## 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

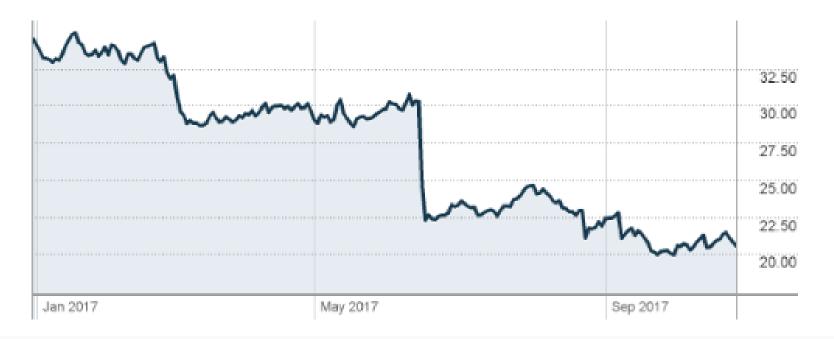
The German discount grocery chain intends to open 900 additional locations in the U.S., increasing its footprint to 2,500 stores by 2022.

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



#### 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

<u>Today's Panel Discussion</u> Two companies that made their 2018 Trade Promotion Investment a Key Strategic Initiative & Focus



# **Mike Downey**

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



## Mark Kitzman

#### Manager of Business Analytics Farmer John Foods

# **Questions for the Panel**