



Advanced research at lightning speed

KIMBERLY-CLARK STAYS CONNECTED TO CONSUMERS WITH AGILE INSIGHTS

This American multinational personal care corporation includes paper-based consumer product brands like Kleenex, Huggies, and Scott. They were looking to screen packaging options but facing some time and budget constraints. Curious about ways agile insights could solve these challenges, they decided to reach out to aytm. Our client success and research services teams collaborated with the Kimberly-Clark team to deliver quick-turn advanced research using the aytm platform. In the end, they were able to get high-quality, actionable insights that met their needs without overextending their resources.



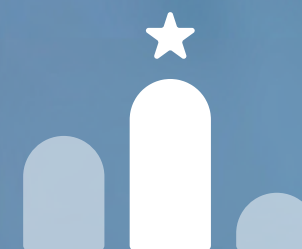
Challenge

- A need for fast insights without sacrificing data quality
- An automated solution that allowed them to screen 30 different packaging options
- Flexible support that allowed them to move forward with confidence



Solution

- Quick-turn advanced research solutions with the capability of self-service
- MaxDiff methodology combined with aytm's TURF-based analysis
- Client success and professional research service team that was capable of helping them adopt and fully implement research automation solutions



Results

- High-quality results that yield actionable insights
- Adoption powerful and easy-to-use insights technology
- Consumer insights in just four days with real-time reporting



CHALLENGE



THE RESEARCH CHALLENGE

Keeping up with a quickly changing world

In the wake of COVID-19, Kimberly-Clark's Product and Consumer Sciences teams were searching for insights to see where consumer behaviors and attitudes were headed. More specifically, they needed to optimize a packaging assortment for one of its major brands—and fast. They were looking to screen 30 different packaging options to find the eight that would provide the greatest mass appeal without alienating too many buyers.



THE AGILE CHALLENGE

Empowering agile insights

The concept of agile market research isn't new to Kimberly-Clark. They understand that fast-track initiatives may not have the time it takes to go through the process of using an outside agency. And in addition to speed and price benefits, they know that organizations with in-house research capabilities—like themselves—can also iterate on their previous research. These previous experiences provide valuable context for survey design and interpretation of results.



Lots of things are changing, both in terms of consumer behavior and how we have to think about testing. So, if you're thinking, 'When is it going to go back to the way it was?' It's probably not. The world is permanently changed."

– Andrew Basehoar, Senior Statistician at Kimberly-Clark



As a statistician, I like to see the details and the guts and get an explanation of how the tool is doing the analysis. It lets me know I can trust the results."

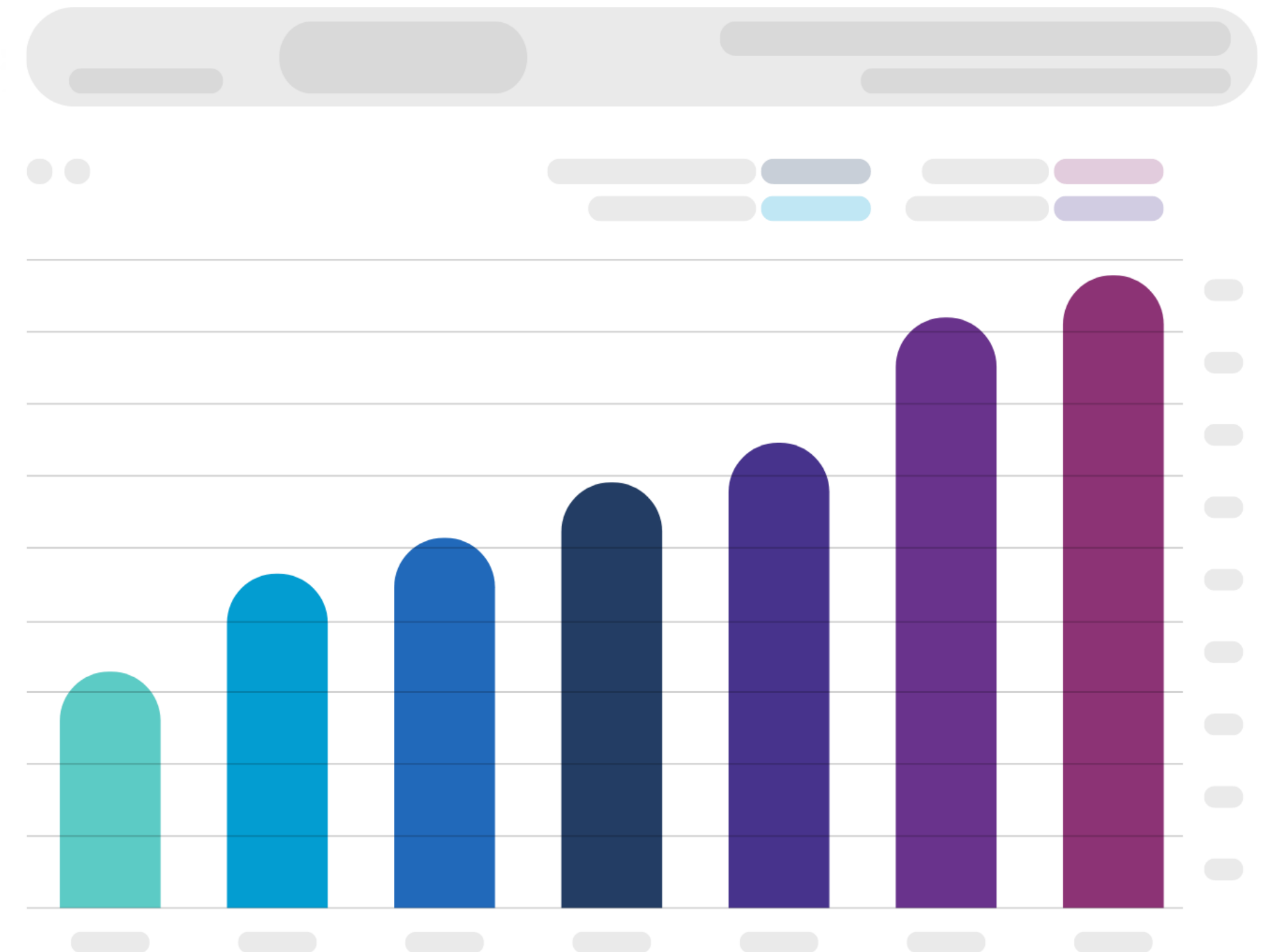
– Andrew Basehoar, Senior Statistician at Kimberly-Clark

Quick-turn advanced research

To meet their research challenge, the Kimberly-Clark team was able to take advantage of aytm's Maxdiff methodology, along with aytm's TURF-based analysis on the back end. They chose to show respondents pictures of what the product would look like via various package renderings. Kimberly-Clark's team presented the images and choice sets and ran a TURF analysis. The team was thrilled with the outcome.

"I'm very pleased with how easy it is to upload images as a stimulus for our choice-based experiments. The way aytm presents that in the interface, whether it's a mobile interface or on a tablet, they optimize the survey to deliver the images beautifully."

– Andrew Basehoar, Senior Statistician at Kimberly-Clark





A partnership that focuses on enablement

Agile doesn't mean you're on your own. Partnering with aytm gave Kimberly-Clark access to a client services team who helped them build, launch, and analyze their studies with confidence. In addition, aytm's professional researchers provided flexible full-service options when they were needed. The longer the partnership went on, the more it enabled and empowered the Kimberly-Clark team.

“

I could tell right away that they were very knowledgeable about the different ways you could make decisions, and that gave me the confidence that I was getting the right answer.”

– Andrew Basehoar, Senior Statistician at Kimberly-Clark



THE RESULTS

Fast, high-quality data

Anytime you do things less expensively, there's always a question in the back of your mind: "Am I sacrificing quality?" But aytm provides clients with several different ways of performing TURF analysis along with the details and the raw data. In addition, it was vitally important to Andy that they be able to dig into the raw data and gain clear explanations of how the platform achieves complex statistical calculations.

An intuitive, ease-to-use platform

While Andy is a statistician with an advanced skill set, it's important to note that the aytm platform makes adopting these types of choice-based solutions incredibly easy. With drag-and-drop features, automated inputs, and guidance, and easy-to-use analysis output provided to you in real time, virtually anyone can program a Conjoint. With aytm, it's really the best of both worlds.

Real-time results and automated reporting

At aytm, we seek to empower our clients and users to translate learnings across their organizations seamlessly. That's why we make it easy for you to generate a report, customize it to tell the story of your consumer, and distribute it on the fly. Whether it's through a link to the dashboard, a PowerPoint presentation, or one of our other export options, we allow you to socialize findings quickly and efficiently.

“

I'm a big believer in always taking my surveys myself because I want to see what the user experience is like. It has to be intuitive so that even my mother can take the survey and be engaged. That's important if you want quality responses,”

– Andrew Basehoar, Senior Statistician at Kimberly-Clark

“

The tool is extremely easy to use. If you have a list of claims and want to do a Maxdiff exercise on those, anyone can program that very intuitively; you don't have to be a statistician. If you want more capabilities, the platform can be customized to meet for your needs,”

– Andrew Basehoar, Senior Statistician at Kimberly-Clark

“

Within four days from pressing go, we had our Maxdiff TURF analysis back. You always get the automated report with aytm. And sometimes that itself is the answer, and that's all you need. ”

– Andrew Basehoar, Senior Statistician at Kimberly-Clark



Get the support you need

The need for more intuitive market research is ever-growing. Are you looking to leverage agile insights to further your company's mission and vision? At aytm, we can empower you to connect with your audience and bring their voice to the decision-making table. Let's talk!

[GET IN TOUCH](#)