



User Guides  
May 2020

# LANDMARK OCCASION VISUALIZER LOV

KELLOGG PERFORMANCE DASHBOARD

# Contents

- Purpose of Kellogg Performance Management Module
- Selection Flow
- How to Read the Data and Output
- Key Features

# Performance Dashboard Module

- The Kellogg Performance Dashboard measures Kellogg's category performance vs. benchmark across all occasions.
- Kellogg's Share of Occasion is available for Kellogg relevant categories.
- Based on business-driven category Strategic Postures, target guidance is calculated @ 90% CL.
  1. Take Share: significant improvement vs. previous year
  2. Strengthen the Core: significant improvement vs. previous year
  3. Grow Relevance: significant improvement vs. previous year
  4. Maintain: flat vs. previous year
  5. Deprioritize: no target vs. previous year
- The calculated target guidance is measured against YTD quarterly category performance to determine if performance is significantly better, directionally better, significantly worse, directionally worse or flat.

# Navigation

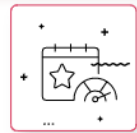
Kellogg's

Click on  
Performance  
Dashboard.

## LANDMARK OCCASION VISUALIZER



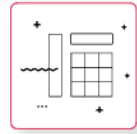
OCCASION PROFILE



PERFORMANCE DASHBOARD



VISUAL CROSTAB



ADVANCED ANALYTICS






MY DASHBOARD




REPORT GENERATOR


# Left Panel Selection


→ PERFORMANCE DASHBOARD



Selections:

TIME PERIOD: None→

MARKETS: None→

CATEGORY: None→


↶ SUBMIT

⊗ CLEAR ALL



Source: Project Landmark

# Time Period


→ PERFORMANCE DASHBOARD



Kellogg's



Selections: TIME PERIOD: 2020




TIME PERIOD

: 2020

→

☐ 2019




MARKETS

: None

→

☒ 2020



CATEGORY

: None

→

↶ SUBMIT

✖ CLEAR ALL


Source: Project Landmark

Time Period is mandatory and single select.



When all 4 quarters of a year are available, then the next year will become an option.

# Market


→ PERFORMANCE DASHBOARD



Kellogg's




Selections: TIME PERIOD: 2020 || MARKETS: North America: US

TIME PERIOD

: 2020 →


North America >

☒ US

MARKETS

: US →

Latin America >

CATEGORY

: None →

Europe >

Market is mandatory and single select.

↶ SUBMIT

⊕ CLEAR ALL

Source: Project Landmark

# Category

→ PERFORMANCE DASHBOARD



Selections: TIME PERIOD: 2020 || MARKETS: North America: US || CATEGORY: CCGM

TIME PERIOD	: 2020	→	<input type="text" value="Search"/>
MARKETS	: US	→	<input checked="" type="radio"/> CCGM
CATEGORY	: CCGM	→	<div><input type="radio"/> Cold cereal - any f... <input type="radio"/> Total Cereal Categ... <input type="radio"/> Crackers <input type="radio"/> Chips <input type="radio"/> PWS <input type="radio"/> Snack Bars <input type="radio"/> Toaster Pastries <input type="radio"/> Frozen Breakfast <input type="radio"/> From the Griddle <input type="radio"/> Frozen Veggie <input type="radio"/> Refrigerated Veggie</div>

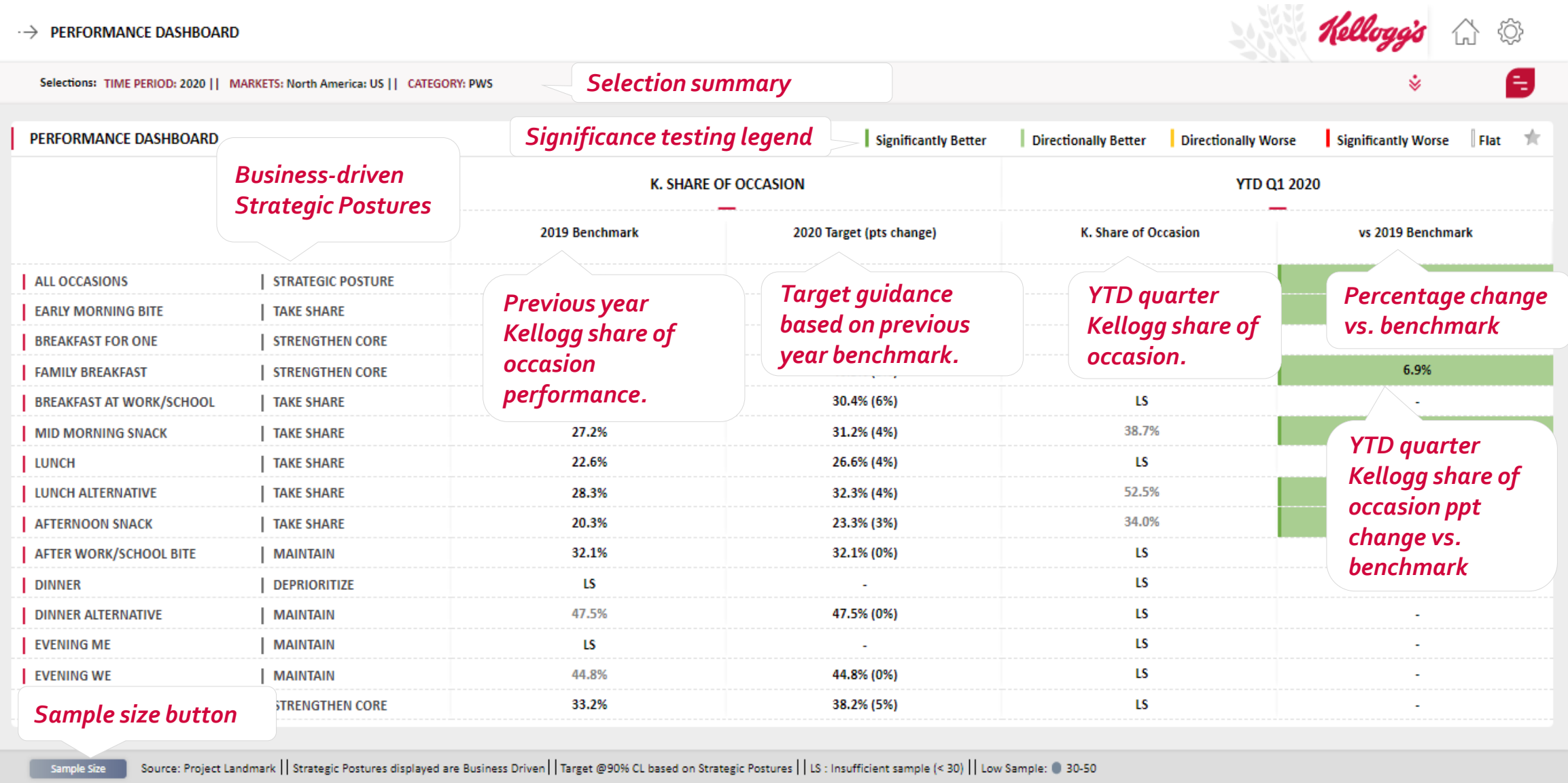
Click to submit

Category is mandatory and single select.

Source: Project Landmark



# Output Screen



# Sample Size

→ PERFORMANCE DASHBOARD



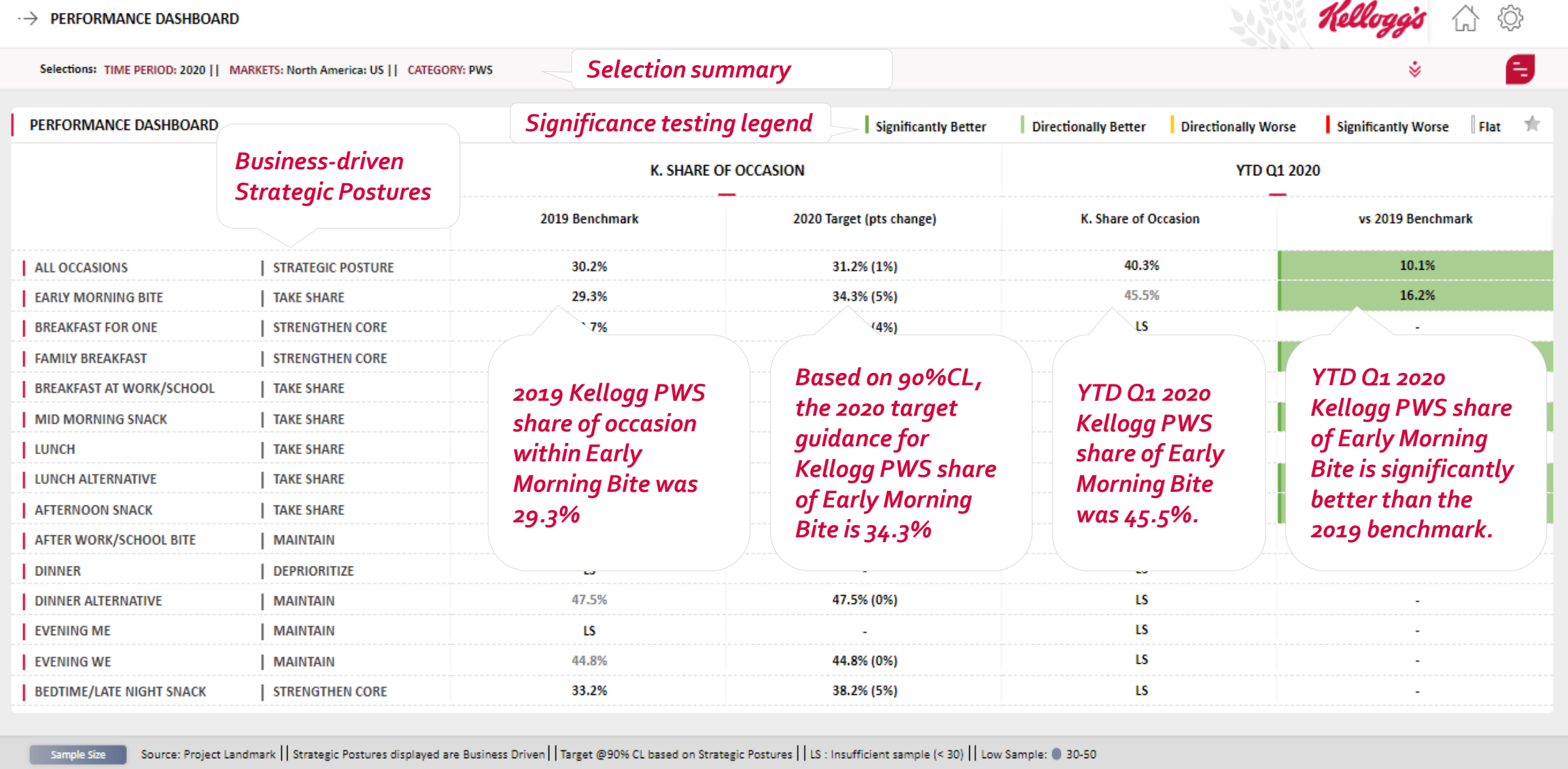
Selections: T...

SAMPLE SIZE		KELLOGG WEIGHTED OCCASI...	KELLOGG UNWEIGHTED OCC...	CATEGORY WEIGHTED OCCAS...	CATEGORY UNWEIGHTED OC...
		2019 BENCHMARK		YTD Q1 2020	
		K. SHARE OF OCCASION		K. SHARE OF OCCASION	
ALL OCCASIONS		1574		281	
EARLY MORNING BITE		67		12	
BREAKFAST FOR ONE		458		80	
FAMILY BREAKFAST		470		67	
BREAKFAST AT WORK/SCHOOL		51		5	
MID MORNING SNACK		93		21	
LUNCH		52		9	
LUNCH ALTERNATIVE		64		16	

Weighted and unweighted sample size available for Kellogg and the category

Sample Size Source: Project Landmark || Strategic Postures displayed are Business Driven || Target @90% CL based on Strategic Postures || LS : Insufficient sample (< 30) || Low Sample: 30-50

# How to Read the Data



# Key Features

→ PERFORMANCE DASHBOARD

2019 consecutive quarter YTD performance is available. Since previous year benchmark data (2018) is not available, only Kellogg share of occasion is displayed.



Selections: TIME PERIOD: 2019 || MARKETS: North America: US || CATEGORY: CCGM

PERFORMANCE DASHBOARD		Significantly Better   Directionally Better   Directionally Worse   Significantly Worse   Flat										
		K. SHARE OF OCCASION		YTD Q1 2019		YTD Q2 2019		YTD Q3 2019		YTD Q4 2019		
		Benchmark	2019 Target (pts change)	K. Share of Occasion	vs Benchmark	K. Share of Occasion	vs Benchmark	K. Share of Occasion	vs Benchmark	K. Share of Occasion	vs Benchmark	vs Target
ALL OCCASIONS	STRATEGIC POSTURE	-	-	31.2%	-	31.5%	-	31.5%	-	31.4%	-	-
EARLY MORNING BITE		-	-	30.0%	-	29.8%	-	28.3%	-	28.1%	-	-
BREAKFAST FOR ONE		-	-	33.5%	-	33.4%	-	33.2%	-	31.7%	-	-
FAMILY BREAKFAST		-	-	29.8%	-	30.2%	-	30.7%	-	30.9%	-	-
BREAKFAST AT WORK/SCHOOL		-	-	LS	-	33.2%	-	31.6%	-	32.8%	-	-
MID MORNING SNACK		-	-	28.0%	-	31.6%	-	32.7%	-	32.8%	-	-
LUNCH		-	-	LS	-	34.5%	-	34.8%	-	37.1%	-	-
LUNCH ALTERNATIVE		-	-	39.5%	-	34.0%	-	33.5%	-	32.9%	-	-
AFTERNOON SNACK		-	-	LS	-	LS	-	25.0%	-	24.5%	-	-
AFTER WORK/SCHOOL BITE		-	-	LS	-	38.9%	-	38.4%	-	36.7%	-	-
DINNER		-	-	LS	-	LS	-	LS	-	LS	-	-
DINNER ALTERNATIVE		-	-	LS	-	39.5%	-	36.8%	-	36.5%	-	-
EVENING ME		-	-	LS	-	LS	-	LS	-	37.6%	-	-
EVENING WE		-	-	LS	-	LS	-	LS	-	LS	-	-
BEDTIME/LATE NIGHT SNACK		-	-	27.1%	-	26.7%	-	27.3%	-	29.6%	-	-

Sample Size | Source: Project Landmark || Strategic Postures displayed are Business Driven || Target @90% CL based on Strategic Postures || LS : Insufficient sample (< 30) || Low Sample: 30-50

# Key Features

→ PERFORMANCE DASHBOARD

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

Selections: TIME PERIOD: 2019 || MARKETS: North America: US || CATEGORY: CCGM

PERFORMANCE DASHBOARD		Significantly Better   Directionally Better   Directionally Worse   Significantly Worse   Flat											★
		K. SHARE OF OCCASION		YTD Q1 2019		YTD Q2 2019		YTD Q3 2019		YTD Q4 2019			
		Benchmark	2019 Target (pts change)	K. Share of Occasion	vs Benchmark	K. Share of Occasion	vs Benchmark	K. Share of Occasion	vs Benchmark	K. Share of Occasion	vs Benchmark	vs Target	
ALL OCCASIONS	STRATEGIC POSTURE	-	-	31.2%	-	31.5%	-	31.5%	-	31.4%	-	-	
EARLY MORNING BITE		-	-	30.0%	-	29.8%	-	28.3%	-	28.1%	-	-	
BREAKFAST FOR ONE		-	-	33.5%	-	33.4%	-	33.2%	-	31.7%	-	-	
FAMILY BREAKFAST		-	-	29.8%	-	30.2%	-	30.7%	-	30.9%	-	-	
BREAKFAST AT WORK/SCHOOL		-	-	LS	-	33.2%	-	31.6%	-	32.8%	-	-	
MID MORNING SNACK		-	-	28.0%	-	31.6%	-	32.7%	-	32.8%	-	-	
LUNCH		-	-	LS	-	34.5%	-	34.8%	-	37.1%	-	-	
LUNCH ALTERNATIVE		-	-	39.5%	-	34.0%	-	33.5%	-	32.9%	-	-	
AFTERNOON SNACK		-	-	LS	-	LS	-	25.0%	-	24.5%	-	-	
AFTER WORK/SCHOOL BITE		-	-	LS	-	38.9%	-	38.4%	-	36.7%	-	-	
DINNER		-	-	LS	-	LS	-	LS	-	LS	-	-	
DINNER ALTERNATIVE		-	-	LS	-	39.5%	-	36.8%	-	36.5%	-	-	
EVENING ME		-	-	LS	-	LS	-	LS	-	37.6%	-	-	
EVENING WE		-	-	LS	-	LS	-	LS	-	LS	-	-	
BEDTIME/LATE NIGHT SNACK		-	-	27.1%	-	26.7%	-	27.3%	-	29.6%	-	-	

Sample Size | Source: Project Landmark || Strategic Postures displayed are Business Driven || Target @90% CL based on Strategic Postures || LS : Insufficient sample (< 30) || Low Sample: 30-50

# Key Features

Export to Excel.  
Within the Excel worksheet, users can  
adjust the targets (pts changes) in the  
Business Driven PerformanceDB tab.

→ PERFORMANCE DASHBOARD

Selections: TIME PERIOD: 2020 || MARKETS: North America: US || CATEGORY: PWS

PERFORMANCE DASHBOARD		K. SHARE OF OCCASION		YTD Q1 2020	
		2019 Benchmark	2020 Target (pts change)	K. Share of Occasion	vs 2019 Benchmark
ALL OCCASIONS	STRATEGIC POSTURE	30.2%	31.2% (1%)	40.3%	10.1%
EARLY MORNING BITE	TAKE SHARE	29.3%	34.3% (5%)	45.5%	16.2%
BREAKFAST FOR ONE	STRENGTHEN CORE	33.7%	37.7% (4%)	LS	-
FAMILY BREAKFAST	STRENGTHEN CORE	41.5%	46.5% (5%)	48.4%	6.9%
BREAKFAST AT WORK/SCHOOL	TAKE SHARE	24.4%	30.4% (6%)	LS	-
MID MORNING SNACK	TAKE SHARE	27.2%	31.2% (4%)	38.7%	11.5%
LUNCH	TAKE SHARE	22.6%	26.6% (4%)	LS	-
LUNCH ALTERNATIVE	TAKE SHARE	28.3%	32.3% (4%)	52.5%	24.2%
AFTERNOON SNACK	TAKE SHARE	20.3%	23.3% (3%)	34.0%	13.7%
AFTER WORK/SCHOOL BITE	MAINTAIN	32.1%	32.1% (0%)	LS	-
DINNER	DEPRIORITIZE	LS	-	LS	-
DINNER ALTERNATIVE	MAINTAIN	47.5%	47.5% (0%)	LS	-
EVENING ME	MAINTAIN	LS	-	LS	-
EVENING WE	MAINTAIN	44.8%	44.8% (0%)	LS	-
BEDTIME/LATE NIGHT SNACK	STRENGTHEN CORE	33.2%	38.2% (5%)	LS	-

Sample Size Source: Project Landmark || Strategic Postures displayed are Business Driven || Target @90% CL based on Strategic Postures || LS : Insufficient sample (< 30) || Low Sample: 30-50

Export an  
editable PPT.