## [SHAPE THE]

DAIRY FORUM 2018

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# [ENVISION] A NEW FUTURE FOR FLUID MILK

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#### Kikke Riedel

Vice President, Strategy and Insights
MilkPEP





#### **Victor Zaborsky**

Vice President of Marketing MilkPEP





## ENVISION A NEW FUTURE FOR FLUID MILK

Kikke Riedel, VP Strategy & Insights Victor Zaborsky, VP Marketing

Food sales are down

Hyper-competitive retail dynamic

Anti-dairy and plant-based trends gain traction

Proliferation of choice intensifies

Milk category is being out-innovated



## BUT THERE ARE SOME BRIGHT SPOTS

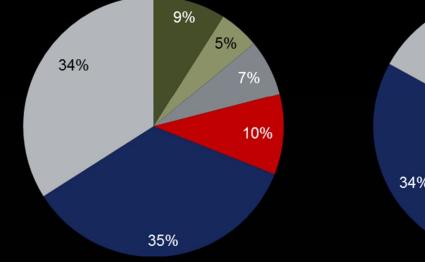
Farm to Table, wholesome, fresh are on trend (milk's equities) Whole milk, value-added and chocolate milk continue to grow

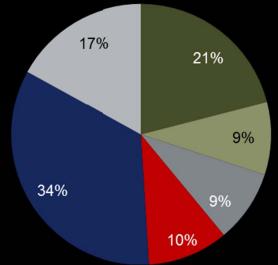


#### AND AN UNDERLEVERAGED OPPORTUNITY

Is hiding in plain sight

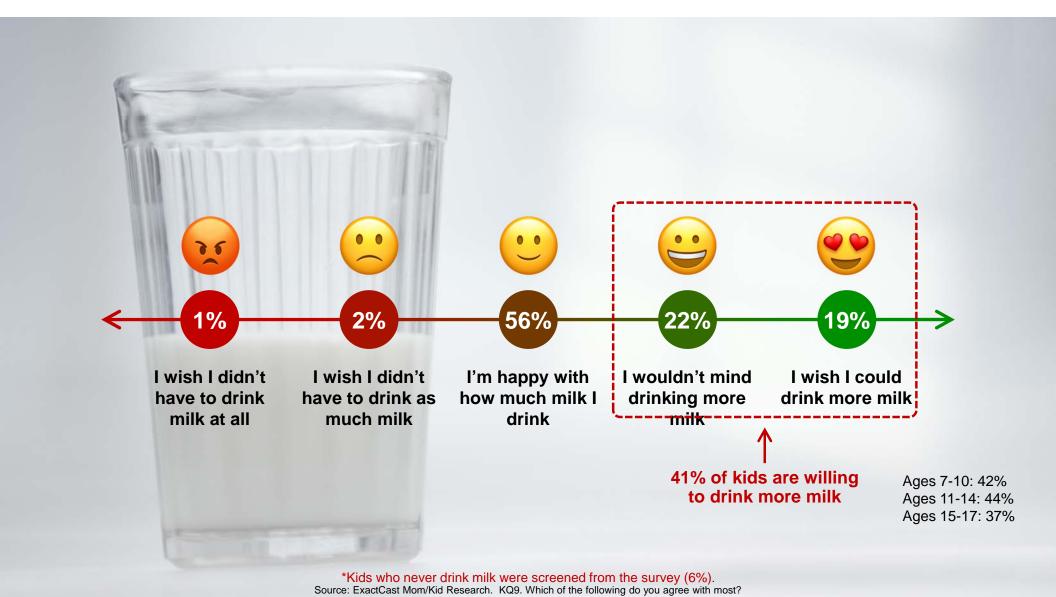
## 





:11

They also represent the largest decline (more than 500MM gallons versus 2011), but Kids love milk.



#### Our vision.

That every kid who wants milk, drinks as much milk as he wants

#### What it will take.

Knock down barriers.
Create motivators.

### MOM IS BOTH A BARRIER AND AN OPPORTUNITY

MOTIVATING STATEMENTS

I would drink more milk if...

**BARRIERS** 

I don't drink milk because...

15%

14%

12%

12%

8%

#### Milk's Mission Critical.

**BUILD RELEVANCE AND TRUST** 

#### TWO-PRONGED STRATEGY

to win back kid volume that targets both kids and moms



milk life





## AND IT'S WORKING Combination of kid and mom efforts shift perceptions and consumption

WHEN BOTH MOMS AND TWEENS ARE AWARE...

	MOM is more likely to believe dairy milk is extremely healthy	TWEENS agree milk gives them energy to take on the day	TWEENS agree milk is a good source of high quality protein	TWEENS stand alone daily consumption UP
4	+ 13 pts	+11 pts	+ 10 pts	+ 6 pts

### WIN WITH MOMS THROUGH TRUST AND RELEVANCE

Show milk differently – in the right food culture context, the right visuals and tell the full farm-to-glass story

#### **ALIGN MILK WITH FOOD CULTURE**

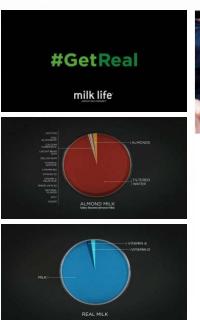


MilkPEP and DMI are providing tools and assets through credible partners and influencers to help your brands



#### BE READY TO ANWER MOMS' QUESTIONS











**Expanded reach via search & content syndication** 



### BRANDS ARE THE KEY TO CATEGORY GROWTH

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——MILKPEP'S COMMITMENT————O

RESEARCH BRAND STRATEGIC PROGRAM TOOLS, TOOLKITS, AND INSIGHTS GUIDANCE PARTNERSHIPS AND RESOURCES

### OLYMPICS PERFECT PLATFORM TO HELP BUILD BRANDS AND DELIVERING RELEVANCE AND TRUST

## MILK MADE HISTORY in 2016

Generated 4.7 billion impressions
Strong brand activation
Drove moms to drink more milk
Set historic high for tween milk consumption

## And 2018 is positioned to be EVEN BETTER



### And, And, MORE POWERFUL EMOTIONAL TENT BUILT WITH BRANDS IN I

### team milk







MADDIE JOSS CHRISTENSE N



JAMIE ANDERSON







#### **JUNPRECEDENTED BRAND ENGAGEMENT**













## WHAT ELSE CAN MILK DO TO FURTHER FOSTER GROWTH?

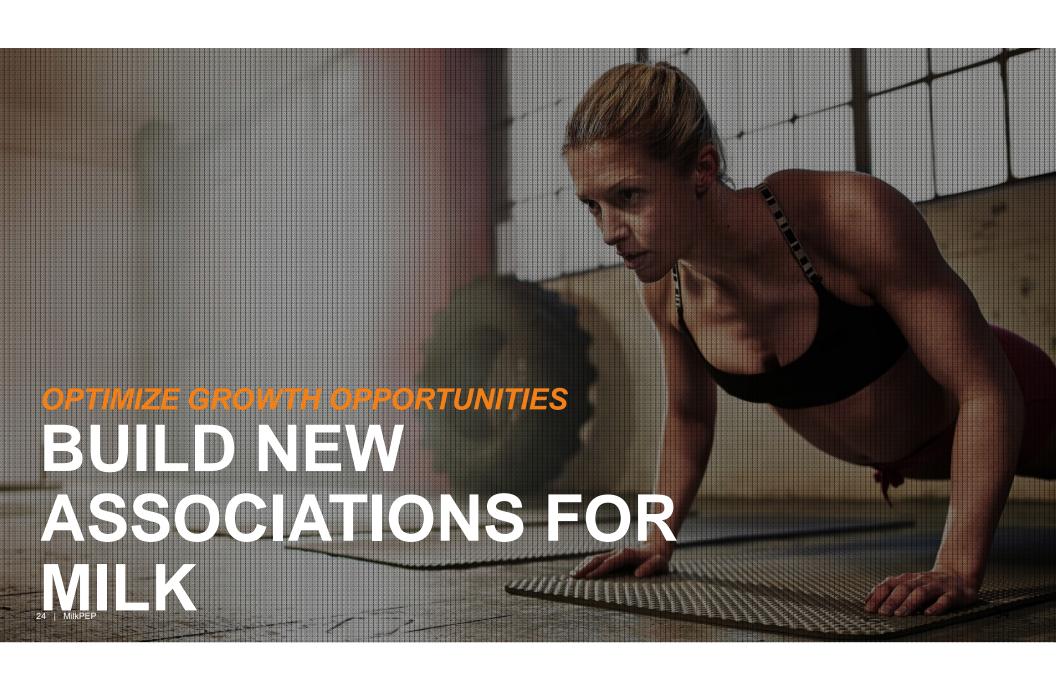
#### **BUILD NEW ASSOCIATIONS WITH** RELEVANT OCCASIONS/NEED STATES

(chocolate milk for recovery)

USE DATA-DRIVEN,
MICRO-TARGETING APPROACH IN
SOCIAL/DIGITAL + EARNED MEDIA

ACTIVATE THE SHOPPER IN DYNAMIC NEW RETAIL WORLD





#### **BUILT WITH** CHOCOLATE MILK



#### #REALWORKS

THE PATH

**REAL WORK** 

NO SHORTCUTS HERE

THE PRODUCT

VS MADE IN A LAB

THE PROOF

**REAL EVIDENCE** 

MORE THAN 20 SCIENTIFIC STUDIES

#### STRATEGIC GUIDANCE



#### CHOCOLATE MILK



#### CAMPAIGN ASSETS







#### BRAND RESOURCES











#### IN-STORE RESOURCES





### MICRO-TARGETING MOMS WITH MESSAGES TO MOTIVATE MORE POURS

**NEW** data-driven approach to driving relevance in social/digital + earned media

## Evolve to MOVE MONS

#### **CONNECTIVE**

Align with her values, who she is, what she wants for her family



#### **SPECIFIC**

Give her specific reasons, actions



#### **INDIVIDUALIZED**

Connect with what's important and most relevant to her





## Deliver a shopper experience that compels moms to buy more milk and buy it more often



#### COMING SOON: SEGMENTATION RESEARCH TO UNEARTH DEEP INSIGHTS ABOUT TODAY'S SHOPPER



#### **UNCOVER INSIGHTS**

on MilkPEP's shopper target to create targeted and effective programs



## PROVIDE INFORMATION

for brand use – with insights going beyond MilkPEP targets





#### DELIVER ACTIONABLE INSIGHTS TO ARM YOUR CUSTOMERS

ORIGINAL STUDY
PROVIDED
VALUABLE DATA
FOR BRANDS/RETAIL
CONVERSATIONS



Refresh 2015 findings with 2017 data

Provide new/updated retail roadmaps for brands (addressing out-of-stocks, new selling opportunities, expanding beyond grocery, etc.)

In-market test and learn

### THANK YOU

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