

Collaborative Marketing Driven by Advanced Analytics Summit

Ensuring Your Successful TPx
and Retail Execution Journey



Achieving Predictive and Post-Analytics Success in a Collaborative Marketing Environment

Mike Downey – Snyder's-Lance
Mark Kitzman – Farmer John

2017 State of the Grocery Industry

Major Disruption

Amid Lidl's U.S. Expansion, Kroger Lawsuit Heats Up Grocery War

Aldi Plans \$3.4B Growth Spurt

The German discount grocery chain intends to open 900 additional locations in the U.S., increasing its footprint to 2,500 stores by 2022.

by Barbra Murray | Jun 15, 2017

Amazon to Buy Whole Foods for \$13.4 Billion

By NICK WINGFIELD and MICHAEL J. de la MERCED JUNE 16, 2017

2017 State of the Grocery Industry

Major Disruption



Kroger stock drops amid food deflation and price war

USA TODAY NETWORK Alexander Coolidge, The Cincinnati Enquirer

Published 9:52 a.m. ET June 15, 2017 | Updated 4:48 p.m. ET June 15, 2017

How is Kroger responding to this Disruption? 2018 Strategic Plan for Growth



Private

Digital

Private
Growth

Massive
Revamp of
Product
Assortment

Digital
Marketing

Kroger unveils
technology, s

Products from Kroger's
Private Selection specialty
brand.

"Restock" Initiative In... te brand growth
shopping, meal solu

Mark Hamstra | Oct 11, 2017

2017 State of the Grocery Industry

Major Disruption

What are your Company's Strategic Initiatives to keep your Products Relevant to your Retailers, Stay in Distribution and Maintain Profitability?

2018 State of the Grocery Industry

How are CPG Manufacturers Responding?

Key CPG Strategic Initiatives

1. Focus on Trade Promotion Investments

- Utilize Promotion Data for Insights
- Increase Incremental Revenue & Profit
- Achieve Company & Retailer's Financial goals

Today's Panel Discussion

Two companies that made their
2018 Trade Promotion Investment
a Key Strategic Initiative & Focus

Today's Panel

Mike Downey

**VP of Strategic Planning & Commercialization
Snyder's-Lance**

Today's Panel

Mark Kitzman

**Manager of Business Analytics
Farmer John Foods**

Questions for the Panel