Kellogg's

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

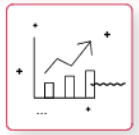
- Occasion Strategic Posture module identifies opportunity areas for Category, Manufacturers, Channel or Retailer across the Occasions.
- The 5 Strategic Postures are automated and output is data-driven for each occasion in order for Kellogg to capture the opportunity.
    1. Take Share
    2. Strengthen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

Navigation

LANDMARK OCCASION VISUALIZER

OCCASION PROFILE

PERFORMANCE DASHBOARD



VISUAL CROSSTAB

ADVANCED ANALYTICS

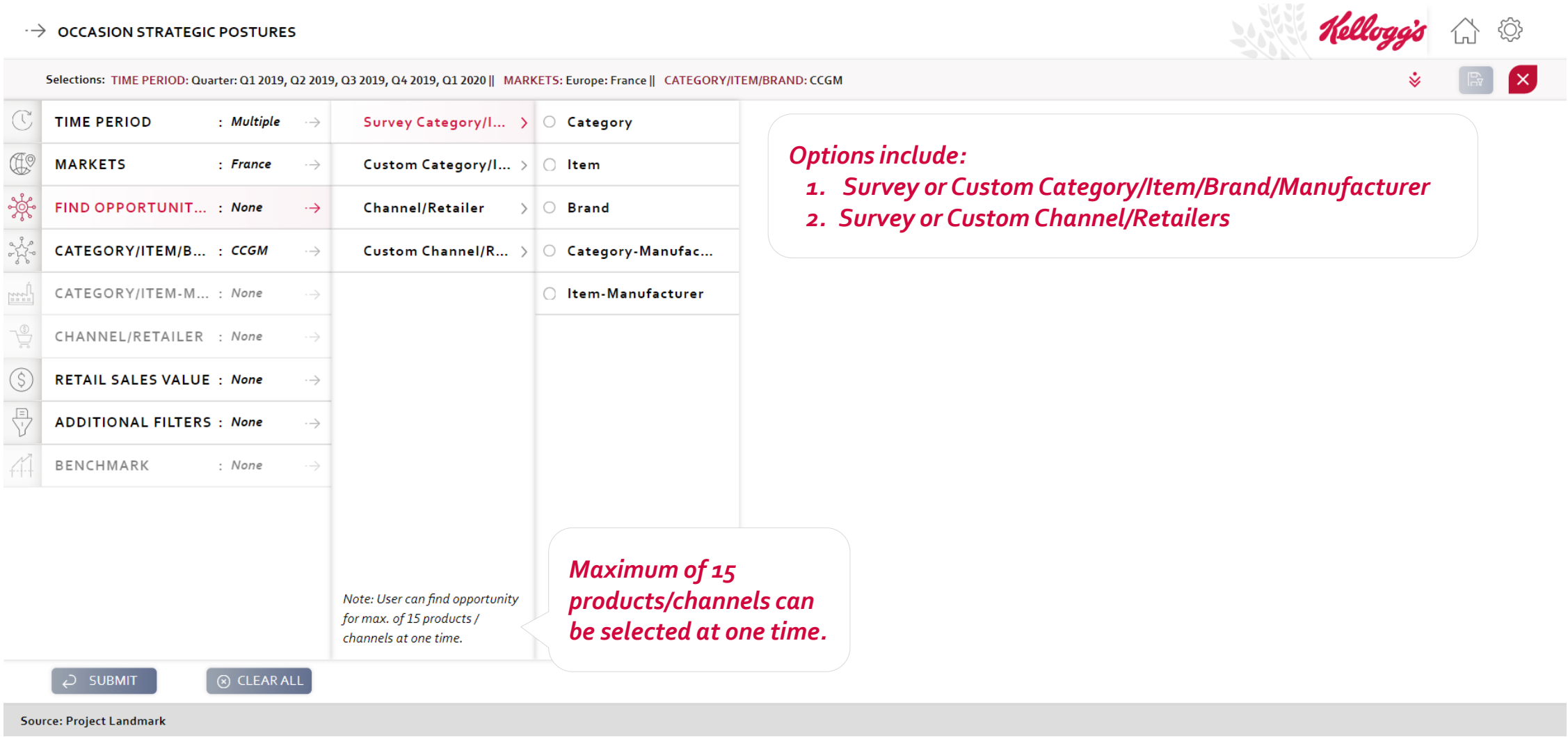
- OCCASION STRATEGIC POSTURES
- CORRESPONDENCE MAPS

MY DASHBOARD

REPORT GENERATOR

In Advanced Analytics, click on Occasion Strategic Posture.

Find Opportunity For

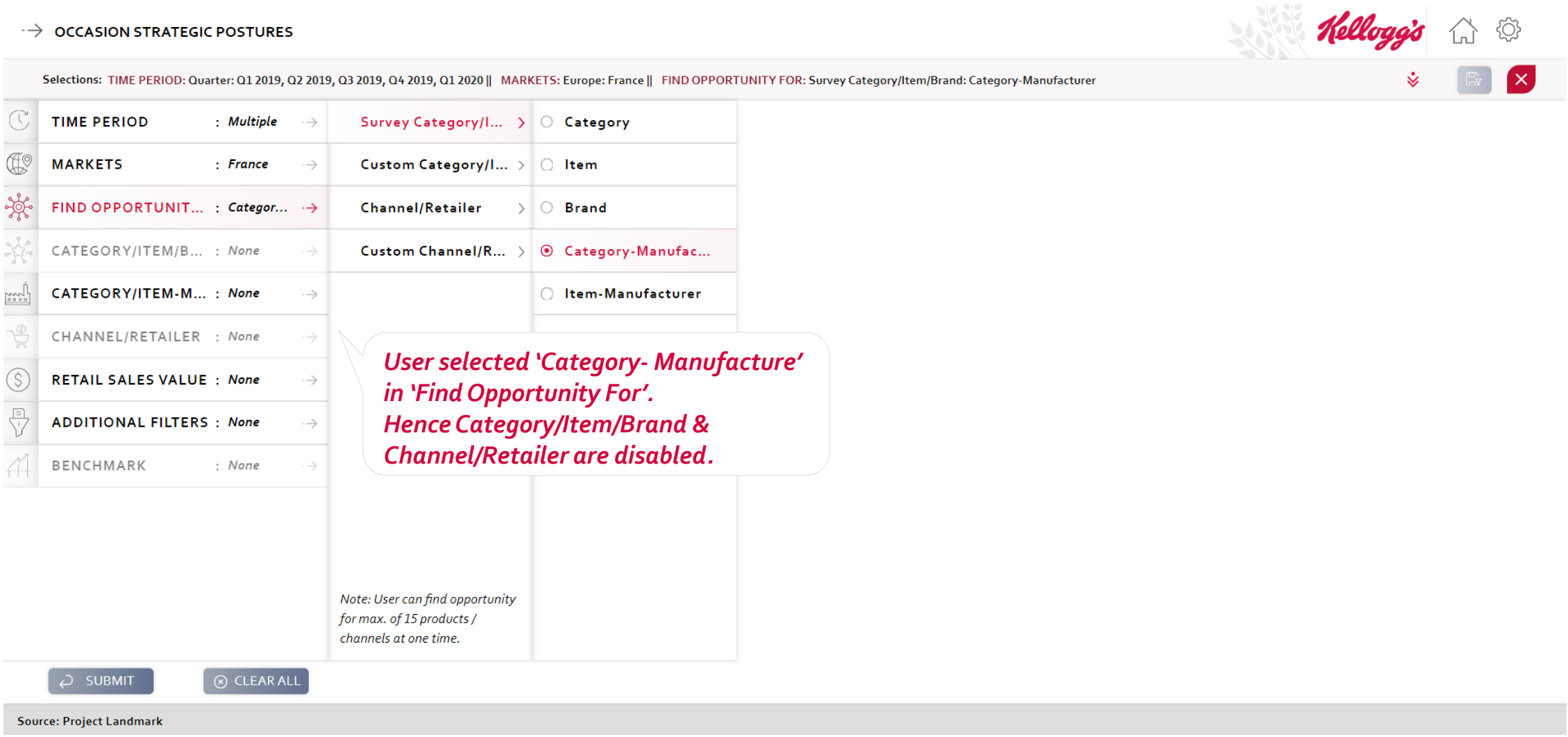


Options include:

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

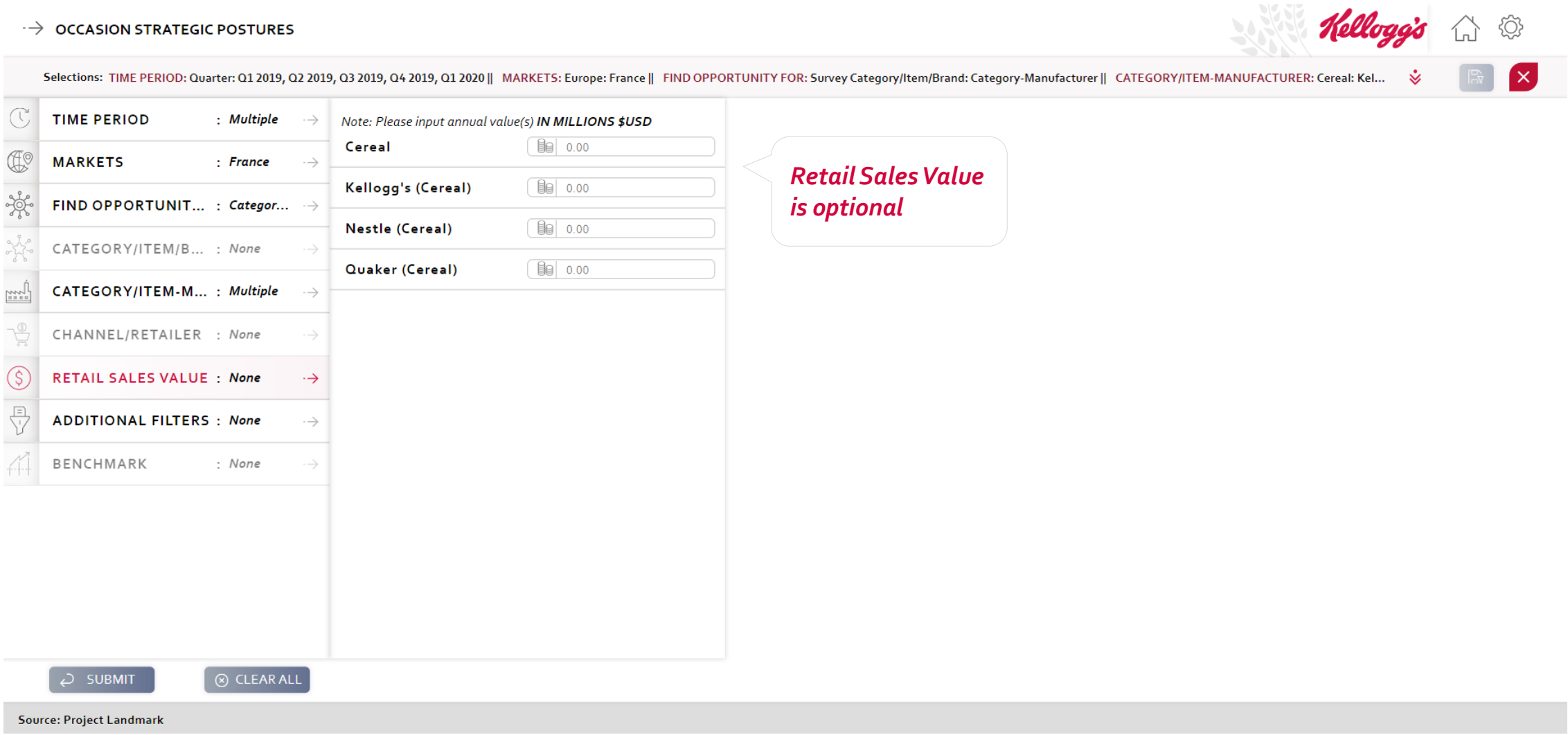
Maximum of 15 products/channels can be selected at one time.

Category - Manufacturer Selection



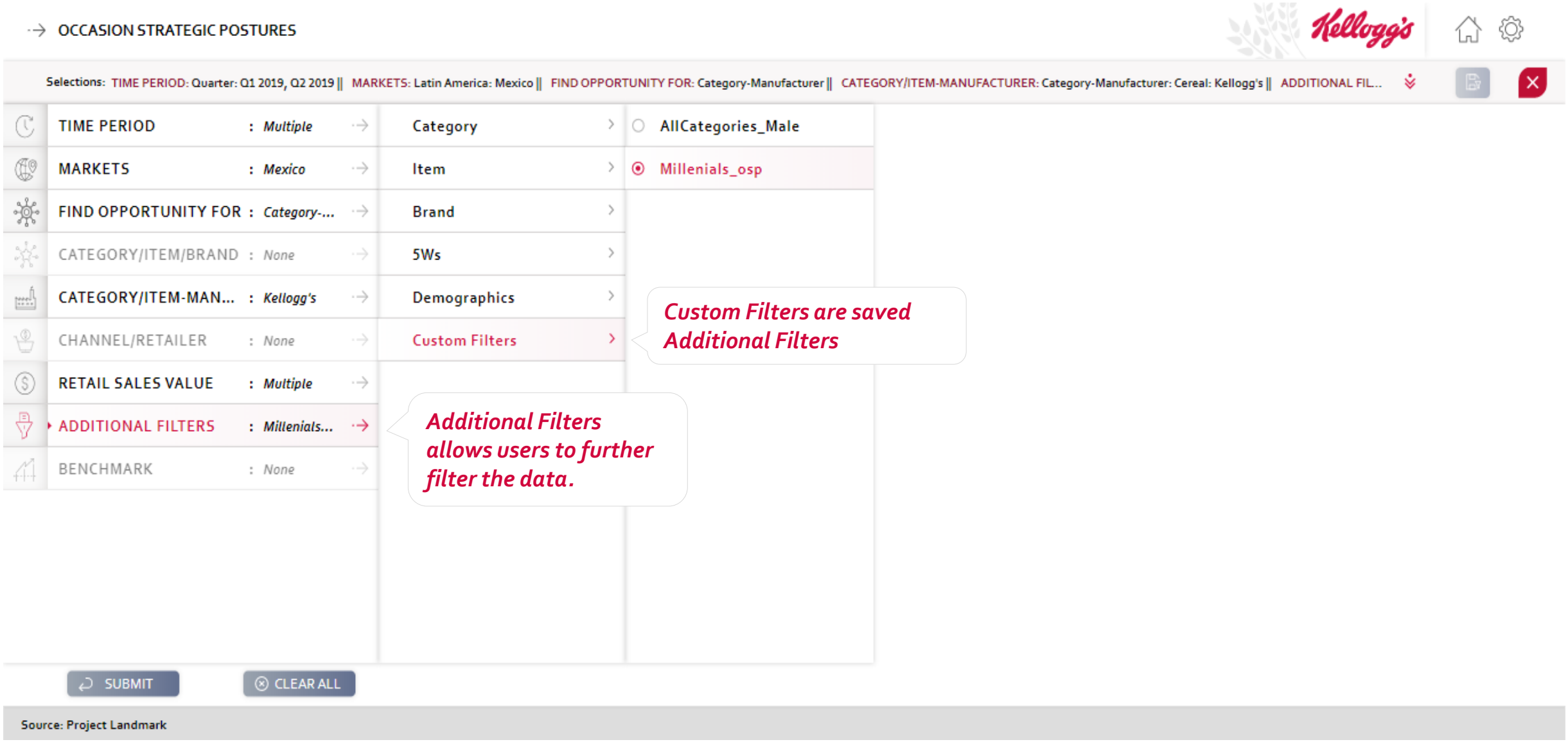
Source: Project Landmark

Input Retail Sales Value

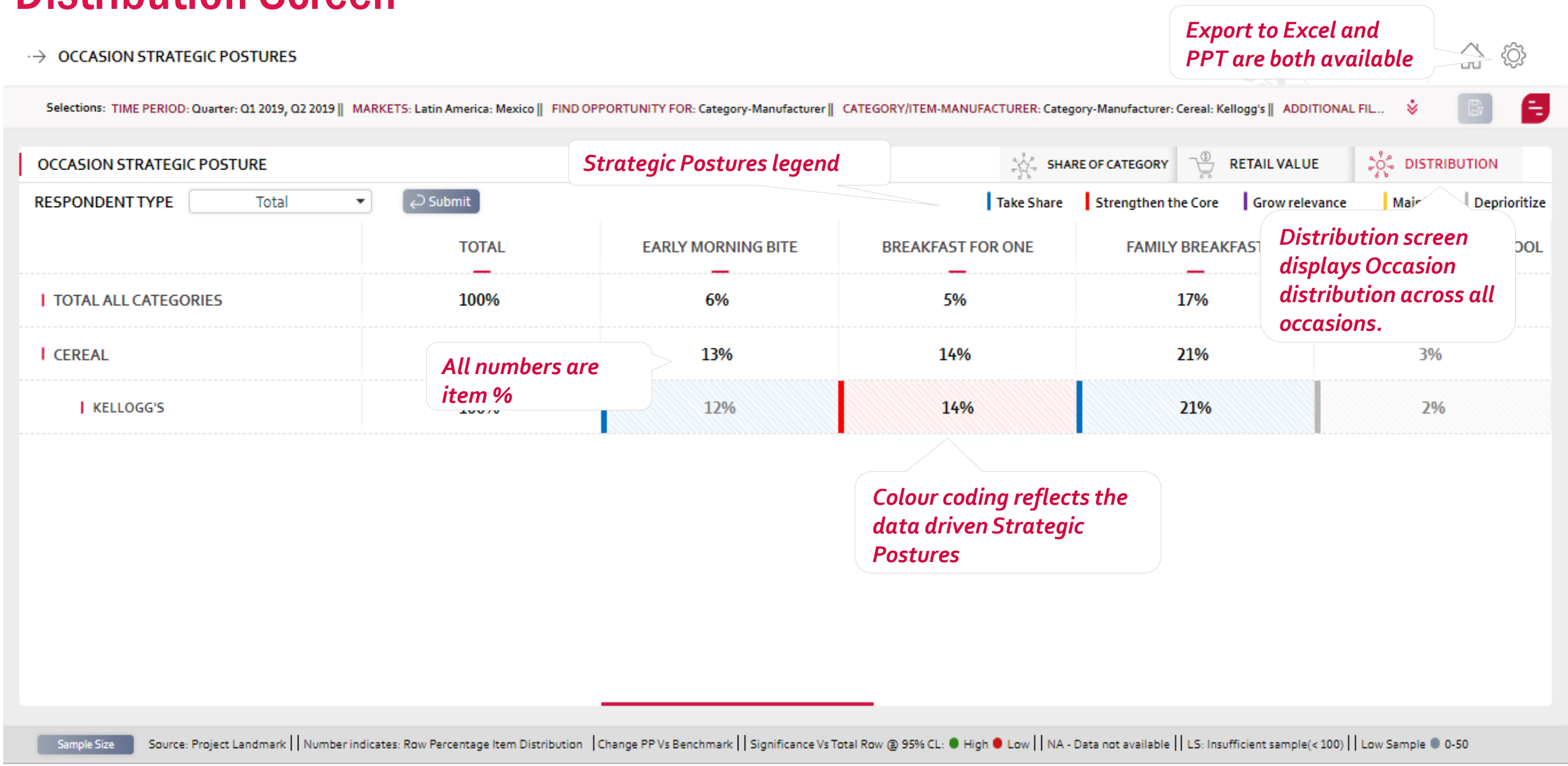


Source: Project Landmark

Additional Filters



Distribution Screen



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 — Submit

Take Share | Strengthen the Core | Gr…vance | Maintain | Deprioritize

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

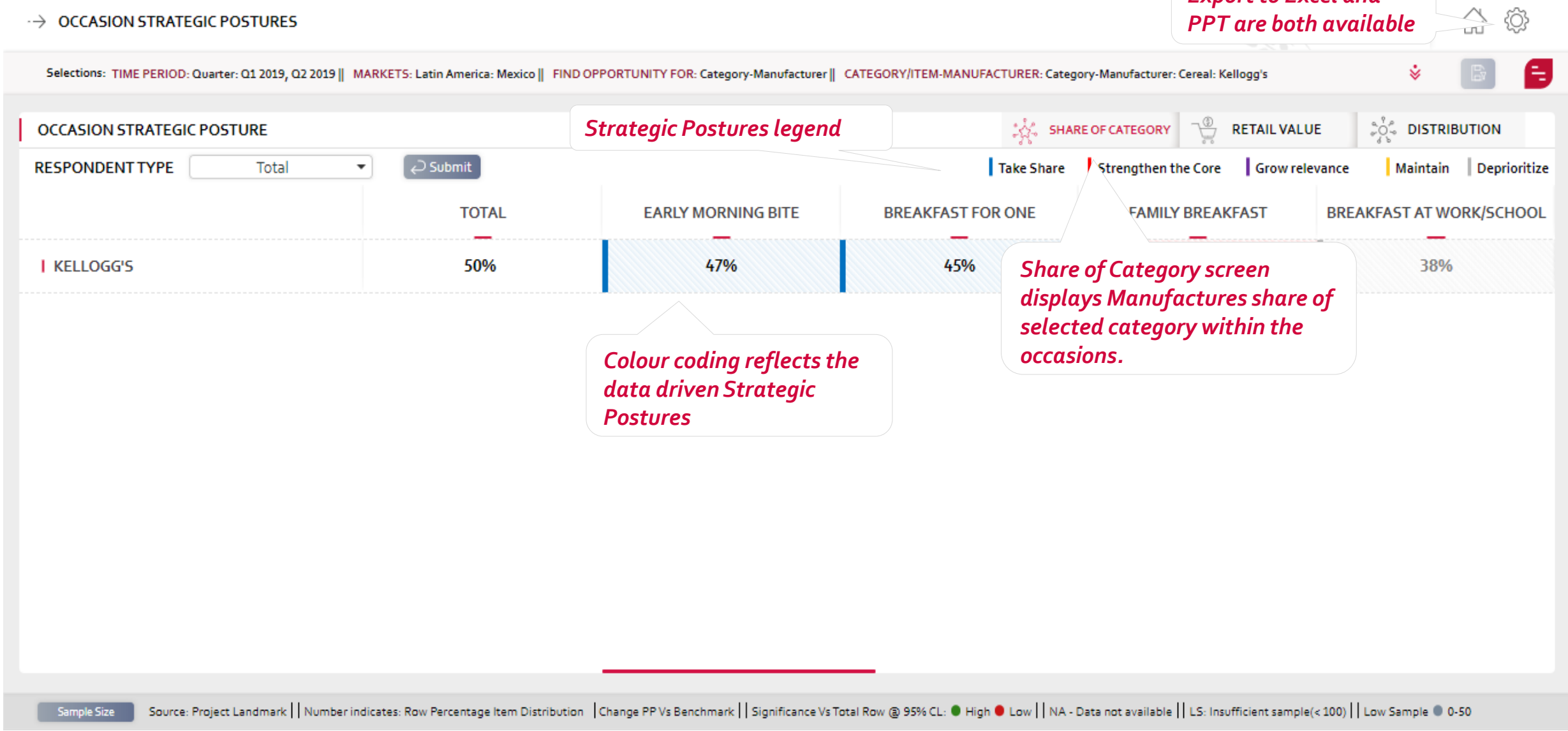
(VALUE IN MILLIONS)	TOTAL	EARLY MORNING BITE	BREAKFAST FOR ONI…	…T AT WORK/SCHOOL
TOTAL ALL CATEGORIES	$48844.88	$3005.20	$2547.13	$2028.07
CEREAL	$10000.00	$1293.55	$970.84	$356.08
KELLOGG'S	$100.00	$12.19	$8.70	$23.98	$2.67

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

Export to Excel and PPT are both available

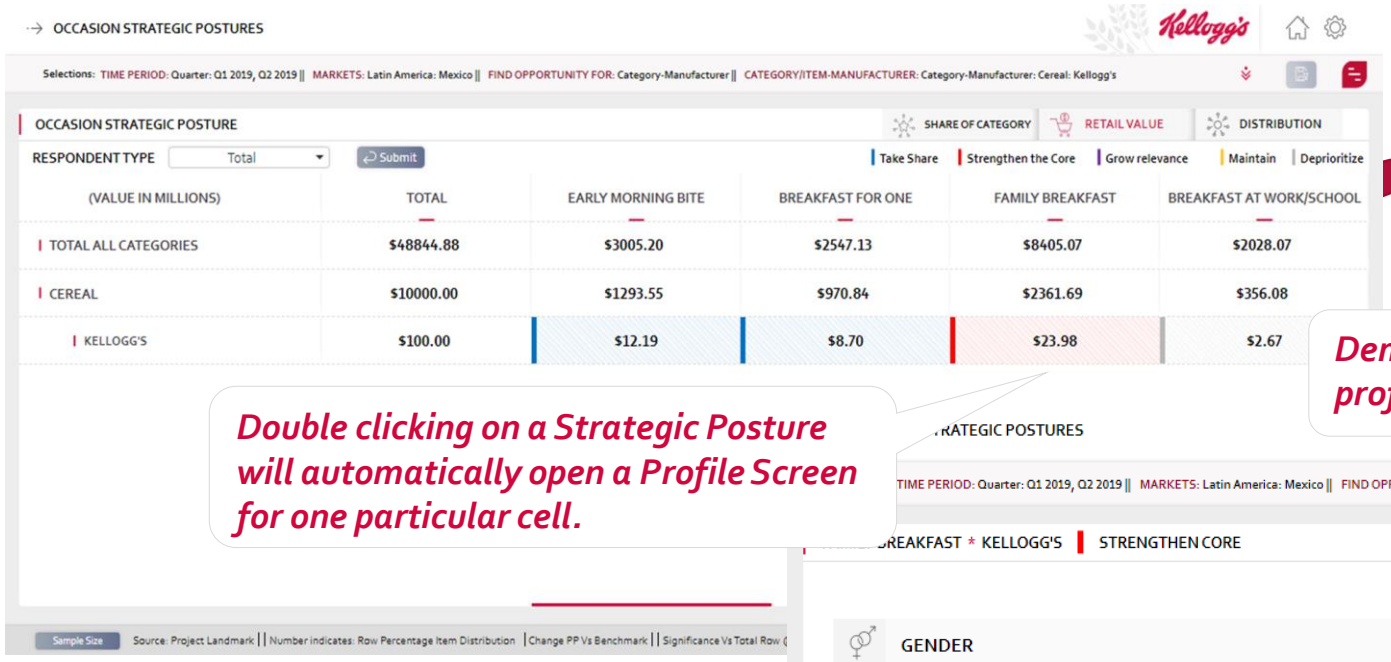


Strategic Postures legend

Colour coding reflects the data driven Strategic Postures

Share of Category screen displays Manufactures share of selected category within the occasions.

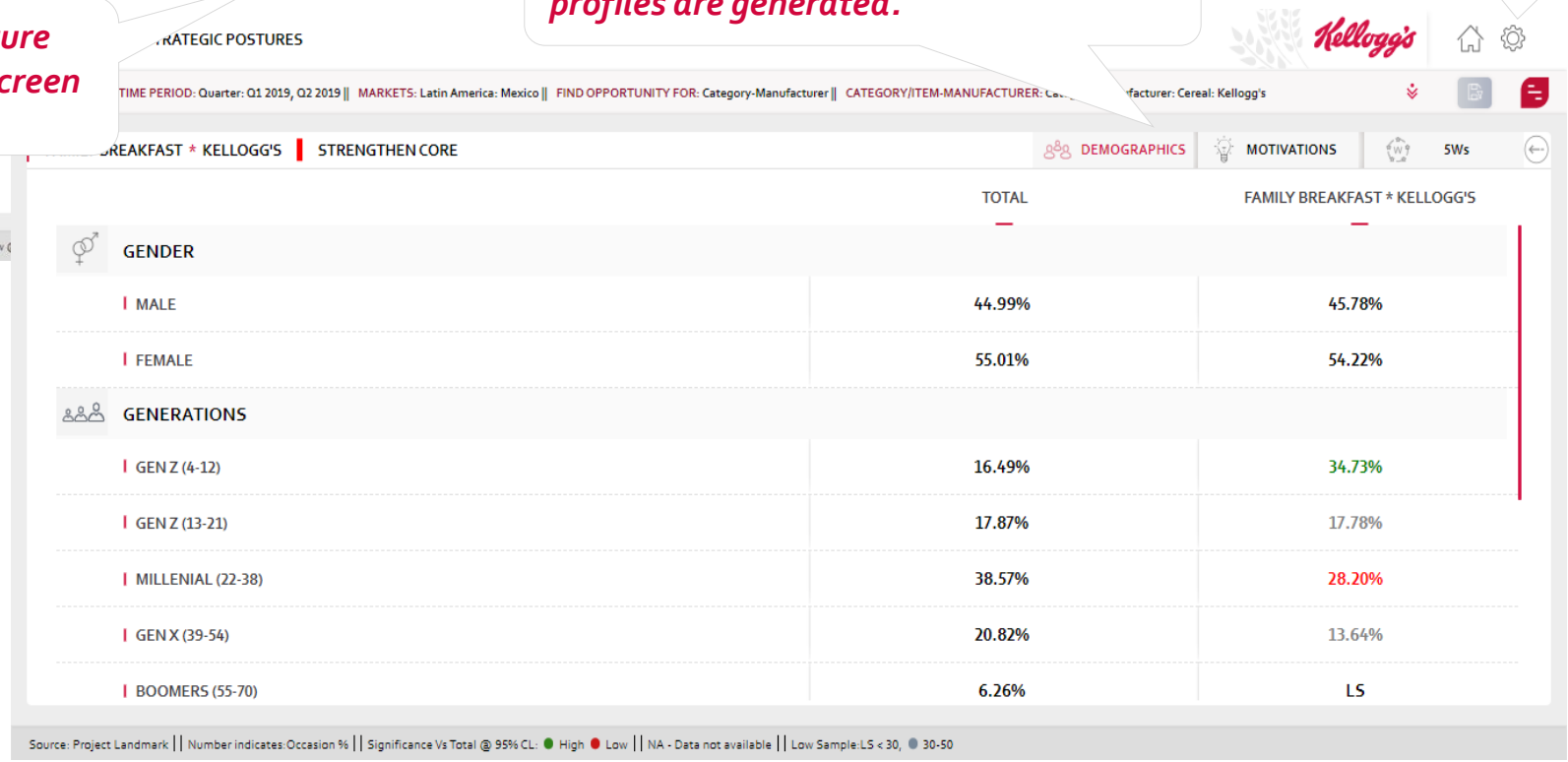
Profile Screen



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

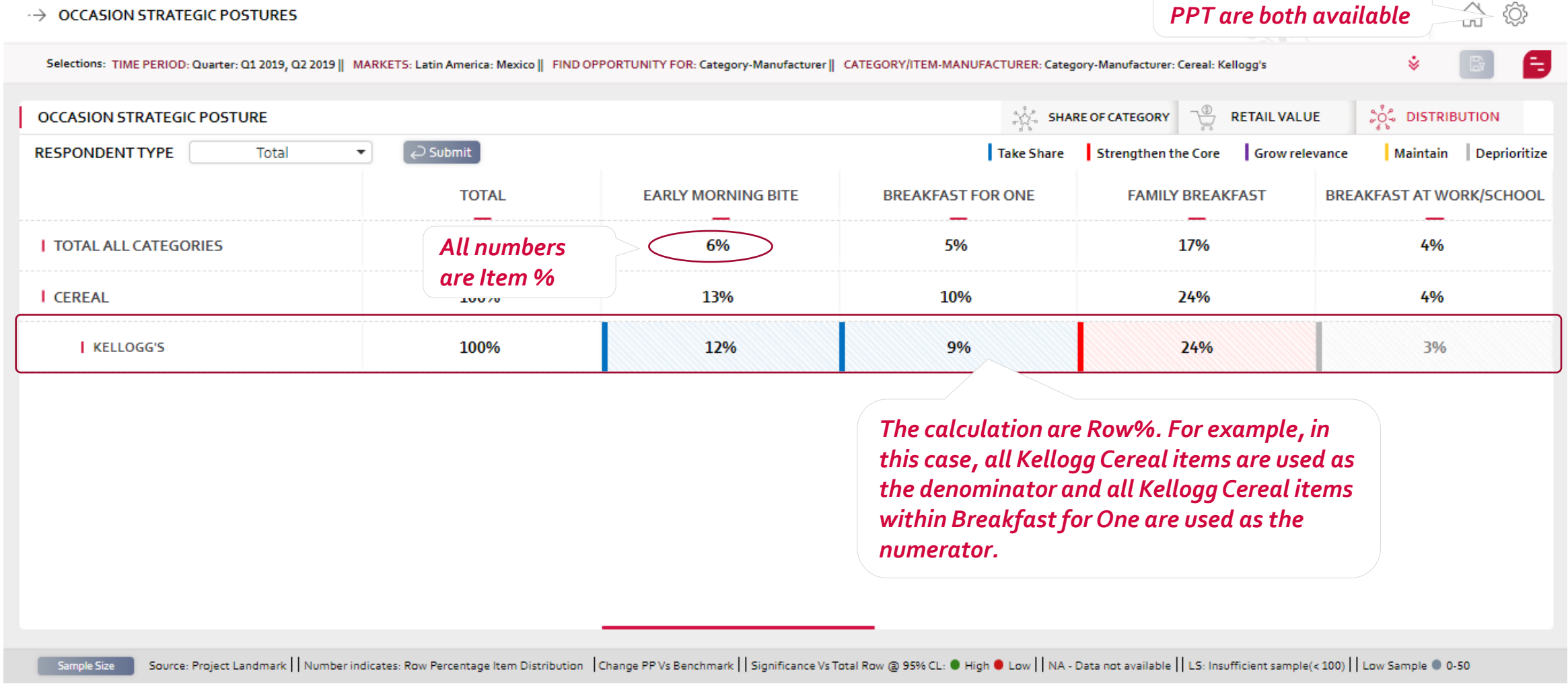
Demographic, Motivations and 5Ws profiles are generated.

Data can be exported in Excel.

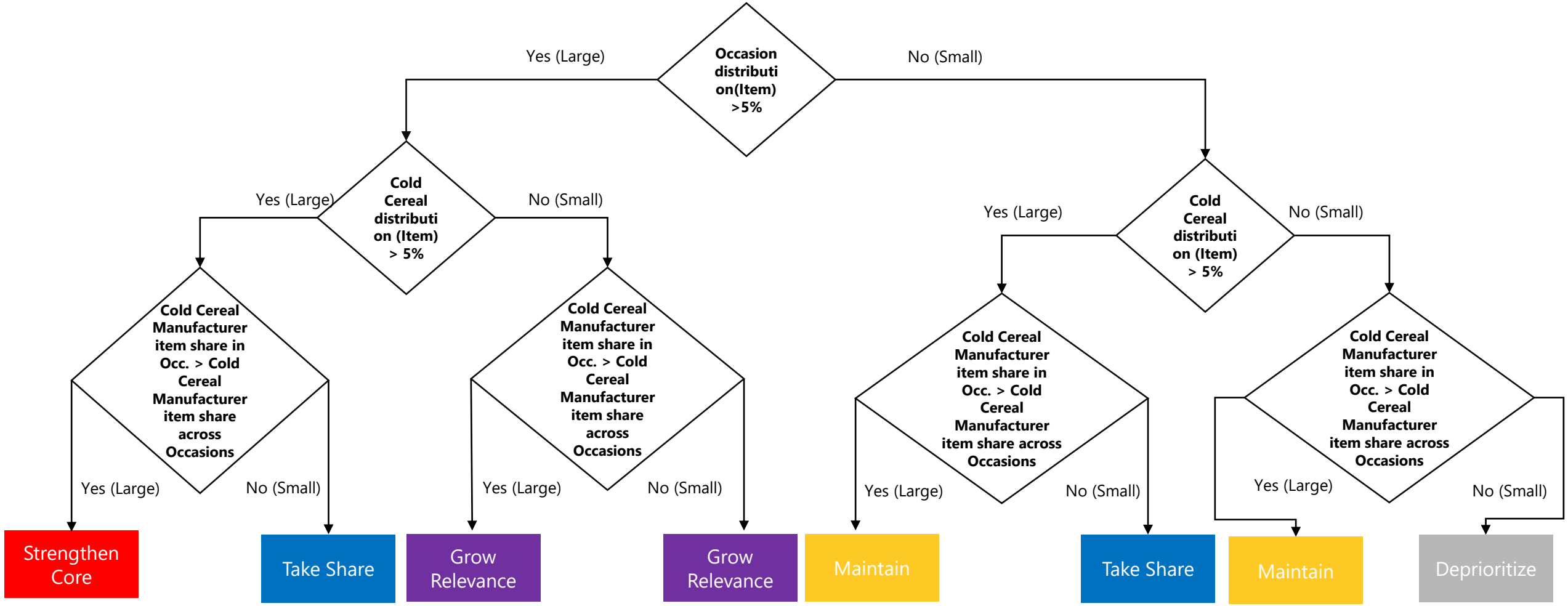


Key Features

Export to Excel and PPT are both available



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

Key Features

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