



User Guides
May 2020

LANDMARK OCCASION VISUALIZER LOV

REPORT GENERATOR MODULE

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Report Generator Module

- The Report Generator module automatically generates an editable PowerPoint report from pre-loaded templates.
- It consists of seven different reports types:
 1. Occasion Profiles
 2. Category Occasion Profiles
 3. Custom Category Occasion Profiles
 4. Channel/Retailer Occasion Profiles
 5. Custom Channel/Retailer Occasion Profiles
 6. OBPPC Summaries
 7. Kids Occasion Profiles

Report Generator Summary

Occasion Profiles:

- For all 14 occasions, the report includes demographic, occasions sizes, top categories, relevant brands, and channels along with other 5W metrics for the selected time period and market.

Category Occasion Profiles and Custom Category Occasion Profiles:

- For all market relevant categories, the report includes category % distribution across occasions, category size within occasions, category rank and consumption behavior within occasions.
- List of categories is dependent upon market selection. In case of multiple markets, a union of categories is shown.

Channel/Retailer Occasion Profiles and Custom Channel/Retailer Occasion Profiles :

- Report includes top 14 channels with information on channel's category engagement and consumption behavior across all 14 occasions.
- Also includes top 5 retailers of the top 5 channels with information on retailer's category engagement and consumption behavior across all 14 occasions.

OBPPC Summaries:

- Report summarizes the 14 occasions based on Occasion Size (O), Top Kellogg's Categories, Top 5 Kellogg's Brands, Top 5 Competitor Brands (B), Package Type (P), Key Channels and Top Retailers (C).

Kids Occasion Profiles:

- Report includes details of occasion size among kids and compares it to total population.
- Report further details the categories consumed by kids along with 5W details for all 14 occasions.

Occasion Profiles Report

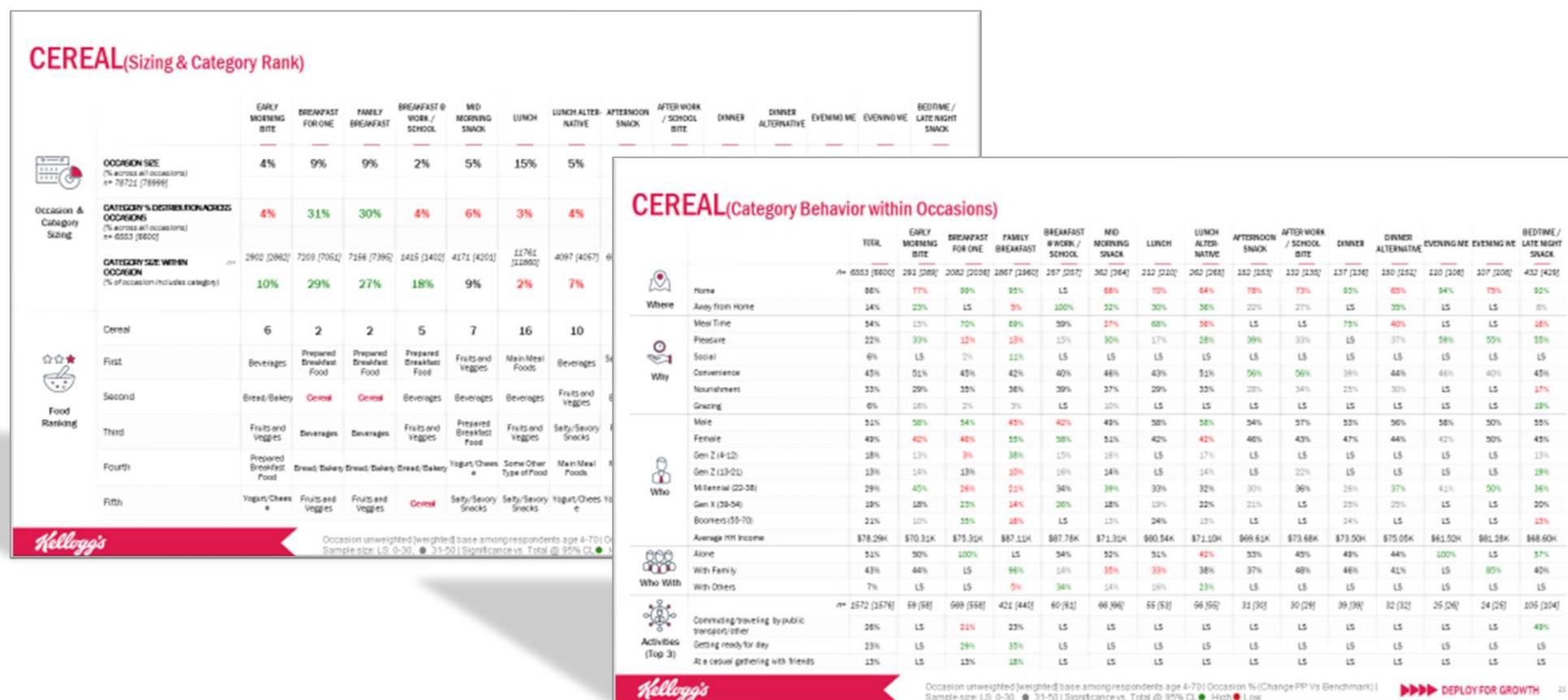
For all 14 occasions, the report includes demographic, segment sizes, top categories, relevant brands, and channels along with other 5W metrics for the selected time period and market.



Category Occasion Profiles Report

For all market relevant categories, the report includes category % distribution across occasions, category size within occasions, category rank and consumption behavior within occasions.

List of categories is dependent upon market selection. In case of multiple markets, a union of categories is shown.



Custom Categories

Using the Survey Categories, a new set of Custom Categories have been classified. Refer to the following slide for custom categories included and definitions.

SURVEY CATEGORY DESCRIPTIONS

- Breakfast Food (prepared by/for you): (e.g., Eggs, Meat (Bacon, Sausage, Ham), Meat Substitutes (Veggie bacon, sausage), Sandwiches, French Toast, Pancakes, Waffles, etc.))
- Packaged Frozen Ready-to-Eat Breakfast Food: (e.g., Breakfast Sandwiches, French Toast, Pancakes, Waffles, Toaster Strudels, etc.)
- Cereals, Muesli, Granola, Oatmeal, Oats (Hot or Cold)
- Bread, Toast, Bakery, Breakfast Pastries, Toaster Pastries (e.g., Bagels, Muffins, Donuts, Croissants, Danishes, Coffee Cakes)
- Yogurt and Cheese
- Fruits and Vegetables (fresh/raw, in juice, cooked)
- Salty or Savory Snacks (e.g., Rice/Soy Cakes/Snacks, Rice Crackers, Chips (of any kind), Cheese Puffs, Pretzels, Popcorn, Snack Mixes, Cracker Chips, Pork Rinds)
- Meat Snack/Jerky
- Nuts, Seeds, Trail Mixes, Roasted Chickpeas
- Crackers/Savory Biscuits, Crispbreads, Rusk
- Cookies/Sweet Biscuits
- Bars or Bites (e.g., Cereal Bars, Granola Bars, Sport Bars, Weight Management Bars, Protein Bars or Bites, Marshmallow Treat Bars, etc.)
- Sweets, Chocolates, Candy, Gum/Mints, Fruit Snacks
- Dessert Items/Snacks (Gelatin, Pudding, Custard, Rice Pudding, Tapioca, Ice Cream, Frozen Yogurt, Sherbet/Sorbet, Popsicles, Frozen Fruit Bars)
- Sweet Baked Dessert-Like Items (e.g., Cake, Pie, Cupcakes, Brownies, Snack Cakes, Snack Fruit Pies, Biscotti, Tea Cakes, etc.)
- Packaged Frozen Ready-to-Eat Appetizers and Entrees
- Main Meal Foods (prepared by/for you): (e.g., Meats, Meat Substitutes (e.g., Veggie Burgers, Chik'n, etc.), Soups, Salads, Sandwiches, Burritos/Wraps, Potatoes/French Fries, Pizza, Pasta, Beans, Appetizers, etc.)
- Traditional Mexican Foods/Snacks (Mexico only)
- Traditional Brazilian Foods/Snacks (Brazil only)
- Meal Replacement Drinks/Nutritional Drinks/Smoothies/Smoothie Bowls/Shakes
- Any Beverage (other than a Meal Replacement Drink/Nutritional Drink/Smoothie/Shake)

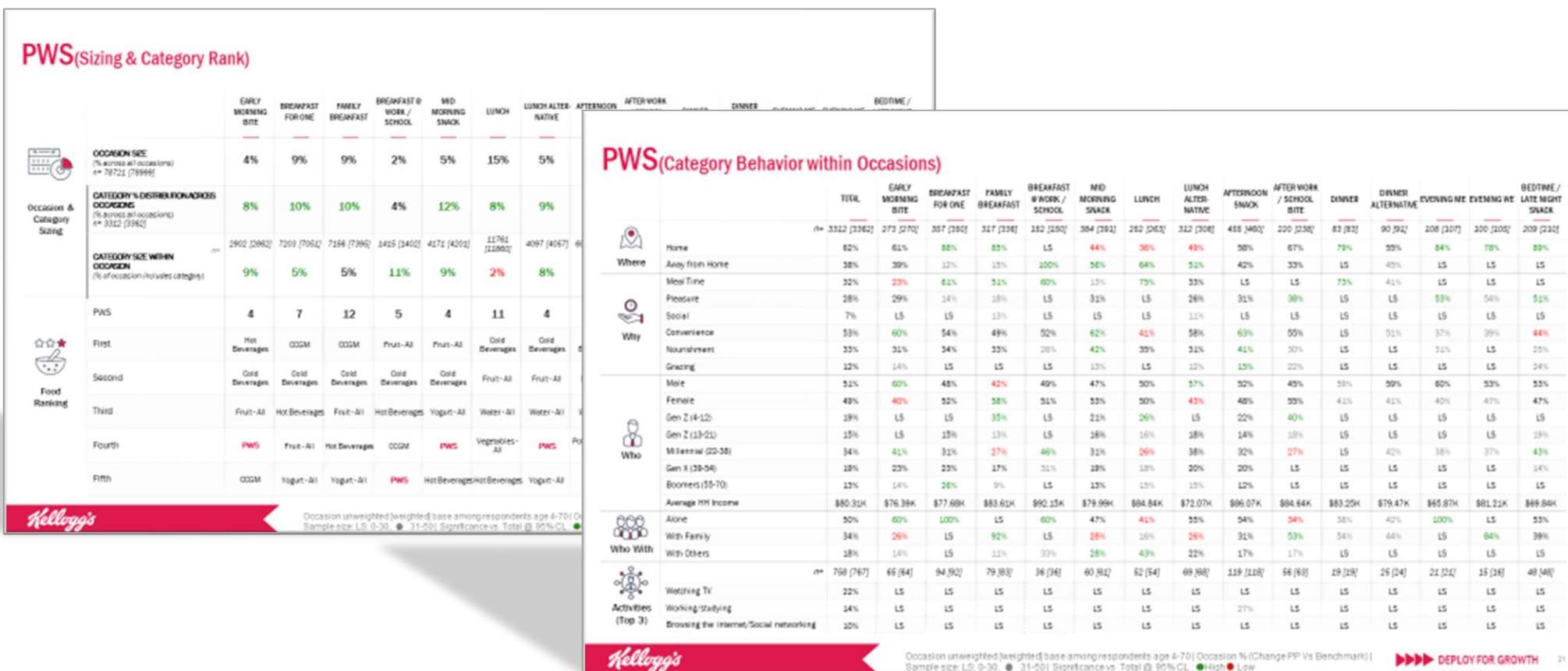
CUSTOM CATEGORY DEFINITIONS

CCGM	<ul style="list-style-type: none"> Cold Cereal, Muesli, Granola
PWS	<ul style="list-style-type: none"> Bars or Bites (e.g., Cereal Bars, Granola Bars, Sport Bars, Weight Management Bars, Protein Bars or Bites, Marshmallow Treat Bars, etc.) and Toaster Pastries
Toaster Pastries	<ul style="list-style-type: none"> Toaster Pastries (bar or bites) and Toaster Pastries (bread/pastries)
From the Griddle	<ul style="list-style-type: none"> Frozen Pancakes, Frozen Waffles, Frozen French Toast
Frozen Waffles/ Pancakes	<ul style="list-style-type: none"> Frozen Pancakes, Frozen Waffles
Frozen/Refrig Veggie	<ul style="list-style-type: none"> Breakfast Meat Alternative Sausage (Veggie, Soy-Based), Breakfast Meat Alternative Bacon (Veggie, Soy-Based), Breakfast Meat Alternative (All others), Meat Alternative Burger (Veggie, Soy-Based), Meat Alternative Chik'n (Veggie, Soy-Based), Meat Alternative (Tofu, All others)
Frozen Veggie	<ul style="list-style-type: none"> Frozen Breakfast Meat Alternative Sausage (Veggie, Soy-Based), Frozen Breakfast Meat Alternative Bacon (Veggie, Soy-Based), Frozen Breakfast Meat Alternative (All others), Frozen Meat Alternative Burger (Veggie, Soy-Based), Frozen Meat Alternative Chik'n (Veggie, Soy-Based), Frozen Meat Alternative (Tofu, All others)
Refrigerated Veggie	<ul style="list-style-type: none"> Refrigerated Breakfast Meat Alternative Sausage (Veggie, Soy-Based), Refrigerated Breakfast Meat Alternative Bacon (Veggie, Soy-Based), Refrigerated Breakfast Meat Alternative (All others), Refrigerated Meat Alternative Burger (Veggie, Soy-Based), Refrigerated Meat Alternative Chik'n (Veggie, Soy-Based), Refrigerated Meat Alternative (Tofu, All others)
Potato/Tortilla Chips	<ul style="list-style-type: none"> Potato Chips, Tortilla Chips - plain or flavored
Yogurt – All	<ul style="list-style-type: none"> Yogurt - drinkable, Yogurt - not drinkable, Yogurt snacks, Probiotic Yogurt Drink, Yakult, Yogurt - fat free/low fat, Yogurt - Greek, Probiotic Yogurt, Yogurt - All natural, Yogurt - Fruit, Yogurt - Goat's /Sheep's Milk, Yogurt and Cereals, Kids Yogurt, Other types of yogurt
Cheese – All	<ul style="list-style-type: none"> Cottage cheese, String cheese, Cream cheese, Manchego Cheese, Oaxaca Cheese, Panela Cheese, Fresco Cheese, Small Swiss, Cheddar Cheese, Cheese Spreads, Soft Cheese (e.g., Brie, Camembert, etc), White Cheese, Other types of cheese
Fruits – All	<ul style="list-style-type: none"> Fruit - fresh, Fruit – fresh packaged, Fruit - in juice - canned, jarred, cups, Fruit - dried, Açai, Fruit - Stewed, Fruit in Syrup
Vegetables – All	<ul style="list-style-type: none"> Vegetables - raw, Vegetables - raw packaged, Vegetables - canned, jarred, cups, Vegetables - Cooked, Cassava
Nuts – All	<ul style="list-style-type: none"> Nuts, Nuts (salted), Nuts (plain)
Cold Beverages	<ul style="list-style-type: none"> Plain Milk or Milk Substitute, Flavored Milk, Milk Additives, Milkshake, Fruit Juice, Fruit Drink (not real juice), Vegetable Juice, Energy Drink, Energy Shot, Sports Drink, Soft Drink/Soda - regular or diet, Water - tap, Water - bottled (plain, no flavoring), Water - Flavored, Water - Flavored with powders, Vitamin drinks / water (e.g., Glaceau / Vitamin Water), Coconut Water, Slushy/Frozen drink, Beer/Ale, Wine/champagne, Cocktail/Mixed drink, Spirits / Liquor by Itself, Juice Fruit Mix with Vegetables, Natural fruit juice (freshly prepared), Cider, Squash (dilute), Water Sparkling
Hot Beverages	<ul style="list-style-type: none"> Coffee, Tea, Atole / champurrado
Alcohol – All	<ul style="list-style-type: none"> Beer/Ale, Wine/Champagne, Cocktail/Mixed drink, Spirits / Liquor by Itself, Cider
Energy/Sport Drinks – All	<ul style="list-style-type: none"> Energy Drink, Energy Shot, Sports Drink
Fruit or Veggie Drinks – All	<ul style="list-style-type: none"> Fruit Juice, Fruit Drink (not real juice), Vegetable Juice, Juice Fruit Mix with Vegetables, Natural fruit juice (freshly prepared)
Milk – All	<ul style="list-style-type: none"> Plain Milk or Milk Substitute, Flavored Milk, Milk Additives, Milkshake, Plain Milk, Milk Substitute
Water – All	<ul style="list-style-type: none"> Water - tap, Water - bottled (plain, no flavoring), Water - Flavored, Water - Flavored with powders, Vitamin drinks / water (e.g., Glaceau / Vitamin Water), Coconut Water, Water Sparkling

Custom Category Occasion Profiles Report

Consistent with the Category Occasion Profile report, the category profiles are based on the Custom Category definitions.

List of categories is dependent upon market selection. In case of multiple markets, a union of categories is shown.



Channel/Retailer Occasion Profiles Report

Report includes top 14 channels with information on channel's category engagement and consumption behavior across all 14 occasions.

Also includes top 5 retailers with information on retailer's category engagement and consumption behavior across all 14 occasions.

CHANNEL COMPARISON - Occasion Size within Channel													
	TOTAL	GROCERY/ NATURAL, ETHNIC STORES/SUPPERMARKET	SUPER STORES/WAREHOUSE STORE	DISCOUNT GROCERY STORE	ALTERNATE SERVICE RESTAURANT/FAST FOOD RESTAURANT	CLASSIC/FAST CASUAL RESTAURANT	FAST CASUAL RESTAURANT	PREPARED STORE/FAST CASUAL RESTAURANT	DOLLAR STORE	ONLINE	CONVENIENCE STORE/FAST CASUAL RESTAURANT	SMALL LOCAL GROCERY STORE/FAST CASUAL RESTAURANT	OTHER STORE/FAST CASUAL RESTAURANT
CHANNEL SIZE (% of items consumed across all occasions) n= 20106 (20133)	54%	12%	7%	4%	4%	4%	2%	1%	1%	1%	1%	1%	0%
20106 (20133)	20106 (20133)	4297 (4302)	1702 (1702)	1063 (1063)	1447 (1447)	1338 (1338)	571 (571)	888 (888)	288 (288)	371 (371)	288 (288)	340 (340)	271 (271)

CHANNEL COMPARISON - Category Engagement													
	TOTAL	GROCERY/ NATURAL, ETHNIC STORES/SUPPERMARKET	SUPER STORES/WAREHOUSE STORE	DISCOUNT GROCERY STORE	ALTERNATE SERVICE RESTAURANT/FAST FOOD RESTAURANT	CLASSIC/FAST CASUAL RESTAURANT	FAST CASUAL RESTAURANT	PREPARED STORE/FAST CASUAL RESTAURANT	DOLLAR STORE	ONLINE	CONVENIENCE STORE/FAST CASUAL RESTAURANT	SMALL LOCAL GROCERY STORE/FAST CASUAL RESTAURANT	OTHER STORE/FAST CASUAL RESTAURANT
CHANNEL SIZE (% of items consumed across all occasions) n= 20106 (20133)	54%	12%	7%	4%	4%	4%	2%	1%	1%	1%	1%	1%	0%
20106 (20133)	20106 (20133)	4297 (4302)	1702 (1702)	1063 (1063)	1447 (1447)	1338 (1338)	571 (571)	888 (888)	288 (288)	371 (371)	288 (288)	340 (340)	271 (271)

CHANNEL COMPARISON - Consumption Behaviors													
	TOTAL	GROCERY/ NATURAL, ETHNIC STORES/SUPPERMARKET	SUPER STORES/WAREHOUSE STORE	DISCOUNT GROCERY STORE	ALTERNATE SERVICE RESTAURANT/FAST FOOD RESTAURANT	CLASSIC/FAST CASUAL RESTAURANT	FAST CASUAL RESTAURANT	PREPARED STORE/FAST CASUAL RESTAURANT	DOLLAR STORE	ONLINE	CONVENIENCE STORE/FAST CASUAL RESTAURANT	SMALL LOCAL GROCERY STORE/FAST CASUAL RESTAURANT	OTHER STORE/FAST CASUAL RESTAURANT
Where	HOME	20106 (20133)	4297 (4302)	1702 (1702)	1063 (1063)	1447 (1447)	1338 (1338)	571 (571)	888 (888)	288 (288)	371 (371)	288 (288)	340 (340)
Why	MEAL TIME	20106 (20133)	4297 (4302)	1702 (1702)	1063 (1063)	1447 (1447)	1338 (1338)	571 (571)	888 (888)	288 (288)	371 (371)	288 (288)	340 (340)
Who	MALE	20106 (20133)	4297 (4302)	1702 (1702)	1063 (1063)	1447 (1447)	1338 (1338)	571 (571)	888 (888)	288 (288)	371 (371)	288 (288)	340 (340)
Who With	ALONE	20106 (20133)	4297 (4302)	1702 (1702)	1063 (1063)	1447 (1447)	1338 (1338)	571 (571)	888 (888)	288 (288)	371 (371)	288 (288)	340 (340)
Activities (Top 5)	WORKING/STUDYING	20106 (20133)	4297 (4302)	1702 (1702)	1063 (1063)	1447 (1447)	1338 (1338)	571 (571)	888 (888)	288 (288)	371 (371)	288 (288)	340 (340)

RETAILER COMPARISON - Occasion Size within Retailer						
	TOTAL	GROCERY/ NATURAL, ETHNIC STORES/SUPPERMARKET	OTHER STORE/FAST CASUAL RESTAURANT	KROGER	PUBLIX	SATWAY
RETAILER SIZE WITHIN CHANNEL (% of items consumed across channel) n= 20106 (20133)	54%	36%	16%	7%	5%	4%
20106 (20133)	20106 (20133)	7347 (7350)	3134 (3134)	1371 (1371)	1020 (1017)	844 (836)

RETAILER COMPARISON - Category Engagement						
	TOTAL	GROCERY/ NATURAL, ETHNIC STORES/SUPPERMARKET	OTHER STORE/FAST CASUAL RESTAURANT	KROGER	PUBLIX	SATWAY
RETAILER SIZE WITHIN CHANNEL (% of items consumed across channel) n= 20106 (20133)	54%	36%	16%	7%	5%	4%
20106 (20133)	20106 (20133)	7347 (7350)	3134 (3134)	1371 (1371)	1020 (1017)	844 (836)
Where	HOME	20106 (20133)	7347 (7350)	3134 (3134)	1371 (1371)	1020 (1017)
Why	MEAL TIME	20106 (20133)	7347 (7350)	3134 (3134)	1371 (1371)	1020 (1017)
Who	MALE	20106 (20133)	7347 (7350)	3134 (3134)	1371 (1371)	1020 (1017)
Who With	ALONE	20106 (20133)	7347 (7350)	3134 (3134)	1371 (1371)	1020 (1017)
Activities (Top 5)	WORKING/STUDYING	20106 (20133)	7347 (7350)	3134 (3134)	1371 (1371)	1020 (1017)

Custom Channels

Using the Survey Master Channel List, a new set of Custom Channel Nets have been classified. Refer to the following slide for Custom Channels included for each market.

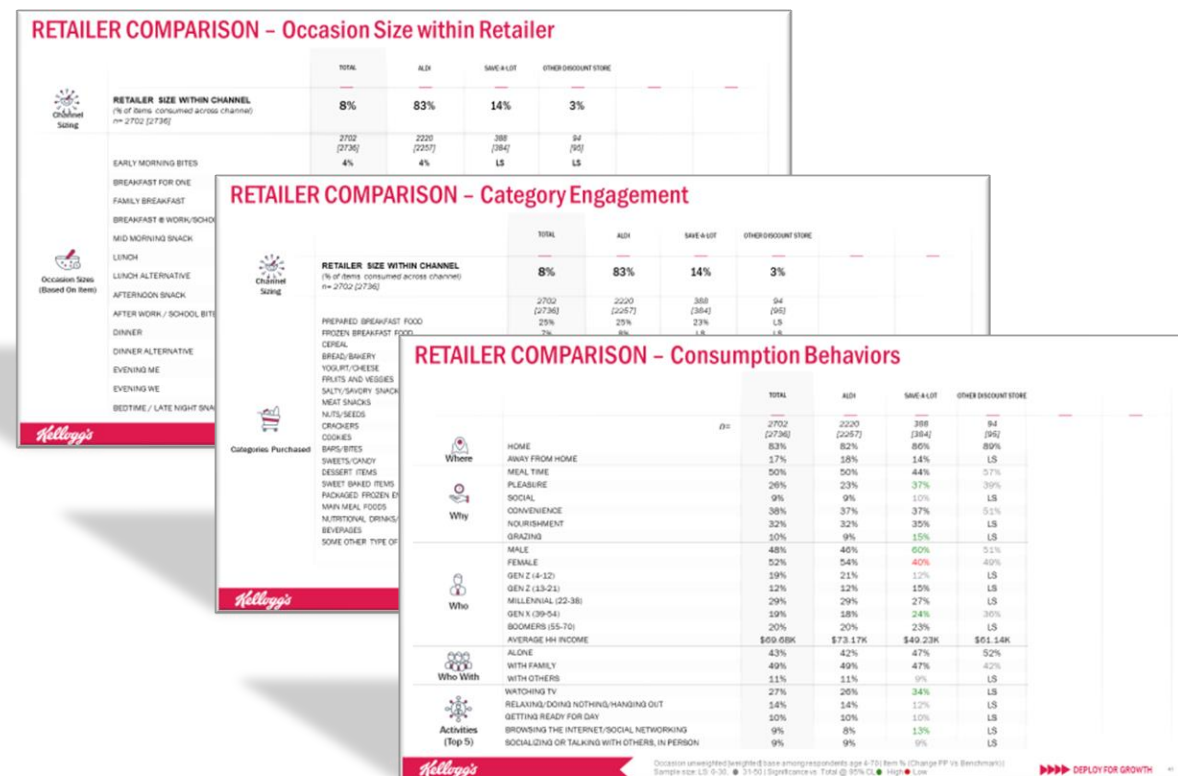
MASTER CHANNEL LIST

• Grocery Store / Supermarket	• Bakery
• Natural/Specialty Grocery Store	• Convenience store / Minimarket / gas station
• Ethnic Grocery Store	• School Kindergarten through Grade 12 cafeteria
• Smaller version of a Supermarket	• College / university cafeteria
• Small local corner grocery store or bodega or mom and pop shop	• Office / workplace
• Traditional market	• Typical food place (taqueria, food, courier, tortería, etc.)
• Street or Traveling Market	• Coffee shop / café
• Dedicated Store (such as Tortillería, Butchery, Poultry, Quesería, etc.)	• A quick service restaurant / fast food restaurant
• Wholesaler	• Full-service restaurant
• Corner Shop	• Mall/food court
• Street Stall / Corner Stand / Informal Sale / Semaphore or High Seller	• Deli
• Hypermarket	• Bar / nightclub
• Club/Warehouse store	• Ice cream shop
• Dollar store	• Health Club / Gym / sports center / sports field
• Discount store	• Hotel
• Super Store / Mass Merchandise Store	• Hospital / Long Term Care Facility / Retirement Home
• Department store / Retail Store (non-food store such as a department store, hardware store, etc.)	• Airport or other transit location
• Health food store	• Cinema / Movie theater / amusement park
• Drugstore	• Military Location
• Specialty / Gourmet Food shop	• Online

CUSTOM CHANNEL NETS

• TotalWorkSchool (US)	• TotalHyper/Supermarkets (Brazil)	• TotalWorkSchool (France)
• TotalFoodService (US)	• TotalWorkSchool (Brazil)	• TotalFoodService (France)
• GroceryRetailers (US)	• TotalFoodService (Mexico)	• TotalGeneralHospitality/ Onsite Catering (France)
• MassMerchRetailers (US)	• Hypermarkets (Brazil)	• LargeGroceryRetailers (France)
• NaturalRetailers (US)	• Supermarkets (Brazil)	• NaturalRetailers (France)
• DiscountRetailers (US)	• DiscountStores (Brazil)	• ConvenienceMiniMarketGas (France)
• ClubWarehouse (US)	• NeighborhoodSupermarkets (Brazil)	• ClubWarehouse (France)
• DollarStores (US)	• ClubWarehouse (Brazil)	• DiscountRetailers (France)
• Drugstores (US)	• CashAndCarry (Brazil)	• CafeCoffeeShops (France)
• ConvenienceMiniMarketGas (US)	• Pharmas (Brazil)	
• CafeCoffeeShops (US)	• TotalHyper/Supermarkets (Mexico)	• TotalGrocery (UK)
• FastFoodQSRs (US)		• TotalWorkSchool (UK)
	• TotalWorkSchool (Mexico)	• TotalFoodService (UK)
	• TotalFoodService (Mexico)	• TotalGeneralHospitality/ Onsite Catering (UK)
	• Hyper/Supermarkets (Mexico)	• DiscountGroceryRetailers (UK)
	• ClubWarehouse (Mexico)	• LargeGroceryRetailers (UK)
	• DiscountStores (Mexico)	• ConvenienceMiniMarketGas (UK)
	• Drugstore/Minisupers(Mexico)	• PoundStore/BargainStore (UK)
	• ConvenienceMiniMarketGas (Mexico)	• GeneralPharmacy/HealthBeauty-ledPharmacy (UK)
	• CafeCoffeeShops (Mexico)	• Convenience/SmallSupermarket/Minimarket/PetrolStation (UK)
	• TaqueriaTorteríaLunchCounter (Mexico)	• CafeCoffeeShops (UK)
	• Wholesalers (Mexico)	• FastFoodQSRs (UK)
	• TotalHyper/Supermarkets (Mexico)	• DepartmentStores (UK)
	• TotalWorkSchool (Mexico)	

Also includes top 5 retailers of the top 5 custom channels with information on retailer's category engagement and consumption behavior across all 14 occasions.



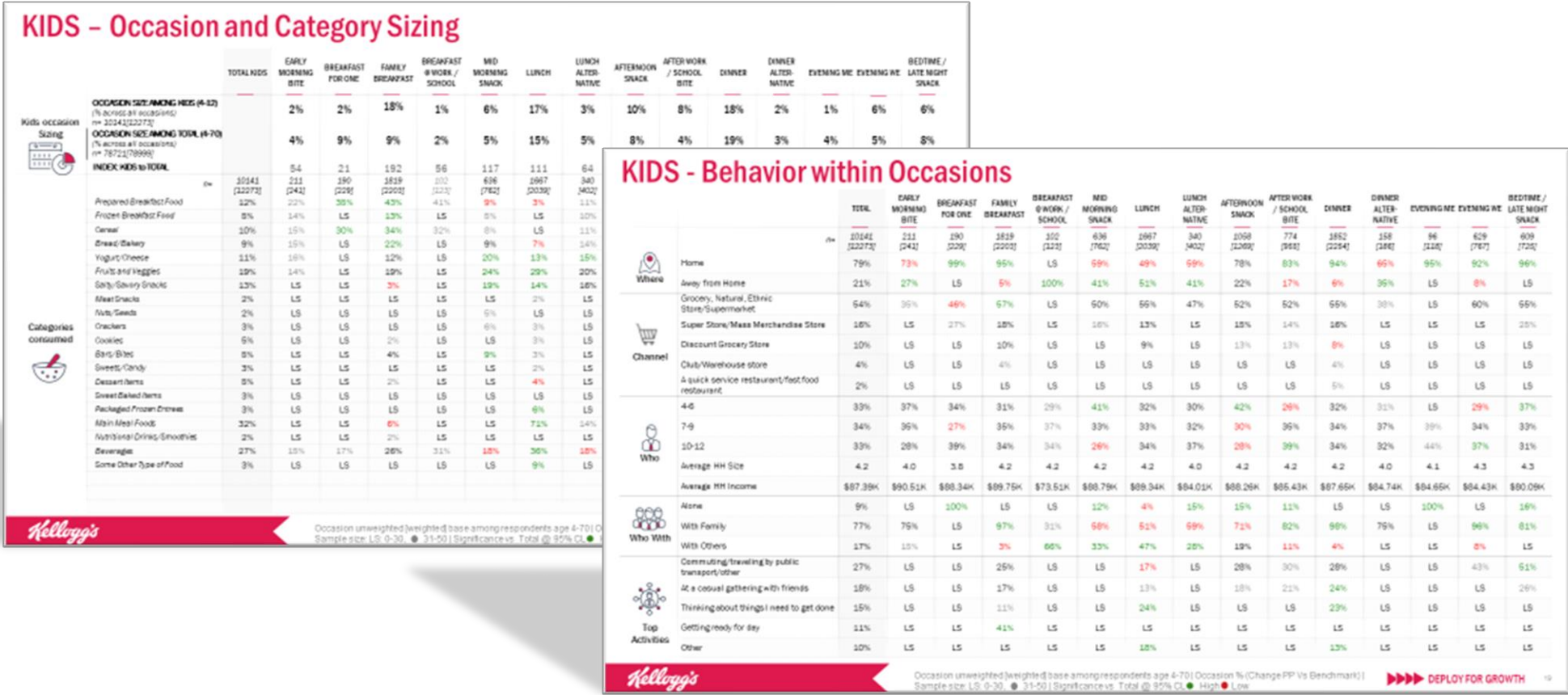
OBPPC Summaries Report

Report summarizes the 14 occasions based on Occasion Size (O), Top Kellogg's Categories, Top 5 Kellogg's Brands, Top 5 Competitor Brands (B), Package Type (P), Key Channels and Top Retailers (C).

OBPPC - MORNING							
Occasion Size	Occasion	Top Kellogg's Items	Top 5 Kellogg's Brands	Top 5 Competitor Brands	Package Types	Key Channels	Top Retailers
9%	FAMILY BREAKFAST	18% - Cold cereal - any form 5% - Oatmeal 5% - Frozen Waffles	13.1% - Kellogg's Share of Occasion 3.0% - Eggo (any variety) 1.4% - Eggo (Frozen Pancakes) 0.8% - Kellogg's Frosted Flakes (any variety) 0.8% - Kellogg's Pop-Tarts (any variety) (Toaster pastries (Bread/Bakery)) 0.7% - Kellogg's Frost Loops (any variety)	4.0% - General Mills Cheerios (any variety) 1.1% - General Mills Lucky Charms (any variety) 1.1% - Private Label/Store Brand Cereal 1.0% - Jimmy Dean Breakfast Sandwiches (any variety) 0.8% - Nature Valley Granola (any variety)	48% - A large/sharing/multi-serve pack/bag/bin/tub 24% - Single pack/individual portion from a multi-pack/bag/bin 18% - Single pack/individual portion	58% - Grocery, Natural, Ethnic Store/Supermarket 13% - Super Store/Mass Merchandise Store 9% - Discount Grocery Store 5% - Club/Warehouse store 1% - Dollar store	23% - Other Grocery/Supermarket Store (General, Specialty or Ethnic) 13% - Walmart 10% - Kroger 5% - Aldi 4% - Publix
2%	BREAKFAST AT WORK/SCHOOL	8% - Cold cereal - any form 7% - Oatmeal 4% - Granola Bar	9.6% - Kellogg's Share of Occasion 1% - Kellogg's Special K (any variety) (All other Bars or Bites) 1% - Kellogg's Pop-Tarts (any variety) (Toaster pastries (Bread/Bakery)) 1% - Eggo (any variety) 1% - Eggo Nutri-Grain 1% - Eggo (Frozen Pancakes)	1% - Nature Valley (any variety) 1% - Jimmy Dean Breakfast Sandwiches (any variety) 1% - General Mills Cheerios (any variety) 1% - Nature Valley Granola (any variety) 1% - Quaker Oats (any variety)			
Kellogg's Occasion unweighted (weighted base among respondents age 4-70) Occ. Sample size: 1,000 (95% CI: 31-50) Brand/Category Total @ 85% CI: 1-10							
OBPPC - AFTERNOON							
Occasion Size	Occasion	Top Kellogg's Items	Top 5 Kellogg's Brands	Top 5 Competitor Brands	Package Types	Key Channels	Top Retailers
15%	LUNCH	3% - Potato Chips 1% - Tortilla Chips - plain or flavored 1% - Cold cereal - any form	2.3% - Kellogg's Share of Occasion 1% - Pringles (all other varieties) 1% - Eggo (any variety) 1% - Kellogg's Nutri-Grain Bar (any variety) 1% - Kellogg's Nutri-Grain Bar (any variety) 1% - Kellogg's Nutri-Grain Bar (any variety)	1.5% - Walkers / Lay's 0.5% - Private Label/Store Brand Potato Chips 0.4% - Ruffles (any variety) 0.4% - Doritos (any variety) 0.3% - Cheesitos (any variety)	48% - A large/sharing/multi-serve pack/bag/bin/tub 23% - Single pack/individual portion from a multi-pack/bag/bin 20% - Single pack/individual portion	51% - Grocery, Natural, Ethnic Store/Supermarket 9% - Super Store/Mass Merchandise Store 6% - Discount Grocery Store 2% - Club/Warehouse store	23% - Other Grocery/Supermarket Store (General, Specialty or Ethnic) 10% - Kroger 5% - Aldi 5% - Walmart
5%	LUNCH ALTERNATIVE	4% - Potato Chips 3% - Cold cereal - any form 2% - Granola Bar	8.0% - Kellogg's Share of Occasion 0.8% - Kellogg's Special K (any variety) (All other Bars or Bites) 0.8% - Eggo (any variety) 1% - Kellogg's Nutri-Grain Bar (any variety) 1% - Kellogg's Nutri-Grain Bar (any variety) 1% - Kellogg's Nutri-Grain Bar (any variety)	1.9% - Walkers / Lay's 0.8% - Nature Valley (any variety) 0.8% - Cheesitos (any variety) 1% - Nature Valley Granola (any variety) 1% - Doritos (any variety)	40% - A large/sharing/multi-serve pack/bag/bin/tub 20% - Single pack/individual portion from a multi-pack/bag/bin 20% - Single pack/individual portion	51% - Grocery, Natural, Ethnic Store/Supermarket 9% - Super Store/Mass Merchandise Store 6% - Discount Grocery Store 2% - Club/Warehouse store	24% - Other Grocery/Supermarket Store (General, Specialty or Ethnic) 13% - Walmart 10% - Kroger 5% - Aldi 5% - Publix
Kellogg's Occasion unweighted (weighted base among respondents age 4-70) Occ. Sample size: 1,000 (95% CI: 31-50) Brand/Category Total @ 85% CI: 1-10							
OBPPC - EVENING							
Occasion Size	Occasion	Top Kellogg's Items	Top 5 Kellogg's Brands	Top 5 Competitor Brands	Package Types	Key Channels	Top Retailers
4%	EVENING ME	5% - Potato Chips 3% - Cold cereal - any form 3% - Popcorn and Popcorn Snacks	5.0% - Kellogg's Share of Occasion 1% - Pringles (all other varieties) 1% - Ruffles (any variety) 1% - Kellogg's Pop-Tarts (any variety) (Toaster pastries (Bread/Bakery)) 1% - Kellogg's Nutri-Grain Bar (any variety) 1% - Kellogg's Special K (any variety) (All other Bars or Bites)	1.9% - Walkers / Lay's 0.8% - Nature Valley (any variety) 0.8% - Cheesitos (any variety) 1% - Nature Valley Granola (any variety) 1% - Doritos (any variety)	48% - A large/sharing/multi-serve pack/bag/bin/tub 23% - Single pack/individual portion from a multi-pack/bag/bin 20% - Single pack/individual portion	51% - Grocery, Natural, Ethnic Store/Supermarket 9% - Super Store/Mass Merchandise Store 6% - Discount Grocery Store 2% - Club/Warehouse store	24% - Other Grocery/Supermarket Store (General, Specialty or Ethnic) 13% - Walmart 10% - Kroger 5% - Aldi 5% - Publix
5%	EVENING WE	5% - Popcorn and Popcorn Snacks 4% - Potato Chips 3% - Cookies - Chocolate Chip	4.4% - Kellogg's Share of Occasion 1% - Kellogg's Nutri-Grain Bar (any variety) 1% - Kellogg's Nutri-Grain Bar (any variety) 1% - Kellogg's Nutri-Grain Bar (any variety) 1% - Kellogg's Nutri-Grain Bar (any variety) 1% - Kellogg's Nutri-Grain Bar (any variety)	1.7% - Private Label/Store Brand Popcorn and Popcorn Snacks 1.7% - All other Popcorn and Popcorn Snacks 1.7% - Walkers / Lay's 1% - Doritos (any variety) 1% - Ruffles (any variety)	67% - A large/sharing/multi-serve pack/bag/bin/tub 21% - Single pack/individual portion from a multi-pack/bag/bin 18% - Single pack/individual portion	57% - Grocery, Natural, Ethnic Store/Supermarket 13% - Super Store/Mass Merchandise Store 6% - Discount Grocery Store 6% - Club/Warehouse store 1% - Dollar store	23% - Other Grocery/Supermarket Store (General, Specialty or Ethnic) 13% - Walmart 10% - Kroger 5% - Aldi 5% - Publix
Kellogg's Occasion unweighted (weighted base among respondents age 4-70) Occ. Sample size: 1,000 (95% CI: 31-50) Brand/Category Total @ 85% CI: 1-10							

Kids Occasion Profiles Report

Report includes details of occasion size among kids and compares it to total population.
Report further details the categories consumed by kids along with 5W details for all 14 occasions.



All Reports– Introduction to Occasions

Each report contains an Introduction to Occasions section. Below are samples of slides included.

Project Objective

Establish an enterprise-wide, standardized continuous tracker of eating occasions within our core markets inclusive of brands, categories, channels and retailers

In order to unlock the power of occasions, Landmark captures all 5W's defining the situational context associated with consumption and factors associated with purchase, allowing us to entice buyers when they are most motivated and receptive to buy.




Kellogg's DEPLOY FOR GROWTH

Occasions allow us to move beyond category-first thinking

Occasions challenge us to think about how to better meet the needs within the occasions compared to our category competitors and against competing categories.

- Intuitive and globally understood
- Provide clarity on what people eat and why
- Sharpen our perspective on consumer behavior and trends
- Identify white-space and category-adjacent growth opportunities
- Understand truly "ownable" occasions where Kellogg's can differentiate
- Focus our innovation and commercialization efforts
- Focus our M&A activities



Kellogg's DEPLOY FOR GROWTH

Occasion Definition

AN OCCASION IS...

An eating situation surrounded by what is happening during a **specific time and/or place**. This is enhanced by understanding **who** is eating, **what** they are eating, **why** they are eating, the **retail environment** where food was purchased, as well as the physical circumstances surrounding the occasion.


WHEN
When the eating occasion happens (e.g., at breakfast, between meals, after work, right before going to bed, etc.)

WHERE
Where the eating occasion takes place (e.g., at home, in the office, in a restaurant, etc.)

WHY
Why the product is chosen instead of others (e.g., nutritional benefits, relieve boredom, satisfy hunger, within reach, etc.)

WHO/WHO WITH
Who consumes the product and with whom (e.g., children at breakfast with parents, young millennials alone at night, etc.)

WHAT
What is eaten (e.g., trail mix, granola bar with a cup of coffee, cereal with yogurt, etc.)



Kellogg's DEPLOY FOR GROWTH

Occasion V. Seasonal Event: We need both, but let's not confuse them

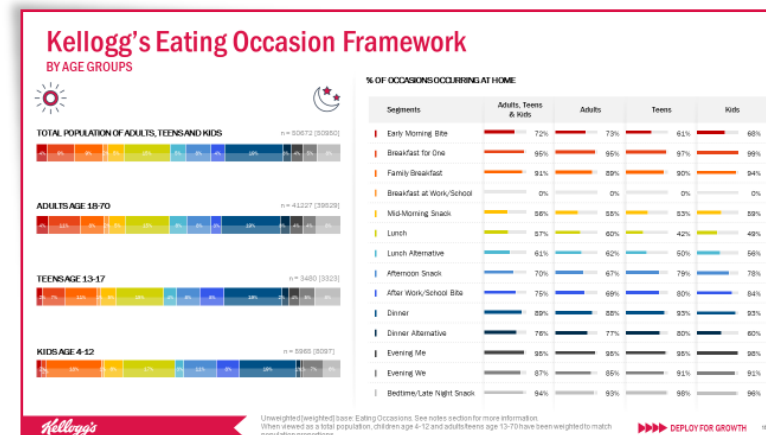
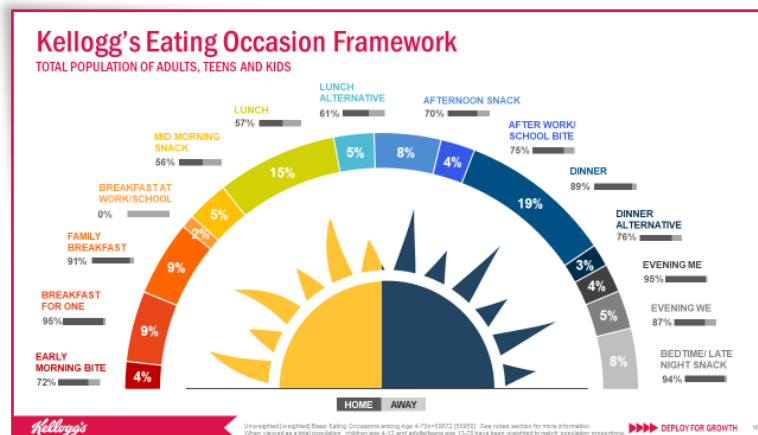
An Occasion can happen any day at any point across the year – opening up big, consistent opportunities

Seasonal Events are time bound, calendar-based windows with limited range of opportunity

Consider the Stationery Example

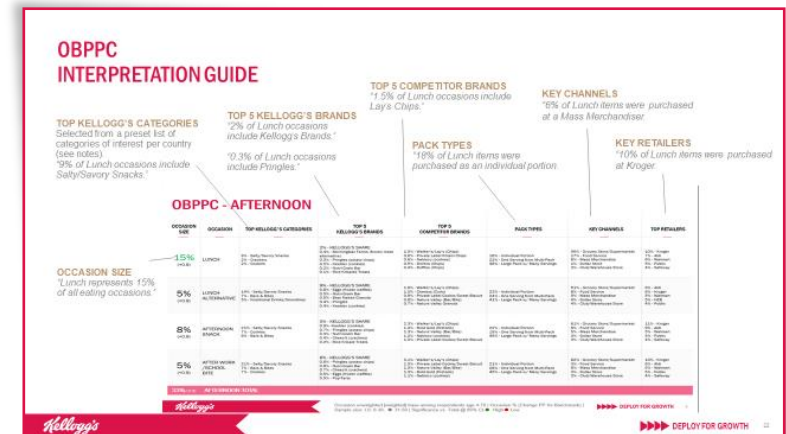
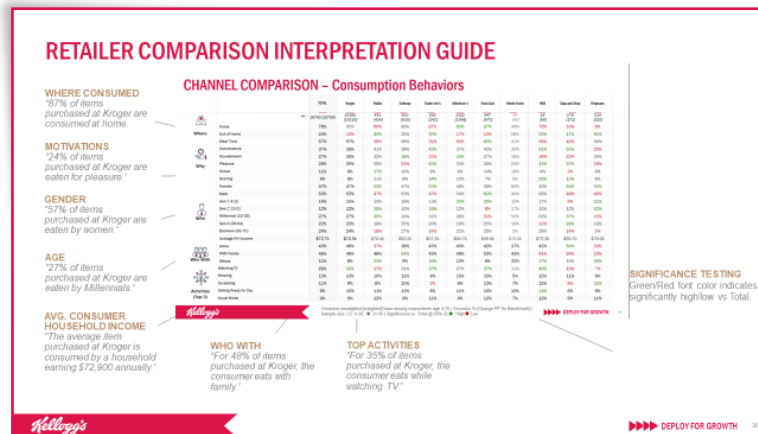
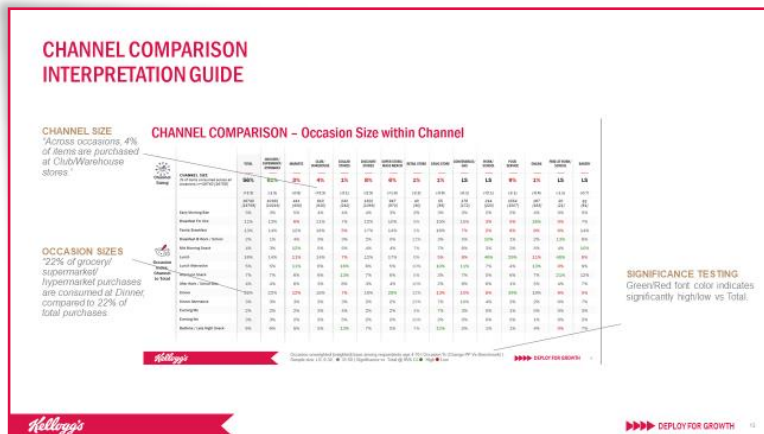
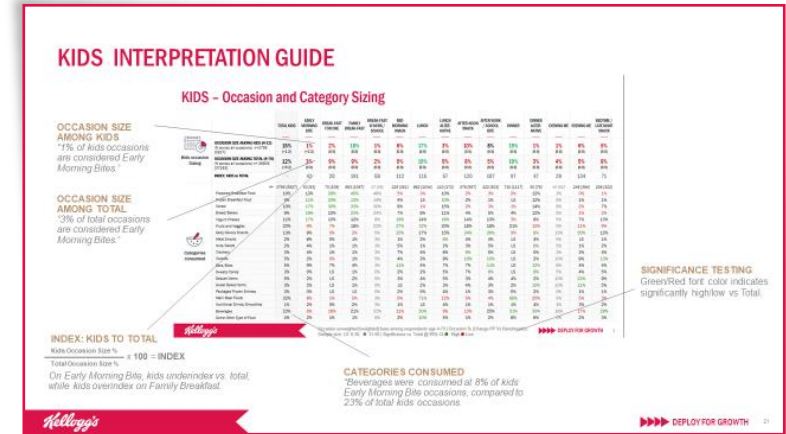
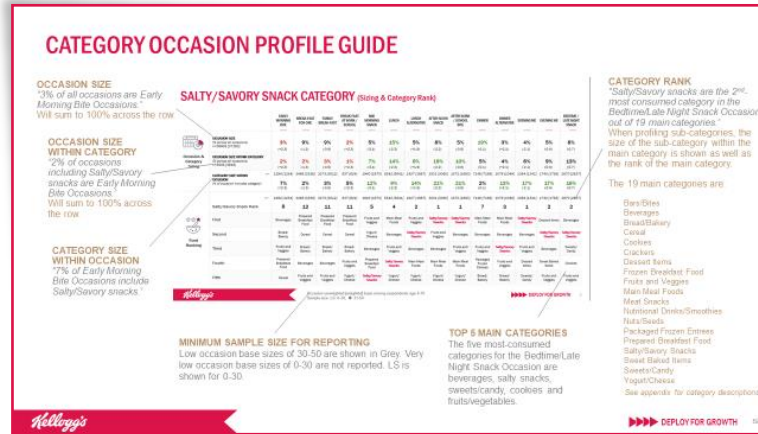
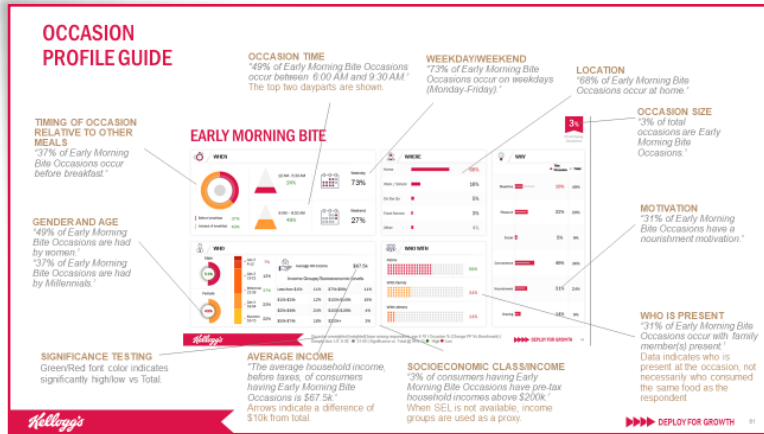


Kellogg's DEPLOY FOR GROWTH



All Reports – Appendix: How to read the outputs

Each report contains an Appendix which explains how to read the outputs. Below are samples of slides included.



Navigation

Kellogg's

Click on
Report Generator.

LANDMARK **OCCASION** VISUALIZER



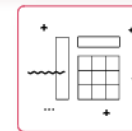
OCCASION PROFILE



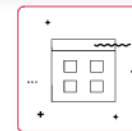
PERFORMANCE DASHBOARD



VISUAL CROSTAB



ADVANCED ANALYTICS






MY DASHBOARD




REPORT GENERATOR

Landing Page

→ REPORT GENERATOR




Selections:

TIME PERIOD


: None

→

MARKETS


: None

→

REPORT


: None

→

ADDITIONAL FILTERS

: None

→

BENCHMARK

: None



→


Time Period, Market and Report are mandatory.

↓ DOWNLOAD

⊗ CLEAR ALL

Source: Project Landmark






DEPLOY FOR GROWTH




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Time Period

→ REPORT GENERATOR



Selections: TIME PERIOD: Annual: 2019



	TIME PERIOD	: 2019	→	Quarter	>	<input checked="" type="checkbox"/> 2019
	MARKETS	: None	→	YTD	>	
	REPORT	: None	→	Rolling 4 Quarter	>	
	ADDITIONAL FILTERS	: None	→	Annual	>	
	BENCHMARK	: None	→			

Time Period selection is multi-select for quarter & year.

Based on the time period selection, Benchmark will populate automatically.

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ⓧ CLEAR ALL

Source: Project Landmark

Markets

REPORT GENERATOR

Selections: TIME PERIOD: Annual: 2019 || MARKETS: Latin America

TIME PERIOD

: 2019

→

☐ Select All Markets

☐ Mexico

MARKETS

: Brazil

→

☐ North America

☒ Brazil

REPORT

: None

→

☐ Latin America

ADDITIONAL FILTERS

: None

→

☐ Europe

BENCHMARK

: None

→

☐ AMEA

Note: Only Q1 2019 data available for Australia.

DOWNLOAD

CLEAR ALL

Source: Project Landmark

Aggregated report for all market/regions can be downloaded.

Kellogg's




Home

Deploy for Growth




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Report Selection

→ REPORT GENERATOR



Selections: TIME PERIOD: Annual: 2019 || MARKETS: Latin America: Brazil || REPORT: Occasion Profiles



	TIME PERIOD	: 2019	→	<input checked="" type="radio"/> Occasion Profiles
	MARKETS	: Brazil	→	<input type="radio"/> Category Occasion...
	REPORT	: Occasio...	→	<input type="radio"/> Channel/Retailer ...
	ADDITIONAL FILTERS	: None	→	<input type="radio"/> OBPPC Summaries
	BENCHMARK	: None	→	<input type="radio"/> Kids Occasion Prof...
				<input type="radio"/> Custom Category ...
				<input type="radio"/> Custom Channel/R...

One report can be downloaded at a time.


↓ DOWNLOAD



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Source: Project Landmark




Additional Filters






→ REPORT GENERATOR





Selections: TIME PERIOD: Annual: 2019 || MARKETS: Latin America: Brazil || REPORT: Occasion Profiles



	TIME PERIOD	: 2019	→	Survey Category/I...	>
	MARKETS	: Brazil	→	Custom Category/I...	>
	REPORT	: Occasio...	→	5Ws	>
	ADDITIONAL FILTERS	: None	→	Demographics	>
	BENCHMARK	: None	→	COVID-19	>
				Custom Filters	>

Additional Filters function similarity to all other modules.

↓ DOWNLOAD

⊗ CLEAR ALL

Source: Project Landmark

Download Report

→ REPORT GENERATOR



Selections: TIME PERIOD: Annual: 2019 || MARKETS: Latin America: Brazil || REPORT: Occasion Profiles



Notification that the report was downloaded successfully.

ALERT

Report downloaded successfully