

SUPERCHARGE SHOPPER MARKETING INVESTMENTS THROUGH ROI REMASTERING

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MACROS DRIVING CHANGE

More Americans
Using the Internet...



Creates a Larger
eCommerce Consumer Base

... as Well as Accessing the
Internet on Phones & Tablets



Allowing Time Strapped
Consumers to Shop from Anywhere

Millennials Spending
Power Increasing



Demographic Most Comfortable
with Technology Spending More

Shoppers Demanding
More Variety



Endless Online Shelf Space
Providing Niche Items Brick &
Mortar Cannot

Migration to Cities



Creating Highly Dense
Markets of Consumers

Increase in Big Data
& Internet Ad Spend

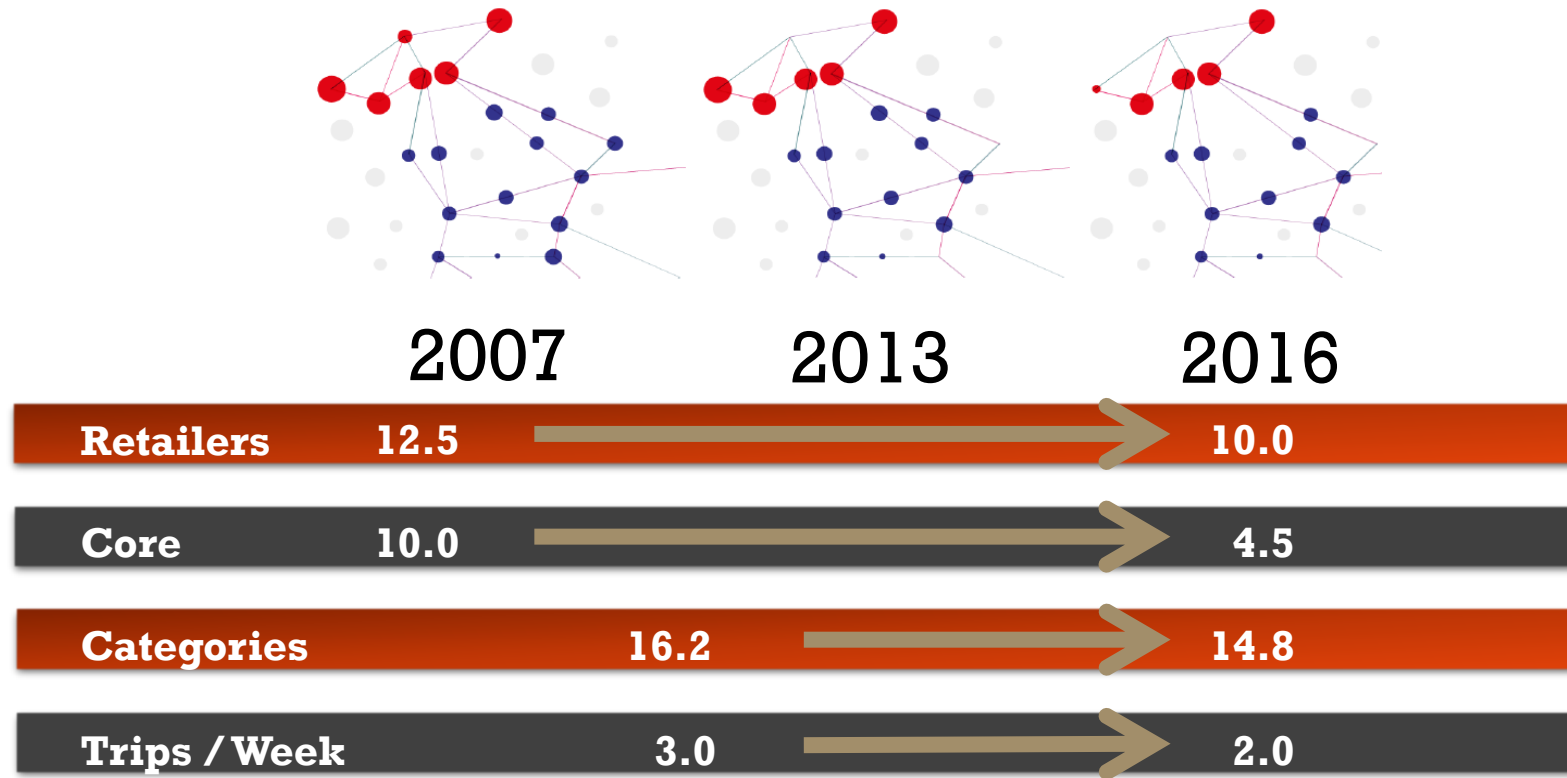


Digital Couponing & Ad
Targeting Becoming More
Effective



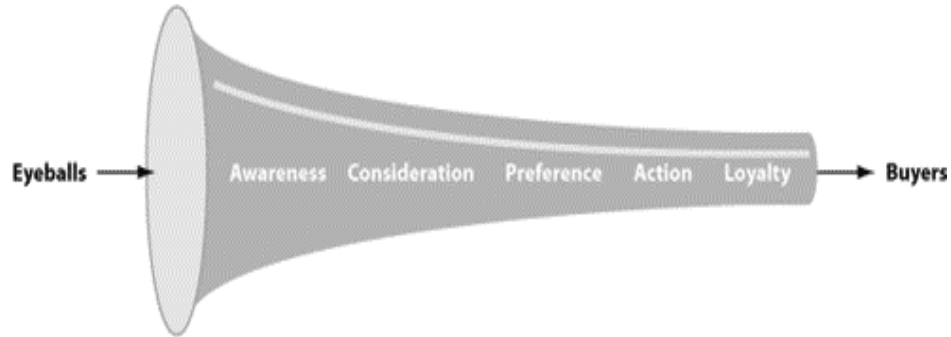
SHOPPERS ARE ELIMINATING RETAILERS AND CATEGORIES FROM THEIR NETWORK

Shoppers have more purpose in what they buy and where they buy it.



REVEALING A NEW PATH-TO-PURCHASE

Yesterday



FROM:

- Simple path to purchase
- Routine stock-up trips

Today



TO:

- Customized needs and paths to purchase
- Specific trips & channels to meet specific needs

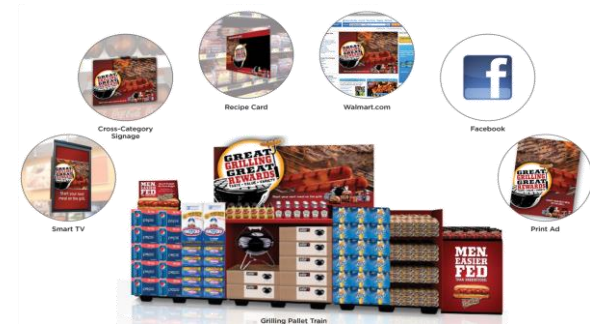


OUR APPROACH IN 2011

TACTIC-FOCUSED



180° vs 360°



SEGMENTATION STRATEGY OPP



ROI CHALLENGED

Definition

Resourcing Sequencing

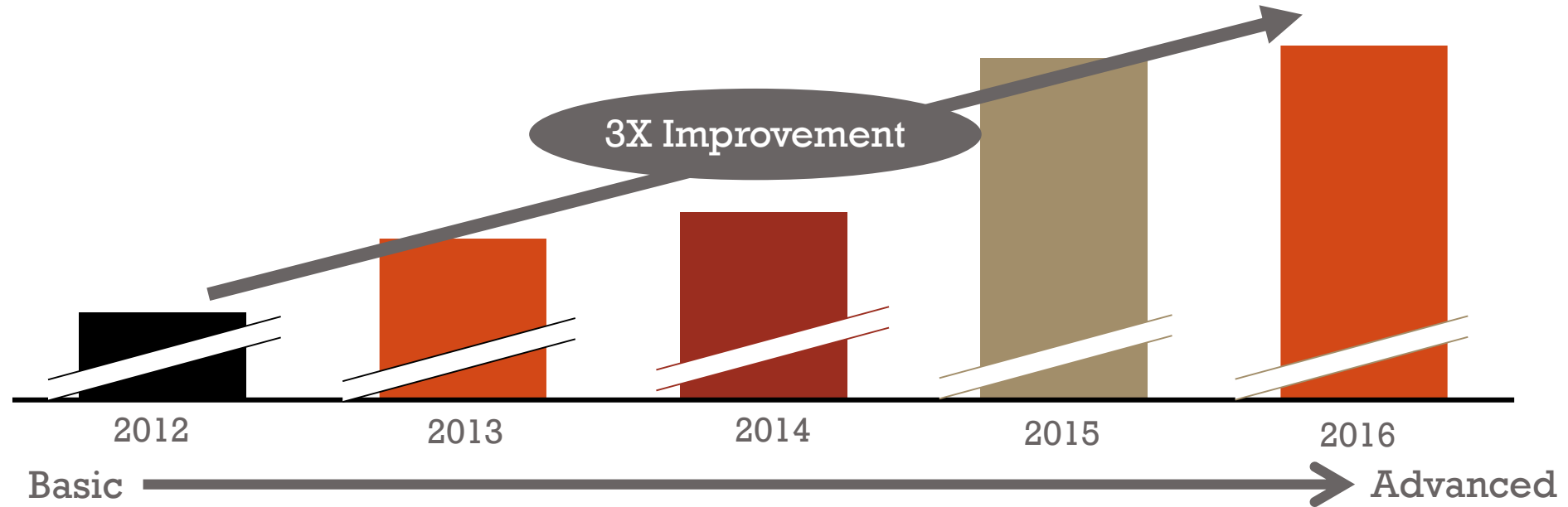
Connectivity



THIS REQUIRED A DISCIPLINED APPROACH



OUR ROI JOURNEY

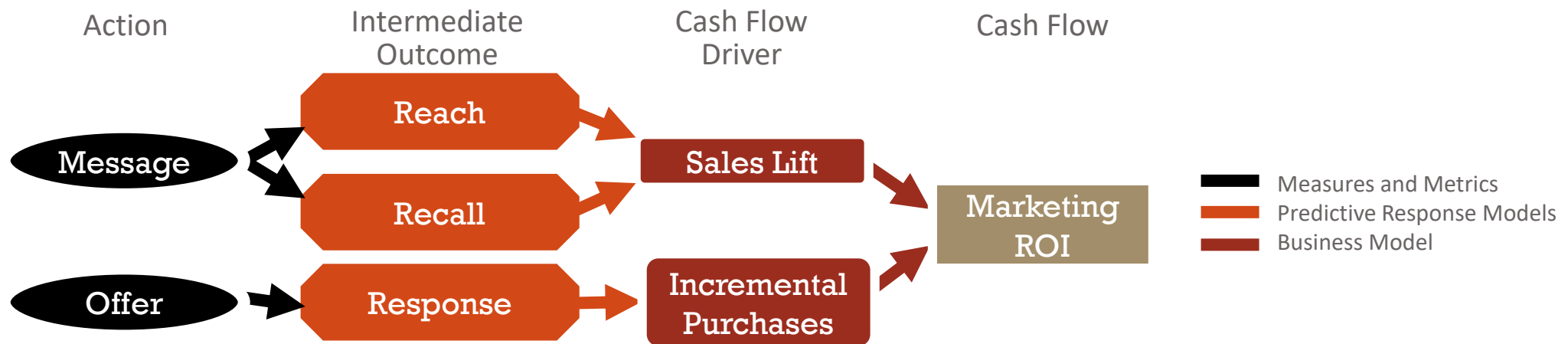


- Hyper Focus on Shopper Marketing ROI vs. Trade Spend Discipline
- Field Teams Enabled to Spend Optimized ROI Programs and Know Tactics
- Shopper Marketing ROI Analysis Funded within Annual Shopper Budget
- Synchronized ROI Investments to MMAs
- Pre-Event ROI Estimates Developed for Larger Expenditures and Larger Campaigns
- Tie-to Internal Project Management and Corporate Reinvestment Office



ROI VS. TRADE DISCIPLINE

- Aligning on Separation of Shopper Marketing ROI vs Trade ROI
- Commitment to Shopper Marketing ROI – Continuous Improvement Over Time
- Parallel Trade ROI Journey with Methodology – People, Process and Automation
- ROI Definition and Commitment to Voyage
- Strong Partnership with Internal Practice and/or Third Party Expertise



FACTORS FEEDING ROI PROCESS

Customer Focus



Occasions



Brand Tactics



Collaborate



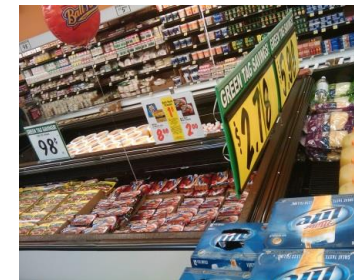
P2P Unlock



Relevant



Lift



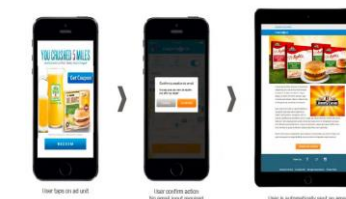
Scale



Pre-Store
vs In-Store



Go-To-Market

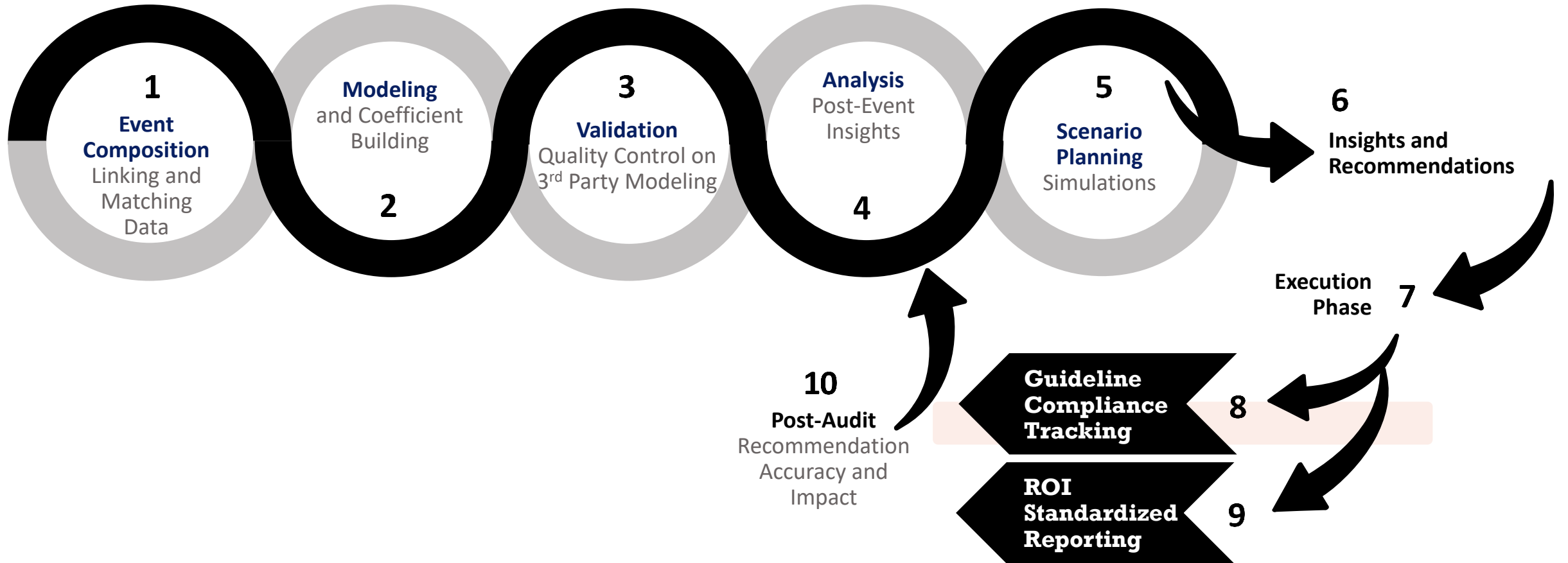


DEVELOPING THE ROI PRACTICE

- Drive Continuous Improvement of Shopper Marketing Investments and Direction – Singular Focus
- Develop Reporting Tools to Support the Annual Business / SM Funds Planning Process
- Creates Cross-BU and Cross-Portfolio Analytical Reporting on SM Efficiencies and Causal Data
- Bring Unbiased Insights and POV
- Raise the Water-Level of Smarter Decision-Making through Analytics



ROI PROCESS

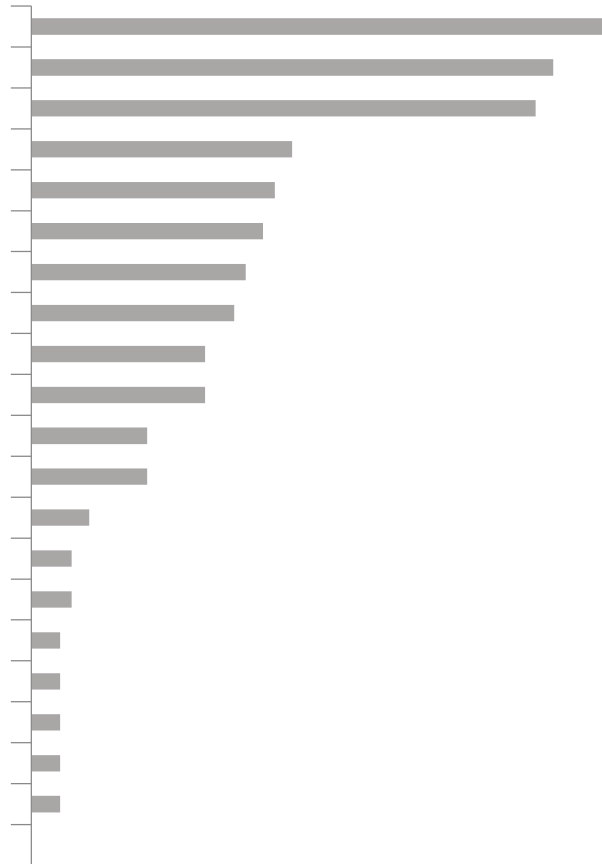


P2P WAS CRITICAL TO SUCCESS



FIELD ENABLED TO SPEND OPTIMIZED ROI PROGRAMS AND KNOW TACTICS

Retailer Co-op Program
In-Store Coupon
FSI
Retailer Feature Ad
POS- Shelf Talker
Retailer Coop Ad
Cart Signage
FSI Message Only
Sampling
Digital Social Media
POS - Easel Counter Card



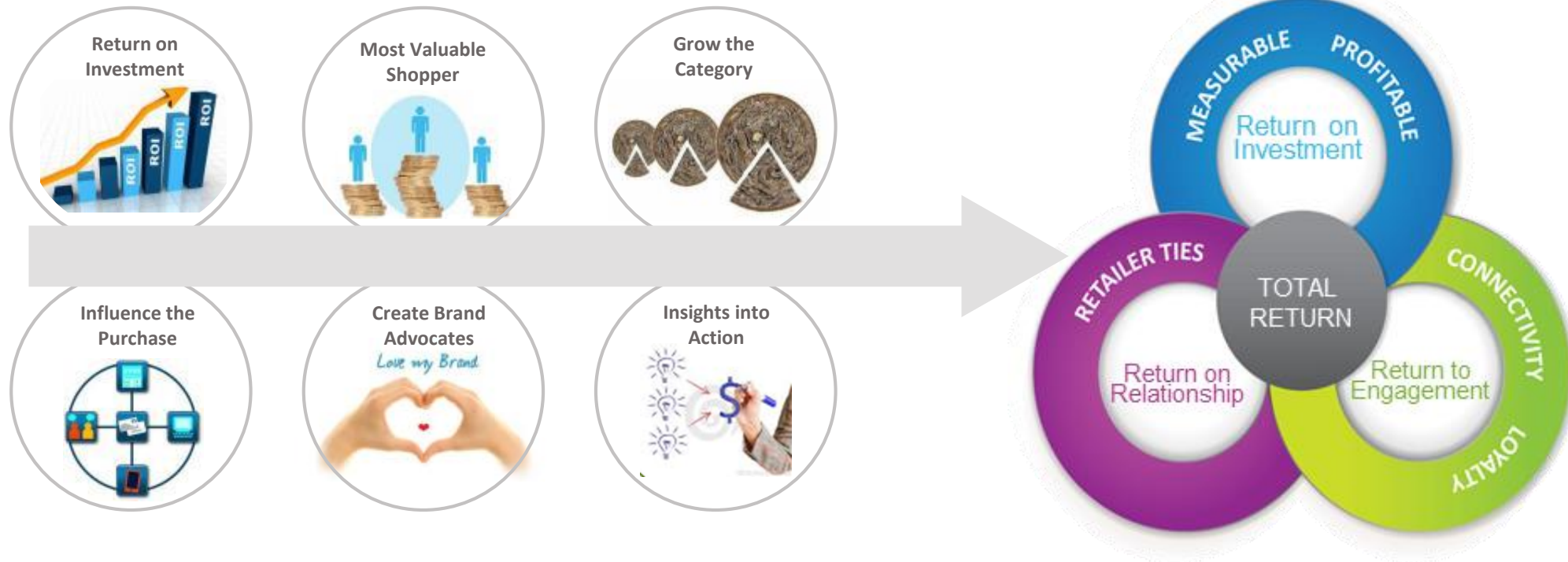
PROGRAMS BOOSTED BY GREAT CREATIVE



AND HEAVY SHOPPER FOCUS

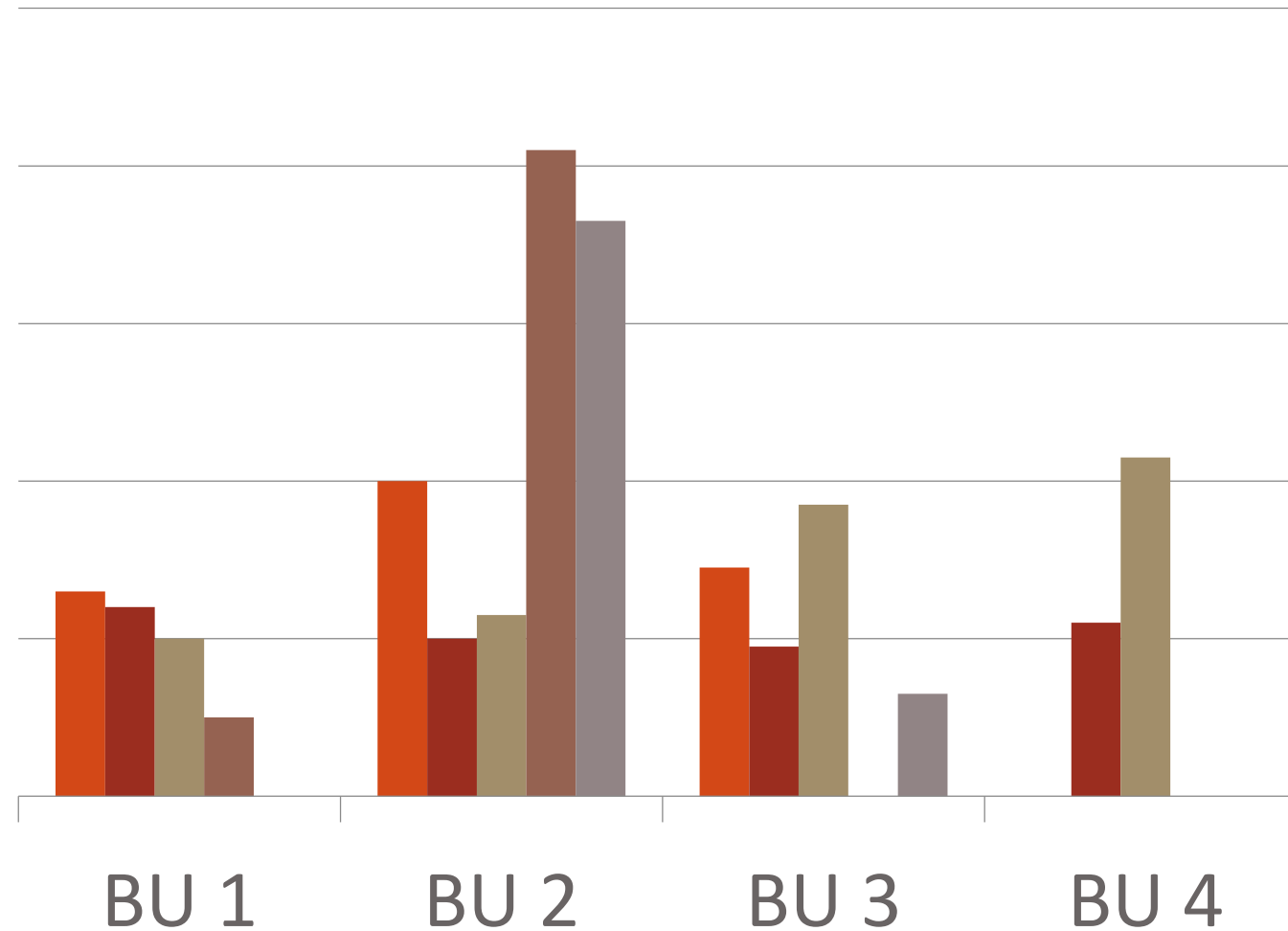


ROI ANALYSES FUNDED WITHIN ANNUAL SHOPPER BUDGET

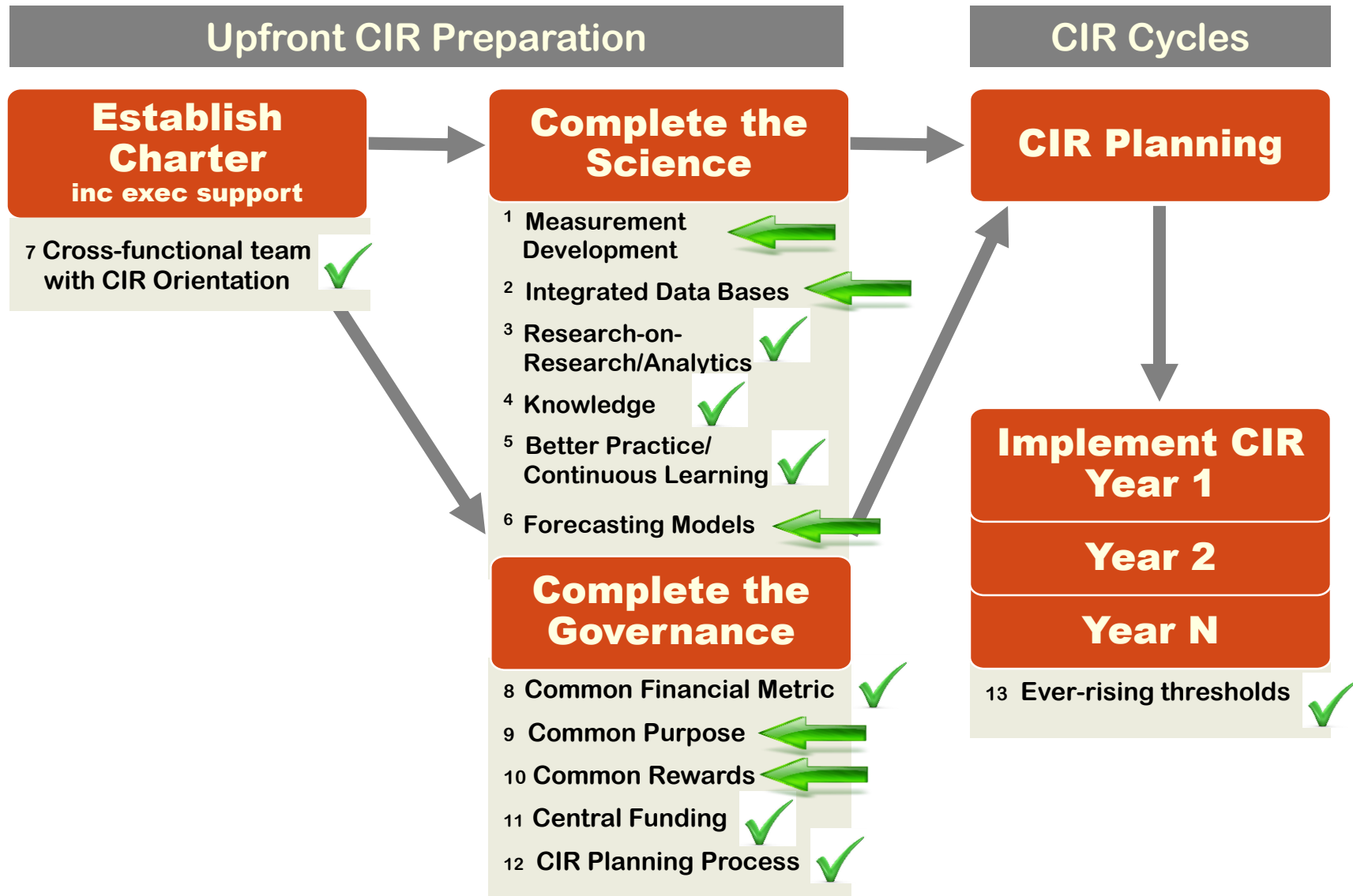


SYNCHRONIZED ROI INVESTMENTS TO MMAs

TV
Trade
Shopper
Print
Online



MASB CIR ONE-PAGE ROADMAP - TYSON



THANK YOU

