



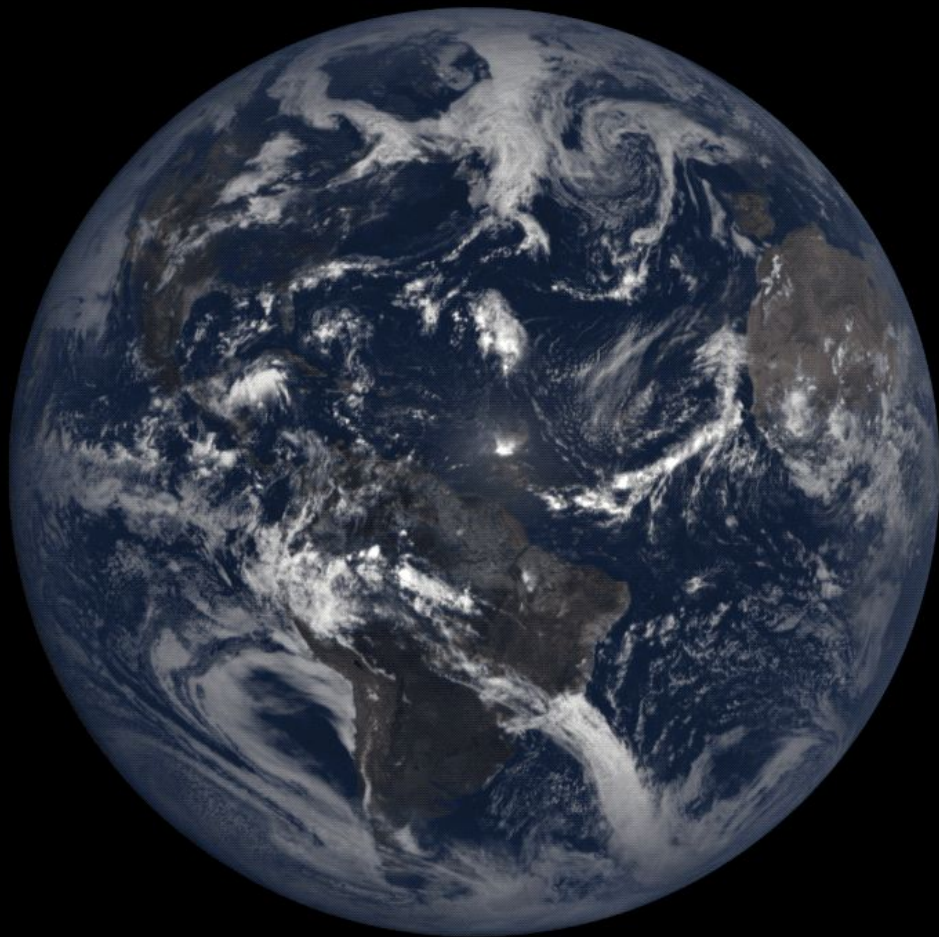
The Digital Evolution of Food and Health

Steve Lerch, Account Executive



American Egg Board







GAME OF THRONES



GAME OF THRONES



25 Million

Average Cross Platform Viewers for Season 6

x10

Episodes Per Season

250 Million

Viewers Per Year

GAME OF THRONES



GAME OF THRONES



Rosanna Pansino

NERDY NUMMIES



50 Million

Estimated Video Views Per Month

x12

Months Per Year

600 Million

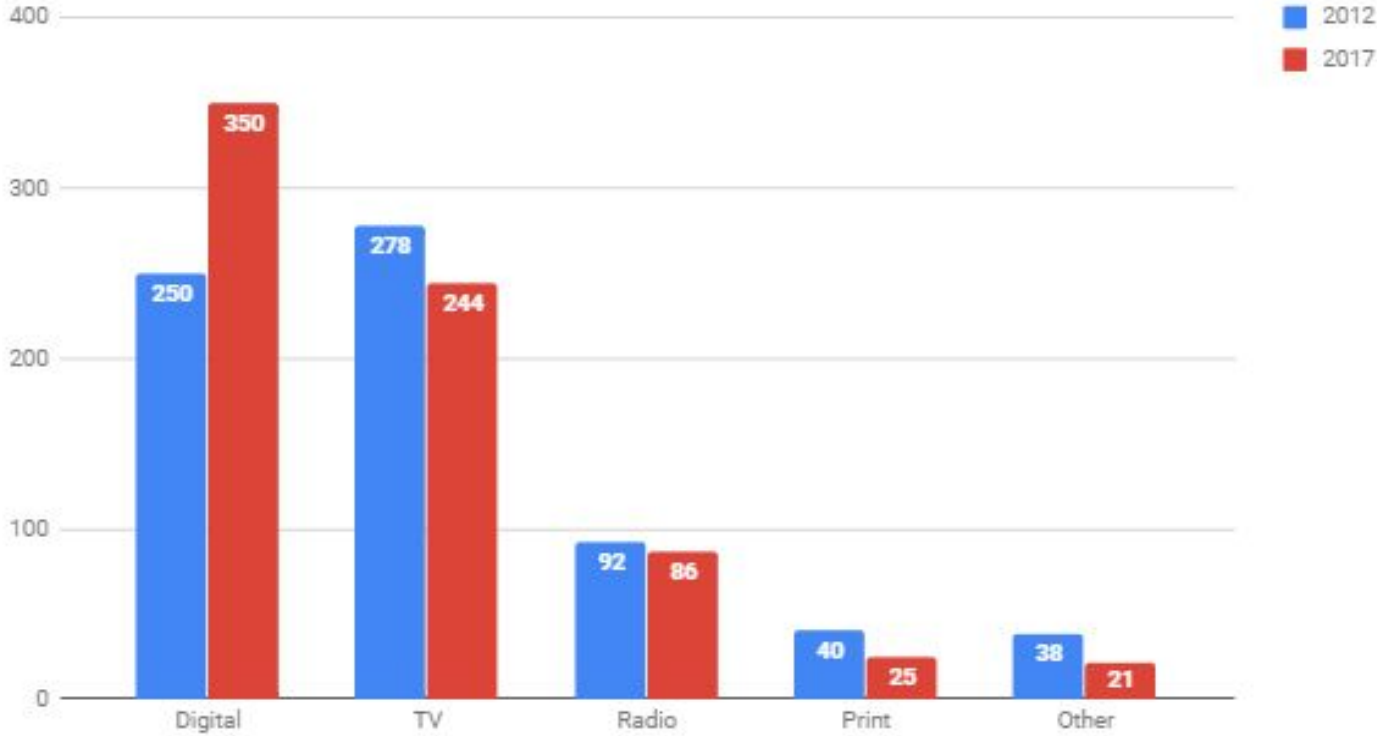
Views Per Year







Minutes Per Day Consuming Media

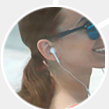




150x per day



Wake up and
check the headlines
6:15am



At the train station,
choosing a podcast
7:30am



On the train, checking movie
times for tonight
8:00am



Switching to subway,
answering urgent email
8:10am



Buy movie tickets, make
a dinner rez for tonight
11:15am



At work, retweeting
something fun
11:36am



Running late for a
meeting, check Maps
1:13pm



Trending music
video on YouTube
1:24pm



Reading reviews for
tonight's movie
7:09pm



Pay the babysitter and
get her an Uber home
11:33pm

1964



2013







Google!

Search the web using Google!

10 results



Google Search

I'm feeling lucky

Index contains ~25 million pages (soon to be much bigger)

About Google!

[Stanford Search](#) [Linux Search](#)

Get Google! updates monthly!

your e-mail

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[Archive](#)

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130,000,000,000,000



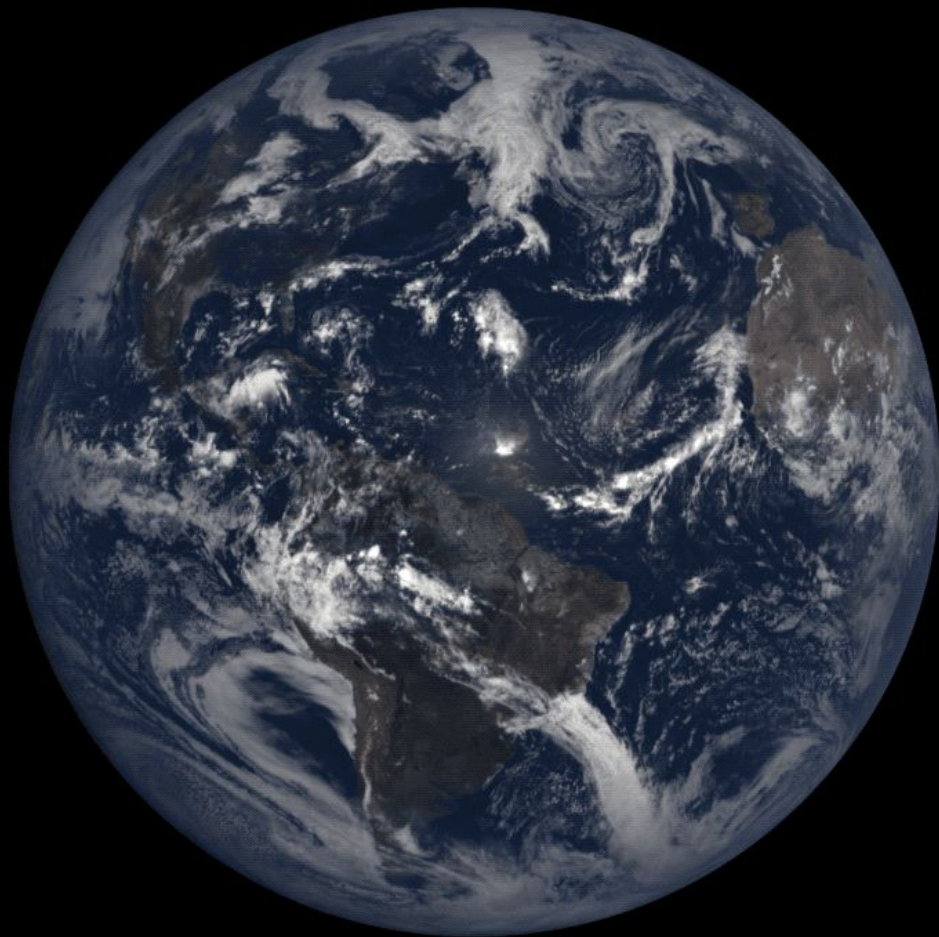
Poll: Trust in media at all-time low

Trust in CEOs plummets and hits
all-time low: Global survey

**Survey: American public's trust in
government near historic low**

**Harvard
Business
Review**

Survey: People's Trust Has Declined in Business, Media, Government, and NGOs



מספרים וסמלים המרכיבים את הצורה האנושית בצד שמאל.


צורה אנושית מרכזית-שמאלית, מורכבת מרצפים של מספרים וסמלים.

צורה אנושית מרכזית-ימנית, מורכבת מרצפים של מספרים וסמלים.

צורה אנושית בצד ימני, מורכבת מרצפים של מספרים וסמלים.

צורה אנושית בצד ימני, מורכבת מרצפים של מספרים וסמלים.

Google



Google Search

I'm Feeling Lucky

How Wives Describe Their Husbands

On Social Media

my best friend

amazing

the greatest

How Wives Describe Their Husbands

On Social Media

my best friend

amazing

the greatest

Google Searches

a jerk

amazing

annoying

Lessons from 2018

- 1) No Such Thing as Low Consideration
- 2) Digital Grocery Shopping
- 3) The Rise (*and fall?*) of Conscientious Consumers
- 4) Fads

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toothpaste







toothpaste 

1.1M

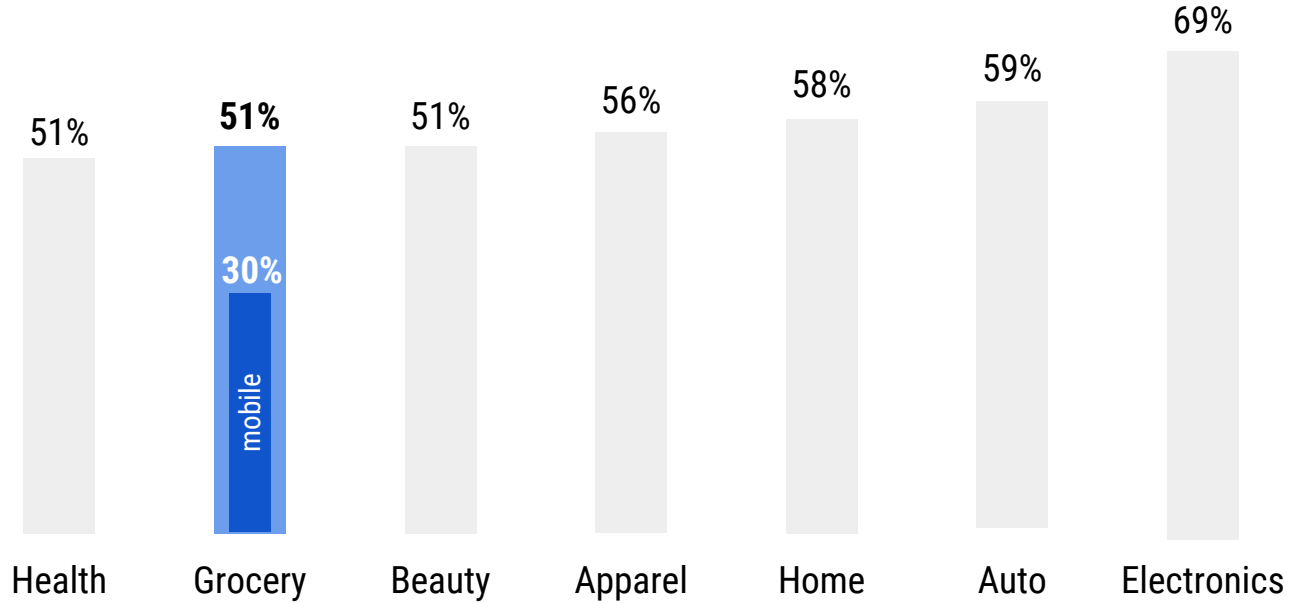
Weekly searches

\$114M

Annual revenue influenced

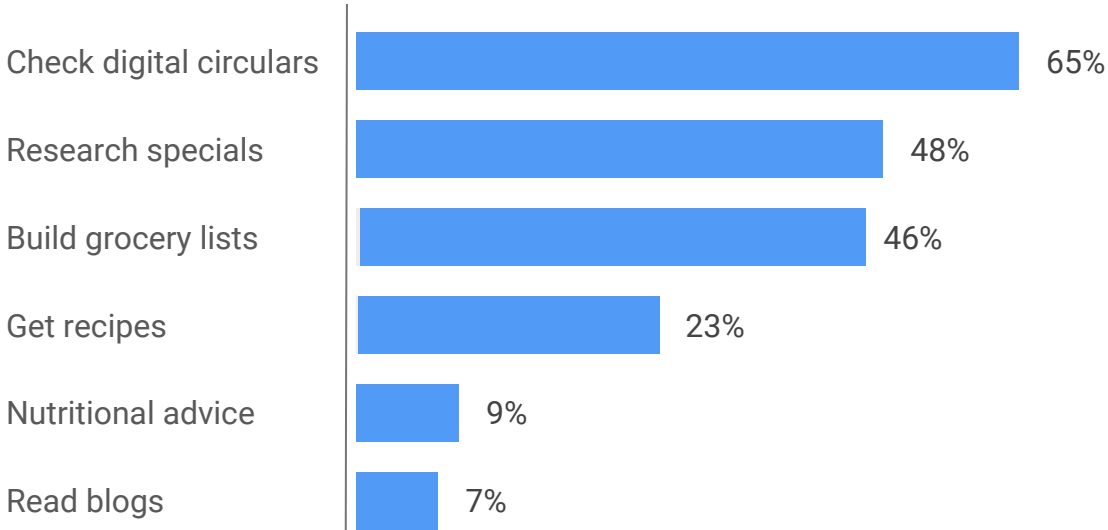
toothpaste		+200%
potato chips		+140%
laundry detergent		+160%
milk		8 Years

Over half of offline purchases are digitally-influenced



Digital Reaches Shoppers Before They Shop

Digital grocery shopping activities conducted by US shoppers



Digital Engagement = Bigger Carts

Digitally-Engaged shoppers spend

177%

more than the average non-digital
consumer

Brand site visitors spend

2X

more than consumers who don't
visit the brand site

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In 2017:

25% of the population occasionally shop for groceries at online-only retailers



In 2017:

25% of the population occasionally shop for groceries at online-only retailers



43% of Millennials occasionally shop for groceries at online-only retailers



In 2017:

25% of the population occasionally shop for groceries at online-only retailers



+56%
since 2015

43% of Millennials occasionally shop for groceries at online-only retailers



+80%
since 2015

By 2022:

35%

of US households will spend at least
one-third of their annual grocery budget
via online channels

+\$120B annually

Increasing Options for Digital Groceries

Online Fulfilment



Meal Kits



Hypermarkets



And It's Not Slowing Down...



By the end of 2018, Walmart will deliver groceries in 100 markets



By the end of 2020, Target will deliver groceries in 180 markets



Amazon's CPG Food sales are up 48% YoY

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Genetically Modified Foods

-16% YoY

GMOs

-15% YoY

Organic Foods

-12% YoY

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The friend that's into health food



● dinner recipes
Search term

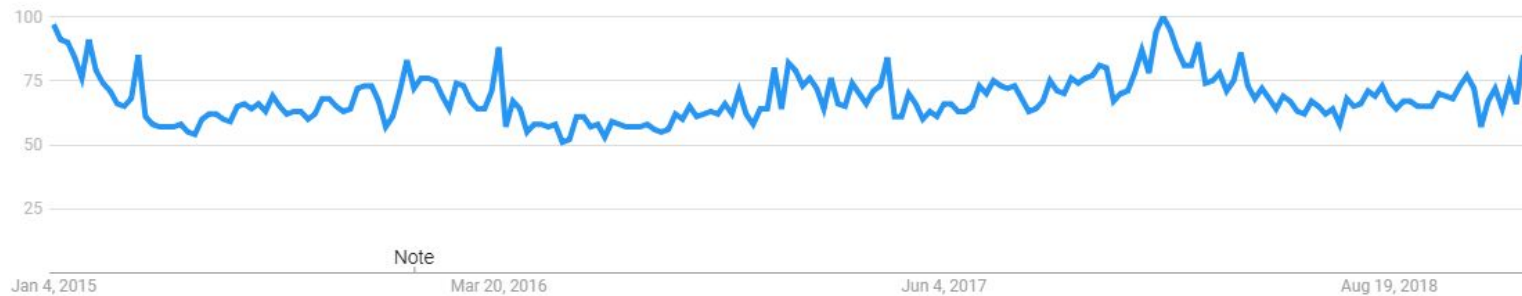
United States ▾

1/1/15 - 12/31/18 ▾

All categories ▾

Web Search ▾

Interest over time ?



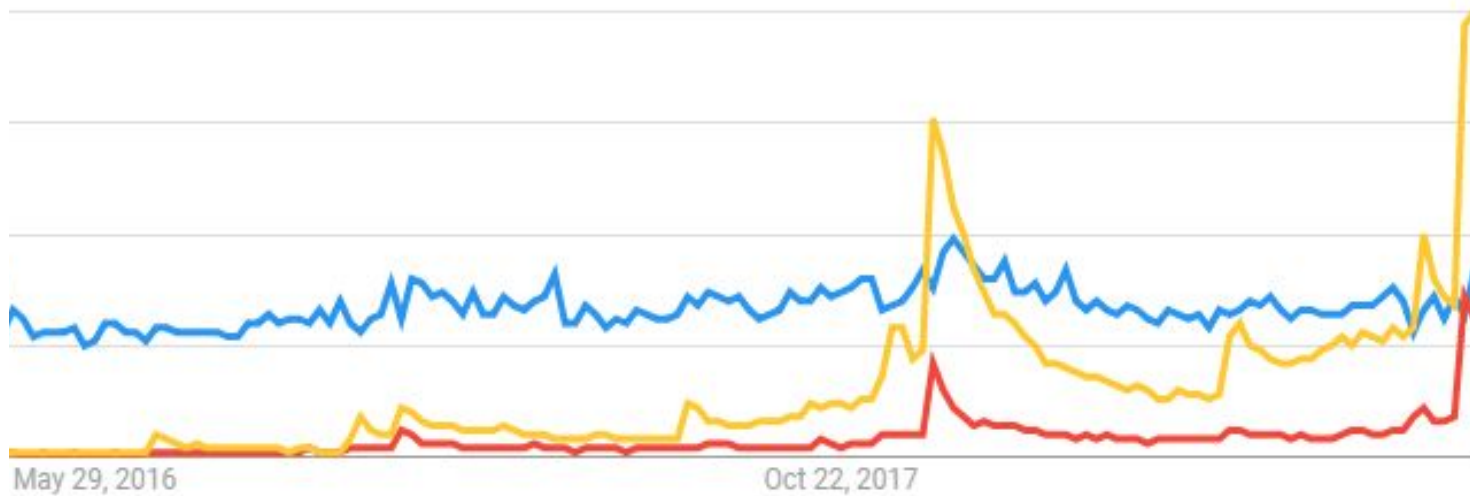
● dinner recipes
Search term



● air fryer recipes
Search term



● instant pot recipes
Search term



Air fryer recipes








+145%

Instant pot recipes



+279%

Ketogenic diet		+250%
Dash diet		+274%
30 day detox diets		+88%
Plant Paradox Diet		+500%
Current fad diets		+94%

Diet

- 1 Keto diet
- 2 Dubrow diet
- 3 Noom diet
- 4 Carnivore diet
- 5 Mediterranean diet
- 6 Optavia diet
- 7 Dr. Gundry diet
- 8 Fasting diet
- 9 Fodmap diet
- 10 The Shepherd's Diet



 **milk**
Search term



+ Compare

United States ▼

Past 30 days ▼

All categories ▼

Web Search ▼


Related queries 

Rising ▼   

1	milk and pepsi	+600%
2	hens milk	+500%
3	milk carton gingerbread houses	+350%
4	fudge with sweetened condensed milk	+250%
5	milk money cast	+200%

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A still from the movie 'Ocean's Eleven' showing Brad Pitt and George Clooney in a casino. Brad Pitt is on the left, wearing a pink shirt, and George Clooney is on the right, wearing a light blue shirt. They are both looking intently at something off-camera. The background is a warm, dimly lit casino floor.

Because the house always wins.

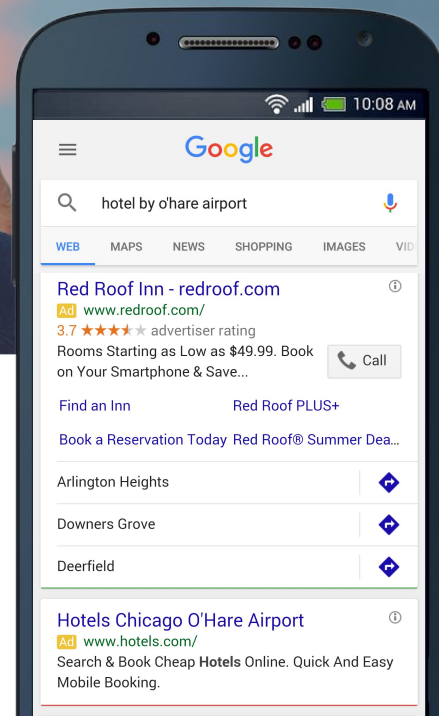
Play long enough, you never change the stakes. The house takes you.

Unless, when that perfect hand comes along, you bet and you bet big...

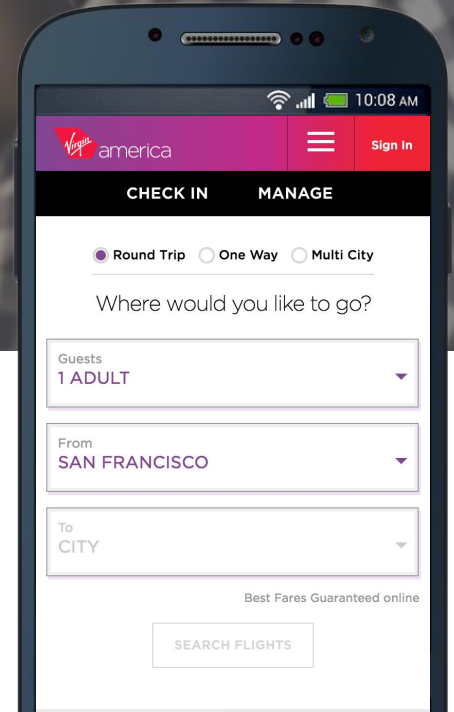
then you take the house.

LOOKS-LIKE-I'M-STAYING-THE-NIGHT MOMENTS

Whenever a flight is canceled, Red Roof Inn is there to serve a traveler's moment of need.



I-JUST-WANT-TO-BOOK MOMENTS



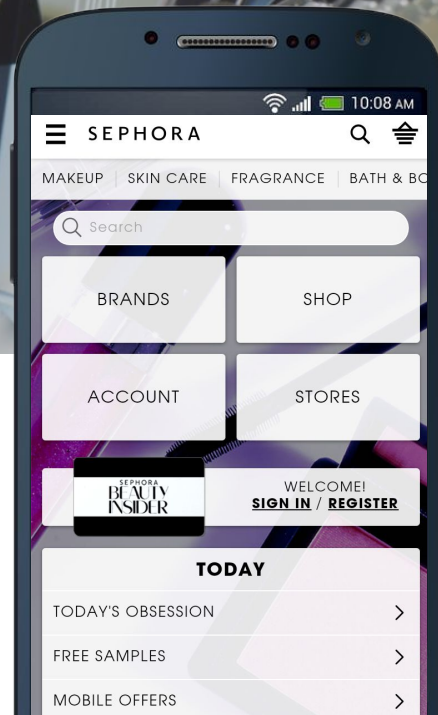
Virgin America redesigned their mobile website to focus on what matters most to customers: booking a flight.



WHICH-ONE-IS-THE-RIGHT-ONE MOMENTS

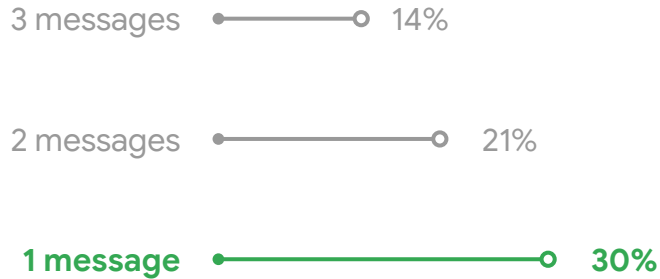
Sephora rethought their in-store and mobile experience for the empowered consumer.

SEPHORA





Single minded messages are more effective



82%

of best in class
Food & Beverage
YouTube Ads focused
on a **single message**

Previous



Current



248.11 USD +5.90 (2.44%) ↑

Jan 9, 3:27 PM EST · Disclaimer

1 day

5 days

1 month

6 months

YTD

1 year

5 years

Max



The World is Changing Faster Than Ever

Purposefully and Systematically Hunt for Trends

When the Perfect Hand Comes Along, Bet the House

Thank You!