




April 30-May 2, 2013  The Peabody-Orlando  Orlando, Florida

# Recipe for Success

- *Ingredients for effective collaboration*
- *leveraging digital simple-meal solutions*



THE VOICE OF FOOD RETAIL 



## Agenda

- Campbell Soup Company Overview
- Meal Planning and the Digital Shopper
- Recipe for Success:
  - Principles for Winning Activations
  - Activation Examples for Win-Win-Win

# futureconnect<sup>®</sup>

Developing Food Retail Leaders

## CAMPBELL SOUP COMPANY

# LEADERSHIP SUCCESS



### A Portfolio of Strong Brands

◆ ~19,000 employees



U.S. Simple Meals

Global Baking  
& Snacking



International Simple  
Meals & Beverages



U.S. Beverages



North America  
Foodservice

### Industry Recognition



#### Brand Marketers

1. Procter & Gamble
2. Campbell Soup
3. Kimberly-Clark







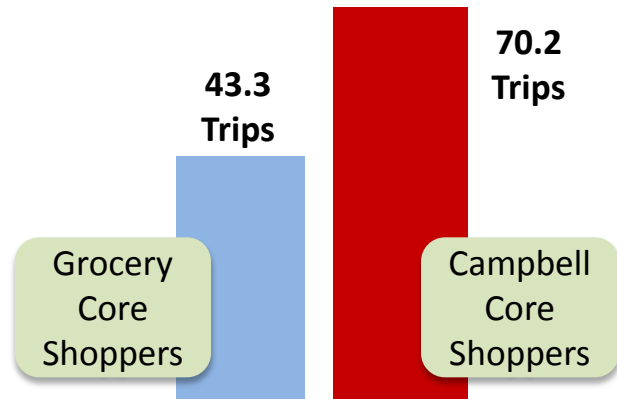
## Our Global Footprint



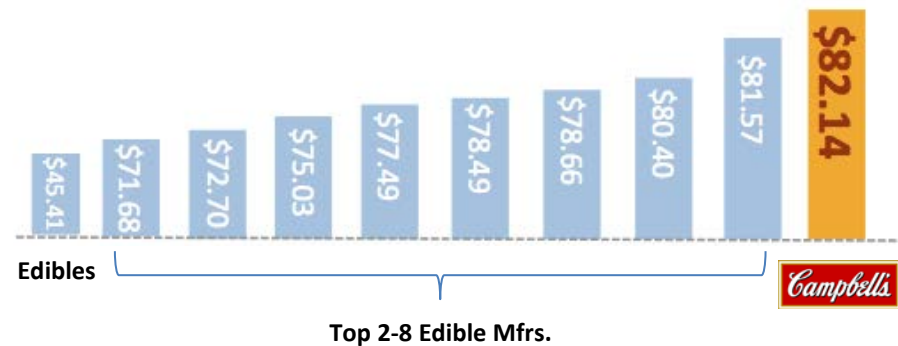


# Campbell Has Strength **With Core Shoppers**

Delivering **More Trips**  
with a focus on Stock Up



The **Biggest Basket**  
among the best!



Symphony IRI Group, Total US Grocery Channel Household Panel Data, 52 we 9/4/11. Core shoppers are defined as top 1/3<sup>rd</sup> based on dollar spend

Source: Symphony IRI Group. The 'in-basket' dollars spend by grocery core shoppers when one or more edible products of each of the key manufacturers are in the basket





# Campbell Has Strength **With eCommerce Shoppers**

Without Campbell's



With Campbell's

**+24%**





# Partnering to Bring **the Right Solutions**

Connecting **our assets with yours**  
across the Path to Purchase . . .



. . . to deliver the **right shopper solutions**





# Macro forces influencing shopper's behaviors

## DIGITAL IS RESETTING EXPECTATIONS

### *Relevant & Real Time*

Responsive technologies that satisfy consumers' needs on demand

## ENERGY MANAGEMENT

### *Saving Energy*

Solutions that reduce complexity and save personal energy

## MY ROI

### *Superior Service*

Expectation for special service that makes consumers feel valued

## iHEALTH 3.0

### *Routinely Healthy*

Finding simple ways to integrate health into daily habits

## The Desire To Feel Alive

### *Permission to Play*

Putting a bit of fun back into life to renew the everyday

## MAKING A DIFFERENCE

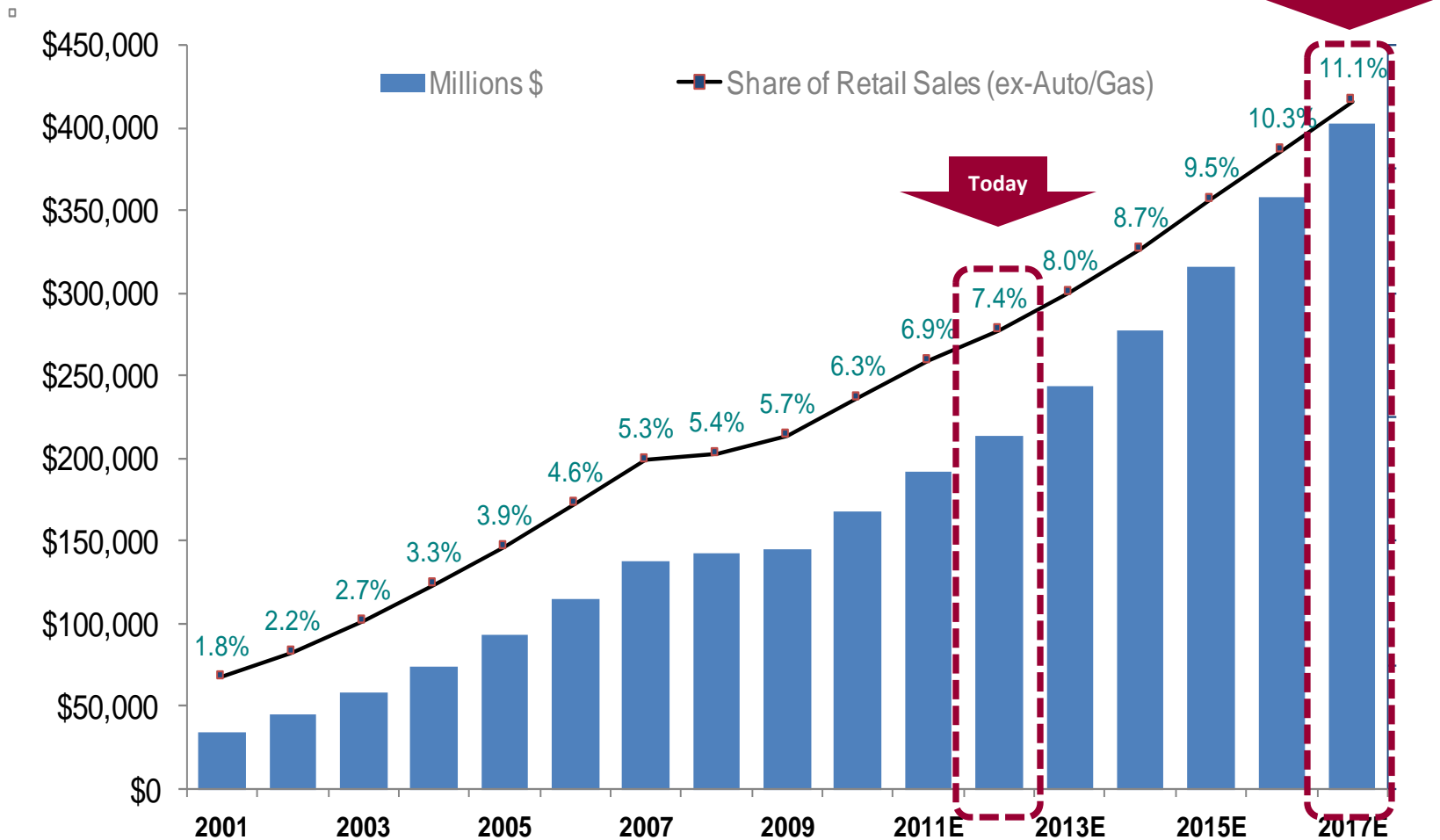
### *True to the Core*

Brands that make it clear who they are and what they stand for



# Overall e-Commerce is Growing Fast

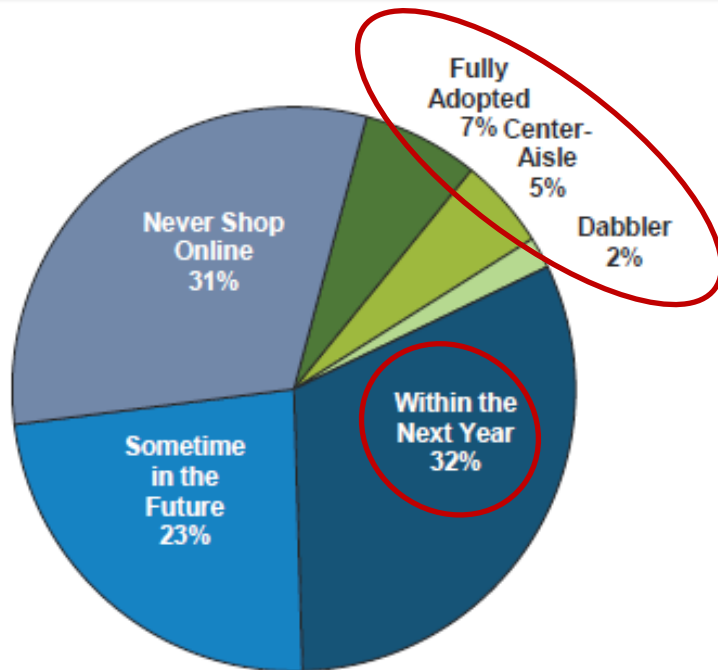
(all categories)





# Though online shopping is an emerging behavior, shoppers will adapt to it quickly

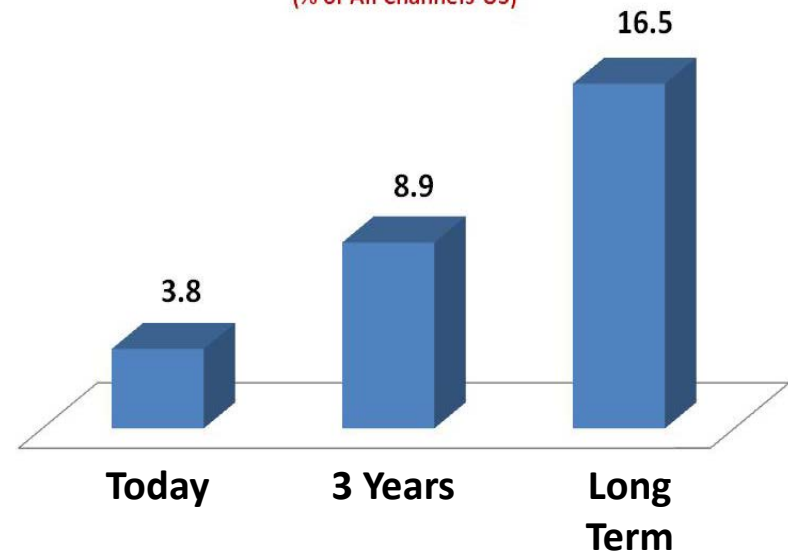
## Online Grocery Shopper Type



Source: Hartman Online Grocery Shopper Study, 2012

## Online Grocery is Growing

### E-Commerce Food/Consumables Mix (% of All Channels US)



Source: Cleveland Research Analysis December 2012



# Fueled by contextual and situational factors that drive online shopping...

## CONTEXT

*heightens relevance of online shopping*

**Context**

- Modern Lifestyles
- Awareness
- Technological Engagement



*To explore novelty*

## TRIGGERS

*act as tipping points for trial*

**Situation**

- When life has changed
- When demands are high
- When occasion prompts it



*To test value and benefits*



...as well as portability and “24/7” access

32%



42%



12%



11%







# Importantly, digital resources help shoppers overcome their top meal planning challenges

## Heavy Planners



## Moderate Planners



## Light Planners



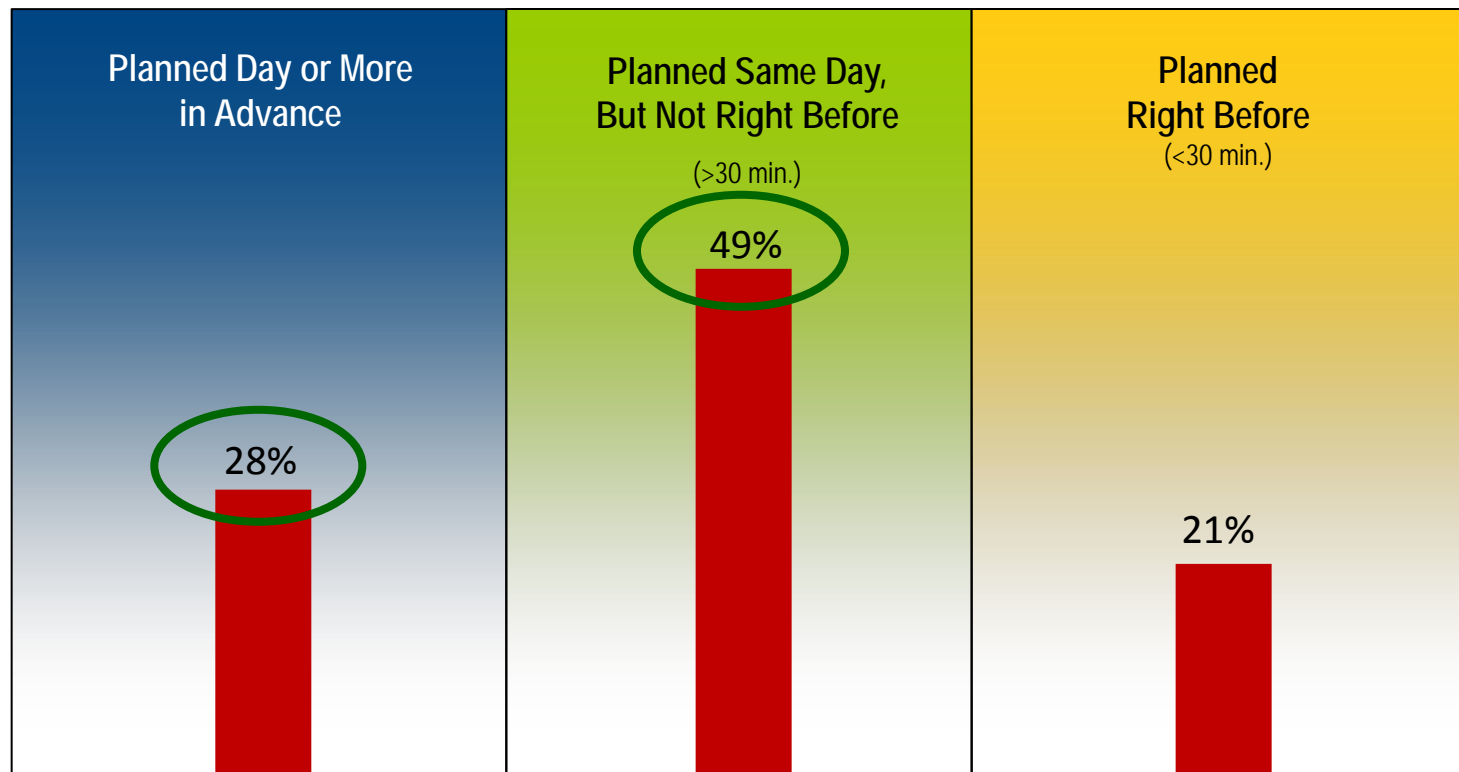
## Top Meal Planning Challenges

<b>1</b>	<b>55%</b>	<b>Getting new ideas for main meals</b>
<b>2</b>	<b>52%</b>	Finding meals that are quick to make
<b>3</b>	<b>46%</b>	Staying within my household budget for groceries



# While most meals (77%) prepared using a recipe are planned early in the day or days ahead...

When Last Night's Evening Meal Was Decided

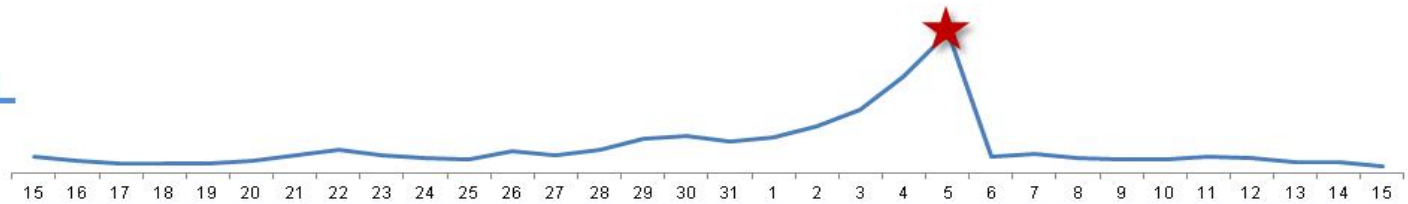




...some meals are planned weeks in advance!

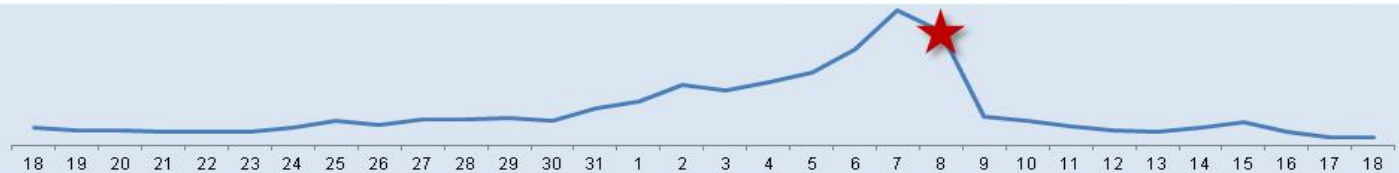
## SUPER BOWL

February 5



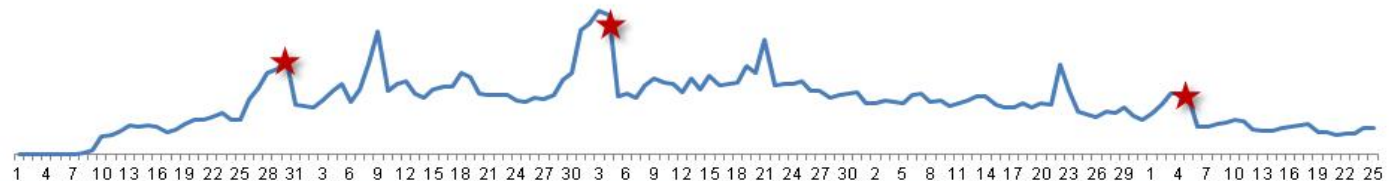
## EASTER

April 8



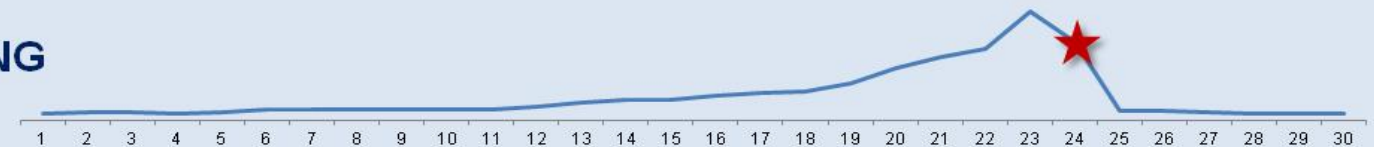
## SUMMER

May 30, July 4,  
September 5



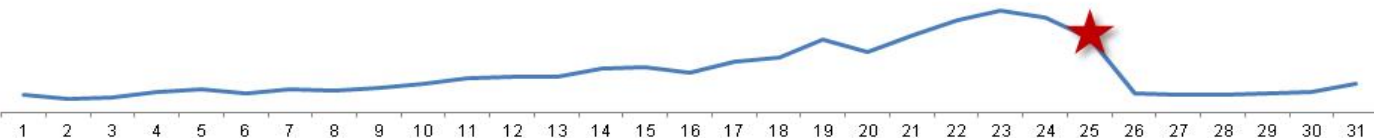
## THANKSGIVING

November 24



## CHRISTMAS

December 25





# Shoppers using any digital resource plan spend more than “non-digital” shoppers



**Non-Digitally  
Active, In-Store**



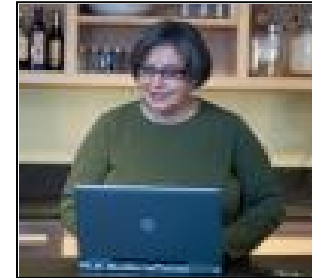
**Mobile  
ePlanners**

**+68%**



**Grocery  
ePlanners**

**+78%**



**eCommerce  
Shoppers**

**+99%**

In-Store Shoppers: no planning, eCommerce, or mobile

Mobile Planners: used the mobile app, can also have used the planning tools

Planners: only online planners which is weekly ad circulars, recipe, and shop lists. Not mobile or eCommerce users

Ecommerce Shoppers: anyone with ecommerce and confirmed ecommerce order





# *Recipe for Success*

**Principles for effective activation of  
digital meal solutions**



## *Insight to Digital P2P Activation*



Speak to the Meal Planner, List Maker, Shopper and Preparer



Stop, Hold & Close...  
Seamlessly!



Right Time, Right  
Message, Right Device



More Inspiration...Less  
Perspiration



Customize Offers for  
Personal Relevancy



Create Added Value with  
*Complete* Solutions

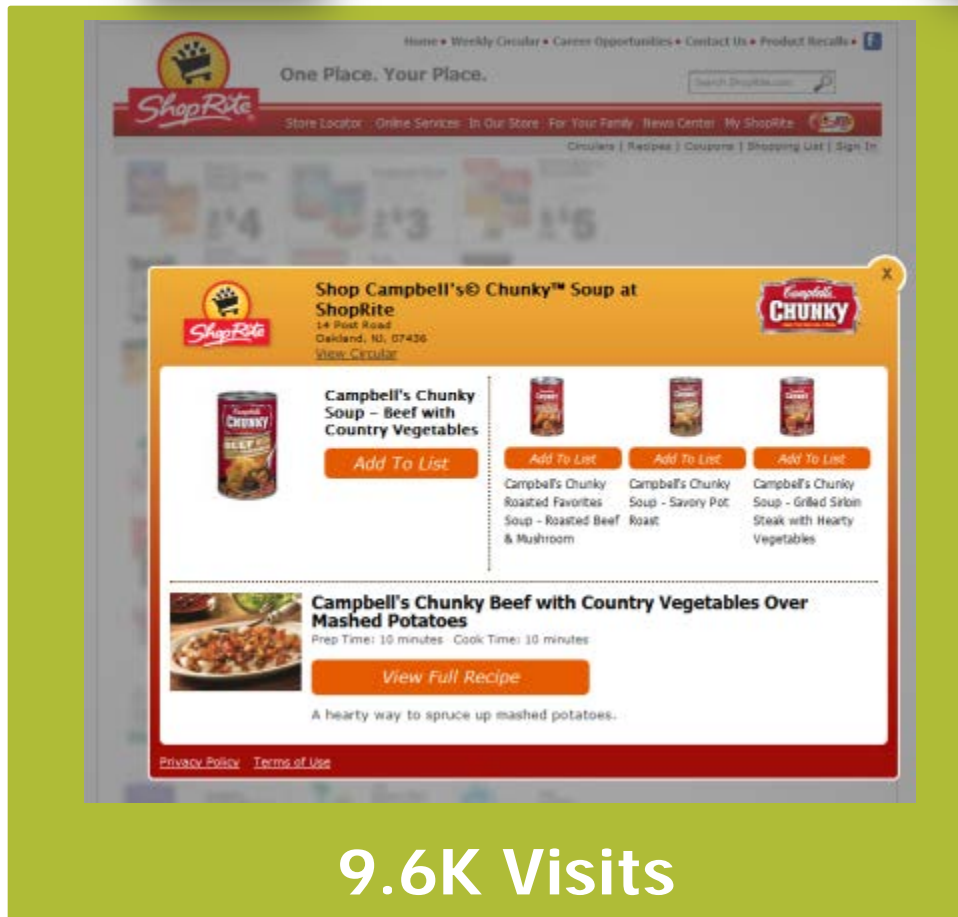
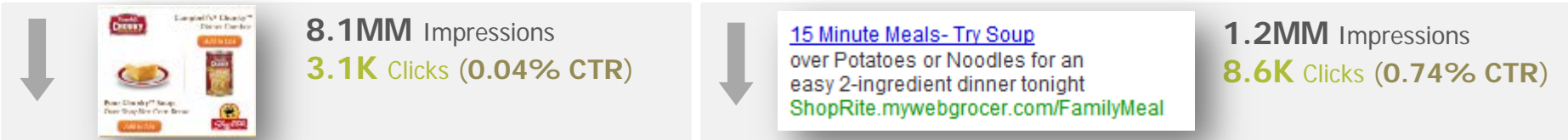


## Goal: Drive traffic and sales with a relevant meal solution delivered during the planning phase

- Reach motivated planners with a fast, family-pleasing meal solution
- Co-branded display ad
- Make it easy to add to list
- Drive traffic and deliver full-revenue sales lift



# How the Campaign Worked



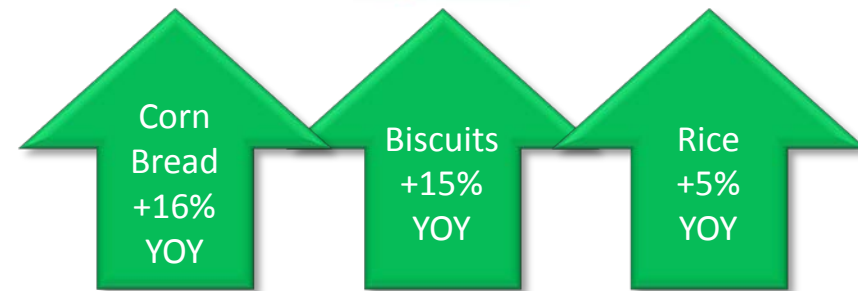
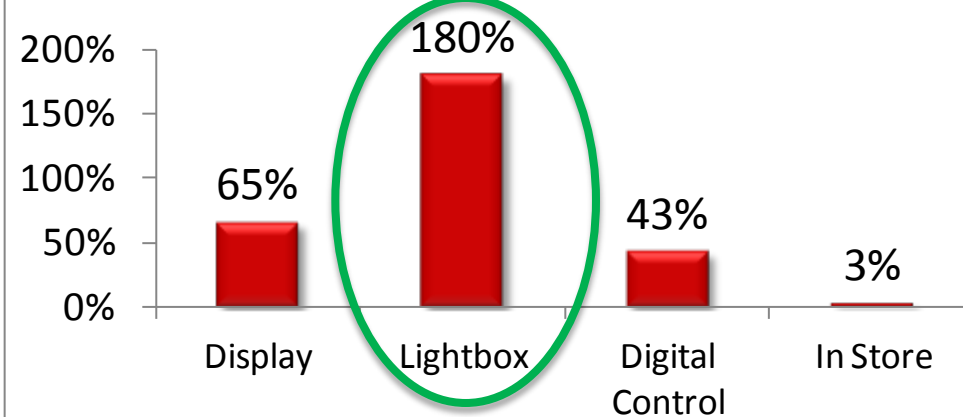




## Campaign Delivered a Win-Win: Increased Traffic and Sales for Brand and Retailer Items



YOY Unit Sales Lift for Advertised Brand



Customer Segment

What % of Shoppers from this time period last year returned to the retailer during the campaign?

Exposed to Activator Display Ad

93%

Digital Control

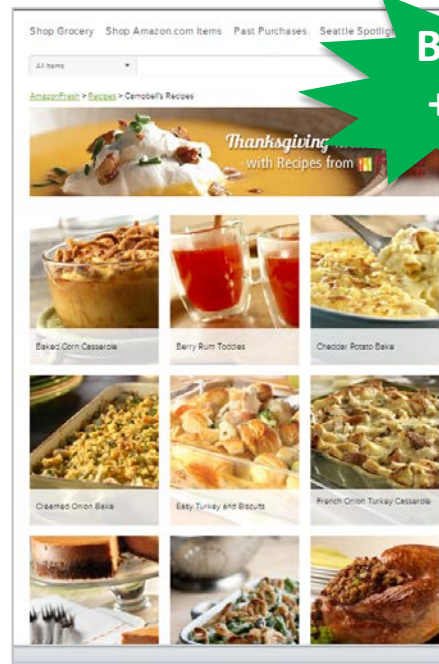
87%

In Store

73%

**Goal: Bring meal solutions to life at the point of purchase and make it easy**

- Meet needs of planner, shopper, and meal preparer simultaneously
- Deliver content customized to the retailer's vision at the right time
- Connect the solution with a "buy now" button
- Drive shopper loyalty



**Basket  
+20%**

**Item Lift  
+10-150%+**



**One-Click Curated  
Recipe Planner**

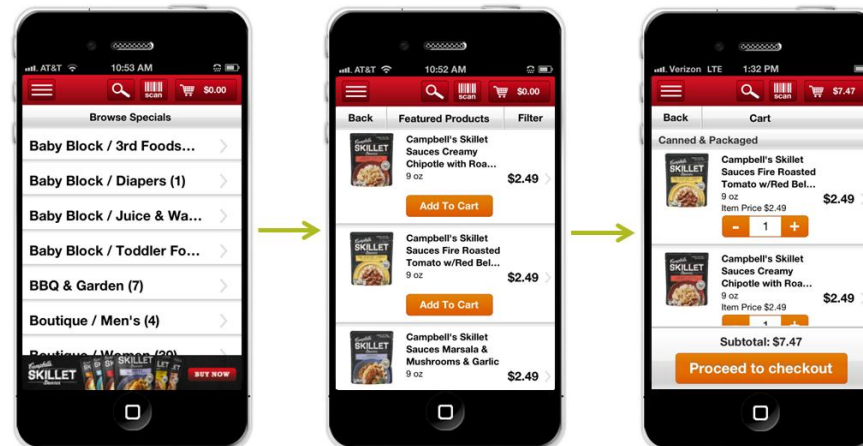
**Collection of How-To Videos  
with "Buy Now" button**

**Benefit of Collaboration:**  
**Position the retailer as a trusted resource and grow the basket;**  
**data sharing enables continual improvement**



## Goal: Become mobile trip experts

- Sponsor mCommerce app launch with Shop Rite & My Web Grocer
- Estimated 20-30% of online orders touched by mobile app
- Online behavior is 'sticky'; getting on the list is critical
- The screen and shopping behavior are different on mobile than on PC; may require different activations



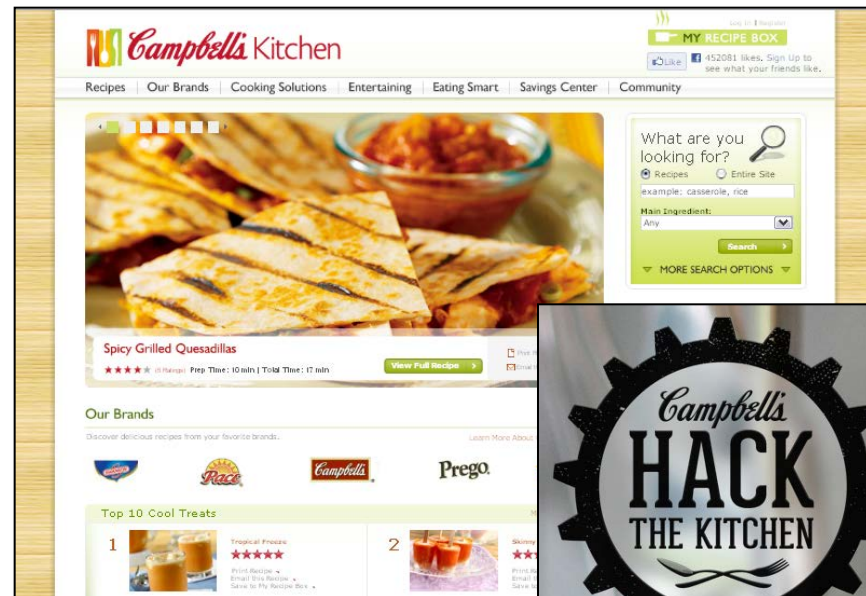
**Mobile App Launch  
Partner**

**Benefit of Collaboration:**  
**Optimize delivery of message and solution in mobile format**



## Goal: Advanced ability to customize our content for stronger partner activations

- Campbell's asset library rich with content
- Taxonomy enables “smart” searching
  - Eg. Prep <30 min; Chicken main dish
- Advanced insights
  - “If you like X, you may also like Y”
- API tool enables broad, cost-effective collaboration



### Benefit of Collaboration:

Flexibility to extend tried-and-true content in a customized way based on shared strategy with a collaborative partner





## Collaborative Model Performance= Win-Win-Win



Win #1: Retailer

**76%**



Win #2: Brand

**+7x**



Win #3: Shopper

**+19%**



## ***In Summary...***

- Generate loyalty with valuable core shoppers by activating the Digital P2P
- Drive full revenue sales based on insight-based solutions...not price
- Utilize “*Win-Win-Win*” collaboration model for enhanced program performance