



**A FRESH TAKE ON
MARCH FROZEN FOOD MONTH
WITH PROVEN ROI**





A FRESH TAKE ON MFFM

GET ON THE LIST. GET IN THE CART.

Following the success of the 2022 campaign, the 2023 co-operative campaign will track millions of daily shopping list activities through proprietary 1st 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.





2022 CAMPAIGN HIGHLIGHTS

141.2K DROVE CONSIDERATION



Products added to a shoppers digital grocery list or e-commerce cart during MFFM.

\$401.4K INCREASED REGISTER RINGS



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

45.3MM REACHED MILLIONS OF MOBILE USERS

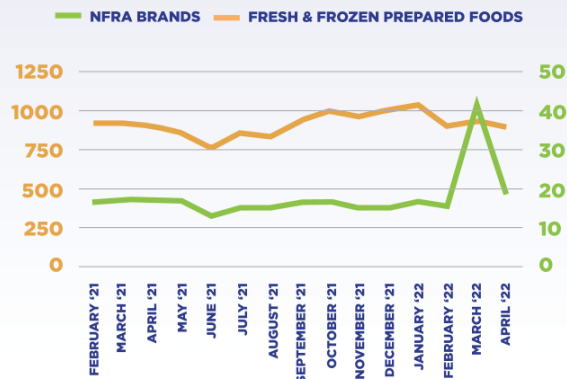


Total mobile impressions delivered across all AdAdapted touchpoints.

LIST TRANSACTIONS PER 1K USERS

Jose Ole • Green Giant Riced Veggies • Eggo • Jimmy Dean Sandwiches • Rosina • Celentano • Tyson

Cumulative list adds for brands which participated in the co-operative program more than doubled activity of 12 months prior while the total number or generic fresh and frozen prepared foods list adds declined.



77% 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.

69% CONVERTED COMPETITIVE SHOPPERS



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

.31% DROVE ENGAGEMENT



Campaign action rate on add-to-list outperformed historical benchmarks.

91% NEW SHOPPER ACQUISITION



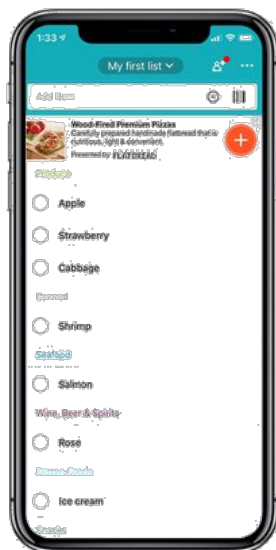
Average percent of list adds from shoppers who had not added a participating brand to their digital grocery list previously.



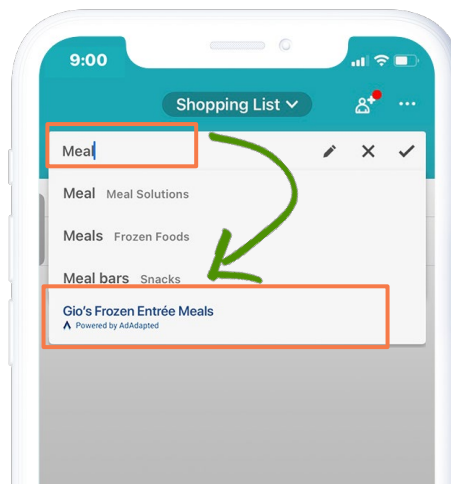
IMPACT WEEKLY SHOPPING DECISIONS OF HOH GROCERY SHOPPERS

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, Awareness and Consumer Poll ad units to engage shoppers at the exact moments to impact weekly shopping decisions.

HOW WE'RE DOING IT?

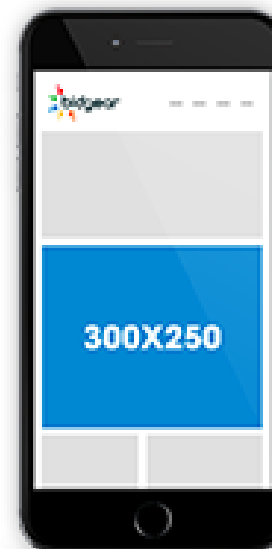


CLICK-TO-CART

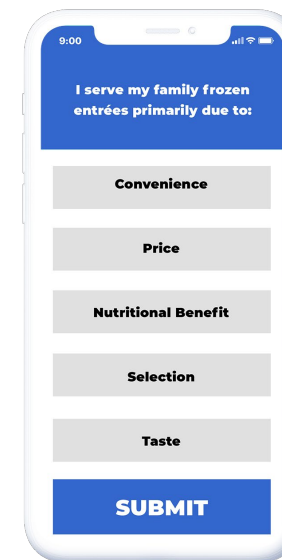


ADD-TO-LIST

KEYWORD INTERCEPTS



AWARE AD UNITS



CONSUMER POLL

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



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**

WHY DIGITAL SHOPPING LIST & E-COMM MARKETING



PROGRAM BENEFITS

- ✓ Streamlined campaign touchpoints **delivers 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
- ✓ 1st 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**



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



AD
ADAPTED

POWERED BY





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

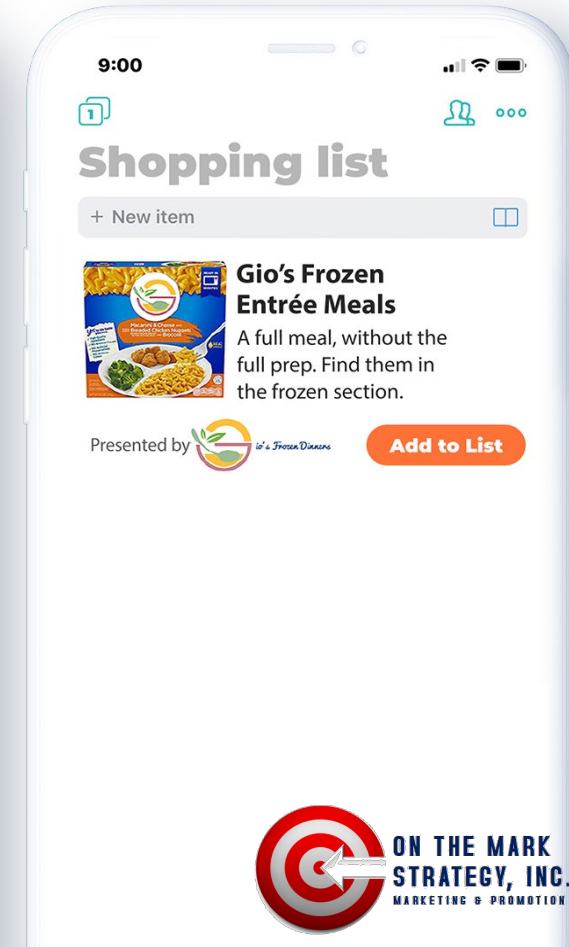
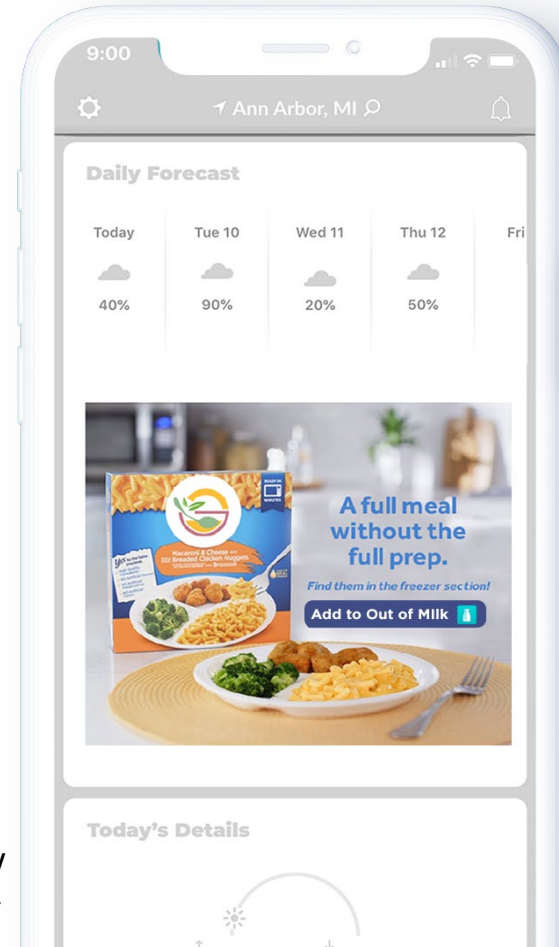
- 100% digital list builders through 1st party data
- Personalized messaging based on the specific list app they use

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:
1,781,250
IMPRESSIONS**

**TIER 2:
2,406,250
IMPRESSIONS**

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





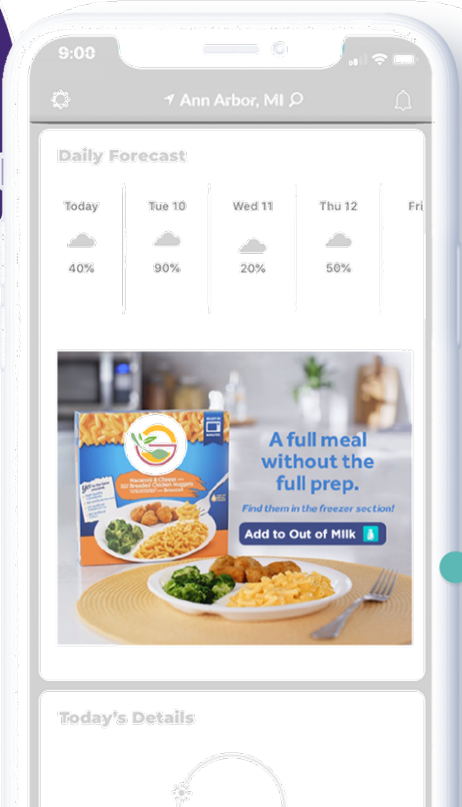
AD OUTSIDE
GROCERY NETWORK
OF APPS

Leading measure of purchase intent via
mobile

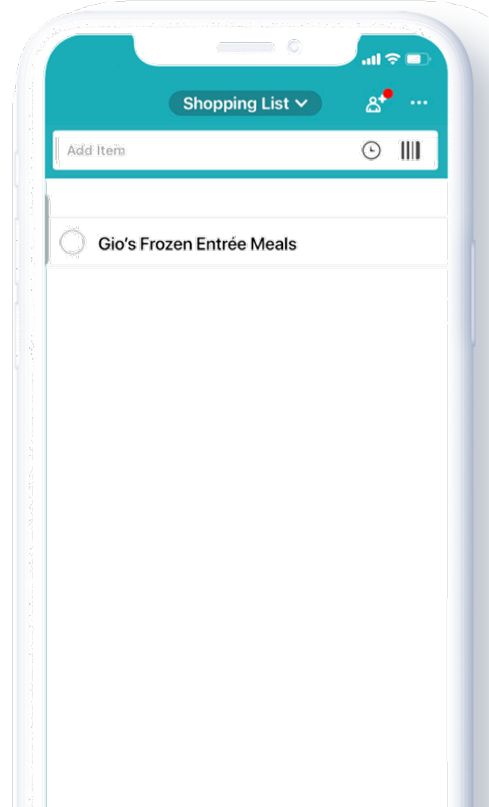
AD INSIDE
GROCERY NETWORK
OF APPS

ADD-IT: GET
PRODUCTS
ADDED TO LIST

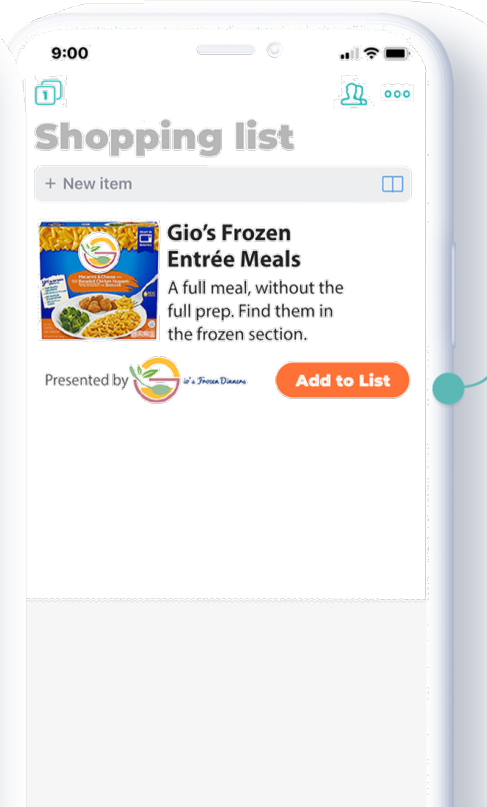
MOBILE APP
The Weather Channel



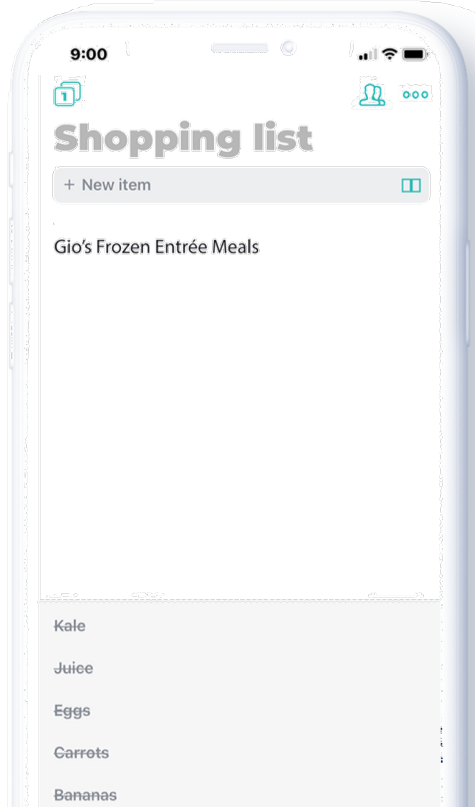
GROCERY APP
Out of Milk



MOBILE APP
Buy Me a Pie



GROCERY APP
Buy Me a Pie

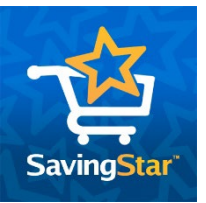




Buy me a pie!



BigOven



PARTIAL LIST OF IN-NETWORK SHOP LIST APPS



GeoCoupons



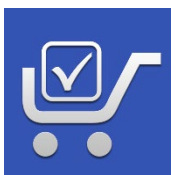
shopular



EASY MENU PLANNER



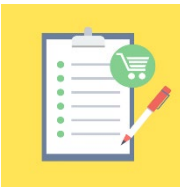
MOM'S DAILY PLANNER



GROCERY GADGET



SUPER SIMPLE SHOPPING LIST



MY SHOPPING LIST



Weekly Ads & Sales
Kohls, CVS, Publix, Bestbuy



Fooducate
eat a bit better™



yahoo!

 **YouTube**

**The
Weather
Channel**

People



DAILY HOROSCOPE



Bloomberg



WORDS WITH FRIENDS



WeatherBug®



Apple News



**Better
Homes
and Gardens.**

mealime




**food
network
GO**



Yum

**PARTIAL LIST
OF OUT-OF-
NETWORK
LIFESTYLE
APPS**



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

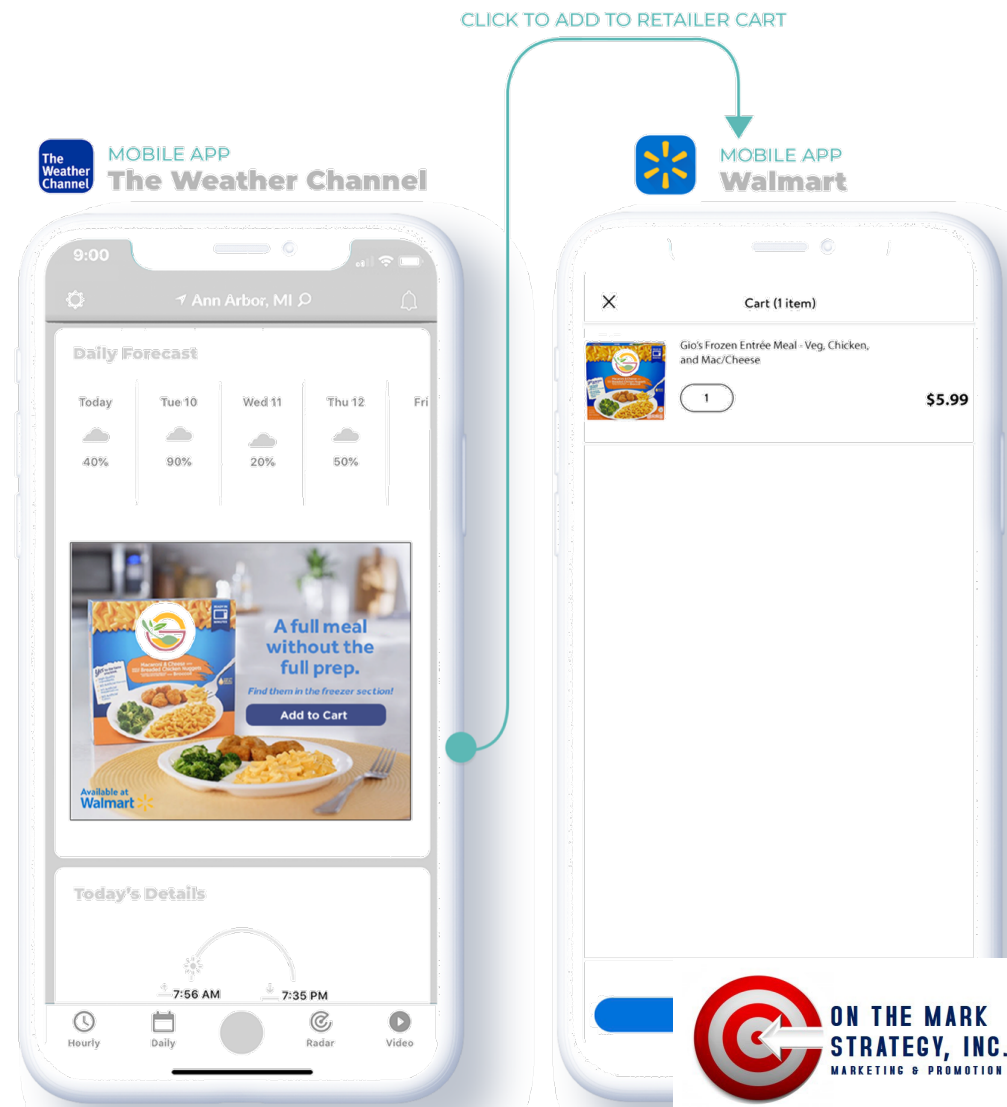
BENEFITS

- 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:
1,781,250
IMPRESSIONS**

**TIER 2:
2,406,250
IMPRESSIONS**



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



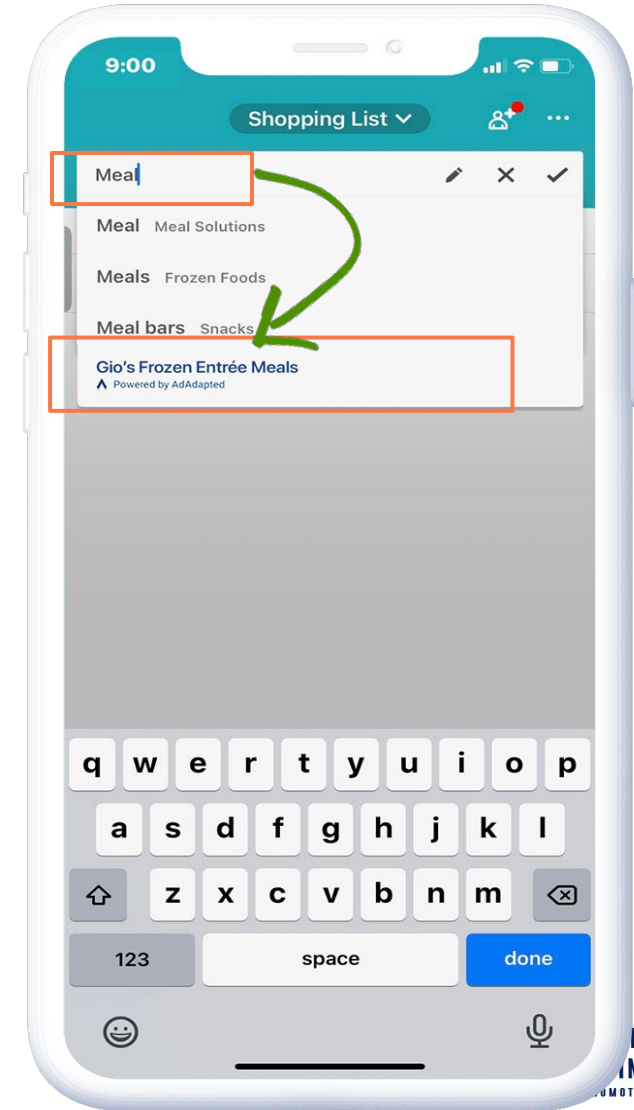


MOBILE GROCERY SEARCH INTERCEPT FOR CPGs

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.



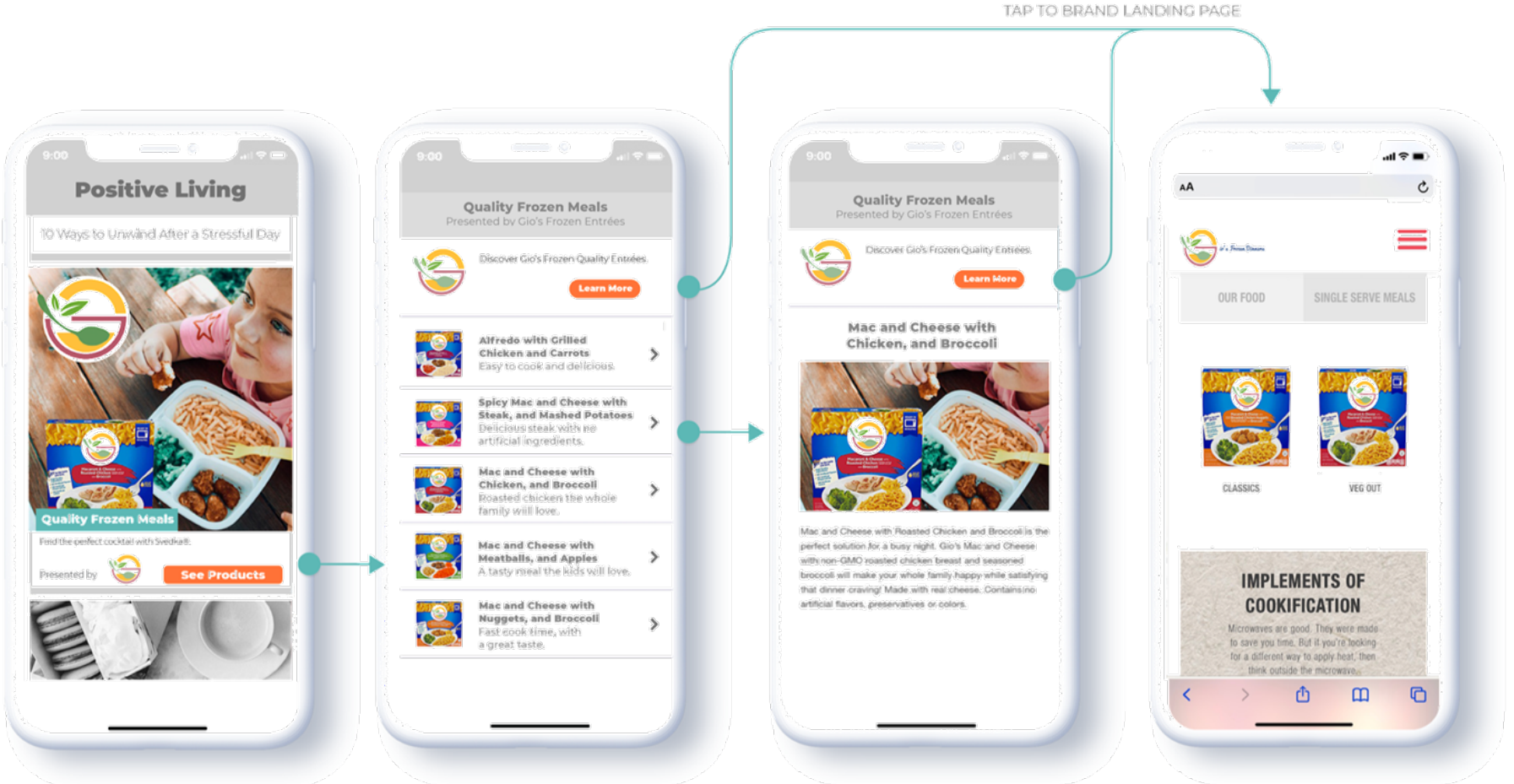
**KEYWORD
INTERCEPT**

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

Use custom content to align your brand's message with recipe content, product information, seasonal and holiday-themed content that inspires target shoppers to buy promoted products.

AWARE AD UNITS

**TIER 2 ONLY
300,000
GUARANTEED
IMPRESSIONS**



1 Main Page Native Ad
AdAdapted will adapt existing aware assets.

2 Aware Listing Page
Allow users to discover recipes. Option for users to click to brand landing pag.

3 Recipe Detail Page
Show detailed info about recipe and allow users to click to landing page

4 Landing Page
Opportunity for users to explore the brand landing page, stays in app

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



Want to know more about if and why consumers are adding your products? Let's ask them:

SURVEY OVERVIEW

- Custom poll that can target consumers based on what creative they saw, what actions they took and what products they added to their list
- Collect consumer insights, such as competitor analysis, product usage or shopping habits
- Recruit known HH Principal Shoppers and ask them questions to capture valuable insights
- Guaranteed # of responses based on campaign size

CONSUMER POLL

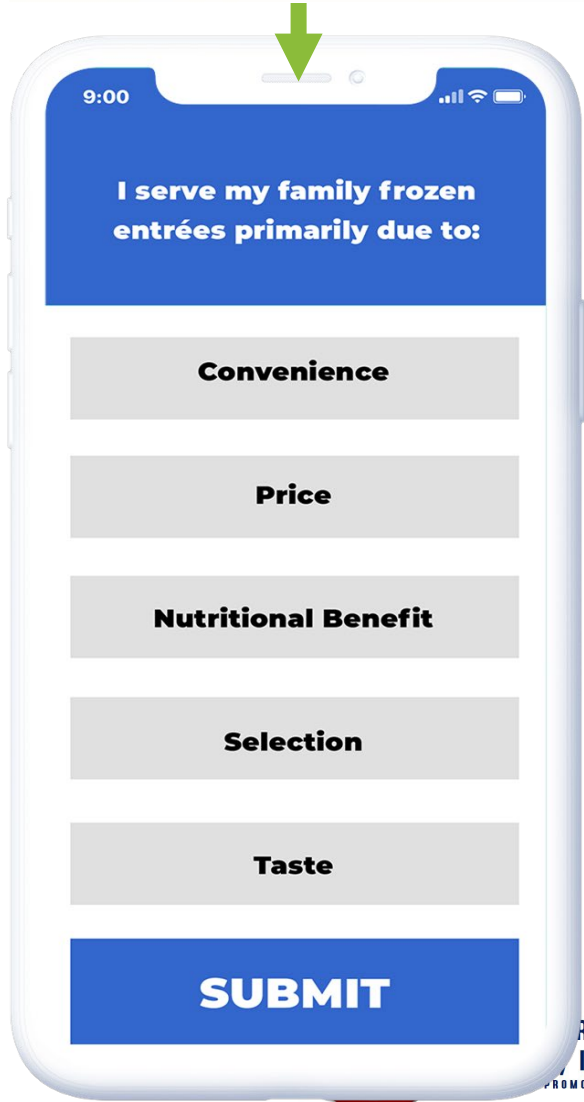
TIER 2 ONLY

75,000 IMPRESSIONS



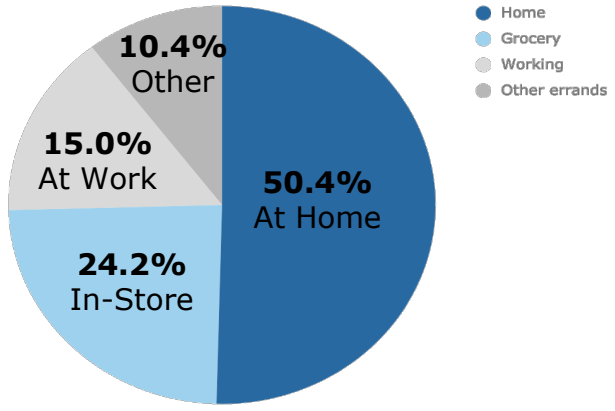
We want your feedback!
Help us make your app experience even better!

Tap here to take a quick poll

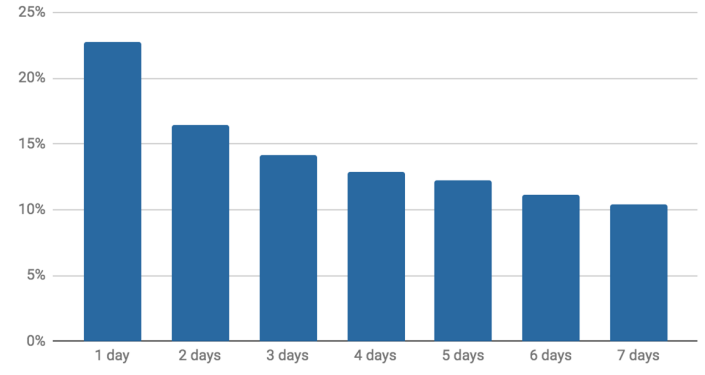




WHERE SHOPPERS ADDED-TO-LIST



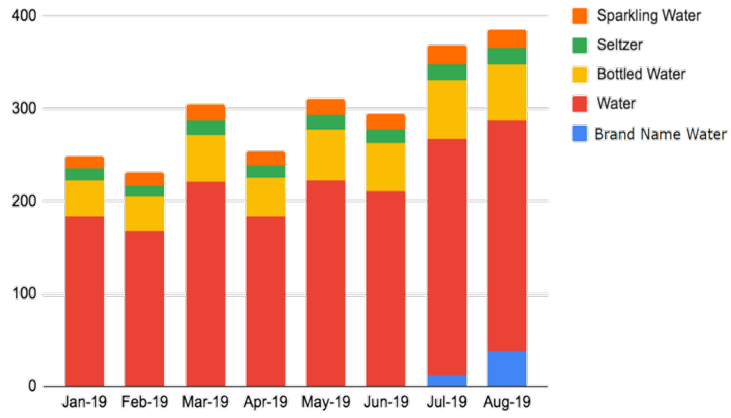
TIME TO FIRST STORE VISIT



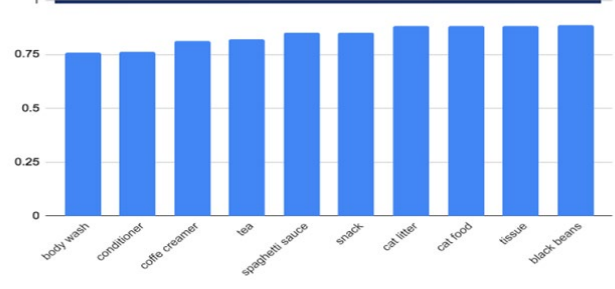
DETAILED CAMPAIGN REPORTING

UNDERSTAND CONSUMER PREFERENCES, ADJACENT PRODUCTS, AND MORE!

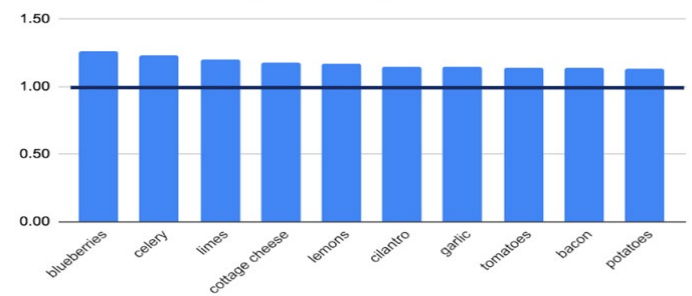
MONTHLY TRANSACTIONS PER 1K USERS



Basket Correlation Index: Brand Name Water Low Indexing Items



Basket Correlation Index: Brand Name Water High Indexing Items



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

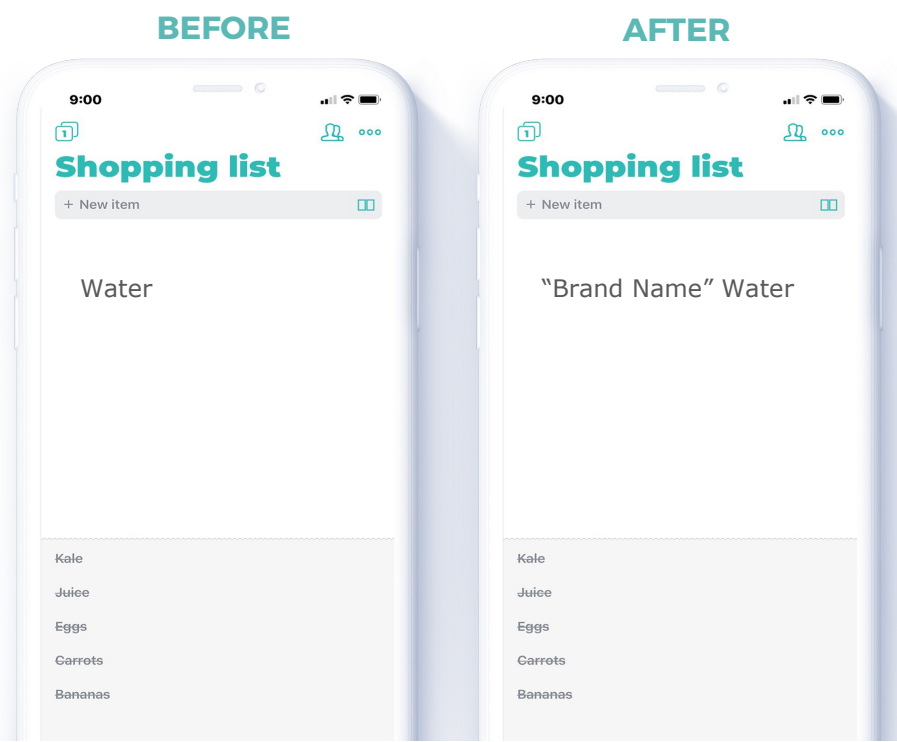
Lift amongst shoppers who organically type in "Brand Name" Water, post campaign vs. pre-campaign.



+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 March



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 1M 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 March

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

Estimated 10K-12K Unique Opt-ins

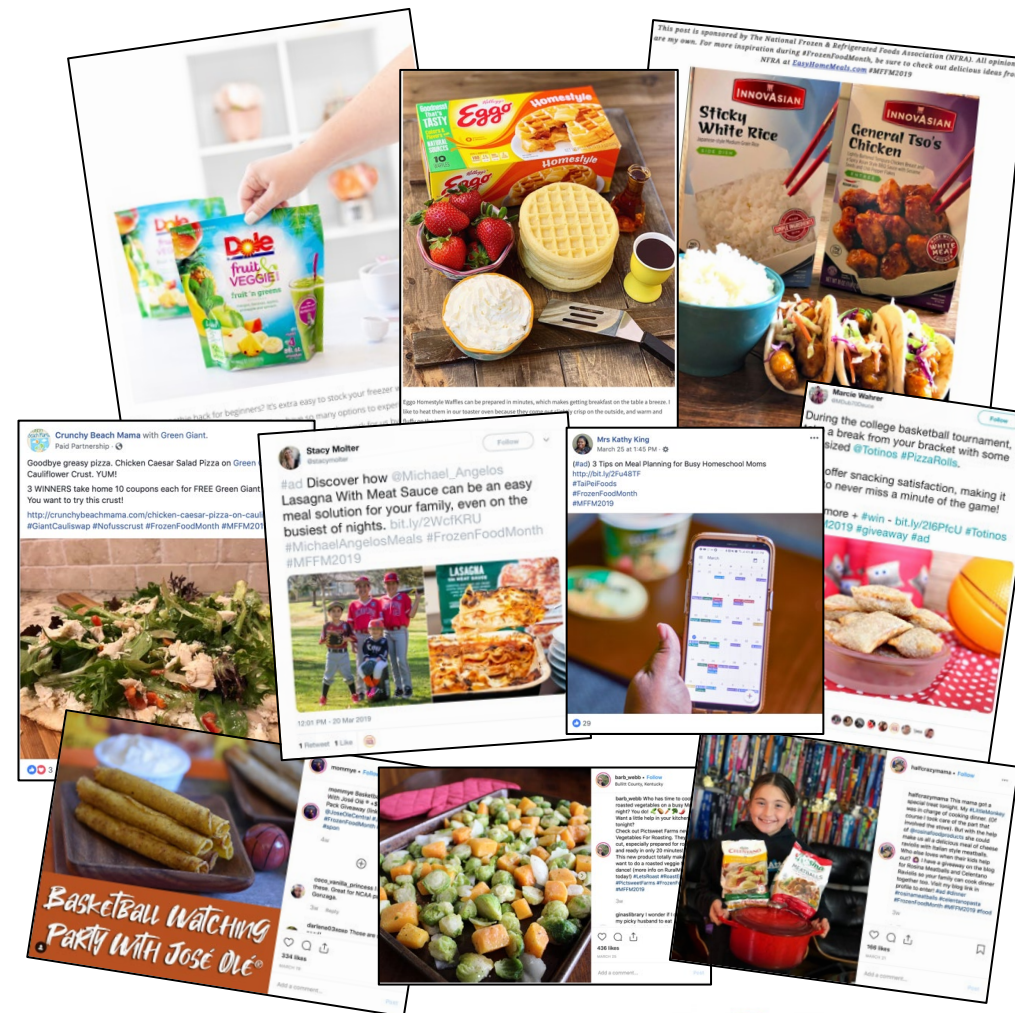
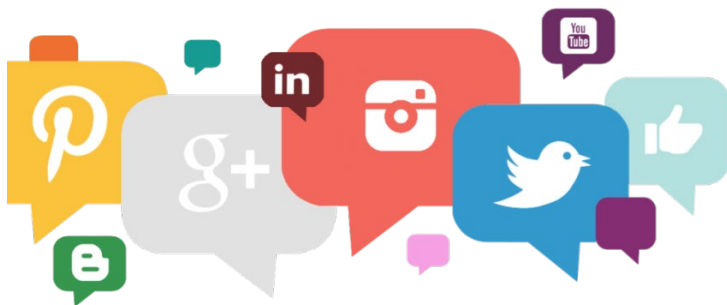




Each brand will be assigned a **Social Influencer** to develop editorial posts, compelling images, custom recipes and content which will be shared across blogs & social channels throughout March Frozen Food Month

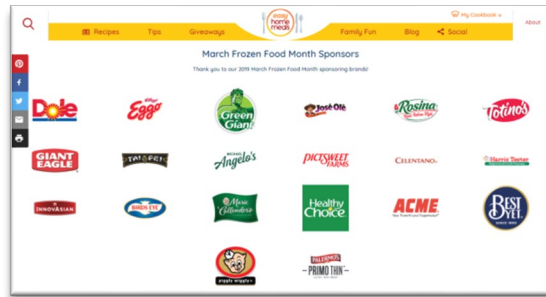
- Influencers **blend each brand** into their personal **stories/recipes** to create an **authentic message**
- Content **posted across Blogs, Instagram, Facebook, Pinterest, Twitter, etc.**
- **Geo-targeted to specific audience/DMA** by brand
- Engagement can be incentivized through hosted **giveaways**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

SOCIAL INFLUENCER PROGRAM





Logo placement on MFFM Promotion Page



Featured in Easy Home Meals Newsletter



Mention in #FrozenFoodMonth Twitter Party

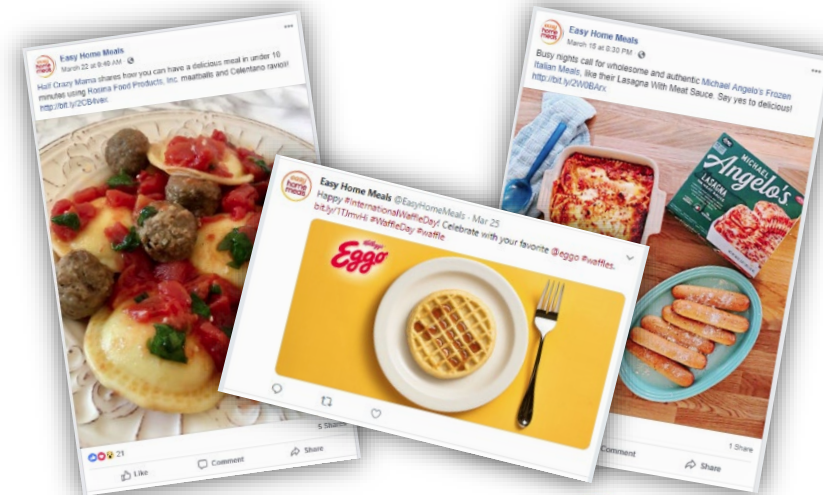


EASY HOME MEALS INTEGRATION

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	3.58M+	5.28M+
Custom branded content via Influencer campaign	1MM+	1MM+
Featured placement / Integration across EasyHomeMeals.com	79MM+	79MM+
Consumer Opt-In File of Sweepstakes Entrants	10K+	10K+
TOTAL ESTIMATED IMPRESSIONS PER BRAND	83.6 MM+	85.3 MM+





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

**CAMPAIGN
VALUE
PROPOSITION**

Agency Oversight & Account Management	\$15,000.00
Overall campaign planning & development	
Daily campaign management over all program touchpoints December - March	
Recap Reporting & Analysis	
All Creative Development & Production	\$15,000.00
All copywriting, display ad creative and production	
Sweepstakes Administration, Management and Fulfillment	\$9,500.00
Includes microsite development and hosting	
Administration, management & fulfillment	
Sweepstakes Prizing	\$10,000.00
Ad Adapted Mobile Activation	\$38,000.00
Add-To-List, Click-To-Cart, Keyword Intercepts, Aware Ad Units and Consumer Poll	
Media Planning and buying with real time campaign optimization	
Program customization individualized by Brand	
Dedicated Brand Blogger	\$2,500.00
Includes branded blog post, social shares and optional Microsweeps	
Easy Home Meals Promotion	\$3,500.00
Featured placement on website, Twitter party and social media integration	

TOTAL CAMPAIGN COST:	\$93,500.00
CO-OPERATIVE FEE	\$39,600.00
SAVINGS	\$53,900.00

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





**ON THE MARK
STRATEGY, INC.**
MARKETING & PROMOTION

**THANK
YOU!**

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President

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