



2021: A SAUSAGE ODYSSEY

JOHNSONVILLE & U30 GROUP

An Award-Winning Pair for 13+ Years



Johnsonville

- Largest sausage company
- Founded 1945
- Sheboygan, WI



U30 Group

- Boutique, full-service agency
- Founded 1995
- Knoxville, TN



Partnership

- Over 100 projects
- US, Canada, Mexico, Asia, LatAm
- Quantitative + Qualitative
- R&D, Marketing + Innovation



Awards

- 2017 Gold Winners
- Omnichannel strategy in Canada with its *Welcome to Johnsonville, WI* campaign





It Started in R&D to Define Quality At-Shelf

Sales team members told us, “We’re hearing some feedback from the field about our **product quality**.”

They asked, “what’s going on at shelf, and how do we know how consumers **determine quality**?”

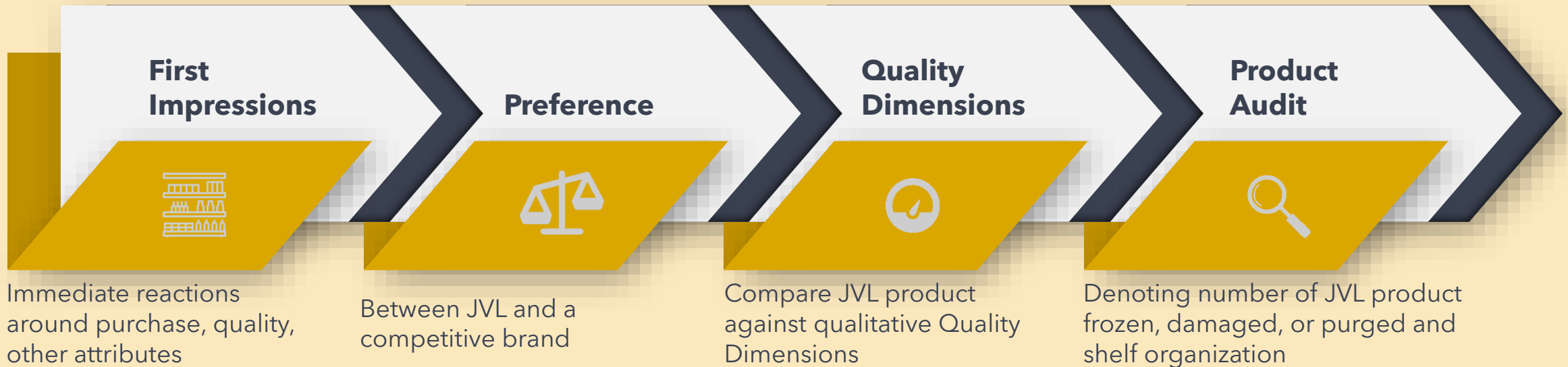
Defining Quality At-Shelf

MOBILE MISSION: VIRTUAL SHOP-ALONG + QUALITY AUDIT

- Quality cues at-shelf
- Areas of concern
- Likes + dislikes of current product presentation
- Competitive likes + dislikes
- Best in-class examples for the category
- Expectation of quality across categories



VALIDATION + TRACKING





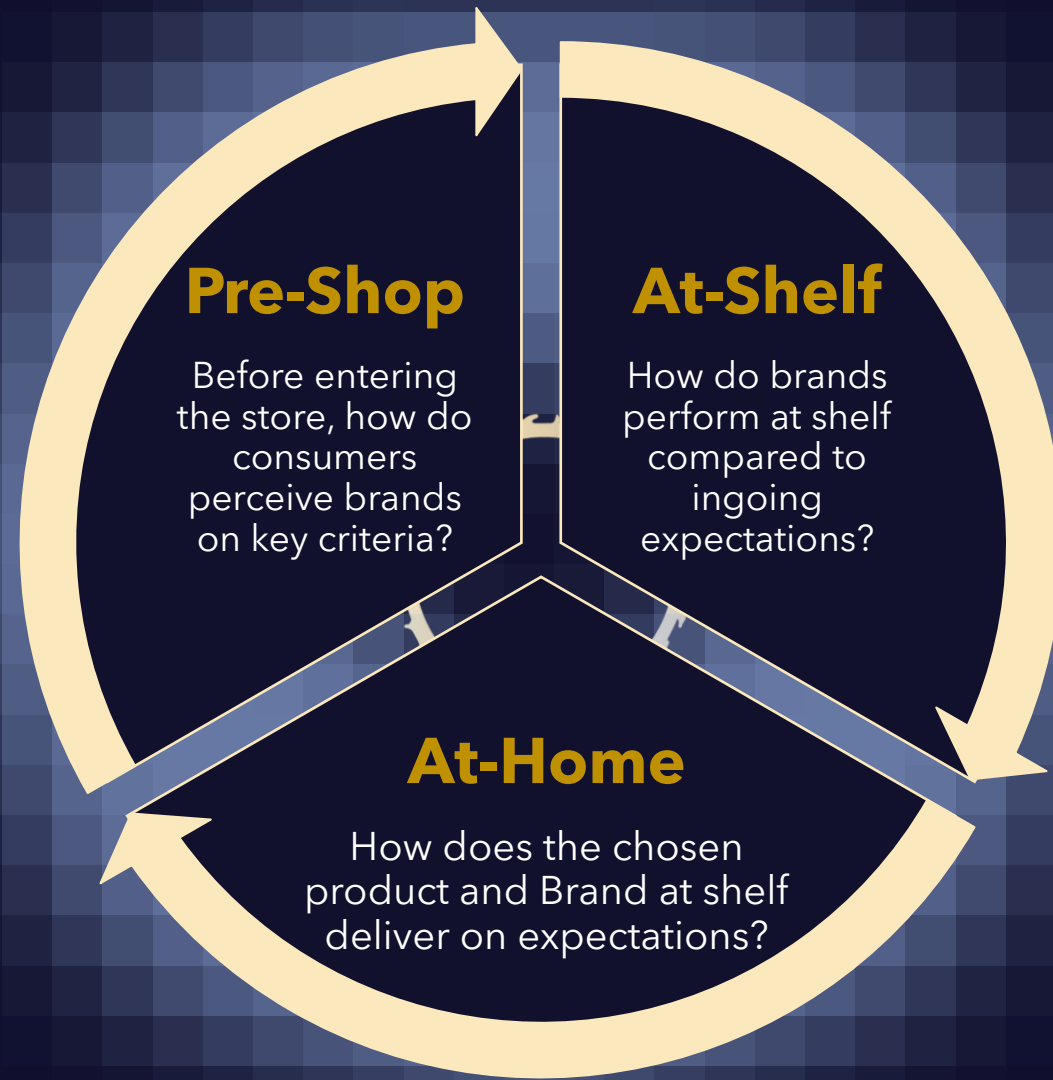
In typical fashion,
Marketing
experienced intense
FOMO

New metrics began to emerge
with clear expectations for
at-shelf experience

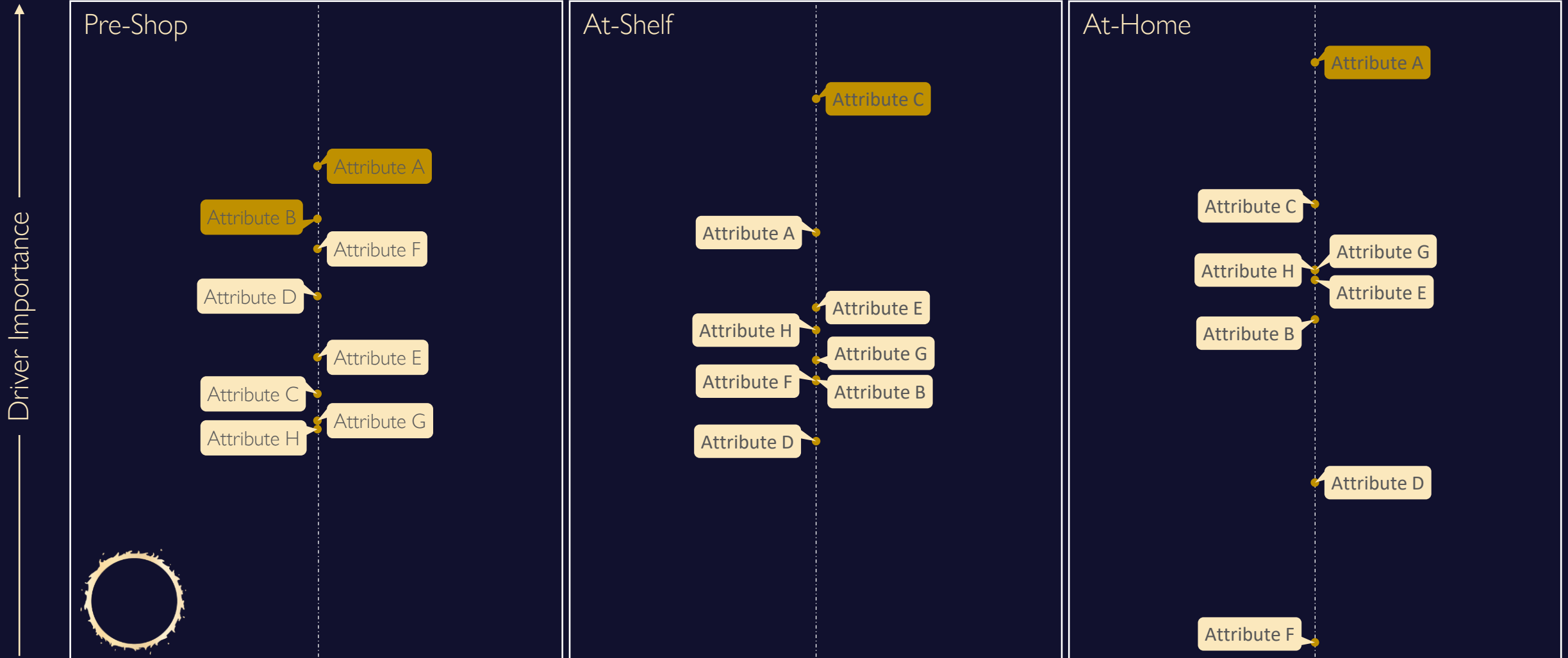
Marketing sought to reconcile the
magnitude of **at-shelf learnings vs.
other consumer touchpoints**

New purpose to identify metrics
across the full product journey
with **systemwide accountability**

Pre-Shop + At-Home Make a Full Circle Journey



Each Phase is Unique, with Variance in Drivers



Some Drivers for R&D. Some for Marketing, too.

Pre-Shop

Product Attribute A (XX%)

Rationale: This attribute must be present for the brand to be worth the purchase.

Product Attribute B (XX%)

Rationale: Consumers feel confident they would not purchase a product unless it has this attribute.



At-Shelf

Product Attribute C (XX%)

Rationale: Consumers use this attribute to anticipate performance on other attributes.

Most Likely to Purchase (XX%)

Rationale: Helps us understand the relationship between product attributes and how they translate to what is ultimately purchased

At-Home

Product Attribute A (XX%)

Rationale: If product performed at shelf, consumers are expecting attribute A to deliver at home too.

Overall Preference (XX%)

Rationale: Head-to-head preference post-trial comparing Johnsonville's full experience to competition.

Repeat Purchase – TB (XX%)

Rationale: If product delivers on the experience and

Ultimately, Not All Phases Matter Equally

Pre-Shop

Least impactful, but sets the tone for shopping, knowing attribute A and B matter

At-Shelf

Attribute C grabs attention, while PI tells the relationship between at-shelf perceptions and purchase

At-Home

The ultimate determinant to future consideration through attribute A, overall preference and repeat

Pre-Shop Measures

XX% Attribute A
XX% Attribute B

At Shelf Measures

XX% Attribute C
XX% Most Likely to Purchase

At Home Measures

XX% Attribute A
XX% Overall Preference
XX% Repeat Purchase

XX% Pre-Shop

+

XX% At Shelf

+

XX% At Home

=



MOM

FRESH FULL CIRCLE JOURNEY



To Aid in Adoption, We Built a Dashboard

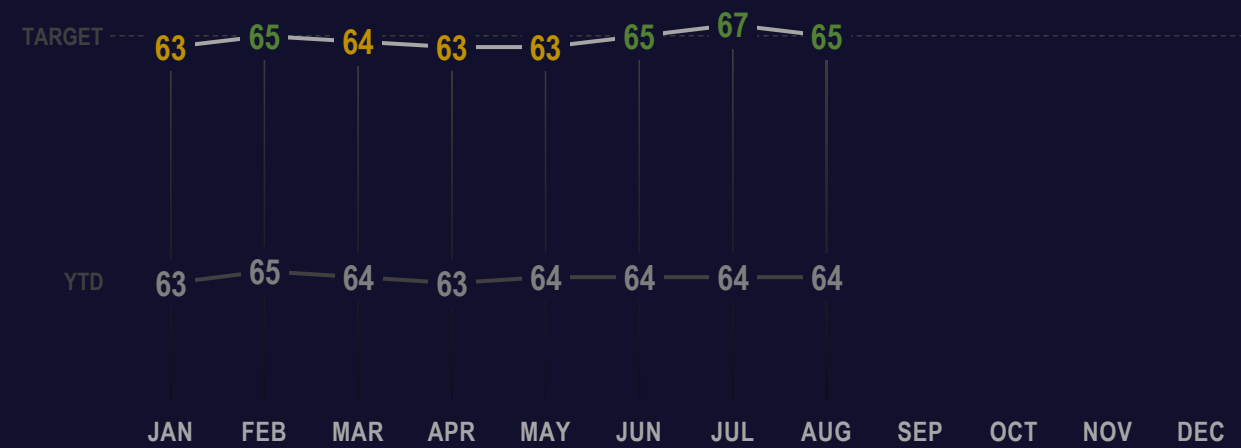
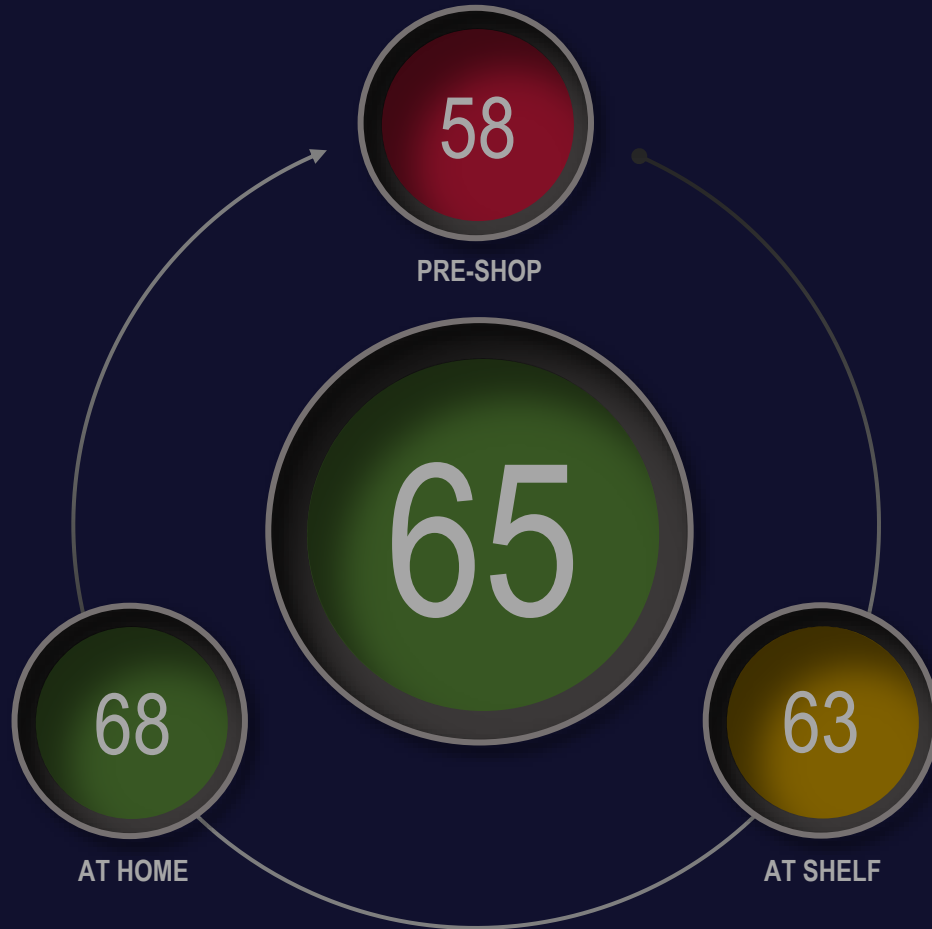
FRESH FULL CIRCLE JOURNEY



PRE-SHOP

AT SHELF

AT HOME

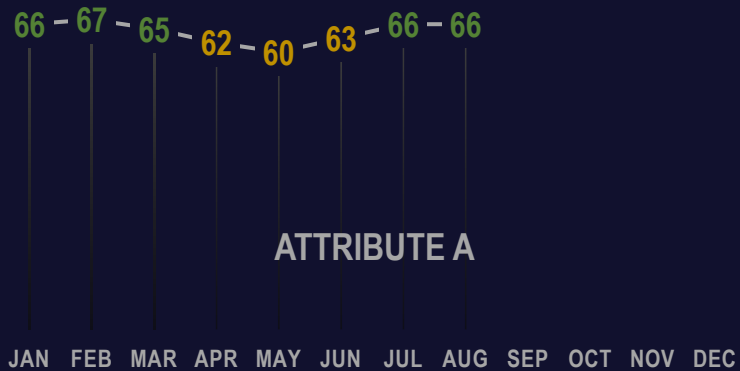
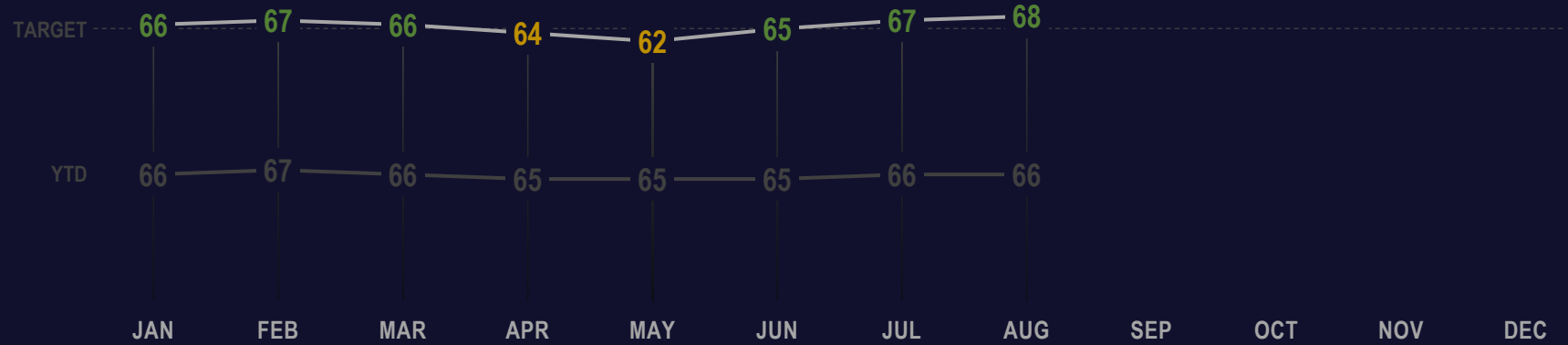


FRESH FULL CIRCLE JOURNEY

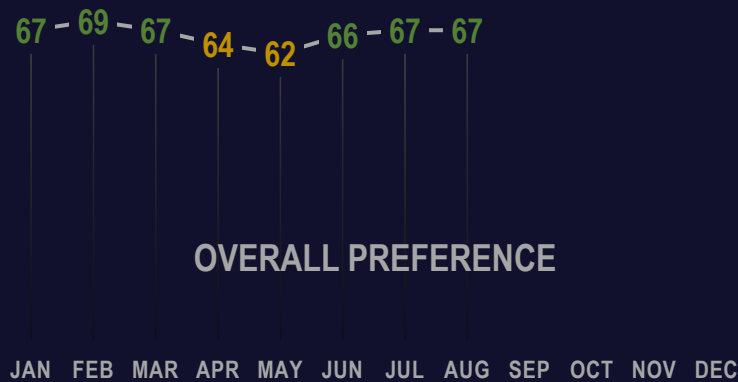
FULL CIRCLE

PRE-SHOP

AT SHELF



ATTRIBUTE A



OVERALL PREFERENCE



REPEAT PURCHASE



CATEGORY 1

CATEGORY 2

CATEGORY 3

CATEGORY 4

CATEGORY 5

The dashboard includes a navigable image repository

Products filtered by key tags, including product + marketing

TAG EXAMPLES

- Brand
- Product Category
- Full Circle Phase
- High Quality
- Low Quality



BENEFICIARIES

- Sales
- Marketing
- Product Developers



Monthly results are being utilized across the company

R&D and Operations

- *Utilizing to assess end impact of continuous improvement changes made*
- *Aligning results with customer compliments / complaints to track overall product quality*
- *Proactively triggers investigations looking at what may be impacting product quality*

Sales and Marketing

- *Results shared with customers to show brand strength*
- *Assess impact of advertising/ merchandising campaigns on pre-shop and at shelf metrics*
- *Used to help explain unexpected sales results (both positive and negative)*



The Odyssey Grows + New Expeditions Emerge

Our effort has gained momentum and use cases

Onboarding Additional SKUs

+ *Additional Fresh categories*

+ *Smoked Cooked category*

+ *Inclusions*



Point-in-Time w/ Specific Objectives

Product changes

- *Formulation*
- *Packaging*
- *Production/line shifts*

New product launches across the globe





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Questions + Discussion



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