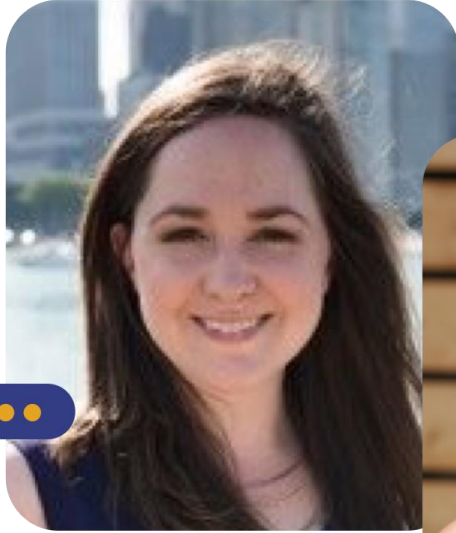


Something to chew on

How Mars is going beyond
consumer-centricity to better
understand human behavior



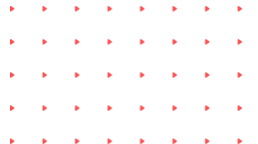
Introducing our **speakers**



Sarah Tomasaitis
Global Portfolio Insights,
Gum & Mints, Mars



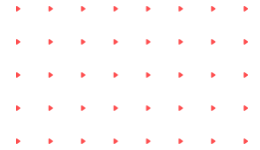
Jenn Mancusi Vogel
Chief Revenue Officer,
Voxpopme





Consumer-Centricity

What is consumer-centricity?



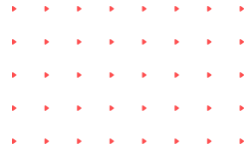
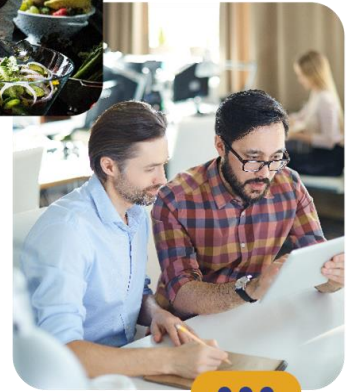


Why it's great...

Customer centricity demands that the customer is the focal point of all decisions related to delivering products, services and experiences to create customer satisfaction, loyalty and advocacy.



...why it's not





~~Consumer Insights~~ Human Insights

Billion-Dollar Brands



30,000+
employees

 **100+**
year legacy

Our products
can be
found in

170

countries

51 factories across
28 countries



Human Insights team at Mars



**Human
Intelligence**



What's the difference?



ag·ile (/ajəl/) adjective

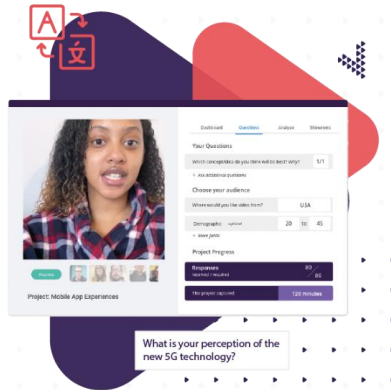
1. able to move quickly and easily
2. able to think and understand quickly



Importance of the Voice of People

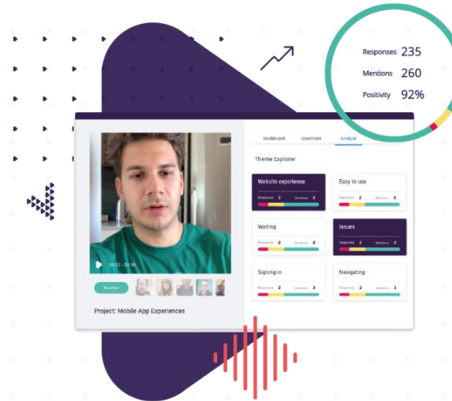


Speed & Ease



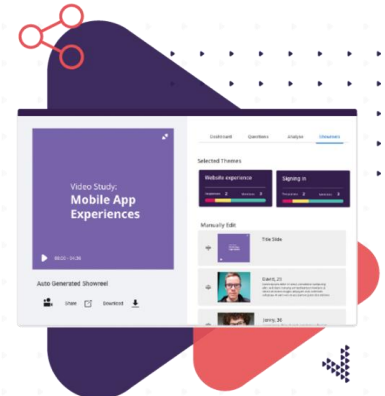
Script and launch your own video surveys via our easy-to-use setup wizard

Building Empathy



Automated analysis makes discovering key insights fast and easy

Driving Outcomes



Quickly stitch together powerful stories to drive empathy in your organization and make powerful decisions



**Let's see it
in action!**

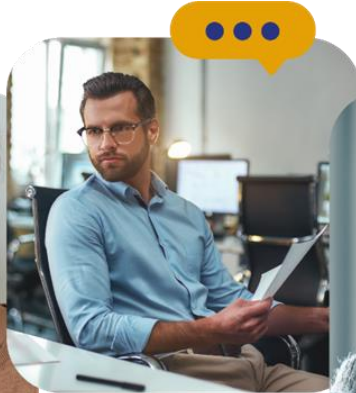
Why do we chew gum?



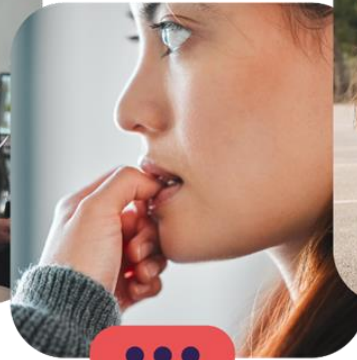
**Confident
Connections**



**Mood
Management**



**Focus &
Concentration**



**Manage
Impulses**



**Have
Fun**

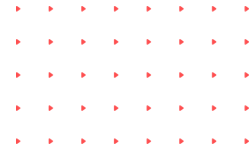
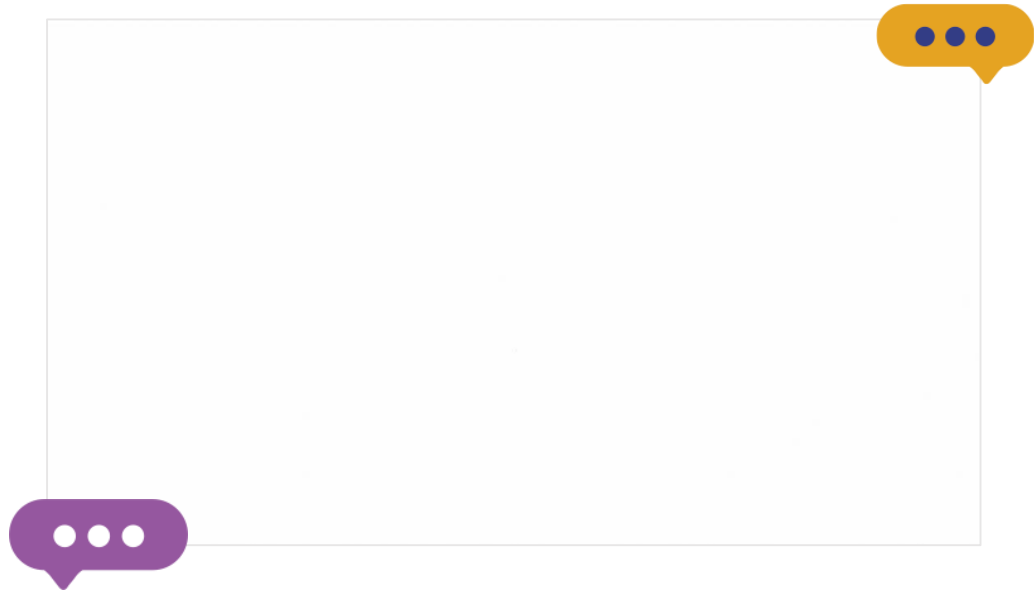




Confident Connections



...but context has shifted.
We're hearing Gen Z tell
us more and more that
they're in need of
confidence boosts in
moments when they're on
their own.





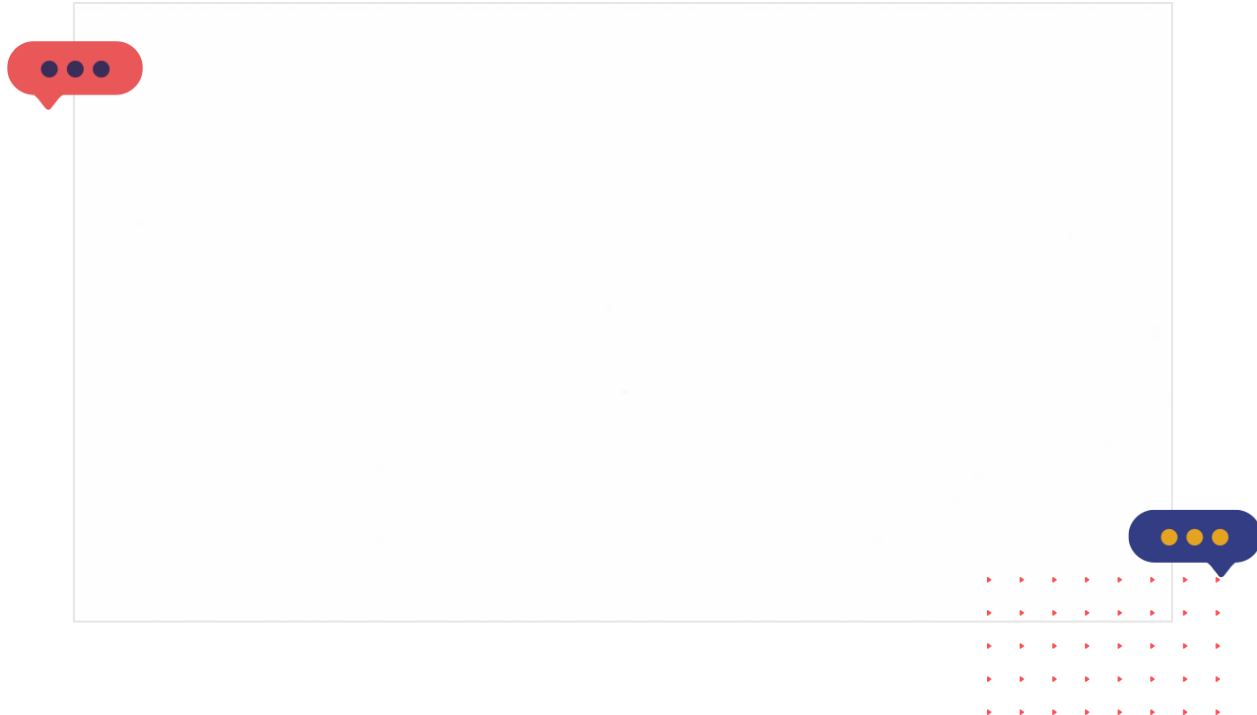
Focus and Concentration





We talk to consumers about when they need focus to hear more about the moment and needs

Focus and clarity





Gamescon in Germany



Fun



© Sally's Baking Addiction



Outcomes of a Human-Centered Approach

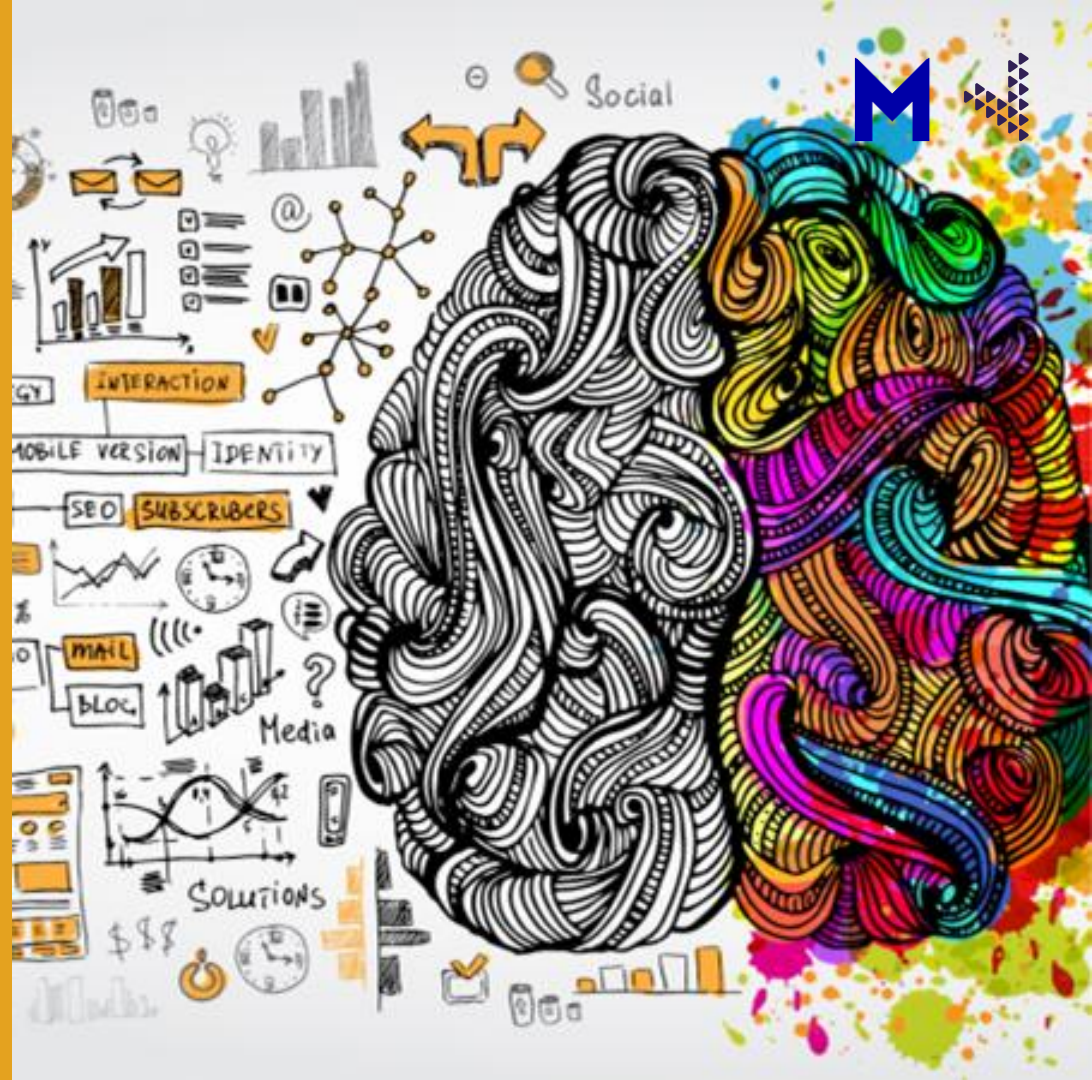
Discovery Unlocks Creativity

White Space Opportunities

More culturally relevant
communications

More compelling brand activations

Stronger performing innovations



**Richer
opportunities
identified**



CHEW. FOCUS. WIN.



**Better
performing
innovations**



Why have “fun gum” brands been winning?

Mood Boost: Sweet Taste and Positive Relaxed Vibes

“It’s delicious and I can chew on it and satisfy my sweet tooth, it calms my nerves and makes me happy when I blow big bubbles and forget I’m an adult for a minute.” Female, 50

Nostalgia: For Simpler Times

“I haven’t had gum for a year since no airplane travel and brought it for the memories of travel” - Female, 46

Increased Permissibility Among Parents

“My son wanted to blow some bubbles after dinner so I thought it would be fun to see who blows the biggest bubble. We had this in our snack cabinet. I let him win. It’s a sweet end to our dinner.” Male, 36





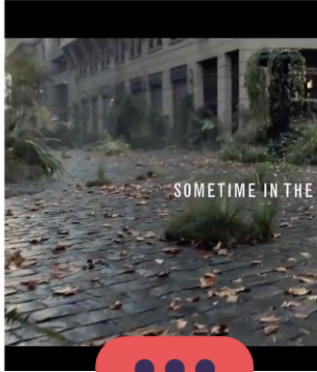


snake cat' es viral and : internet Body of man mysteriously found dead on road near... Eyedrops kill 1, force others to have eyes removed due to...

ENTERTAINMENT

Why are people getting choked up watching this Extra gum commercial?

By Hannah Sparks May 10, 2021 | 2:32pm | Upd



Muse CLIO ADVERTISING FILM & TV MI



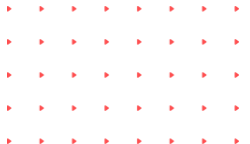
SCREENLAND

The New York Times Magazine

How Wild Will Summer Be? This Gum Commercial Gets Creative.

What is fresh breath even for, if it's not for post-pandemic orgies in the park?

Give this article Share Bookmark 23



Deeper Understanding

Holistic Perspective

By understanding:

People more fully - their needs and desires

Better understand occasions and moments

Understand our competitive set in a broader context - who delivers better





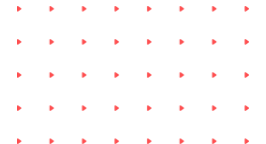
Final Thoughts



Be human-obsessed

Be curious

Recruit others on the journey



That's a wrap!

Questions?

