

Adrich helps Clorox's get unprecedented insights into usage of their flagship product, Pinesol to help them understand the consumer journey better and drive innovation removing bias from consumer behavior to get to the real consumer.

## Introduction

The Hawthorne effect, or the observer effect, where the subject changes their behavior because they know they're being watched, is one of the biggest problems Consumer Packaged Goods (CPG) businesses face when trying to obtain data about how their customers actually use their products. While companies may have accurate data on sales and other factors around their product until the products leave the store, once they do, they're pretty much left in the dark about how the product is actually being used. The best (and only) data they have to rely on post-purchase is the results of customer surveys and focus-groups, which rely on consumers accurately self-reporting their behavior back to them: data that's dubious at best.


It's this gap between stated data and post-purchase usage data that Adrich helps businesses bridge by effectively bringing the Internet of Things (IoT) to Consumer Packaged Goods.

Adrich technology creates a stream of real-time product usage data, obtained from consumers of CPG goods through a thin, flexible (and patent pending) smart label affixed behind a product's regular label. To date, it's created the greatest impact for manufacturers of food, beverage, and cosmetic products.

The label creates a direct feedback loop with the business by simulating consumer behavior data, connecting to cloud via Bluetooth, and transmitting it to the business through Adrich's dashboard. It lets businesses know in real-time who's using their product after its sold, where, when and how much they're using it, when they're running out, and whether interacting with consumers at various points during the usage experience (say, by sending them a survey or a coupon for additional purchases when they're about to finish a unit) would increase their retention of the customer.

## Problem

The Pinesol team at Clorox had implemented consumer studies in the past by implementing online research, surveys and in-home ethnography studies. These methodologies, done in small scale, were expensive to execute. More importantly the data from these methodologies is largely claimed data, where the consumer's perception of the truth could be far from reality. For example, when asked how often they cleaned their bathroom, consumers would say every other week. In reality, however, cleaning would occur once a month. This resulted in inaccuracies with the results obtained from these methodologies.



**“We know that there are inaccuracies in how consumers answer the questions and that’s why we call it claimed data”**

**–Elizabeth Hackbarth,  
associate director, global  
insights and marketing,  
The Clorox Company**



## Solution

Adrich offered a solution that provided a whole new level of insight into consumer homes. Pinesol chose the platinum package of Adrich's smart consumer technology which provided a full-suite, turnkey service including quantitative usage data (when they use, time of day and week, how often, when they run out, etc.), real-time qualitative data (intercepting and sending surveys and communications to consumers during usage), full-service recruitment of 200 consumers across multiple demographics, and complete analysis of usage data (provided as a detailed report).

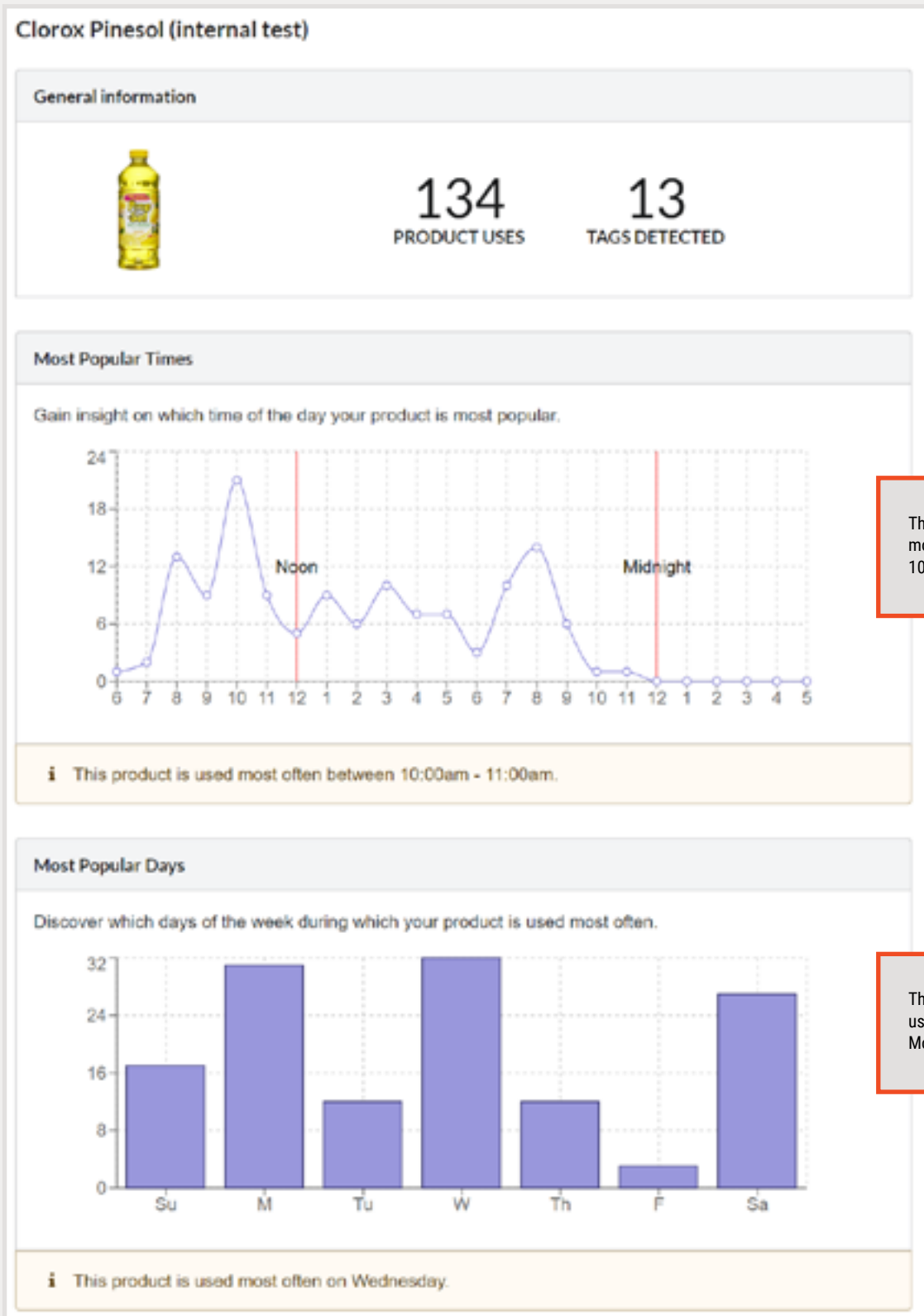
Provided with a research brief, Adrich defined KPIs and developed surveys that were programmed to be sent during different 10-minute usage occasions throughout the product life cycle. The test was rolled out by "tagging" 200 Pinesol products with equal distribution across two scents in November 2018, and data collection continued over two months to understand consumer habits and behavior over an extended period of time.



Consumers received detailed set up instructions and were able to connect easily. Adrich provided 24/7 consumer support throughout the study.




A customized dashboard was setup for the Pinesol team to see usage data in real-time.





This product is used most often between 10:00am - 11:00am.


This product is used most often on Monday.

## Benefits

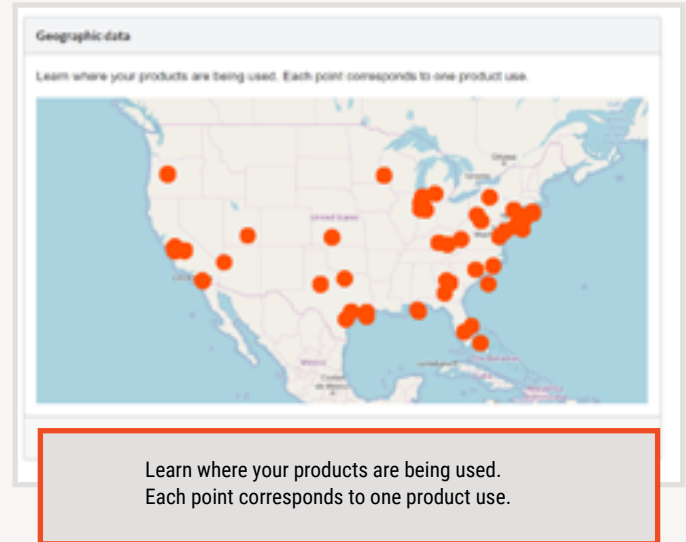
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As consumers received the product and started using it, the dashboard updated in real-time to provide usage data at an aggregated level. Pinesol team could begin understanding the data and identifying insights immediately, as opposed to waiting until the end of the study.
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The national roll-out enabled a wider demographic and broader consumer base for the study.
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Pairing of quantitative and qualitative data during every point of use helped develop deeper understanding, going beyond “what consumers were doing” and into “how and why they were behaving as such.”
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Most importantly, the automated and non-intrusive nature of Adrich’s technology allowed usage data to stream without any effort from the consumer, thus removing the bias associated with reporting or recording.





## Results


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Adrich’s smart consumer platform collected over 10,000 data points on Pinesol usage and over 800 survey responses from the consumers.
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Adrich’s dataset was almost 1.5 times the scale of a traditional ethnographic research study, leading to a larger and statistically significant dataset at both an aggregate level and at the individual consumer level. The result - better consumer to technical modeling.
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Pinesol team found very meaningful differences on usage behavior between two different scents of the same product.
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Pinesol team found that the consumers were using the product differently for the same usage occasion or job scenario. This insight was radically different, and more accurate, than the results obtained through previous claimed data studies.
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Pinesol team was able to set a strategic direction for Pinesol product long-term through an understanding that a significant portion of respondents opted in for auto-replenishment program. These responses were obtained through an automated trigger of a survey when the smart product tracker detected that consumers were running low on Pinesol.
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Almost 90% test completion amongst participants - significantly higher traditional in-home usage tests.
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Near instantaneous response to surveys at point-of-use resulted in more accurate qualitative data. Average response was within the first minute of survey receipt from Adrich’s Consumer Connect system amongst all stages of product life cycle.
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~60% of consumers would choose to participate in another study after experiencing Adrich’s method of consumer research.