



Kellanova

November 02, 2023

# Partners in Growth





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## Your desired outcome:

1. Help drive business performance through bold creative, consistent thought leadership, and game-changing strategic thinking
2. Elevate Kellanova's marketing capabilities: Insights, Breakthrough Creative, Inclusive Marketing, Retail Amplifiers, Agile Production, Full Funnel Media





# Today we are going to cover 3 things:

1. Why We're Different & Why That Matters
2. How We'd Work Together
3. Why Our Approach Will Drive Results





**If you walk away with one thing, walk  
away with this...everything we do is to  
enable your business.**





# Kellanova first





**Eliminate bureaucracy**






**Focus on your consumers and  
their journeys, not our model**





Put data & insights  
at the center





**Enable systems thinking  
and efficiency**



A collage of various snacks including a waffle, a sandwich, and crackers. The background is a solid red color. The text "Apply flexibility across the portfolio" is centered in white.

**Apply flexibility across  
the portfolio**





# Regulation & Renegade

A system that allows you to work with best in class agencies that are brand and business appropriate.



Enterprise Partner & IAT Leadership

 STAGWELL | CODE AND THEORY

Media Leadership

 ASSEMBLY

Creative Leadership – Advantage Brands

 |  |   
 | 

Creative Leadership – Non-Advantage Brands

CODE AND THEORY

Shopper Leadership

 DONER

Technology Solution Spine

 STAGWELL Marketing Cloud | CODE AND THEORY





# A Technology-Based Marketing Services Company

that can transform marketing  
through our unique combination of  
creativity & digital services.

Year Transformed

**2021**

Global HQ

**NY**

Number of Agencies

**72**

Number of Team Members

**14,000+**

Countries We Operate In

**34+**

Engineers

**1,250+**

Global Affiliates

**70+**

Clients We Partner With

**4,000+**





The Kellanova logo is positioned in the upper left corner of the image. It features the brand name in a white, sans-serif font. The background of the entire image is a light blue surface with several granola bars and scattered ingredients like raspberries, almonds, and mint leaves.

Leading with

# Code and Theory

a technology-first creative agency.

In the bottom left corner, there are two logos. On the left is the Stagwell logo, which consists of three horizontal bars followed by the word 'STAGWELL'. To its right is the Kellanova logo, which includes a stylized 'K' icon followed by the word 'kellanova' in a lowercase, sans-serif font.



Business Focused  
**Systems Thinkers**

Actions Not Aggregation  
**Data-Led**

Inclusion is at the  
core of all our  
capabilities.

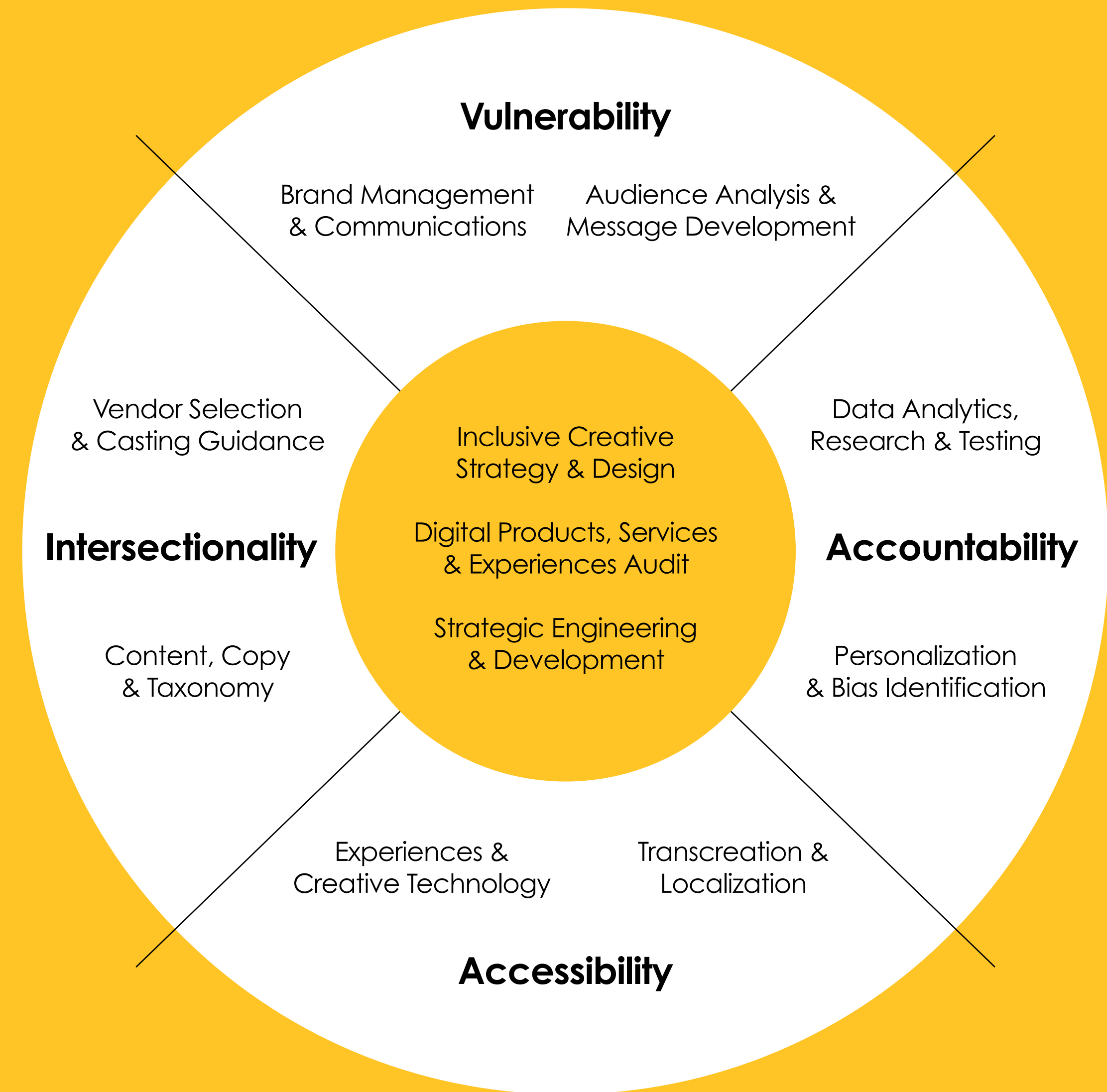
High-Impact Collaboration  
**Orchestrator**

Removing Silos To Explore Full Possibility  
**Technology-First**



# Inclusion is at the core of all of our capabilities.

We optimize all work streams through inclusion, helping clients achieve both moral and business imperatives. Our **Inclusive Design and Marketing Practice** is built on four pillars to help clients make incremental, sustainable shifts that result in systemic inclusion and accomplish their most important goals, inclusive of meeting diverse supplier objectives.

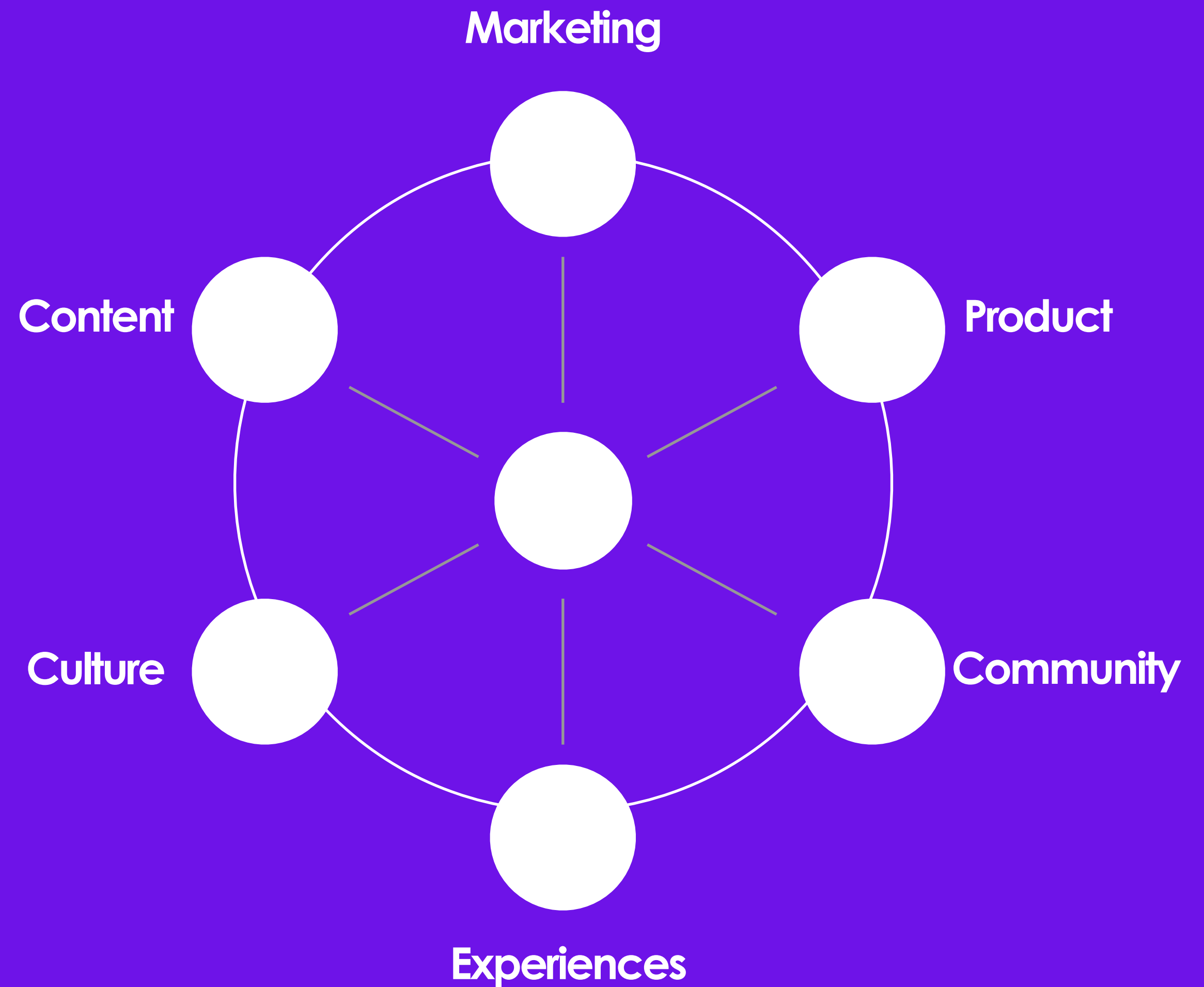




# Systems thinking drives our business consulting and design approach.

We believe **brand transformation is the readiness to navigate any uncertainty.** Our ethos is to make change your offense, not your defense.

We view any brand as a complex network of interconnected parts, and the best solutions come from understanding and working with the system as a whole.





# Data, Analytics, Research and Testing guides our process end-to-end

## Actionable Signals

### Cultural Context

By analyzing and understanding how target audiences' beliefs, customs, language, ideas and norms impacts their daily behaviors.

### Personalization

By tailoring our communications and customers' experiences based on data, we can continually learn to better reach Kellanova's consumers.

### 1:1 Communication

By making sure that each one of our customers feel truly connected to our brands by communicating directly with us.

## Smart Infrastructure

### Consumer Data

- Demographics: gender, age, location,
- Contact: name, email/ phone
- HH details: size, income
- Buying patterns

### Customer Data

- Geographic sales volumes
- Social & purchase behavior
- Subscriptions
- Retail v e-commerce

### 3rd Party Data

- Social Media
- Consumer Trend Reports
- Enrichment Data
- Competitor sales/metics

### Kellanova Data

- Media spend, effectiveness
- Web analytics
- CRM metrics
- Business KPIs



### Kellanova Data Warehouse & Consumer Data Platform (CDP)



# Technology-first, removing silos to explore full range of possibility.

Being tech-first means organizations must constantly be evaluating and adopting tools to improve the whole. We believe a tech-first approach must provide both:

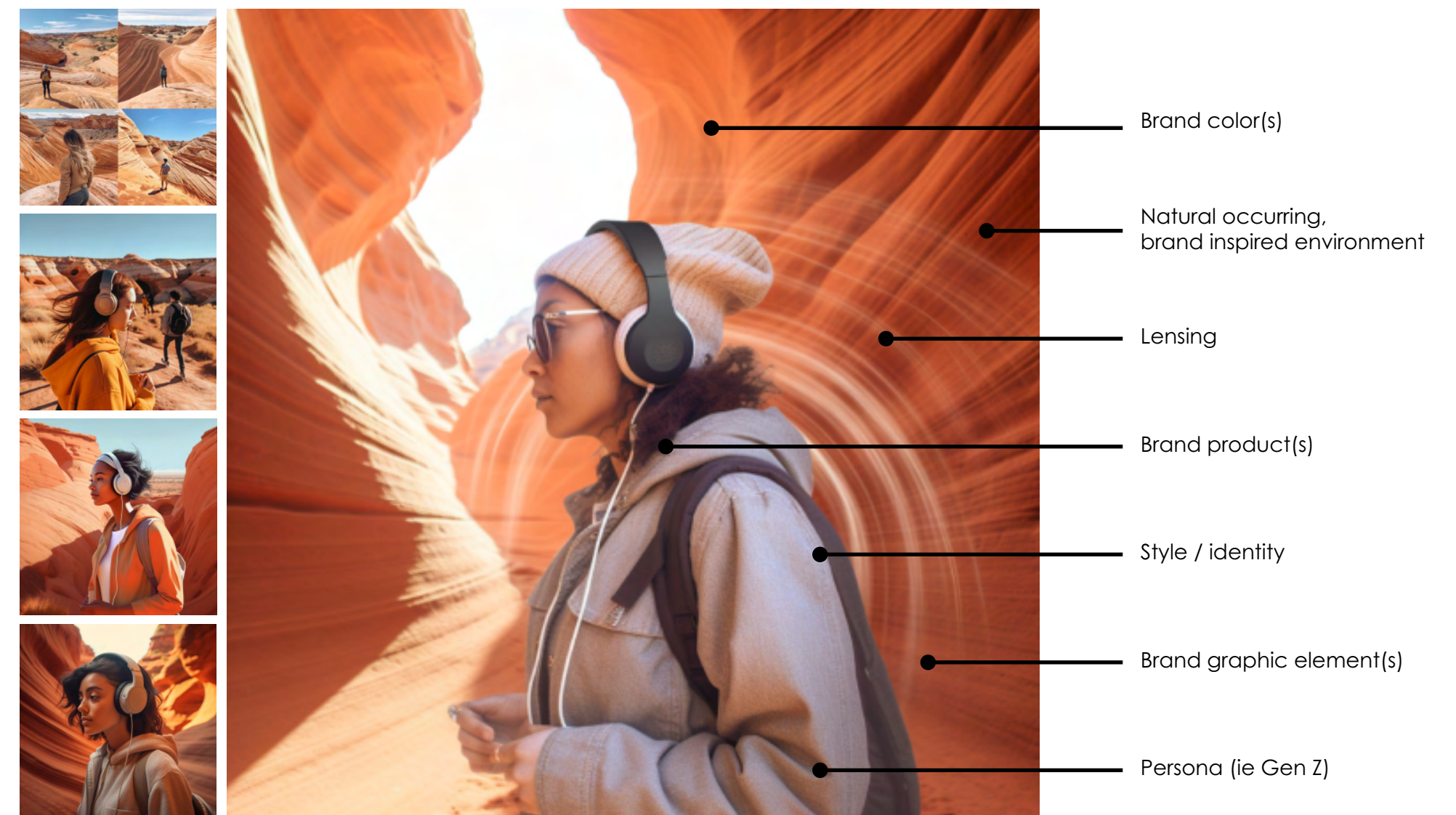
- (i) **Innovations:** New/novel capabilities & experiences
- (ii) **Infrastructure:** Core products that improve productivity

Code and Theory's integrated creative environment is a technology accelerator that constantly incubating tech in order to create new capabilities for ourselves & partners.

## AI-enabled Pre-production



## Hyper-personalized Asset Creation





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# Orchestrators of high-impact collaboration.

- Bringing the right agency mix to the right objectives
- Facilitating cross-agency collaboration
- Building systems of data and reporting to empower the entire IAT
- Onboarding new partners to improve speed to market
- Governing the inter-agency workflows



A close-up, top-down view of a single round waffle with a classic grid pattern. The waffle is golden-brown and is being drizzled with a thick, amber-colored syrup. The syrup is pooling in the recesses of the grid and dripping down the sides of the waffle. The background is a solid, warm yellow color.

# Regulation & Renegade

A system that allows you to work with best in class agencies that are brand and business appropriate.



A hand is shown holding a single, golden-brown potato chip just above a white bowl filled with many more potato chips. The background is a solid, light teal color. The lighting is soft, creating a slight shadow under the bowl.

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# Regulation & Renegade

1

**Creative Ambition & Excellence /**  
Advantage Brands

2

**Pragmatism & Quality /**  
Non-Advantage Brands

3

**Performance First Media /**  
Scaling Creative Performance

4

**Championing Diversity & Inclusion /**  
A Worldview on Creativity

5

**Data-Driven Insights /**  
A Shared, Single Version of Truth



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# Regulation & Renegade in Action.



Why we chose this case:

Showcases the power of our model and an integrated planning approach across full funnel media.







**“We need to  
build brands  
with purpose”**

**BUT**

**“Marketing is  
seen as a  
cost center”**



**“We’re working with 3-5 agencies per brand, there’s no synergies or shared learnings”**

**BUT**

**“Our brands are connecting with different consumers, and they all have different needs”**



“ We need to take advantage of online shopping behaviors that we established during covid”

BUT

“ We have no first party data”



# Teaming with Purpose

## Stated Intent

**1.**

Create an accountable ecosystem designed to prove the value of marketing to the organization

**2.**

Centralize shared capabilities: insights, measurement, data-driven media, shopper

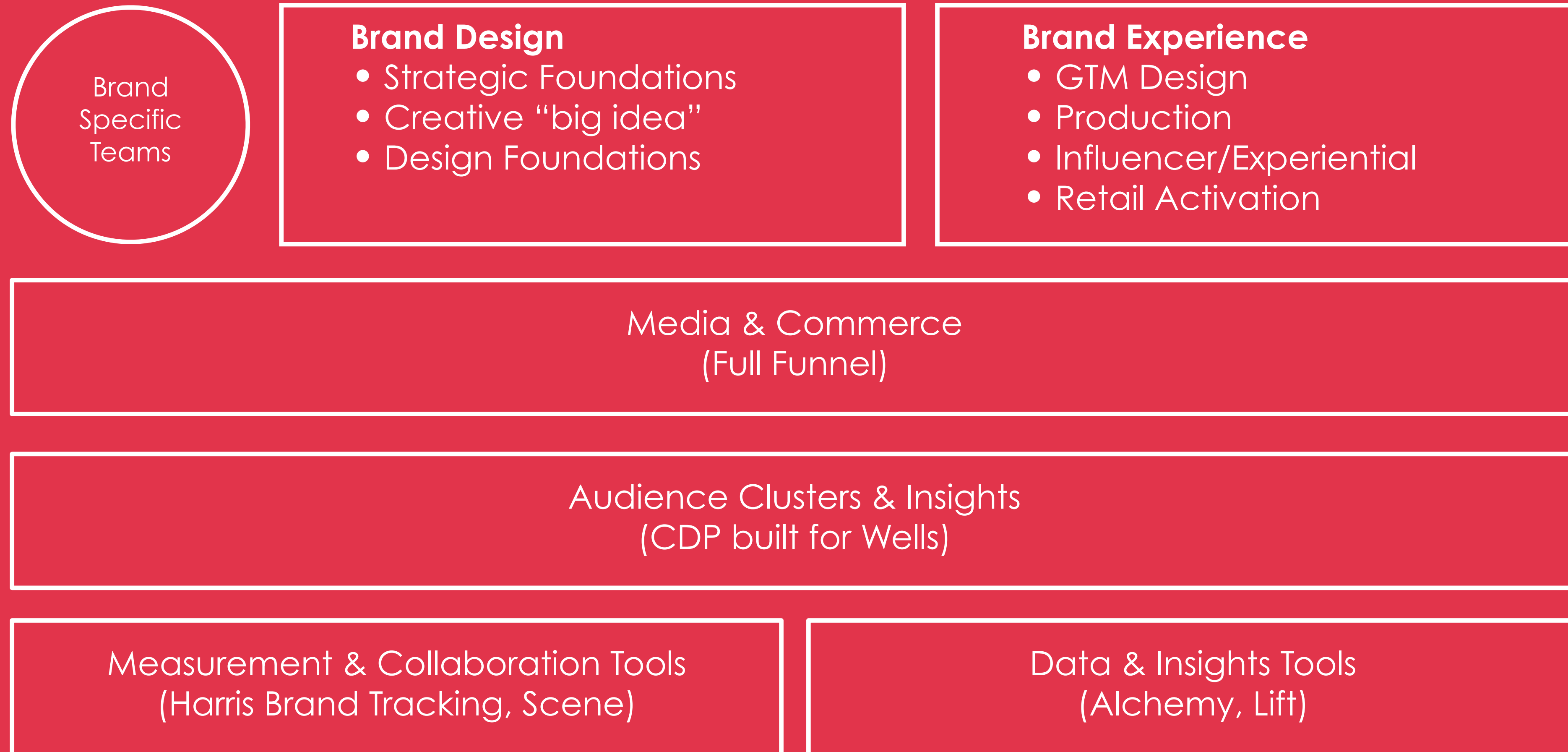
**3.**

Individuate creative teams to “do the right thing,” (rooted in a single version of truth)

Regulation & Renegade



# Renegade is Individuating with Interdependence





Let's talk about  
Bomb Pop





## Big Ambition: Go from known to iconic

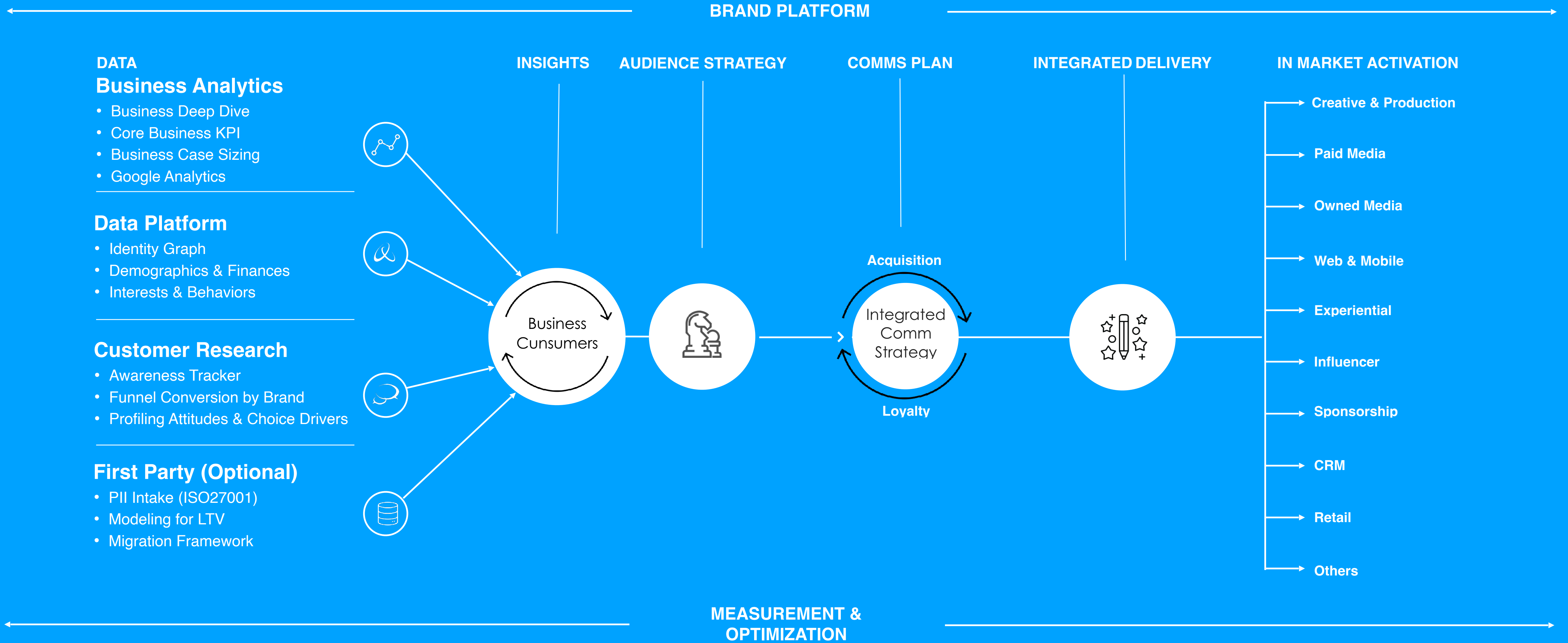
1. Drive unaided awareness
2. Create engagement to fuel “pester power”

## Couple of Challenges...

1. Multiple Audiences
2. Smallest budgets in the portfolio
3. A Gen Z Consumer who rejects traditional advertising



# Integrated Approach





# Integrated Planning Process

## Groups of consumers

who behave and/or think in like ways towards a category or brand.

## Groups of consumers

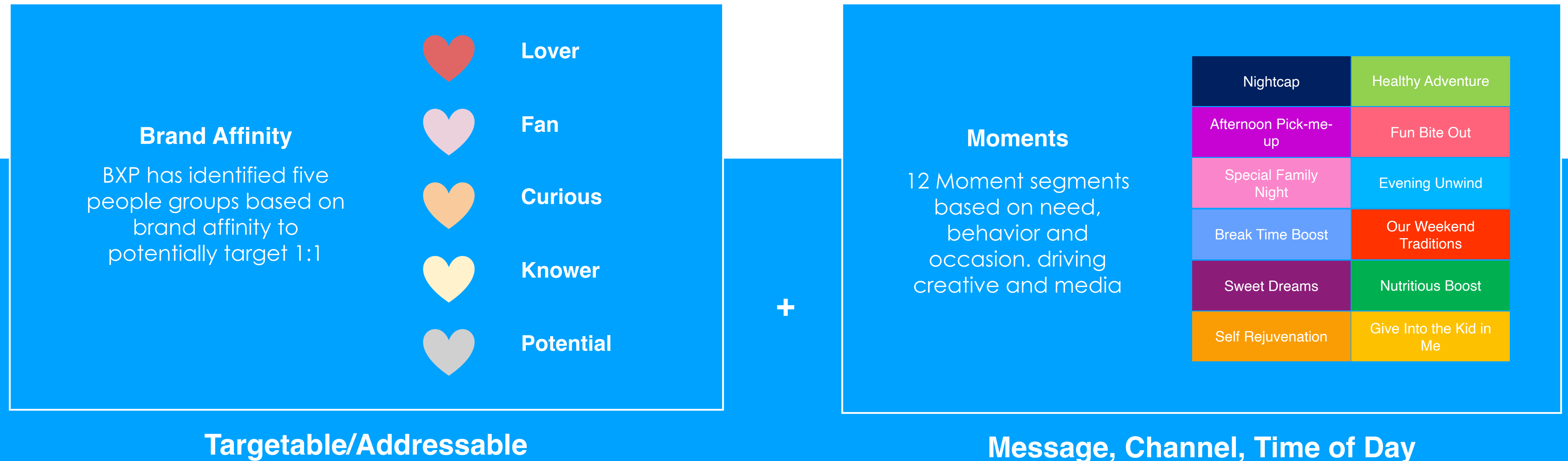
who require similar marketing treatments to shift their behavior in ways that increase their value to that category or brand.

Our approach is predicated on **efficiency** (i.e., target the right people / who we want) and **effectiveness** (i.e., say the right thing / what matters most) to **maximize marketing efforts and spend to achieve our business goals.**



# Addressable & Actionable

Share the right messages with the right people to support business objectives.





# EAT. WEAR. PLAY.

## GTM Approach

1. Launch New Product (Pre-Season)
2. Activate Summer (Specifically July 4th) with Core Product
3. Continue Driving Tween Engagement



# Eat: Candy Clash Creators

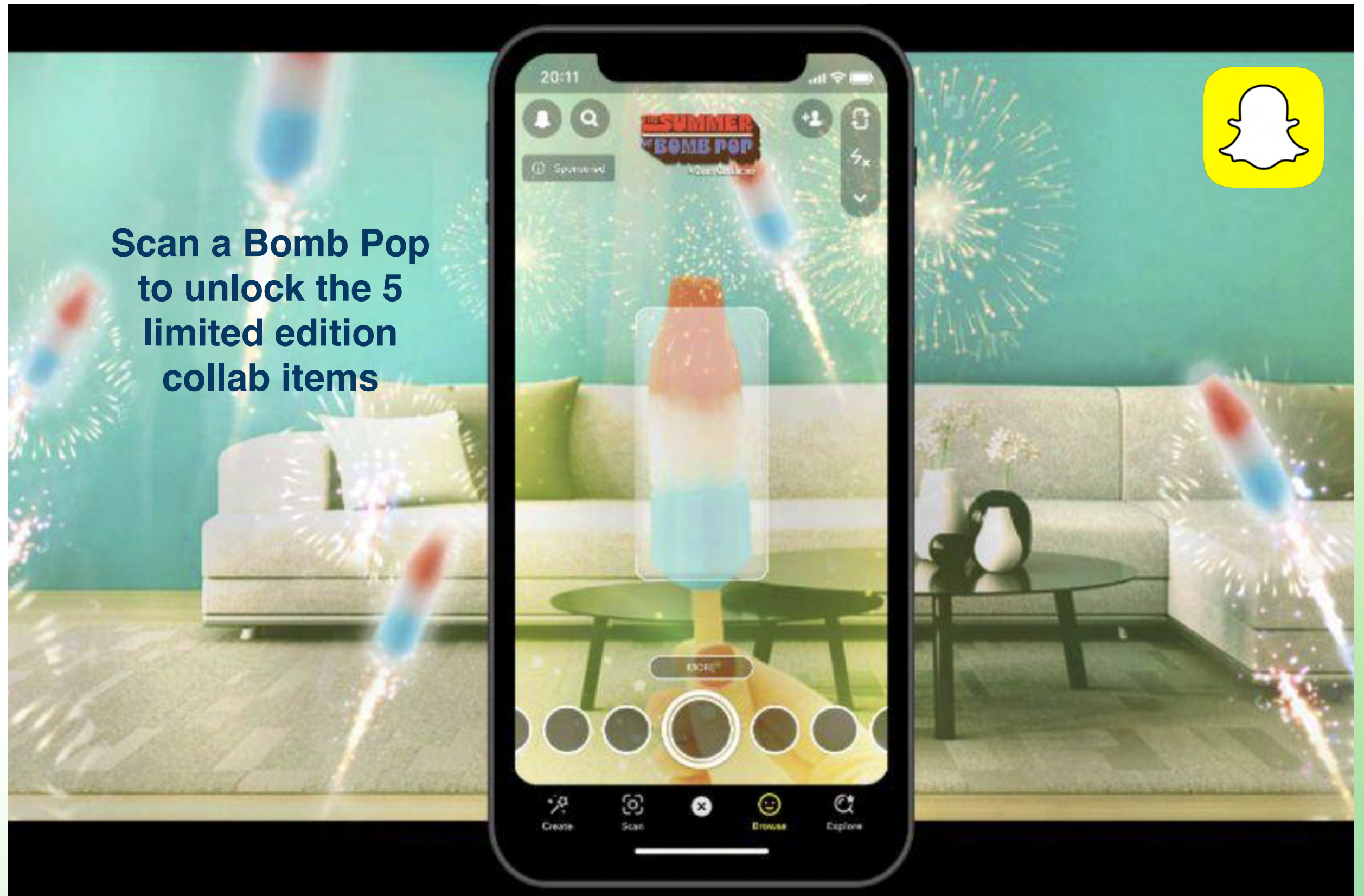




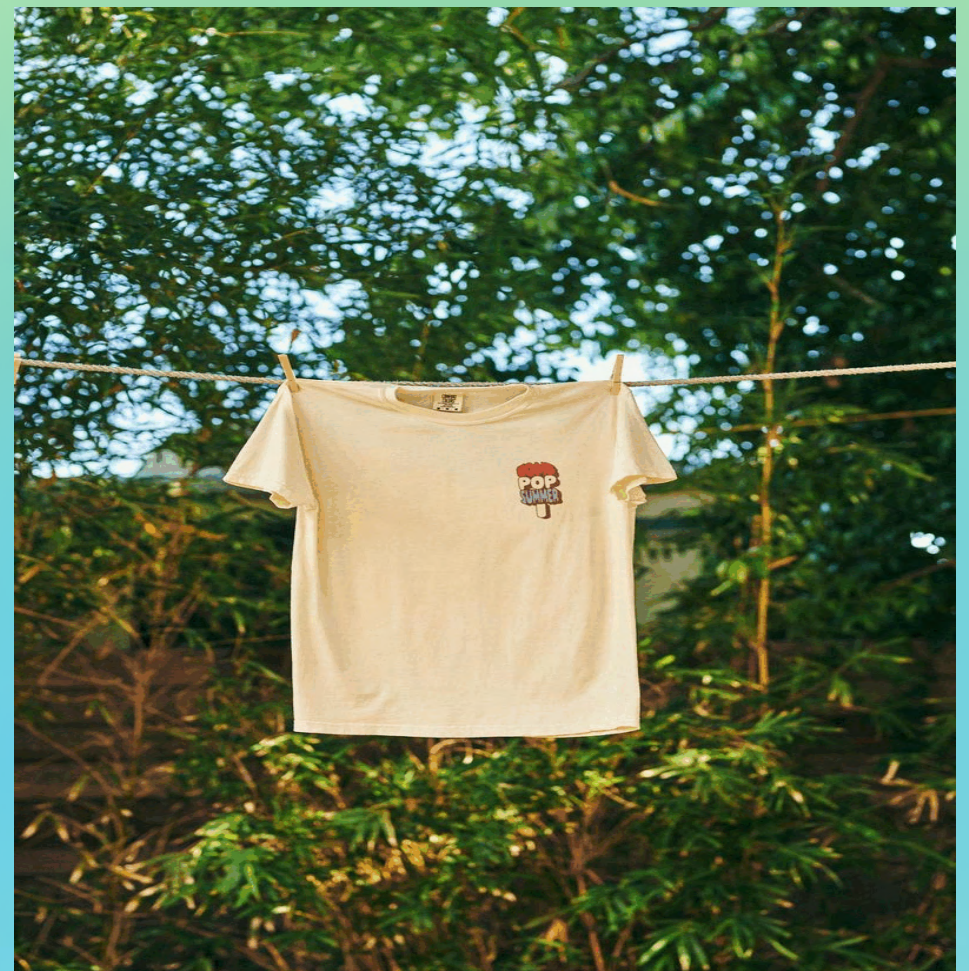
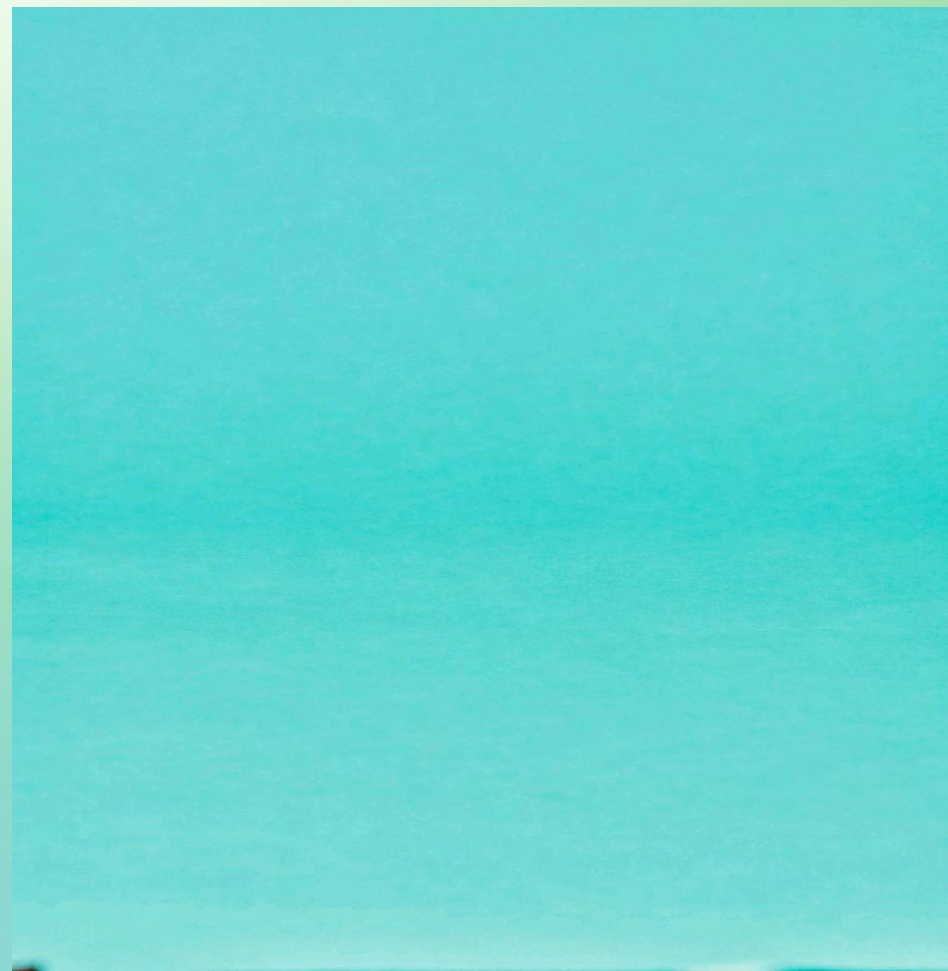
WEAR

Bomb Pop x Gavin Casalegno

# THE SUMMER OF BOMB POP



Scan a Bomb Pop to unlock the 5 limited edition collab items





# RESTAURANT TYCOON 2

This was the **first** food integration into the game, it was clear there was a lot of love for the brand. To the point where we gained the headline:

**Bomb Pop became the most-sold branded food item in the history of Roblox.**

- Sold over **48.5 Million** pops in-game
- Over **550k** BP Branded items were placed
- **28:49** average game time





# Integrated Approach

	Eat (May)	Wear (June/July)	Play (Aug/ Sept)
ALL Paid Media Spend	< \$5M		
# of influencers	4	1	3
# of influencer unique assets	8	3	5
Organic Social Impressions***	102,508	693,092	33,215
PR Impressions^	227,397,318	391,490,275	356,761,011
REAL Results	Delivered a <b>#3 product</b> in the portfolio on launch	1st week accounted for the <b>highest single week of Bomb Pop sales</b> – 2nd – Unit turns were so strong in Food that we sold almost 50% MORE Units than Year Ago	<b>19% increase in sales</b> vs year ago



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# Regulation & Renegade in Action.



Why we chose this case:

Showcases how we get to breakthrough creative that powers ROI.









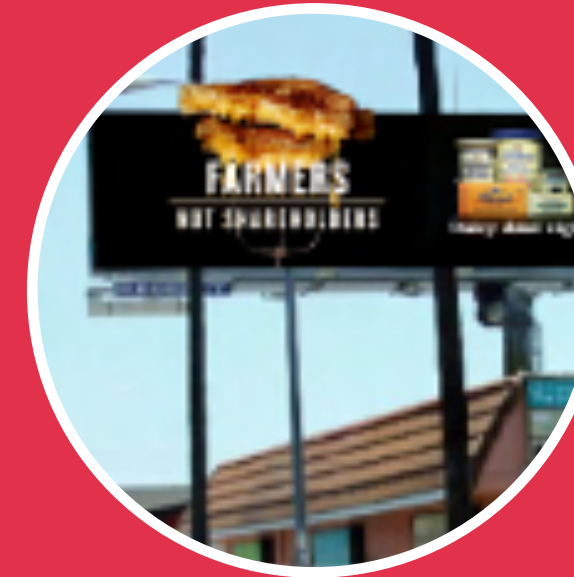




TV/Digital



OOH/Print

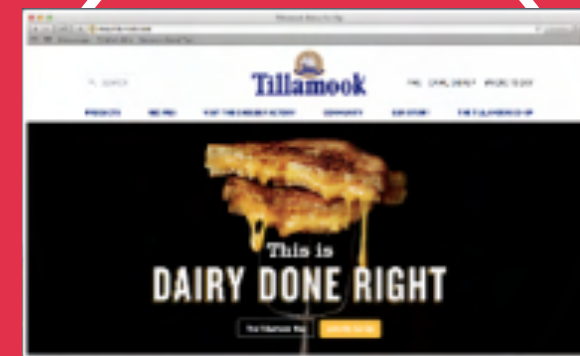


Experience

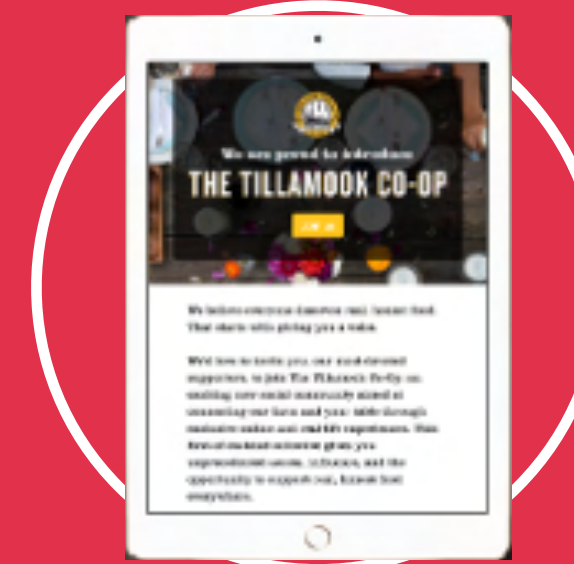


# Dairy Done Right

.COM



Community Platform



Social Activation



Social Ads



In-Store







# Tillamook Results

Sales grew by

**42%**

and put a huge dent in their five-year  
goal in just three months

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Net earnings growth by

**257%**

becoming the number one selling  
cheese and the number one premium  
ice cream brand in the West



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# Regulation & Renegade in Action.



Why we chose this case:

Showcases how we build brand and drive volume at point of purchase.











# Shopper Marketing Expertise

We are conversion experts in the evolving world of shopping.



## ABInBev

Capturing cultural relevance, building an experience, and taking the #1 spot in RTD where we activated



## Tim Hortons

Growing an icon with new channels, occasions...and a 3X lift in incremental display



## Hershey

Creating a sweet escape for shoppers... and a 7% increase in sales during the promotional period



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# What This Means For Kellanova.



# We build brands around consumer experience.

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**From:**

**To:**

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**The Marketing Funnel**

→ **The Flywheel Model**

Deliver seamlessly connected experiences, oriented around consumers' shifting goals and habit paths.

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**Cost Center Marketing**

→ **Growth-Accountability**

Ensure no piece of content, creative, or consumer experience goes out the door without a systemized contribution to LTV or a way to make you smarter.

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**Moving Consumers**

→ **Fueling Communities**

Engage with hyper-niche communities by understanding their passions and speaking their language, to clarify underlying insights.

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**Promotion**

→ **Purpose**

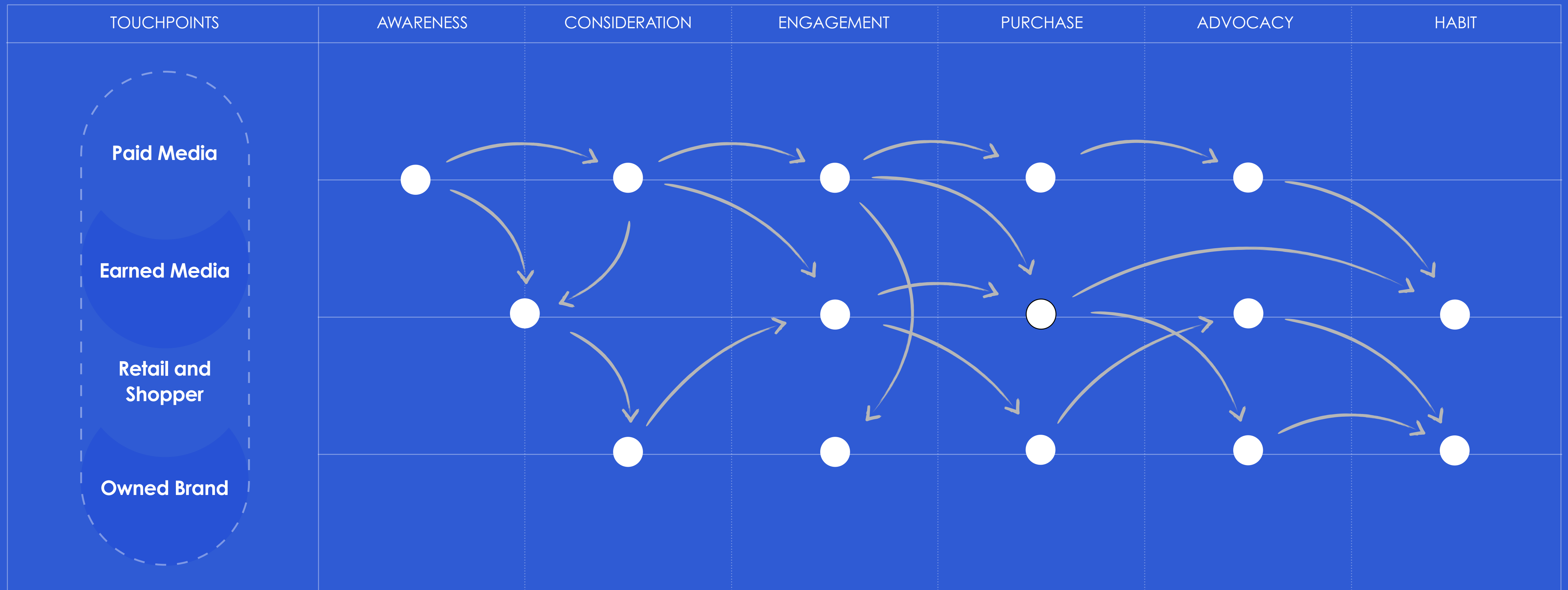
Give the audience a way to see themselves in the brand story, with an invitation to be a part of something bigger than themselves.

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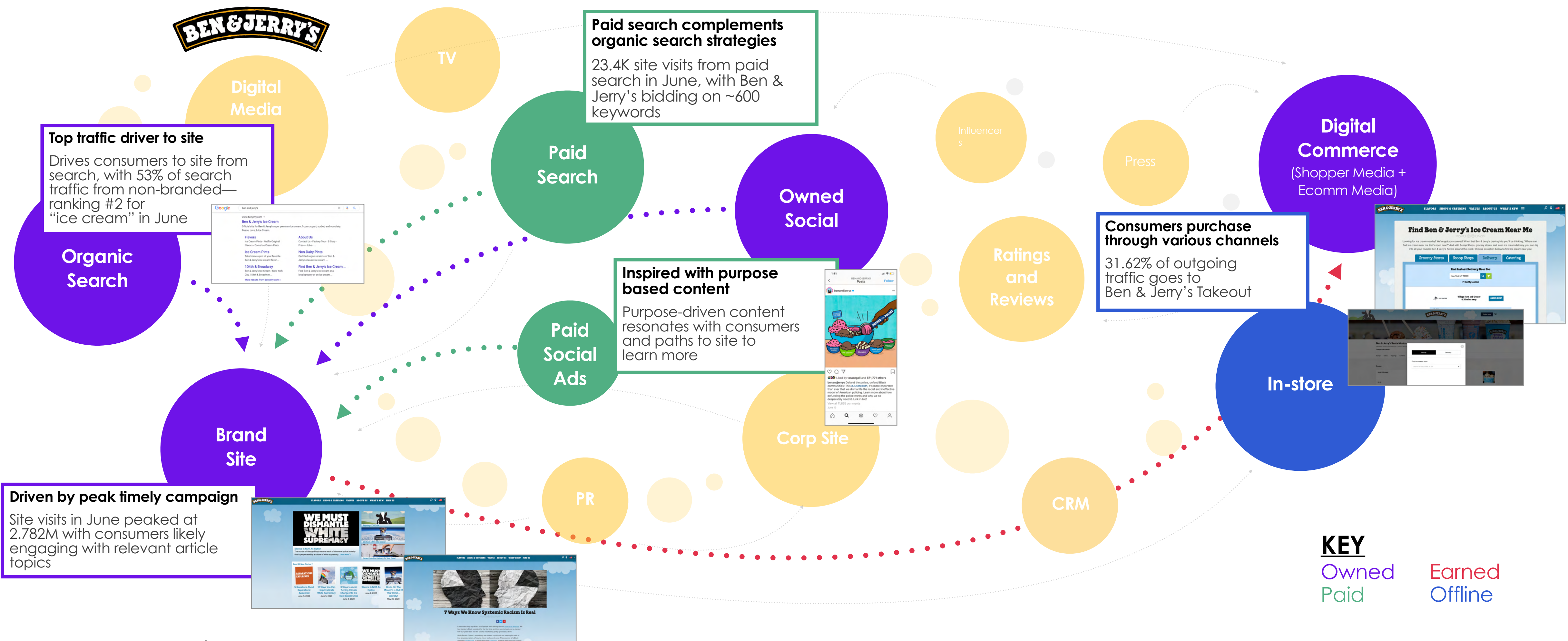
# The modern purchase journey is scattered.

An explosion of new touchpoints has atomized the purchase journey and made attribution more difficult





# Connected commerce enables a seamless experience.



**KEY**  
Owned  
Paid  
Earned  
Offline



## Recognition

### Shift from fragmented data to precision segmentation

- Augment and consolidate data sources into unified CDP
- Journey and behavioral trigger mapping to identify consumer cohorts and snacking jobs-to-be-done
- Growth modeling mapped against consumer cohorts for campaign prioritization and right-sizing
- Evolution of process, org, taxonomy and tools to drive operating model transformation and org adoption



## Every snack leads to a better day

Seamless CX framework, fueled by first-party data

## Reach

### Shift from responsive to predictive insight

- Dynamic media planning rooted in behavioral triggers and trends to drive increased portfolio effectiveness
- Get intimate with specific cohorts and centralize qual research to drive real-time intelligence at every impression
- STAGE OS empowers 360° collaboration: Dynamic campaigns guided by connected commerce measurement framework

## Resonance

### Shift from top-down campaigns to personalized platforms

- Drive occasion-based engagement serving functional and emotional snack needs through a better day creative matrix
- Create lead story that builds to drive brand associations through value mapping
- Smaller, earlier experiments to help the brand get progressively resonant and purposeful thru the journey



## Retention

### Shift from isolated transactions to performant habit paths

- Define high value spaces and places to build connection with hero audience segments driving impact and loyalty
- Engage with consumers before/after PoP to know and solve snacking-related problems and build trust
- Adopt an “act like you’re buying, not like you’re selling” ethos to inform e-comm, experiential & last-mile value-add services



A close-up, top-down view of a single, golden-brown waffle. The waffle is covered in a thick, dark brown syrup that is dripping down its sides and pooling around its base. The waffle's grid pattern is clearly visible, and the syrup is glistening in the light. The background is a solid, warm yellow color.

# Regulation & Renegade

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**Enterprise Partner & IAT Leadership**

**Media Leadership**

**Creative Leadership –  
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**Creative Leadership –  
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**Shopper Leadership**

**Technology Solution Spine**



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# Kellanova first



A collage of various snacks including a waffle, a sandwich, a cookie, and crackers against a red background.

**Eliminate bureaucracy**






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their journeys, not our model**





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**Enable systems thinking  
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A collage of various snacks including a waffle, a sandwich, and crackers against a red background. The waffle is on the left, the sandwich is at the top, and the crackers are at the bottom. The background is a solid red color.

**Apply flexibility across  
the portfolio**



# Regulation & Renegade

No Compromises. No False Choices.



The Kellanova logo is positioned in the top left corner of the slide. It features the brand name in a white, sans-serif font against a background of golden-brown potato chips.

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# Questions & Discussion





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November 02, 2023

# Thank You

For questions and further information,  
please contact:

Julia Hammond  
President, Global Solutions  
[Julia.Hammond@stagwellglobal.com](mailto:Julia.Hammond@stagwellglobal.com)