



# Agile research that sticks

## GORILLA GLUE UNLOCKS ASSISTED DIY INSIGHTS WITH AYTM'S AUTOMATED SHELF TEST

Gorilla Glue's team saw an opportunity to expand their internal research capabilities by partnering with aytm to perform an assisted DIY automated Shelf Test. This small but savvy research team of two was asked to test different color options in packaging for a particular product line to better understand purchase drivers for consumers in this space. Having never performed a digital shelf test before, they turned to aytm to guide their efforts through this first study and empower them to build their own shelf tests in the future.



### Objectives

- Bring aytm's automated Shelf Test into their DIY toolkit
- Gauge purchasing behavior as well as the findability, uniqueness, and believability of various packaging options for skin repair products



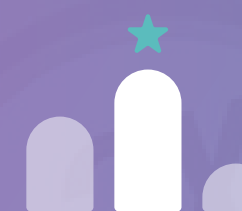
### Target audience

- 1,200 consumers recruited to the specifications of the project



### Method

- Assisted DIY automated Shelf Test to create simulated shopping experiences
- Balanced nodes to ensure equal exposure across the same demographics



### Results

- Gorilla Glue successfully brought new methodologies into their toolkit
- n=1200 shelf test yielded statistically significant findings
- Built in less than a month
- Fielded in less than a day
- IR of 36%



## THE RESEARCH OBJECTIVE



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*Our brand teams were doing some strategy work and trying to understand some of our pillars—the skin repair product line in particular. What would it look like to our consumers if we used other existing colors from our brand?*

Julia Fowler, Assistant Research Manager

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## A shelf test for new packaging concepts

Julia Fowler and Michele Royster make up the small, but extremely sharp research team at Gorilla Glue. They were tasked by their brand team to test the impact of a packaging change for some of their products. The idea was to uncover actionable insights surrounding purchase intent and amount, findability, uniqueness, and believability—all of which could be used to influence packaging changes to improve sales.





# Quick adoption of a new DIY tool

Shelf testing is an incredibly complex type of research, and this was shaping up to be the very first for the team at Gorilla Glue. Sensing an opportunity to advance their capabilities, the team was after an agile solution that would not only support them in doing it themselves but also empower them to perform their own research in the future. To do that, they'd need an intuitive and user-friendly tool that allowed for quick adoption and came with the support and educational materials needed to guide them towards success. "The reason we started doing research ourselves in the first place was to be faster and to be more cost-effective," says Michele Royer. "Agility is also a big positive too because our projects change and shift so often, so being able to react to that and still get good insights has been helpful."







## THE SOLUTION



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*I think something that we look for when we're evaluating new partners or a new platform is how easy it is to work with the company and the team. Everybody at aytm was really helpful. The partnership with aytm has been really good, and I think that's definitely something we use to measure success when trying something new.*

Michele Royster, Research Manager

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## A partner and a platform that make it easy

Michele and Julia were determined to stretch beyond their standard toolkit and willing to test out a unique methodology they hadn't tried before. And after learning about aytm's automated Shelf Test at a recent expo, they decided this was the perfect project to take it for a spin. And though the intuitive nature of the tool's design initially inspired the choice to try a DIY approach, Michele and Julia quickly became acquainted with aytm's client success team who worked hand-in-hand to set up one on one training sessions, send helpful articles, and provide custom video tutorials for their specific use case. Once the shelf set was dialed, and the nodes were balanced, the research team decided to add some written concepts to the study to gauge consumers' reactions.



# Learnings that really stick

Built over the course of a month, the shelf test fielded in less than 24 hours with a significantly higher incidence rate (IR) than estimated. Next, aytm brought in one of our expert data analysts to help pull a story from the results. They found significant insights about packaging and color within particular audiences when it came to purchase selection and findability. What's more, the team identified many high-scoring written concepts that illuminated disconnects between the concept and what consumers were seeing on the shelf.



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*“Aside from the color, that was one of the biggest insights we've gotten on this pillar in a while. So it was really insightful, and I'm glad we were able to do both in the same survey—some platforms aren't made to do both so it was nice that we could add those questions and get that learning.”*

Michele Royster, Research Manager

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*We presented our findings specifically to the brand managers. I think they were really interested in how all of it ended up playing out, so I'm really excited to tell the rest of the team about it. We've definitely added it to our arsenal now that we've had a successful project that answered a lot of questions.*

Julia Fowler, Assistant Research Manager

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In addition to these learnings, the team at Gorilla Glue gained newfound confidence. They successfully leveled up their ability to conduct fast, cost-effective DIY research and bring the voice of their consumers into key product decisions.

## There's always more to learn

The need for more intuitive market research is ever-growing. Are you trying to expand your capabilities and find new ways to understand your consumer? At aytm, we can help you satisfy your curiosity and empower more agility. Let's talk!

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