



Conagra Brands

Sales and Marketing

Modernization Concepts

October 2018



Introduction

There's no doubt that we are in an epoch-defining era on multiple fronts. The desires, behaviors, and actions of consumers and how and where they shop is changing more rapidly than it has for generations and arguably throughout history. Not unrelated, we are seeing the most dynamic arc of change within the food and grocery retail industry since the introduction of the self-service format early in the 20th century. Layering in the largest and most significant acquisition within the long and storied history of Conagra and we can understand why you are considering adopting a continuity approach regarding your Sales & Marketing partners.

However, we believe that now is the best time to reassess your activities and partners. At the core of your growth strategy is the philosophy of modernizing your approach to your business, your brands, and your organization capabilities.

That dissatisfaction with the status quo is a trait that our two companies share. This mentality runs through every aspect of Advantage, every associate and every step in our development over the last 30 years, from a small regional sales broker in Southern California to a Global Outsourced Solutions provider with more than 150,000 associates operating in more than 44 countries.

Over the last few weeks a team of Advantage associates have been diving into the Conagra business to identify areas where we can bring a fresh, modern, and impactful approach to your business. An approach that can drive efficiencies, speed, agility, effectiveness, and ultimately Enterprise value for Conagra. Within this document we outline five such areas for your business across Retail Intelligence, Retail Execution, eCommerce, Marketing, and Brand Management. We recognize that these are ideas and concepts - grounded in data, including accessible Conagra data - that we feel can deliver a material impact for the new Conagra. Equally these five ideas are not exhaustive as we know there are further areas of opportunity. Much further collaboration, partnership, diligence and work is required from Conagra and Advantage working together to maximize and fully realize the value of these Sales & Marketing modernization concepts. This is work that we are ready and willing to commence.

We hope that the content herein is helpful, thought provoking, and useful as you embark upon the next exciting chapter of your journey. We also hope that Advantage can be your partner on that journey.

Thank you.

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Precision Retail Through Integrating Sales and Marke





Executive Summary

The proliferation of big data requires new tools of engagement and advanced analytics that can link sales and marketing data to uncover growth opportunities and productivity efficiencies including:

- **Increased Return on Retail Investment:** Leverage Advantage’s advanced analytics to determine the return for each in-store activity and create richer insights in less time.
- **Real Time Retail Updates:** Update retail team priorities on the fly based on real time intel such as store conditions, POS, supply chain, marketing, and event programming, driven by advanced algorithms and machine learning.

Precision Retail Through Integrating Sales and Marketing

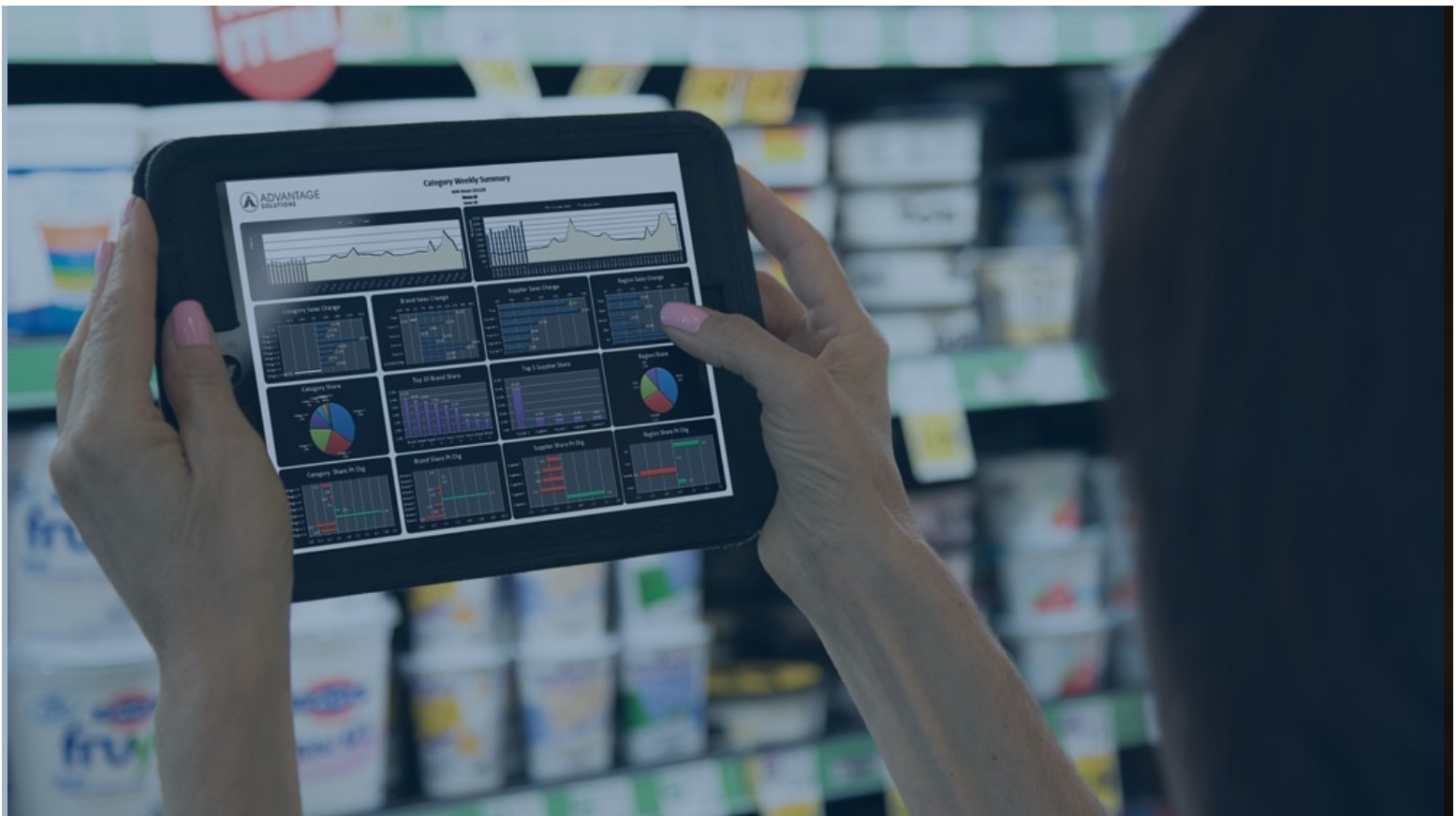
New tools of engagement that link sales and marketing data will improve continuity coverage and help maximize every dollar spent on in-store trade, shopper, and demo programs.

The rapidly-changing 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 Retail Integrates Sales and Marketing Data and Drives Collaboration Between Manufacturers and Retailers and Offers an Underutilized Path to Growth.





Key Point: Increase Return on Retail Investments

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

Growth opportunities and productivity improvements exist yet can often be hidden in disparate data that is stored in multiple locations. Extracting, quantifying, and applying rich insights derived from disconnected data requires new tools of engagement — tools that enable the synchronization and integration of all salient data points. Once harmonized, advanced analytics can be applied to this “big data” to create richer insights in less time. By analyzing the singular, connected data, Conagra Brands can gain unprecedented insight into how each functional area (up- and down-stream) impacts performance.

Increasing Return On Retail Investments (RORI)

Increasing RORI begins with organizing and prioritizing continuity coverage based on real time and AI determined data. Determining this on a daily, even hourly basis, requires data harmonization across 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, at 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 field representative at the desired or optimized cadence. The system works in real-time and therefore can change priorities based on data derived conditional and logic based in-store assessments. These on-the-fly changes ensure that every minute of in-store time is delivering optimal value.

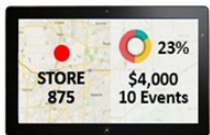


A Case in Point

A day in the life of Ben Rice, a Retail Representative empowered by tools that link sales and marketing data to deliver improved ROI and execution excellence for his clients.

Ben wakes up and checks his iPad to see what the day holds. There are five store visits prioritized for him projecting a \$10,000 ROI opportunity for the day. Ben also sees how today's activities impact his quarterly performance objectives.

ART prioritizes Ben's day to optimize every retail-allocated dollar. Using advanced analytics and machine learning, ART prioritizes the stores, the activities within each store, and the optimal route sequence. Ben, understanding ART'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 pallet 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 ART the holiday display is not on the floor despite the prior communications and the multi-million-dollar media spend.

Meet ART (Advantage Retail Technology)

ART is an intelligence-based system that helps manufacturers capture more value from every retail- allocated dollar. ART applies advanced analytics to big data to prioritize reps, stores, routes and in-store tasks. It delivers real time insights, empowering manufacturers and field management to take immediate action when needed to positively influence store level outcomes and overall execution. ART helps manufacturers control store-level outcomes while improving performance across the path-to-purchase.



His top priority is now to get the holiday display out of the back and onto the sales floor. ART 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

Ben completes the holiday display assignment and proceeds to execute the remaining items.

Once his tasks at store #875 are complete, Ben jumps in his car and heads to the next store. However, ART has changed his route sequence due to grid-lock on two main thoroughfares.

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 ART'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.





Mars Wrigley Confectionery Captures Incremental Sales of \$19.8 MM with Atlas' Reporting Studio



Mars Wrigley used Reporting Studio to monitor sell-in of its Fourth-of-July promotional pallet program at Walmart.

Reporting included the tracking of:

- Seasonal Pacing
- Store Shipments
- Pallet Arrivals

Performance alerts were automatically distributed when “seasonal pacing” fell below predefined thresholds. This ensured Mars, as well as its retail service provider, understood which stores required additional sales support.

Results

Fourth-of-July pallets were placed in **95% of the targeted stores** and generated **\$19.8 MM in promotional sales**.





Mars Petcare Uses OSA+ to Drive In-Store Efficiencies and Captures Incremental Revenue of \$34 MM from Four Retailers¹

Mars Petcare used OSA+ (On-Shelf Availability) to identify anomalies in sales and unit movement. OSA+, using advanced analytics and timely reporting, identified stores experiencing zero sales and/or phantom inventory issues over predefined time periods.

Reports and dashboards were customized to align directly with key performance metrics specific to the Mars Dedicated Retail Team. The solution also provided custom output through Qlik, a third-party visualization tool. Key features included:

- Dashboards to show field rep insights, OSA % and ROI
- Speed to Shelf reporting for new items and mod resets
- Advanced display compliance and impact (i.e. – sales lift) reporting
- Various trend reports pertaining to OSA and zero sales root-cause analyses

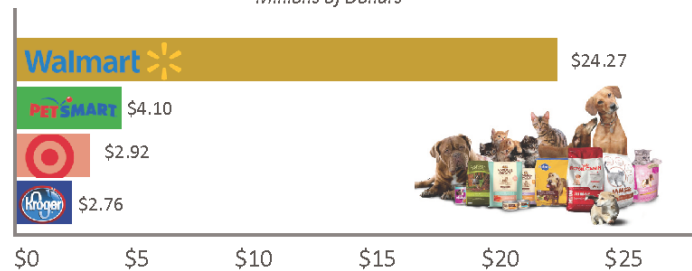
Closed-Loop Reporting (CLR)

The solution also tested a data-driven CLR concept which uses retailer data to validate and quantify the value of the retail reps' in-store activities.



Rapidly Identifying and Correcting Lost Sales Generated \$34 MM in Annualized Revenue

Millions of Dollars



¹Test/Control Methodology

Measuring the value of efficiently correcting sales barriers (zero sales and phantom inventory) required a “test and control” approach since uniform benchmarks did not exist.

To quantify the program’s true value required measuring daily lost sales (a.k.a. zero sales days) for the controlled group as well as the experimental group. By measuring and comparing zero sales days in non-covered stores (control group) against covered stores (experimental group) we could begin defining the requisite benchmarks. For example, when an item is reported to have zero sales in a non-covered store, our analyses tell us that correcting the problem will take 20 days. Conversely, experimental stores were corrected in 10 days; thereby eliminating lost sales by 50%.

Using this approach we calculated the incremental gains during the first seven periods of 2018 for each of the four retailers. Then we averaged each period and multiplied the average by 13 periods to determine the program’s impact based on Mars’ fiscal year.

Opportunity-Based Retail Continuity Coverage





Executive Summary

Today's challenging retail environment requires more efficient in-store coverage. Leverage Advantage's comprehensive, intelligent, opportunity-based retail technology to deploy alternative coverage options.

- Reduce traditional continuity coverage by up to 40%.
- Improve efficiency, accuracy, and return on retail investments through operational agility.
- Demonstrate committed partnership to retailers by continuing to drive growth.
- Maximize every dollar spent on in-store trade, shopper, and demo programs.

Opportunity-Based Retail Continuity Coverage

Improving Stakeholder Value with Intelligent, Opportunity-Based Retail Coverage

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:

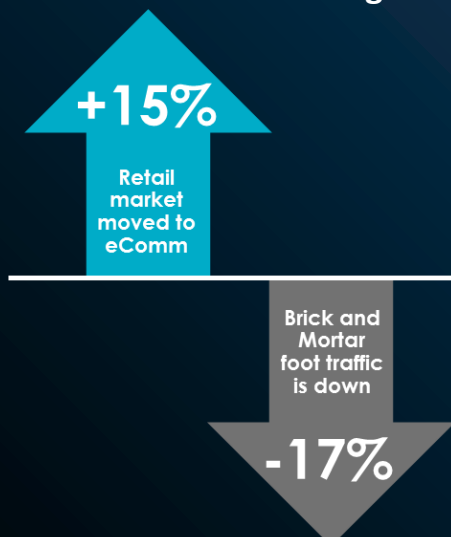
“In any given moment, we have two options: to step forward into growth or to step back into safety.”

- Abraham Maslow

- 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)

The Retail Landscape is Changing

Foot Traffic is Shifting



Retailer Consolidation on the Rise



14

Exclusively Online Retailers Acquired



+24

Retailer Acquisition Deals

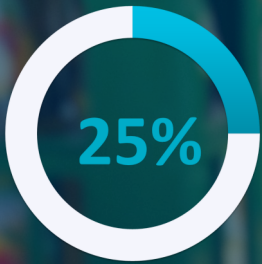


2x

Single Source is increasing brand costs



Transportation costs increases are causing significant gross margin headwinds



Private Label's dollar share of the Food & Beverage business continues to grow

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.

The CPG industry has traditionally maintained a reactive posture. However, retailers and CPG companies maintaining yesterday's reactive approach will experience accelerated declines as aggressive, more nimble organizations weave test and learn strategies into their innovation efforts.

Key Point: Increase 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, generating a higher RORI, and increased retail agility.

Leveraging Vendors and Partners

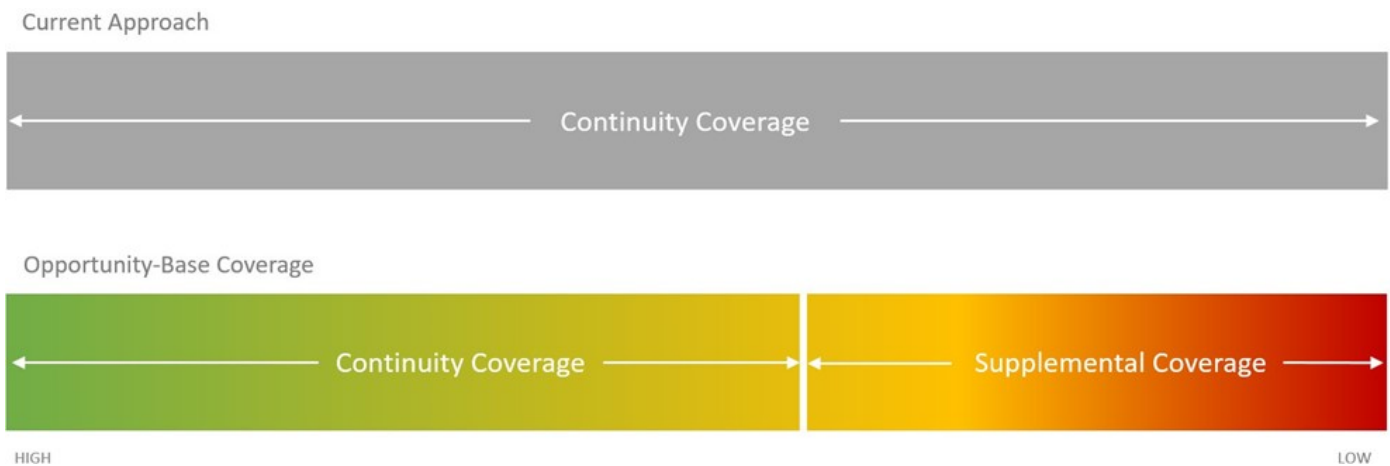
Embracing a new retail paradigm requires more than advanced analytics and insights. Successful companies will learn to maximize internal resources, while extracting greater value from their extended network of solution providers. This will require trading partners to integrate third-party suppliers into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

Case in Point: Opportunity-Based Retail Coverage

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

In this approach, Advantage leverages its collective insights, relationships, and resources to efficiently and effectively improve store-level support. Advantage designs a store-level strategy to maximize results and ROI by applying dedication where it counts, thoughtful syndicated continuity coverage in “defend” stores, and avoiding continuity coverage at low-impact retailers and outlets, including those migrating to costly, Phase II, single-source programs that fail to deliver favorable returns.

Advantage’s industry-leading Retail Experience business is uniquely positioned to diversify coverage by incorporating other Advantage-deployed teams to optimize in-store coverage, increase productivity, and improve organizational agility in today’s rapidly-changing retail landscape.



This approach empowers Conagra Brands to realize cost savings that go directly to the bottom-line or to redirect the savings towards other high return, brand-building investments.

Advantage, the leading agency-of-record for in-store retail merchandising and demo activation for many of the country's largest retailers, is uniquely positioned to deliver a new approach to retail coverage by leveraging resources that are already deployed in-store.

Estimated reduction of traditional continuity coverage by up to

40%

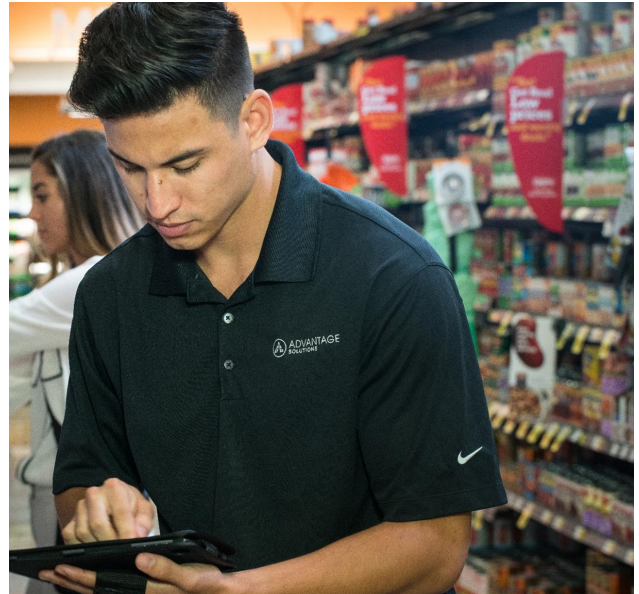
The chart below details the depth of Advantage's retail penetration at the top 15 Grocery and Mass retailers and its ability to provide supplemental, demand-driven services.

Retailer	Single Source Phase 1: Resets	In-Store Experiential AOR	Annual In-Store Experiential Days Executed By Advantage (2017)	Annual Conagra + Pinnacle Demo Days Executed by Advantage (2017)
Walmart	SAS	Advantage	600,000 - 650,000	11,022
	Acosta			
	Anderson			
	Crossmark Premium			
The Kroger Co.	Advantage	Advantage	200,000 - 250,000	7,274
	SAS			
	PLM			
Albertsons	SAS	Advantage	50,000 -100,000	161
	RAMSI			
Ahold Delhaize	SAS	Advantage Daymon Interactions	0 - 50,000	873
Publix	N/A	No exclusive AOR	0 - 50,000	0
		Advantage SFG*		
Target	N/A	Advantage SFG	100,000 - 150,000	218
C&S Wholesale	Advantage	N/A	0 - 50,000	0
H-E-B	SAS	No exclusive AOR	0 - 50,000	0
		Advantage Daymon Interactions*		
Meijer	Meijer Serv-U-Success	Advantage	50,000 -100,000	1,789
	Acosta			
SuperValu	SAS	Advantage Daymon Interactions	0 - 50,000	261
Wakefern	N/A	Promoworks	0 - 50,000	0
Whole Foods	SAS	Advantage Daymon Interactions	0 - 50,000	0
Southeast Grocers	Crossmark	Promoworks	0 - 50,000	0
HyVee	N/A	Advantage Daymon Interactions	0 - 50,000	0
Giant Eagle	SAS	Advantage Daymon Interactions	0 - 50,000	726

A Variable Approach Adds Greater Flexibility and RORI

Redirect ~25% of Reduced Continuity Spend to Project/Surge (SAS)

SAS leads the industry in retailer-centric merchandising programs with partnerships in place at over 20 retailers. Because SAS associates are already deployed to retailers to execute reset projects, they are ideally situated to perform ad hoc / surge projects on behalf of clients. As in the aforementioned scenario, leveraging associates who are already in-store to perform project/surge work for clients will enable savings in drive time (estimated at about 10% for DRT routing) while providing additional savings in technology and hourly rates.



Leverage Advantage Event Specialists for Innovative Merchandising

Advantage is the experiential AOR for 9 of the top 10 retailers in the U.S. As part of a given demo day, our event specialists can extend their in-store time to complete clients' mission-critical merchandising activities.



Achieve Greater Returns On Retail Investments

The battle for market share will be won by manufacturers leveraging their partner's resources, market presence, and capabilities to increase corporate agility — particularly through the deployment of flexible, opportunity-driven retail strategies.

In addition to reducing costs, embracing data-driven, in-store support will improve Conagra's performance levels by aligning resources with stores offering the greatest returns, all while providing greater flexibility for special events such as new product introductions, seasonal displays, and product recalls without impacting ongoing continuity initiatives.



Invest in eCommerce





Executive Summary

Shoppers demand a seamless brand experience across every platform that necessitates a “Commerce Anywhere” mentality that delivers continuity for shoppers, regardless of their point in the path to purchase journey. Three core constituents of success in this arena are:

- **Hybrid Selling Approach:** Deliver a consistent and impactful online message for Conagra brands’ by executing a hybrid 1P and 3P approach.
- **Content Standards:** Enhance online assets to ensure high quality page content.
- **Content Management, Syndication, and Analytics:** Leverage advanced tools to deliver consistent content and measure the health of your brands’ online presence across disparate data sets.

Investing in eCommerce

Shoppers' demand for a seamless experience requires a new mindset:

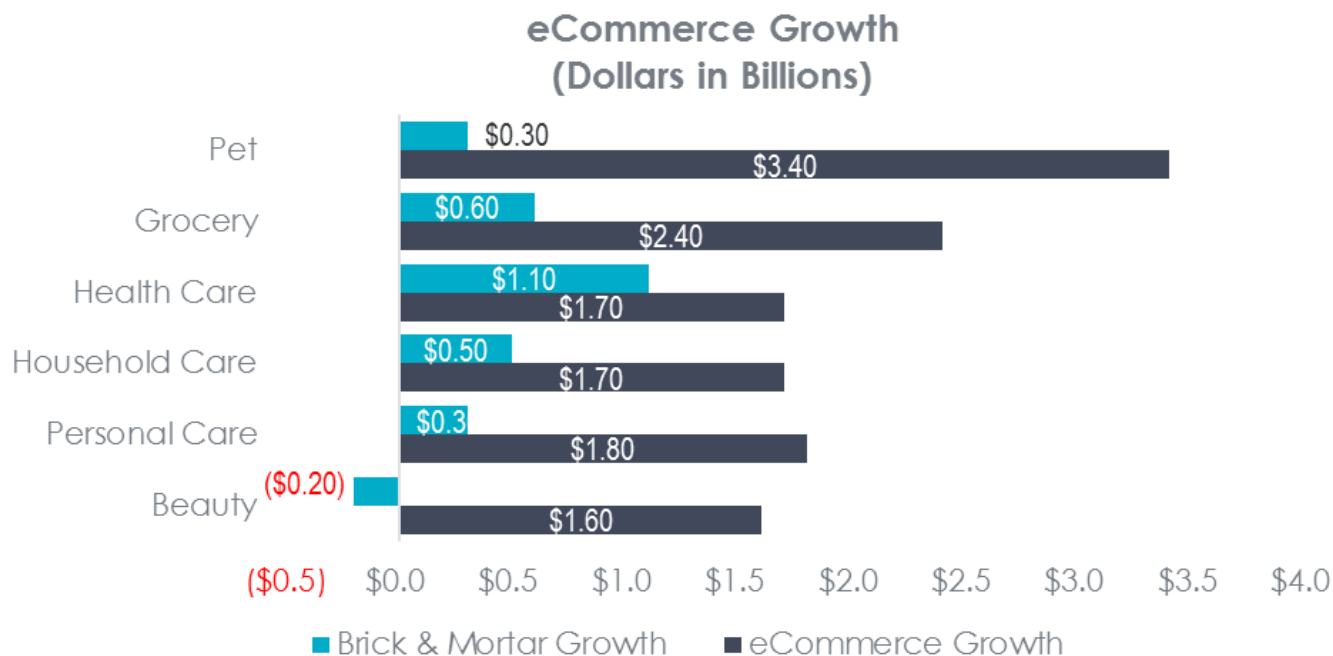
Commerce. Anytime. Everywhere.

While Kantar predicts almost 45% of all US retail growth in 2018 will come from online sales, shoppers increasingly demand solutions that meet their specific needs at that specific moment in time. These can be online or in traditional retail outlets. Consequently, successful companies are shifting towards a "commerce everywhere" approach that more accurately delivers the shopper's desired retail experience.

Source: KANTAR A Whole New World Switching on Growth in Uncomfortable Places; Predictions 2018

The importance of eCommerce continues to grow

- eCommerce sales increased almost **18%** last year
- Online sales are projected to hit **\$632B in sales** by 2020
- 85% of total retail sales in physical stores, but footfall is declining **15%** annually



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

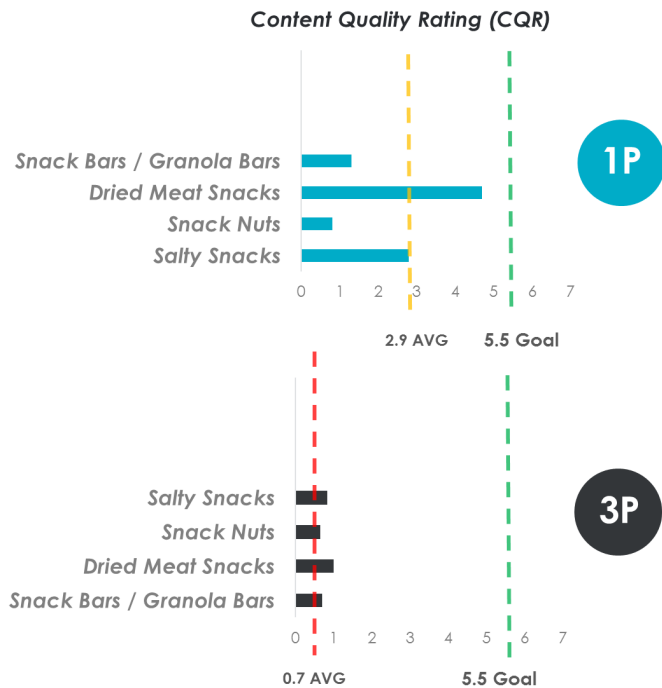
Advantage has invested heavily to better serve clients and customers

- 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.

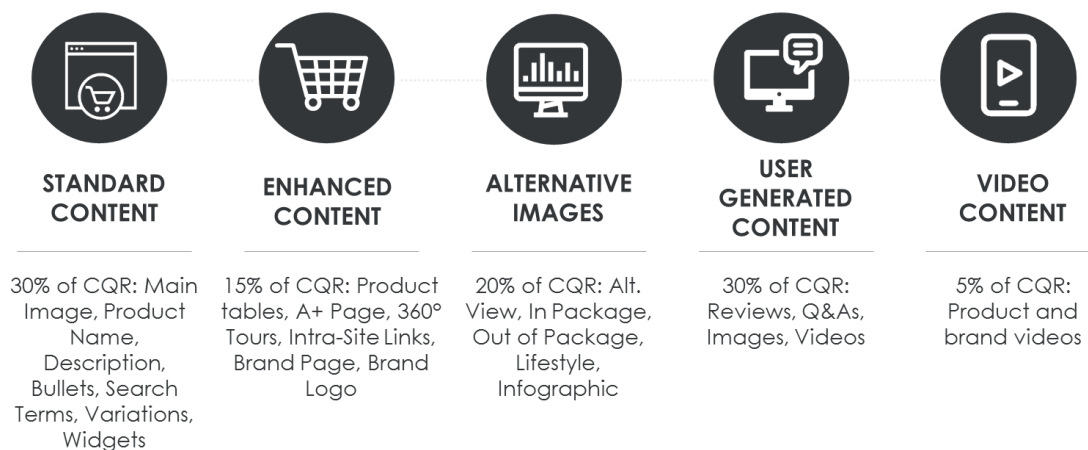


Conagra CQR Observations

- 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



Conagra Online Page Assessment by Category



Amazon	CQR	Avg. A+ Pages	Avg. Character Marketing	Avg. # Images	Avg. # Reviews	Avg. Rating
Benchmark	5.5	75%	800-1200	6	150-300	4.2
CONAGRA Salty Snacks	2.8	0%	1934	4.5	45	4.3
COMPETITORS Salty Snacks	3.8	39%	842	6.1	347	4.1
CONAGRA Dried Meats	4.7	64%	1336	11.2	285	3.9
COMPETITORS Dried Meats	3.4	44%	880	5.6	476	4.0
CONAGRA Snack Bars	1.3	16%	593	2.3	8	4.0
COMPETITORS Snack Bars	4.2	55%	1039	6.7	1293	4.2
CONAGRA Snack Seeds	0.8	0%	511	1.4	13	3.8
COMPETITORS Seeds	2.9	41%	949	5.3	379	4.4

Size of competitive data set is 484 competitor listings. Data represents listings appearing in top category search on Amazon.com. Search terms used for data scrape are listed below. Note average marketing copy includes product name, description and bullets.

Recommendation for Conagra

- Add A+ Pages on Salty Snacks, Bars and Snack Seeds
- Rewrite marketing copy to meet ideal character count for Snack Bars and Snack Seeds
- Add key images on Snack Bars and Snack Seeds
- To improve 3P presence, consider manage marketplace; ASIN merge, Authorized seller plan, MAP strategy

Controlling 3P Selling

Over 50% of Amazon sales come from 3P sellers, and experts predict this number will grow to \$130 Billion of the total gross merchandise value by 2022.

A Strategic Approach to E-Tailers and Marketplaces — The Importance of Harmonizing 1P and 3P Approaches

An open marketplace, allowing equal sales opportunities for a 3P seller does leave the consumer more susceptible to a less than optimal experience. Pricing can get skewed, counterfeits become more prevalent and packing/shipping standards are highly variable. These poor user experiences can reflect poorly on the manufacturer who the consumer most often considers responsible.

While ever-changing Amazon strongly supports the 3P model, it also retains deep roots in the 1P sales approach as direct, collaborative 1P partnerships enable Amazon to drive growth and innovation.

Strategically - the recommendation is not to choose one approach over the other. Instead, the current landscape is best managed through a hybrid approach. Retail sales strategy should be managed in direct association with catalog assortment as eCommerce profitability implications plays a major role in channel success and revenue.

By utilizing a hybrid approach, the manufacturer has the opportunity to better control their pricing strategy, explore innovative packaging solutions, better manage existing internal logistics resources, maintain buy box ownership, and reduce out of stock situations.

Ultimately, Amazon has recognized success in the combination of the 1P and 3P open marketplace, and consequently manufacturers can also recognize similar opportunities through a harmonized, tailored approach to their Amazon business model.

Advantage 3P Selling:

- Specializes in Amazon third-party (3P) selling, taking possession of product and leveraging Amazon's FBA program to distribute directly to consumers
- Maintains exclusivity on brands represented in the online channel
- Amazon Platinum Seller – sales volume ranks team #216 out of 5M Amazon sellers





A Case in Point: Hain Celestial



Hain has become a roll up of many different companies over the last several years. This has caused a variety of issues with their data quality, content, images and overall catalog health.



Business Objective

Implement seller enforcement for 23 brands across 5 categories by working with a law firm to create distribution policies to enforce against unauthorized sellers.

- Use data scraping platform to identify unauthorized sellers
- Strategize and create target list of sellers to send letters requesting the removal of products
- Daily tracking and communication with third party sellers

Execution

The Advantage Seller Enforcement Marketplace Team drove results—**27% overall seller compliance rate without legal intervention.**

Content Management and Syndication

Product content will continue to become more critical to online selling. Having comprehensive images and item attributes will directly correlate to sales conversion.

Advantage's Content Services includes a team of 80+ professionals dedicated to product imaging and item attribute capture. Additionally, our global retailer network empowers the syndication of content to the places you sell online.



CONTENT SYNDICATION

Powers rich brand content such as videos, images, technical specifications to be distributed directly to online retailers product pages



CONTENT MANAGEMENT

Global sharing platform that allows brands to share digital assets with retailers, distributors, and agencies for easy access and downloading



SHOPPER INTELLIGENCE

Analytics platform providing real-time shopper data and insights that empowers data driven marketing decisions

1 Images and Measurements • **2** Data Collection • **3** Access and Consumption

Digital Content Must Be Consistently Produced to Meet Retailer Requirements and Consumer Expectations

Analytics & Intelligence

Driving strategy in an eCommerce environment is becoming progressively more challenging. Data is changing at an accelerated pace, there are entirely new business metrics to measure and explain, data sources and digital assets are fragmented, the marketplace (pricing and brand equity) is incredibly difficult to control. Due to this, suppliers often need 5-10 tools just to manage their business.

Canopy streamlines the most important data points into one tool, curating more than 500,000 pages daily across major online retailers.



Content Health

- System of record
- Measure content strength
- Notification on areas for improvement



Pricing and Offers

- 3P Marketplace review
- MAPP pricing analytics
- Price trending
- Buy box metrics



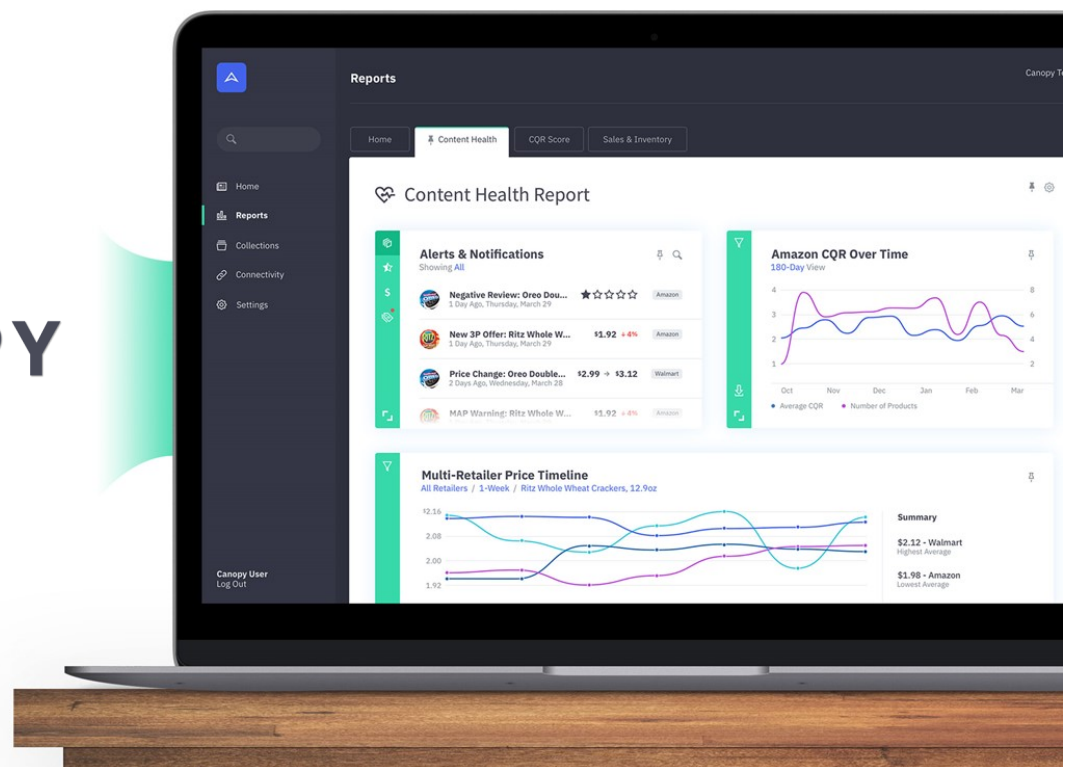
Consumer Engagement

- Metrics and trending on product reviews/ratings
- Call to action on questions/inquiries
- Consumer sentiment and keyword trending



Sales and Inventory

- Inventory status and OOS notifications
- Sales ranking



Execute Relevant and Engaging Marketing Experiences





Executive Summary

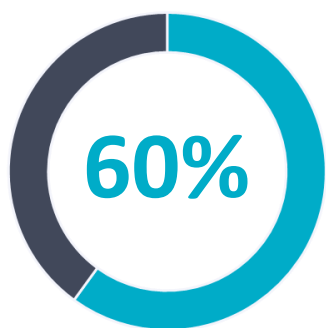
Today's consumers expect brands to understand and anticipate their wants, needs, and desires. To convey a consistent and compelling brand message for Conagra brands' across all digital and physical touch points, three principles lie at the heart of consumer engagement:

- **Make it Personal:** Engage with authentic connection through Advantage's Retail and Experiential Marketing, Digital and Brand Engagements, Consumer and Shopper Marketing, and Away-from-Home Marketing.
- **Focus on Physical:** Leverage experiential offerings including in-store product demos, field events, and eCommerce sampling to allowing consumers to touch, taste, see or feel products.
- **Create a Connected Audience:** Ensure relevant content is delivered at the right time, to the right consumer, on their preferred device(s) by leveraging consumer datasets to reveal consumer nuances and activities along their path-to-purchase.

Execute Relevant and Engaging Marketing Experiences

Growing Brand Relevance Through Authentic Consumer Engagement

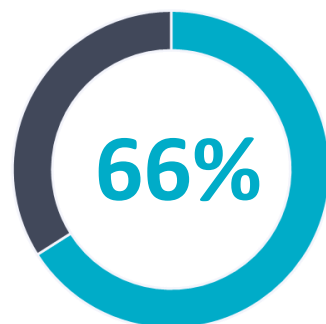
Today's digitally-connected consumers expect brands to understand — even anticipate — their wants, needs, and desires. They seek brands that provide authentic brand experiences. In addition to authenticity, these highly-informed consumers expect consistent engagements across all touch-points. In other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



Engaging Experiences

Percent of consumers that expect an improved experience from the brands in which they are engaged.

Products themselves are no longer the differentiating factor, it is the sum of the experience supporting the product that stays with a consumer and builds affinity.



Personalization

Percent of consumers that expect all of their interactions with a brand to be personalized.

Consumers respond positively when they are treated like individuals. Not only do they now expect marketing offers to be specifically targeted to their own purchase behavior, but they desire a more authentic relationship and direct dialogue with brands.

Sources: Marketo, The State of Engagement in Marketing Today (webinar) | EuroMonitor: Experiences Overtaking Consumers' Buying | CMO: People Buy Experiences, Not Products

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

It's Time to Take it Personal

Every consumer interaction today must be thoughtful and intentional, with every touch point weaving together a cohesive brand story message authentically and with relevance.

A brand that evokes a neutral response and is consumed passively risks having little to no points of differentiation, a diluted identity, and losing share to newer and more nimble competitors. Without meaningful and personalized engagement, a brand runs the risk of losing relevance to today's consumer.

The Building Blocks for Creating More Personalized and Impactful Brand Engagement

Advantage Marketing Partners collectively helps brands create more authentic connections with consumers and shoppers through its unrivaled expertise in Retail and Experiential Marketing, Digital and Brand Engagements, Consumer and Shopper Marketing, and Away-from-Home Marketing, as well as in Branding and Design.



Authentic Interactions

1:1 Brand Engagements

Personalization

Human Interactions

Surprise and Delight

A Connected Audience

One-to-One Brand Engagements

Physical Interaction with Brands Remains Paramount

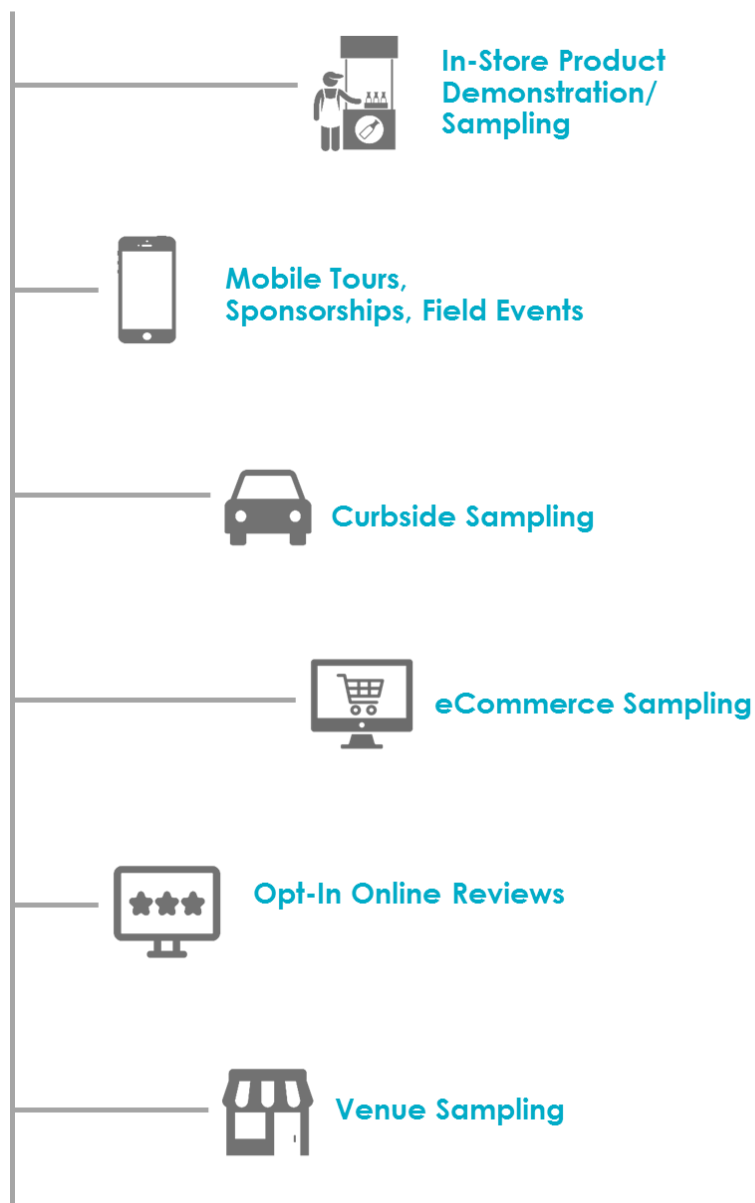
Despite the rise in digital connectivity, physical interaction is still a proven method for engaging consumers and moving them along the branding continuum.

Surprise and Delight with Expanded Sampling Opportunities

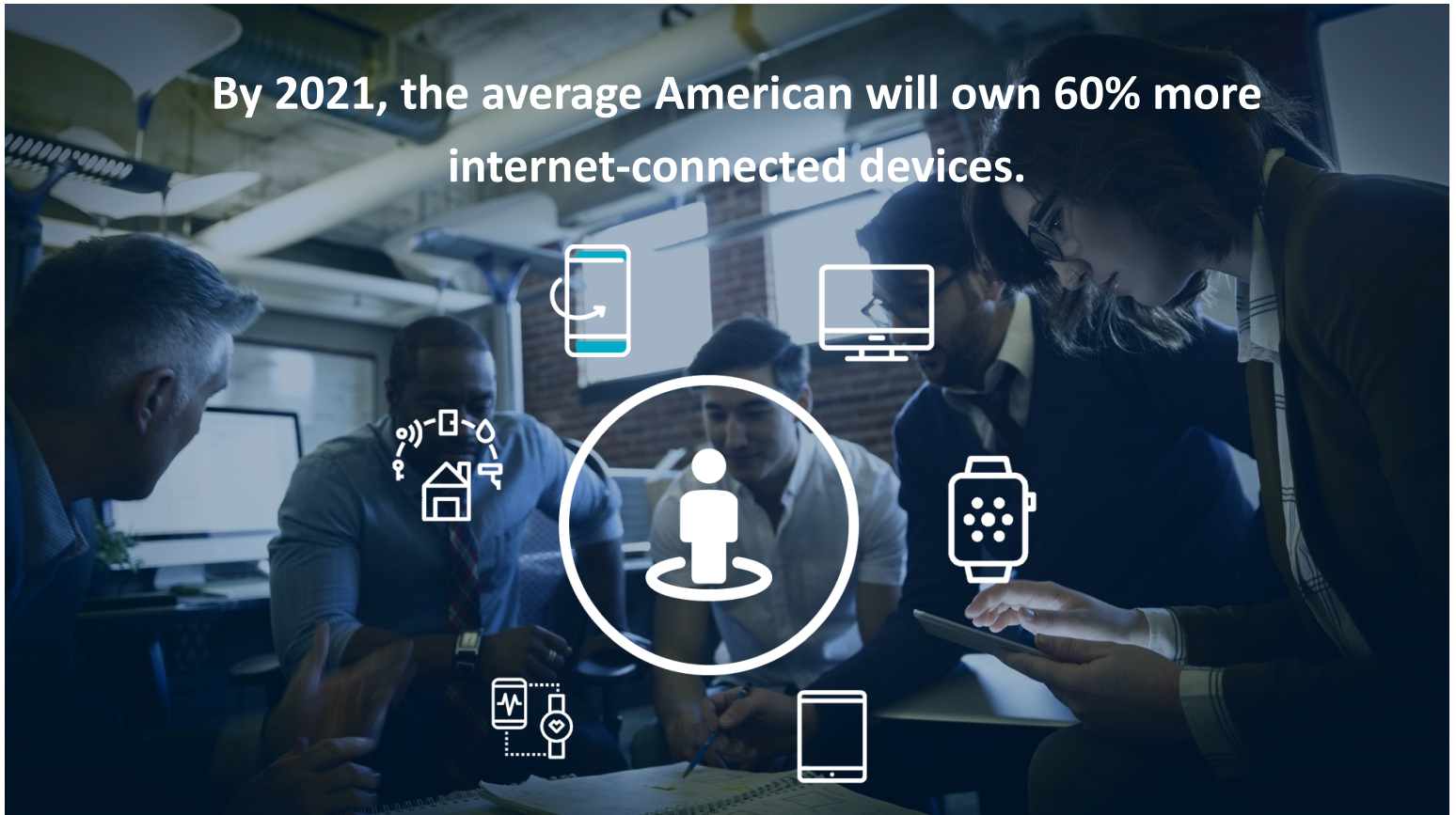
Allowing consumers to physically touch, taste, see or feel products, or to engage with an educated advocate who helps them envision how this product fits into their lifestyle and satisfies a particular want or need, can be defining moments for developing and sustaining a loyal brand following.

“ Think as if you are a subscription model, where people can cancel or grow their subscriptions with every engagement.”

- Shantanu Narayen, Adobe CEO



By 2021, the average American will own 60% more internet-connected devices.



Personalization and Relevance

By 2021, studies project that the average American will have a total of 13 internet-connected devices. Today, only 28% of consumers report feeling that they're receiving relevant experiences, despite having an average of eight internet-connected devices. In other words, in less than three years the number of devices will increase by more than 60%.

This dramatic increase in devices, combined with the high number of irrelevant experiences, is creating a hotbed of opportunity for brand constituents. Early adopters of integrated, authentic engagement practices will increase market share at disproportionate rates. The impact is likely to be so significant that many brands — those still residing in the reactive camp — will have lost too much ground and will no longer be competitive.

Creating a Connected Audience

Consumer targeting is certainly not new. However, applying yesterday's approach to today's challenges creates disjointed communications. For example, using only personally identifiable information (PII) or device Cookies does not account for a single person communicating on different platforms or from multiple devices.

Advantage fuels brand engagement by providing holistic views of consumers by aggregating disparate datasets (including Advantage-owned consumer data); then applying contextual content such as behavioral, location, and content consumption, to reveal consumer nuances and technologies used along their path-to-purchase. This approach delivers relevant content at the right time, to the right consumer, on their preferred device(s).

Advantage is uniquely positioned to create more authentic interactions along every point of the purchase journey.

- Providing unmatched retailer relationships and expertise
- Serving as the Agency of Record for eighteen U.S. retailers for experiential and sampling platforms
- Executing more than 6MM personalized 1:1 engagements each year
- Managing one of the largest consumer shopping databases comprised of 400MM+ proprietary PII data, 200MM+ mobile ID data inputs, which are filtered using 275 predefined lifestyle and demographic attributes
- Harnessing the resources and infrastructure to bring these elements together to connect hyper-focused, digital audiences with personalized, continuous messaging and activations across devices, channels and stores



A one-to-one brand engagement can take place today in many forms – in-store at an event where shoppers have become conditioned to look for new offerings, or alternative direct-to-consumer sampling methods that enable consumers to feel like they’ve been ‘treated’ by brands with a “surprise and delight” offer that exceeds expectations.

A Case in Point: Walmart Edutainment

Consumers with distinct or restrictive dietary needs often seek the council of others with similar situations and rely on their insights to make informed decisions about product choices. This creates an opportunity to engage influencers who can share with their readers why they choose Walmart for their gluten free product needs.

Business Solution

Used purchasing analytics to identify the proper audience and store locations, while engaging influencers to promote in-store sampling of gluten-free products.

Advantage delivered a relevant and informative experience to potential shoppers of gluten-free products within select Walmart locations. The campaign combined historical purchase data with the activation of popular, health-focused bloggers to create custom content directly related to the in-store events.

Using purchase analytics and geo-location targeting, the campaign successfully reached the right shoppers, at the right stores, at the right moment in their purchase journey. Gluten-free and health focused influencers created authentic content highlighting their interest and intent to participate in the demos. Content included a list of participating products as well as easy-to-follow recipes and meal plans.

The integrated campaign delivered targeted messaging and a highly engaging experience that drove an increased level of shopper engagement for all participating clients and increased in-store demos at Walmart by 10%, year over year.



Execute Tail Brands Strategy



Executive Summary

In a challenging retail environment, manufacturers must focus on the highest value activities strategic brands. Acknowledging Pareto's principle, we believe there is an opportunity to create a fully outsourced solutions for non-strategic brands (5% total sales volume) to better align resources and human capital where they can produce the greatest results.

- **Omnichannel Approach:** Outsource brand leadership, consumer promotions, trade marketing, sales planning, and order to cash for non-strategic brands.
- **Reinvest in Strategic Brands:** Generate investment funds for the development of Conagra's overall business.

Tail Brands Strategy

Conagra has a total of 101 brands, 79 of which represent approximately 95% of the total sales volume. Advantage can create a discrete operating unit to manage Conagra’s “tail brands” eliminating non value-added and redundant work for your team.

By embracing an outsourcing solution for non-strategic brands, Conagra can align resources and human capital where they can produce the greatest results.

With an emphasis on being fast, focused and flexible, our unique turn-key business model serves not only as a brand optimizer designed to grow the profit stream but also to generate incremental funding allowing for multiple opportunities to reinvest back into your overall business.

The recommended ConAgra Tail Brands represent approximately 5% of Conagra total sales volume.

Leveraging an outsourced tail brands approach provides numerous benefits, including:

-  Align resources and human capital where they can produce the greatest results

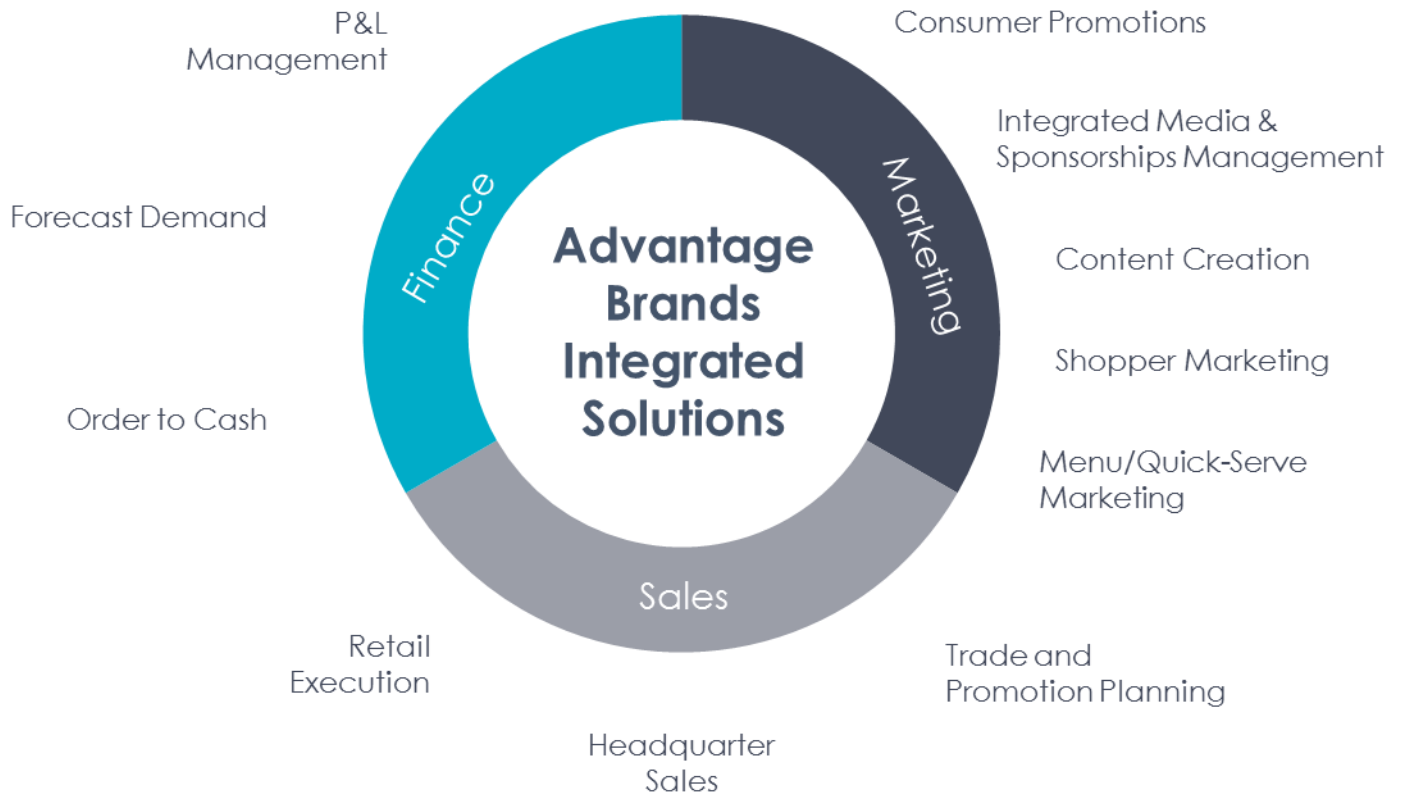
-  Develop a winning approach to customer relationships

-  Eliminate non value-added and redundant work

-  True empowerment of a fast and flexible sales strategy that is linked perfectly to marketing

-  Create an outsourcing solution for non-strategic brands by developing a discrete operating unit; particularly for brands that are too profitable at the present time to sell off, or not yet best positioned to capture fair market value.

Our fully integrated omni-channel team will manage all aspects of the brand, taking a clear role in defining and handling the customer value proposition including: **brand management, product and service conception, forecasting, sales effectiveness, and touchpoint experiences.**



Tail Brand Management — Key Priorities

Brand Leadership

The Advantage team will oversee and direct development of brand plans and strategic executions to build brand equity. They will also supervise promotions, media relations and brand planning to drive consumption through short and medium-term tactics. They will lead and partner with cross-functional teams (including Sales and Promotion) to support new product development and existing brands to drive advertising and communication development as well as manage and reconcile marketing budgets.

Consumer Promotions

The team will lead the development of promotional plans that drive consumption and market share and are strategically aligned with brand and trade plans. They will also manage day-to-day consumer promotion execution and all appropriate cross-functional teams. Additionally, the team will actively seek innovative new ways to strengthen the emotional relationship with target consumers. Finally, the team will identify, recommend and manage strategic alliance partnerships to increase competitive edge.

Trade Marketing

Trade Marketing coverage includes tracking business, customer and competitive trends and developing trade strategies that will result in increased sales profits and reduction of costs. In addition, the team will act as liaison between marketing and field sales regarding prioritization and execution of plans and analyze marketing decisions and trade investments at both the brand and customer level utilizing SAP standard and customized reports.

Sales Planning

Sales planning includes promotional planning, trade funds management, and volume and share attainment. Resource and training deployment, scorecard development, customer plan development are included as well. Finally, the team's support includes field sales meetings, key customer calls and category management.

Order to Cash

The Advantage Brands team will work to execute flawless Order to Cash services. This includes order processing, customer service, promotion tracking, and deduction management. Trade fund management, EDI services, VMI and data synchronization, and revenue reconciliation are also included.





A Case in Point: GlaxoSmithKline



GlaxoSmithKline (GSK) leveraged the Advantage Brands model for 17 of their less strategic value brands.

Enabling Advantage to provide focus and expertise on the creative marketing, promotion management, and sales operations of these brands led GSK to grow its profit stream and generate investment funds for the development of its overall business.

The fully-integrated partnership with GSK was successful at creating unique sales solutions and new program offerings designed to close distribution gaps, mitigate distribution risks, and deliver maximum value to their organization as a whole. As a result, all 17 of the Advantage Brands were stabilized, their decline was stemmed, and their yearly sales and profit goals were reached.

The development and execution of this cost-neutral business model, resulted not only in brand stabilization and efficient spending, but also in double-digit ROI increases. In three years, the model has succeeded in achieving multiple goals, several of which were earlier than anticipated. These goals include overall brand and portfolio growth, sales and profit growth, mitigation of distribution risks, and implementing sales and marketing efficiencies.

These efficiencies delivered millions of dollars for reinvestment back into the business, and the successful divestment of several brands that had been bolstered by the focus offered them through this business model. Result highlights included:

- **30 new programs executed within a year**
- **\$3.5 million in savings realized to reinvest back into the business**
- **Distribution stabilized year-over year**
- **Brand performance moved from negative to positive within three short years**



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