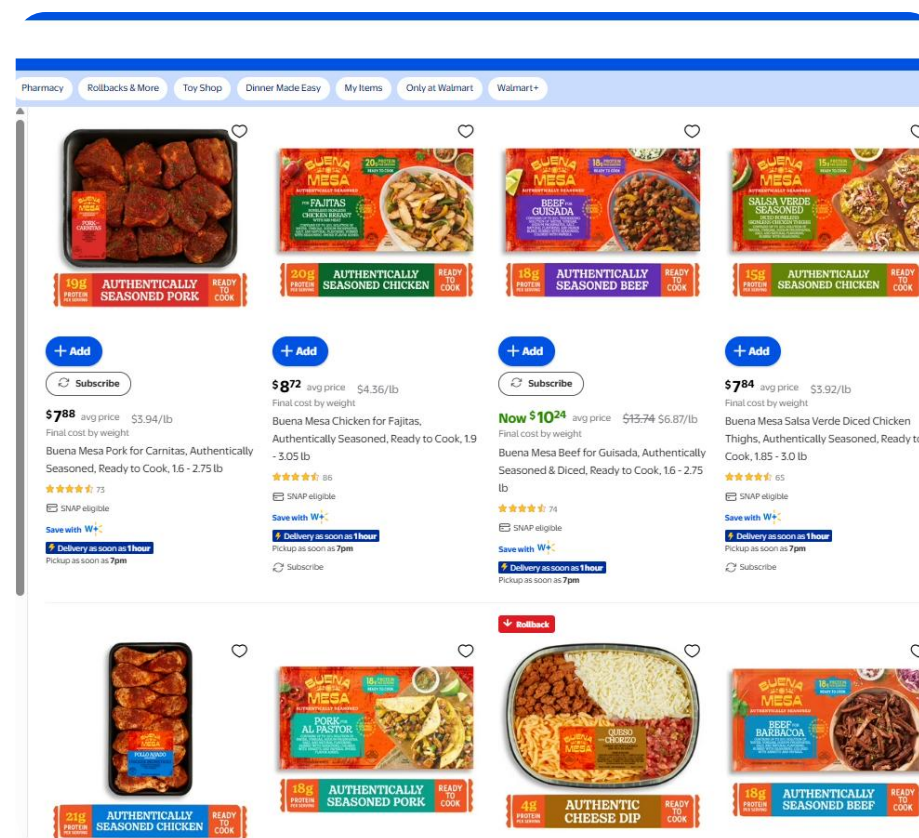| Ethnicity	Income	Generation

The Results

Scintilla Case Study: Tyson Foods
Conception to Launch in 90 Days

This customer-focused, data-led approach culminated in the omnichannel launch of Buena Mesa in strategic Walmart markets in just 90 days.
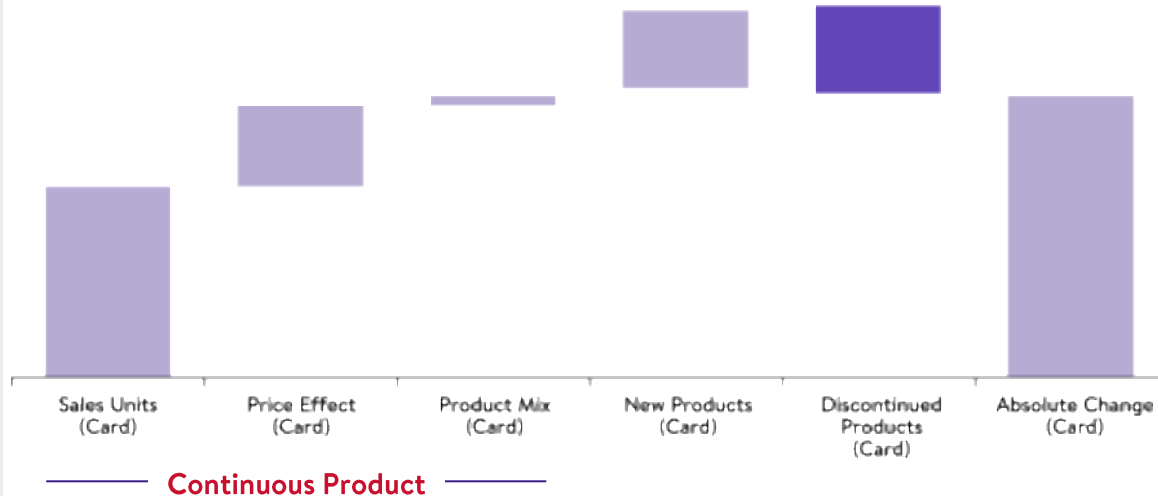
Scintilla Case Study: Tyson Foods
Test and Control Shows Buena Mesa Driving Higher Growth

Tyson compared Walmart stores that were included in the launch of Buena Mesa to control stores that were not included to measure the impact of new products on growth.
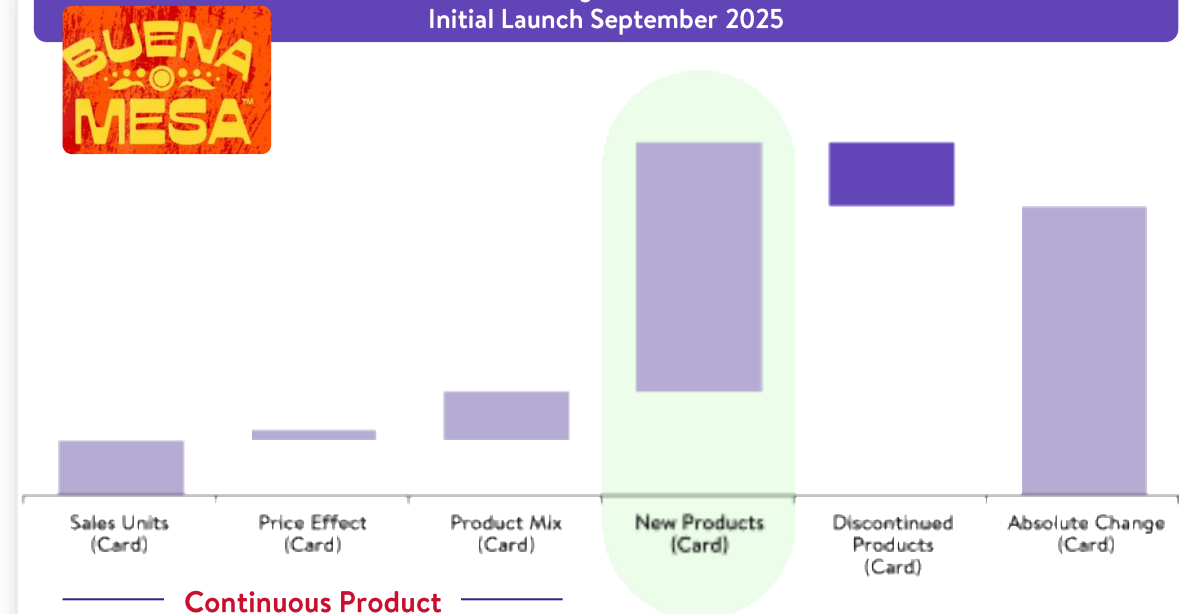
Growth in control stores largely driven by price increases

Buena Mesa store's growth driven by new products

Drivers of sales change for Buena Mesa Expansion – Control Store Group Creation 2025-09-19

Drivers of sales change for Buena Mesa Stores Initial Launch September 2025

Sales Units (Card) · Price Effect (Card) · Product Mix (Card) · New Products (Card) · Discontinued Products (Card) · Absolute Change (Card)

Continuous Product

Sales Units (Card) · Price Effect (Card) · Product Mix (Card) · New Products (Card) · Discontinued Products (Card) · Absolute Change (Card)

Continuous Product

Control Stores grew sales **+5-8%** vs. Buena Mesa stores growing **+12-15%**

Scintilla Case Study: Tyson Foods

Delivering Incrementality to the Category

With **Shopper Behavior** they could see that 40-50% of Buena Mesa sales were incremental to the category.

Incrementality

40-50%
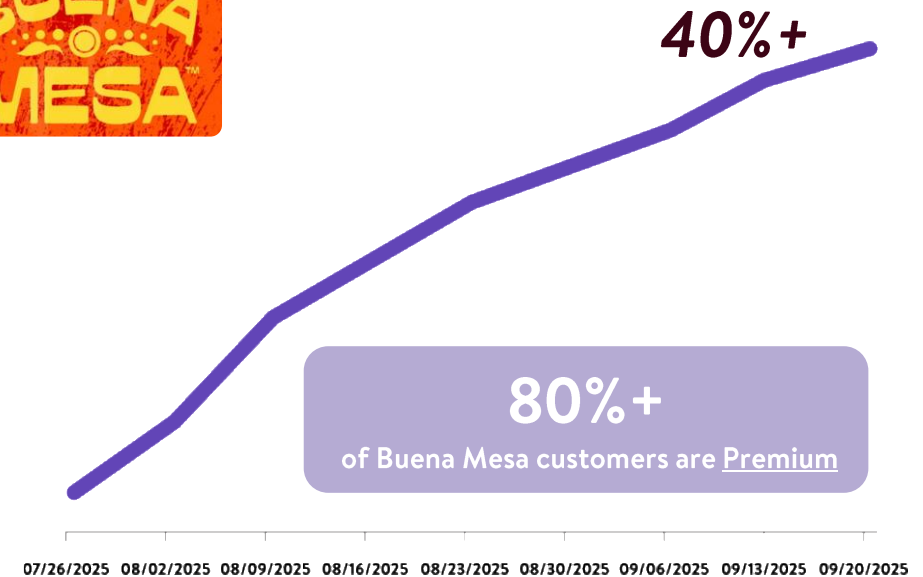of Dollar Sales are incremental to D93

8–10% of Buena Mesa incremental sales were from new customers in the category.

New category customers are over indexing in the 18 to 29 age group.

Repeat Rate for Buena Mesa is Building Rapidly

40%+

80%+
of Buena Mesa customers are Premium

07/26/2025 08/02/2025 08/09/2025 08/16/2025 08/23/2025 08/30/2025 09/06/2025 09/13/2025 09/20/2025

Scintilla Case Study: Tyson Foods
Analyzing the Demographics of New Category Customers
In **Shopper Behavior,** they confirmed new category shoppers filled a gap in the assortment and grew the category with more Hispanic and younger shoppers.
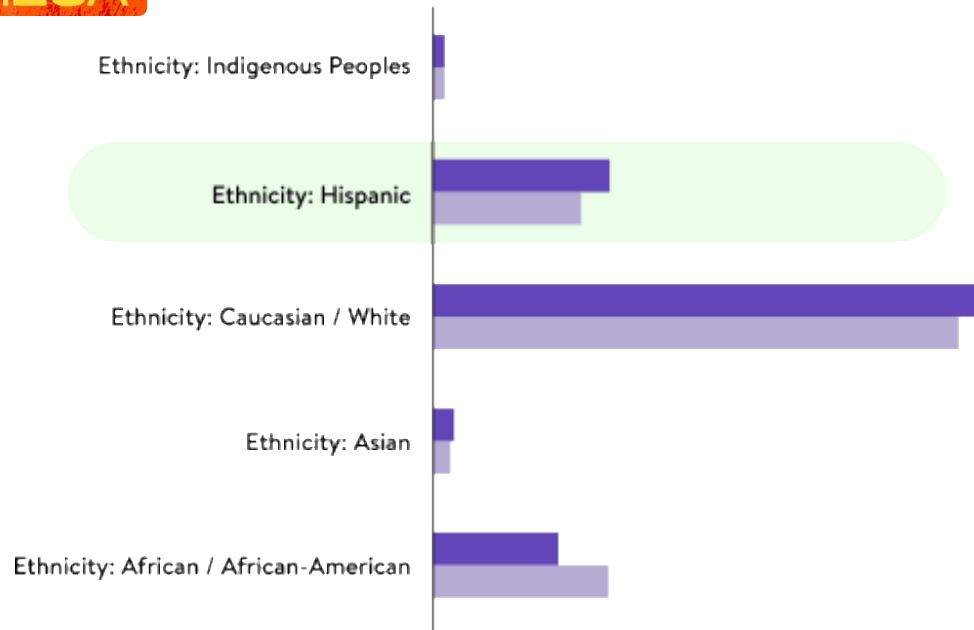

Ethnicity
(The new category vs existing customers)

Category Customers

■ New Category Customers ■ Existing Category Customers

- Ethnicity: Indigenous Peoples
- Ethnicity: Hispanic
- Ethnicity: Caucasian / White
- Ethnicity: Asian
- Ethnicity: African / African-American

Age
(The new category vs existing customers)

■ New Category Customers ■ Existing Category Customers

- Age: 18-29
- Age: 30-39
- Age: 40-49
- Age: 50-59
- Age: 60-69

Thank you.

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2025

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