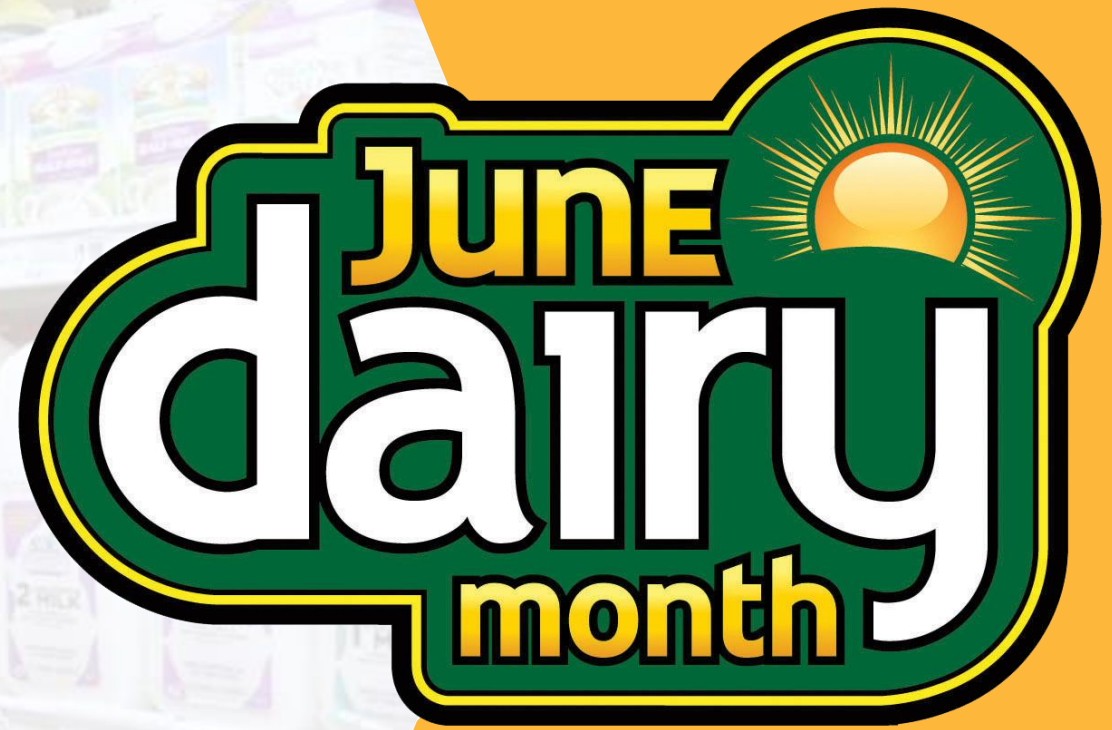


FRESH TAKE

NFRA  
2023



**A FRESH TAKE ON  
JUNE DAIRY MONTH  
WITH PROVEN ROI**



**Retailers**



**A FRESH  
TAKE ON JDM**

**GET ON THE LIST. GET IN THE CART.**

Following the success of the 2022 campaign, the 2023 co-operative campaign will continue to track millions of daily shopping list activities through proprietary 1<sup>st</sup> party data to reach 100% verified grocery-minded consumers on their mobile device at critical points along the path to purchase—trip preparation, product search and product selection.





**107.7K** DROVE CONSIDERATION 

Products added to a shopper's digital grocery list or e-commerce cart during JDM.

**75%** DROVE PURCHASE INTENT 

Percent of shoppers who added a participating brand to their shopping list and also checked it off their list by the campaign's end. A proxy for in-store purchase.

**311.4K** INCREASED REGISTER RINGS 

Total cart value of products placed into e-comm carts across the brands which leveraged add-to-cart.

**54%** CONVERTED COMPETITIVE SHOPPERS 

Percent of consumers adding generic or competing brands to their grocery list previously, added a participating JDM brand during campaign.

**30.9K** REACHED MILLIONS OF MOBILE USERS 

Total mobile impressions delivered across all AdAdapted touchpoints.

**.28%** DROVE ENGAGEMENT 

Campaigns' average Add-to-List rate outperformed historical benchmarks.

**69%** NEW SHOPPER ACQUISITION 

Average percent of list adds from shoppers who had not added a participating brand to their digital grocery list previously.



Add-to-List for Participating JDM Brands averaged 12% above the AdAdapted benchmark.

The program drove 25% more engagements for the participating brands in June '22 compared to the average over the prior 12 months.



**TOTAL PROJECTED REVENUE**

(based upon 10 participating brands during June)

Total Projected Add-to-List In-Store Revenue:

**\$421,801.39**

Total Projected Add-to-Cart Online Revenue:

**\$311,440.34**

Combined Omni-Channel Revenue:

**\$733,241.73**

**2022 CAMPAIGN HIGHLIGHTS**



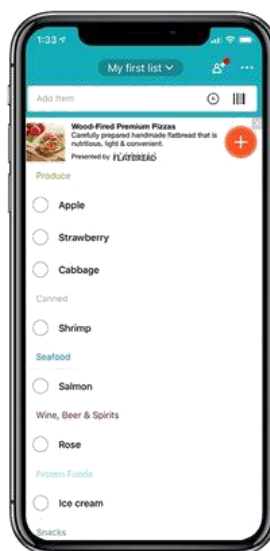
## IMPACT WEEKLY SHOPPING DECISIONS OF HOH GROCERY SHOPPERS

In partnership with AdAdapted—a mobile insights and advertising platform which features 110M+ shopper models across a large network of proprietary apps—the 2023 program will feature a mix of Click2Cart, Add-To-List, Keyword Intercept, and Awareness Ad units to engage shoppers at the exact moments to impact weekly shopping decisions.

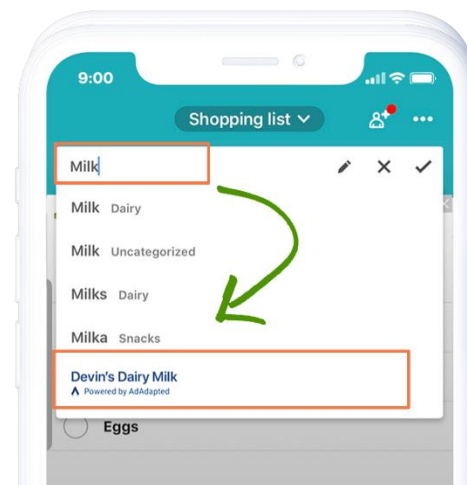
HOW WE'RE DOING IT?



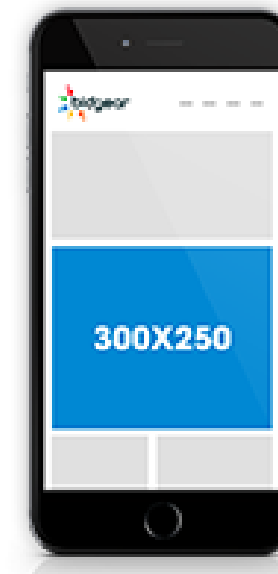
CLICK-TO-CART



ADD-TO-LIST



KEYWORD INTERCEPTS



AWARE AD UNITS



# WHY IT WORKS

## ENGAGEMENT

- Gets branded products on consumer lists & in e-comm carts
- Engages mobile grocery shoppers
- Connects ad spend to purchase intent

## AUDIENCE

- Reaches exclusive network of list apps
- Comprised of HOH grocery shopping decision makers

## INSIGHTS

- Learn what other products and brands consumers added-to-list
- Discover when and where people shop
- Evaluate brand lift and consumer conquering

## DRIVES

- Awareness
- Pre-Shop Engagement
- Trial and Purchase
- Repeat Consumption

**Works equally well for Retailers too!**

Leverage the Add-to-List & Add-to-Cart solutions to drive sales of weekly specials, store/private label brands, promoted circular items, etc.





## WHY SHOPPING LIST & E-COMM MARKETING?

### MOBILE HAS BECOME INTEGRAL PART OF THE GROCERY-SHOPPING EXPERIENCE

- Nearly **nine out of 10 U.S. grocery shoppers (89%)** now use a smartphone at the store, **up from 67% in 2015**
- **58% of consumers** polled report being comfortable using digital and online tools to help with food shopping, **compared with 42% in 2017 and 35% in 2015**
- **71% of in-store shoppers** who use smartphones for online research **say their device has become more important to their in-store experience**

### COVID-19 HAS ACCELERATED ONLINE SHOPPING

- **82% of people** who reported shopping online more during the COVID-19 pandemic **say they plan to keep shopping online with increased frequency** after the pandemic ends
- More than a **1/3 of people** say they will be **shopping online more** in the future because of the Coronavirus
- **63%** of those who said they bought groceries online since March 2020 said it was their **first time** doing so, and **69% of those** who ordered groceries online during the pandemic said they **plan to continue doing** so in the future

### USE OF ONLINE GROCERY APPS IS GROWING...FAST!

- Approximately **49% of consumers within the US (nearly half)** use a **digital shopping lists app**, making it growing way for consumers to plan their purchase journey
- Grocery apps saw the biggest growth last year, with a **40.9% rise in smartphone users**
- The **increase in use makes ad integration** within these and other relevant apps a **viable channel for CPG marketers to reach today's consumers**





# PROGRAM BENEFITS

- ✓ Streamlined campaign touchpoints **will deliver more of less—not less of more**
- ✓ **Reduced participation fees** offers greater affordability while ensuring a stronger ROI
- ✓ **Adapts to changing shopping behaviors and marketing trends** in a post COVID environment
- ✓ **Reaches shoppers** in high impact, contextually relevant advertising environments **while participating in key shopping activities**
- ✓ Maintains ability to **customize campaign to best suit your individual goals** and objectives
- ✓ **Works for all Associated members**—manufacturers, retailers, and wholesalers alike
- ✓ 1<sup>st</sup> party, **proprietary shopping profiles offer richer, 1:1 targeting** and purchase intent strategies
- ✓ More in-depth post campaign reporting **includes category, consumer and basket trend analysis**
- ✓ All creative and account management **included at no additional charge**

**RETAILERS:**  
Target your audience of shoppers in their geographies and drive them to buy and visit those locations. We can also drive qualified traffic to weekly circular pages as well.



**Connecting CPG brands and retailers with active shoppers** to drive measurable awareness, purchase intent and product trial **by cutting through the clutter and introducing new food products to busy moms and other household grocery shopping decision makers** as they navigate the aisles throughout the store.

# MOBILE ACTIVATION



POWERED BY

AD  
ADAPTED







Buy me a pie!



BigOven



PARTIAL LIST: IN-NETWORK SHOP LIST APPS



GeoCoupons



shopular



Weekly Ads & Sales  
Kohls, CVS, Publix, Bestbuy



EASY MENU PLANNER



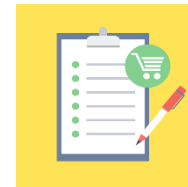
MOM'S DAILY PLANNER



GROCERY GADGET



SUPER SIMPLE SHOPPING LIST



MY SHOPPING LIST



yahoo!

 YouTube

 The Weather Channel

People

 DH

DAILY HOROSCOPE

 CNN

Bloomberg

 W 2

WORDS WITH FRIENDS



WeatherBug®



Apple News

 Better Homes and Gardens.

 food network GO

 Yum

mealime 

PARTIAL LIST:  
OUT-OF-  
NETWORK  
LIFESTYLE  
APPS



AdAdapted Add-It converts awareness to purchase intent by encouraging consumers to add promoted products to their grocery list app from both in-app and out of app (lifestyle) integrations

**TARGETING**

- 100% digital list builders through 1st party data
- Personalized messaging based on the specific list app they use

**DRIVE ACTION**

- Deliver purchase-driving brand copy and a call to action that encourages trial. Capture intent by letting consumers add branded products to their favorite shopping list

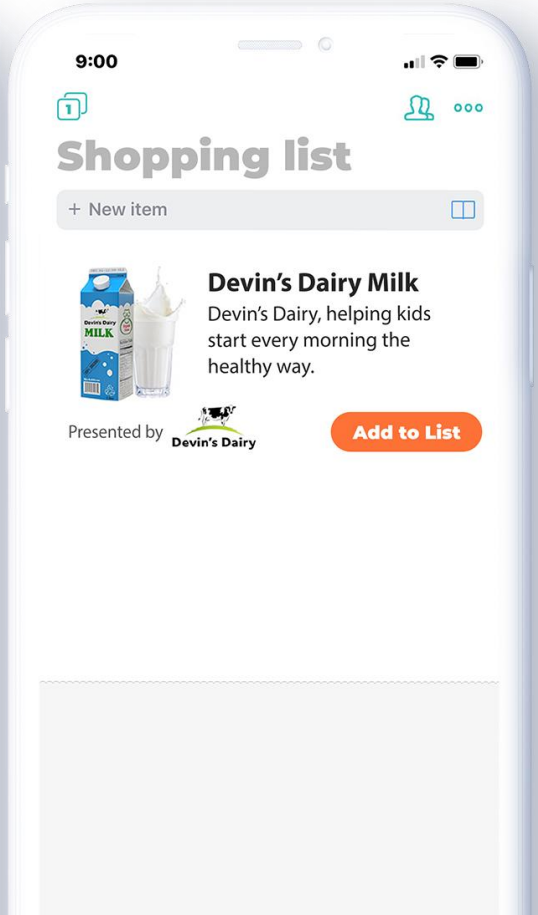
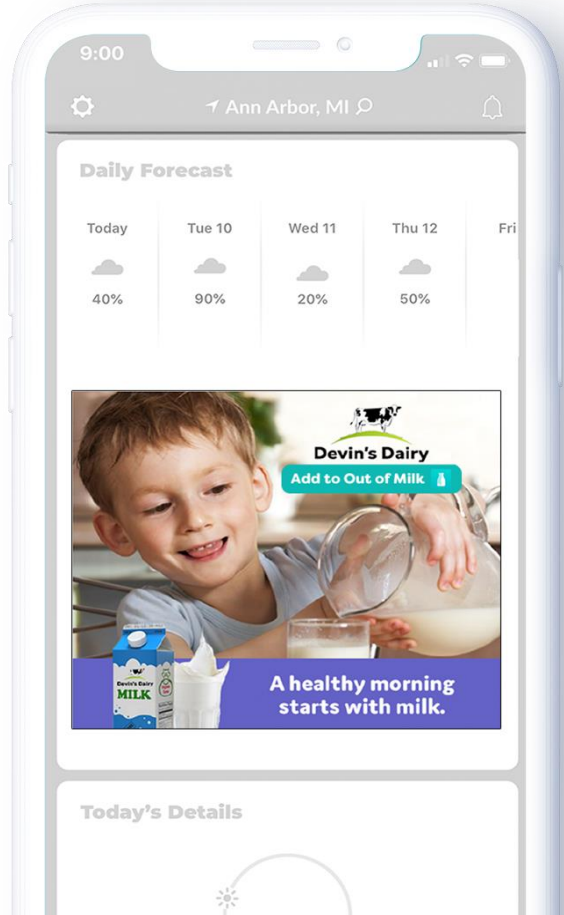
**COLLECT & LEVERAGE DATA**

- Retarget consumers based on list behavior, products added to list, and product adjacencies

**ADD-IT  
FUNCTIONALITY**

**TIER 1:  
1,500,000  
IMPRESSIONS**

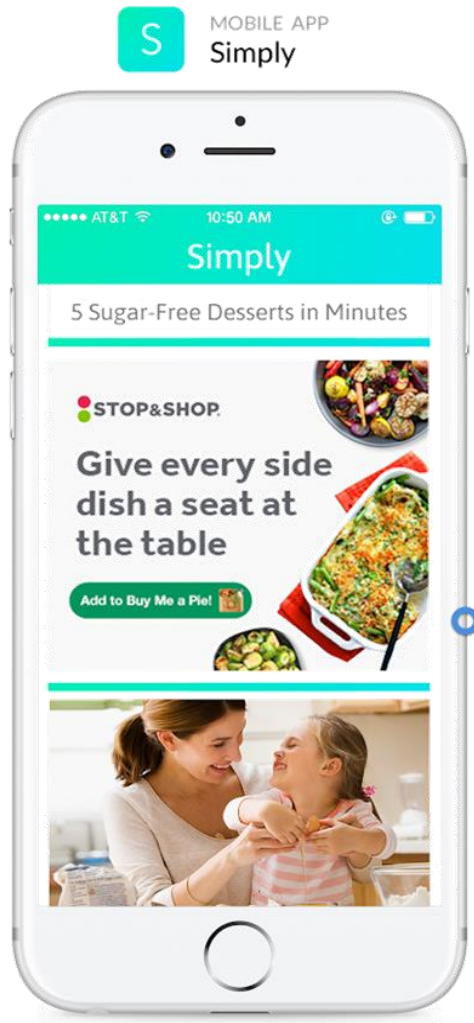
**TIER 2:  
2,125,000  
IMPRESSIONS**



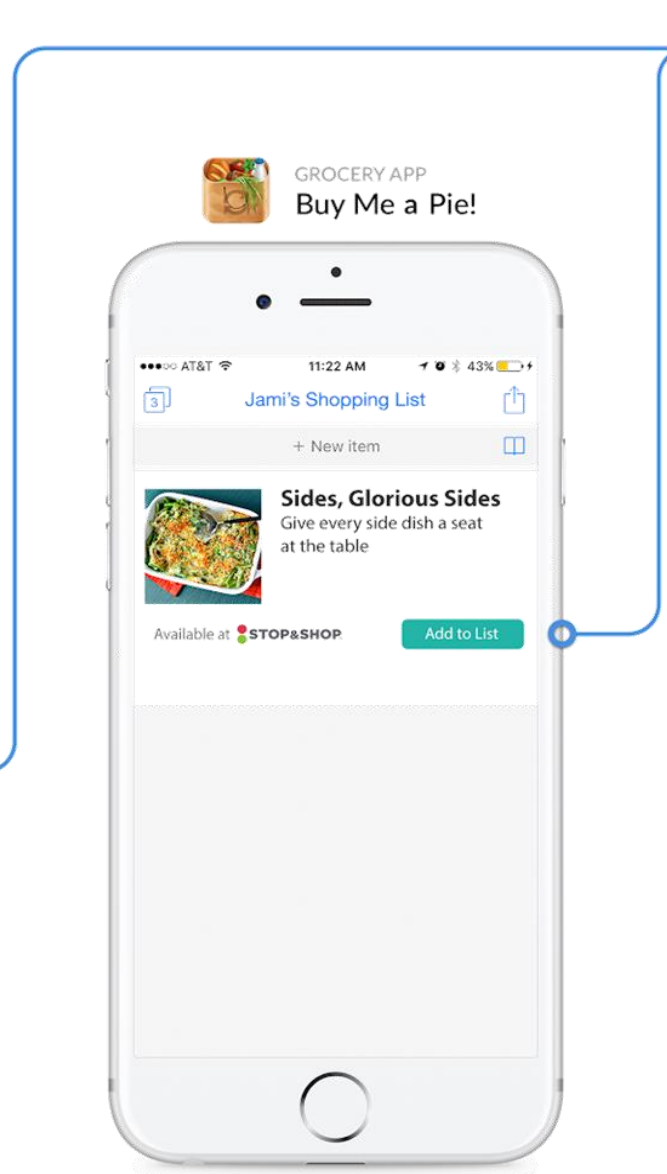
*Creative thought-starter sample. AdAdapted will work with the client to confirm specific content.*



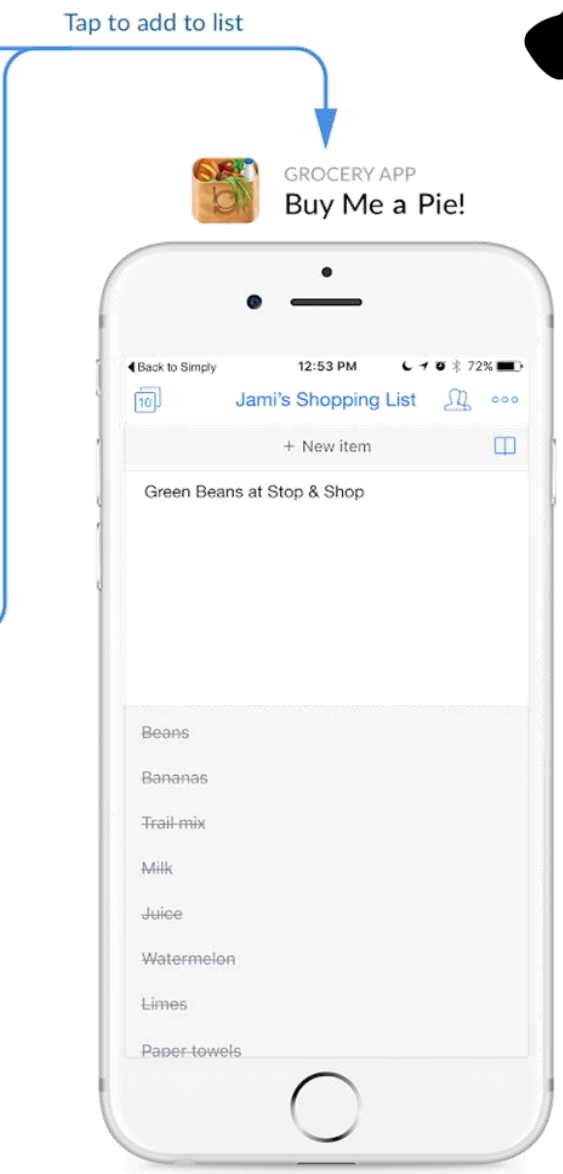
**ADD-IT:  
INSIDE OR  
OUTSIDE THE  
APP**



**1a Add-it from Outside AdAdapted App Network**  
List-User sees ad outside of the AdAdapted App Network on social, lifestyle and various other mobile apps



**1b Add-it from Inside AdAdapted App Network**  
List-User sees native ad, inside list app, formatted to match look and feel of app

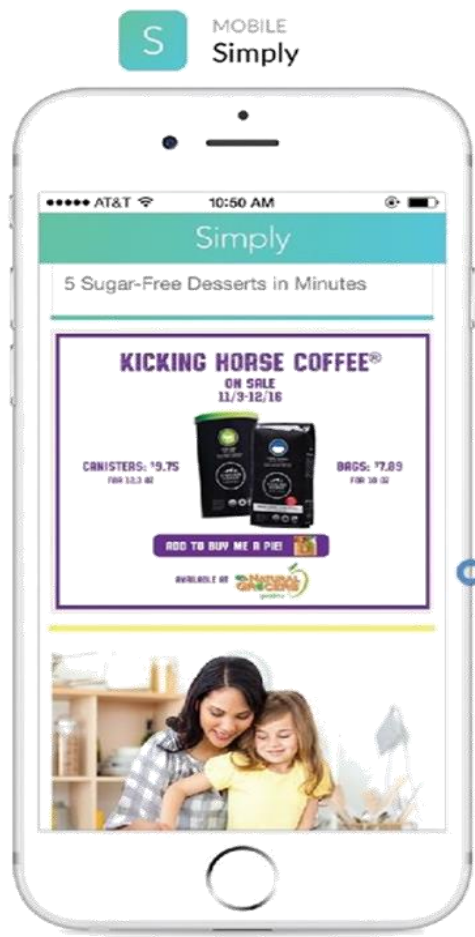


**2 Product Added to List**  
When List-User clicks ad, product is added to their shopping list

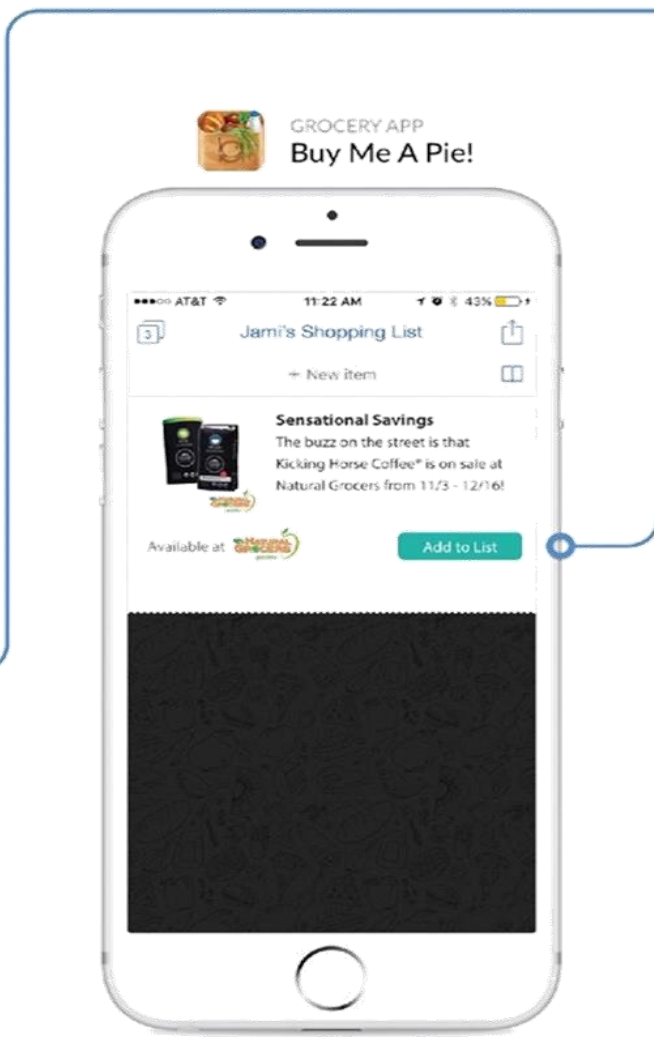
Tap to add to list



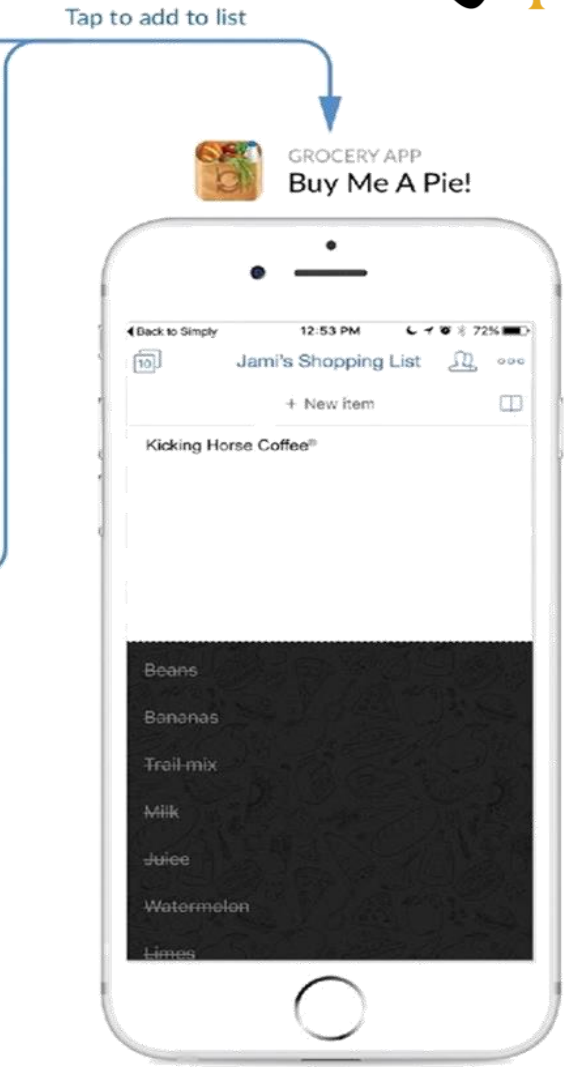
**ADD-IT:  
PRIVATE LABEL  
PRODUCT**



**1a Add-it from Outside app**  
List-User sees ad outside of the list app, on social channels or other mobile apps/websites.



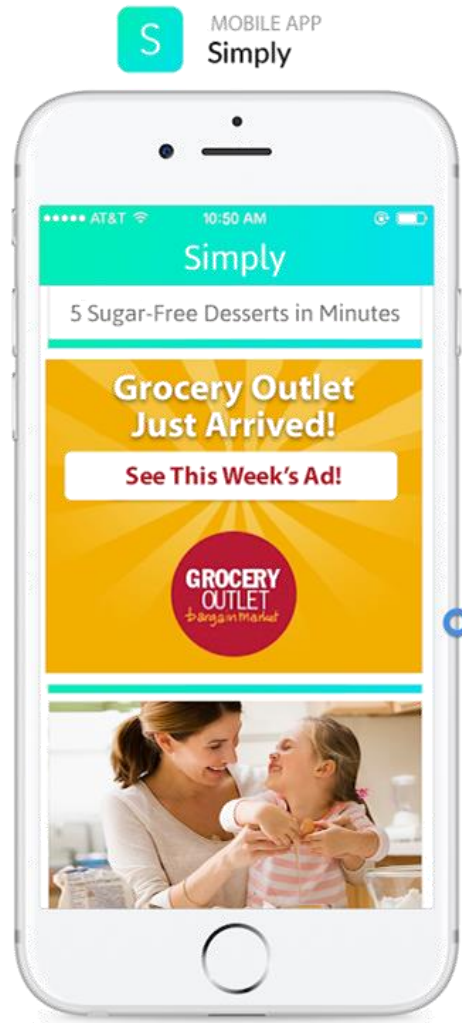
**1 Add-it from Inside app**  
List-User sees native ad, inside list app, formatted to match look and feel of app



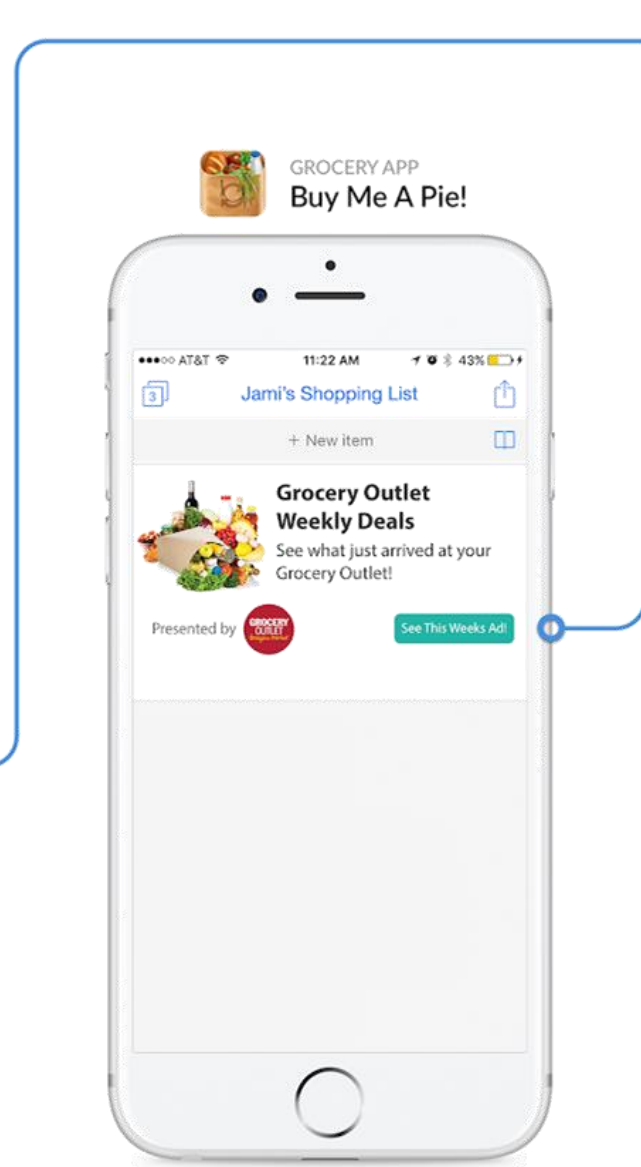
**2 Product Added to List**  
When List-User clicks ad, product is added to their shopping list

Tap to add to list

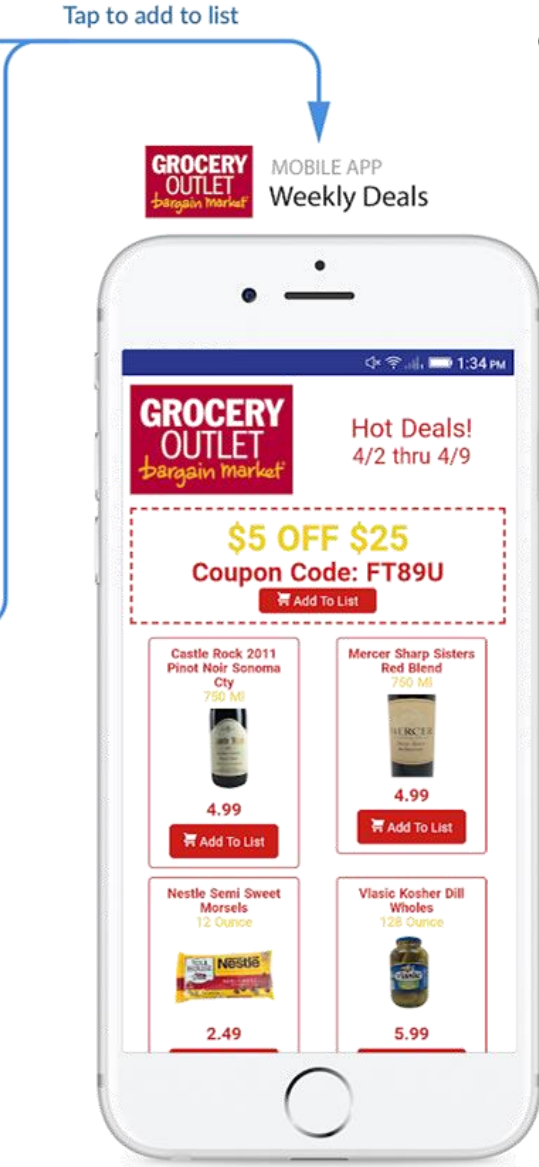
**ADD-IT:  
RETAILER  
CIRCULAR  
EXAMPLE**



1a Weekly Deals from Outside app



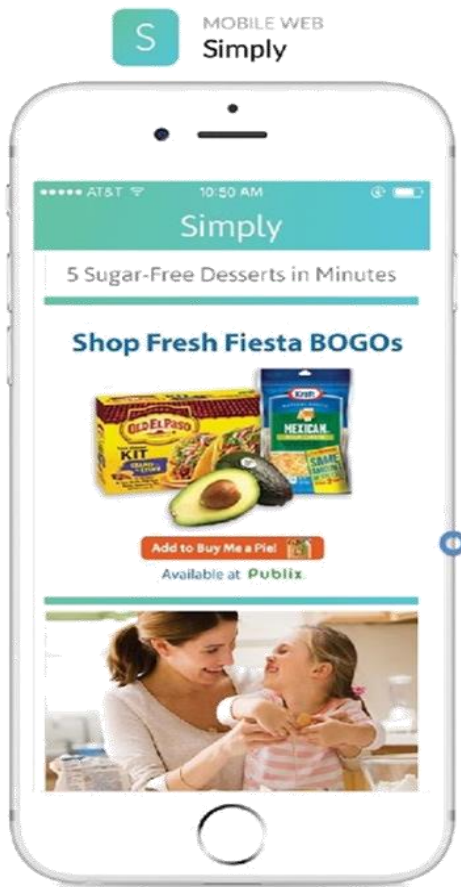
1 Weekly Deals from Inside app



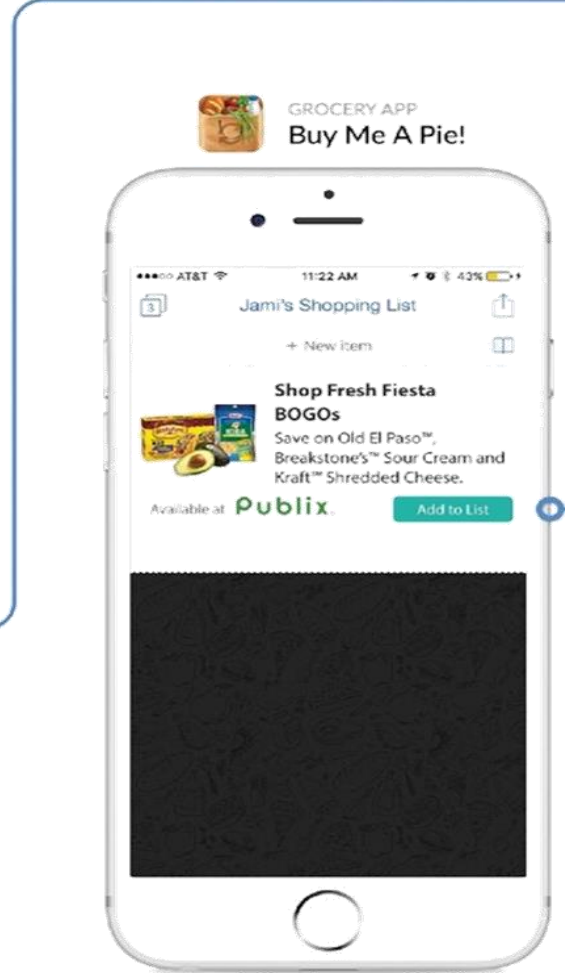
2 Retailer Weekly Circular Experience

Tap to add to list

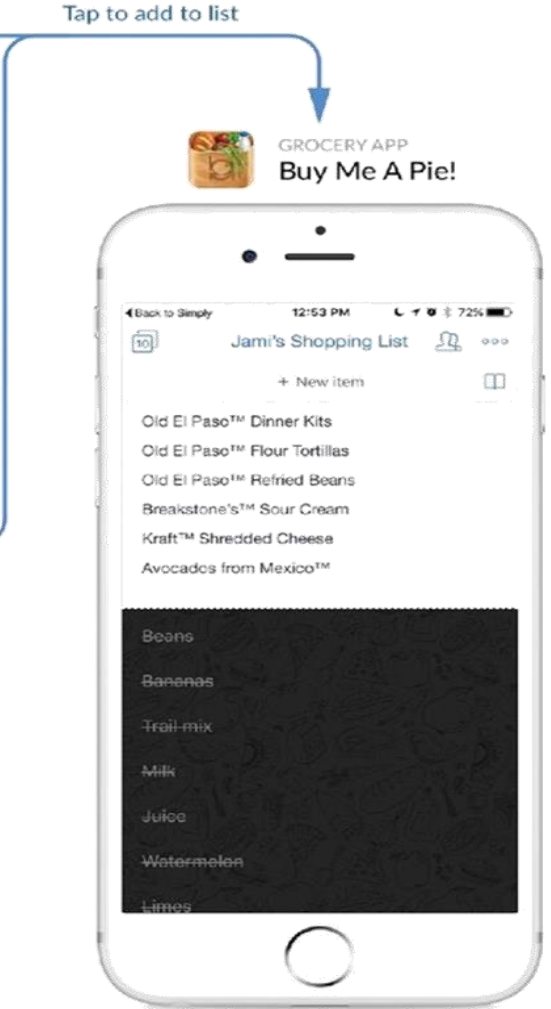
**ADD-IT:  
Multiple Product  
Add-to-List with  
Manufacturer's  
Products**



**1a Add-it from Outside app**  
List-User sees ad outside of the list app, on social channels or other mobile apps/websites.



**1 Add-it from Inside app**  
List-User sees native ad, inside list app, formatted to match look and feel of app



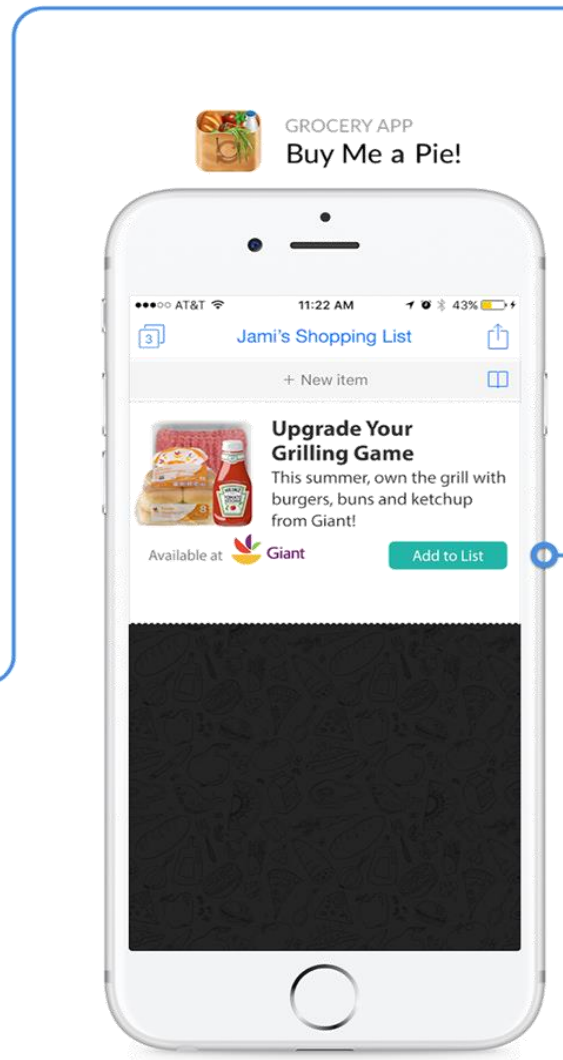
**2 Product Added to List**  
When List-User clicks ad, product is added to their shopping list

**ADD-IT:  
SEASONAL  
MULTI-  
PRODUCT**



**1a Add-it from Outside AdAdapted App Network**

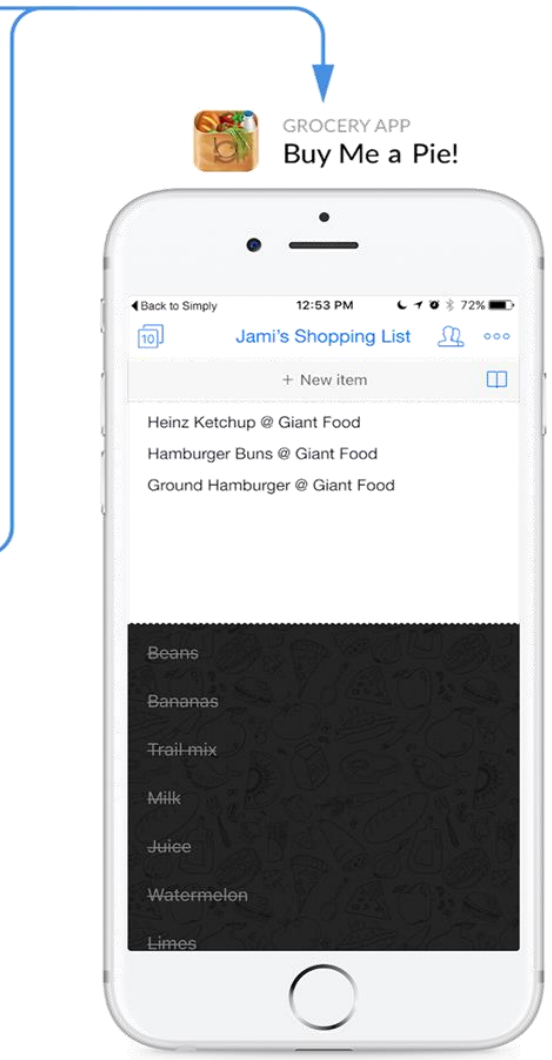
List-User sees ad outside of the AdAdapted App Network on social, lifestyle and various other mobile apps



**1b Add-it from Inside AdAdapted App Network**

List-User sees native ad, inside list app, formatted to match look and feel of app

Tap to add to list

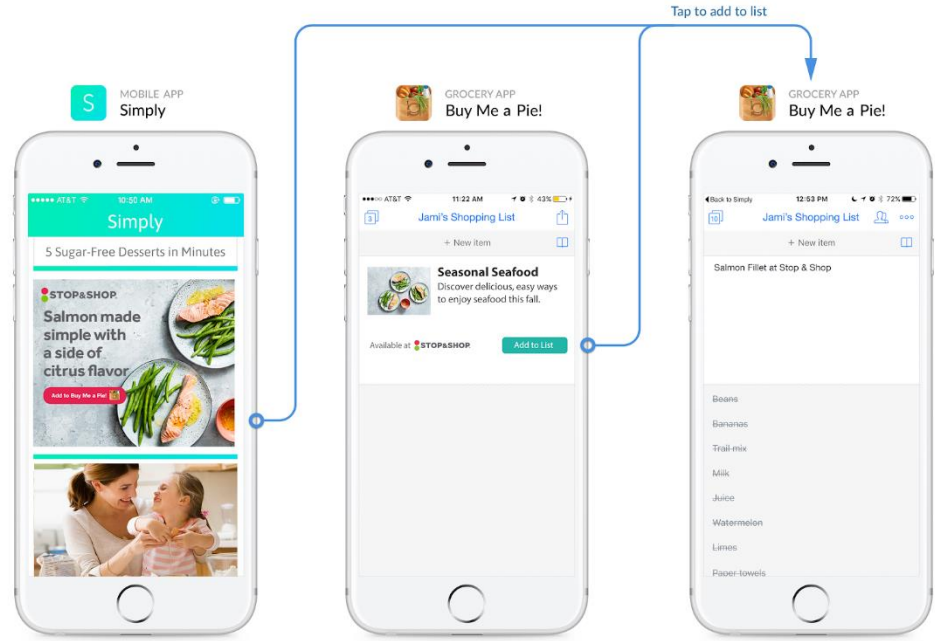


**2 Product Added to List**

When List-User clicks ad, product is added to their shopping list



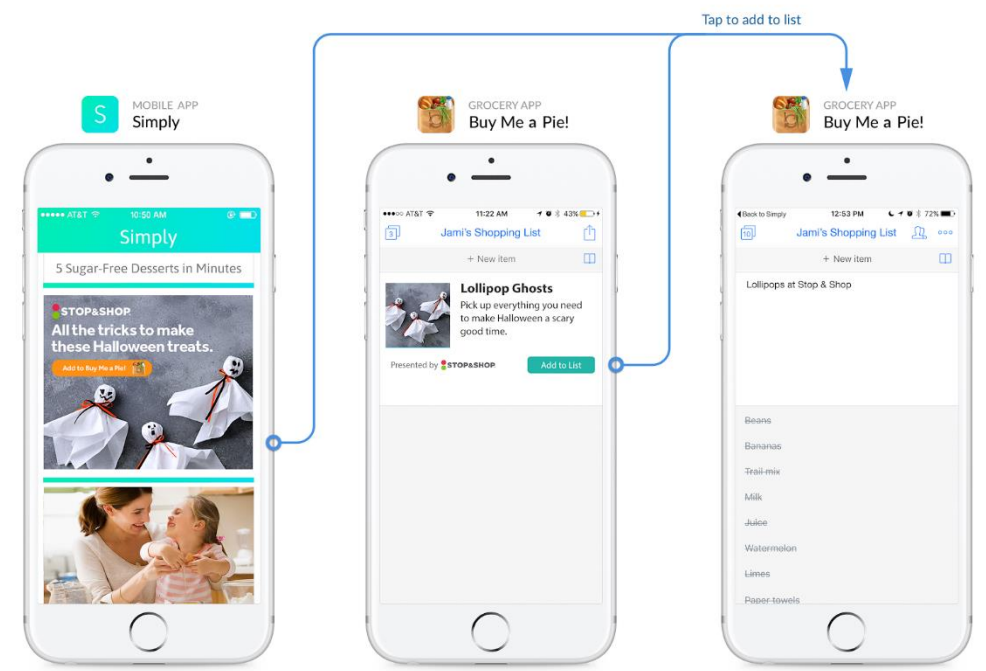
# ADD-IT: SEASONAL GENERIC CATEGORY



**1a Add-it from Outside AdAdapted App Network**  
List-User sees ad outside of the AdAdapted App Network on social, lifestyle and various other mobile apps

**1b Add-it from Inside AdAdapted App Network**  
List-User sees native ad, inside list app, formatted to match look and feel of app

**2 Product Added to List**  
When List-User clicks ad, product is added to their shopping list



**1a Add-it from Outside AdAdapted App Network**  
List-User sees ad outside of the AdAdapted App Network on social, lifestyle and various other mobile apps

**1b Add-it from Inside AdAdapted App Network**  
List-User sees native ad, inside list app, formatted to match look and feel of app

**2 Product Added to List**  
When List-User clicks ad, product is added to their shopping list

### TARGET NEW CUSTOMERS AS THEY SHOP

AdAdapted reaches all kinds of shoppers on mobile. In addition to add-to-list, we can drive them to shoppable mobile carts supporting purchase from their mobile devices in alignment with SmartCommerce

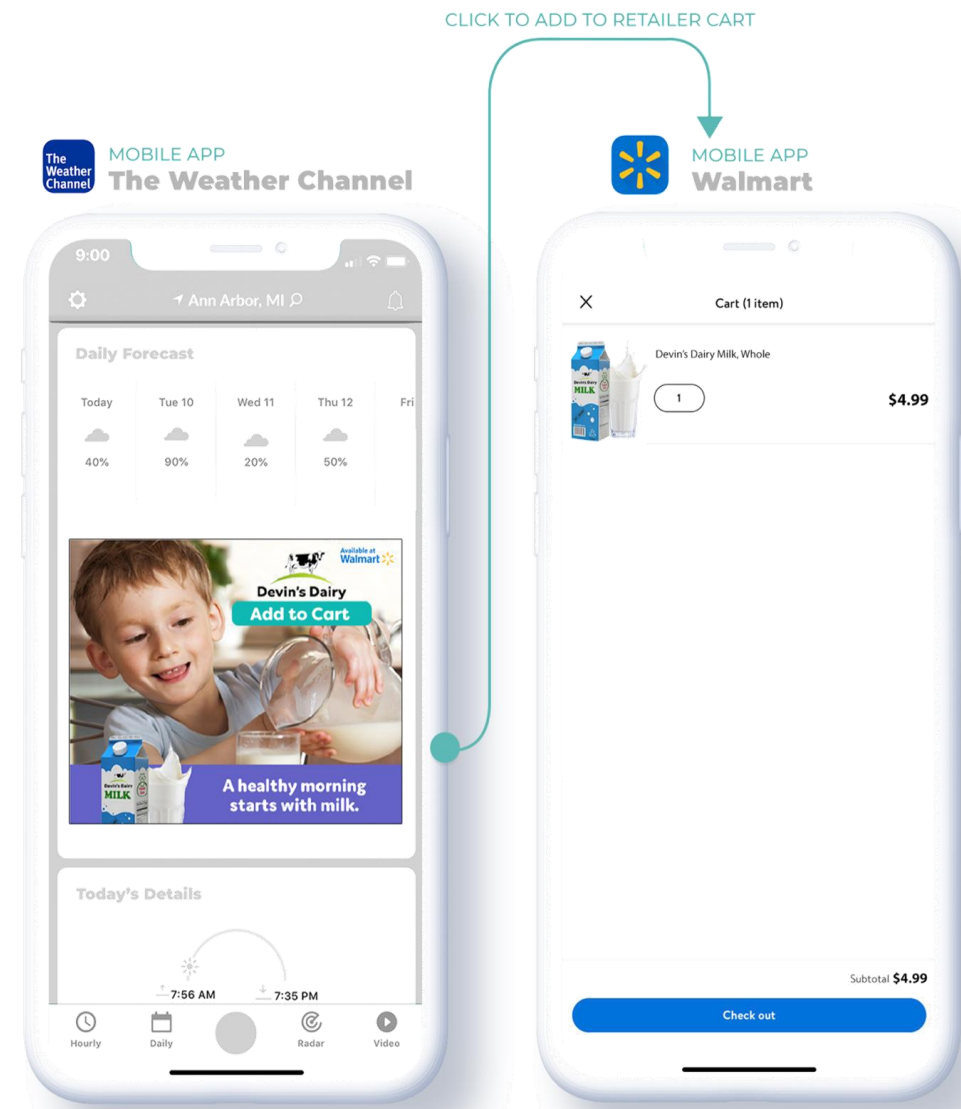
### BENEFITS

- Leverage AdAdapted's Audience (HOH decision makers), Data & Targeting
- Give Shoppers more ways to buy your product
- Supports major retailers including Walmart, Kroger, Target, and Amazon
- Ads equipped with Add-to-Cart functionality for seamless, obstacle-free user experience

**CLICK-TO-CART**

**TIER 1:  
1,500,000  
IMPRESSIONS**

**TIER 2:  
2,125,000  
IMPRESSIONS**



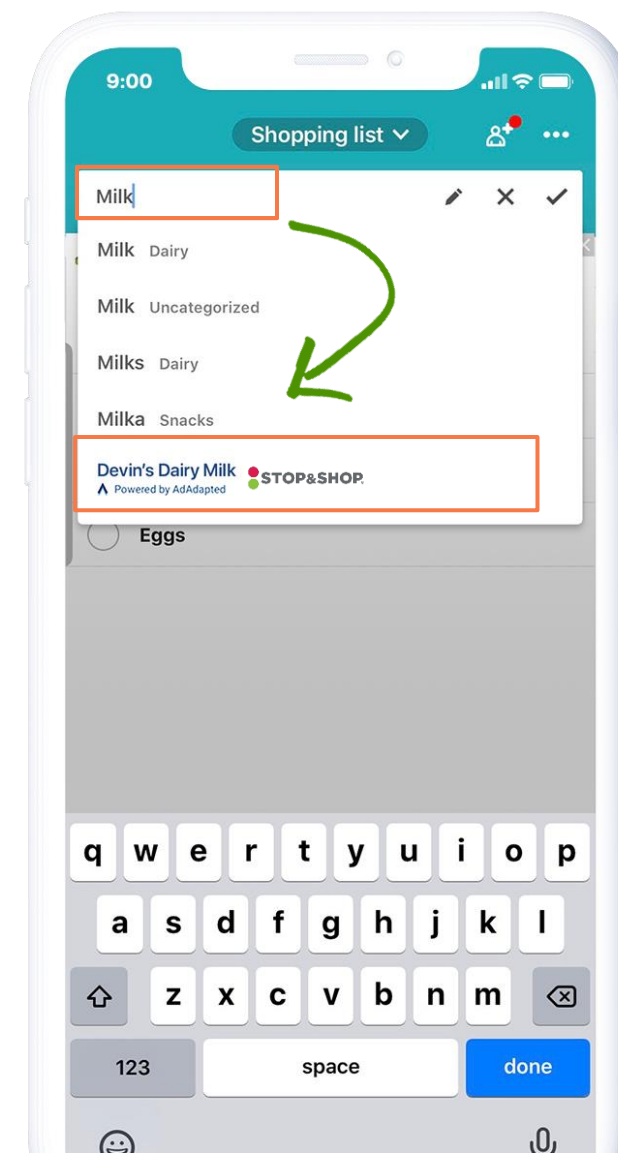
Click2Cart® is a trademark of SmartCommerce, the provider of Click2Cart® services.

## MOBILE GROCERY SEARCH INTERCEPT FOR CPGs

**Ideal Context:** Branded ads are immediately presented in response to specific product terms entered while consumers are thinking about what they'll buy in the near future.

## ENGAGE IN-CATEGORY CONSUMERS IN REAL-TIME

- AdAdapted triggers promoted product in the “right place/right time”:
  - When shoppers search for a predefined list of terms or add a relevant product to their list.
- Use of Keyword Intercept improves campaigns Cost Per Action (CPA)
- Keyword Intercept drives awareness, consideration and supports targeting of Add To List ad units.



**KEYWORD  
INTERCEPT**

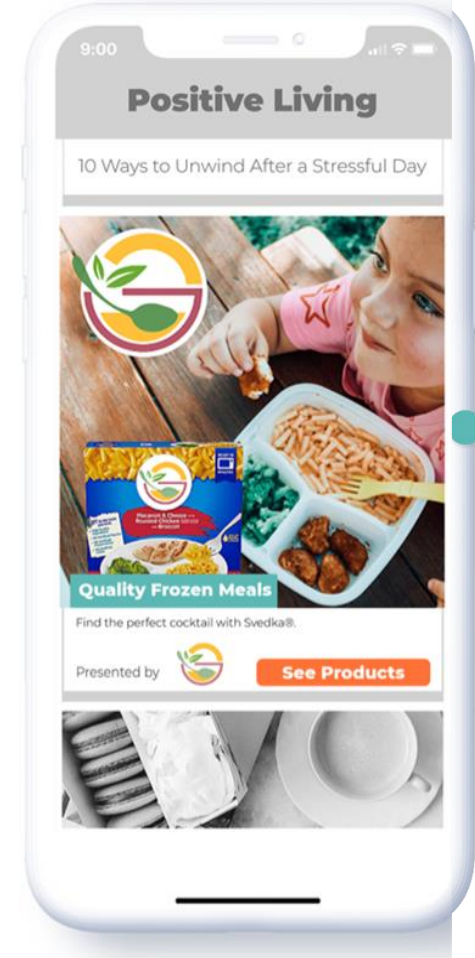
**TIER 1 & 2  
20,000  
INTERCEPTS**

### Engagement, Awareness & Product Benefit Communication Impressions

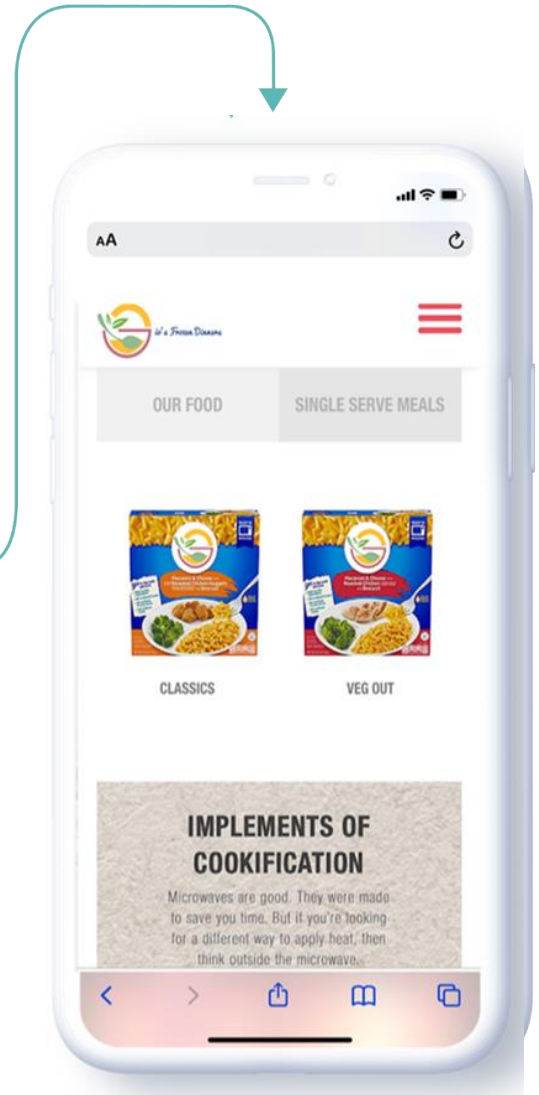
- Engage brand's target audience and drive to advertiser's recipe page on Website, Social Media, Store Locator, product detail page or other landing with content that inspires targeted shoppers to be aware of and buy promoted products.
- TACTIC: Engage targeted audience through high impact (mobile in-app placements) in premium grocery and recipe app partners.
- Past campaigns have proven users prefer content-driven ads to those that click directly to a standard landing page. What to expect: 2X+ industry mobile CTR benchmarks.
- PLACEMENTS: 100% mobile, in-app targeted ads

**AWARE AD UNITS**

**TIER 2 ONLY**  
**500,000**  
**GUARANTEED IMPRESSIONS**



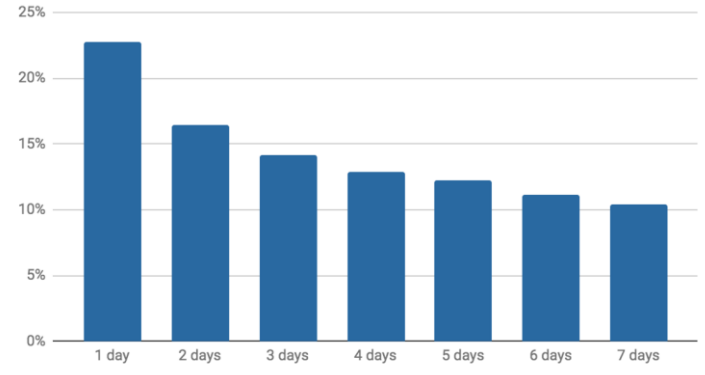
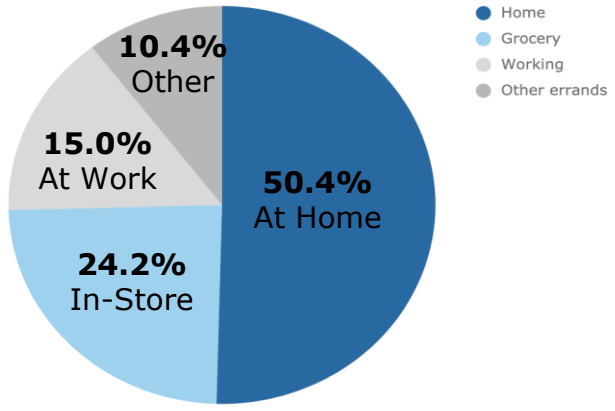
TAP TO LANDING PAGE



*Creative thought-starter sample. AdAdapted will work with the client to confirm specific content.*



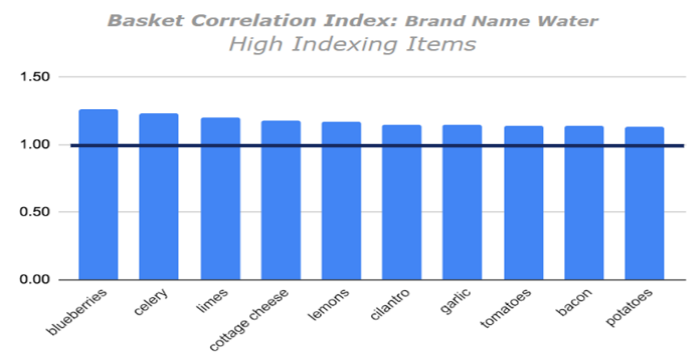
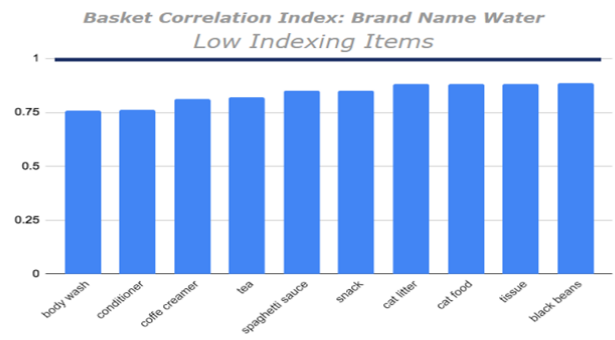
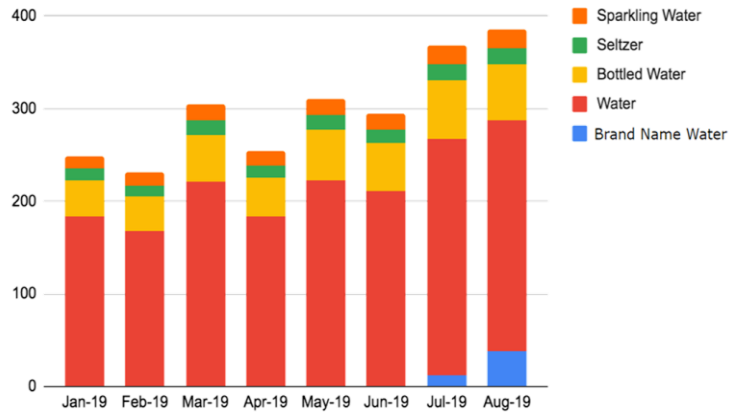
## WHERE SHOPPERS ADDED-TO-LIST TIME TO FIRST STORE VISIT



**DETAILED  
CAMPAIGN  
REPORTING**

## UNDERSTAND CONSUMER PREFERENCES, ADJACENT PRODUCTS, AND MORE!

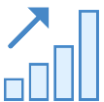
### MONTHLY TRANSACTIONS PER 1K USERS



**PLUS LARGER  
CONSUMER TRENDS,  
SHOPPER  
INTERACTIONS  
ACROSS CATEGORIES  
& PRODUCT TYPES**



# SAMPLE CROSS-OFF ANALYSIS REPORTING



## 99.0%

### Incremental List-Adds

% of list adds from shoppers who did not have "Name Brand" Water on the list previously.



## 59.8%

### Conquered Customers

% of adds from shoppers that previously had generic versions of specific products or competitive brands on their list.



## +46.0%

### Organic Brand-Lift

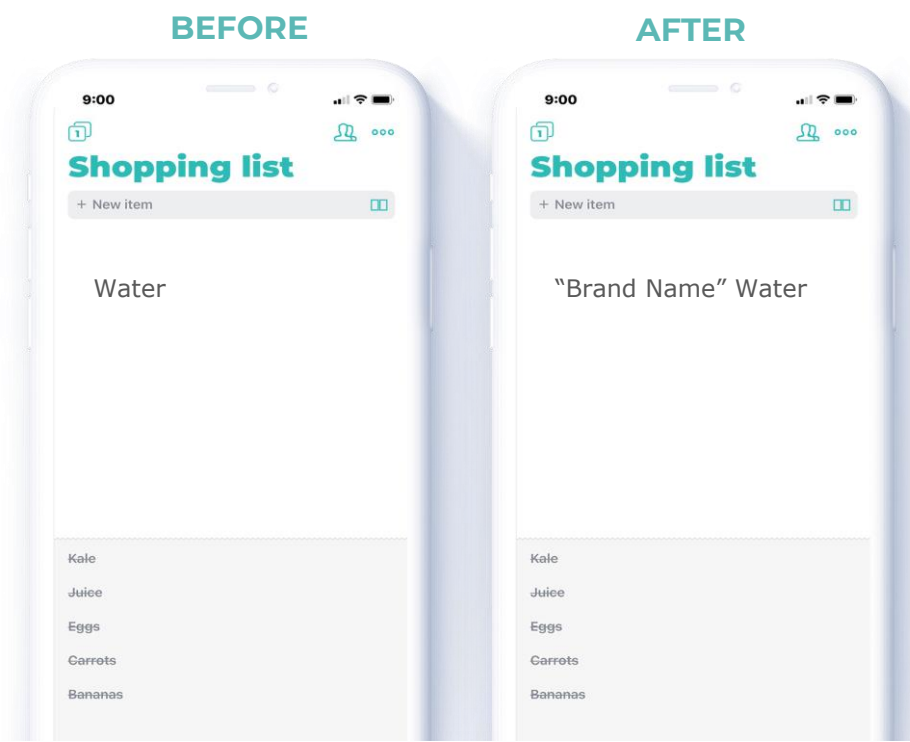
Lift amongst shoppers who organically type in "Brand Name" Water, post campaign vs. pre-campaign.



## +88%

### Crossed-Off Product

Shoppers who added "Brand Name" Water during the campaign and crossed it off their list within 30 days post campaign.



**Link and leverage mix of supporting tactics—**  
including influencer marketing, Twitter party,  
consumer promotion and integration across relevant  
content platform—**to amplify your Brand message**  
**throughout the month of June**



# SUPPORTING TOUCHPOINTS



# SNAPSHOT OF SUPPORTING TOUCHPOINTS



**Expert influencer assigned to each brand to create custom content**

- ✓ Ability to target
- ✓ Editorial content & Social posts
- ✓ Option to overlay micro-sweeps

**Estimated 750K to 1.5MM Impressions per Brand**



**Featured placement / integration across website and social channels**

- ✓ Ad & logo placements
- ✓ Social Posts
- ✓ Recipe database
- ✓ Twitter Party

**79MM+ Total Easy Home Meals Program Impressions**



**National Consumer Promotion executed throughout June**

- ✓ Opt-In File
- ✓ Access to Sweepstakes logo and link to cross-promote

**Estimated 10K-12K Unique Opt-ins**

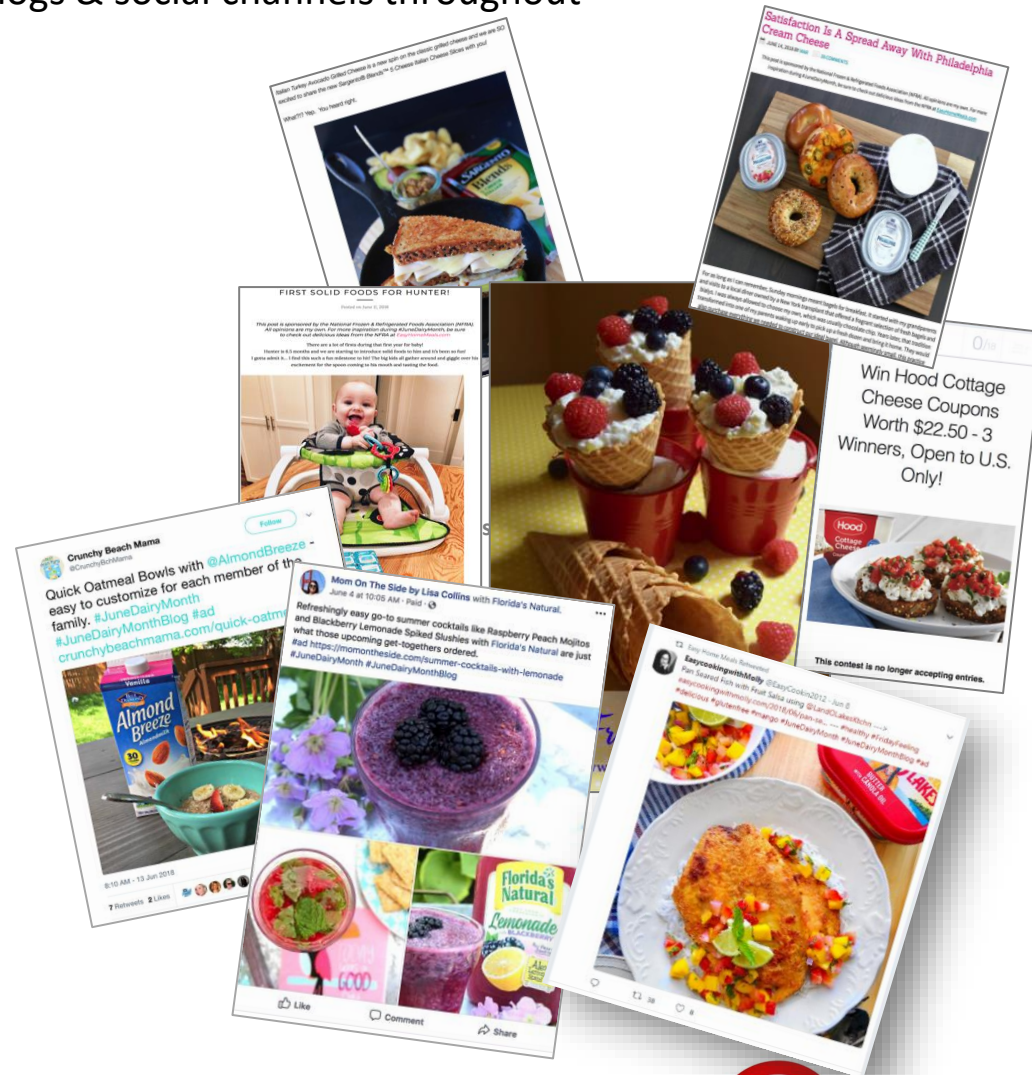
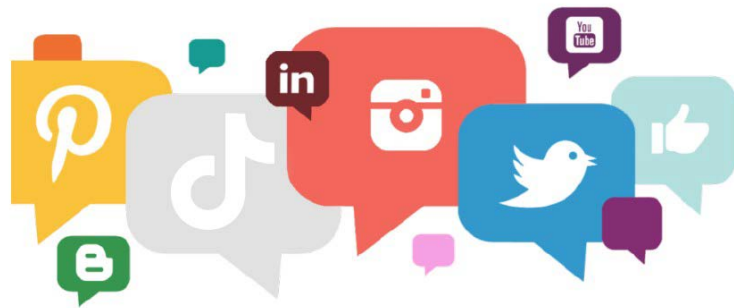




Each brand will be assigned a **Social Influencer** to develop editorial posts, compelling images, custom recipes and content which will be shared across blogs & social channels throughout June Dairy Month.

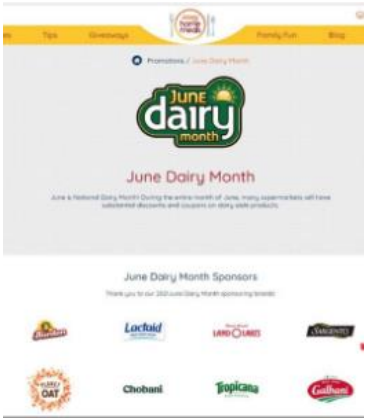
# SOCIAL INFLUENCER PROGRAM

- Influencers **blend each brand into their personal stories/recipes** to create an **authentic message**
- Content posted across **Blogs, Instagram, Facebook, Pinterest, Twitter, etc.**
- **Geo-targeted to specific audience/DMA by brand**
- **Engagement can be incentivized through hosted giveaways** with their audience via **“Micro-Sweeps”**

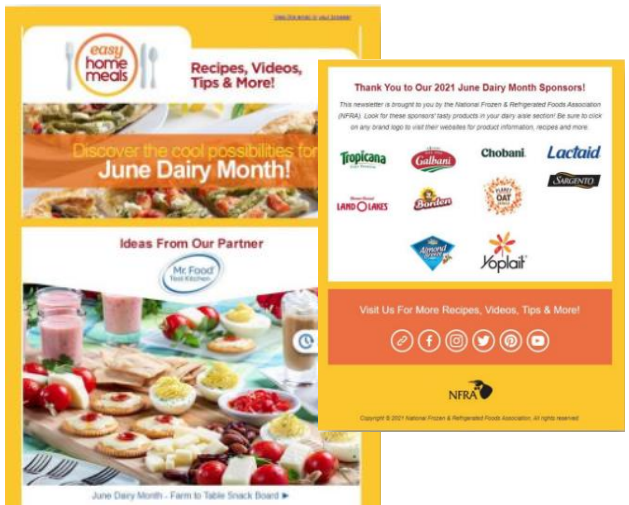




Logo placement on JDM Promotion Page



Featured in Easy Home Meals Newsletter

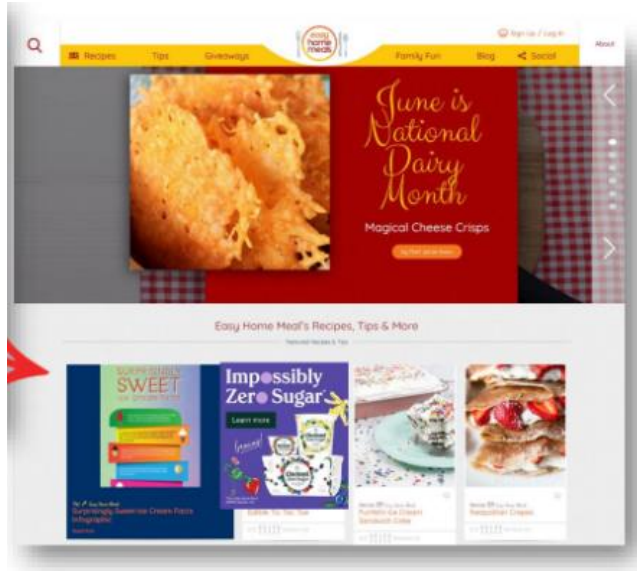


Mention in #JuneDairyMonth Twitter Party

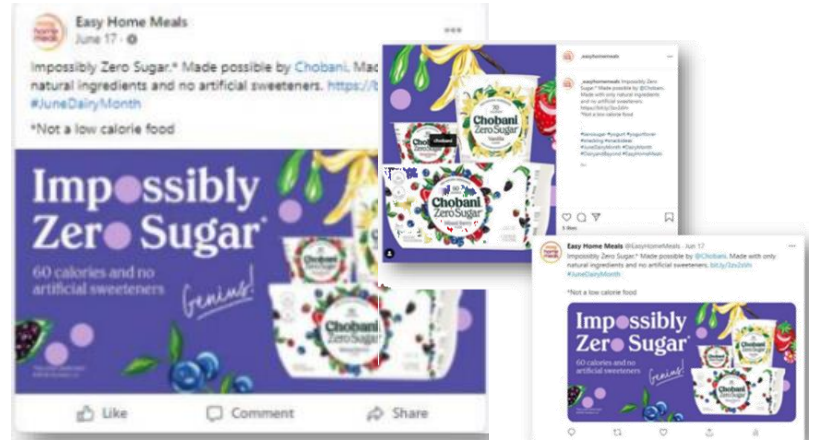


EASY HOME MEALS INTEGRATION

Site-wide rotational banner ad\*



Custom posts and shared content across social channels



\*Or boosted FB post for participating retailers





# CAMPAIGN DELIVERABLES



	TIER 1	TIER 2
Mobile Campaign Engages Verified Shoppers At Critical Points Along The Path To Purchase	3.02M+	4.77M+
Custom branded content via Influencer campaign	750K+	750K+
Featured placement / Integration across EasyHomeMeals.com	79MM+	79MM+
Consumer Opt-In File of Sweepstakes Entrants	10K+	10K+
<b>TOTAL ESTIMATED IMPRESSIONS PER BRAND</b>	<b>82.8 MM+</b>	<b>84.5 MM+</b>





Below is a conservative estimate to illustrate the cost of program to execute outside the co-operative and the efficiencies co-operative programming affords



<b>Agency Oversight &amp; Account Management</b>	<b>\$15,000.00</b>
Overall campaign planning & development Daily campaign management over all program touchpoints December - March Recap Reporting & Analysis	
<b>All Creative Development &amp; Production</b>	<b>\$15,000.00</b>
All copywriting, display ad creative and production	
<b>Sweepstakes Administration, Management and Fulfillment</b>	<b>\$9,500.00</b>
Includes microsite development and hosting Administration, management & fulfillment	
<b>Sweepstakes Prizing</b>	<b>\$10,000.00</b>
<b>Ad Adapted Mobile Activation</b>	<b>\$34,000.00</b>
Add-To-List, Click-To-Cart, Keyword Intercepts, and Awareness Ad Units Media Planning and buying with real time campaign optimization Program customization individualized by Brand	
<b>Dedicated Brand Blogger</b>	<b>\$2,500.00</b>
Includes branded blog post, social shares and optional Microsweeps	
<b>Easy Home Meals Promotion</b>	<b>\$3,500.00</b>
Featured placement on website, Twitter party and social media integration	

<b>TOTAL CAMPAIGN COST:</b>	<b>\$89,500.00</b>
<b>CO-OPERATIVE FEE</b>	<b>\$35,200.00</b>
<b>SAVINGS</b>	<b>\$54,300.00</b>

**YOU CAN'T DERIVE THIS MUCH VALUE OUTSIDE THE CO-OPERATIVE MODEL**

