

INSIGHTS TO ACTION WITH INSTORE EXCELLENCE

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OUR BUSINESS AND BRANDS

\$26 billion
In Revenue

80,000
Employees

Countries Present:
150+

\$800MM+
investment to **positively**
impact people and the
planet*



* Includes ~\$450MM in donations, both cash and products since 2012 and a \$400MM investment for our Cocoa Life program

CREATING THE INSTORE EXCELLENCE

\$500M+

Spent on POS
Materials/yr

**Insight to
Activation**

**Facts
Vs.
Opinions**

**Best Practices
to Drive
Growth**



to provide the objective assessment and systemization
for evaluation

THIS IS SELLCHECK



- A proven methodology for testing creative's effectiveness using a combination of behavioral science and marketing expertise.



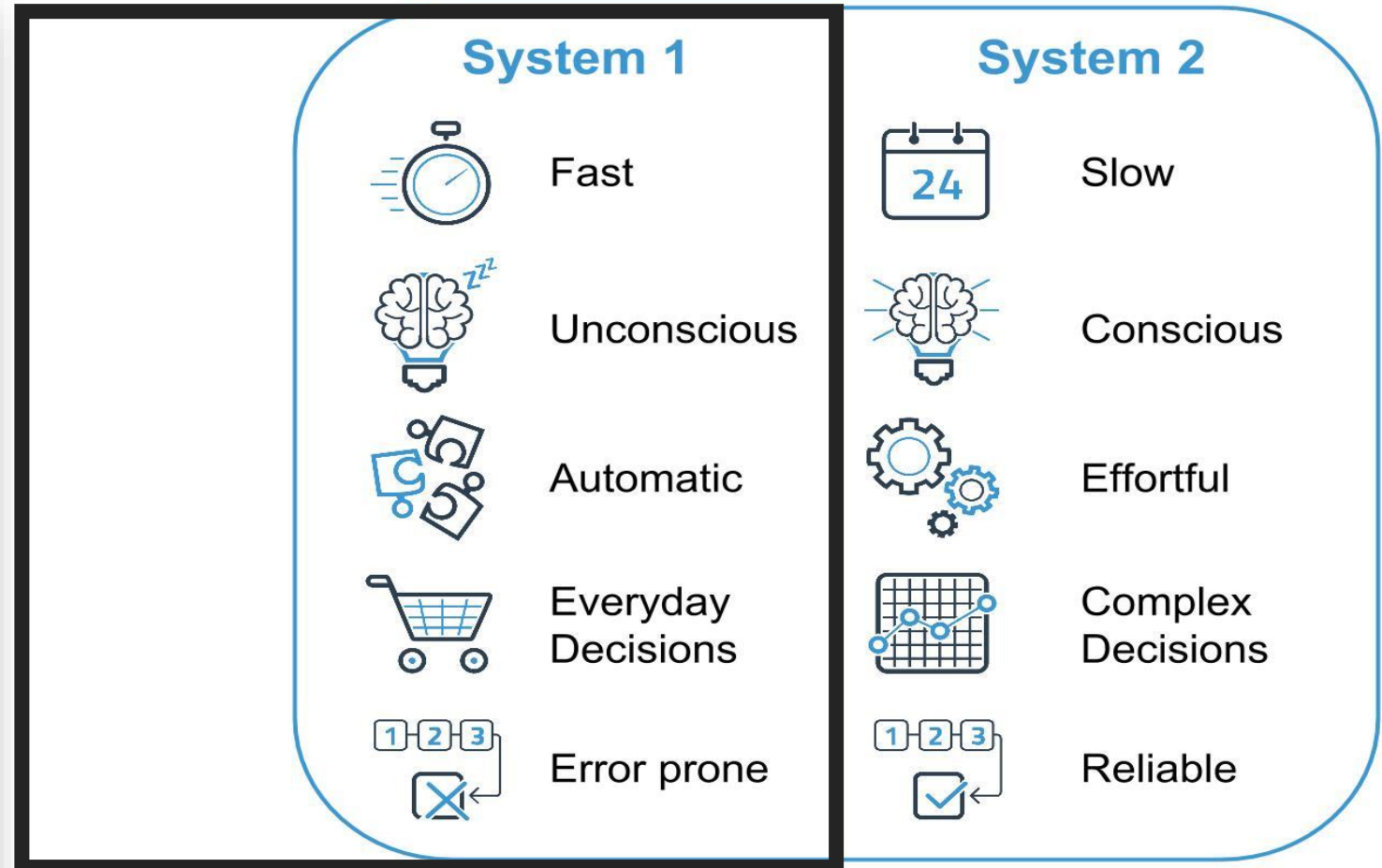
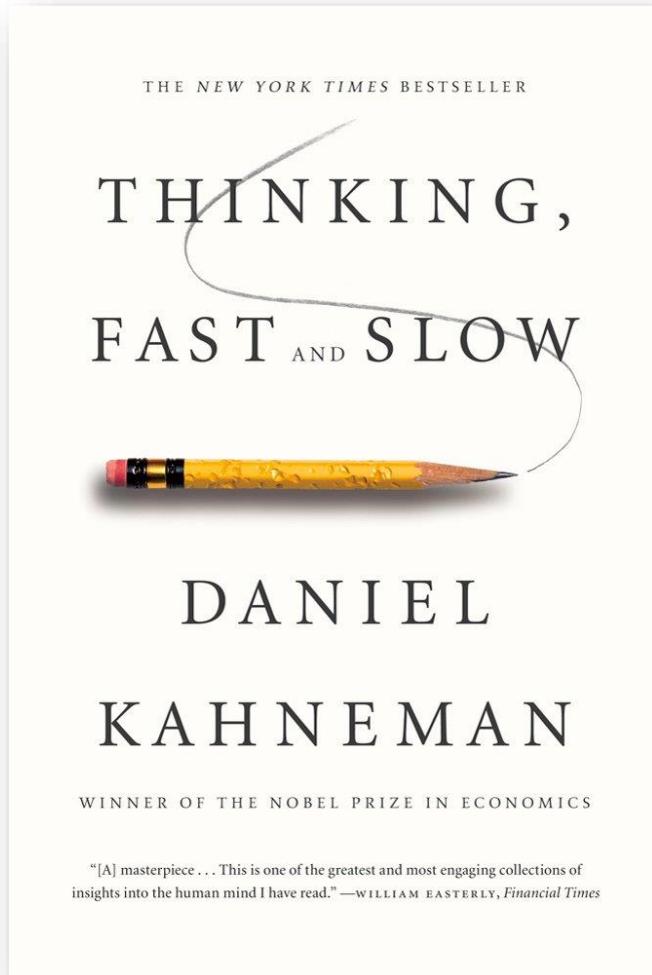
We give objective recommendations to improve the creative.



The result is an improved shopper experience and sales lift.

DESIGNING FOR THE SHOPPER MINDSET

SellCheck assess how shoppers will react in shopper mode (System 1)



FOUR KEY ATTRIBUTES OF EFFECTIVE SHOPPER COMMUNICATION



Command

Hey,
notice me!



Connect

You remember
me, right?



Convey

I have
great news.

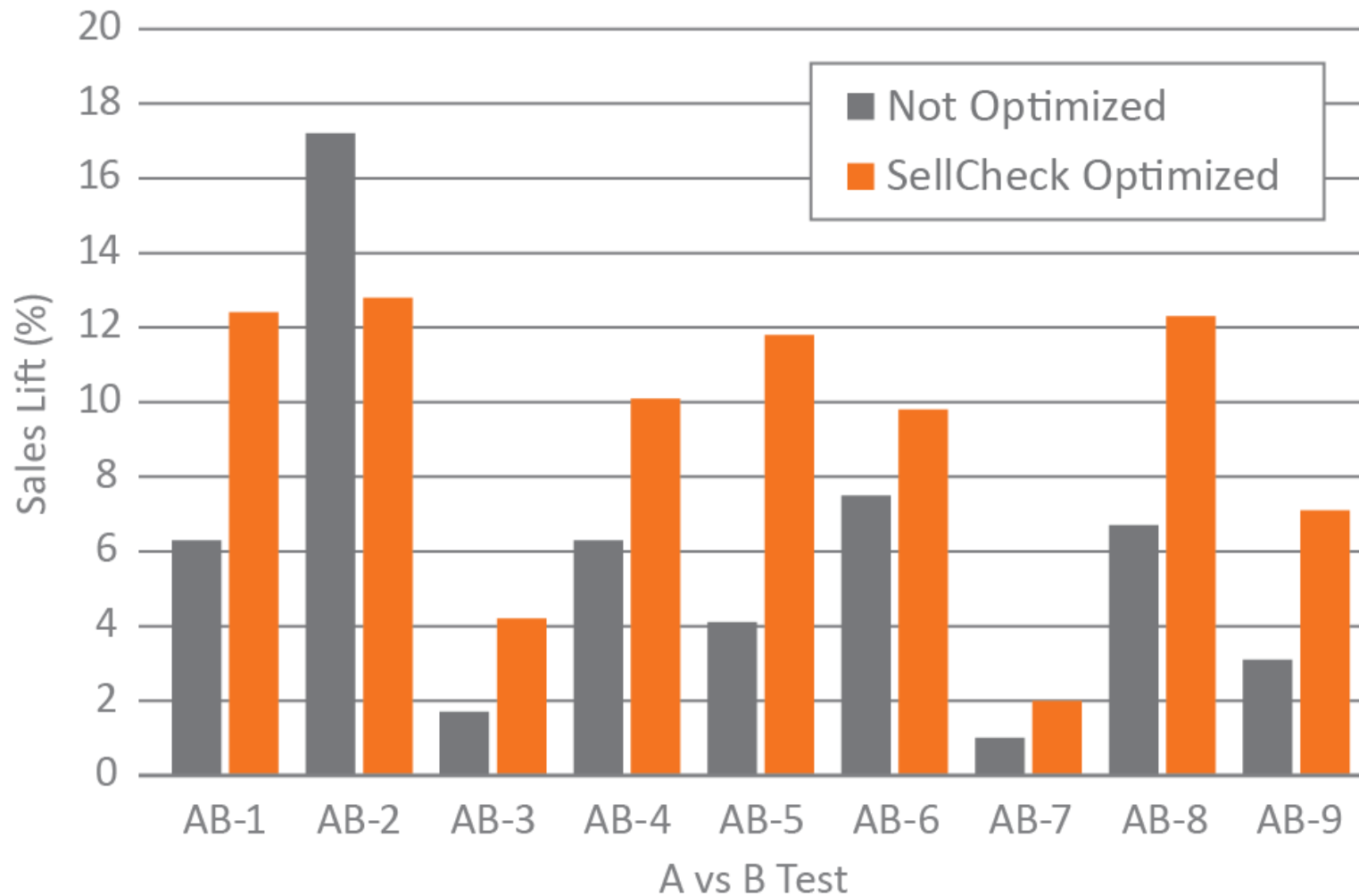


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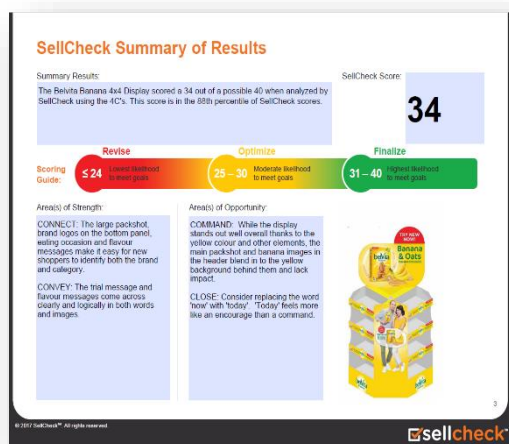
Lucky we
crossed paths.

CREATIVE IMPACT ON SALES INCREASE

In eight out of nine tests, 89% correlated the higher sales lift with the highest SellCheck score.



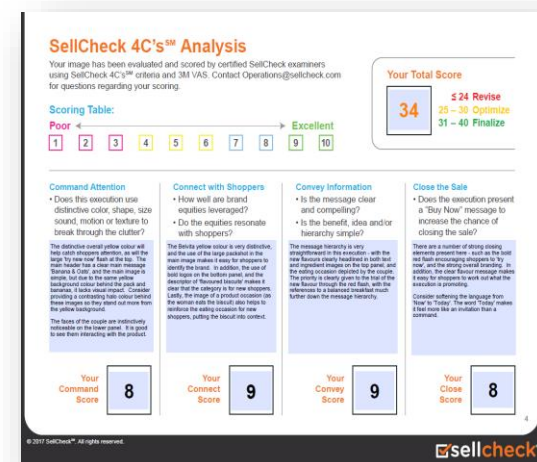
SELLCHECK REPORT AND SCORING GUIDE



Executive summary with index rank



VAS eye-tracking pages



4C's analysis with validation and recommendations

Revise
≤ 24

Optimize
25 – 30

Finalize
31 – 40

HIGHER SELL CHECK SCORES DELIVER HIGHER SALES UPLIFT - FACT

25



31



24



31



27



33



Proven test results show an lift from

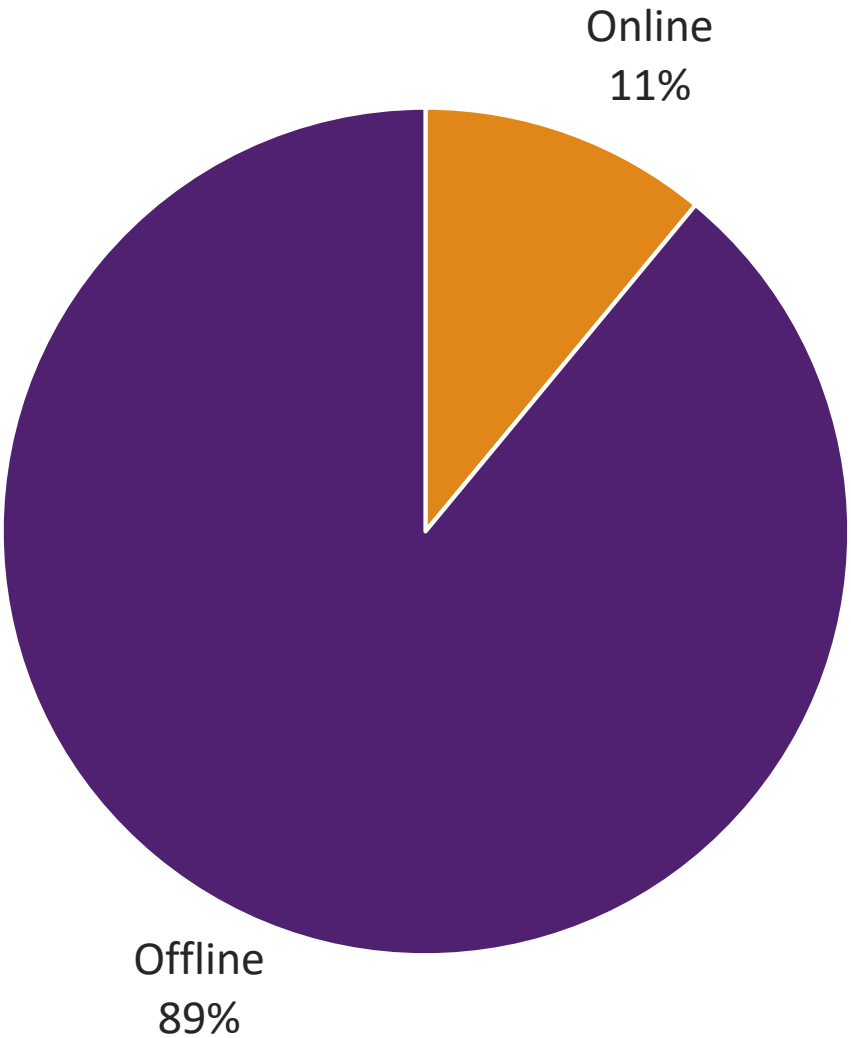
3% to 15%

Mondelēz
International
SNACKING MADE RIGHT

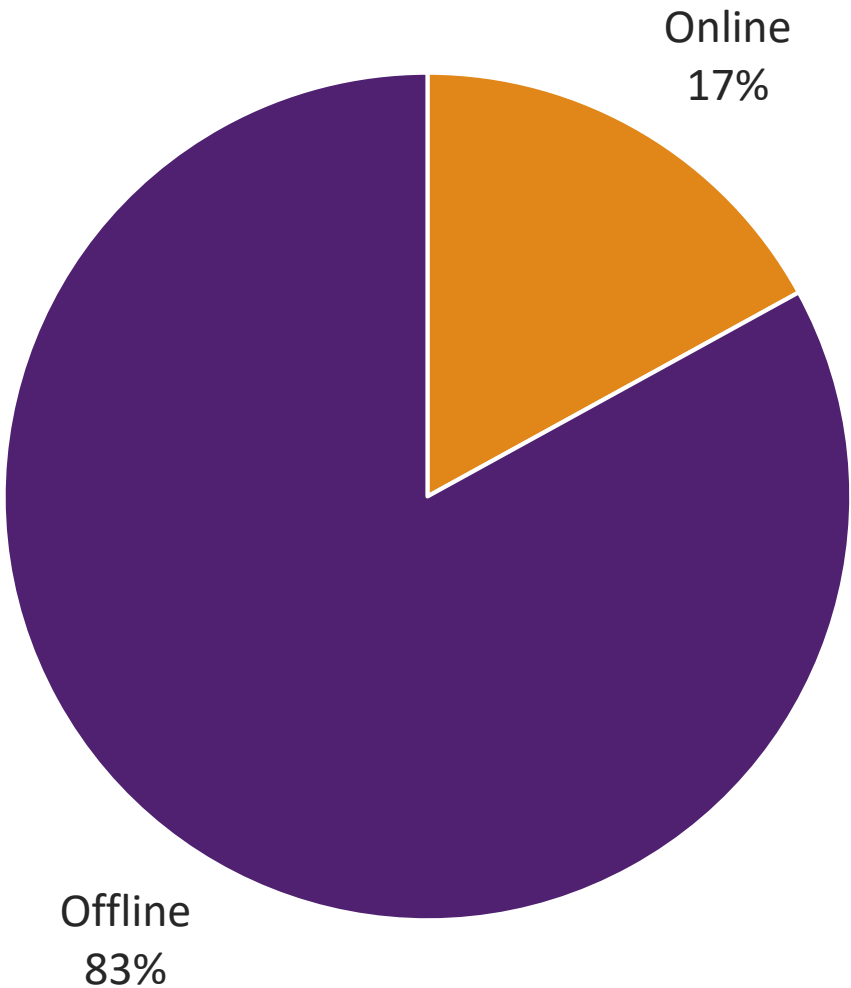
**IMPORTANCE OF GETTING IT
RIGHT
IN-STORE**

BRICK AND MORTAR REMAINS VITAL TO FMCG LANDSCAPE

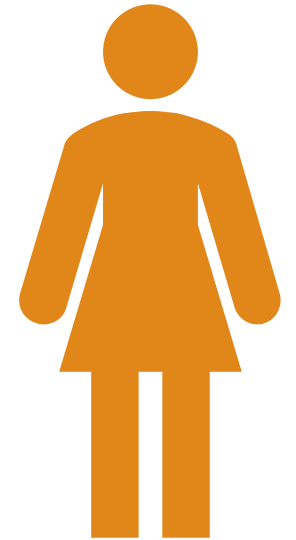
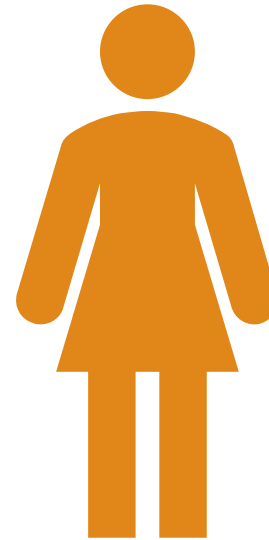
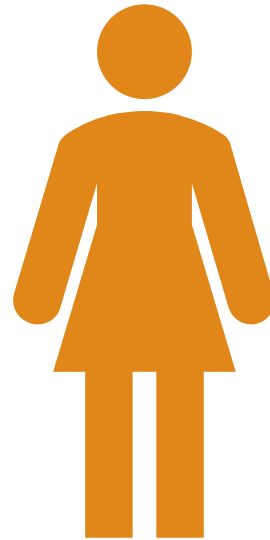
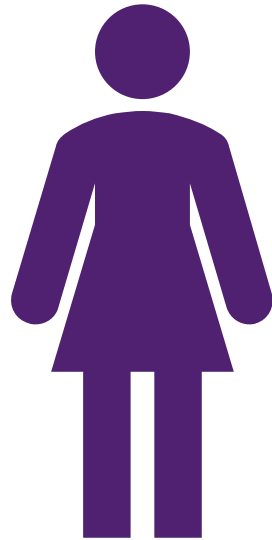
Current



2023



1 IN 4 SHOPPERS SEE OUR CATEGORY



DISPLAYS CRITICAL TO DRIVE VISIBILITY

SPEAKING TO SHOPPERS IS VERY DIFFERENT FROM THE WAY WE COMMUNICATE TO CONSUMERS



CONSUMER



SHOPPER

JOB	Get In Her Heart	Get In Her Cart
MESSAGE	Reason To Buy	Reason To Buy Now
INSIGHTS	Who She Is	How She Shops
CONTENT	Emotional Leads, Functional Benefits Support	Functional leads, emotion supports



Generate
DEMAND

Drive
CONVERSION

ONE CAMPAIGN DIFFERENT INTERPRETATIONS GLOBALLY

Oreo Dunk: from equity to activation



POS THAT NOT OPTIMIZED INSTORE

Oreo Dunk: from equity to activation



28



15



13



26

Revise

Optimize

Finalize

≤ 24

25 – 30

31 – 40

✓sellcheck

INSIGHTS TO ACTIVATION: 3 STEP PROCESS BUILD BETTER EXECUTION

THE BRAND ECOSYSTEM: 3 STEPS for In Store Excellence

IN STORE GALLERY



STEP 1 Get inspired and view the Instore Gallery to see best-in-class activations

**DESIGNING
BEST-IN-CLASS POS**

10 POS DESIGN PRINCIPLES

STEP 2 The 10 Principles of POS design for delivering in store excellence

SELLCHECK



- ✓ **COMMAND**
- ✓ **CONNECT**
- ✓ **CONVEY**
- ✓ **CLOSE**

STEP 3 See validated designs in the Sellcheck library and submit your own

SOME EXAMPLE OF THE GREAT POS IN-STORE



WHAT MAKES MONDELEZ SUCCESSFUL

- Commitment of brand managers and senior-level leaders to creating superior in-store marketing
- Willingness to train marketers and their agencies on the criteria for creative effectiveness
- Desire to collect data on their creative performance and apply the learnings to improve
- Expectation that the criteria is adhered to and testing used
- Shares wins and success stories.

WHAT THE MARKETS THINK

“The secret to SellCheck is it’s simplicity. Through this **we have steadily built our capability and scores.**”

Jake Smith – Global Director Perfect Store

“SellCheck has been invaluable to us in getting the most out of our POS. From the Managing Director down, everyone can see its worth and has bought in completely to the process”.

*Maggie Muszynska
Perfect POS lead UK &Irl*

“This **supports our sales team** when showing customers on arguments for in store implementation”.

Lillian Anjos – Perfect Store BRAZIL

KEY TAKEOUTS

- Understand Impact of **Creative Effectiveness**
- Apply **Objective Scientific Rigor**
- Pre-test to **Predict & Optimize**
- **Measure** the Impact. **Track** the Performance.
- **Senior Sponsor**

