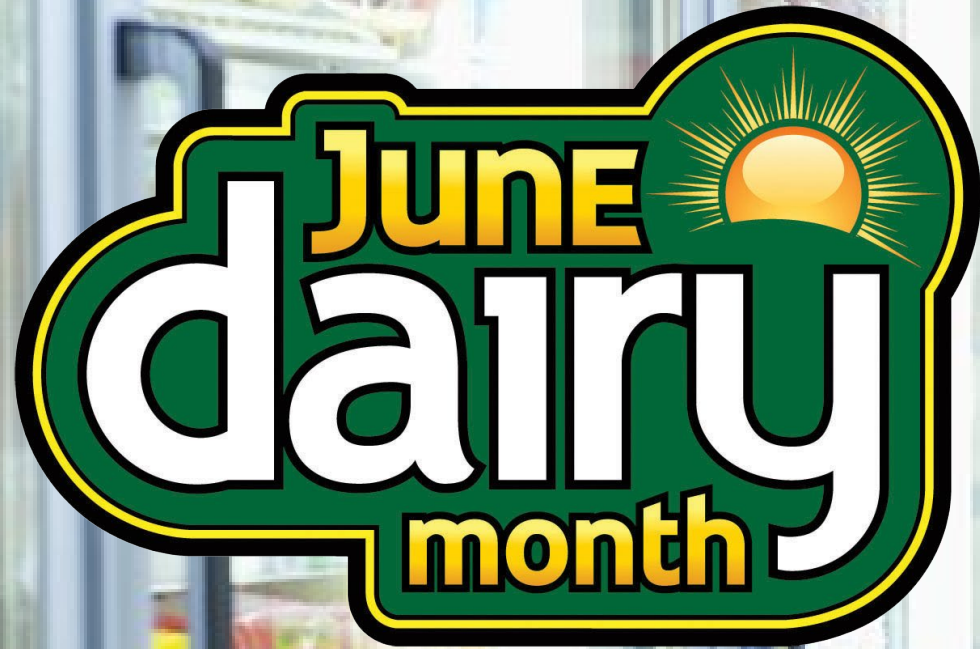


A NEW LOOK  
FOR 2020



**June**  
**dairy**  
**month**

## **GREATER REACH WITH GUARANTEED RESULTS**

Shopper clicks and video views are guaranteed  
80% + increase in estimated digital impressions  
Now offering two tier structure for digital activation

## **EXPANDED DIGITAL OFFER INCLUDES SOCIAL & VIDEO**

Paid Social Ads  
Video Ad Integration  
Carousel Ads  
In-app Ads  
Customizations (e.g. Facebook Experiences)  
PLUS: Programmatic Display and Native Media Ads

## **ENHANCED CREATIVE DESIGN OF DIGITAL ADS**

Turn static assets into dynamic video  
Promote multiple products or varieties in a single ad  
Digital house overseeing 100% of design work

## **TOTAL CAMPAIGN OPTIMIZATION**

Ads will pull from devices which achieve greatest traction  
Creative versioning to ensure proper delivery across platforms  
Retail/Brand specific customizations available based upon KPIs

## **ENHANCEMENTS TO RADIO MEDIA PARTNERSHIP**

Paid delivery of social videos will guarantee impressions  
Social video will be placed beyond stations social pages  
Videos will leverage syndicated personalities to drive viewership  
Option to choose between display ads OR streaming audio  
Additional targeting parameter on email blasts

## **THE RESULT?**

*An improved approach focused on increasing the reach and visibility of participating retailers*





## 100% SHARE OF VOICE:

Provides all participating Retailers (both national and regional alike) with 100% share of voice across all program touch-points.



## LOCAL SHOPPER ENGAGEMENT

Digital media may be targeted by demographic, geography (down to retailer store lists/zip codes), even transactional purchase data

Retailers may individually select their desired radio markets and tag on-air spots with a drive to the dairy aisle of their local retail location



## CUSTOM MEDIA SCHEDULES

Retailers select how many markets, and which markets, are priority

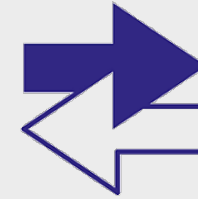
## CONTENT CREATION

Content for all required touch-points will be developed/produced for each participating retailer (and brand partner, if applicable) as value-add



## CONTROL THE MARKETING MIX:

We recognize that **one size does not fit all** – each Retailer controls the marketing mix to best suit its desired approach



## BRAND CONNECTION

Afforded benefits allow participating retailers the ability feature their private-label dairy food brand(s) and/or link and leverage with a key brand partner across all touchpoints to drive traffic in-store.



## Diverse mix of Digital and Social Media offerings powered by Optimad

- Social Media Ads via native & programmatic display units
- Video Advertising - :15 or :30 duration
- Carousel Ads, Facebook Experiences and In-App ads



## Ability to execute all touch points or adjust marketing mix within WWO offering below

- On-Air: Recorded retailer spot with local CTA on terrestrial radio
- Online Streaming: Companion display ads and recorded spot
- Email: Two (2) Dedicated emails in select markets
- Social: Two (2) custom video Facebook posts



## Influencer Assigned based on geography, lifestyle and/or demographic makeup

- Blog post with option to overlay Influencer micro-sweeps
- Social sharing across influencer and Easy Home Meals social properties



## Featured placement / Integration across EasyHomeMeals.com

- Logo placement on JDM Promotion page
- Custom Tweet & Pin
- Custom Boosted Facebook post
- Ability to upload branded recipes to EasyHomeMeals.com
- Retailer featured in Twitter Party



## Consumer Opt-In File From Entrants within the JDM National Sweepstakes

- File can be used to build Retailer's consumer database and ongoing CRM efforts



Each participating retail partner will have the ability to develop their own shopper targeting strategy, including demographic details, geo-specific media delivery per store list, and shopper's purchase history across all digital devices.



## DEMOGRAPHIC

- Age and Gender
- Household Income
- Digitally Savvy Shopper

## GEOGRAPHY

- Has shopped at (RETAILER) in the last 30 days (Device ID)
- Lives within a 10-mile radius of a (RETAILER) Store
- By store list

## SHOPPER

- Existing Category Purchasers
- Searching top competitive Retailers/Brands
- Behavioral Trends of the Shopper for the Retailer/Brand

## DEVICE TYPE


- Mobile
- In-App
- Tablet
- Connected TV

Converge digital strategies with retail activation to ensure top of mind awareness when the decision-making process begins ...

online, long before consumers ever reach the store or point of purchase.



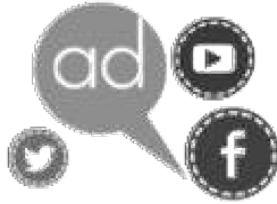
A NEW PARTNER FOR 2020, OPTIMAD’S DIGITAL PLATFORM WILL OFFER RETAILERS A MORE DIVERSE MIX OF DIGITAL TOUCH POINTS, GREATER CUSTOMIZATION & FLEXIBILITY OF PLAN PLUS ENHANCED CREATIVE DEVELOPMENT & DESIGN OF AD UNITS.

 OPTIMAD	TIER 1	TIER 2
Targeted Shopper Clicks to RETAILER.com or online destination for the RETAILER	6,500+	9,962+
Targeted Video Views	15,000+	30,833+
<b>Total Guaranteed Shopper Engagements *</b>	<b>21,500+</b>	<b>40,795+</b>
<i>Estimated Impressions</i>	<b>3 MM</b>	<b>5 MM</b>



- ✓ Retailers have the option of shifting all impressions to Targeted Shopper Clicks if desired
- ✓ **Further customization is available, TBD** following Retailer’s review of KPIs
- ✓ Guaranteed results
- ✓ Clicks can go to any online destination of the Retailer’s choosing

## SOCIAL MEDIA AD UNITS



### DRIVE CLICKS VIA SOCIAL MEDIA

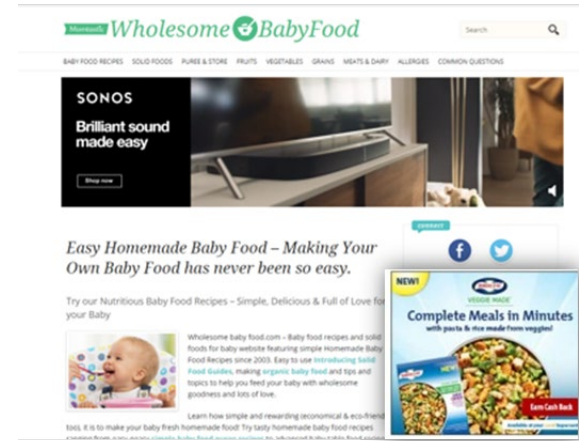
Inspire shoppers to visit your store and purchase your private label &/or partner Brand by reaching them in their preferred social media channels, delivering maximum brand awareness & traffic with target audiences across Instagram & Facebook.

With real-time optimization against actions, the JDM program will deliver guaranteed clicks to participating retailers.

*Ability to leverage offer video, influencer or animated content within social ads*

Drive consumer to purchase online, in-ad

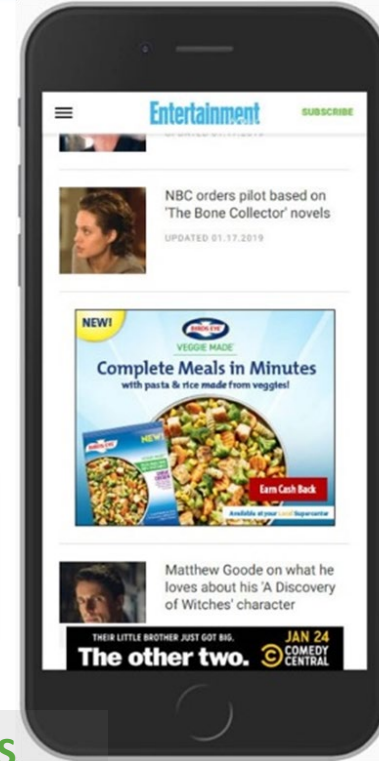
## PROGRAMMATIC & NATIVE MEDIA



### DISPLAY ADS AND NATIVE ADS

Display ad placements of various sizes across relevant publisher and network partners.

High CTR contextually relevant native ad placements. Sample sites: Epicurious, Food Network, Martha Stewart, People





## VIDEO AD INTEGRATION ACROSS DIGITAL BUY



### TURN STATIC ASSETS INTO DYNAMIC VIDEO UNITS

1/3 of ALL online activity is spent watching video

92% of mobile video viewers share videos with others



Marketers who use video grow revenue 49% faster than non-video users

64% of consumers make a purchase after watching branded social videos


81% of people have been convinced to buy a product or service by watching a brand's video

Sample video units created from static imagery. Click on each box to play videos. Can be :15 or :30 in length, can add backing music if desired.

## CAROUSEL ADS

 **The Lean Mean Fan**  
Sponsored · 




Dannon® Oikos® Triple Zero has 15g of protein per serving and is the Official Yogurt of the NFL. Available at Walmart.



**Vanilla**  
Buy Now - Walmart.com [Shop Now](#)

**Strawberry**  
Buy Now - Walmart.com [Shop Now](#)

**Mixed Berry**  
Buy Now - Walmart.com [Shop Now](#)

 Like  Comment  Share

### AMPLIFY SOCIAL OUTREACH

Drive awareness & education among your target audience via social carousel ads highlighting different private label product images and options.

Select lifestyle imagery, influencer content or product benefit images to communicate why shoppers love your stores and brand(s).

With Carousel ads we can highlight each SKU individually & link each to your store's product detail page showcasing the retailer's product assortment.

## IN-APP ADS



### RELEVANT CONTENT. MOBILE OPTIMIZED.

Advertise within popular mobile apps, reaching your target audience with compelling messages on their favorite publisher apps.

Execute dynamic & native ads within top apps reaching relevant audiences in a mobile optimized channel.

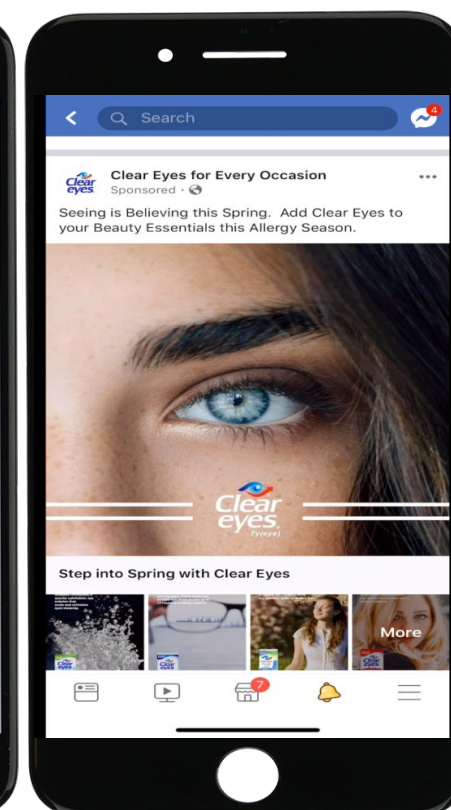
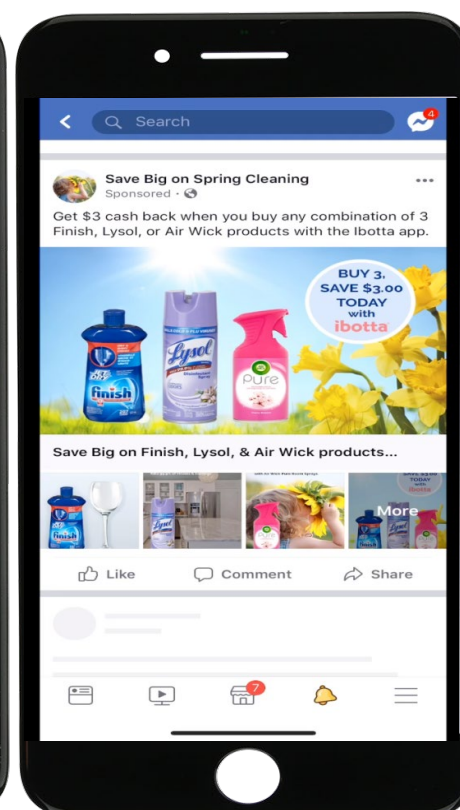
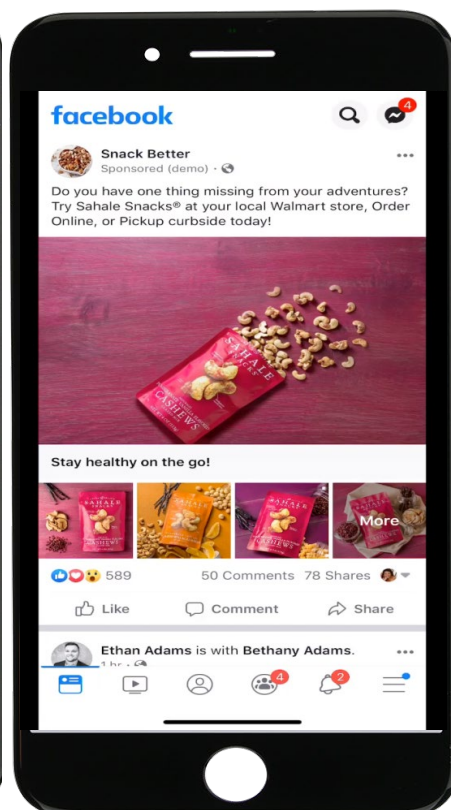
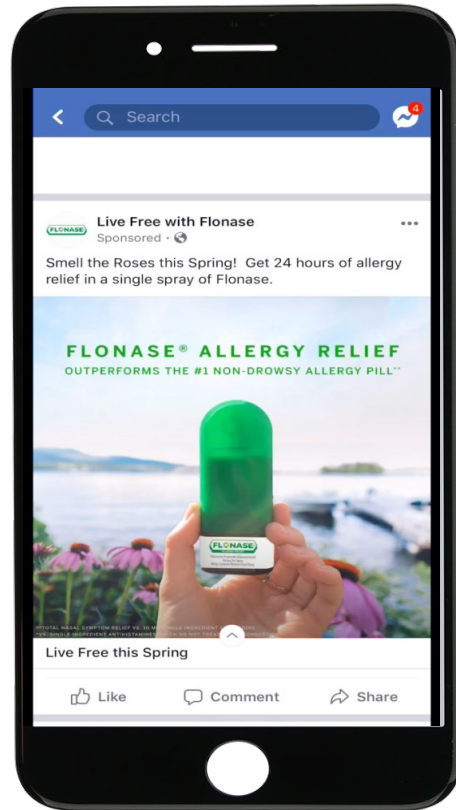
## RETAIL AND/OR BRAND SPECIFIC CUSTOMIZATIONS

COUPON OFFER

ADD TO ONLINE GROCERY CART\*

DEEPLINK TO BUNDLED IBOTTA OFFER

PRODUCT RECCOMENDATION



### FACEBOOK EXPERIENCES

Mobile-optimized ads that capture the complete attention of your audience.

Consumers can watch engaging videos and photos, swipe through carousels, tilt to pan, and explore lifestyle images with tagged products—all in a single ad.

**AVERAGE 12.5 SECOND VIEW TIMES  
AND CTRs 2-3x HIGHER THAN  
INDUSTRY**





Sample ad units. Click on each to play videos.

A multi-media platform that **delivers surround-sound messaging** whether consumers are tuned-in on-air or online—

**driving traffic in-store and down the dairy aisle of your retail locations**



A trusted partner since 2016, Westwood One Media (WVO) will provide retailers with an enhanced program while maintaining the ability to fully customize individual retail campaigns.

<p><b>TERRESTRIAL RADIO</b></p> 	<ul style="list-style-type: none"> <li>▪ Custom :15 second spot (approx 270 spots*)</li> <li>▪ 3- Week drive-time flights</li> <li>▪ Ability to run in up to 16 Top DMA Markets</li> </ul>	<p><b>2,600,000 Impressions</b></p>
<p><b>DIGITAL</b></p> 	<ul style="list-style-type: none"> <li>▪ Choice of display ads or streaming audio</li> <li>▪ Streams across station websites and mobile platforms</li> <li>▪ 4- Week flight</li> </ul>	<p><b>412,500 Impressions</b></p>
<p><b>EMAIL</b></p> 	<ul style="list-style-type: none"> <li>▪ Custom email across 2 markets</li> <li>▪ 100% Share-of-Voice</li> <li>▪ Dairy Food category purchase data added to targeting parameters</li> </ul>	<p><b>50,000 Impressions</b></p>
<p><b>SOCIAL</b></p> 	<ul style="list-style-type: none"> <li>▪ Custom video across 2 markets</li> <li>▪ Feature syndicated talent with broad following &amp; on-air presence</li> <li>▪ Expanded reach and guaranteed impressions via paid FB post</li> </ul>	<p><b>50,000 Impressions</b></p>
		<p><b>3.1+MM</b></p>
		<p><b>**Total Approximate Impressions per retailer</b></p>

## MARKET SELECTION

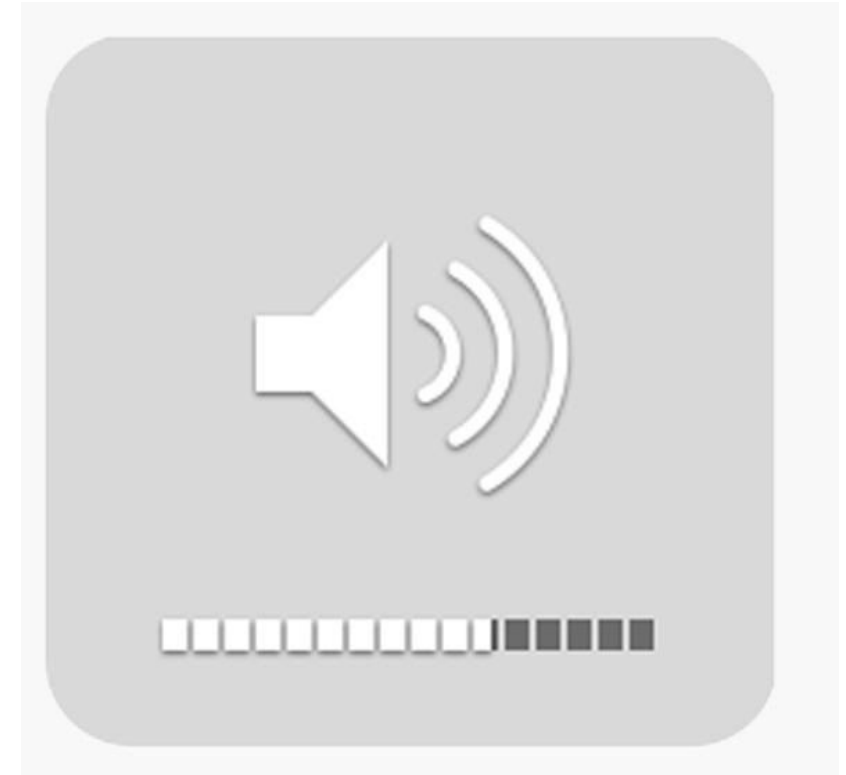
To optimize media schedules, Retailers will be able to select UP TO sixteen (16) DMAs as part of their media plan

Base plan will deliver approximately 270 :15 sec spots and guarantee 2.6M+ on-air impressions to ensure greater frequency and overall reach per market

Retailers will maintain ability to feature private label and/or partner brand's product and shift to :30's if preferred based on objectives and messaging

If Westwood One does not have an owned and operated station in desired market, they will backfill at no additional cost

Westwood will handle all copy, creative and production of audio spots, email, and local personality social videos



## DIGITAL CUSTOMIZATION

Retailers will be able to choose whether they prefer a combination of streaming and display, display only or streaming only

**Note:**  
Pending number of markets and size of markets, Retailers which select just streaming audio may require to either:  
Offset with some display to reach impressions delivery  
Extend campaign beyond 4-week window





## GUARANTEED IMPRESSIONS ON SOCIAL VIDEO

As value add to participating Retailers, WWO will guarantee the impressions delivered on social videos through paid placement

Videos will live on local stations Facebook channel as well as on Facebook feed of A18+ in target markets

Whenever able, WWO will also leverage personalities on syndicated shows to ensure high quality content with more consumer eyeballs and engagement

## WWO SYNDICATED SHOWS



## LIST BUYING AND ADDED TARGET PARAMETER

Westwood One will target A18-54 PLUS consumers who have (or are likely to buy) dairy food in the past 6-12 months

Added target parameter will drive greater consumer engagement with email outreach in target markets

List purchase will extend reach beyond opt-in listening audience in each market

It's June Dairy Month at Giant Eagle!

**SHOP NOW**

Giant Eagle is the place to shop this June Dairy Month. All month long they have offers throughout the Dairy Department! Save on your favorites like Giant Eagle Ricotta Cheese and Dannon Yogurt Multipacks. Visit [www.Gianteagle.com/dairy](http://www.Gianteagle.com/dairy) to check out all the June Dairy Month deals!

[Shop Now](#)

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





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

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

**Estimated 500K to 750K Impressions per Retailer**



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

- ✓ Logo placement
- ✓ Social Posts
- ✓ Boosted Facebook post
- ✓ Recipe database
- ✓ Twitter Party

**74MM+ Total Easy Home Meals Program Impressions**



**National Consumer Promotion executed throughout June**

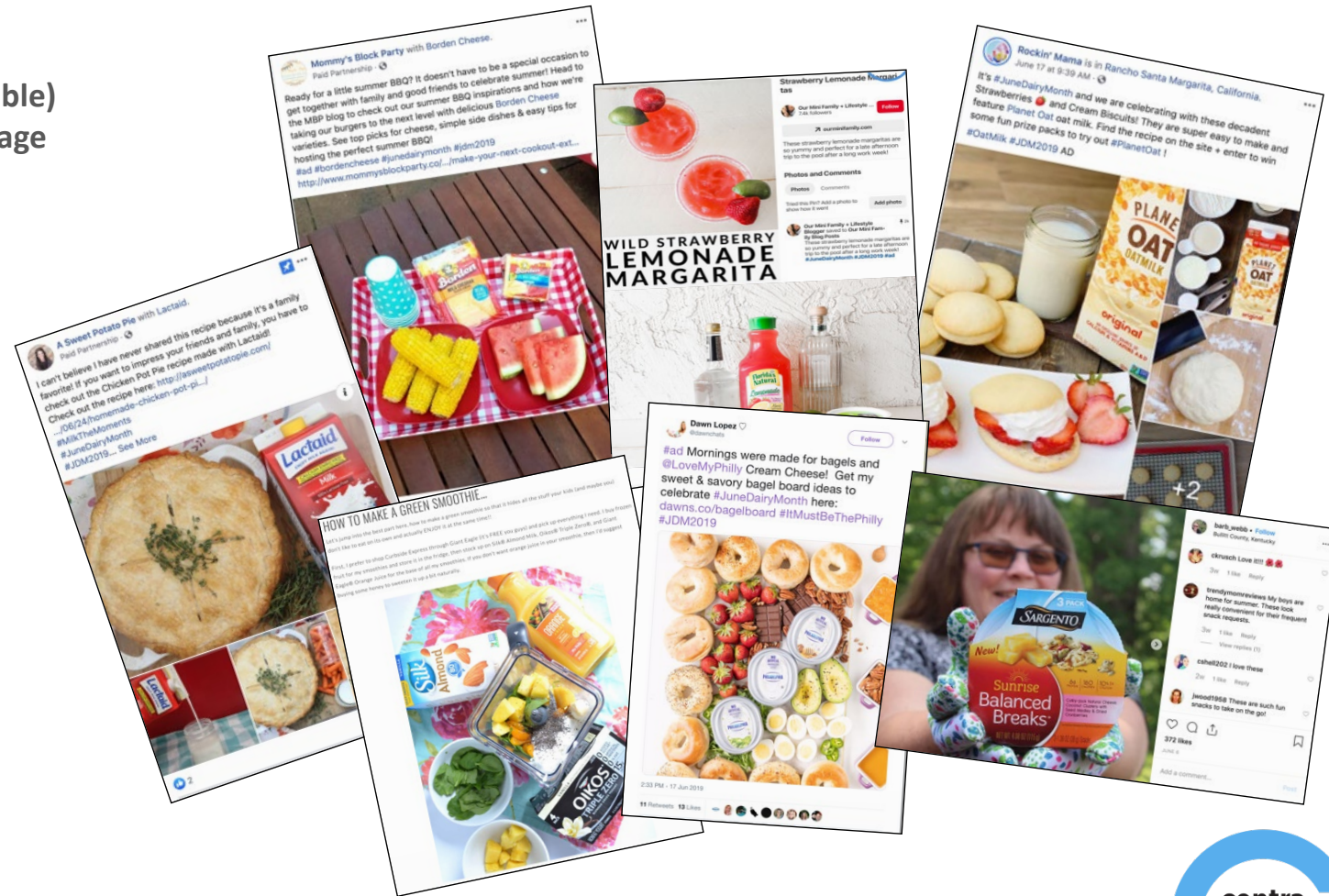
- ✓ Opt-In File
- ✓ Access to Sweepstakes logo and link to cross-promote

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



Each retailer 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**

- Influencers **blend each retailer (and partner brand(s), if applicable) 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 selected by Retailer**
- **Engagement incentivized through hosted giveaways with their audience via “Micro-Sweeps”**





Influencers will host a “Micro-Sweeps” giveaway to engage audience and incentivize sharing

- Retailers (and partner brand(s), if applicable) have **option to provide Influencers with FREE Product/Product Coupons(s)** to use as prizes
- Consumers will be **incentivized by sharing #Hashtags, Links, etc. via Twitter, Pinterest and Instagram**
- **Winner selection and prize fulfillment is handled by influencer**



MY SOLUTION FOR EATING HEALTHY MEALS BEING A BUSY MOM PLUS A GIVEAWAY FOR \$50 GIANT EAGLE GC(3 WINNERS)



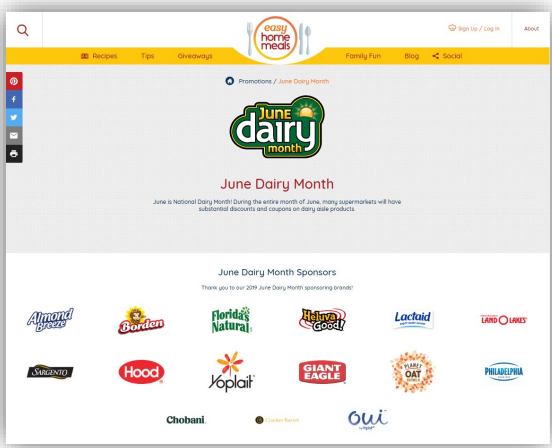
now for an exciting giveaway where i am giving away a \$50 giant eagle gc to 3 winners

- o this giveaway just went live
- o open to the us only
- o void where prohibited by law
- o winner will be emailed and have 48 hours to respond or another winner will be chosen, please enter on the widget below and good luck to you!





## Logo placement on JDM Promotion Page



## Featured in Easy Home Meals Newsletter

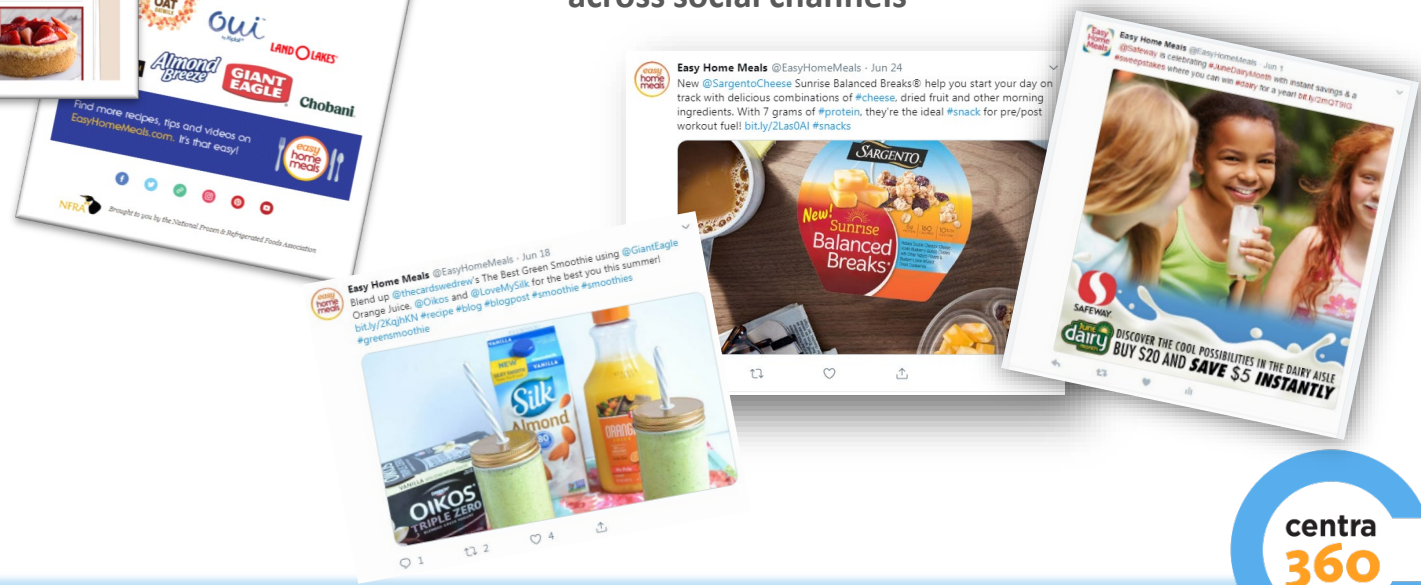


## Mention in #JuneDairyMonth Twitter Party



## Custom posts and shared content across social channels

## Boosted Facebook Post



OVERALL CAMPAIGN REACH



	TIER 1	TIER 2
Mix of digital and video platforms offered at various levels	<b>3MM</b> Guaranteed 21.5k+ Engagements	<b>5MM</b> Guaranteed 40.7K+ Engagements
Ability to adjust marketing mix within WWO offering	<b>3.1MM+</b>	<b>3.1MM+</b>
Custom branded content via Influencer campaign	<b>750K</b>	<b>750K</b>
Featured placement / Integration across EasyHomeMeals.com	<b>74MM+</b>	<b>74MM+</b>
Consumer Opt-In File of Sweepstakes Entrants	<b>10K+</b>	<b>10K+</b>
<b>TOTAL ESTIMATED IMPRESSIONS PER RETAILER</b>	<b>80.8 MM+</b>	<b>82.8 MM+</b>

**TOTAL ESTIMATED JDM IMPRESSIONS: 184+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

<p><b>Agency oversight and account management</b>                      —Overall campaign planning &amp; development                      —Daily campaign management over all program touch points December – June</p>	\$13,000.00
<p><b>All creative development and production</b>                      —All copywriting including script development, email blast &amp; social copy —All display ads and required versioning                      —Voice over talent and radio spot production —Converting static assets into dynamic video ads                      —Email creative design and deployment —Social media video concept and production</p>	\$25,000.00
<p><b>Sweepstakes administration, management and fulfillment</b>                      — Includes microsite development and hosting                      — Administration, management and fulfillment</p>	\$9,500.00
<p><b>Sweepstakes Prizing</b></p>	\$10,000.00
<p><b>OptimAd Digital Media Evaluation</b>                      —Paid social, video, programmatic display, native media, in-app ads —Social media amplification with DJ personalities                      —Media planning, buying and real-time campaign optimization —Value add impressions to drive overall promotion                      —Program customization individualized by Retailer / JDM messaging</p>	\$30,000.00
<p><b>Westwood One Media Evaluation</b>                      —Media planning and buying                      —Multi-media integration across on-air, online, streaming, display and email</p>	\$23,000.00
<p><b>Dedicated Blogger</b>                      —Includes branded blog post, social shares &amp; optional Micro sweeps</p>	\$3,500.00
<p><b>Easy Home Meals Promotion</b>                      —Featured placement on website, Twitter party, social media integration</p>	\$3,000.00
<b>TOTAL PROGRAM SPEND</b>	<b>\$117,000.00</b>
<b>YOUR SPEND</b>	<b>\$36,900.00</b>
<b>YOUR SAVINGS</b>	<b>\$80,100.00</b>

THANK YOU



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