



User Guides
May 2020

LANDMARK OCCASION VISUALIZER LOV

OCCASION STRATEGIC POSTURE MODULE

Contents

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

Occasion Strategic Posture Module

- Occasion Strategic Posture module identifies opportunity areas for Category, Manufacturers, Channel or Retailer across the Occasions.
- The 5 Strategic Postures are automated and output is data-driven for each occasion in order for Kellogg to capture the opportunity.
 1. Take Share
 2. Strengthen the Core
 3. Grow Relevance
 4. Maintain
 5. Deprioritize
- An option has been provided to enter Estimated Retail Sales Value for quantifying opportunity sizes.

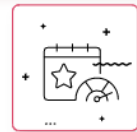
Kellogg's

In Advanced Analytics, click on Occasion Strategic Posture.

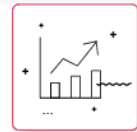
LANDMARK OCCASION VISUALIZER



OCCASION PROFILE



PERFORMANCE DASHBOARD

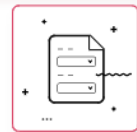


VISUAL CROSTAB



ADVANCED ANALYTICS


- OCCASION STRATEGIC POSTURES
- CORRESPONDENCE MAPS
- MIT DASHBOARD





REPORT GENERATOR


Find Opportunity For

→ OCCASION STRATEGIC POSTURES






Selections: TIME PERIOD: Quarter: Q1 2019, Q2 2019, Q3 2019, Q4 2019, Q1 2020 || MARKETS: Europe: France || CATEGORY/ITEM/BRAND: CCGM

TIME PERIOD : Multiple →


Survey Category/I... >

☐ Category

MARKETS : France →


Custom Category/I... >

☐ Item

FIND OPPORTUNIT... : None →


Channel/Retailer >

☐ Brand


CATEGORY/ITEM/B... : CCGM →


Custom Channel/R... >


☐ Category-Manufac...


CATEGORY/ITEM-M... : None →

☐ Item-Manufacturer

CHANNEL/RETAILER : None →

RETAIL SALES VALUE : None →

ADDITIONAL FILTERS : None →

BENCHMARK : None →

Options include:

1. Survey or Custom Category/Item/Brand/Manufacturer
2. Survey or Custom Channel/Retailers



Maximum of 15 products/channels can be selected at one time.


Note: User can find opportunity for max. of 15 products / channels at one time.

↶ SUBMIT

⊗ CLEAR ALL

Source: Project Landmark



DEPLOY FOR GROWTH

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Category - Manufacturer Selection

→ OCCASION STRATEGIC POSTURES



Selections: **TIME PERIOD:** Quarter: Q1 2019, Q2 2019, Q3 2019, Q4 2019, Q1 2020 || **MARKETS:** Europe: France || **FIND OPPORTUNITY FOR:** Survey Category/Item/Brand: Category-Manufacturer

	TIME PERIOD	: Multiple	→	Survey Category/I... >	<input type="radio"/> Category
	MARKETS	: France	→	Custom Category/I... >	<input type="radio"/> Item
	FIND OPPORTUNIT...	: Categor...	→	Channel/Retailer >	<input type="radio"/> Brand
	CATEGORY/ITEM/B...	: None	→	Custom Channel/R... >	<input checked="" type="radio"/> Category-Manufac...
	CATEGORY/ITEM-M...	: None	→		<input type="radio"/> Item-Manufacturer
	CHANNEL/RETAILER	: None	→		
	RETAIL SALES VALUE	: None	→		
	ADDITIONAL FILTERS	: None	→		
	BENCHMARK	: None	→		

User selected 'Category- Manufacture' in 'Find Opportunity For'. Hence Category/Item/Brand & Channel/Retailer are disabled.

Note: User can find opportunity for max. of 15 products / channels at one time.

↶ SUBMIT

🗑️ CLEAR ALL

Source: Project Landmark

Input Retail Sales Value

→ OCCASION STRATEGIC POSTURES



Selections: **TIME PERIOD:** Quarter: Q1 2019, Q2 2019, Q3 2019, Q4 2019, Q1 2020 || **MARKETS:** Europe: France || **FIND OPPORTUNITY FOR:** Survey Category/Item/Brand: Category-Manufacturer || **CATEGORY/ITEM-MANUFACTURER:** Cereal: Kel...

TIME PERIOD	: Multiple	→	Note: Please input annual value(s) IN MILLIONS \$USD
MARKETS	: France	→	Cereal <input type="text" value="0.00"/>
FIND OPPORTUNIT...	: Categor...	→	Kellogg's (Cereal) <input type="text" value="0.00"/>
CATEGORY/ITEM/B...	: None	→	Nestle (Cereal) <input type="text" value="0.00"/>
CATEGORY/ITEM-M...	: Multiple	→	Quaker (Cereal) <input type="text" value="0.00"/>
CHANNEL/RETAILER	: None	→	
RETAIL SALES VALUE	: None	→	
ADDITIONAL FILTERS	: None	→	
BENCHMARK	: None	→	




Submit Clear All

Source: Project Landmark


Retail Sales Value is optional


Additional Filters


→ OCCASION STRATEGIC POSTURES





Selections: TIME PERIOD: Quarter: Q1 2019, Q2 2019 || MARKETS: Latin America: Mexico || FIND OPPORTUNITY FOR: Category-Manufacturer || CATEGORY/ITEM-MANUFACTURER: Category-Manufacturer: Cereal: Kellogg's || ADDITIONAL FIL...


TIME PERIOD : Multiple →


MARKETS : Mexico →


FIND OPPORTUNITY FOR : Category-... →


CATEGORY/ITEM/BRAND : None →

CATEGORY/ITEM-MAN... : Kellogg's →

CHANNEL/RETAILER : None →

RETAIL SALES VALUE : Multiple →

▶ ADDITIONAL FILTERS : Millenials... →

BENCHMARK : None →

Category > ☐ AllCategories_Male

Item > ☒ Millenials_osp

Brand >

5Ws >

Demographics >

Custom Filters >


Custom Filters are saved
Additional Filters


Additional Filters
allows users to further
filter the data.

↶ SUBMIT

✕ CLEAR ALL

Source: Project Landmark





▶▶▶▶ DEPLOY FOR GROWTH

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Distribution Screen

→ OCCASION STRATEGIC POSTURES

Export to Excel and PPT are both available



Selections: TIME PERIOD: Quarter: Q1 2019, Q2 2019 || MARKETS: Latin America: Mexico || FIND OPPORTUNITY FOR: Category-Manufacturer || CATEGORY/ITEM-MANUFACTURER: Category-Manufacturer: Cereal: Kellogg's || ADDITIONAL FIL...

OCCASION STRATEGIC POSTURE

RESPONDENT TYPE

Total

Submit

Strategic Postures legend

Take Share

Strengthen the Core

Grow relevance

Main

Deprioritize

SHARE OF CATEGORY

RETAIL VALUE

DISTRIBUTION

	TOTAL	EARLY MORNING BITE	BREAKFAST FOR ONE	FAMILY BREAKFAST	TOOL
TOTAL ALL CATEGORIES	100%	6%	5%	17%	
CEREAL		13%	14%	21%	3%
KELLOGG'S		12%	14%	21%	2%

Distribution screen displays Occasion distribution across all occasions.

All numbers are item %

All numbers are item %

Distribution screen displays Occasion distribution across all occasions.

Colour coding reflects the data driven Strategic Postures

Retail Value Screen

Export to Excel and PPT are both available

→ OCCASION STRATEGIC POSTURES

Selections: TIME PERIOD: Quarter: Q1 2019, Q2 2019 || MARKETS: Latin America: Mexico || FIND OPPORTUNITY FOR: Category-Manufacturer || CATEGORY/ITEM-MANUFACTURER: Category-Manufacturer: Cereal: Kellogg's

OCCASION STRATEGIC POSTURE		Strategic Postures legend				SHARE OF CATEGORY	RETAIL VALUE	DISTRIBUTION
RESPONDENT TYPE	Total					Take Share	Strengthen the Core	Grow
(VALUE IN MILLIONS)	TOTAL	EARLY MORNING BITE	BREAKFAST FOR ON	AT WORK/SCHOOL				
TOTAL ALL CATEGORIES	\$48844.88	\$3005.20	\$2547.13	\$2028.07				
CEREAL	\$10000.00	\$1293.55	\$970.84	\$356.08				
KELLOGG'S	\$100.00	\$12.19	\$8.70	\$23.98	\$2.67			

Retail Value screen displays the estimated value of each occasion based on values inputted in the selection process.

Colour coding reflects the data driven Strategic Postures

Sample Size

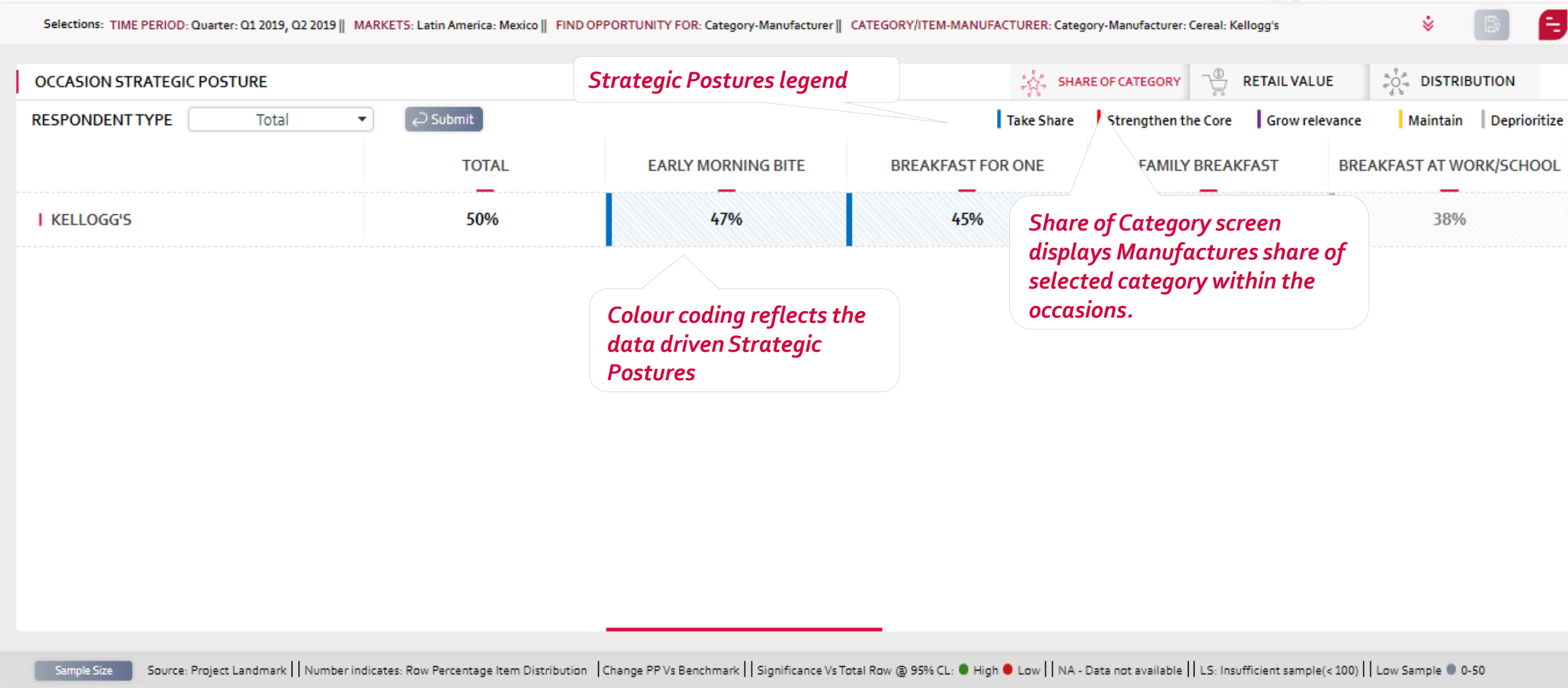
Source: Project Landmark || Number indicates: Row Percentage Item Distribution | Change PP Vs Benchmark || Significance Vs Total Row @ 95% CL: ● High ● Low || NA - Data not available || LS: Insufficient sample(<100) || Low Sample ● 0-50



Share of Category Screen

→ OCCASION STRATEGIC POSTURES

Export to Excel and PPT are both available



Profile Screen

→ OCCASION STRATEGIC POSTURES

Selections: TIME PERIOD: Quarter: Q1 2019, Q2 2019 || MARKETS: Latin America: Mexico || FIND OPPORTUNITY FOR: Category-Manufacturer || CATEGORY/ITEM-MANUFACTURER: Category-Manufacturer: Cereal: Kellogg's

OCCASION STRATEGIC POSTURE

RESPONDENT TYPE: Total [Submit]

SHARE OF CATEGORY | RETAIL VALUE | DISTRIBUTION

Take Share | Strengthen the Core | Grow relevance | Maintain | Deprioritize

(VALUE IN MILLIONS)	TOTAL	EARLY MORNING BITE	BREAKFAST FOR ONE	FAMILY BREAKFAST	BREAKFAST AT WORK/SCHOOL
TOTAL ALL CATEGORIES	\$48844.88	\$3005.20	\$2547.13	\$8405.07	\$2028.07
CEREAL	\$10000.00	\$1293.55	\$970.84	\$2361.69	\$356.08
KELLOGG'S	\$100.00	\$12.19	\$8.70	\$23.98	\$2.67

Strategic Postures

TIME PERIOD: Quarter: Q1 2019, Q2 2019 || MARKETS: Latin America: Mexico || FIND OPPORTUNITY FOR: Category-Manufacturer || CATEGORY/ITEM-MANUFACTURER: Category-Manufacturer: Cereal: Kellogg's

BREAKFAST * KELLOGG'S | STRENGTHEN CORE

DEMOGRAPHICS | MOTIVATIONS | 5Ws

	TOTAL	FAMILY BREAKFAST * KELLOGG'S
GENDER		
MALE	44.99%	45.78%
FEMALE	55.01%	54.22%
GENERATIONS		
GEN Z (4-12)	16.49%	34.73%
GEN Z (13-21)	17.87%	17.78%
MILLENNIAL (22-38)	38.57%	28.20%
GEN X (39-54)	20.82%	13.64%
BOOMERS (55-70)	6.26%	LS

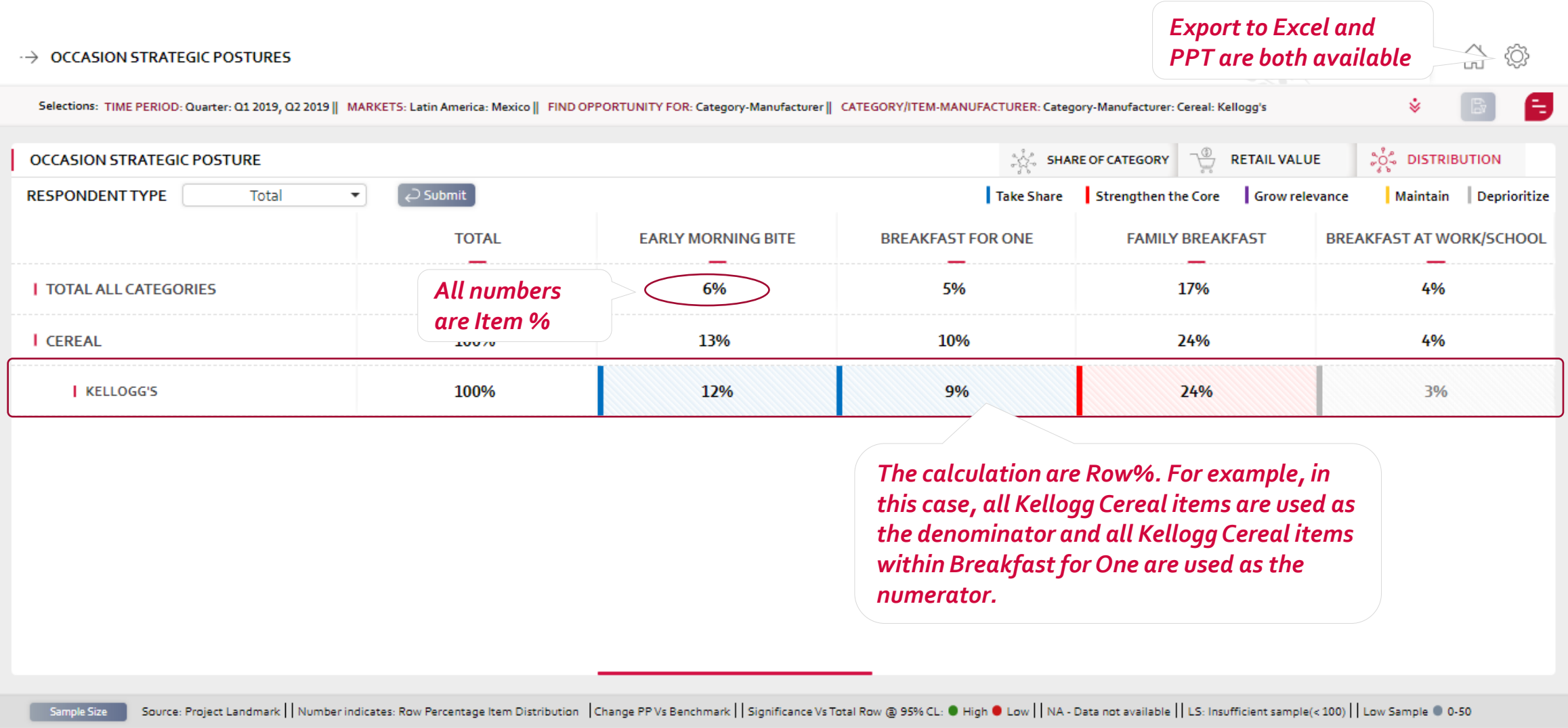
Source: Project Landmark || Number indicates Occasion % || Significance Vs Total @ 95% CL: High Low || NA - Data not available || Low Sample: LS < 30, 30-50

Double clicking on a Strategic Posture will automatically open a Profile Screen for one particular cell.

Demographic, Motivations and 5Ws profiles are generated.

Data can be exported in Excel.

Key Features



Key Features

The Strategic Posture algorithms are included in the PPT export appendix.

Example	Early Morning Bite	Breakfast for One	Family Breakfast
Kellogg Cold Cereal			

