buzzback

Shopping in a Digital World

October 2021

What we'll cover

Who We are

Why We are here

Case Study

Key Learnings &
Looking Ahead

What we do

Two decades of pioneering innovation

Grasp your innovation journey

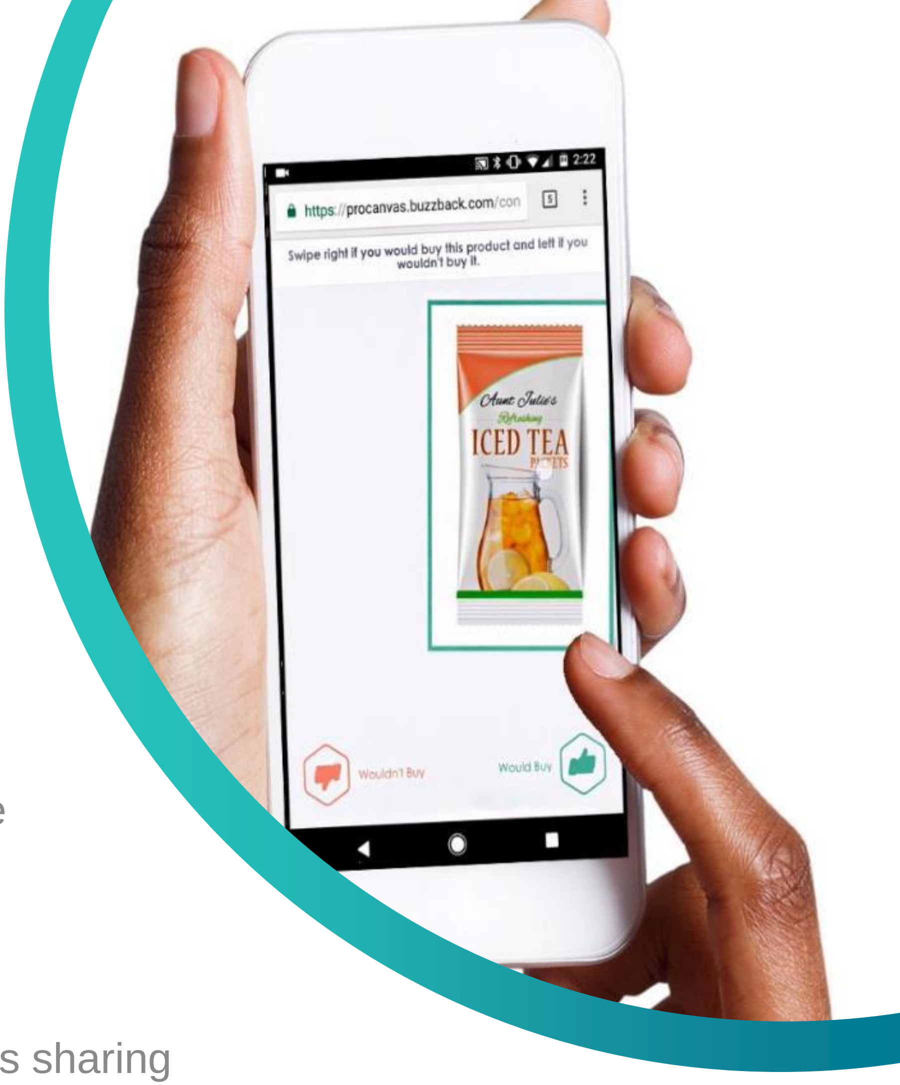
Consumer centric – empathetic to how people live not just buy

Interactive & in the moment – game-like techniques to drive engagement

Relentlessly focused on why – with subconscious, emotional understanding

Visual & ready to activate – for seamless sharing

Agile & reliable – Spot on. Every time.



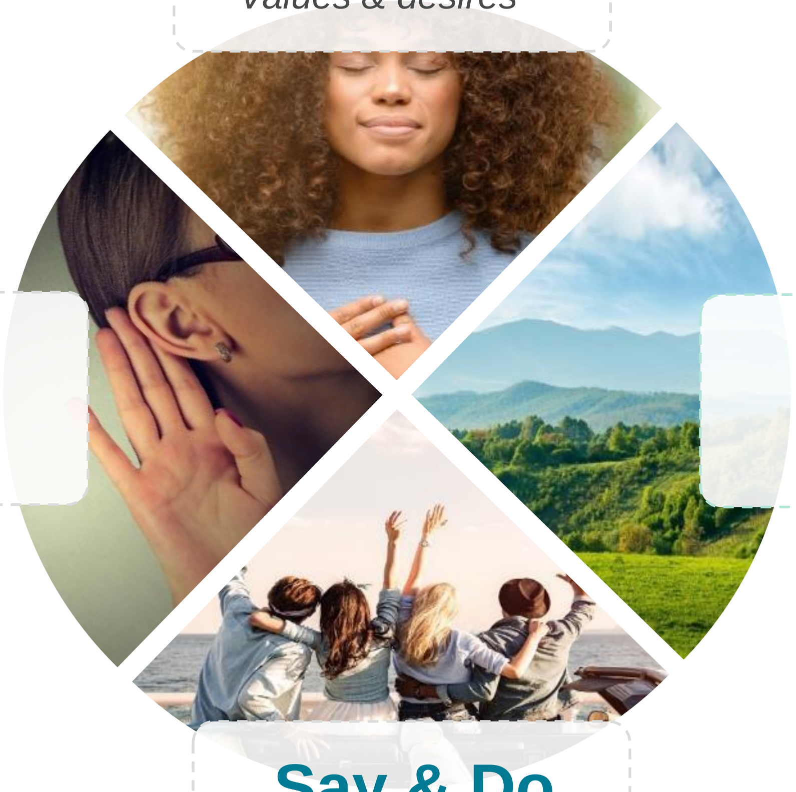
Everything we do is grounded in Consumer Centricity

Think & Feel

Values & desires

Hear

influences



See

environment

Say & Do

behaviors

Pain

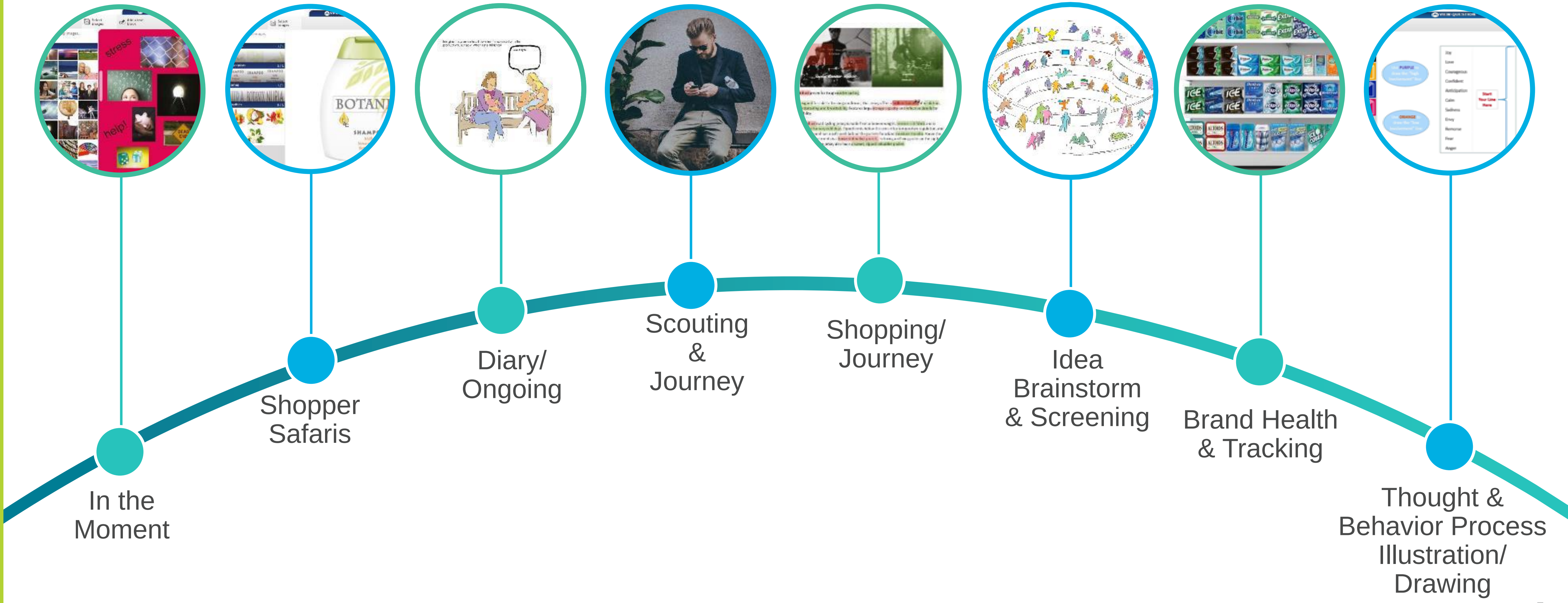
fears
frustrations
obstacles
barriers

wants
needs
success measures
value

Gain

Integrating our techniques to mobile experiences

Solving your problems with unique approaches



Our Story:

- **Family-owned** since 1958
- **1,500+ employees** across 5 locations
- **#3** lunchmeat brand in U.S.
- **#2** bacon brand in U.S. Natural Channel
- **Proud supporters** of local causes

Our Core Brands:

The go-to staple for parents who want healthy and affordable meal solutions

Taste that goes above and beyond for those seeking high-quality flavorful food experiences

More choices to better serve families on a restricted budget

A higher standard of natural for consumers who don't cut corners

The premium quality choice of hot dogs and sausages for those who enjoy authentic, local flavor

Other Land O' Frost Brands Include: Ambassador, Fairbury, Garrett Valley Farms, Colameco's, Gone Rogue

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We don’t go *anywhere* without our mobile devices. It’s an automatic, in-the-moment and intimate experience for most consumers. Inherently behavioral and implicit.

There are

6.4 Billion

Smartphone users worldwide in 2021

US adults spend an average of

~4 Hours

On their smartphones everyday

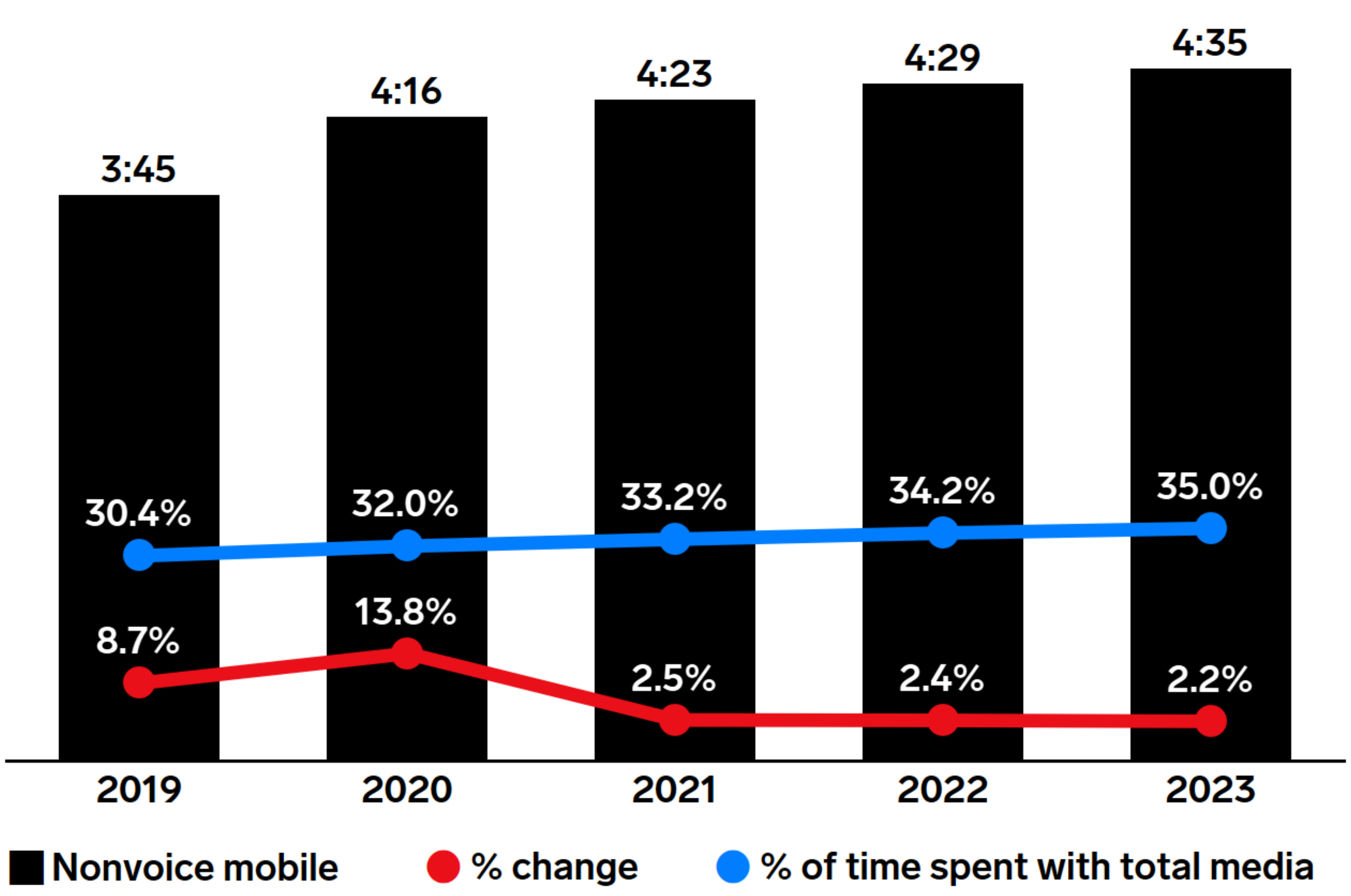
Nearly

7 in 10

Internet users prefer to look for reviews on their phones and use shopping apps on their mobile devices

Nonvoice Mobile: Average Time Spent in the US, 2019-2023

hrs:mins per day among population, % change, and % of time spent with total media



Note: ages 18+; includes all time spent with nonvoice activities on mobile devices, regardless of multitasking
Source: eMarketer, April 2021

T11541 eMarketer | InsiderIntelligence.com

Top Applications

Our mobile philosophy

Always-on

Inherently implicit

Interactive & in-the-moment

Contextual

What we say vs what we do

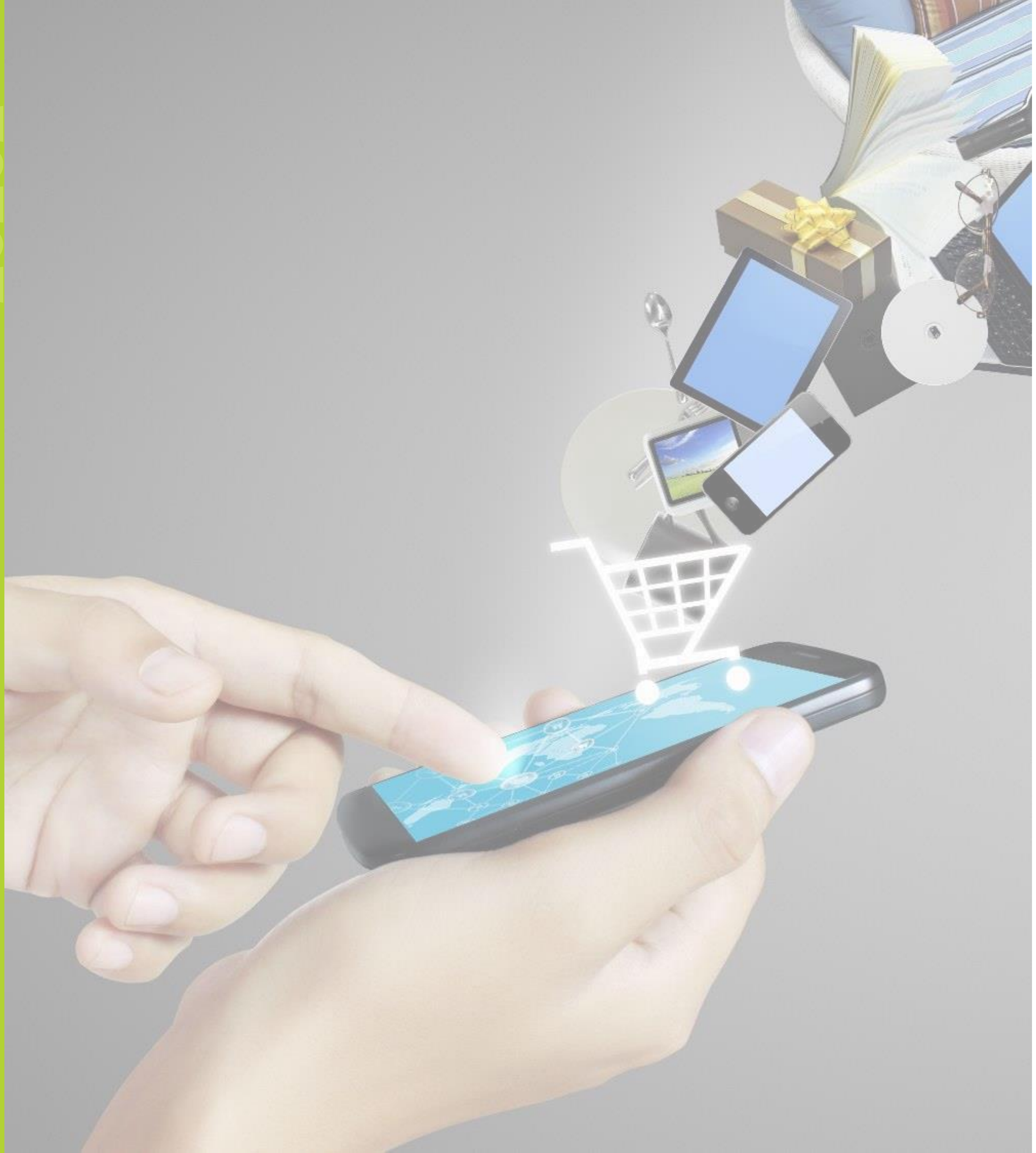
Incorporating Context

Geo — Where they are, places they visit

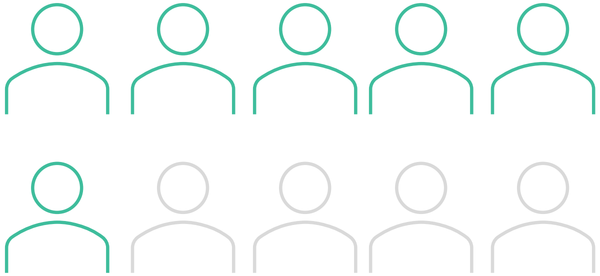
Apps — Mobile behavior, app-based

Buy — Purchase data (receipt scans, e-commerce)

Layer on passive data to broaden and augment your learning



6 in 10



Say the possibility of mobile shopping is important factor in brand selection

Online Grocery sales projected to reach $250B by 2025*

** Based on Mercatus.com*

Mobile Shopping / App Trends

- Grocery **pick up in-store** is trending higher in search volume vs delivering groceries to home
- Top queries around **grocery apps** are for **Walmart’s** grocery app and **grocery list app**

Source: Google trends

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Who we talked to

US
Residents

18-65
Ages

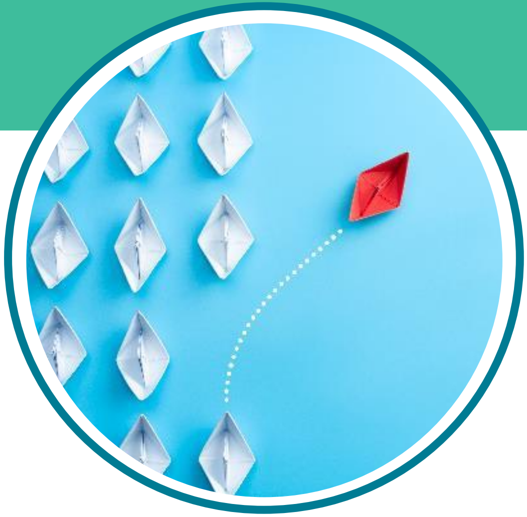
Males & Females
50/50 split

How

120N
mobile in-store shoppers

200N
at-home online survey

Our Approach



Recent changes
in shopping
habits

At-home
vs.
In the moment Geofencing

Shopping journey
via video
testimonial &
photos

prodege

How Consumers Shop

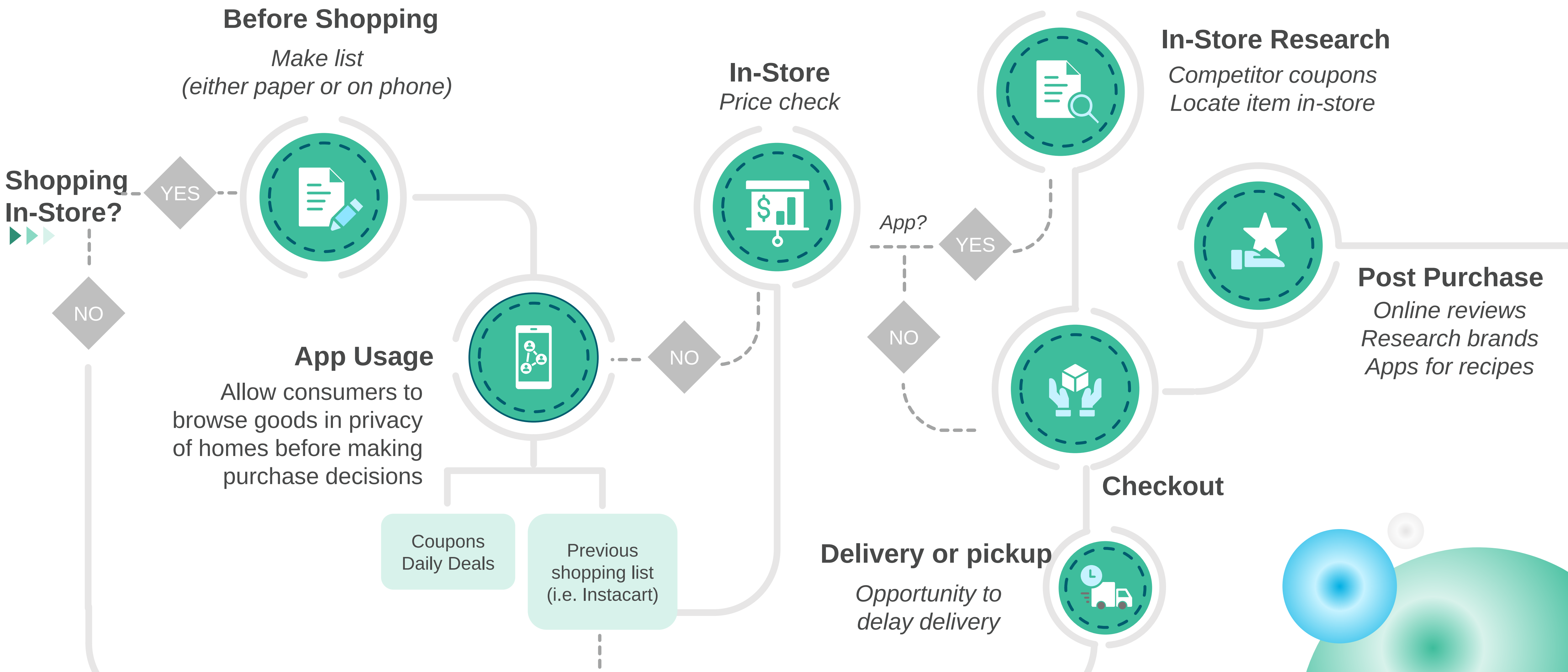
How do consumers shop?

In-store — **95%**

Order online and pick up — **18%**

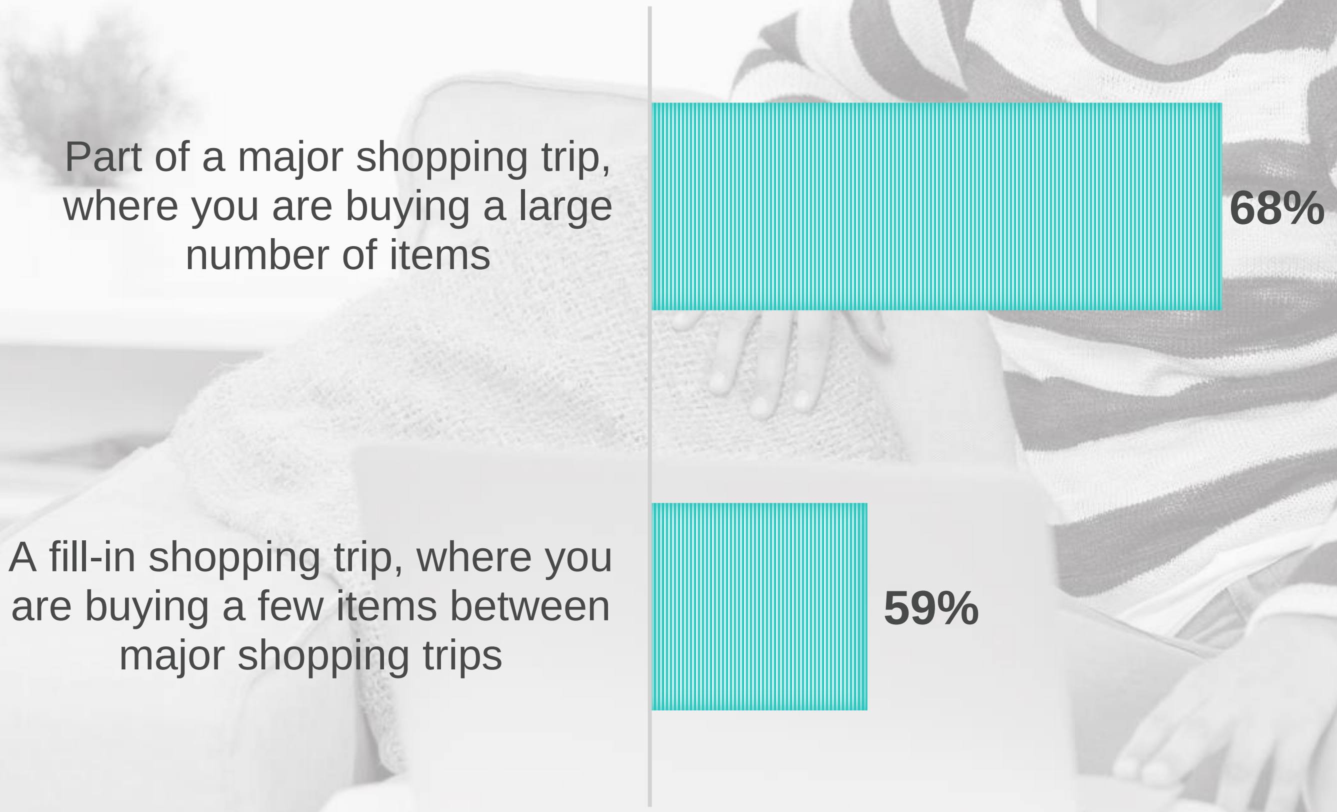
Order online and have it delivered — **16%**

Shopper Journey



Several have shifted to online shopping with **pick-up** trending vs delivery to home. Benefits include **access to more product information** and potential for more **personalized shopping experience**

How consumers typically purchase groceries online



Why buy online?

- For convenience (85%)
- Save time shopping (64%)
- Simplify my life (61%)
- Avoid crowds (56%)
- Save money (34%)

Apps while shopping and what used for

At the Store

Use app when shopping for **lunch meat**

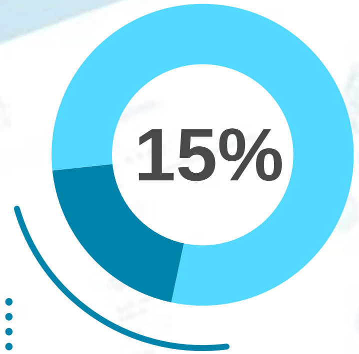
To pre-plan my shopping

To remember what I had to buy

To check for coupons

To check price / comparison shop

At Home



Use an app when shopping for **groceries**

To remember what I had to buy

To check for coupons

To locate item in store

To check price / comparison shop

To pre-plan my shopping

Apps used by at home shoppers

Top Retailer Apps

Walmart+ 61%

Kroger 39%

amazon 35%

TARGET 29%

Top Coupon Apps

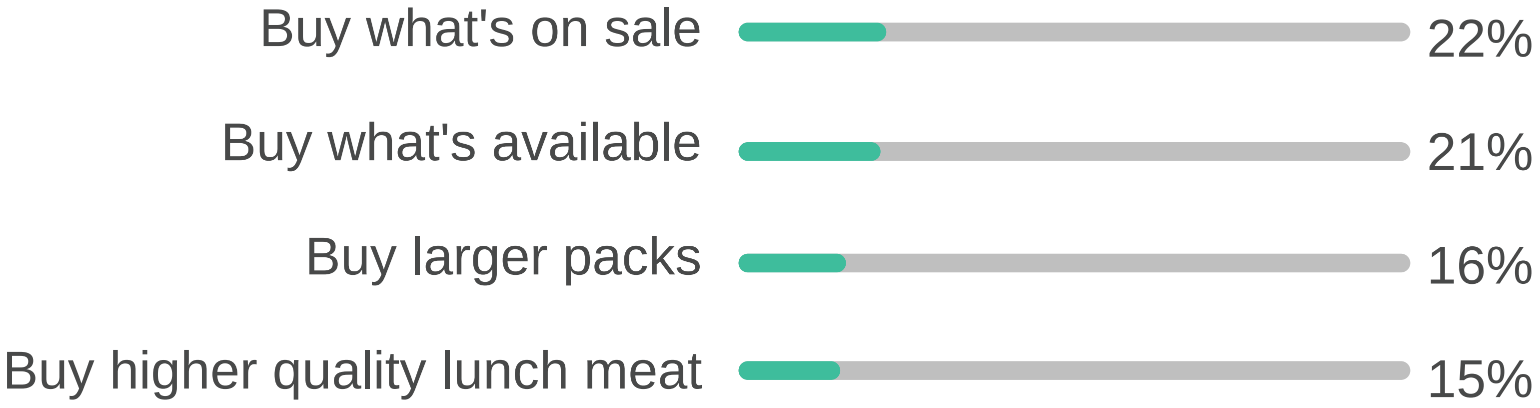
ibotta 42%

COUPONS.com 35%

Change in Purchase Behavior

say they have **changed purchase behavior** compared to **pre-Covid**

Top changes in behaviors include:



Key Drivers
selected by ~90%+

- It tastes great
- Is a brand I trust
- Has varieties I like
- Looks appealing/appetizing
- Available in the pack sizes I want
- Is a good value
- It was affordable
- Is made with high quality ingredients
- Is good for the whole family
- Feel good about serving to my family

Those responding at home place higher relevance on:

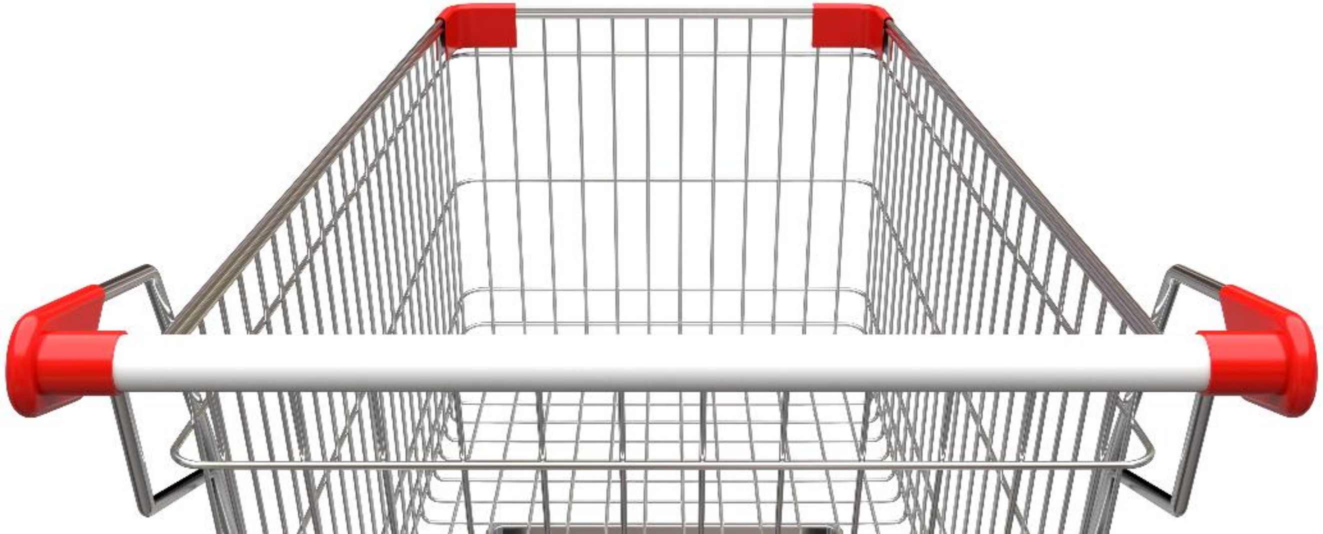
- ✓ Is a brand I trust
- ✓ Is healthier than other brands
- ✓ Is an innovative brand

When shopping for lunch meat, consumers think about…

“ *…Price, quantity and convenient packaging because they are trying to find a good value and a size package that can feed a whole family and doesn't require extra time to prepare.* ”

-Male, 46, WA

The shopping experience



Top lunch meat brands purchased most often with in-store selections

Majority of those purchasing Boar's Head most often purchase **from deli counter** (vs pre-packaged)

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Key Learnings & Looking Ahead

Key Insights

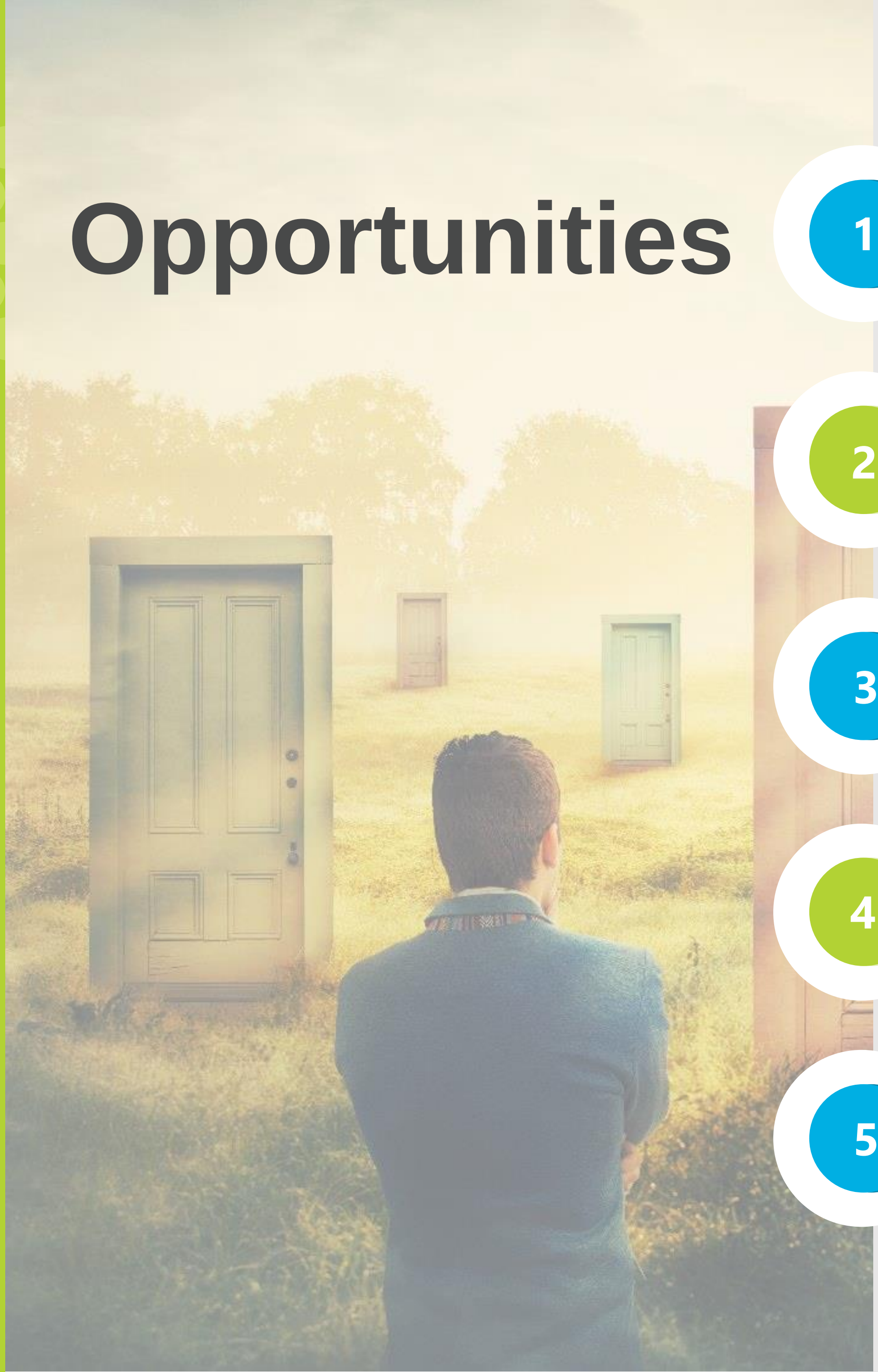
1. Smartphones an integral part of consumers' lifestyle & shopper journey – even for lunch meat

2. Shopping online & via app is trend that will continue growing and should not be ignored; D2C is growing

3. Understanding 'blended' shopper journey and role of technology is a must for all brands

4. A lot of synergy between at-home and in-the-moment experiences & drivers

Opportunities



1	**Understand**	*Understand consumer at a deeper level*
2	**Personalize**	*Improve & personalize shopping experience, including targeted ads/promotions*
3	**Develop**	*Build/ strengthen relationship with customers, leading to brand loyalty*
4	**Expand**	*Develop digital D2C experiences*
5	**Succeed**	*Drive increase in purchase & positive reviews*

Thank you!

buzzback

Ready. Set. Grow.

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Connect with us online