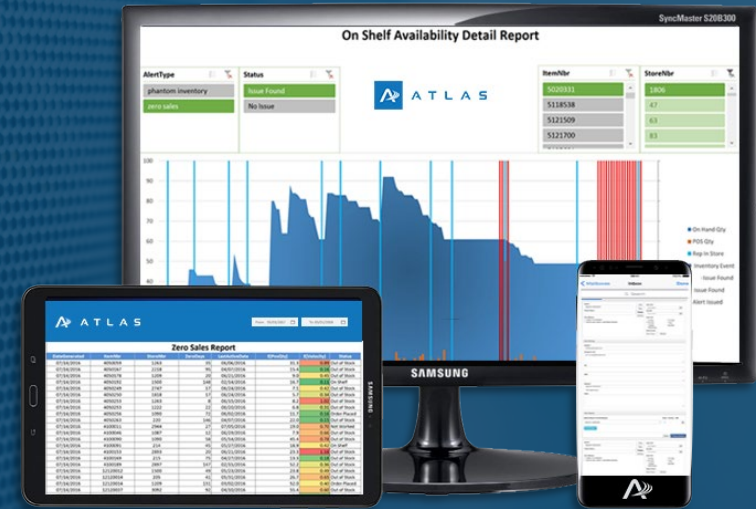
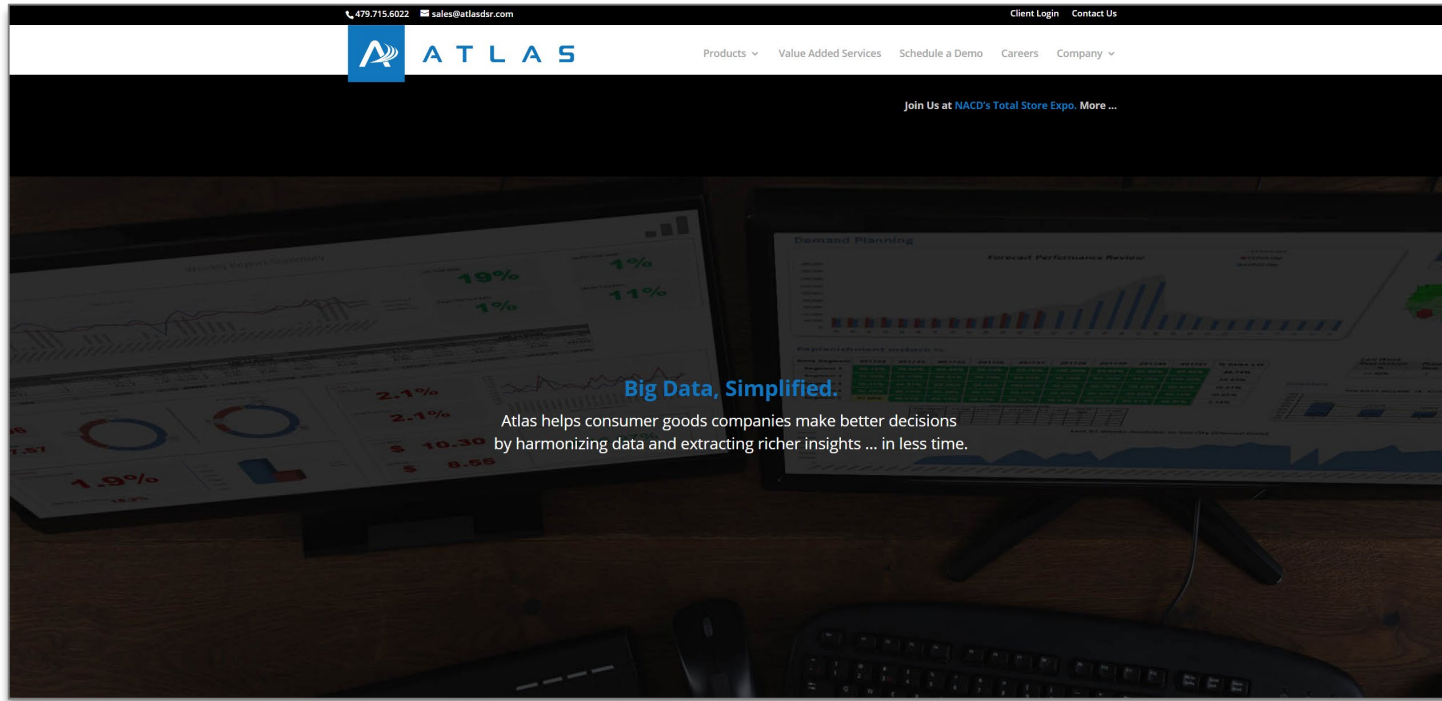


# MARKETING

JEFF RICE, MD



## New Website



## Branded Sales Collateral



## Active Blogs



## Client-Specific Proposals and RFPs/RFIs



## Case Histories



# Internal Communications

WELCOME TO TEAM **ATLAS**

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## The Bennies

- 401(k) Savings Plan
- Medical, Dental and Vision Insurance
- Life Insurance
- Long- and Short-Term Disability
- Flexible Spending Accounts
- Time Away
- Holidays
- Business Travel Insurance
- Life-Assistance Program
- Critical Illness, Accident and Whole-Life Plans

## More about Your Bennies

### Health Care

**Health Savings Account Contributions For CDHP Plans Only**

Change the	Advantage Annual Contribution	Total Annual Contribution (Total Company + Participant)	90 Contribution Limit (Total Company + Participant)
Individual	\$3,600	\$5,400	\$5,400
Family 1 dependent	\$7,200	\$10,800	\$10,800

CDHP | Consumer Driven Health Plan  
HSA | Health Savings Account  
PPO | Preferred Provider Organization

## Life Insurance

Advantage provides Associates with Basic Life and Accidental Death & Dismemberment Insurance, at no cost to the Associate.

- Associates with loved ones that depend on their income for support can get additional Voluntary Life and Accidental Death coverage
- Active full-time Associates are eligible to receive Life Insurance coverage of 100% annual salary at no cost
- Associates can elect additional coverage in increments of \$10,000
- Will preparation Services, Free through ARAG Services

## 401(k)

Eligible to begin contributions after 1,000 hours of service within one year

- Third-Party Principal
- Vesting | Associate Contributions  
Associates are always 100% vested in the value of their contributions, subject to any investment gains or losses.
- Vesting | Employer Matching Contributions  
Vesting for these contributions adhere to schedule below.

Year 1	Year 2	Year 3	Year 4	Year 5
0%	20%	50%	75%	100%

## When You're a Sicko

Newly hired, regular full-time Associates become eligible to receive sick-time compensation upon the conclusion of 90 days of service<sup>1</sup>.

Schedule for Sick-Time Eligibility<sup>2</sup>

Initial Calendar Year <sup>1</sup>	Subsequent Calendar Year
Sick-Time Awarded (After 90 days of service) 40 Hours	Sick-Time Awarded for Year 2 and Beyond 40 Hours

<sup>1</sup>Based on schedule required by law.  
<sup>2</sup>Calendar year is considered the year in which the Associate's appointment begins.

## Paid Holidays and Floating Holidays

Holiday	Day of the Week	Date
New Year's Eve	Tuesday	December 31, 2018
New Year's Day	Wednesday	January 1, 2019
Martin Luther King Day	Monday	January 20, 2019
Memorial Day	Monday	May 27, 2019
Independence Day	Thursday	July 4, 2019
Labor Day	Monday	September 2, 2019
Thanksgiving	Thursday	November 28, 2019
Day After Thanksgiving	Friday	November 29, 2019
Christmas Eve	Tuesday	December 24, 2019
Christmas Day	Wednesday	December 25, 2019

In addition to these holidays, Associates earn "Floating Holidays" based on the schedule below:

Month/Quarter	Number of Floating Holidays Awarded
January - April	3 Days
May - August	3 Days
September - December	1 Day

## ATLAS RESOURCES

## Gonna Get Well Connected

You should have received an email from ASG with login information.

THE SITUATION

With retailers taking more control over the services and environment in their stores, manufacturers' ability to influence outcomes at store level has never been more challenging.

### Information Assets



Improving Stakeholder Value by Optimizing and Integrating Information Assets Across the Path-to-Purchase



**CONAGRA BRANDS**

The rapidly-evolving retail landscape is forcing retailers to improve operational agility in order to maintain shopper relevancy. Consequently, retailers are taking more control over their banner's offerings, the in-store experience and shopper engagement initiatives. This dramatic shift is creating significant challenges for CPG manufacturers - particularly in their ability to influence store-level outcomes.

**ADVANTAGE SOLUTIONS**

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### Opportunity-Based Retail Coverage



Improving Stakeholder Value with Intelligent, Opportunity-Based Retail Coverage



**CONAGRA BRANDS**

Massive changes in retail - driven largely by dramatic shifts in shopper behavior - are eroding margins and market share from branded, "big-food" manufacturers. Key factors redefining retail include:

- Shifting consumer demands and behaviors
- Declining shopper loyalty (banners and brands)
- Increasing channel fragmentation
- Growing acceptance of eCommerce
- Increasing popularity of private label
- Rising cost of consumer touch-points (in-store, print, digital, social)

**ADVANTAGE SOLUTIONS**

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### Brand Engagement



Growing Brand Relevance Through Authentic Consumer Engagement



Today's digitally-connected consumers expect brands to understand — even anticipate — their wants, needs, and desires. They seek brands that provide authentic brand experiences. In addition to authenticity, these highly-informed consumers expect consistent engagements across all touch-points. In other words, they seek authentic, omni-engagements from every consumer touch-point. The brand's message must be consistently conveyed at in-store events, across social media, via digital influencers, and through community support, just to name few. Maintaining consumer empathy and alignment is how brands will remain relevant to their targeted audiences.

**CONAGRA BRANDS**

*Winning and retaining market share in today's hyper-competitive marketplace calls for new rules — and tools — of engagement.*

**ADVANTAGE SOLUTIONS**

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## Conagra Brands

Sales and Marketing  
Modernization Concepts

October 2018



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### Mastering Growth Through Increased Shopper Engagement Requires Perfect Pages that Complement Perfect Stores

Through a blend of talent and technology, Advantage offers an enterprise solution that streamlines and synergizes digital commerce:

Product Selling and Enforcement	Content Management and Syndication	Analytics and Intelligence
1P Selling	Content Production	Retailer-data BI
3P Selling	Content Syndication	Business Analytics

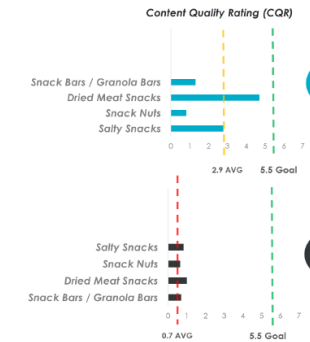
### Advantage has invested heavily to better serve clients and customers

- 250+ dedicated eCommerce professionals
- Purpose built eCommerce platforms and tools to help you better monitor, measure, and manage your online business
- Expertise in 1P and 3P selling complemented with content services capabilities



### Key Point: Conagra has Opportunities to Improve Online Presence

Advantage has created a proprietary Content Quality Rating system (CQR) to measure the various qualitative attributes of an online page. Each product receives an individual rating (0-7 scale) based on over 20 different elements across key categories. We used our system to assess 115 product listings across 8 different Conagra brands within Salty Snacks, Dried Meats, Snack Bars (Glutino), Snack Seeds.

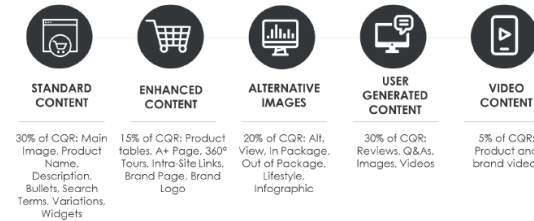


#### Conagra CQR Observations

- Average CQR for all 1P categories is 2.9
- 80% of 1P pages do not have A+ Pages
- Average 3P Seller CQR is 0.7
- 3Ps weakening brand presence: 338 sellers with over 1,228 product listings on Amazon
- 50% of these Sellers only offer 1 Conagra product, affecting pricing, brand equity, consumer confidence, and item content

Our CQR uses an algorithm to generate a score on a scale from 0 to 7 with 7 being the highest. Advantage considers less than 2.5 as needs improvement, between 2.5 and 5 as above average and greater than 5 as excellent.

#### CQR Influencing Factors



## Embracing New Retail Coverage Paradigms

Capturing market share requires organizational agility to quickly adapt to market and industry dynamics. Manufacturers embracing decision support systems will increase agility to deploy flexible, demand-driven, retail strategies.

Undoubtedly, the CPG industry is being reinvented to accommodate the unprecedented changes occurring in retail, technology and consumer behaviors. The amount of change (direct and indirect), combined with the speed of change, is forcing trading partners to question long-standing practices and processes as they attempt to streamline their organizations. As a collective, the CPG industry has traditionally maintained a reactive posture. However, staid retailers and CPG companies will experience an accelerated decline as aggressive, more nimble organizations weave test and learn strategies into their innovation efforts.



## Increasing Efficiencies through Operational Agility

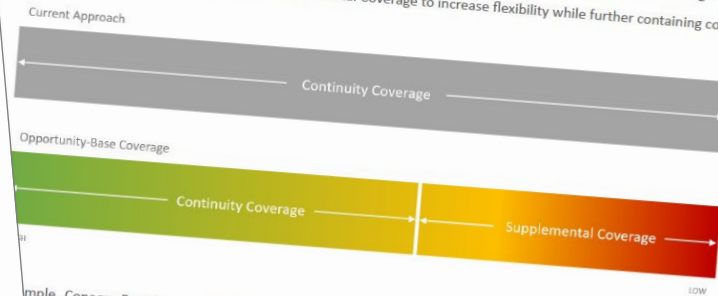
Use advanced analytics to reallocate retail resources based on growth opportunities. This will redistribute in-store labor and coverage patterns by opportunity levels, generate a higher RORI, and increase retail agility.

### Leveraging Vendors and Partners

Embracing a new retail paradigm requires more than advanced analytics and insights. Successful companies will learn to maximize internal resources, while extracting greater value from their extended network of solution providers. This will require trading partners to weave third-party suppliers into their strategic initiatives.

### A Case in Point: Opportunity-Based Retail Coverage

The chart below compares the current approach to retail (Continuity-Coverage) to Opportunity-Based Coverage. As illustrated, Opportunity-Based Coverage is augmented by Supplemental Coverage to increase flexibility while further containing costs.



For example, Conagra Brands would develop a more strategic relationship with Advantage. The partnership would leverage its insights, relationships and resources to efficiently and effectively improve store-level support.

In the following page, Advantage is uniquely positioned to deliver this new approach to retail coverage.



## Increasing Return On Retail Investments (RORI)

Increasing RORI begins with prioritized continuity coverage. Determining the RORI on a daily, even hourly basis, requires data harmonization that leverages multiple data points, such as store conditions, POS, supply chain, marketing, event programming, etc.

These inputs (or outputs) establish the daily in-store priorities for every rep on every call, for every store.

Atlas Technology Group — a retail analytics and data management firm, wholly-owned by Advantage Solutions — applies advanced analytics (algorithmic functions, rules-based processes, machine learning and heuristics) to determine the RORI for each in-store activity. Notifications and alerts are sent to the rep each evening; however, the system works in real-time and can change priorities based on conditional logic and in-store assessments. These *on-the-fly* changes ensure that every minute of in-store time is delivering optimal value.



## A Case in Point

A Day in the Life of Ben Rice,  
A Retail Representative Empowered by RORI.

Ben wakes up and checks the RORI system to see what the day holds. RORI has planned five store visits for Ben and projects a \$10,000 ROI opportunity for the day. RORI also shows Ben how today's activities impact his quarterly performance bonus.

RORI prioritizes Ben's day to optimize every retail-allocated dollar. Using advanced analytics and machine learning, RORI prioritizes the stores, the activities within each store and the optimal route sequence. Ben, understanding RORI's conditional logic, knows tasks, stores and routes are subject to change as the day progresses.



Ben drives to his first store (store #875), which has a projected ROI of \$4,000 and 10 planned activities. His activities are listed in order of anticipated priority.

### Store 875: Planned Activities

1. Verify the holiday display is on the sales floor
2. Sell-in a palette of Wolf Brand Chili to support upcoming demo event
3. Sell in/out display and secure end cap for personalized pricing event
4. Cut-in new item 1-2345678901-2
5. Ensure all 10 of the top-selling regional SKUs are on the shelf with adequate DOS
6. Check back-room inventory
7. Capture prices of competitors' TPRs
8. Upload pics of competitors' off-shelf placements
9. Report items for reclamation
10. Verify front-end planogram

When Ben arrives at the store he checks-in with the store manager and promptly begins completing the priority-driven tasks. Starting with the #1 priority, he tells RORI the holiday display is not on the floor despite the prior communications and the multi-million-dollar media spend.

His top priority is now to get the holiday display out of the back and onto the sales floor. RORI uses this input to re-optimize Ben's day, and automatically makes the following adjustments:

- Daily ROI is increased from \$4,000 to \$11,000
- In-store tasks for store #875 changed from 10 to 7
- In-store time increased from 45 minutes to one hour



## Meet RORI (Return on Retail Investments)

RORI is an intelligence-based system that helps manufacturers capture more value from every retail-allocated dollar. RORI applies advanced analytics to big data to prioritize reps, stores, routes and in-store tasks. RORI helps manufacturers control store-level outcomes while improving performance across the path-to-purchase.



Ben completes the holiday display assignment and proceeds to execute the remaining items. While working on priority 6 (*Check back-room inventory*), RORI alerts Ben that his in-store time has reached 55 minutes.

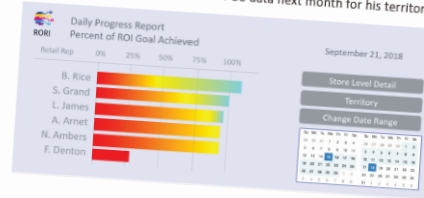


RORI, driven by dynamic optimization, informs Ben that proceeding to the next store will generate a higher ROI than remaining at store #875 to complete his last task.

Ben jumps in his car and heads to the next store. However, RORI has changed his route sequence due to grid-lock on two main thoroughfares. *For the record, windshield time is RORI's archenemy.*



At the end of the day Ben's manager, Pam Blake, gets an automatic progress report and smiles. She can see how long Ben was at each store and that he achieved 110% of his original ROI opportunity plan. Ben is a great rep and she cannot wait to see the POS data next month for his territory.



Next, Pam reviews the daily performance of her entire team. Pam uses RORI's dynamic dashboard and immediately sees that Frank Denton's daily performance was significantly below the team's performance goals. Drilling down into the activity detail, Pam realizes that Frank was scheduled to visit six stores, but only visited two - resulting in 27% of his daily ROI opportunity. Drilling down further, Pam sees that Frank spent six hours on his first call, therefore he missed out on many planned opportunities.

Pam schedules a meeting with Frank to discuss his performance and coach him accordingly.

**Johnson**  
A Family Company

**ATLAS**  
REPORTING STUDIO

# SAMPLE REPORTS

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## TOP SHELF RETAIL ANALYTICS. BOTTOM-LINE IMPROVEMENT.

ATLAS Technology Group solves key challenges facing today's department heads, analysts and category managers. Specifically, ATLAS addresses the key barriers that prevent CPG manufacturers from maximizing the ROI from their retail intelligence efforts. Barriers include:

- Disparate Data and Data Latency
- Integration with Legacy Systems
- System Complexity (User Adoption)
- Rapidly Changing Requirements
- Slow Time-to-Value

### From Insight-to-Impact

ATLAS combines technology and advanced analytics, with unsurpassed domain expertise and industry-leading service, to deliver high-value, high-return solutions.

ATLAS' four "A's" serve as its North Star for developing, implementing, and maintaining retail technologies to increase sell-through and contain costs.



ATLAS Reporting Studio is an easy-to-use retail reporting system that converts disparate retail data into relevant, tailor-made information. Reporting Studio's analytical engine transforms low-value activities, such as data preparation and validation, into high-value, actionable solutions.

Intuitive reports are packaged automatically into emails with a "Smart Text" feature that quickly identifies opportunities while pinpointing potential sales barriers.

Reporting Studio also provides:

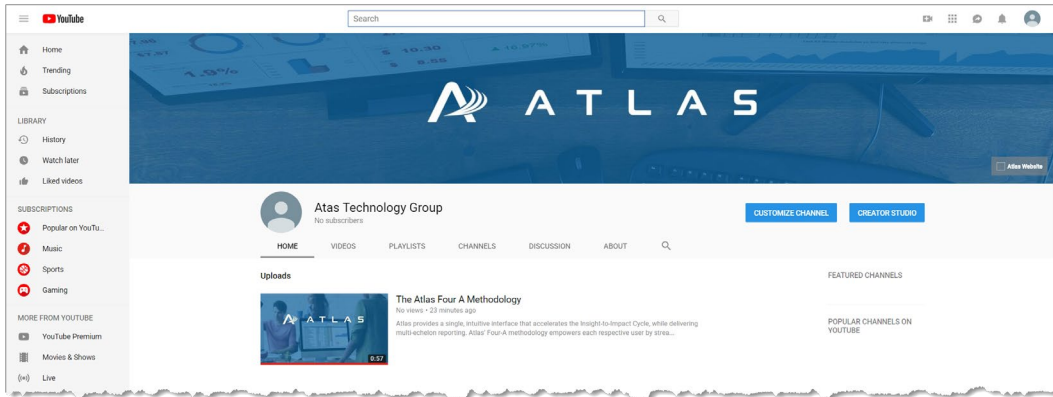
- Automated POS downloads
- 6,000+ existing reports
- Easy report customization
- Full Ad-hoc capabilities
- Automated validity checks
- User-defined, threshold-based alerts
- Data visualization & dynamic mapping
- Excel-based dashboards

Visualization Tools

Excel-Based Dashboards

Ad-Hoc Reporting

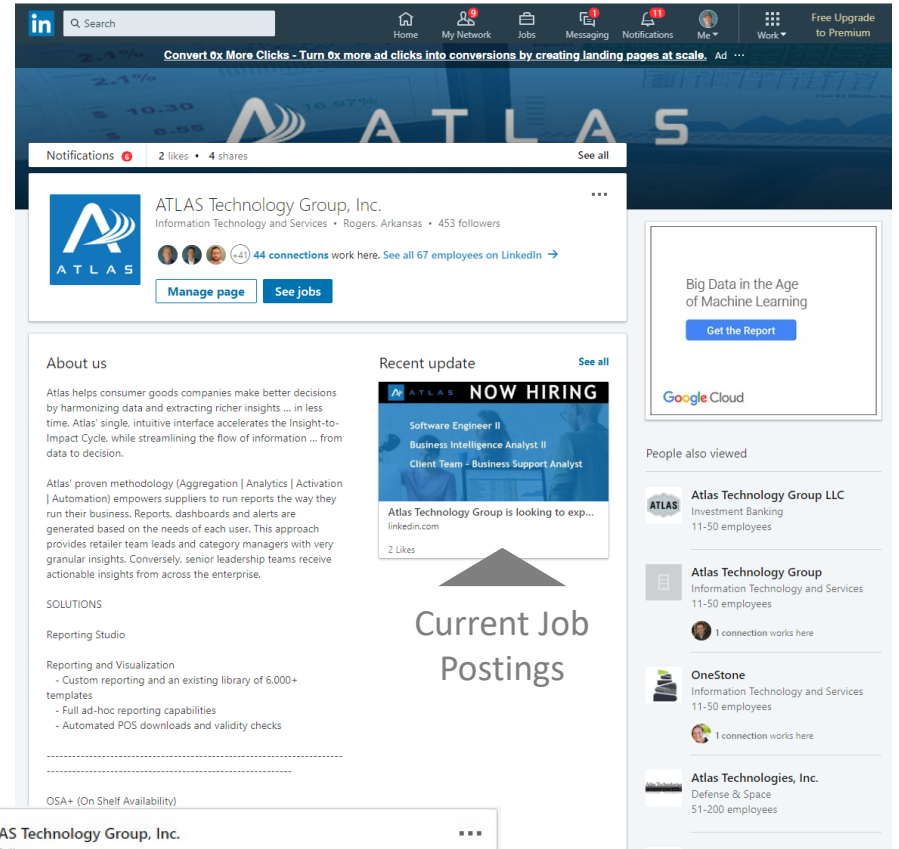
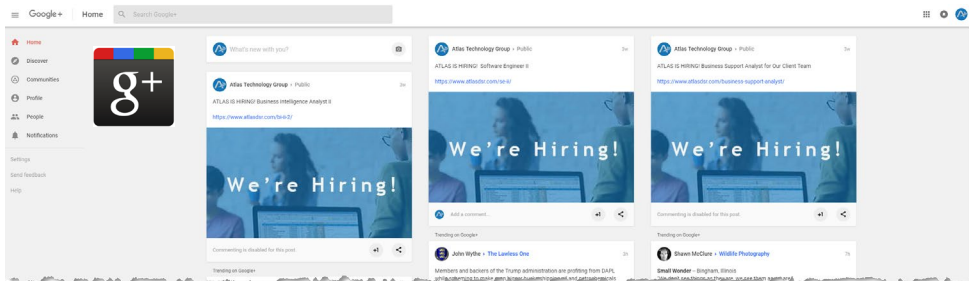
Dynamic Mapping



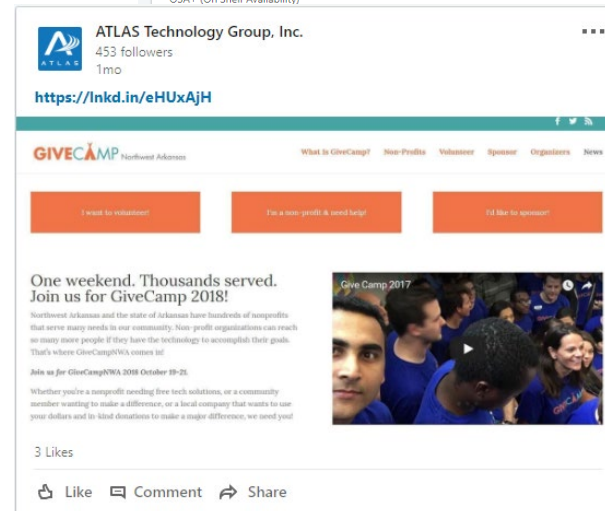
**YouTube**  
Channel



Other Google Properties (for SEO)

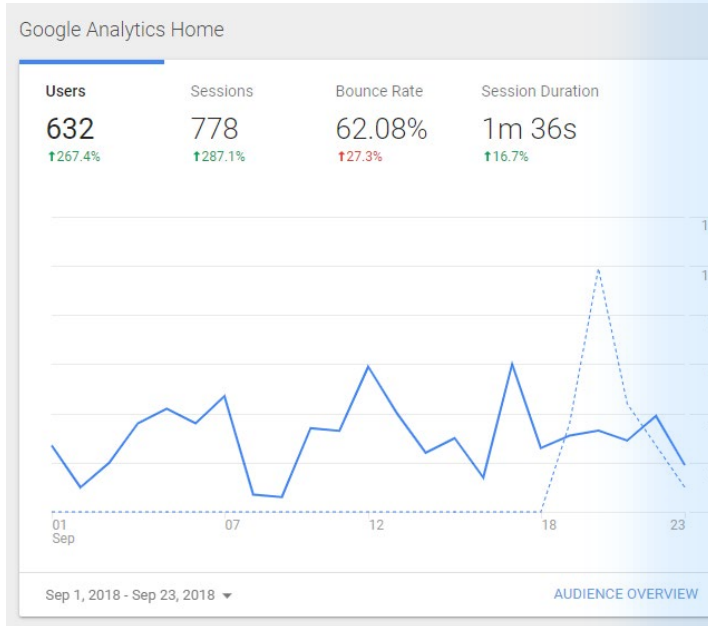


Current Job Postings

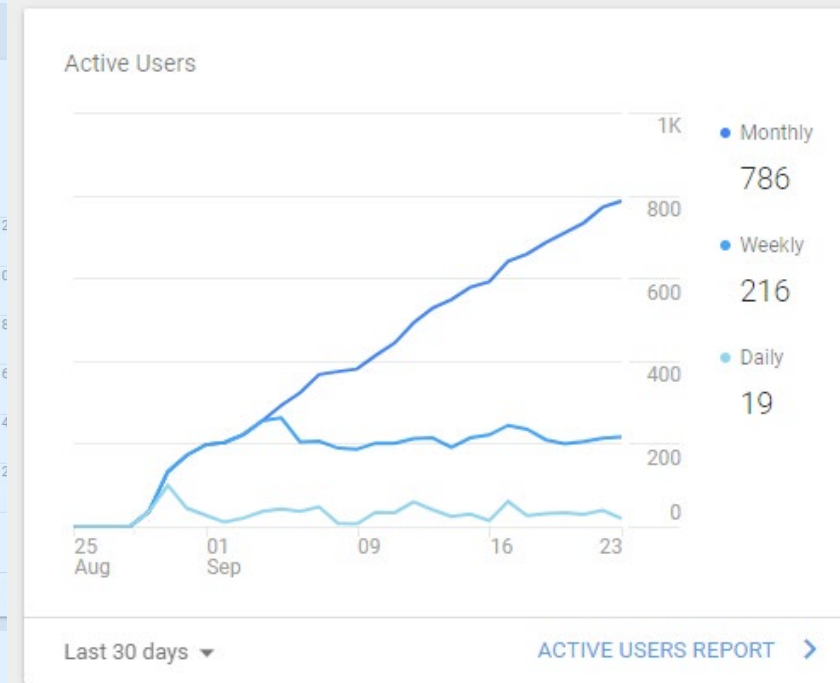


**LinkedIn**

# Site Performance



How are your active users trending over time?



What pages do your users visit?

Page	Pageviews	Page Value
/	191	\$0.00
/careers/	87	\$0.00
/company/	33	\$0.00
/reporting-studio/	24	\$0.00
/bi-ii-2/	23	\$0.00
/osa/	18	\$0.00
/products/	18	\$0.00
/value-added/	17	\$0.00
/demo/	15	\$0.00
/leadership/	14	\$0.00

Last 7 days

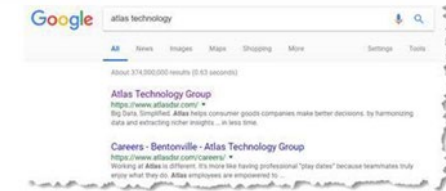
PAGES REPORT >

# Organic Search

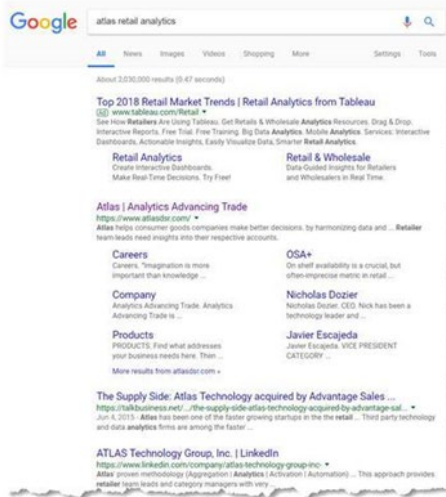
Some minor victories in the area of organic search. Keep in mind, prior to launching the new site, the only way we showed up on the 1<sup>st</sup> page (not the top spot on the 1<sup>st</sup> page – just somewhere on the 1<sup>st</sup> page; even below the fold) was to search on Atlas Rogers, AR.

I call these minor victories because each search query includes the word “Atlas.”

Reply Reply All Forward  
 Tue 9/4/2018 3:21 PM  
**Jeff Rice**  
 FW: Careers Page is Working Properly + Some Rudimentary Site Analytics  
 To Tony Curtis; Ryan Dugger



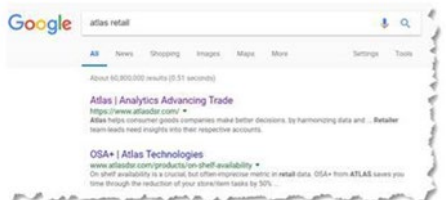
Top 2 organic spots



Good “brand association” by paid placement

Top 2 organic spots (older posts that were not being found due to indexing/ search issues (IMO))

Organic Position #3 from recent LinkedIn activities



Top 2 organic spots

Google retail reporting bentonville, ar

All News Maps Images Shopping More Settings Tools

About 343,000 results (0.55 seconds)

**Atlas | Analytics Advancing Trade**  
<https://www.atlasdsr.com/>  
 Retailer team-leads need insights into their respective accounts. ... that accelerates the Insight-to-Impact Cycle, while delivering multi-echelon reporting.

**Retail Analytics Jobs, Employment in Bentonville, AR | Indeed.com**  
<https://www.indeed.com/q-Retail-Analytics-Bentonville-AR-jobs.html>  
 118 Retail Analytics jobs available in Bentonville, AR on Indeed.com. Apply to Sales Analyst, Analyst, ... Bentonville, AR 72712 .... Systems analytics, reporting.

**Retail Reporting Analyst Jobs, Employment | Indeed.com**  
<https://www.indeed.com/q-Retail-Reporting-Analyst-jobs.html>  
 3164 Retail Reporting Analyst jobs available on Indeed.com. Apply to Analyst, Reporting Analyst, Junior Analyst and more! ... Bendon, Inc. Bentonville, AR ...

**Retail Analyst - Walmart, Bentonville, AR job in Bentonville - Mars**  
<https://lensa.com/retail...bentonville-ar.../bentonville/.../3dc983b4e9b70915cdc7305df...>  
 Feb 7, 2018 - Mars is currently looking for Retail Analyst - Walmart, Bentonville, AR near ... AR Job Summary: Sales Analyst maintains data and reporting to ...

**ShilohNEXT | Leading Retail Analytics Solutions Provider**  
<https://shilohnext.com/>  
 ShilohNext is the leading Retail Analytics Solutions Provider with cutting edge technology that is fast, reliable, secure and provides insights to empower.

**Retail Analytics & Data Analysis | RSi Retail Solutions**  
<https://www.retailsolutions.com/>  
 Today's top manufacturers and retailers partner with Retail Solutions to maximize operational excellence and drive sales and measure performance daily.

**16 Retail Analyst Jobs in Bentonville, AR | LinkedIn**  
<https://www.linkedin.com/jobs/retail-analyst-jobs>  
 The Retail Data Analyst is responsible for monitoring inventory flow throughout the supply chain by leveraging multiple sources of data and reporting his or her ...

**Retail Solutions Manager - Walmart - Bentonville, AR - LinkedIn**  
<https://www.linkedin.com/company/retail-solutions-manager-walmart-bentonville-ar-at-jj-famil...>

# Other Elements Inside the Atlas Marketing Playbook

## Content Marketing

- Webinars
- Articles
- Blogs
- Podcasts
- Videos
- Infographics
- eBook (Gated Content)
- Case Studies
  - On-Line Posts
  - Downloadable PDFs
- White Papers (Gated Content)
- Social Engagement

## Value-Added Pricing

- Discount (perceived) on Products and Services
- Client Agrees to Participate in Limited Joint Programs
  - Speaking Engagements
  - Roundtable Participation
  - Webinars
  - White Papers
  - Case Studies
  - Logo Placements (website)

## SEO

- Dynamic Content
- Organic Search
- PPC
  - Keyword/Meta Descr
  - Get estimate from JumpFly
- Directories
- Links
  - Inbound
  - Outbound
- Portal (for New Clients)

## Events

- Seminars
- Workshops
- Conferences
- Tradeshows

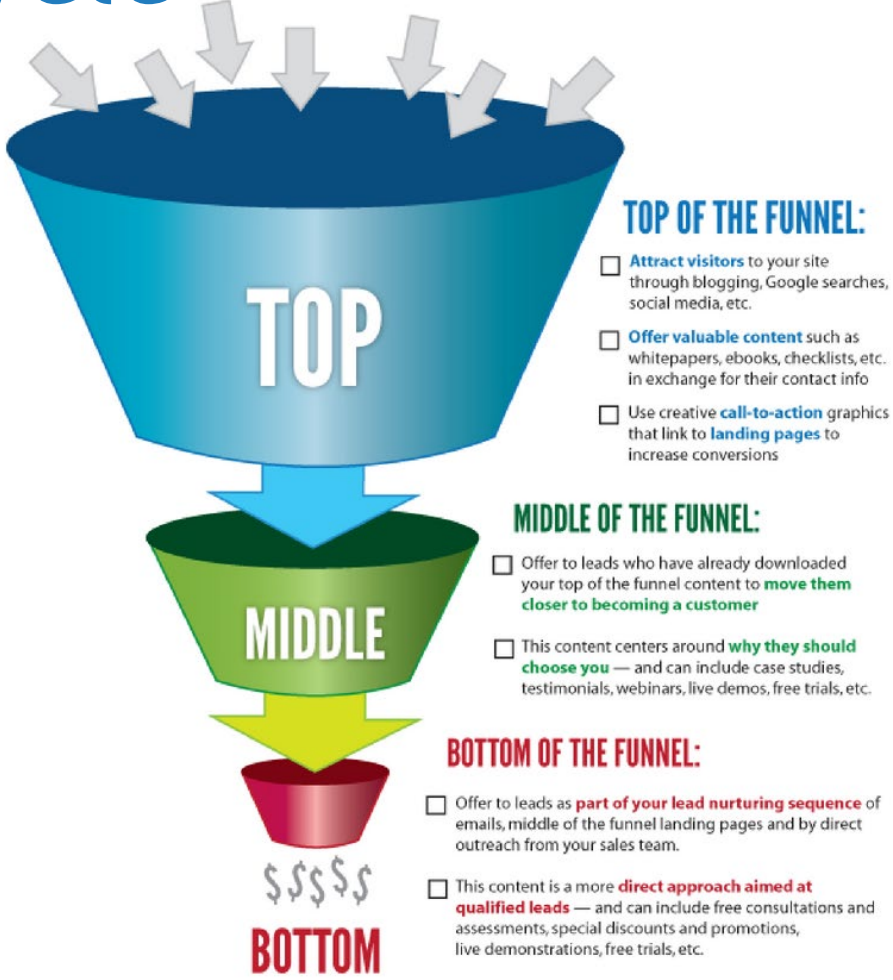
## Email and Retention Campaigns

- Gated Content (for opting-in)
- Invitations/Notifications to Upcoming Events
- eNewsletter (opt-in only for Retention Marketing)
  - Select Service Provider, i.e. Constant Contact

## Public/Media Relations

- Public Speaking
- Editorials
- Press Releases
- Community Involvement
- Advisory Board
- User Community

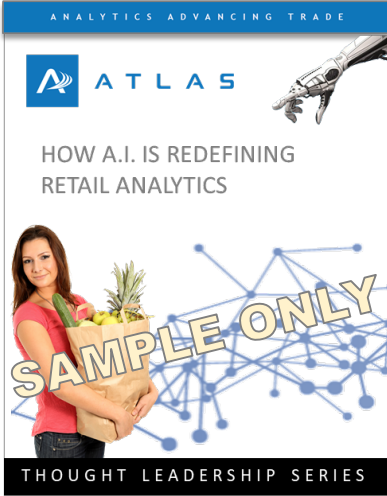
# Targeted Communications Defined by the Sales Cycle



## Web Traffic

- Social Media
- Pay-Per-Click
- Organic Search

Gated Content for Lead Capture (Opt-In)



- Case History
- Demo
- Close

# OPUS

The performance platform by Atlas



ATLAS



# OPUS

Optimal Performance Utility Suite



ATLAS



# Anatomy of the Platform's Name

Optimal Performance Utility Suite

# OPUS

A **separate composition** or **set of compositions** by a particular composer, usually ordered by date of publication.  
Any artistic work, especially one on a **large scale**.



# Anatomy of the Platform's Name

# OPUS

UTILITY

The state of being useful, profitable,  
or beneficial.

Useful, especially through being  
able to perform several functions.



ATLAS



# Anatomy of the Platform's Name

# OPUS

## SUITE

A number of objects forming a series or set.

Software designed to work together.



ATLAS



# Surface Scan of the USPTO Came Back “Clean”

# OPUS



ATLAS



# MAR ING

**REACH • REWARD • RETAIN**

