Kellogg's

User Guides

May 2020

# LANDMARK OCCASION VISUALIZER

# LOV

## OCCASION PROFILE MODULE

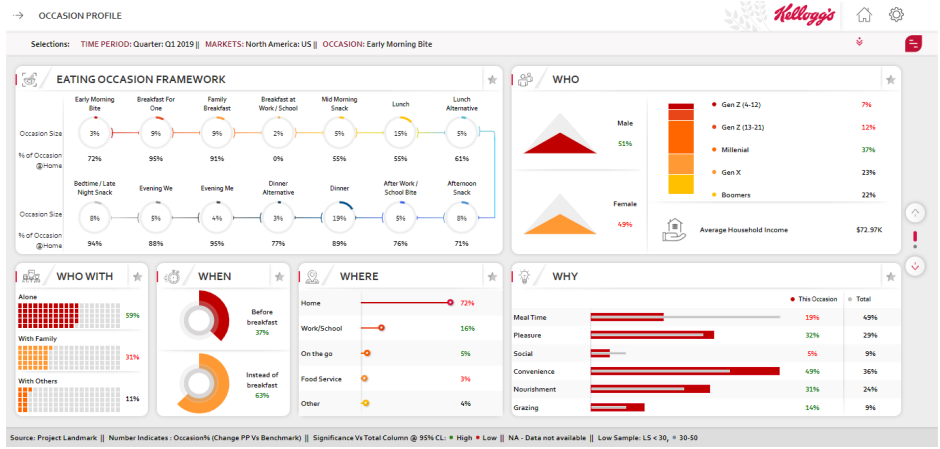
# Contents

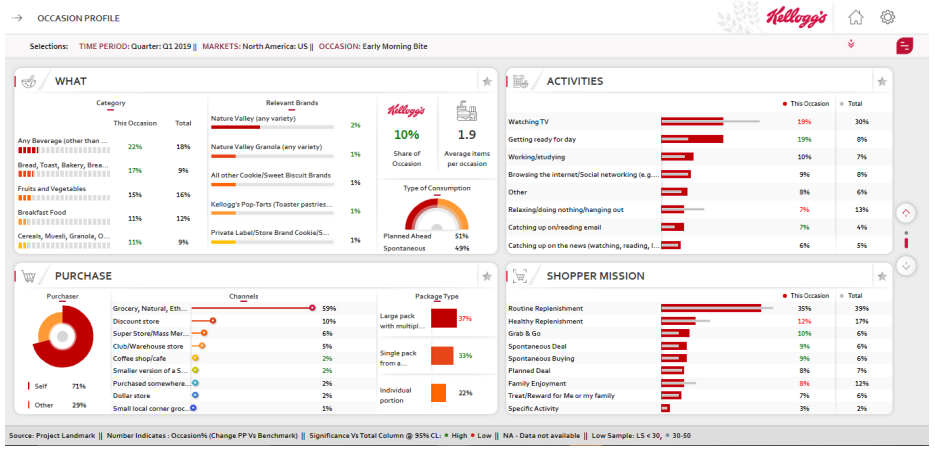
- Purpose of Occasion Profile Module
- Selection Flow
- How to Read the Data and Output
- Key Features

# Occasion Profile Module

A highly **visual snapshot** of **one occasion** by graphically displaying **5Ws key metrics**.

The module is designed to make quick inferences. The output provides a view to performance change from previous time periods and whether a particular attribute is significantly doing better than the rest.




Generate insights by pulling data in a format which will highlight patterns and differences. Few examples of business questions that can be answered.

| | | | | |
|---|---|---|---|---|
| Which categories/brands have the highest share in an occasion? | What are the different motivations that drive an occasion? | Which demographic cohorts are consuming more in an occasion? | Which channels are performing better for an occasion ? | What are the key activities in an occasion vs overall occasions ? |

# Navigation

*Click on Occasion Profile*

LANDMARK OCCASION VISUALIZER

OCCASION PROFILE

PERFORMANCE DASHBOARD

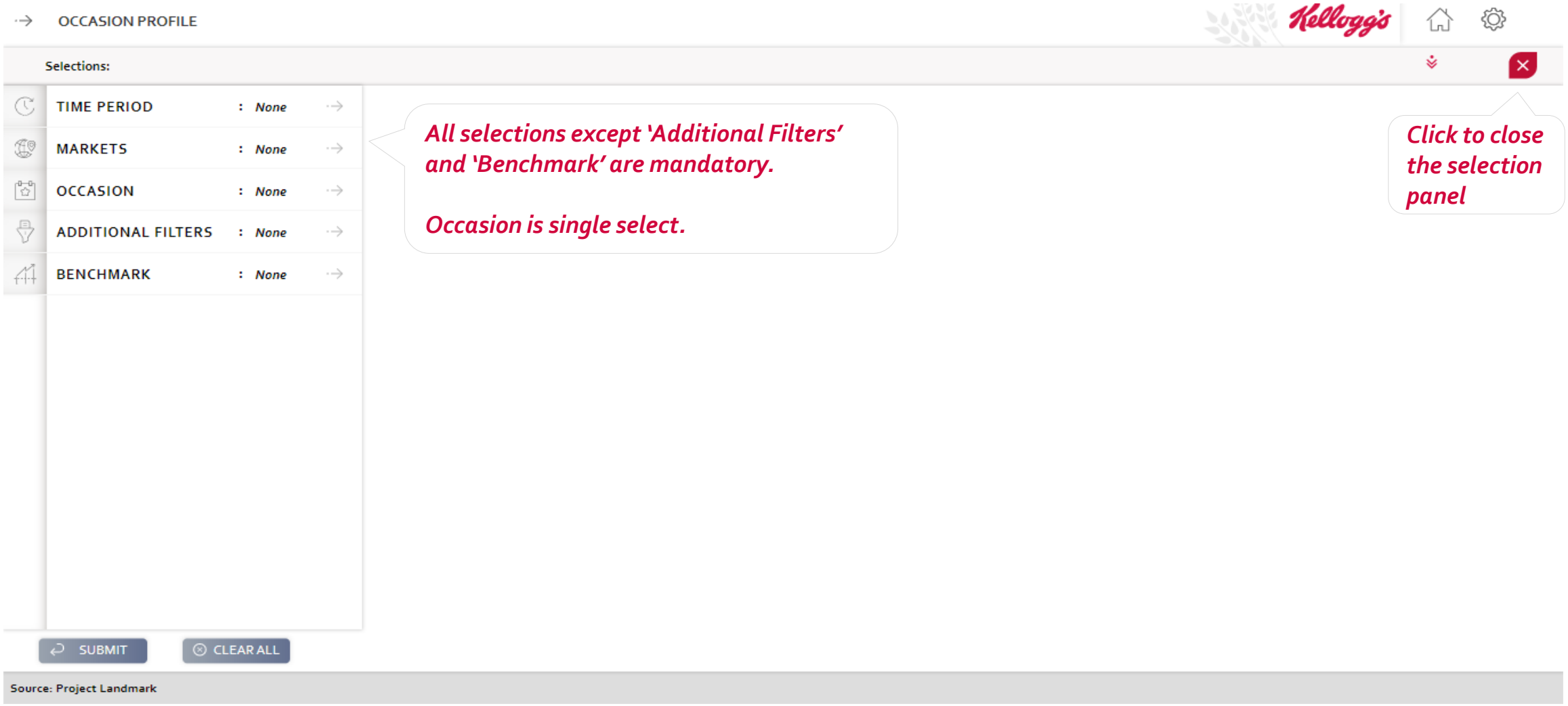
VISUAL CROSSTAB

ADVANCED ANALYTICS

MY DASHBOARD

REPORT GENERATOR

# Selection Flow

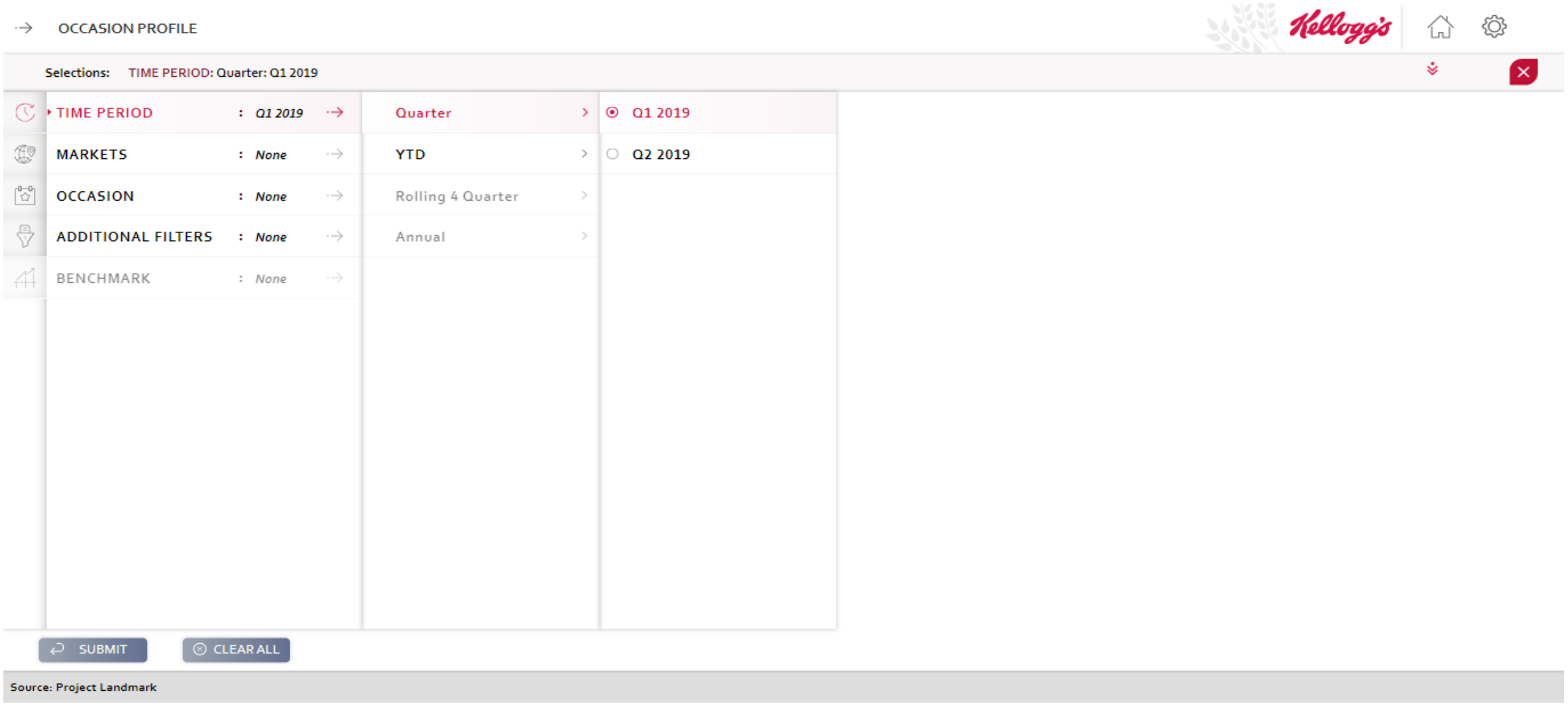



*All selections except 'Additional Filters' and 'Benchmark' are mandatory.*

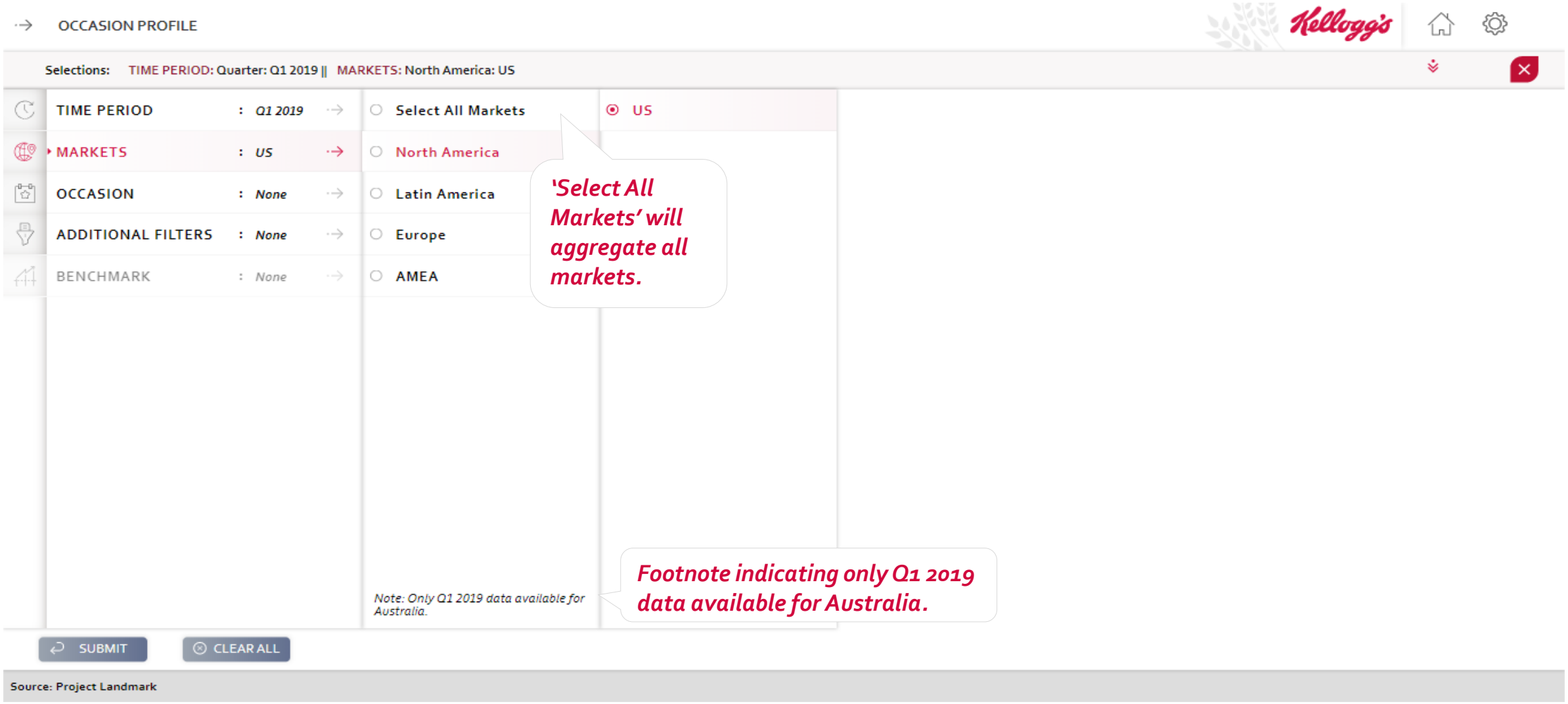
*Occasion is single select.*

*Click to close the selection panel*

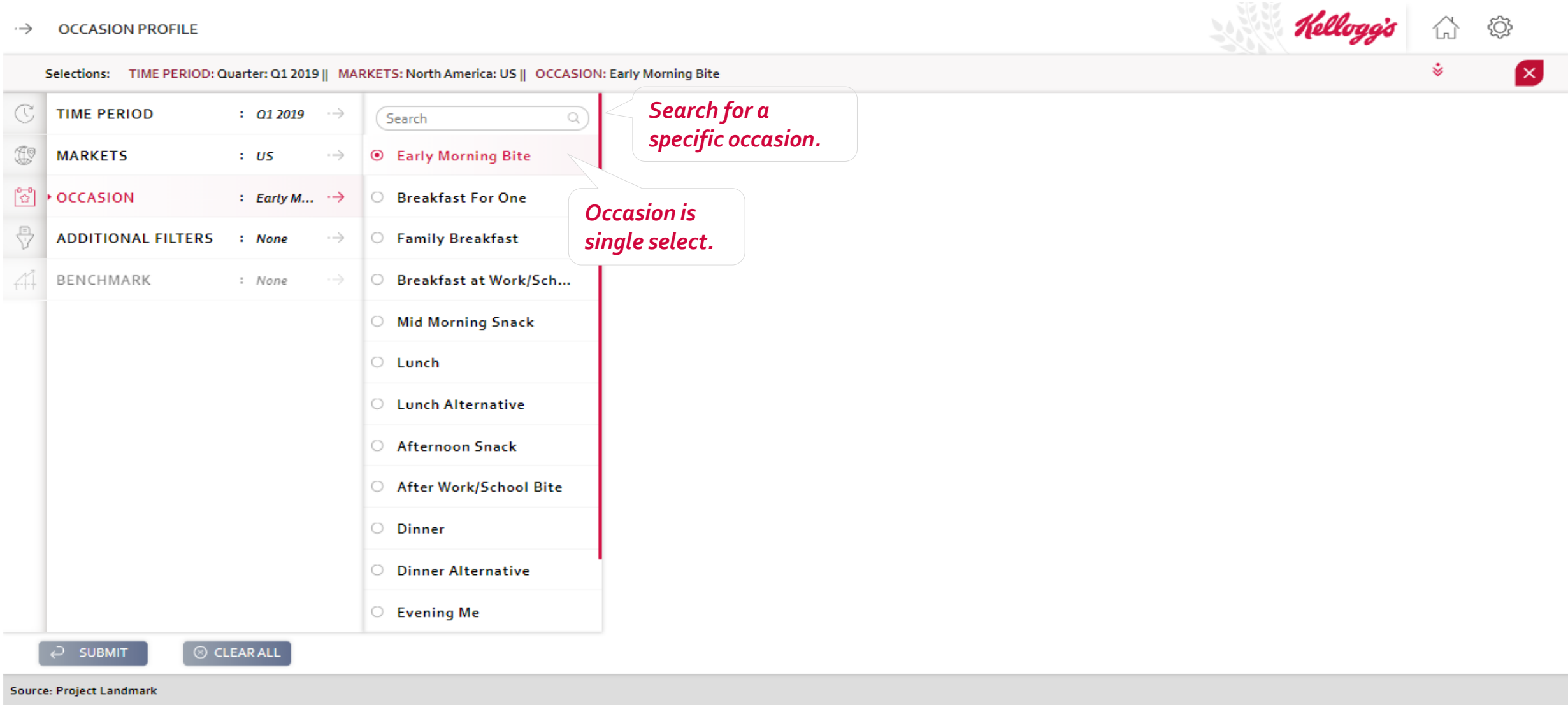
# Time Period Selection



# Markets Selection

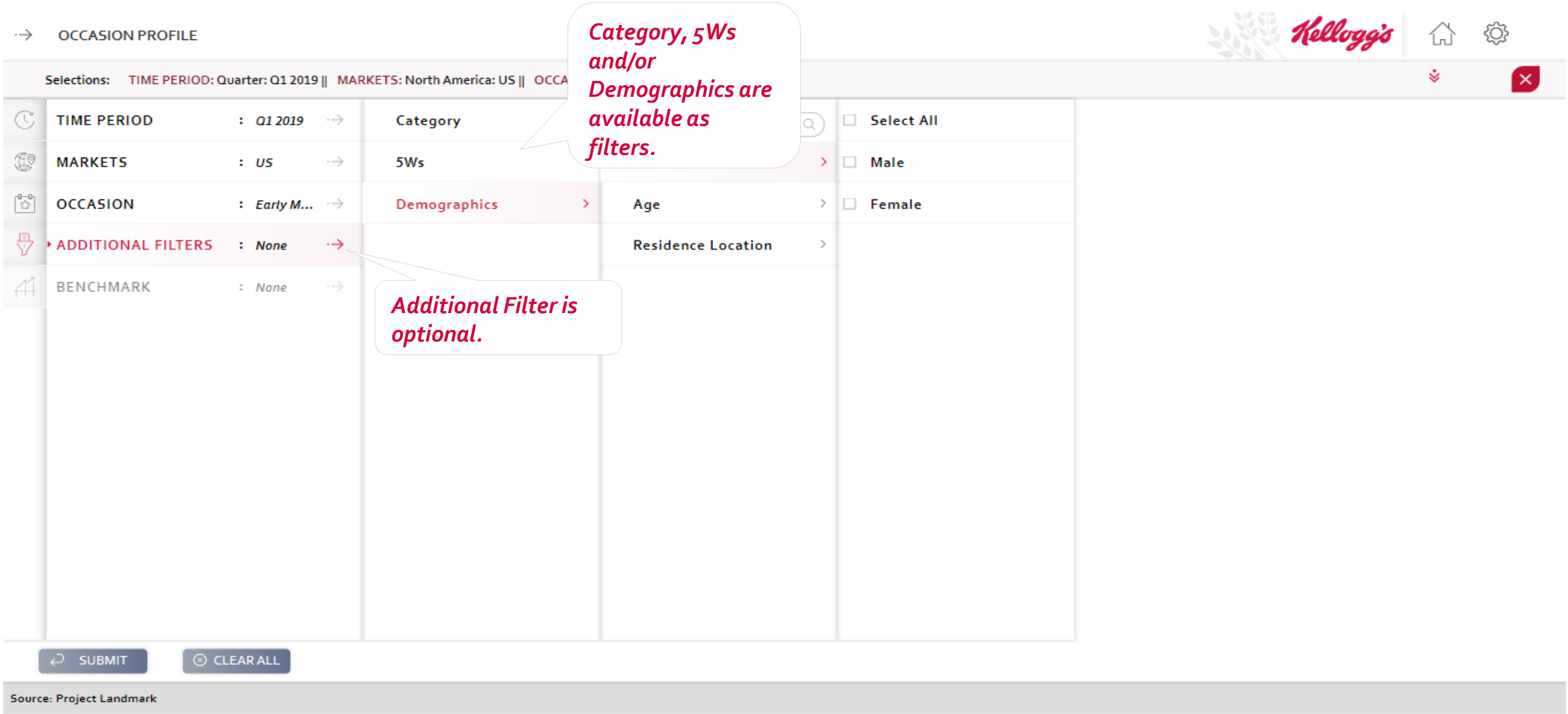


# Occasion Selection

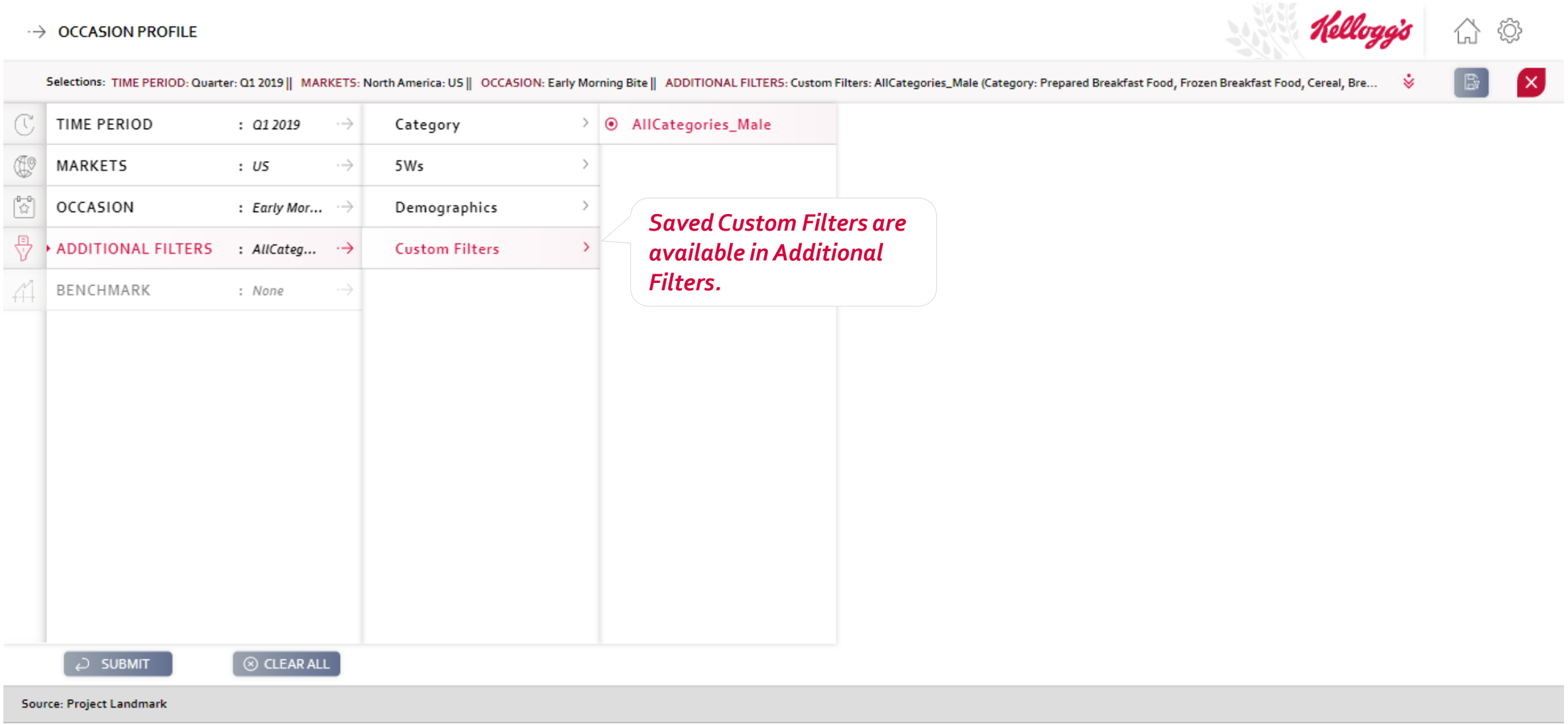



Source: Project Landmark

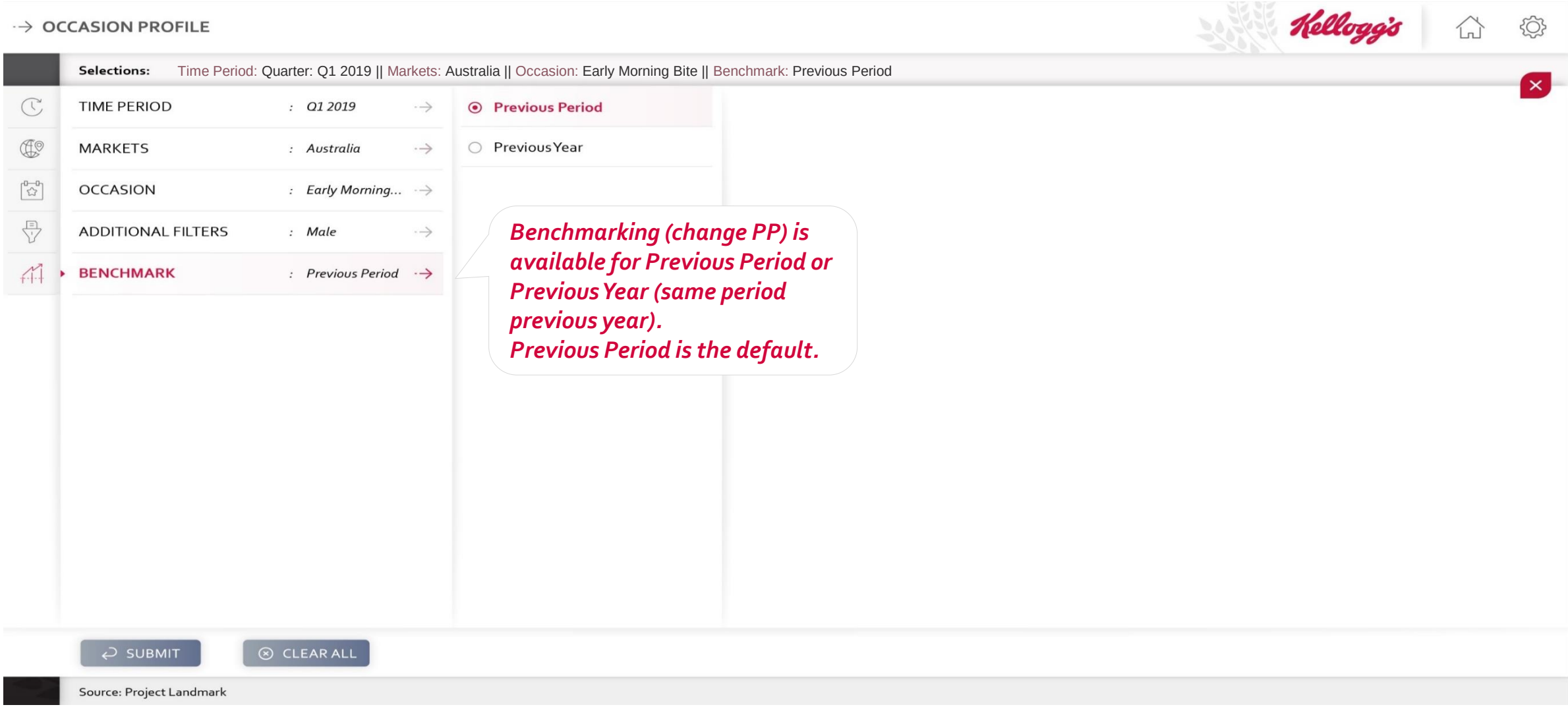
# Additional Filters



# Custom Filters



# Benchmark (Optional)



# Output View 1

*Selection Summary*

OCCASION PROFILE

Selections: TIME PERIOD: Quarter: Q1 2019 || MARKETS: North America: US || OCCASION: Early Morning Bite

*Click to expand the selection summary*

## EATING OCCASION FRAMEWORK

| | Early Morning Bite | Breakfast For One | Family Breakfast | Breakfast at Work / School | Mid Morning Snack | Lunch | Lunch Alternative |
|---|---|---|---|---|---|---|---|
| Occasion Size | 3% | 9% | 9% | 2% | 5% | 15% | 5% |
| % of Occasion @Home | 72% | 95% | 91% | 0% | 55% | 55% | 61% |

| | Bedtime / Late Night Snack | Evening We | Evening Me | Dinner Alternative | Dinner | After Work / School Bite | Afternoon Snack |
|---|---|---|---|---|---|---|---|
| Occasion Size | 8% | 5% | 4% | 3% | 19% | 5% | 8% |
| % of Occasion @Home | 94% | 88% | 95% | 77% | 89% | 76% | 71% |

## WHO

Male 51%

Female 49%

| | |
|---|---|
| Gen Z (4-12) | 7% |
| Gen Z (13-21) | 12% |
| Millenial | 37% |
| Gen X | 23% |
| Boomers | 22% |

Average Household Income $72.97K

*Click arrows to toggle between pages.*

## WHO WITH

| | |
|---|---|
| Alone | 59% |
| With Family | 31% |
| With Others | 11% |

## WHEN

Before breakfast 37%

Instead of breakfast 63%

## WHERE

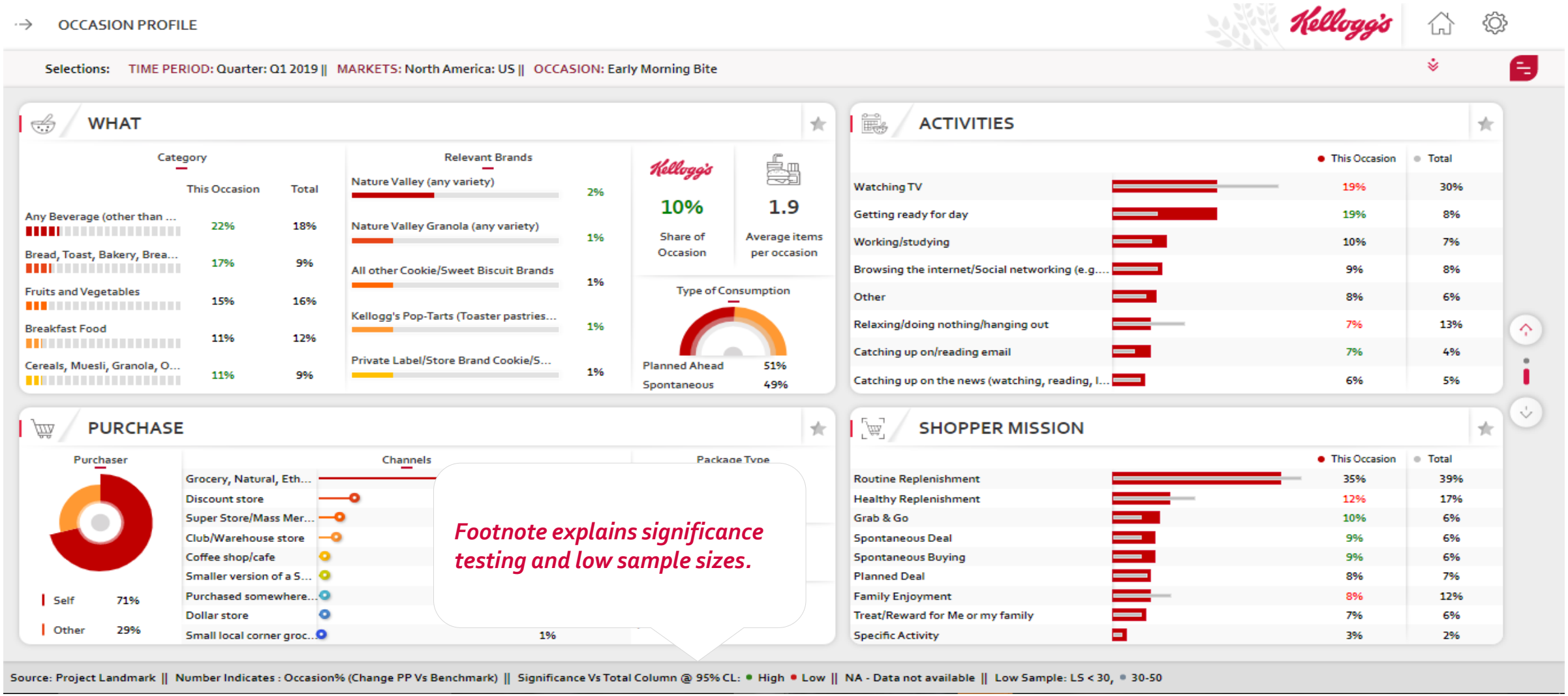
| | |
|---|---|
| Home | 72% |
| Work/School | 16% |
| On the go | 5% |
| Food Service | 3% |
| Other | 4% |

## WHY

| | | |
|---|---|---|
| Meal Time | 19% | 49% |
| Pleasure | 32% | 29% |
| Social | 5% | 9% |
| Convenience | 49% | 36% |
| Nourishment | 31% | 24% |
| Grazing | 14% | 9% |

Source: Project Landmark || Number Indicates : Occasion% (Change PP Vs Benchmark) || Significance Vs Total Column @ 95% CL: • High • Low || NA - Data not available || Low Sample: LS < 30, • 30-50

# Output View 2



# How to Read the Output – View 1

*3% of all occasions are 'Early Morning Bite'. 72% of 'Early Morning Bite' occasions are at home.*

*"51% of Early Morning Bite occasions are had by males."*

*"37% of Early Morning Bite occasions are consumed by Millennials."*

*Average HH Income is the average of all the household incomes responded for 'Early Morning Bite'. Applicable only when a single market is selected.*

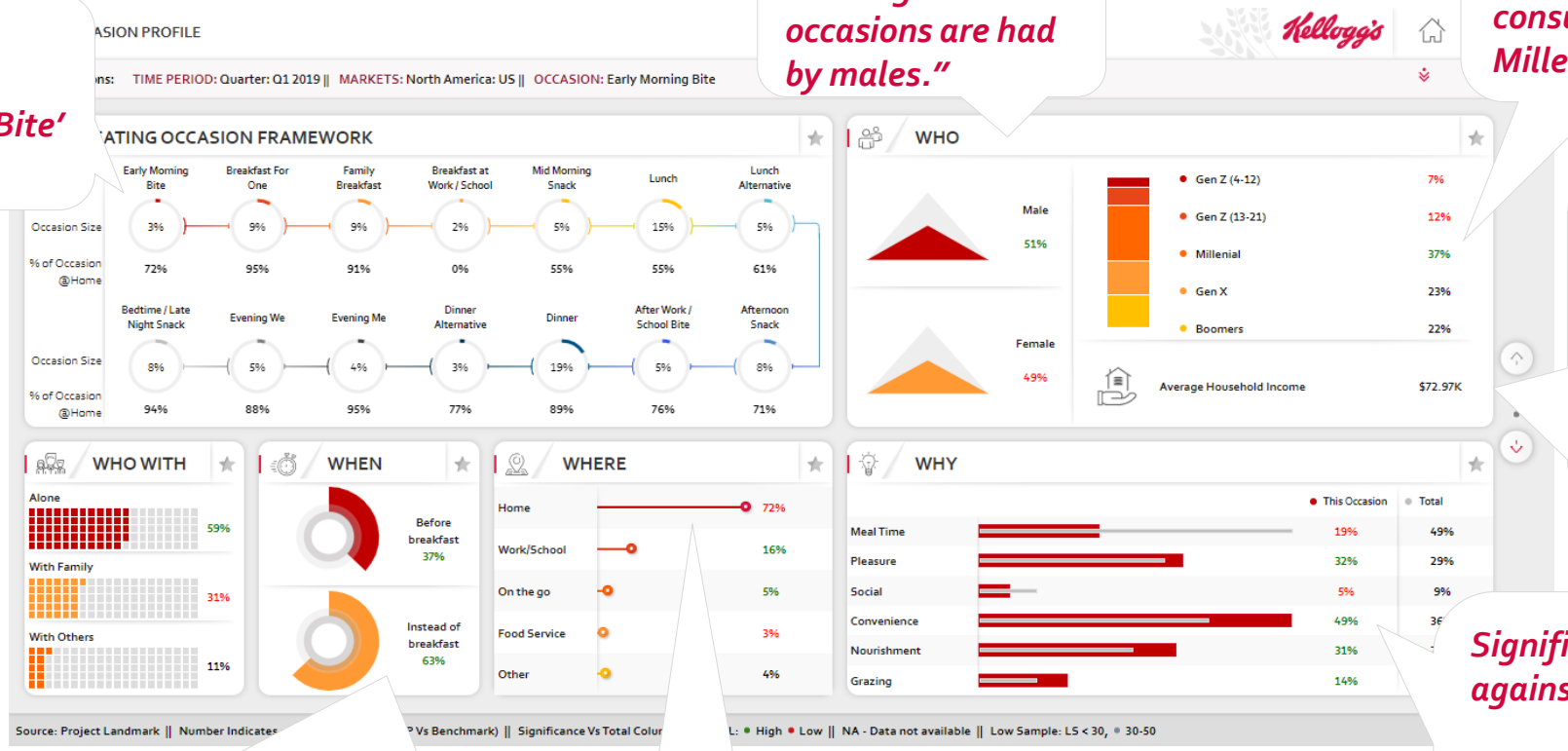
*Who With: "31% of Early Morning Bite occasions occur with family members present."*

*Timing of occasion relative to other meals: "37% of Early Morning Bite occasions occur before breakfast."*

*"72% of Early Morning Bite occasions occur at home."*

*Significance is conducted against the Total.*

*Example: Convenience is significantly higher in Early Morning Bite vs. the total.*



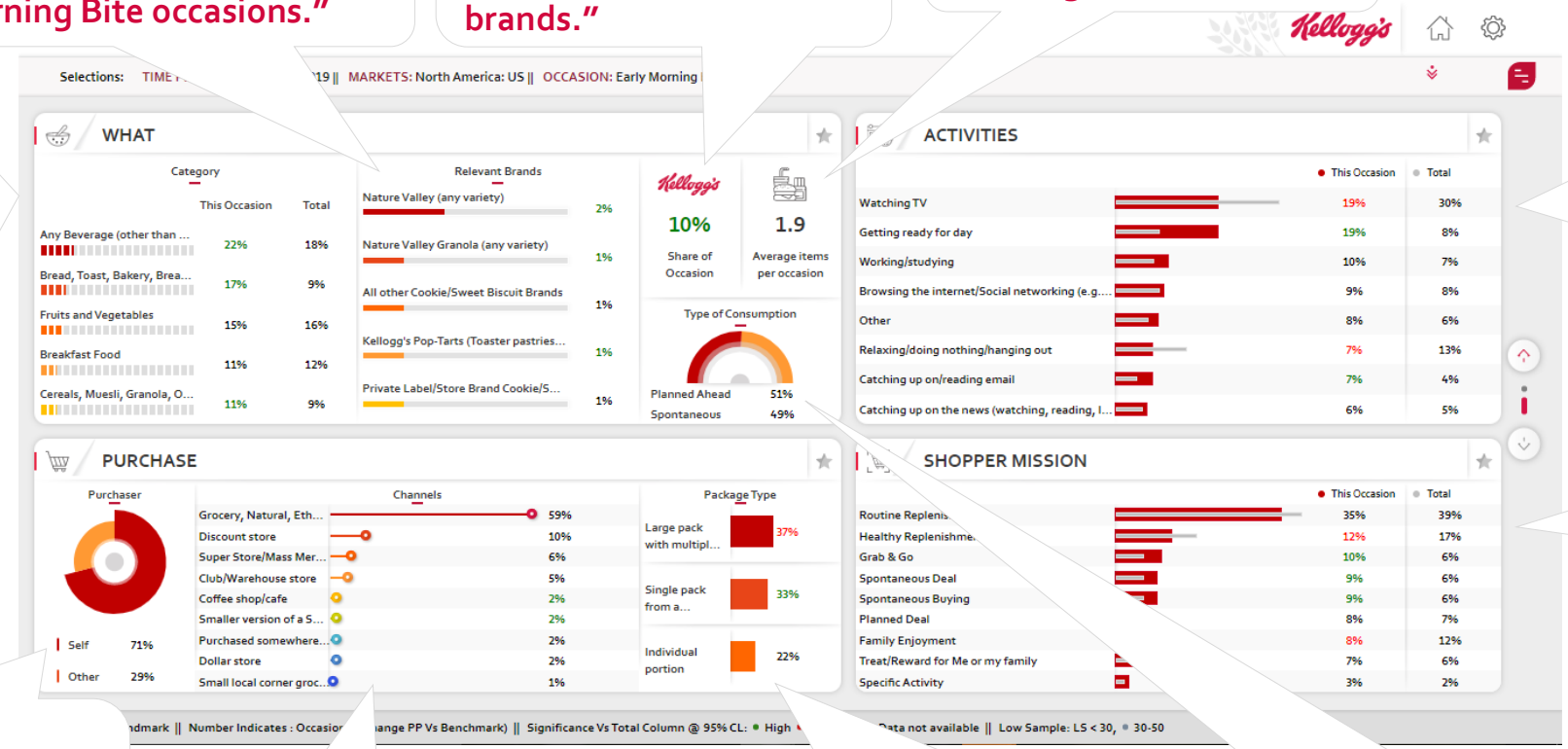
# How to Read the Output – View 2

Top 5 Brands:
"Nature Valley (any variety) is consumed at 2% of Early Morning Bite occasions."

"10% of Early Morning Bite occasions include one or more Kellogg's brands."

"An average of 1.9 items are consumed in Early Morning Bite occasions."

Top 5 Categories Consumed:
"22% of Early Morning Bite occasions include beverage(s), compared to 16% for total occasions."




Top 8 Activities:
"TV is watched during 19% of Early Morning Bite Occasions."

Shopper Mission in 'Early Morning Bite'

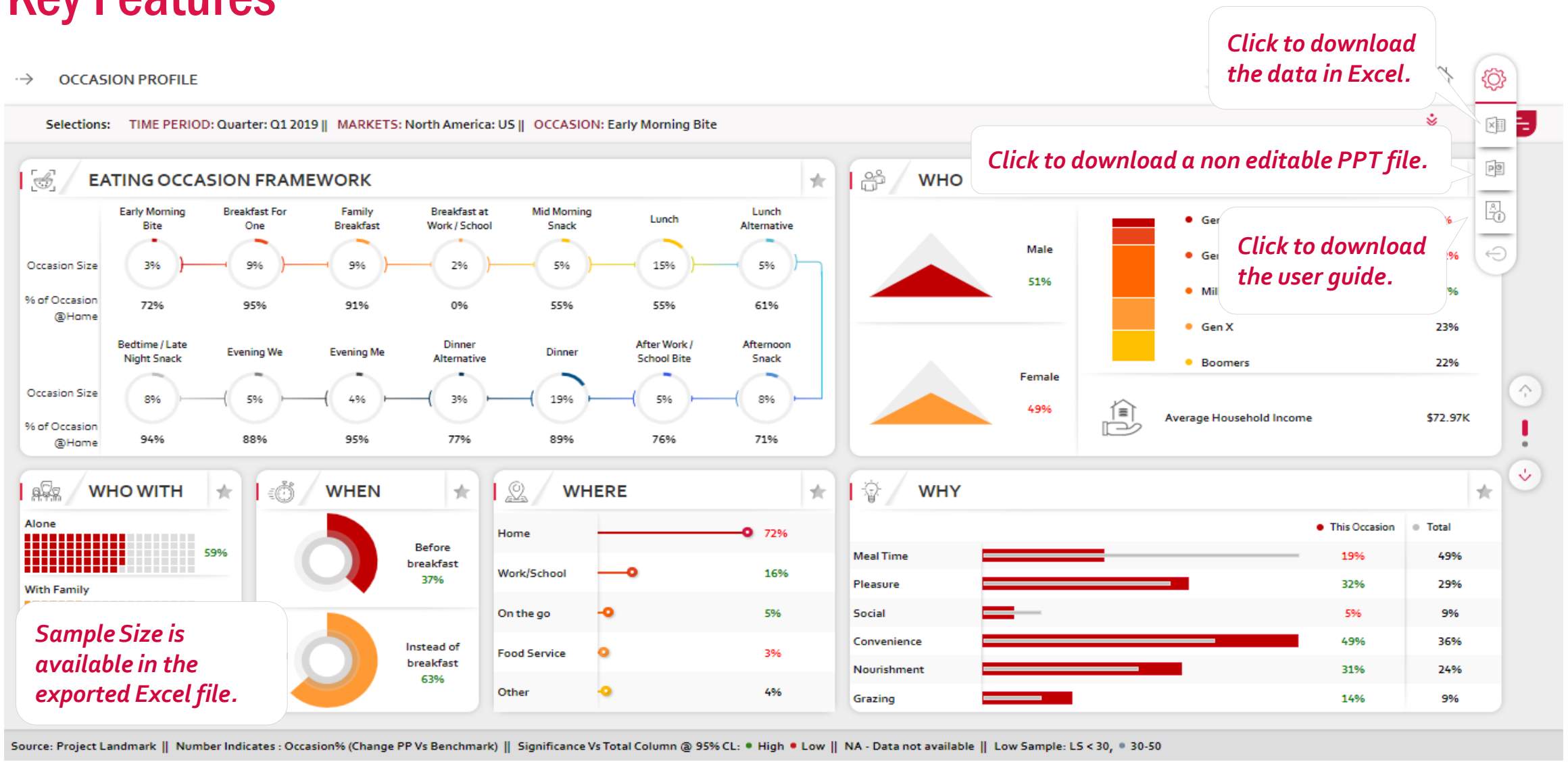
Purchaser:
"71% of items consumed at Early Morning Bite occasions were purchased by the respondent for him/herself."

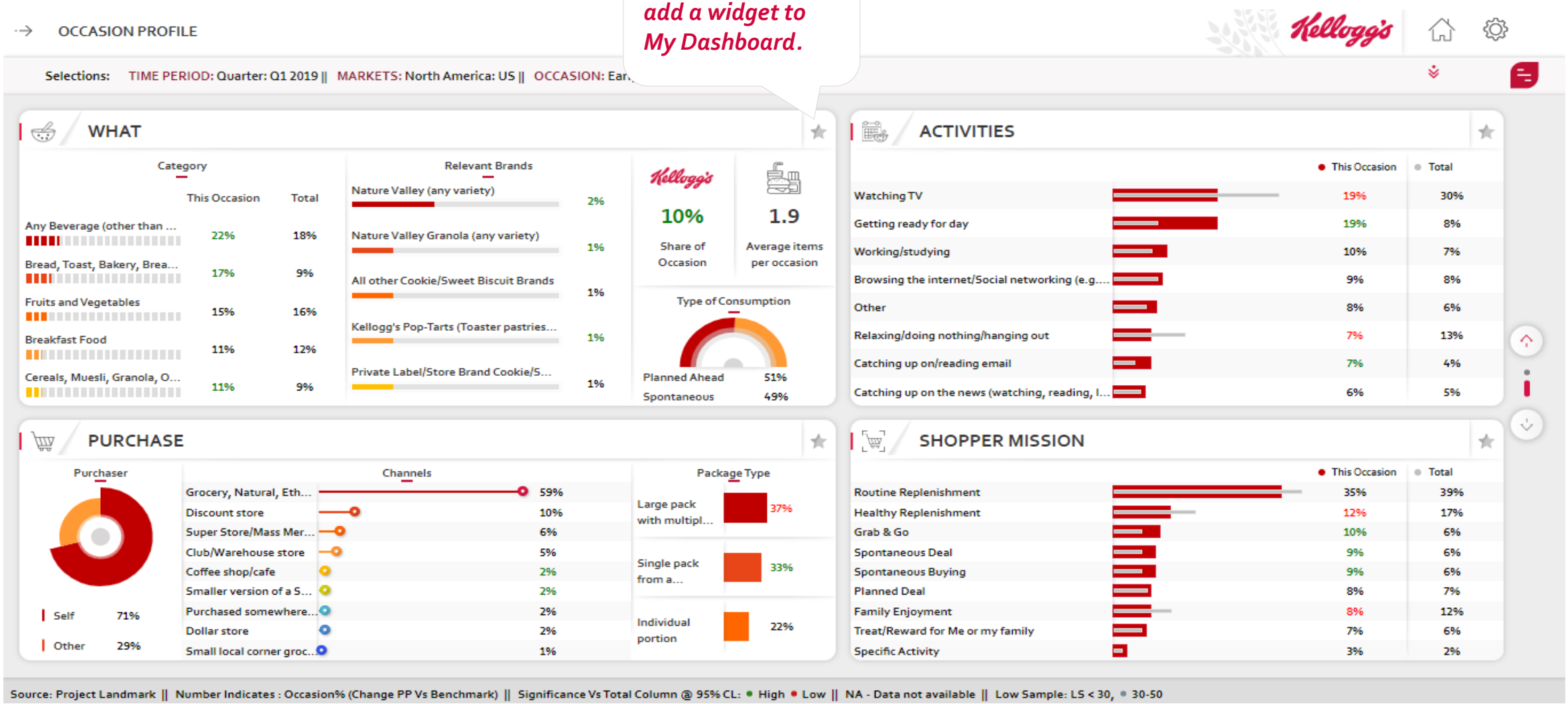
Top 9 Channels

Package Type:
"22% of items consumed at Early Morning Bite occasions were packaged as an individual portion."

Type Of Consumption:
"Consumption was planned ahead for 51% of the items consumed in Early Morning Bite occasions."

# Key Features



# Key Features

*Click the star to add a widget to My Dashboard.*