

The Kellogg's logo, featuring the brand name in its signature white script font.

User Guides
May 2020

A stylized graphic of a wheat stalk with three ears, rendered in a light gray color, located at the bottom left of the page.

LANDMARK OCCASION
VISUALIZER
LOV

CONTENT

PAGE

► Landmark Occasion Visualizer Overview	3
► Visual Cross Tabs	6
► Occasion Profiles	41
► My Dashboard	58
► Report Generator	84
► Occasion Strategic Postures	108
► Correspondence Maps	122
► Kellogg Performance Dashboard	143

The Kellogg's logo, featuring the brand name in its signature white script font.

User Guides
May 2020



LANDMARK OCCASION VISUALIZER LOV

OVERVIEW

In building the LOV, we applied a few simple design principles

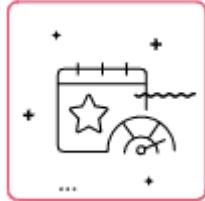
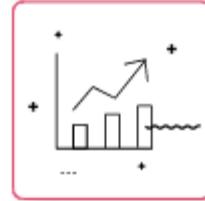
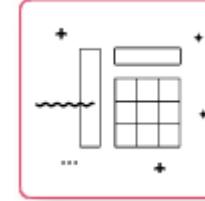
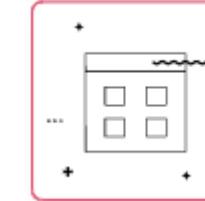
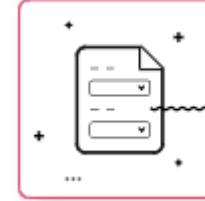
- 1.** Visual, easy to use platform for accessing the Landmark data,
- 2.** Flexibility to explore and share the data in depth through a variety of modules,
- 3.** Dashboards, Reporting & Analytical modules to meet the needs of various Kellogg's users; and
- 4.** Simple SSO integration for security and User Access controls to manage what modules different users can access.



Introducing the
LOV

Improved knowledge of the Eating Occasions and how Kellogg interacts with them will allow you to tailor your solutions to better meet consumer, shopper and customer needs.

LOV Modules

					
Occasion Profile	Performance Dashboard	Visual Cross Tab	Advanced Analytics	My Dashboard	Report Generator
Visual snapshot of key metrics at a glance	Measures Kellogg's category performance vs. benchmark across all occasions	Slice and dice the data using tables and charts	Occasion Strategic Postures identify key opportunity areas for specific occasions Correspondence Maps analyse the relationship between occasions and other variables	Create and share dashboards by saving different widgets from the various modules	Auto generated PowerPoint reports from pre-loaded templates

The Kellogg's logo, featuring the brand name in its signature white script font.

User Guides
May 2020



LANDMARK OCCASION VISUALIZER LOV

VISUAL CROSS TAB MODULE

Contents

- Purpose of Visual Cross Tab Module
- Selection Flow
- How to Read the Data and Output
- Key Features
- Charts

Visual Cross Tab Module

- Helps answer key business questions by slicing and dicing the data in any format.
- The output concentrates on **OCCASIONS**. Data will always be viewed in the lens of Occasions.

Occasions	Markets	Time Period	5Ws	Categories / Items / Brands	Demographics
14 Occasion	Markets	Quarter	When	Categories	Gender
• Early Morning Bites	• USA	YTD	Where	Items	Age
• Breakfast For One	• Canada	Rolling 4 Quarter	Why	Brands	Ethnicity
• Family Breakfast	• Mexico	Annual	Who With	Category-Manufacturer	Income
• Mid Morning Snack	• Brazil		What	Item-Manufacturer	Household Size
•	• UK		Purchase		Residence Location
	• France		Activities		Shopping Involvement
	• Australia		Shopper Mission		Marital Status
There are options to choose Region (Europe: UK and France) or All Markets					Education
					Employment Status
					Households with Kids

Visual Cross Tab Module

- Generate insights by pulling data in a format which will highlight patterns and differences. The module is designed in a way to make intuitive selections and output quick inferences. The output also includes performance change from previous time periods and significance testing.
- Few examples of business questions that can be answered:

Which categories have the highest occasion share across markets?

How have different occasions performed over the year in a market?

Which demographic cohorts are consuming more in an occasion?

Which channels and retailers are performing better for a brand?

What are the key activities in an occasion and how is it differing across different age groups?



Navigation



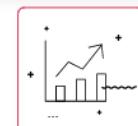
LANDMARK OCCASION VISUALIZER



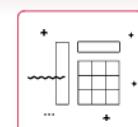
OCCASION PROFILE



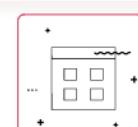
PERFORMANCE DASHBOARD



VISUAL CROSSTAB



ADVANCED ANALYTICS



MY DASHBOARD



REPORT GENERATOR

Visual Cross Tab Module – Selection Flow

Step 1:

Determine the Table Structure

The first step is to determine the table structure. The table output is always Column%. Users should choose what they want to compare as the Column.

VISUAL CROSSTAB

Selections:

TABLE STRUCTURE		
COLUMN	:	None →
ROW	:	None →
ROW NESTING	:	None →

Step 2:

Determine the Table Content

The second step is to determine the table content. Select the data variables which will fit in the structure created in Step 1.

TABLE CONTENT		
TIME PERIOD	:	None →
MARKETS	:	None →
OCCASION	:	None →
CATEGORY/ITEM/BRA...	:	None →
5Ws	:	None →
DEMOGRAPHICS	:	None →
ADDITIONAL FILTERS	:	None →

Step 3:

Select the Benchmark

The third step is to determine the Benchmark change. Previous Period or Previous Year are the two options.

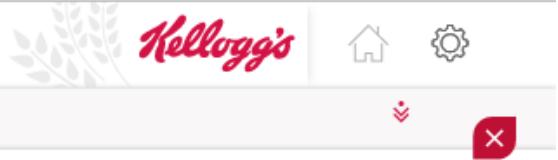
TABLE STRUCTURE		
COLUMN	:	None →
ROW	:	None →
ROW NESTING	:	None →
TABLE CONTENT		
TIME PERIOD	:	None →
MARKETS	:	None →
OCCASION	:	None →
CATEGORY/ITEM/BRA...	:	None →
5Ws	:	None →
DEMOGRAPHICS	:	None →
ADDITIONAL FILTERS	:	None →
BENCHMARK	:	None →

SUBMIT CLEAR ALL



Visual Cross Tab Module – Input Selection Flow

→ VISUAL CROSSTAB



Selections:

TABLE STRUCTURE		
	COLUMN	: None →
	ROW	: None →
	ROW NESTING	: None →

TABLE CONTENT		
	TIME PERIOD	: None →
	MARKETS	: None →
	OCCASION	: None →
	CATEGORY/ITEM/BRA...	: None →
	5Ws	: None →
	DEMOGRAPHICS	: None →
	ADDITIONAL FILTERS	: None →
	BENCHMARK	: None →

SUBMIT **CLEAR ALL**

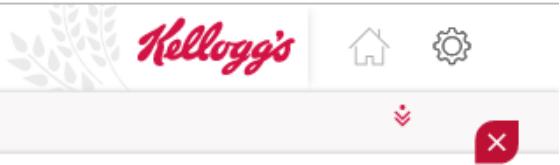
*The first three selections will determine the structure of the cross-tab.
Select the variables for Columns, Rows, and Row Nesting.*

In case of Row Nesting, each row becomes the parent to the nested row.

*This set of selections will determine the data for the table.
The selections made in the Table Structure section will
determine the attributes available for selection.
Depending on the selections on the Table Structure,
attributes will be enabled or disabled.*

Visual Cross Tab Module – Column Structure Selection

→ VISUAL CROSSTAB



Selections: COLUMN: Occasion

TABLE STRUCTURE		Occasion
	COLUMN : Occasion →	<input checked="" type="radio"/> Category/Item/Brand >
	ROW : None →	<input type="radio"/> 5Ws
	ROW NESTING : None →	<input type="radio"/> Demographics
TABLE CONTENT		<input type="radio"/> Time Period
	TIME PERIOD : None →	<input type="radio"/> Market
	MARKETS : None →	
	OCCASION : None →	
	CATEGORY/ITEM/BRA... : None →	
	5Ws : None →	
	DEMOGRAPHICS : None →	
	ADDITIONAL FILTERS : None →	
	BENCHMARK : None →	

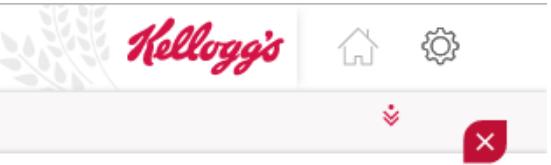
Cross Tabs calculate values as column %.
Data which needs to be compared and taken as the base for calculation, should be selected in columns.
For example, if users want to compare different occasions, users should select Occasion in columns.

Time Period and Market are ONLY available in columns.

SUBMIT CLEAR ALL

Visual Cross Tab Module – Row Structure Selection

→ VISUAL CROSSTAB



Selections: COLUMN: Occasion || ROW: 5Ws

TABLE STRUCTURE

<input type="radio"/>	Occasion
<input checked="" type="radio"/>	Category/Item/Brand
<input checked="" type="radio"/>	5Ws
<input type="radio"/>	Demographics

ROW NESTING : None

TABLE CONTENT

<input type="radio"/>	TIME PERIOD : None
<input type="radio"/>	MARKETS : None
<input type="radio"/>	OCCASION : None
<input type="radio"/>	CATEGORY/ITEM/BRA... : None
<input type="radio"/>	5Ws : None
<input type="radio"/>	DEMOGRAPHICS : None
<input type="radio"/>	ADDITIONAL FILTERS : None
<input type="radio"/>	BENCHMARK : None

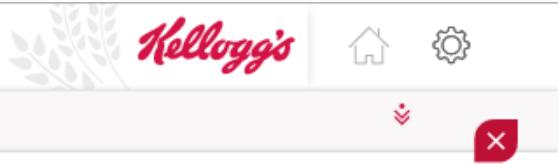
User selected Occasion in columns, thus the possible options available for selection in Rows are Category/Item/Brand, 5Ws, or Demographics.

SUBMIT

CLEAR ALL

Visual Cross Tab Module – Time Period Selection

→ VISUAL CROSSTAB



Selections: COLUMN: Occasion || ROW: 5Ws || TIME PERIOD: Quarter: Q1 2019

TABLE STRUCTURE		Quarter	Q1 2019
COLUMN	: Occasion →	YTD	
ROW	: 5Ws →	Rolling 4 Quarter	
ROW NESTING	: None →	Annual	

TABLE CONTENT

TIME PERIOD	: Q1 2019 →
MARKETS	: None →
OCCASION	: None →
CATEGORY/ITEM/BRA...	: None →
5Ws	: None →
DEMOGRAPHICS	: None →
ADDITIONAL FILTERS	: None →
BENCHMARK	: None →

Time Period is a mandatory selection.

Since Category/Item/Brand and Demographics have not been selected in either rows or columns, both will be disabled.

Submit **Clear All**

Visual Cross Tab Module – Market Selection

→ VISUAL CROSS TAB



Selections:

TABLE STRUCTURE

COLUMN	: Occasion	→
ROW	: 5Ws	→
ROW NESTING	: None	→

TABLE CONTENT

TIME PERIOD	: Q1 2019	→
MARKETS	: Mexico	→
OCCASION	: None	→
CATEGORY / ITEM / BRAND	: None	→
5Ws	: None	→
DEMOGRAPHICS	: None	→
ADDITIONAL FILTERS	: None	→
BENCHMARK	: None	→

Markets is a mandatory selection.
Since Markets was not selected in columns,
Market is a single select.
If Markets was selected in columns, Markets
would be multiple select.

'Select All Markets' acts as an aggregate if Markets is not chosen in column. Otherwise, each market will be shown in columns.
Same case follows for 'Select All Regions'

Note: Only Q1 2019 data available for Australia

Footnote indicating only Q1 2019 data available for Australia.

SUBMIT CLEAR ALL

Visual Cross Tab Module – Column Content Selection

→ VISUAL CROSSTAB



Selections: COLUMN: Occasion || ROW: 5Ws || TIME PERIOD: Quarter: Q1 2019 || MARKETS: Latin America: Mexico || OCCASION: Early Morning Bite, Breakfast For One, Family Breakfast, Breakfast at Work/School, Mid Morning Snack, ...  

TABLE STRUCTURE		<input checked="" type="checkbox"/> Select All
	COLUMN : Occasion →	<input checked="" type="checkbox"/> Early Morning Bite
	ROW : 5Ws →	<input checked="" type="checkbox"/> Breakfast For One
	ROW NESTING : None →	<input checked="" type="checkbox"/> Family Breakfast
TABLE CONTENT		<input checked="" type="checkbox"/> Breakfast at Work/Sch...
	TIME PERIOD : Q1 2019 →	<input checked="" type="checkbox"/> Mid Morning Snack
	MARKETS : Mexico →	<input checked="" type="checkbox"/> Lunch
	OCCASION : Multiple →	<input checked="" type="checkbox"/> Lunch Alternative
	CATEGORY/ITEM/BRA... : None →	<input checked="" type="checkbox"/> Afternoon Snack
	5Ws : None →	<input checked="" type="checkbox"/> After Work/School Bite
	DEMOGRAPHICS : None →	<input checked="" type="checkbox"/> Dinner
	ADDITIONAL FILTERS : None →	<input checked="" type="checkbox"/> Dinner Alternative
	BENCHMARK : None →	<input checked="" type="checkbox"/> Evening Me


Users can select all the occasions by clicking 'Select All'


Since Occasion was selected in columns, users can select multiple Occasions

Visual Cross Tab Module – Row Content Selection

→ VISUAL CROSSTAB



Selections: COLUMN: Occasion || ROW: 5Ws || TIME PERIOD: Quarter: Q1 2019 || MARKETS: Latin America: Mexico || OCCASION: Early Morning Bite, Breakfast For One, Family Breakfast, Breakfast at Work/School, Mid Morning Snack, ... ▾ X

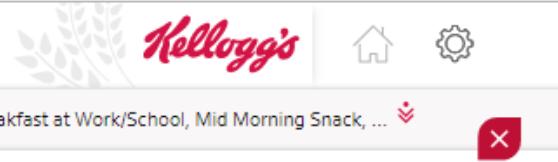
TABLE STRUCTURE		Column	When	Select All
COLUMN	: Occasion	Row	Where	<input checked="" type="checkbox"/> Meal Time
ROW	: 5Ws	Row Nesting	Why	<input checked="" type="checkbox"/> Pleasure
ROW NESTING	: None		Who With	<input checked="" type="checkbox"/> Social
TABLE CONTENT				
TIME PERIOD	: Q1 2019		What	<input checked="" type="checkbox"/> Convenience
MARKETS	: Mexico		Purchase	<input checked="" type="checkbox"/> Nourishment
OCCASION	: Multiple		Activities	<input checked="" type="checkbox"/> Grazing
CATEGORY/ITEM/BRA...	: None		Shopper Mission	
5Ws	: Multiple			
DEMOGRAPHICS	: None			
ADDITIONAL FILTERS	: None			
BENCHMARK	: None			

Since 5Ws was selected in rows, 5Ws is a multiple selection.

SUBMIT CLEAR ALL

Visual Cross Tab Module – Additional Filter Selection

→ VISUAL CROSSTAB



Selections: COLUMN: Occasion || ROW: 5Ws || TIME PERIOD: Quarter: Q1 2019 || MARKETS: Latin America: Mexico || OCCASION: Early Morning Bite, Breakfast For One, Family Breakfast, Breakfast at Work/School, Mid Morning Snack, ... ▾ X

TABLE STRUCTURE		Occasion	Gender	<input type="checkbox"/> Select All
	COLUMN : Occasion →	Category/Item/Brand	Age	<input checked="" type="checkbox"/> Male
	ROW : 5Ws →	5Ws	Ethnicity	<input type="checkbox"/> Female
	ROW NESTING : None →	Demographics	Background	
			Income	
			SEL	
			Household Size	
			Residence Location	
			Shopping Involvement	
			Marital Status	
			Education	
			Employment Status	

TABLE CONTENT

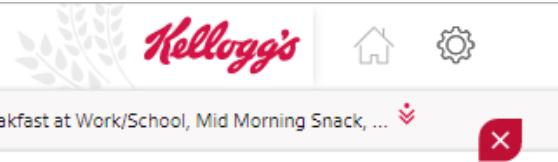
	TIME PERIOD : Q1 2019 →
	MARKETS : Mexico →
	OCCASION : Multiple →
	CATEGORY/ITEM/BRA... : None →
	5Ws : Multiple →
	DEMOGRAPHICS : None →
	► ADDITIONAL FILTERS : Male →
	BENCHMARK : None →

Attributes not selected in column, row or row nesting are available in Additional Filters.

SUBMIT CLEAR ALL

Visual Cross Tab Module – Additional Filter Selection

→ VISUAL CROSSTAB



Selections: COLUMN: Occasion || ROW: 5Ws || TIME PERIOD: Quarter: Q1 2019 || MARKETS: Latin America: Mexico || OCCASION: Early Morning Bite, Breakfast For One, Family Breakfast, Breakfast at Work/School, Mid Morning Snack, ... ▾

TABLE STRUCTURE

COLUMN : Occasion	Occasion	Gender	<input type="checkbox"/> Select All
ROW : 5Ws	Category/Item/Brand	Age	<input checked="" type="checkbox"/> 1 to 2
ROW NESTING : None	5Ws	Ethnicity	<input checked="" type="checkbox"/> 3 to 5
	Demographics	Background	<input type="checkbox"/> More than 5

TABLE CONTENT

TIME PERIOD : Q1 2019	Income
MARKETS : Mexico	SEL
OCCASION : Multiple	Household Size
CATEGORY/ITEM/BRA... : None	Residence Location
5Ws : Multiple	Shopping Involvement
DEMOGRAPHICS : None	Marital Status
► ADDITIONAL FILTERS : Multiple	Education
BENCHMARK : None	Employment Status

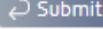
Additional Filter can be selected across stubs.

SUBMIT CLEAR ALL

Visual Cross Tab Module – Custom Filters

→ VISUAL CROSSTAB

Selections: COLUMN: Occasion || ROW: SWs || TIME PERIOD: Quarter: Q1 2019 || MARKETS: Latin America: Mexico || OCCASION: Early Morning Bite, Breakfast For One, Family Breakfast, Breakfast at Work/School, Mid Morning Snack, Lunch, L... 

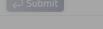
RESPONDENT TYPE Total 

	TOTAL	EARLY MORNING BITE	BREAKFAST FOR ONE	FAMILY BREAKFAST	BREAKFAST AT WORK/SCHOOL
MIDNIGHT TO JUST BEFORE 6:00 AM	7.45%	23.83%	13.24%	8.82%	LS
6:00 AM TO JUST BEFORE 10:00 AM	21.05%	49.73%	56.64%	63.55%	57.23%
10:00 AM TO JUST BEFORE 2:00 PM	20.19%	12.29%			
2:00 PM TO JUST BEFORE 5:00 PM	18.13%	LS			
5:00 PM TO JUST BEFORE 8:00 PM	15.11%	LS			
8:00 PM TO JUST BEFORE MIDNIGHT	18.06%	LS			

Additional Filters selected can be saved from 'Save Filter' button. Users can access saved Custom Filters from Additional Filter selection.

→ VISUAL CROSSTAB

Selections: COLUMN: Occasion || ROW: SWs || TIME PERIOD: Quarter: Q1 2019 || MARKETS: Latin America: Mexico || OCCASION: Early Morning Bite, Breakfast For One, Family Breakfast, Breakfast at Work/School, Mid Morning Snack, Lunch, L... 

RESPONDENT TYPE Total 

	TOTAL	EARLY MORNING BITE	BREAKFAST FOR ONE	FAMILY BREAKFAST	BREAKFAST AT WORK/SCHOOL
MIDNIGHT TO JUST BEFORE 6:00 AM	7.45%	23.83%	13.24%	8.82%	LS
6:00 AM TO JUST BEFORE 10:00 AM	21.05%	49.73%	56.64%	63.55%	57.23%
10:00 AM TO JUST BEFORE 2:00 PM	20.19%	12.29%			
2:00 PM TO JUST BEFORE 5:00 PM	18.13%	LS			
5:00 PM TO JUST BEFORE 8:00 PM	15.11%	LS			
8:00 PM TO JUST BEFORE MIDNIGHT	18.06%	LS			

SAVE FILTER 

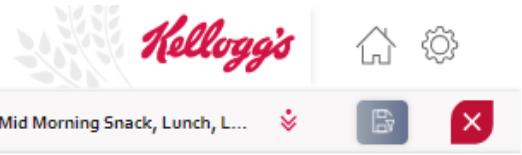
Name: Male_Household_Jr-S  

Sample Size | Source: Project Landmark | Occasion % | Change PP Vs Benchmark shown in table | Significance Vs Total Column @ 95% CL: ● High ● Low | NA - Data not available | Low Sample: LS < 30, ● 30-50 | Column % shown across tool

Sample Size | Source: Project Landmark | Occasion % | Change PP Vs Benchmark shown in table | Significance Vs Total Column @ 95% CL: ● High ● Low | NA - Data not available | Low Sample: LS < 30, ● 30-50 | Column % shown across tool

Visual Cross Tab Module – Custom Filters

→ VISUAL CROSSTAB



Selections: COLUMN: Occasion || ROW: 5Ws || TIME PERIOD: Quarter: Q1 2019 || MARKETS: Latin America: Mexico || OCCASION: Early Morning Bite, Breakfast For One, Family Breakfast, Breakfast at Work/School, Mid Morning Snack, Lunch, L... ▼ ▼

TABLE STRUCTURE

COLUMN	: Occasion	→	Occasion	>	<input type="radio"/> Custom1
ROW	: 5Ws	→	Category/Item/Brand	>	<input checked="" type="radio"/> Male_Household_1-5
ROW NESTING	: None	→	5Ws	>	
			Demographics	>	

TABLE CONTENT

TIME PERIOD	: Q1 2019	→	Custom Filters	>	
MARKETS	: Mexico	→			
OCCASION	: Multiple	→			
CATEGORY/ITEM/BRA...	: None	→			
5Ws	: Multiple	→			
DEMOGRAPHICS	: None	→			
► ADDITIONAL FILTERS	: Male_Ho...	→			
BENCHMARK	: None	→			

SUBMIT CLEAR ALL

Source: Project Landmark

Users can select saved Custom Filters from Additional Filters.

Visual Cross Tab Module – Output Area

→ VISUAL CROSSTAB



Selections: COLUMN: Occasion || ROW: 5Ws || TIME PERIOD: Quarter: Q1 2019 || MARKETS: North America: US || OCCASION: Early Morning Bite, Breakfast For One, Family Breakfast, Breakfast at Work/School, Mid Morning Snack, Lun...

RESPONDENT TYPE	Total	Selection Summary		
	TOTAL	EARLY MORNING BITE	BREAKFAST FOR ONE	OTHER OCCASIONS
MEAL TIME	Drop down provides the ability to select between Total (Adults + Teens + Parent of Child), Adults, Teens, and/or Parent of Child	18.28%	64.98%	16.74%
PLEASURE		34.34%	16.40%	18.50%
SOCIAL		6.36%	2.06%	16.42%
CONVENIENCE	35.43%	45.47%	41.97%	34.00%
NOURISHMENT	24.57%	31.00%	30.24%	33.83%
GRAZING	8.72%	14.63%	2.95%	3.83%

Click on the symbol to expand the selection summary

Switch between Table and Charts views.

Sample size pop up

Footnote explains Significance / Low Sample Size

Source: Project Landmark || Occasion % | Change PP Vs Benchmark shown in table || Significance Vs Total Column @ 95% CL: ● High ● Low || NA - Data not available || Low Sample: LS < 30, ● 30-50 || Column % shown across tool

Visual Cross Tab Module – How to Read the Output

→ VISUAL CROSSTAB   

Selections: COLUMN: Occasion || ROW: 5Ws || TIME PERIOD: Quarter: Q1 2019 || MARKETS: North America: US || OCCASION: Early Morning Bite, Breakfast For One, Family Breakfast, Breakfast at Work/School, Mid Morning Snack, Lun... 

RESPONDENT TYPE	Total	Submit	TOTAL	EARLY MORNING BITE	BREAKFAST FOR ONE	FAMILY BREAKFAST	BREAKFAST AT WORK/SCHOOL
MEAL TIME	49.02%			18.28%	64.98%	64.58%	54.55%
PLEASURE	29.92%			34.34%	16.40%	18.50%	13.64%
SOCIAL	8.98%		6.36%		2.06%	16.42%	8.74%
CONVENIENCE	1.30%		45.47%				39.86%
NOURISHMENT			31.00%				34.27%
GRAZING	8.72%		14.63%				4.20%

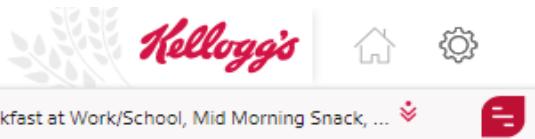
All numbers are Occasion %

The calculations are Column %.
For example, in this case, all the occasions for Breakfast for One will be taken as the base, and all occasions with Social motivation in Breakfast for One will be taken as the numerator.

Sample Size Source: Project Landmark || Occasion % | Change PP Vs Benchmark shown in table || Significance Vs Total Column @ 95% CL: • High • Low || NA - Data not available || Low Sample: LS < 30, = 30-50 || Column % shown across tool

Visual Cross Tab Module – How to Read the Output

→ VISUAL CROSSTAB



RESPONDENT TYPE	Total	Submit	TOTAL	EARLY MORNING BITE	BREAKFAST FOR ONE	FAMILY BREAKFAST	BREAKFAST AT WORK/SCHOOL
MEAL TIME	33.57%		—	26.90%	39.26%	31.90%	39.53%
PLEASURE	34.45%		—	28.24%	23.10%	24.36%	23.42%
SOCIAL	17.84%		—	LS	LS	24.58%	LS
CONVENIENCE	35.06%		—	52.69%	—	—	42%
NOURISHMENT	—		—	—	—	—	48%
GRAZING	—		—	—	—	—	—

*Values are always calculated as column %
Example: 52.69% of Early Morning Bite occasions are motivated by Convenience.*

*Significance testing is against the corresponding value in the Total column.
Example: Social Motivation for Family Breakfast is significantly higher than across all occasions.*

Sample Size Source: Project Landmark || Occasion % | Change PP Vs Benchmark shown in table || Significance Vs Total Column @ 95% CL: ● High ● Low ● NA - Data not available || Low Sample: LS < 30, * 30-50 || Column % shown across tool

Visual Cross Tab Module – Key Features

→ VVISUAL CROSSTAB

Selections: COLUMN: Occasion || ROW: 5Ws || ROW NESTING: Demographics || TIME PERIOD: Quarter: Q1 2019 || MARKETS: North America: US || OCCASION: Early Morning Bite, Breakfast For One, Family Breakfast, Breakfast at Work...

Kellogg's  

RESPONDENT TYPE	Total	Submit			
	TOTAL	EARLY MORNING BITE	BREAKFAST FOR ONE	FAMILY BREAKFAST	BREAKFAST AT WORK/SCHOOL
MEAL TIME	48.58%	18.69%	66.27%	66.10%	56.83%
MALE	50.10%	50.43%	52.72%	47.08%	46.63%
FEMALE	49.90%	49.57%	47.28%	52.92%	53.37%
PLEASURE	28.96%	32.47%			
MALE	51.41%	55.58%			
FEMALE	48.59%	44.42%			
SOCIAL	9.29%	5.48%			
MALE	48.15%	60.29%			

Sample Size Source: Project Landmark || Occasion % | Change PP Vs Benchmark shown in table || Significance Vs Total Column @ 95% CL: • High • Low || NA - Data not available || Low Sample: LS < 30, • 30-50 || Column % shown across tool

One level of Row Nesting is available. The parent row becomes the base for the nested row.

Example: Males within Early Morning Bite with a Meal Time motivation:

- The denominator is Early Morning Bite – Meal Time occasions.
- The numerator is Male – Early Morning Bite – Meal Time occasions.

Visual Cross Tab Module – Key Features

When **multiple markets** are selected in columns, the **union** of all attributes will be shown in the tool. In the output, NA will be shown wherever data is not available for a particular market.

Mexico and Brazil selected in columns.

Union of attributes belonging to both Mexico and Brazil will be shown. For example, both Traditional Mexican and Traditional Brazilian Food are part of the selection list.

The screenshot displays two instances of the Kellogg's Visual Crosstab interface. Both instances show the same configuration: COLUMN: Market, ROW: Category/Item/Brand: Item, TIME PERIOD: Quarter: Q1 2019, and MARKETS: Latin America: Mexico, Brazil. The left instance has a callout pointing to the 'Market' column filter where 'Mexico' and 'Brazil' are selected. The right instance has a callout pointing to the 'Category/Item/Brand' row filter where items from both Mexico and Brazil are listed, including 'Traditional Mexican Food' and 'Traditional Brazilian Food'. The interface includes various filters like Time Period, Markets, Occasion, Category/Item/Brand, 5Ws, Demographics, Additional Filters, and Benchmark, along with 'SUBMIT' and 'CLEAR ALL' buttons.

Visual Cross Tab Module – Key Features

If a single market is selected, only the attributes present in the market will be shown.

For example, if only Mexico is selected, only brands or demographics associated to Mexico will be available for selection.

The screenshot shows the 'VISUAL CROSSTAB' interface for Kellogg's. The 'Selections' panel on the left lists various filters: TABLE STRUCTURE (COLUMN: Demographics, ROW: 5Ws, ROW NESTING: None), TABLE CONTENT (TIME PERIOD: Q1 2019, MARKETS: Mexico, OCCASION: None, CATEGORY/ITEM/BRA...: None, 5Ws: Multiple, DEMOGRAPHICS: None, ADDITIONAL FILTERS: None, BENCHMARK: None). The 'COLUMN: Demographics' section is expanded, showing a list of demographic attributes: Gender (with checkboxes for Aguascalientes, Baja California, Baja California, Campeche, Chiapas, Chihuahua), Background, Income, SEL, Household Size, Residence Location (with checkboxes for Coahuila, Colima, Durango, Guanajuato, Guerrero), Shopping Involvement, Marital Status, Education, Employment Status. A callout box highlights the 'Residence Location' filter, stating: 'Market specific demographics are shown if single market is selected. For example, Residence Location specific to Mexico is shown in the selection panel.'

Source: Project Landmark

Visual Cross Tab Module – Key Features

If multiple markets are selected, then market specific demographics like Residence Location, Income, and SEL are disabled.

The screenshot displays the Kellogg's Visual Cross Tab Module interface. On the left, the 'COLUMN' dropdown is set to 'Market'. On the right, the 'ROW' dropdown is set to 'Demographics'. A callout box highlights the following text:

Market specific demographics are disabled if multiple markets are selected.

Visual Cross Tab Module – Key Features

→ VISUAL CROSSTAB



Selections: COLUMN: Occasion || ROW: 5Ws || TIME PERIOD: Quarter: Q1 2019 || MARKETS: Latin America: Mexico || OCCASION: Early Morning Bite, Breakfast For One, Family Breakfast, Breakfast at Work/School, Mid Morning Snack, ...

RESPONDENT TYPE Total Submit

SAMPLE SIZE		WEIGHTED OCCASION		UNWEIGHTED OCCASION		BREAKFAST AT WORK/SCHOOL
AT HOME	TOTAL	926	594	1811	543	%
BASE	14576					
AWAY FROM HOME	10181	631	543	1567	0	
AT HOME	4395	295	51	244	543	
AWAY FROM HOME						

*Sample sizes will pop up when clicking the 'Sample Size' button at the bottom left.
Both weighted occasions and unweighted occasion are displayed.
Base as well as the numerator values are both displayed.*

Sample Size Source: Project Landmark || Occasion % | Change PP Vs Benchmark shown in table || Significance Vs Total Column @ 95% CL: • High • Low || NA - Data not available || Low Sample: LS < 30, • 30-50 || Column % shown across tool

Visual Cross Tab Module – Key Features

In Additional Filters, in case of **demographics**, it is treated as **OR within stubs** and **AND across stubs**.

For example, user can select Males from Gender and 18-24 years from Age. Then the filter would be respondents who are **Male and 18-24 years old**. However, if users selects within Age, 13-17 years and 18-24 years old, then the tool will treat it as respondents who are **13-17 years or 18-24 years (13-24 years)**.

The screenshot displays two instances of the Kellogg's Visual Crosstab module interface, illustrating how demographic filters are applied across and within table structures.

Left Instance (Initial Filter):

- Selections:** COLUMN: Occasion || ROW: 5Ws || TIME PERIOD: Quarter: Q1 2019 || MARKETS: Latin America: Mexico || OCCASION: Early Morning Bite, Breakfast For One, Family Breakfast, Breakfast at Work/School, Mid Morning Snack, ...
COLUMN: Occasion → Category/Item/Brand → Gender → Male
ROW: 5Ws → Age → Female
- Additional Filters:** ADDITIONAL FILTERS: Male
- Buttons:** SUBMIT, CLEAR ALL

Right Instance (Advanced Filter):

- Selections:** COLUMN: Occasion || ROW: 5Ws || TIME PERIOD: Quarter: Q1 2019 || MARKETS: Latin America: Mexico || OCCASION: Early Morning Bite, Breakfast For One, Family Breakfast, Breakfast at Work/School, Mid Morning Snack, ...
COLUMN: Occasion → Category/Item/Brand → Gender → Generations → 13-17 Years
ROW: 5Ws → Age → Generations → 18-24
ROW NESTING: Demographics → Background → Income → SEL → Household Size → Residence Location → Shopping Involvement → Marital Status → Education → Employment Status
- Additional Filters:** ADDITIONAL FILTERS: Multiple
- Buttons:** SUBMIT, CLEAR ALL

Visual Cross Tab Module – Key Features

Export to Excel feature is available at the top right Setting icon.

The screenshot shows a cross-tabulation report titled "VISUAL CROSSTAB". The report displays data for "RESPONDENT TYPE" (MEAL TIME, PLEASURE, SOCIAL, CONVENIENCE, NOURISHMENT, GRAZING) across three columns: "TOTAL", "BREAKFAST FOR ONE", and "FAMILY BREAKFAST". The data is presented as percentages:

RESPONDENT TYPE	TOTAL	BREAKFAST FOR ONE	FAMILY BREAKFAST
MEAL TIME	48.58%	66.27%	66.10%
PLEASURE	28.96%	14.57%	15.44%
SOCIAL	9.29%	1.67%	15.56%
CONVENIENCE	36.06%	42.04%	36.60%
NOURISHMENT	24.03%	31.16%	31.31%
GRAZING	9.26%	2.87%	3.59%

At the top of the interface, there are "Selections" filters: COLUMN: Occasion || ROW: 5Ws || TIME PERIOD: Quarter: Q1 2019 || MARKETS: North America: US || OCCASION: Breakfast For One, Family Breakfast || 5Ws: Row: Why: Meal Time, Pleasure, Social, Convenience, Nourishm...". On the far right, there is a "Setting" icon (gear and export) which is highlighted with a callout bubble containing the text: "Click on the icon to download the data in Excel."

At the bottom of the report, there is a note: "Source: Project Landmark || Occasion % | Change PP Vs Benchmark shown in table || Significance Vs Total Column @ 95% CL: ● High ● Low || NA - Data not available || Low Sample: LS < 30, * 30-50 || Column % shown across tool".

Visual Cross Tab Module - Charts

→ VISUAL CROSSTAB

Selections: COLUMN: Occasion || ROW: 5Ws || TIME PERIOD: Quarter: Q1 2019 || MARKETS: North America: US || OCCASION: Early Morning Bite, Breakfast For One, Family Breakfast, Breakfast at Work/School, Mid Morning Snack, Lunc...▼

RESPONDENT TYPE Total Submit

	TOTAL	EARLY MORNING BITE	BREAKFAST FOR ONE	FAMILY BREAKFAST	
MEALTIME	48.58%	18.69%	66.27%	66.10%	
PLEASURE	28.96%	32.47%	14.57%	15.44%	
SOCIAL	9.29%	5.48%	1.67%	15.56%	7.00%
CONVENIENCE	36.06%	48.67%	42.04%	36.60%	44.00%
NOURISHMENT	24.03%	30.86%	31.16%	31.31%	32.17%
GRAZING	9.26%	14.26%	2.87%	3.59%	4.67%

Click on this icon to navigate to the Trend view.

Click on this icon to navigate to the Stacked Chart view.

Sample Size Source: Project Landmark || Occasion % | Change PP Vs Benchmark shown in table || Significance Vs Total Column @ 95% CL: • High • Low || NA - Data not available || Low Sample: LS < 30, • 30-50 || Column % shown across tool

Visual Cross Tab Module - Charts

Trends are disabled under certain conditions.

→ VISUAL CROSSTAB

Selections: COLUMN: Occasion || ROW: 5Ws || ROW NESTING: Demographics || TIME PERIOD: Quarter: Q1 2019 || MARKETS: North America: US || OCCASION: Early Morning Bite, Breakfast For One, Family Breakfast, Breakfast at Work, Breakfast at School, Breakfast at Home || Sample Size: 100000

Trend Chart is disabled for any of the following reasons:
 1. Time Period is not selected in Columns.
 2. Number of rows is more than 15.
 3. Row Nesting is selected.

RESPONDENT TYPE	Total	Submit	Breakfast Occasion				BREAKFAST AT K/SCHOOL
	TOTAL		EARLY MORNING BITE	BREAKFAST FOR ONE	FAMILY BREAKFAST		
MEAL TIME	48.58%		18.69%	66.27%	66.10%		5.83%
MALE	50.10%		50.43%	52.72%	47.08%		5.63%
FEMALE	49.90%		49.57%	47.28%	52.92%		53.37%
PLEASURE	28.96%		32.47%	14.57%	15.44%		12.67%
MALE	51.41%		55.58%	60.04%	57.50%		52.63%
FEMALE	48.59%		44.42%	39.96%	42.50%		47.37%
SOCIAL	9.29%		5.48%	1.67%	15.56%		7.00%
MALE	48.15%		60.29%	64.91%	50.12%		59.52%

This message will be displayed when the user hovers over the Trend icon.



Visual Cross Tab Module - Charts

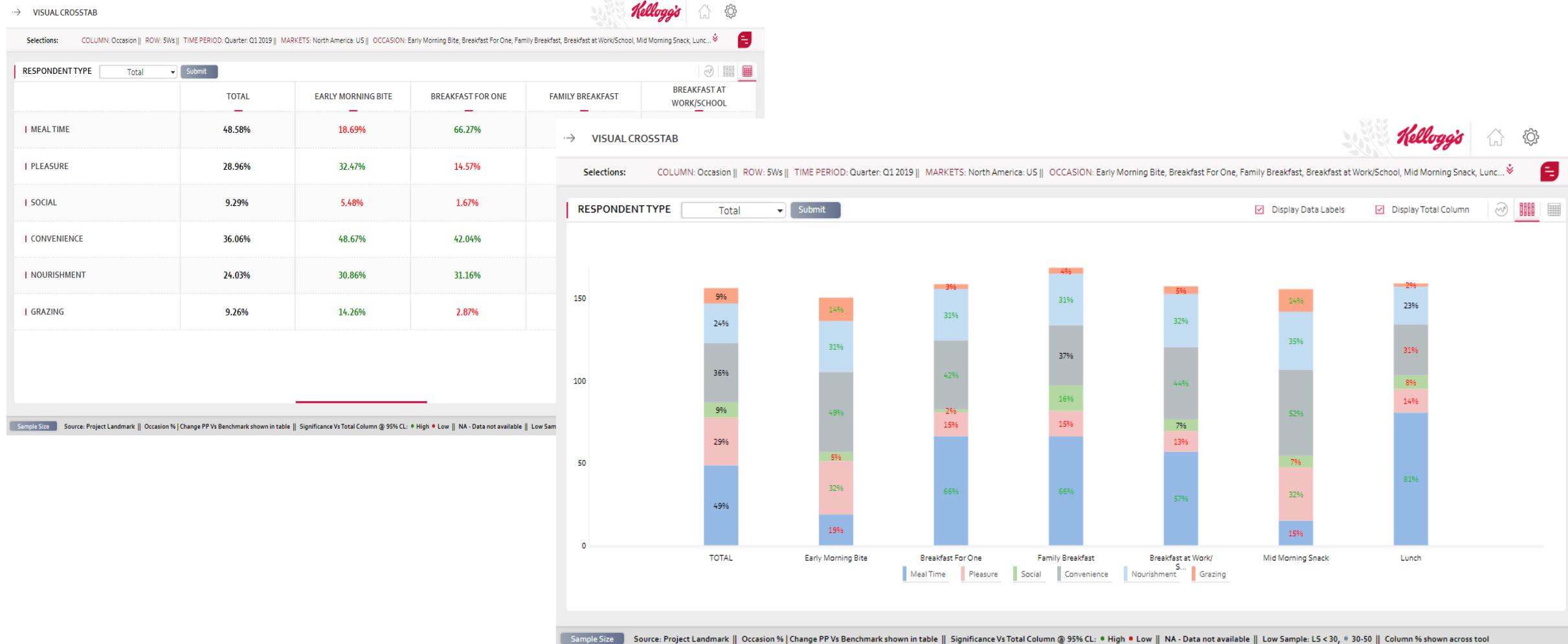
Stacked Chart is disabled under certain conditions.

This message will be displayed when the user hovers over the Chart icon.



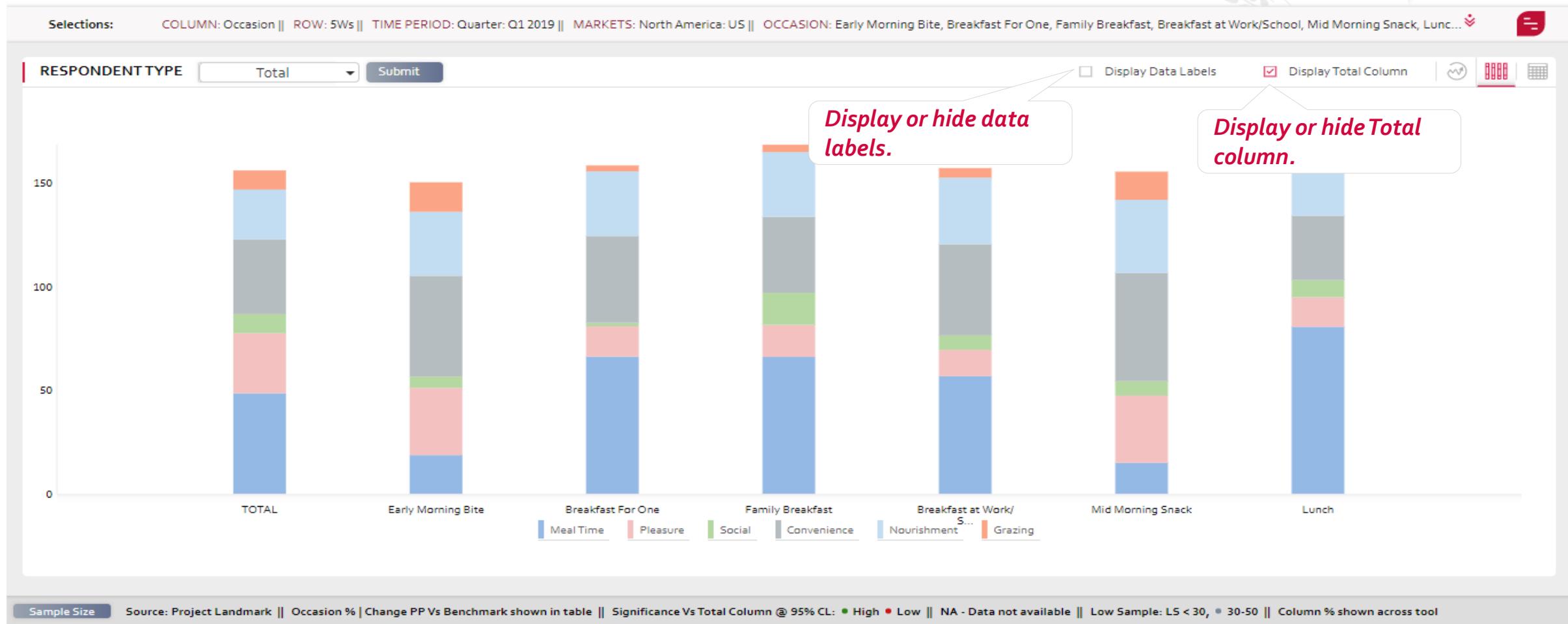
Visual Cross Tab Module - Charts

The columns of the cross tab are converted into individual bars and rows are stacked.

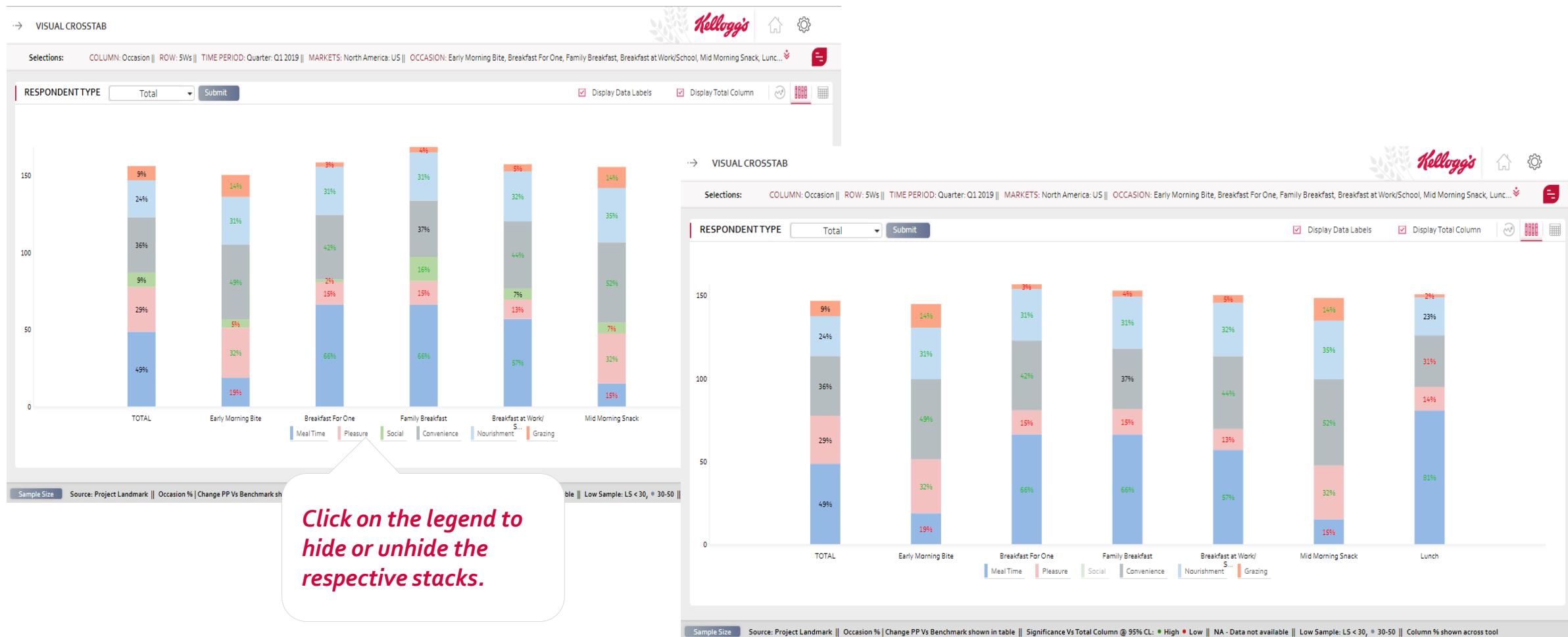


Visual Cross Tab Module - Charts

→ VISUAL CROSSTAB



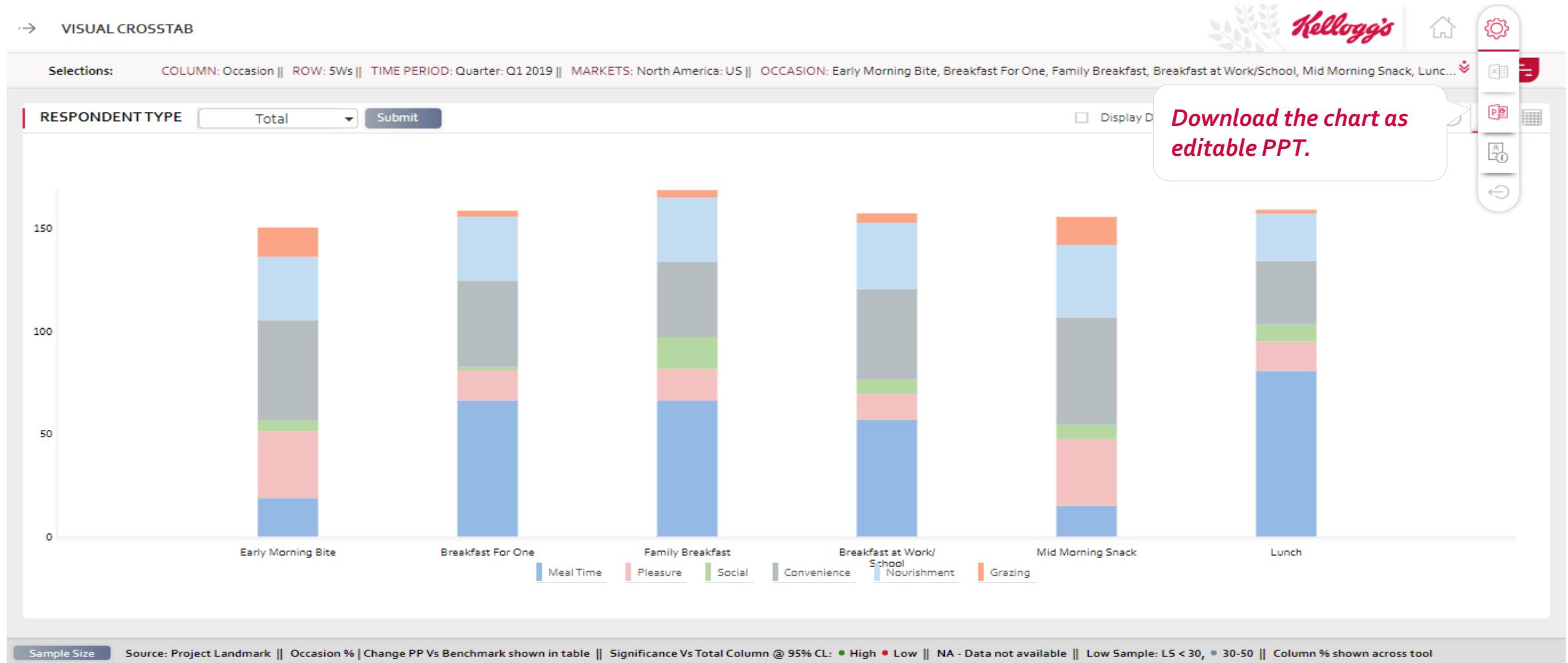
Visual Cross Tab Module - Charts



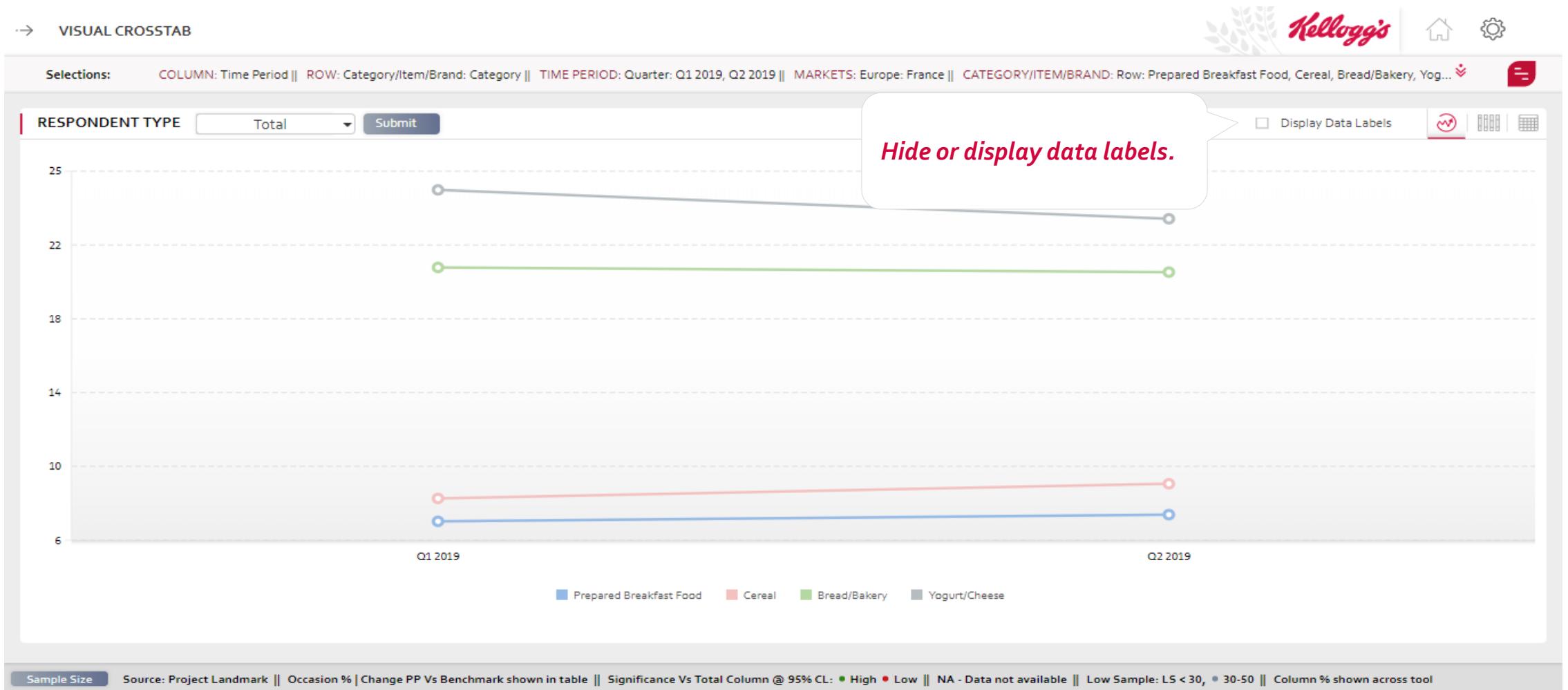
Click on the legend to hide or unhide the respective stacks.

Visual Cross Tab Module - Charts

Charts can be downloaded as editable PowerPoint slides.



Visual Cross Tab Module - Charts





User Guides
May 2020



LANDMARK OCCASION VISUALIZER LOV

OCCASION PROFILE MODULE

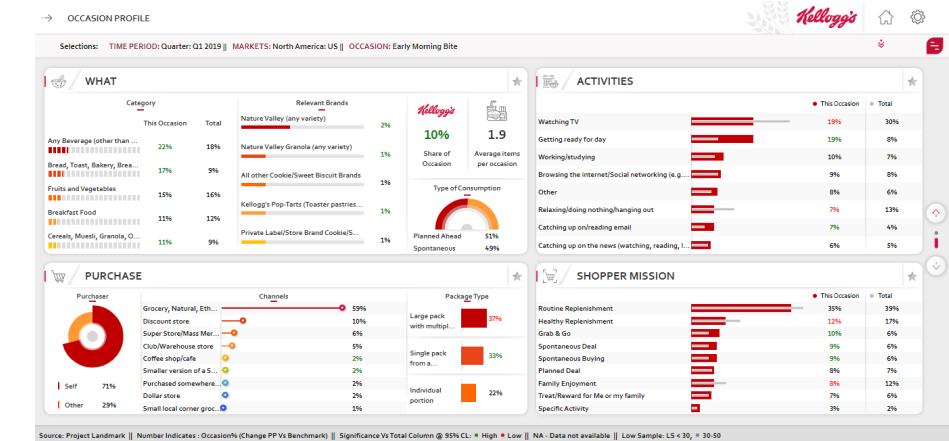
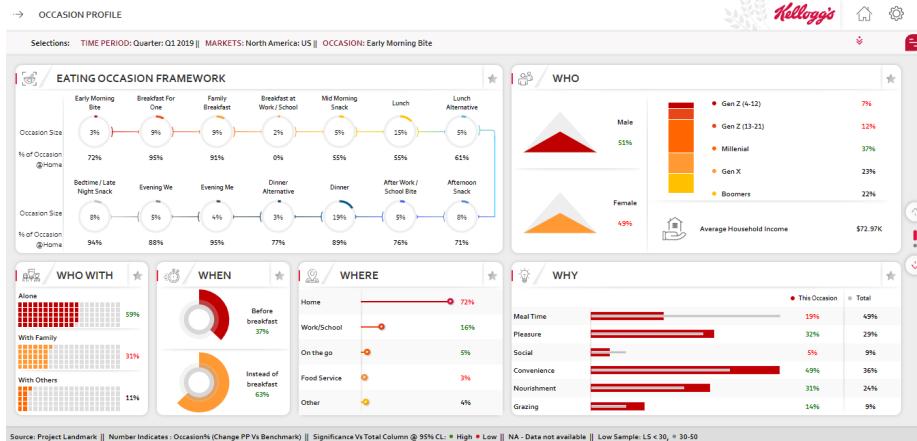
Contents

- 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



LANDMARK OCCASION VISUALIZER



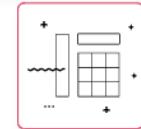
OCCASION PROFILE



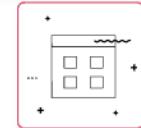
PERFORMANCE DASHBOARD



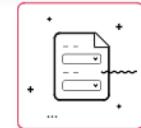
VISUAL CROSSTAB



ADVANCED ANALYTICS



MY DASHBOARD



REPORT GENERATOR

Selection Flow

→ OCCASION PROFILE



Selections:

	TIME PERIOD	: None	→
	MARKETS	: None	→
	OCCASION	: None	→
	ADDITIONAL FILTERS	: None	→
	BENCHMARK	: None	→

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

Occasion is single select.

Click to close the selection panel

Source: Project Landmark

Time Period Selection

→ OCCASION PROFILE



Selections: TIME PERIOD: Quarter: Q1 2019

	TIME PERIOD	: Q1 2019	<input type="button" value="→"/>	Quarter	<input type="button" value=">"/>	<input checked="" type="radio"/> Q1 2019	<input type="radio"/> Q2 2019
	MARKETS	: None	<input type="button" value="→"/>	YTD	<input type="button" value=">"/>	<input type="radio"/> Q2 2019	
	OCCASION	: None	<input type="button" value="→"/>	Rolling 4 Quarter	<input type="button" value=">"/>		
	ADDITIONAL FILTERS	: None	<input type="button" value="→"/>	Annual	<input type="button" value=">"/>		
	BENCHMARK	: None	<input type="button" value="→"/>				

Source: Project Landmark

Markets Selection

→ OCCASION PROFILE



Selections: TIME PERIOD: Quarter: Q1 2019 || MARKETS: North America: US

	TIME PERIOD : Q1 2019 →	<input type="radio"/> Select All Markets	<input checked="" type="radio"/> US
	MARKETS : US →	<input type="radio"/> North America	
	OCCASION : None →	<input type="radio"/> Latin America	
	ADDITIONAL FILTERS : None →	<input type="radio"/> Europe	
	BENCHMARK : None →	<input type="radio"/> AMEA	

'Select All Markets' will aggregate all markets.

Note: Only Q1 2019 data available for Australia.

Footnote indicating only Q1 2019 data available for Australia.

SUBMIT CLEAR ALL

Source: Project Landmark

Occasion Selection

→ OCCASION PROFILE



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

TIME PERIOD	: Q1 2019	Search
MARKETS	: US	<input checked="" type="radio"/> Early Morning Bite
OCCASION	: Early M...	<input type="radio"/> Breakfast For One <input type="radio"/> Family Breakfast <input type="radio"/> Breakfast at Work/Sch... <input type="radio"/> Mid Morning Snack <input type="radio"/> Lunch <input type="radio"/> Lunch Alternative <input type="radio"/> Afternoon Snack <input type="radio"/> After Work/School Bite <input type="radio"/> Dinner <input type="radio"/> Dinner Alternative <input type="radio"/> Evening Me
ADDITIONAL FILTERS	: None	
BENCHMARK	: None	

Search for a specific occasion.

Occasion is single select.

SUBMIT CLEAR ALL

Source: Project Landmark

Additional Filters

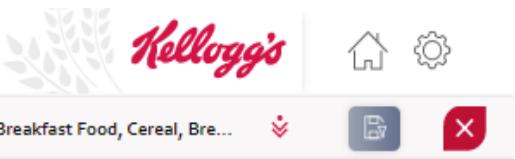
The screenshot shows the 'OCCASION PROFILE' section of the Kellogg's Project Landmark interface. At the top, there are selection filters: TIME PERIOD (Q1 2019), MARKETS (North America: US), and OCCASION (Early M...). Below these are optional filters: ADDITIONAL FILTERS (None) and BENCHMARK (None). To the right, there is a detailed view of demographic filters:

- Category, 5Ws and/or Demographics are available as filters.** This text is highlighted with a callout pointing to the 'Demographics' dropdown, which is expanded to show Age (Select All, Male, Female) and Residence Location (Select All).
- Additional Filter is optional.** This text is highlighted with a callout pointing to the 'ADDITIONAL FILTERS' field.

At the bottom of the interface are 'SUBMIT' and 'CLEAR ALL' buttons, and a note: 'Source: Project Landmark'.

Custom Filters

→ OCCASION PROFILE



Selections: TIME PERIOD: Quarter: Q1 2019 || MARKETS: North America: US || OCCASION: Early Morning Bite || ADDITIONAL FILTERS: Custom Filters: AllCategories_Male (Category: Prepared Breakfast Food, Frozen Breakfast Food, Cereal, Bre...

TIME PERIOD : Q1 2019 → Category > AllCategories_Male

MARKETS : US → 5Ws

OCCASION : Early Mor... → Demographics

ADDITIONAL FILTERS : AllCateg... → Custom Filters >

BENCHMARK : None →

Saved Custom Filters are available in Additional Filters.

SUBMIT CLEAR ALL

Source: Project Landmark

Benchmark (Optional)

→ OCCASION PROFILE



Selections: Time Period: Quarter: Q1 2019 || Markets: Australia || Occasion: Early Morning Bite || Benchmark: Previous Period

Previous Period
 Previous Year

Benchmarking (change PP) is available for Previous Period or Previous Year (same period previous year). Previous Period is the default.

TIME PERIOD : Q1 2019 →
MARKETS : Australia →
OCCASION : Early Morning... →
ADDITIONAL FILTERS : Male →
BENCHMARK : Previous Period →

SUBMIT **CLEAR ALL**

Source: Project Landmark

Output View 1

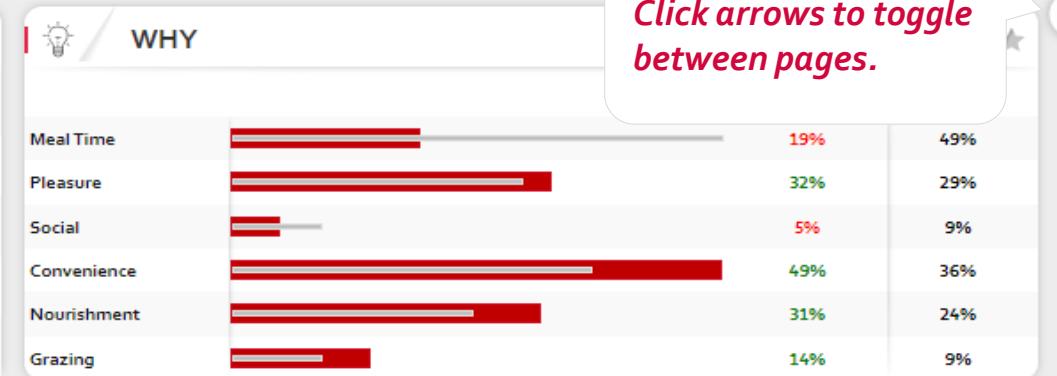
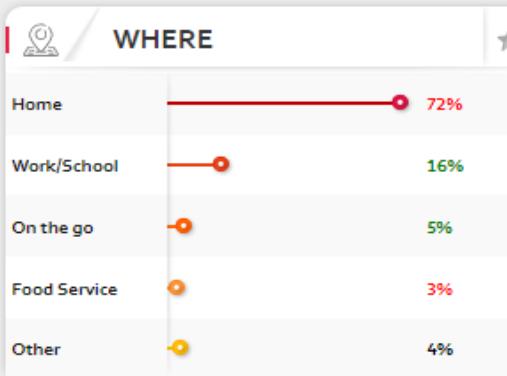
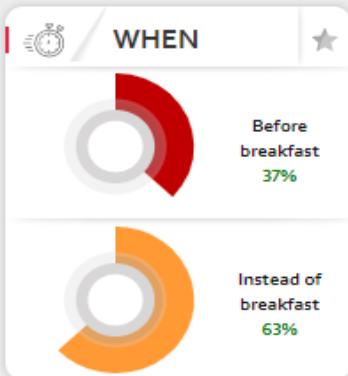
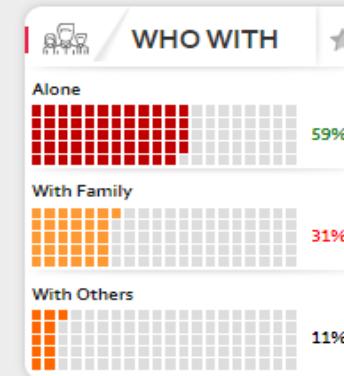
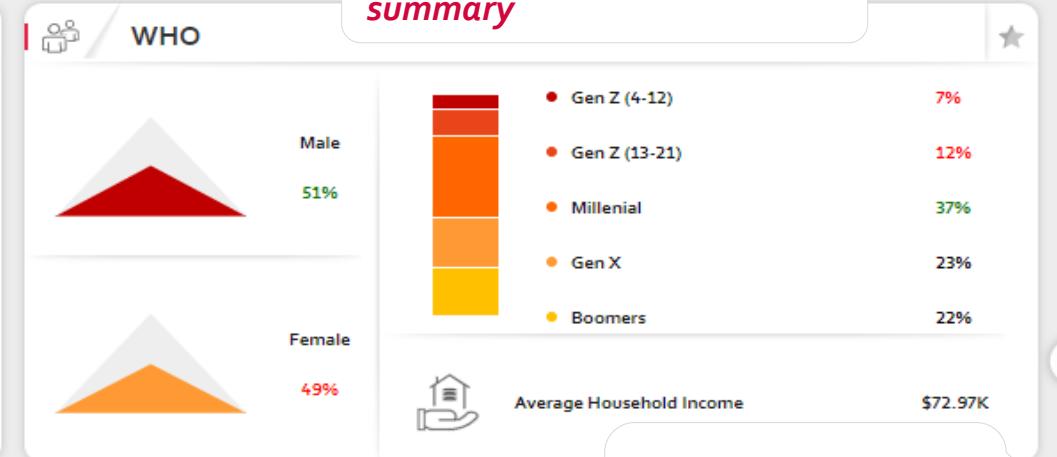
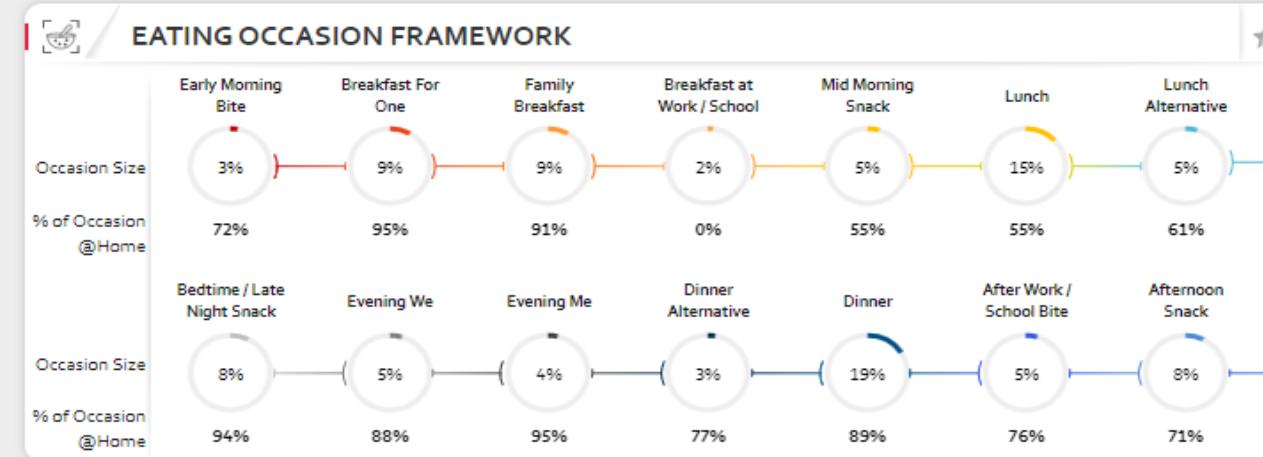
Selection Summary

→ OCCASION PROFILE



Click to expand the selection summary

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

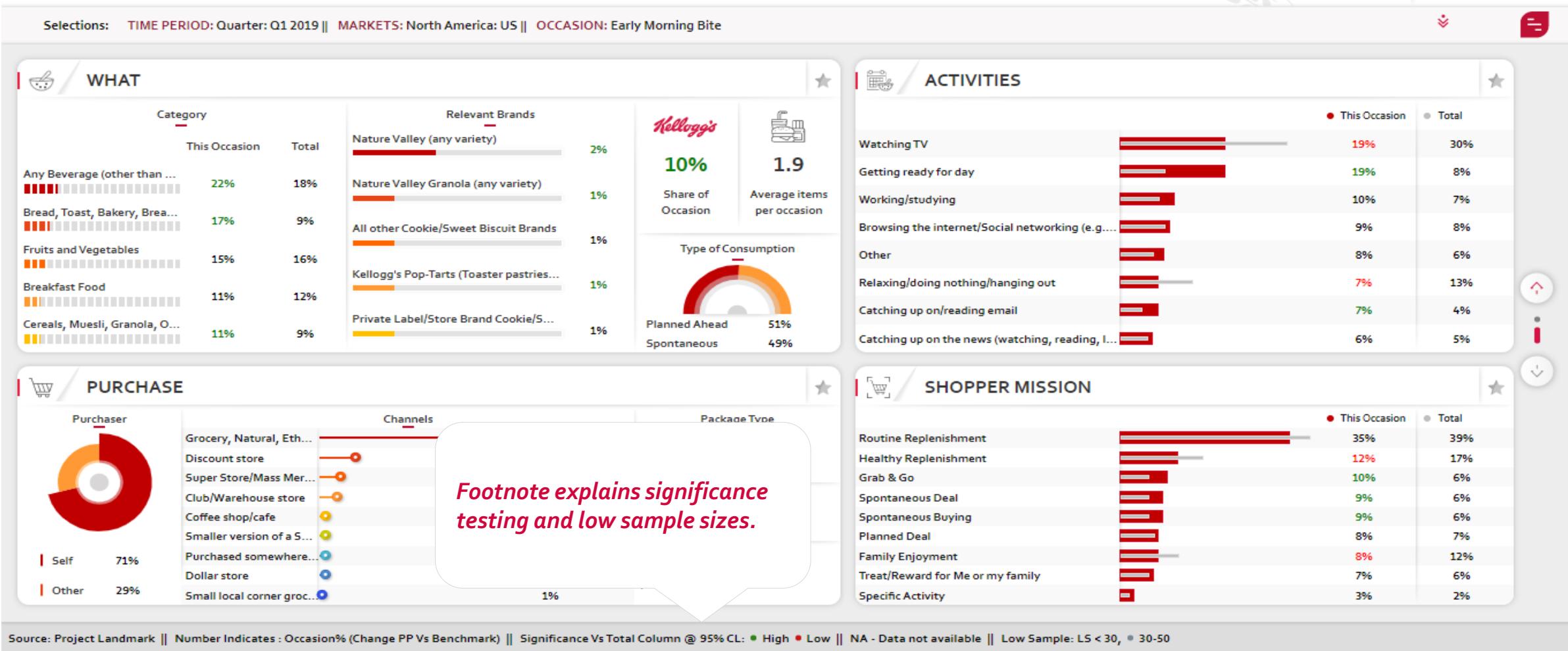


Source: Project Landmark || Number Indicates : Occasion% (Change PP Vs Benchmark) || Significance Vs Total Column @ 95% CL: ● High ● Low || NA - Data not available || Low Sample: LS < 30, ● 30-50

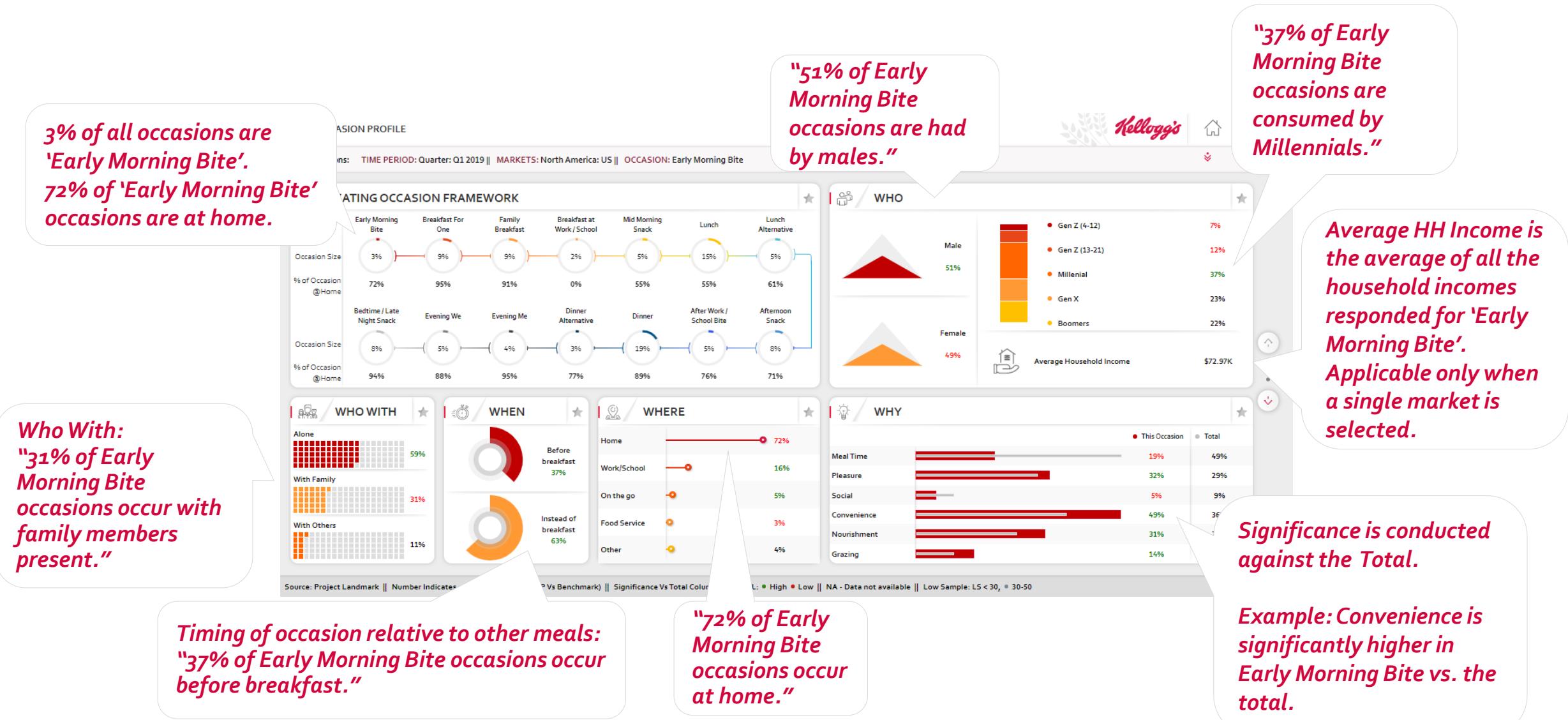
Click arrows to toggle between pages.

Output View 2

→ OCCASION PROFILE



How to Read the Output – View 1



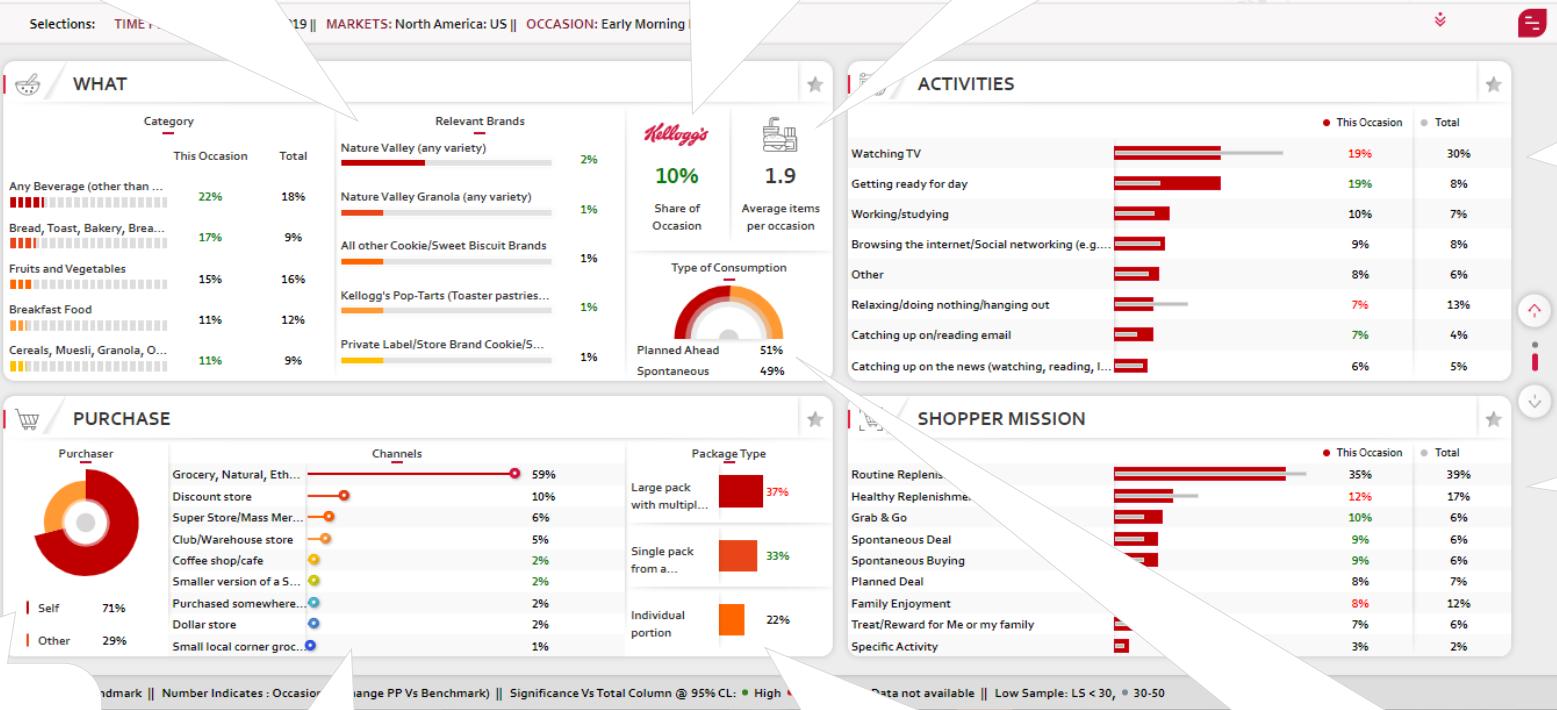
How to Read the Output – View 2

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.”



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

→ OCCASION PROFILE



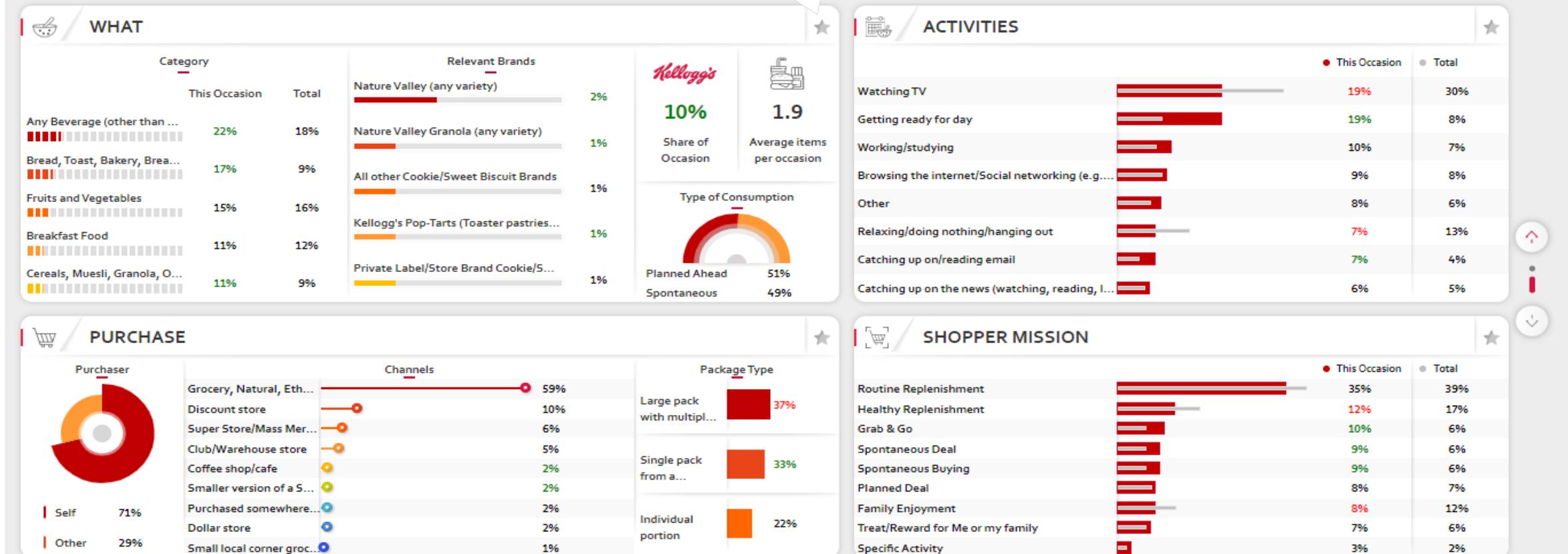
Key Features

Click the star to
add a widget to
My Dashboard.

→ OCCASION PROFILE



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



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



User Guides
May 2020



LANDMARK OCCASION VISUALIZER LOV

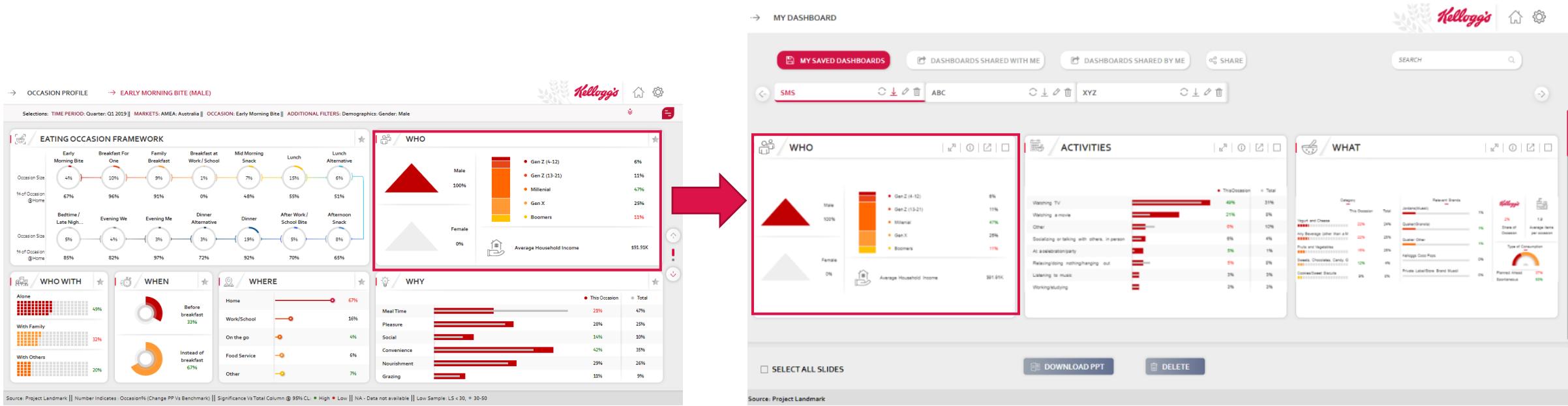
MY DASHBOARD MODULE

Contents

- Purpose of My Dashboard Module
- Navigation
- How to Save a Widget to My Dashboard
- Key Features

My Dashboard Module

- The My Dashboard module allows users to create & share custom dashboards from other modules of the LOV.
- The entire dashboard or few slides can be downloaded to PPT.
- My Dashboards can be shared among users either individually or to groups.
- Only the user who has shared a dashboard can make changes to the dashboard.
- Users can refresh the dashboard to the selected time period by using the 'Auto-Update' functionality.



Navigation



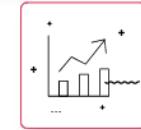
LANDMARK OCCASION VISUALIZER



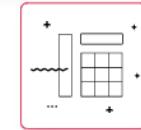
OCCASION PROFILE



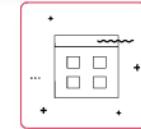
PERFORMANCE DASHBOARD



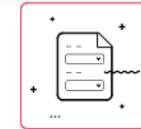
VISUAL CROSSTAB



ADVANCED ANALYTICS



MY DASHBOARD



REPORT GENERATOR

Landing Page

→ Dashboards created by the user

Search for a dashboard

MY SAVED DASHBOARDS DASHBOARDS SHARED WITH ME DASHBOARDS SHARED BY ME SHARE Search

BOOMER_CONSUMPTION... Dashboard name

Scroll through the dashboards.

Functionalities like auto-update, download, edit dashboard name and delete.

WHAT (BREAKFAST FOR ONE) - A... Category This Occasion Total Relevant Brands

Category	This Occasion	Total	Relevant Brands
Cereal	47%	12%	Private Label/Store Brand Oatmeal
Bread/Bakery	33%	17%	Uncle Toby's Plus (any variety)
Beverages	27%	24%	Other Cold Cereal Brands
Fruits and Veggies	19%	20%	Uncle Toby's Oats (plain/bulk)
Prepared Breakfast Food	13%	5%	Other Muesli Brands (Muesli)

5WS ACROSS CATEGORY - AUSTR... LS Planed Spontaneous 67% 33%

Delete or download selected slides.

SELECT ALL SLIDES DOWNLOAD PPT DELETE

Source: Project Landmark

How to Save a Widget to My Dashboard

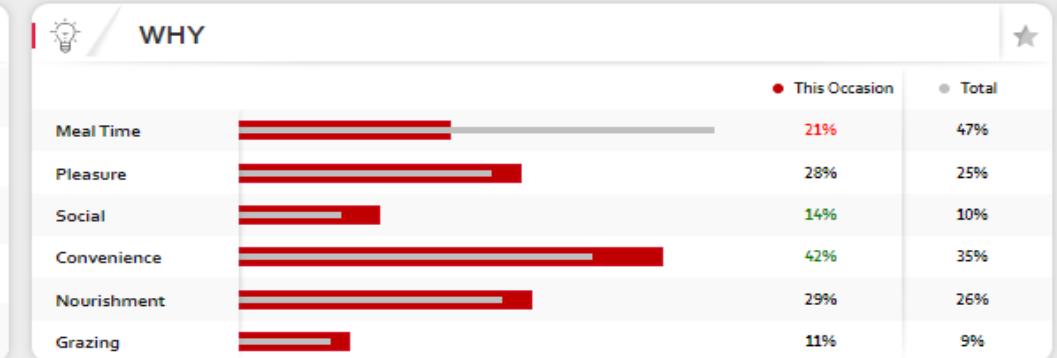
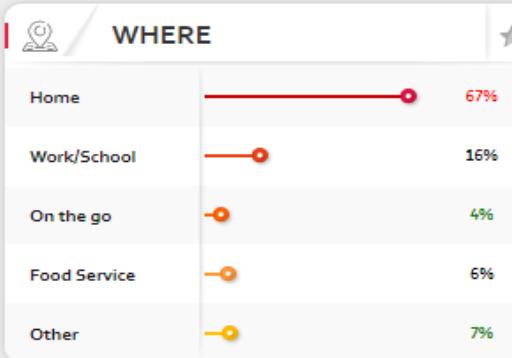
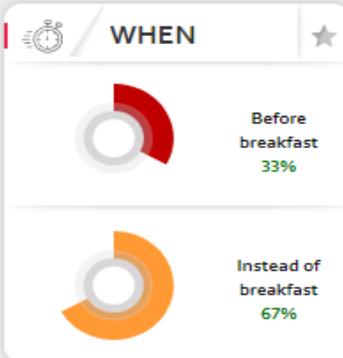
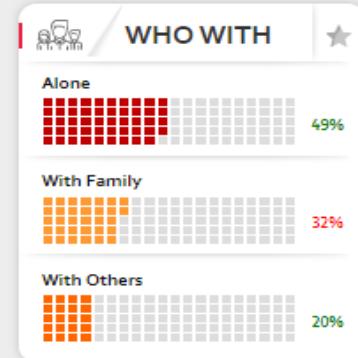
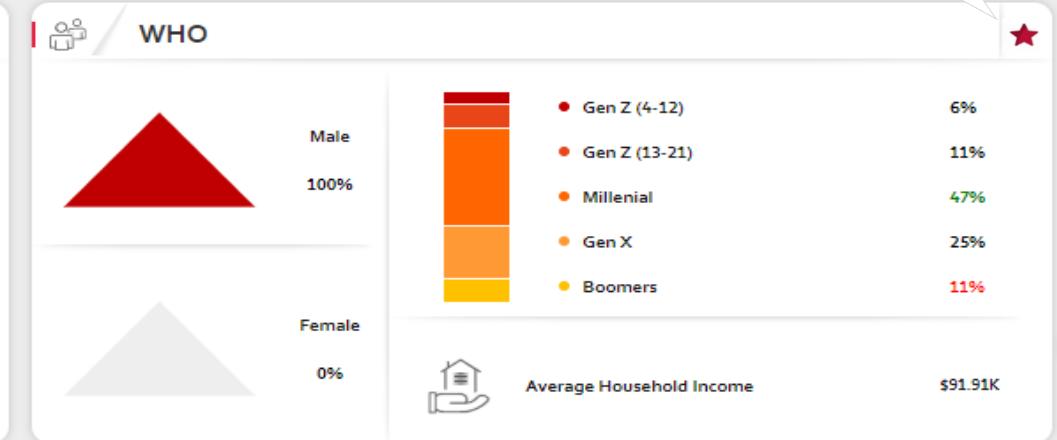
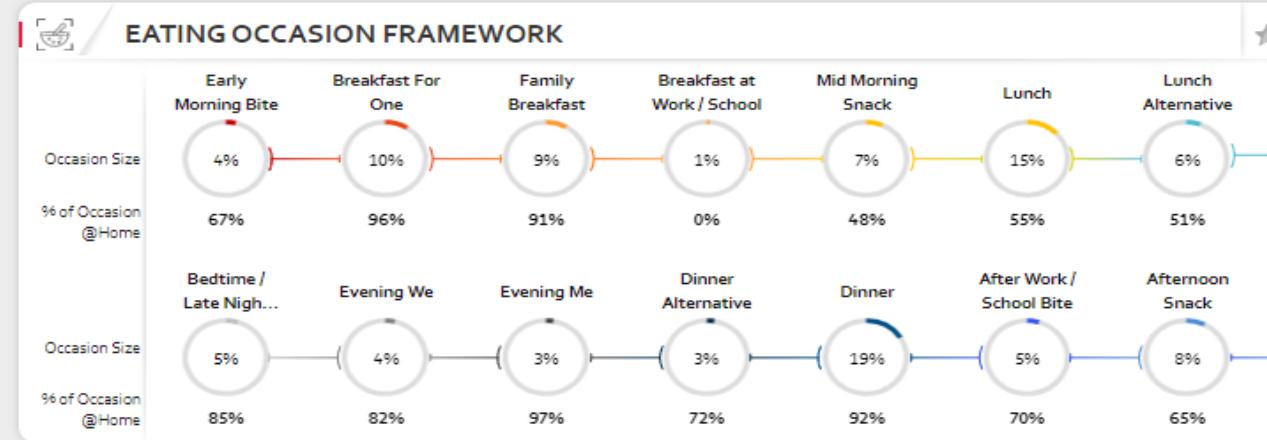
→ OCCASION PROFILE

→ EARLY MORNING BITE (MALE)

Click on the star to add a widget to a dashboard.



Selections: TIME PERIOD: Quarter: Q1 2019 || MARKETS: AMEA: Australia || OCCASION: Early Morning Bite || ADDITIONAL FILTERS: Demographics: Gender: Male



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

How to Save a Widget to My Dashboard

→ OCCASION PROFILE

→ EARLY MORNING BITE (MALE)



Selections: TIME PERIOD: Quarter: Q1 2019 || MARKETS: AMEA: Australia || OCCASION: Early Morning Bite || ADDITIONAL FILTERS: Demographics: Gender: Male

EATING OCCASION FRAMEWORK

Occasion Size % of Occasion @ Home

Occasion Size % of Occasion @ Home

WHO WITH

WHEN

WHO

SAVE DASHBOARD

Select New Dashboard or Append to Saved/Shared Dashboard.

Click here to save the widget to a New Dashboard.

Enter dashboard name

Enter Name

SAVE CANCEL

Average Household Income \$91.91K

Male

Female

Gen Z (4-12) 6%

Gen Z (13-21) 11%

Millennial 47%

Gen X 25%

Boomers 11%

This Occasion Total

Home 67% 21% 47%

Work/School 16% 28% 25%

On the go 4% 14% 10%

Food Service 6% 42% 35%

Other 7% 29% 26%

Meal Time

Pleasure

Social

Convenience

Nourishment

Grazing

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

How to Save a Widget to My Dashboard

→ OCCASION PROFILE → EARLY MORNING BITE (MALE)



Selections: TIME PERIOD: Quarter: Q1 2019 || MARKETS: AMEA: Australia || OCCASION: Early Morning Bite || ADDITIONAL FILTERS: Demographics: Gender: Male

EATING OCCASION FRAMEWORK

Occasion Size % of Occasion @ Home

Occasion	% of Occasion @ Home
Early Morning Bite	67%
Breakfast For One	96%
Family Breakfast	91%
Breakfast at Work / School	0%

Nomenclature:

- **Dashboard Name: My Saved Dashboard**
- **Dashboard Name*: Dashboards Shared**

WHO

SAVE DASHBOARD

New Dashboard Append to Saved/Shared Dashboard

SELECT DASHBOARD

SMS
 ABC
 XYZ
 SMS*
 ABC*
 XYZ*

Note: * Shared Dashboards

WHEN

WHO WITH

Average Household Income

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

Click here to save the widget to an existing dashboard in My Dashboard.

Update

The screenshot shows a dashboard titled "BOOMER_CONSUMPTION..." with two stacked bar charts. A modal window titled "UPDATE TIME PERIOD" is open, prompting the user to "SELECT TIME PERIOD". The modal lists four options: "Quarter", "YTD", "Rolling 4 Quarter", and "Annual". Under "Quarter", three checkboxes are available: "Q1 2019" (unchecked), "Q2 2019" (unchecked), and "Q3 2019" (checked). Below the checkboxes are "UPDATE" and "CANCEL" buttons. A red callout bubble points to the "Q3 2019" checkbox with the text "Select the Time Period to update the dashboard." Another red callout bubble points to the "UPDATE" button with the text "Click this icon to update the dashboard." The bottom of the screen features standard dashboard controls: "SELECT ALL SLIDES", "DOWNLOAD PPT", and "DELETE". The footer includes the text "Source: Project Landmark".

MY DASHBOARD

Kellogg's

MY SAVED DASHBOARDS

DASHBOARDS SHARED WITH ME

DASHBOARDS SHARED BY ME

SHARE

Search

BOOMER_CONSUMPTION...

EWS ACROSS CATEGORY - AUSTR...

SELECT TIME PERIOD

Quarter

YTD

Rolling 4 Quarter

Annual

Q1 2019

Q2 2019

Q3 2019

UPDATE

CANCEL

SELECT ALL SLIDES

DOWNLOAD PPT

DELETE

Source: Project Landmark

Click this icon to update the dashboard.

Select the Time Period to update the dashboard.

Download

→ MY DASHBOARD

Kellogg's   

MY SAVED DASHBOARDS DASHBOARDS SHARED WITH ME DASHBOARDS SHARED BY ME SHARE Search

BOOMER_CONSUMPTION...   

Click this icon to download an editable PPT of the dashboard.

WHAT (BREAKFAST FOR ONE) - A...     

5WS ACROSS CATEGORY - AUSTR...     

SELECT ALL SLIDES  DOWNLOAD PPT  DELETE

Source: Project Landmark

Edit Dashboard Name

→ MY DASHBOARD



MY SAVED DASHBOARDS DASHBOARDS SHARED WITH ME DASHBOARDS SHARED BY ME SHARE Search BOOMER_CONSUMPTION... WHAT (BREAKFAST FOR ONE) - A... 5WS ACROSS CATEGORY - AUSTR...

Click this icon to edit the dashboard name.

EDIT DASHBOARD NAME

Enter Dashboard Name X

Enter new dashboard name. Already existing dashboard name will not be accepted

SELECT ALL SLIDES DOWNLOAD PPT DELETE

Source: Project Landmark

Delete – My Saved Dashboards

A screenshot of a dashboard interface from a company's internal tool. At the top, there are navigation links: 'MY DASHBOARD' (with a right arrow), 'MY SAVED DASHBOARDS', 'DASHBOARDS SHARED WITH ME', 'DASHBOARDS SHARED BY ME', 'SHARE', and a search bar. Below this, a dashboard titled 'BOOMER_CONSUMPTION...' is displayed, featuring two stacked bar charts. A callout bubble points to the delete icon (a trash can) in the top right corner of the dashboard card, with the text: 'Click this icon to delete the entire dashboard.' A modal dialog box titled 'DELETE DASHBOARD' is centered over the dashboard cards. It contains the question 'Do you wish to Delete the entire dashboard?' with two buttons: 'YES' (radio button selected) and 'NO'. In the background, other dashboard cards are visible, including one titled 'WHAT (BREAKFAST FOR ONE) - A...' and another titled '5WS ACROSS CATEGORY - AUSTR...'. At the bottom of the screen, there are buttons for 'SELECT ALL SLIDES', 'DOWNLOAD PPT', and 'DELETE' (with a trash can icon).

Source: Project Landmark

Edit Widget Name

→ MY DASHBOARD

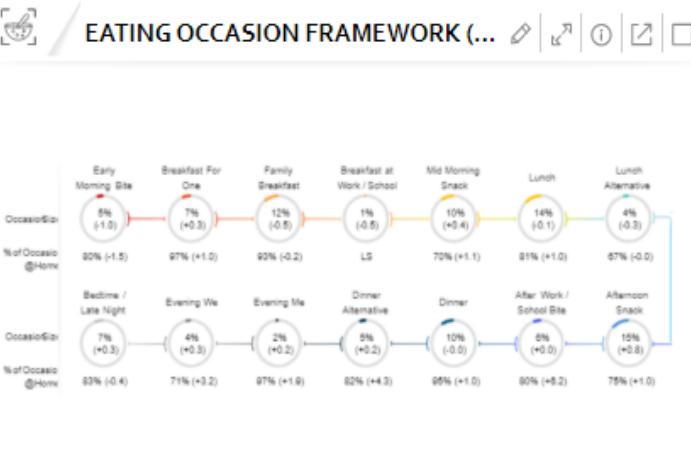
Kellogg's   

MY SAVED DASHBOARDS DASHBOARDS SHARED WITH ME DASHBOARDS SHARED BY ME SHARE Search

MAYANK BOOMER_CONSUMPTION... →

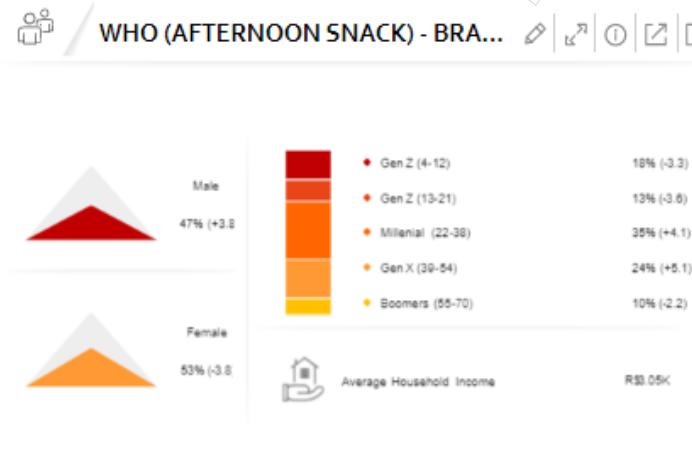
Click this icon to edit the Widget Name.

EATING OCCASION FRAMEWORK (...



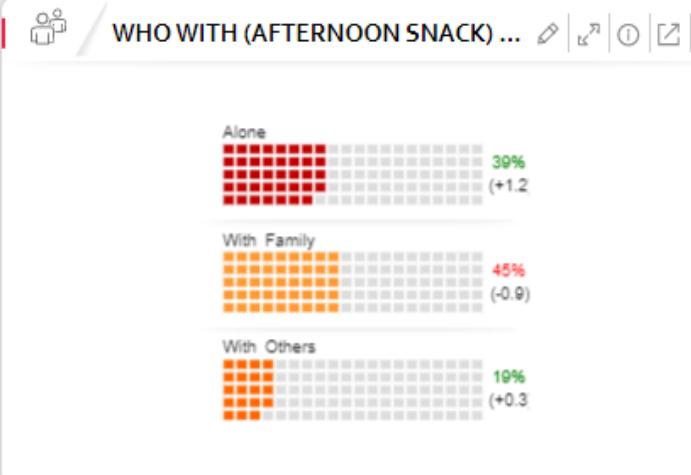
Occasion: Early Morning Snack (5% (-1.0)) → Breakfast For One (7% (+0.3)) → Family Breakfast (12% (-0.2)) → Breakfast at Work / School (1% (-0.5)) → Mid Morning Snack (10% (+0.4)) → Lunch (14% (-0.1)) → Lunch Alternative (4% (-0.3)).
Occasion: Bedtime / Late Night (7% (+0.3)) → Evening We (4% (+0.3)) → Evening Me (2% (+0.2)) → Dinner Alternative (5% (+0.2)) → Dinner (10% (-0.0)) → After Work / School Site (6% (+0.0)) → Afternoon Snack (15% (+0.8)).

WHO (AFTERNOON SNACK) - BRA...



Male: 47% (+3.8) | Female: 53% (-3.8)
Average Household Income: R30.05K
Legend: Gen Z (4-12), Gen Z (13-21), Millennial (22-38), Gen X (39-54), Boomers (55-70)

WHO WITH (AFTERNOON SNACK) ...



Alone: 39% (+1.2)
With Family: 45% (-0.9)
With Others: 19% (+0.3)

SELECT ALL SLIDES  

Source: Project Landmark

Kellogg's



►►► DEPLOY FOR GROWTH

70

Edit Widget Name

→ MY DASHBOARD



MY SAVED DASHBOARDS

DASHBOARDS SHARED WITH ME

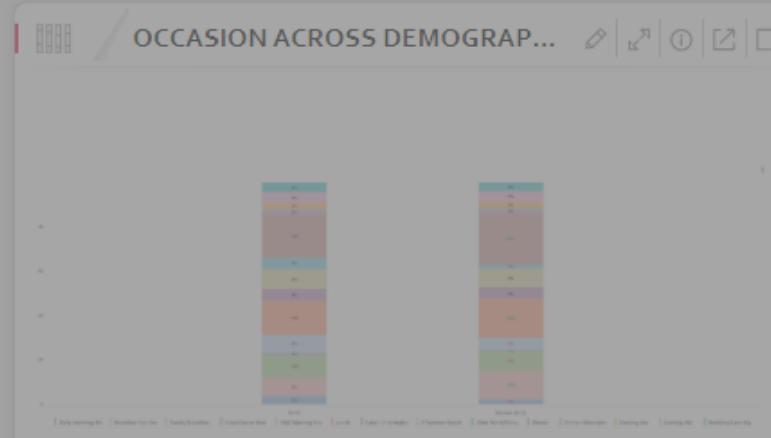
DASHBOARDS SHARED BY ME

SHARE

Search



BOOMER_CONSUMPTION...



EDIT WIDGET NAME

Enter Widget Name

Fruits and Veggies 19% 20% Uncle Toly's Oats (plain/bulk) LS
Prepared Breakfast Food 13% 9% Other Muesli Brands (Muesli) LS
Planned Spontaneous 67% 33%

Enter a new widget name



SELECT ALL SLIDES

Source: Project Landmark

Expand Feature

→ MY DASHBOARD

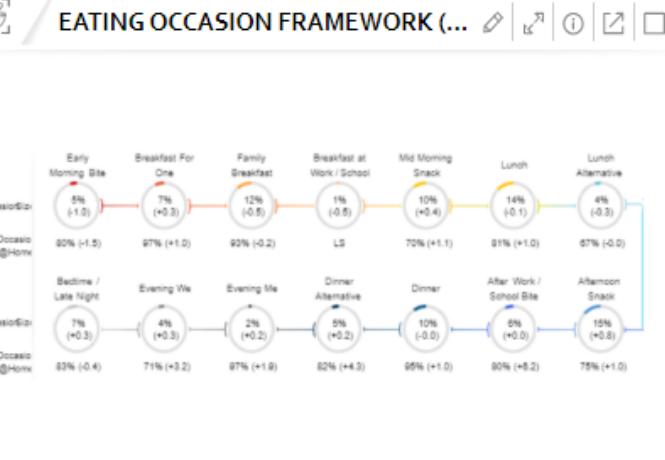
Kellogg's  

MY SAVED DASHBOARDS DASHBOARDS SHARED WITH ME DASHBOARDS SHARED BY ME SHARE Search

MAYANK BOOMER_CONSUMPTION... ->

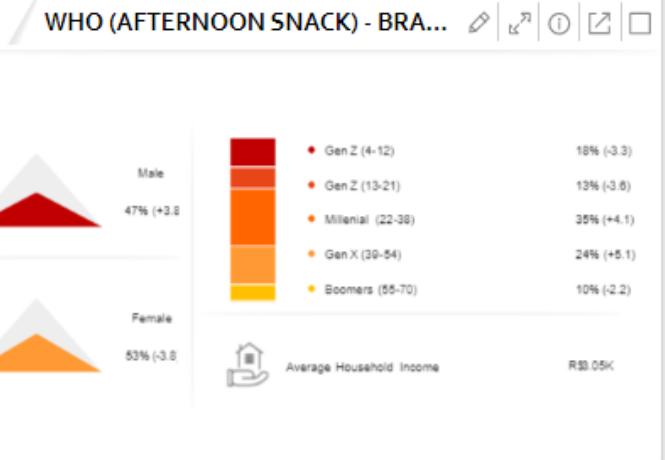
Click this icon to expand a widget.

 EATING OCCASION FRAMEWORK (...)



Occasion	Percentage	Notes
Early Morning Snack	5% (-1.0)	
Breakfast For One	7% (+0.3)	
Family Breakfast	12% (-0.2)	
Breakfast at Work / School	1% (-0.5)	
Mid Morning Snack	10% (+0.4)	
Lunch	14% (-0.1)	
Lunch Alternative	4% (-0.3)	
Bedtime / Late Night	7% (+0.3)	
Evening We	4% (+0.2)	
Evening Me	2% (+0.2)	
Dinner Alternative	5% (+0.2)	
Dinner	10% (-0.0)	
After Work / School Bite	6% (+0.2)	
Afternoon Snack	15% (+0.8)	

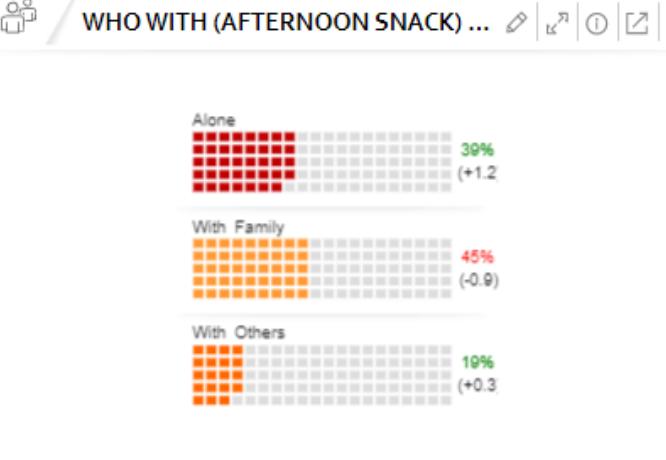
 WHO (AFTERNOON SNACK) - BRA...



Category	Male (%)	Female (%)
Gen Z (4-12)	18% (-3.3)	
Gen Z (13-21)	13% (-3.6)	
Millennial (22-38)	35% (+4.1)	
Gen X (39-54)	24% (+5.1)	
Boomers (55-70)	10% (-2.2)	

Average Household Income R\$3.05K

 WHO WITH (AFTERNOON SNACK) ...



Category	Percentage
Alone	39% (+1.2)
With Family	45% (-0.9)
With Others	19% (+0.3)

SELECT ALL SLIDES  DOWNLOAD PPT  DELETE

Source: Project Landmark

Expand Feature

→ MY DASHBOARD



*The expand feature
will show the widget
in zoom mode.*

BOOMER_CONSUMPTION... ↻ ⌂ ⌂ ⌂

MY SAVED DASHBOARDS DASHBOARDS SHARED WITH ME DASHBOARDS SHARED BY ME Search

WHAT (BREAKFAST FOR ONE) - AUSTRALIA

OCCASION ACROSS DEMOGR...

Category This Occasion Total Relevant Brands

Category	This Occasion	Total	Relevant Brands
Cereal	47%	12%	Private Label/Store Brand Oatmeal
Bread/Bakery	33%	17%	Uncle Toby's Plus (any variety)
Beverages	27%	24%	Other Cold Cereal Brands
Fruits and Veggies	19%	20%	Uncle Toby's Oats (plain/bulk)
Prepared Breakfast Food	13%	5%	Other Muesli Brands (Muesli)

Kellogg's Share of Occasion 16% Average items per occasion 2.0

Type of Consumption

Planned Spontaneous 67% 33%

SELECT ALL SLIDES DOWNLOAD PPT DELETE

Source: Project Landmark

Selection Info

→ MY DASHBOARD



BOOMER_CONSUMPTION...

Click this icon to display the selection info.

OCCASION ACROSS DEMOGRAPHICS

INFORMATION

Module	Occasion Profile
Time Period	Quarter: Q1 2019
Markets	AMEA: Australia
Occasion	Breakfast For One
Additional Filters	Demographics: Age: Generations: Boomers (...)

5WS ACROSS CATEGORY - AUSTRALIA

The selection info will display a pop out with the selections made for the widget.

SELECT ALL SLIDES [DOWNLOAD PPT](#) [DELETE](#)

Source: Project Landmark

‘Go to Original Module’ Feature

The screenshot shows the Project Landmark dashboard interface. At the top, there's a navigation bar with 'MY DASHBOARD' and a 'Kellogg's' logo. Below it, a red callout box points from the 'ACTIVITIES' module to the 'WHO' module, containing the text: 'Click this icon to go to the original module.' The main area displays three modules: 'WHO', 'ACTIVITIES', and 'WHAT'. The 'WHO' module includes a gender pyramid and a color-coded bar chart for age groups. The 'ACTIVITIES' module lists various activities with their percentages. The 'WHAT' module shows food categories. A large red arrow points from the 'ACTIVITIES' module towards the detailed 'EATING OCCASION FRAMEWORK' report on the right.

Download/Delete Selected slides

→ MY DASHBOARD

Kellogg's

MY SAVED DASHBOARDS DASHBOARDS SHARED WITH ME DASHBOARDS SHARED BY ME SHARE Search

BOOMER_CONSUMPTION... ← →

OCCASION ACROSS DEMOGRAPHICS

WHAT (BREAKFAST FOR ONE) - A...

5WS ACROSS CATEGORY - AUSTRALIA

Select all slides of a dashboard

Download selected slides of a dashboard

Delete selected slides of a dashboard

SELECT ALL SLIDES

DOWNLOAD PPT

DELETE

Source: Project Landmark

Delete Selected Slides – My Saved Dashboards

→ MY DASHBOARD

Kellogg's

MY SAVED DASHBOARDS DASHBOARDS SHARED WITH ME DASHBOARDS SHARED BY ME SHARE Search

BOOMER_CONSUMPTION... OCCASION ACROSS DEMOGRAP... 5WS ACROSS CATEGORY - AUSTR...

User can delete selected widgets of the dashboard.

DELETE DASHBOARD

Do you wish to delete the selected slides of the dashboard?

YES NO

Fruits and Veggies
Prepared Breakfast Food

Uncle Tobys Oats (plain/bulk)
Other Muesli Brands (Muesli)

Planned Spontaneous

SELECT ALL SLIDES DOWNLOAD PPT DELETE

Source: Project Landmark

The screenshot shows a user interface for managing dashboards. At the top, there are tabs for 'MY SAVED DASHBOARDS', 'DASHBOARDS SHARED WITH ME', 'DASHBOARDS SHARED BY ME', and 'SHARE'. Below these are three dashboard thumbnails with titles: 'BOOMER_CONSUMPTION...', 'OCCASION ACROSS DEMOGRAP...', and '5WS ACROSS CATEGORY - AUSTR...'. A central modal dialog box is open, titled 'DELETE DASHBOARD', with the question 'Do you wish to delete the selected slides of the dashboard?'. It contains two buttons: 'YES' (with a checked radio button) and 'NO' (with an unchecked radio button). Below the question, there are two small charts: one for 'Fruits and Veggies' and another for 'Prepared Breakfast Food', both showing percentages (e.g., 18%, 20% for Fruits and Veggies; 13%, 5% for Prepared Breakfast Food). At the bottom of the dialog are 'SELECT ALL SLIDES', 'DOWNLOAD PPT', and 'DELETE' buttons. The background shows the three dashboard thumbnails again. A red callout bubble with the text 'User can delete selected widgets of the dashboard.' points to the 'DELETE' button in the dialog.

Dashboards Shared With Me

→ MY DASHBOARD

The "Dashboard Shared With Me" section contains dashboards which are shared with the user.

TEST

EATING OCCASION

Cannot update or edit dashboards shared with me. These icons are disabled.

WHO (AFTERNOON SNACK) - BR...

WHO WITH (AFTERNOON SNACK...)

Save a copy of the dashboard by clicking on 'Save As' button. This copy can be viewed in 'My Saved Dashboards' section.

SELECT ALL SLIDES

DOWNLOAD PPT

SAVE AS

DELETE

Source: Project Landmark

Save As - Dashboards Shared With Me

→ MY DASHBOARD



MY SAVED DASHBOARDS

DASHBOARDS SHARED WITH ME

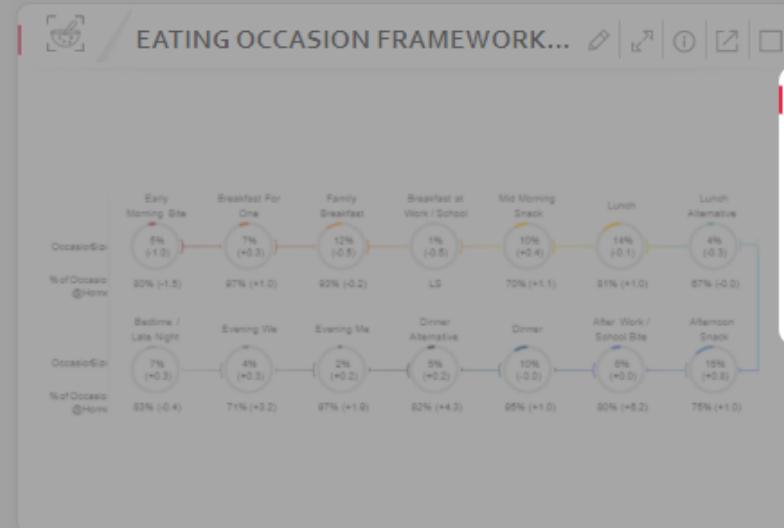
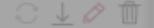
DASHBOARDS SHARED BY ME

SHARE

Search



TEST

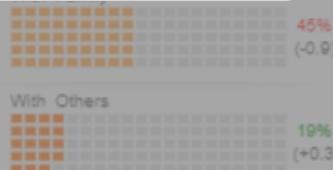


SAVE AS

Enter Dashboard Name

Female 53% (-3.8) Average Household Income R\$0.05K

Save a copy of the dashboard with the same or different name. The existing name of the dashboard will be the default.



SELECT ALL SLIDES

DOWNLOAD PPT

SAVE AS

DELETE

Source: Project Landmark

Delete Selected Slides – Shared Dashboards With Me

→ MY DASHBOARD



MY SAVED DASHBOARDS DASHBOARDS SHARED WITH ME DASHBOARDS SHARED BY ME SHARE Search TEST EATING OCCASION FRAMEWORK... WHO (AFTERNOON SNACK) - BR... WHO WITH (AFTERNOON SNACK...) DELETE DASHBOARD Slides will be deleted only for you. Are you sure you want to delete the selected slides of the dashboard? YES NO Female 53% (-3.8) Average Household Income R\$0.05K Alone 39% (+1.2) With Family 45% (-0.9) With Others 19% (+0.3)

SELECT ALL SLIDES

Source: Project Landmark

Delete selected widgets of the dashboard that have been shared by other users. These slides will be deleted only for the user.

Dashboards Shared By Me

→ MY DASHBOARD



MY SAVED DASHBOARDS

DASHBOARDS SHARED WITH ME

DASHBOARDS SHARED BY ME

SHARE

Search



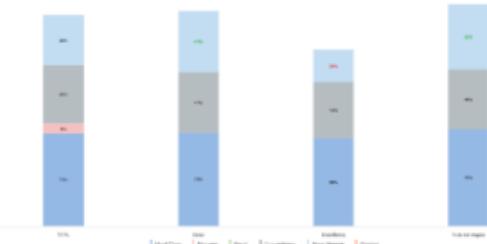
BOOMER_CONSUMPTION... BOOMER_CONSUMPTION

Update/edit functions will create a new dashboard that will be saved in 'My Saved Dashboards' section. Users will need to re-share the new dashboard with other users.

WHAT (BREAKFAST FOR ONE) - A...



5WS ACROSS CATEGORY - AUSTR...



OCCAS...

Early Morning (8) Breakfast for One (1) Family Breakfast (1) Breakfast with (1) Mid Morning (1) Snack (1) Late Breakfast (1) Dinner (1) Other (1) Snacks (1) Evening (1) Bedtime Snacking (1)

SELECT ALL SLIDES

DOWNLOAD PPT

DELETE

Source: Project Landmark

Delete Selected Slides – Shared Dashboards By Me

→ MY DASHBOARD



MY SAVED DASHBOARDS DASHBOARDS SHARED WITH ME DASHBOARDS SHARED BY ME SHARE Search BOOMER_CONSUMPTION... BOOMER_CONSUMPTION OCCASION ACROSS DEMOGRAP... 5WS ACROSS CATEGORY - AUSTR... X

Deleting selected slides of 'Dashboard Shared By Me' will also delete the slides for all users.

DELETE DASHBOARD

Slides will be deleted for all the users. Are you sure you want to delete the selected slides of the dashboard?

YES NO

SELECT ALL SLIDES DOWNLOAD PPT DELETE

Source: Project Landmark

Share Dashboard

→ MY DASHBOARD

After sharing a dashboard, a copy of the shared dashboard will be available in 'My Saved Dashboards'. It will also be available in "Dashboards Shared By Me" section.

Kellogg's



The screenshot shows a dashboard sharing interface. At the top, there are three tabs: 'MY SAVED DASHBOARDS', 'DASHBOARDS SHARED WITH ME', and 'DASHBOARDS SHARED BY ME' (which is currently selected). Below these tabs is a search bar and a 'SHARE' button. The main area displays a list of dashboards, with one titled 'BOOMER_CONSUMPTION...' highlighted. A modal window titled 'SHARE DASHBOARD' is open, showing a 'SELECT DASHBOARD' section with a checked option for 'Boomer_Consumption_Story_Australia'. The 'SHARE WITH' section is expanded, showing two categories: 'Individual' and 'Groups'. Under 'Individual', several names are listed with checkboxes, and 'Mayank C' has a checked box. Under 'Groups', no options are visible. At the bottom of the modal are 'SHARE' and 'CANCEL' buttons. The background of the dashboard shows other dashboards like 'OCCASION ACROSS DEMOGRAPHICS' and '5WS ACROSS CATEGORY - AUSTRALIA'.

Share the dashboard with Individual users or Groups.

Contact your regional LOV lead in order to create a Group.

□ SELECT ALL SLIDES ⚡ DOWNLOAD PPT ⚡ DELETE

Source: Project Landmark



User Guides
May 2020



LANDMARK OCCASION VISUALIZER LOV

REPORT GENERATOR MODULE

Contents

- Purpose of Report Generator
- Report Generator Summary
- Navigation

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

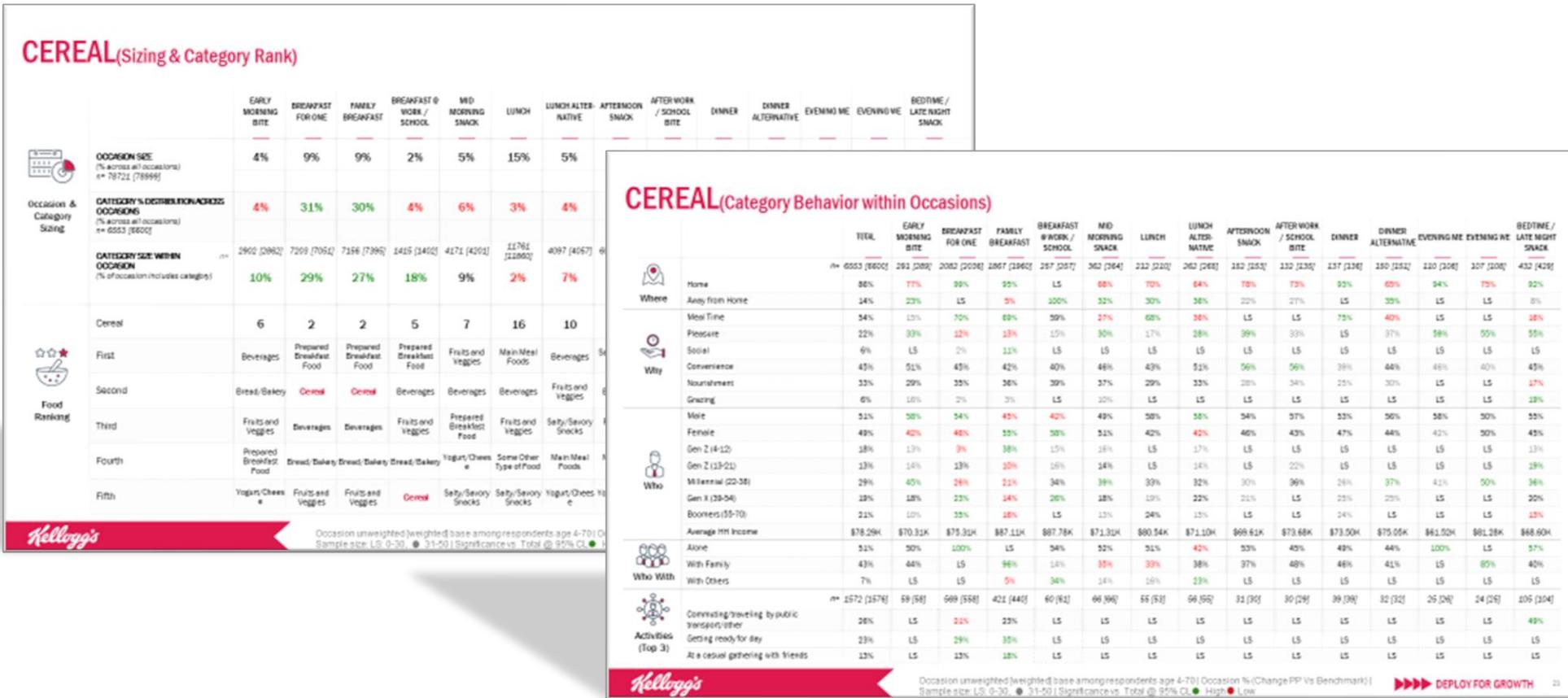
For all 14 occasions, the report includes demographic, segment sizes, top categories, relevant brands, and channels along with other 5W metrics for the selected time period and market.



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, Açaí, 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.

PWS(Sizing & Category Rank)

	EARLY MORNING BITE	BREAKFAST FOR ONE	FAMILY BREAKFAST	BREAKFAST @ WORK / SCHOOL	MID MORNING SNACK	LUNCH	LUNCH ALTERNATIVE	AFTERNOON SNACK	DENVER	BEDTIME / LATE NIGHT SNACK	PWS (Sizing & Category Rank)	
											AMOUNT	RANK
Occasion & Category Sizing	OCCASION SIZE (% of all occasions) n= 78721 (78994)	4%	9%	9%	2%	5%	15%	5%				
	CATEGORY % DISTRIBUTION ACROSS OCCASIONS (% across all occasions) n= 3312 (3362)	8%	10%	10%	4%	12%	8%	9%				
	CATEGORY SIZE WITHIN OCCASION (% of occasion involves category)	9%	5%	5%	11%	9%	2%	8%				
Food Ranking	PWS	4	7	12	5	4	11	4				
	First	Hot Beverages	OCGM	OCGM	Fruit-All	Fruit-All	Cold Beverages	Cold Beverages				
	Second	Cold Beverages	Cold Beverages	Cold Beverages	Cold Beverages	Cold Beverages	Fruit-All	Fruit-All				
	Third	Fruit-All	Hot Beverages	Fruit-All	Hot Beverages	Yogurt-All	Water-All	Water-All				
	Fourth	PWS	Fruit-All	Hot Beverages	OCGM	PWS	Vegetables-All	PWS				
	Fifth	OCGM	Yogurt-All	Yogurt-All	PWS	Hot Beverages	Hot Beverages	Yogurt-All				

Kellogg's

Ocasion unweighted (weighted base among respondents age 4-70) | Ocasion % (Change PP Vs Benchmark) | Sample size: LS: 0-30, D: 31-60 | Significance vs. Total: (●) 95% CL, (●) High, (●) Low

PWS(Category Behavior within Occasions)

	TOTAL	EARLY MORNING BITE	BREAKFAST FOR ONE	FAMILY BREAKFAST	BREAKFAST @ WORK / SCHOOL	MID MORNING SNACK	LUNCH	LUNCH ALTERNATIVE	AFTERNOON SNACK	DINNER	BEDTIME / LATE NIGHT SNACK	PWS (Category Behavior within Occasions)	
												AMOUNT	RANK
Where	n= 3312 (3362)	273 (270)	357 (360)	317 (336)	182 (180)	384 (382)	282 (263)	312 (306)	418 (400)	220 (238)	83 (83)		
	Home	82%	61%	88%	85%	LS	44%	36%	49%	58%	67%	79%	50%
	Away from Home	18%	39%	12%	15%	100%	56%	64%	52%	42%	33%	15%	40%
	Meal Time	32%	23%	61%	51%	60%	13%	79%	33%	LS	LS	73%	41%
	Pleasure	28%	29%	14%	18%	LS	31%	LS	31%	38%	LS	LS	53%
	Social	7%	LS	LS	13%	LS	LS	11%	LS	LS	LS	LS	LS
	Convenience	53%	60%	54%	49%	52%	62%	41%	58%	63%	55%	LS	51%
	Nourishment	33%	31%	34%	33%	26%	42%	35%	32%	41%	30%	LS	32%
	Grazing	12%	14%	LS	LS	13%	LS	12%	15%	22%	LS	LS	14%
	Mile	51%	60%	48%	42%	49%	47%	50%	57%	52%	45%	59%	53%
	Female	49%	40%	52%	58%	51%	53%	50%	43%	48%	55%	42%	41%
	Gen Z (4-12)	29%	LS	LS	39%	LS	22%	26%	LS	22%	40%	LS	LS
Gen Z (13-21)	15%	LS	15%	13%	LS	16%	16%	14%	18%	15%	LS	15%	
Millennial (22-35)	34%	41%	33%	27%	46%	32%	26%	38%	32%	27%	LS	42%	
Gen X (36-54)	29%	23%	23%	17%	31%	19%	18%	20%	20%	LS	LS	14%	
Boomers (55-70)	13%	14%	26%	9%	LS	13%	13%	12%	15%	17%	LS	LS	
Average HH Income	\$80.31K	\$76.39K	\$77.68K	\$83.61K	\$92.15K	\$79.99K	\$84.84K	\$72.07K	\$86.07K	\$84.64K	\$83.29K	\$79.47K	
Who With	Alone	50%	60%	100%	LS	60%	47%	41%	55%	54%	34%	38%	42%
	With Family	34%	26%	LS	92%	LS	28%	16%	24%	31%	59%	54%	44%
	With Others	18%	14%	LS	11%	33%	28%	43%	22%	17%	19%	LS	LS
Activities (Top 3)	Watching TV	22%	LS	LS	LS	LS	LS	LS	LS	LS	LS	LS	
	Working/Studying	14%	LS	LS	LS	LS	LS	27%	LS	LS	LS	LS	
	Browsing the Internet/Social networking	10%	LS	LS	LS	LS	LS	LS	LS	LS	LS	LS	

Kellogg's

Ocasion unweighted (weighted base among respondents age 4-70) | Ocasion % (Change PP Vs Benchmark) | Sample size: LS: 0-30, D: 31-60 | Significance vs. Total: (●) 95% CL, (●) High, (●) Low

►►► DEPLOY FOR GROWTH 21

Kellogg's

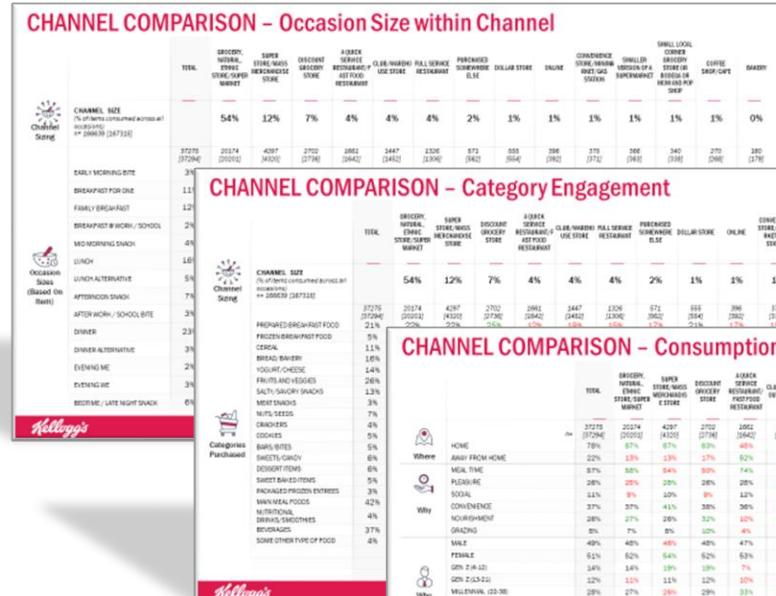
►►► DEPLOY FOR GROWTH

92

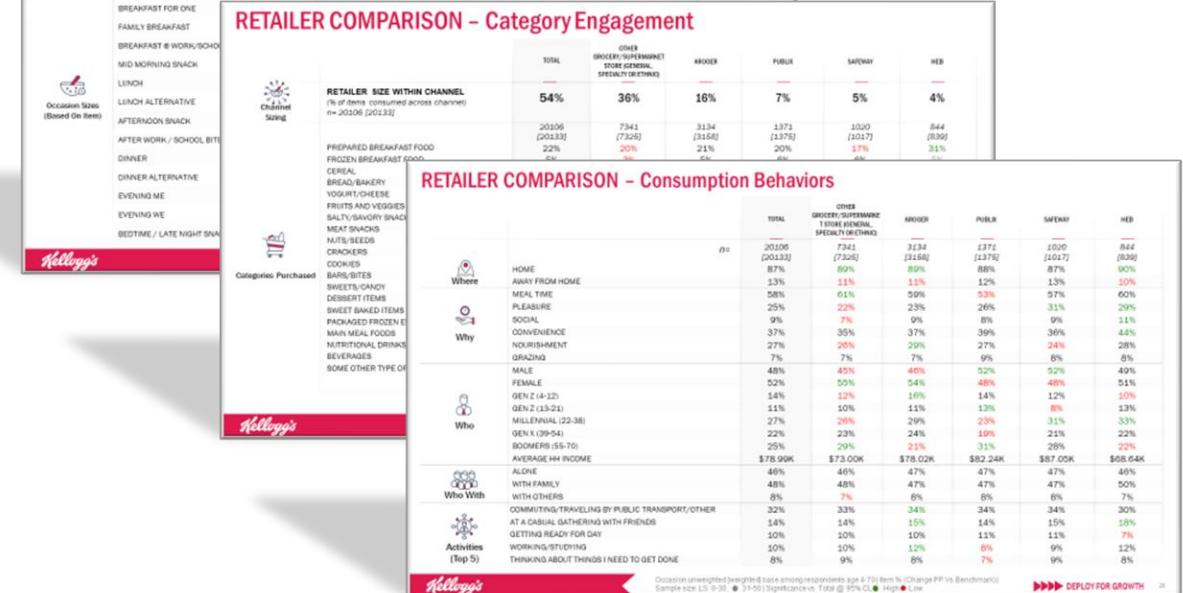
Channel/Retailer Occasion Profiles Report

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

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



Occasion unweighted (based on items among respondents age 4-70) Item % (Change P/P vs Benchmark)
Sample size: LS=9-30, ●=31-50, ■=51+ Significance vs Total @ 95% CL: ●=High ●=Low



Occasion unweighted (based on items among respondents age 4-70) Item % (Change P/P vs Benchmark)
Sample size: LS=9-30, ●=31-50, ■=51+ Significance vs Total @ 95% CL: ●=High ●=Low

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



CUSTOM CHANNEL NETS

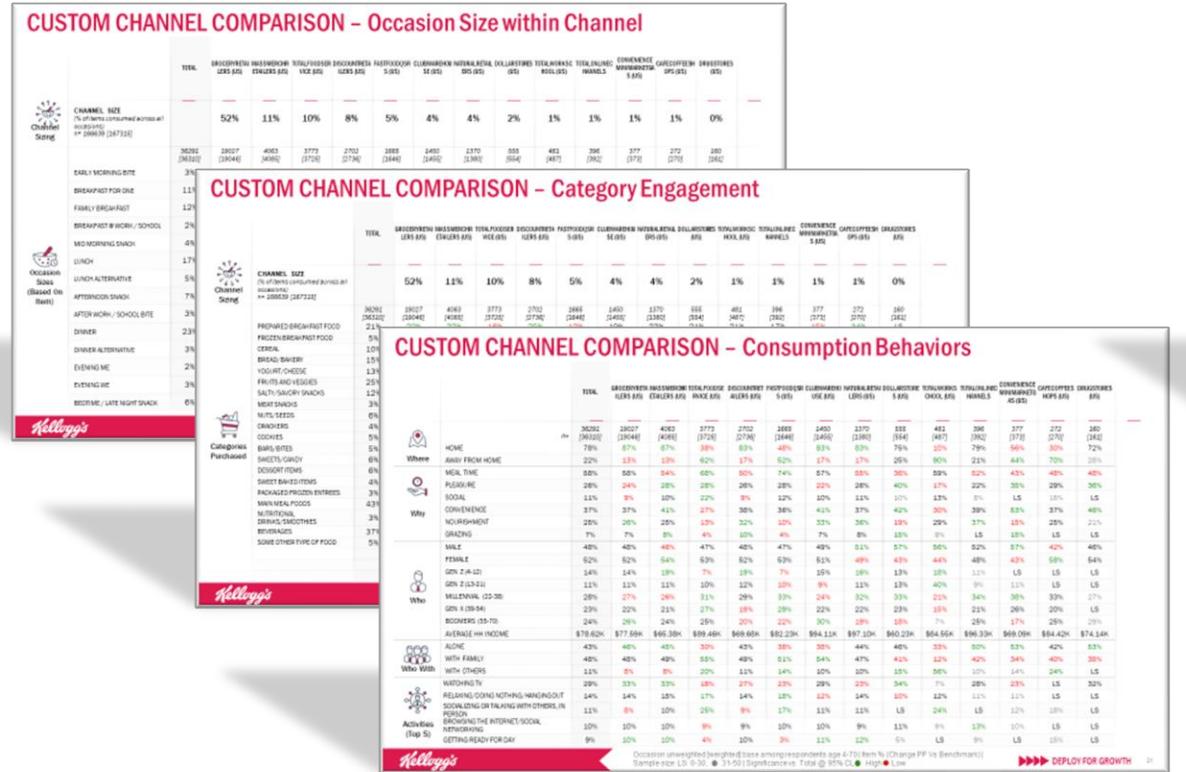
- | | | |
|---------------------------------|---|--|
| • TotalWorkSchool (US) | • TotalHyper/Supermarkets (Brazil) | • TotalWorkSchool (France) |
| • TotalFoodService (US) | • TotalWorkSchool (Brazil) | • TotalFoodService (France) |
| • GroceryRetailers (US) | • TotalFoodService (Mexico) | • TotalGeneralHospitality/ 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 (Mexico) | • TotalWorkSchool (UK) |
| | • TotalFoodService (Mexico) | • TotalFoodService (UK) |
| | • Hyper/Supermarkets (Mexico) | • TotalGeneralHospitality/ Onsite Catering (UK) |
| | • ClubWarehouse (Mexico) | • DiscountGroceryRetailers (UK) |
| | • DiscountStores (Mexico) | • LargeGroceryRetailers (UK) |
| | • Drugstore/Minisupers(Mexico) | • ConvenienceMiniMarketGas (UK) |
| | • ConvenienceMiniMarketGas (Mexico) | • PoundStore/BargainStore (UK) |
| | • CafeCoffeeShops (Mexico) | • GeneralPharmacy/HealthBeauty-ledPharmacy (UK) |
| | • TaqueriaTorteríaLunchCounter (Mexico) | • Convenience/SmallSupermarket/Minimarket/PetrolStation (UK) |
| | • Wholesalers (Mexico) | • CafeCoffeeShops (UK) |
| | • TotalHyper/Supermarkets (Mexico) | • FastFoodQSRs (UK) |
| | • TotalWorkSchool (Mexico) | • DepartmentStores (UK) |



Custom Channel/Retailer Occasion Profiles Report

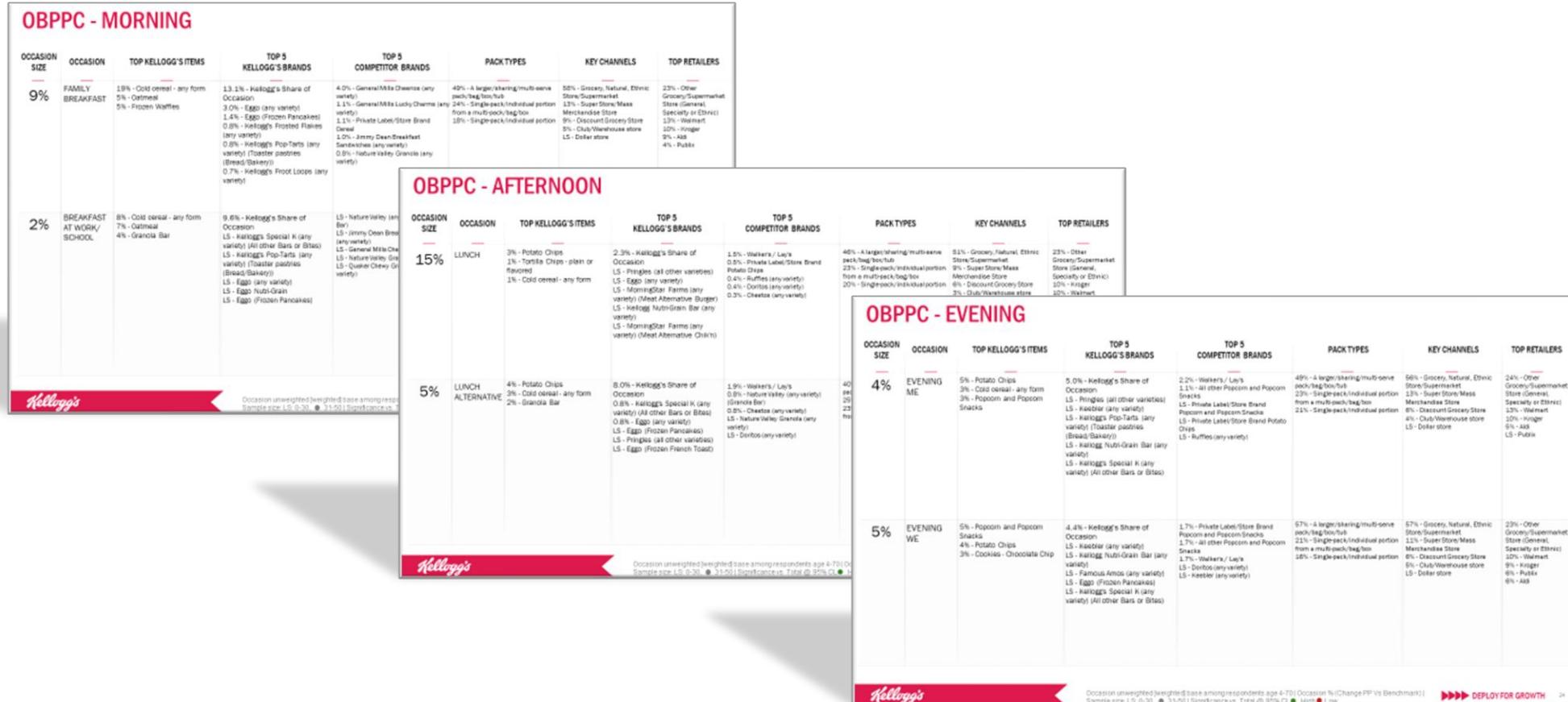
Consistent with the Channel/Retailer Occasion Profile report, the channel/retailer profiles are based on the Custom Channel nets.

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).



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.

KIDS - Occasion and Category Sizing																
	TOTAL KIDS	EARLY MORNING BITE	BREAKFAST FOR ONE	FAMILY BREAKFAST	BREAKFAST @ WORK / SCHOOL	MID MORNING SNACK	LUNCH	LUNCH ALTERNATIVE	AFTERWORK / SCHOOL BITE	DINNER	DINNER ALTERNATIVE	EVENING MEAL	EVENING RE	BEDTIME / LATE NIGHT SNACK		
Kids occasion Sizing		2%	2%	18%	1%	6%	17%	3%	10%	8%	18%	2%	1%	6%	6%	
OCCASION SIZE AMONG KIDS (4-12) (% across 6.81 kids/6452) n= 10141 (22273)																
OCCASION SIZE AMONG TOTAL (4-70) (% across all occasions) n= 78721 (78999)		4%	9%	9%	2%	5%	15%	5%	8%	4%	19%	3%	4%	5%	8%	
INDEX KIDS to TOTAL		54	21	192	56	117	111	64	340	1067	222	762	2039	4027		
Prepared Breakfast Food	12%	22%	30%	43%	41%	9%	3%	11%								
Frozen Breakfast Food	8%	14%	LS	13%	LS	8%	LS	10%								
Cereal	10%	15%	30%	34%	32%	8%	LS	11%								
Bread/Bakery	9%	15%	LS	22%	LS	9%	7%	14%								
Yogurt/Cheese	11%	16%	LS	12%	LS	20%	13%	15%								
Fruits and Veggies	19%	14%	LS	19%	LS	24%	29%	20%								
Salty/Savory Grains	13%	LS	LS	3%	LS	19%	14%	18%								
Meat Snacks	2%	LS	LS	LS	LS	LS	2%	LS								
Nuts/Seeds	2%	LS	LS	LS	LS	6%	LS	LS								
Crackers	3%	LS	LS	LS	LS	6%	3%	LS								
Cookies	6%	LS	LS	2%	LS	LS	3%	LS								
Bar/Bites	8%	LS	LS	4%	LS	9%	3%	LS								
Sweet/Candy	3%	LS	LS	LS	LS	LS	2%	LS								
Dessert Items	5%	LS	LS	2%	LS	LS	4%	LS								
Sweet Baked Items	3%	LS	LS	LS	LS	LS	LS	LS								
Packaged Frozen Desserts	3%	LS	LS	LS	LS	LS	6%	LS								
Main Meal Foods	32%	LS	LS	0%	LS	LS	72%	14%								
Non-Alcoholic Drinks/Smoothies	2%	LS	LS	2%	LS	LS	LS	LS								
Beverages	27%	10%	17%	26%	31%	18%	36%	18%								
Some Other Type of Food	3%	LS	LS	LS	LS	LS	9%	LS								
Kellogg's																
Occasion unweighted (weighted base among respondents age 4-70) Sample size: LS: 0-30, M: 31-50 Significance: Total (0.95% CL) ● High ● Low																
KIDS - Behavior within Occasions																
	TOTAL	EARLY MORNING BITE	BREAKFAST FOR ONE	FAMILY BREAKFAST	BREAKFAST @ WORK / SCHOOL	MID MORNING SNACK	LUNCH	LUNCH ALTERNATIVE	AFTERWORK / SCHOOL BITE	DINNER	DINNER ALTERNATIVE	EVENING MEAL	EVENING RE	BEDTIME / LATE NIGHT SNACK		
Where		10141 (22273)	211 (242)	190 (220)	1619 (222)	102 (762)	111 (2039)	64 (4027)	340 (1067)	2058 (222)	774 (2039)	1852 (222)	158 (762)	629 (2039)	609 (725)	
Home		79%	73%	99%	95%	LS	69%	49%	59%	78%	83%	94%	65%	95%	92%	96%
Away from Home		21%	27%	LS	5%	100%	41%	51%	41%	22%	17%	6%	35%	LS	8%	LS
Grocery, Natural, Ethnic Store/Supermarket		64%	36%	46%	67%	LS	60%	66%	47%	52%	52%	65%	38%	LS	60%	66%
Super Store/Mass Merchandise Store		18%	LS	27%	18%	LS	18%	13%	LS	18%	14%	18%	LS	LS	LS	25%
Discount Grocery Store		10%	LS	LS	10%	LS	LS	9%	LS	13%	13%	8%	LS	LS	LS	LS
Club/Warehouse store		4%	LS	LS	4%	LS	LS	LS	LS	LS	LS	4%	LS	LS	LS	LS
A quick service restaurant/fast food restaurant		2%	LS	LS	LS	LS	LS	LS	LS	LS	LS	5%	LS	LS	LS	LS
4-6		33%	37%	34%	31%	29%	41%	32%	30%	42%	28%	32%	31%	LS	29%	37%
7-9		34%	36%	27%	35%	37%	33%	32%	30%	36%	34%	37%	39%	34%	33%	
10-12		33%	28%	39%	34%	34%	26%	34%	37%	28%	36%	34%	32%	37%	31%	
Average HH Size		4.2	4.0	3.8	4.2	4.2	4.2	4.2	4.0	4.2	4.2	4.0	4.1	4.3	4.3	
Average HH Income	\$67.39K	\$60.51K	\$68.34K	\$69.75K	\$73.51K	\$68.79K	\$69.34K	\$64.01K	\$68.26K	\$65.43K	\$67.65K	\$64.74K	\$64.65K	\$64.43K	\$60.09K	
Who		Alone	9%	LS	100%	LS	LS	12%	4%	15%	15%	11%	LS	LS	100%	LS
With Family		77%	79%	LS	97%	91%	68%	51%	69%	71%	82%	90%	79%	LS	96%	81%
With Others		17%	15%	LS	2%	66%	33%	47%	20%	19%	11%	4%	LS	LS	8%	LS
Commuting/traveling by public transport/other		27%	LS	LS	25%	LS	LS	17%	LS	28%	30%	28%	LS	LS	43%	61%
At a casual gathering with friends		18%	LS	LS	17%	LS	LS	13%	LS	18%	21%	24%	LS	LS	LS	26%
Thinking about things I need to get done		15%	LS	LS	11%	LS	LS	24%	LS	LS	29%	LS	LS	LS	LS	LS
Top Activities		Getting ready for day	11%	LS	41%	LS	LS	LS	LS	LS	LS	LS	LS	LS	LS	LS
Other		10%	LS	LS	LS	LS	LS	18%	LS	LS	13%	LS	LS	LS	LS	LS
Kellogg's																
Occasion unweighted (weighted base among respondents age 4-70) Sample size: LS: 0-30, M: 31-50 Significance: Total (0.95% CL) ● High ● Low																
DEPLOY FOR GROWTH																

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

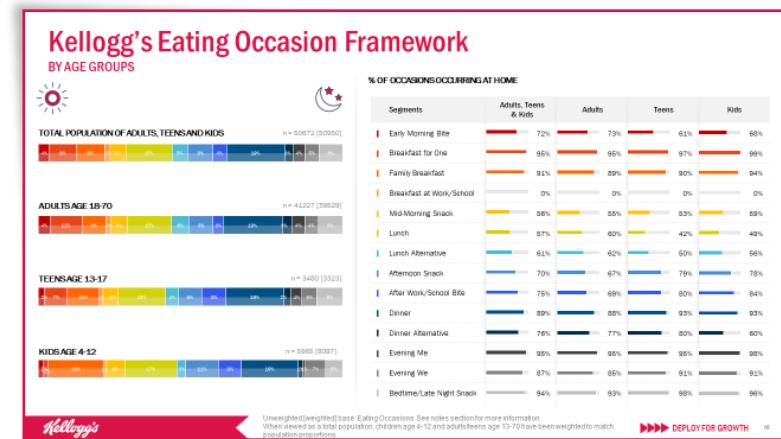
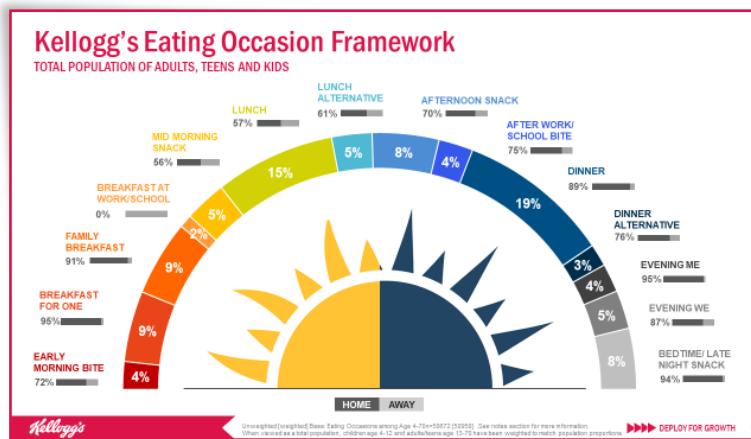
An **Occasion** can happen any day at any point across the year – opening up big, consistent opportunities

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.

OCCASION PROFILE GUIDE

TIMING OF OCCASION RELATIVE TO OTHER MEALS
37% of Early Morning Bite Occasions occur before breakfast.

OCCASION TIME
"49% of Early Morning Bite Occasions occur between 6:00 AM and 9:30 AM." The top two dayparts are shown.

GENDER AND AGE
"49% of Early Morning Bite Occasions are had by women."
"37% of Early Morning Bite Occasions are had by Millennials."

AVERAGE INCOME
"The average household income before taxes of consumers having Early Morning Bite Occasions is \$67,500." Arrows indicate a difference of \$10k from total.

SIGNIFICANCE TESTING
Green/Red font color indicates significantly high/lw vs Total.

WEEKDAY/WEEKEND
"72% of Early Morning Bite Occasions occur on weekdays (Monday-Friday)."

LOCATION
"66% of Early Morning Bite Occasions occur at home."

OCASION SIZE
"3% of total occasions are Early Morning Bite Occasions."

MOTIVATION
"31% of Early Morning Bite Occasions have a nourishment motivation."

SOCIOECONOMIC CLASS/INCOME
"9% of consumers having Early Morning Bite Occasions are in the top tax bracket with an income above \$200K. When SEL is not available, income groups are used as a proxy."

WHO IS PRESENT
"31% of Early Morning Bite Occasions occur around family members(s) present."

DEPLOY FOR GROWTH

CATEGORY OCCASION PROFILE GUIDE

OCCASION SIZE
"3% of all occasions are Early Morning/Bite Occasions."
Will sum to 100% across the row

OCCASION SIZE WITHIN CATEGORY
"2% of occasions including Salty/Savory snacks are Early Morning/Bite Occasions."
Will sum to 100% across the row

CATEGORY SIZE WITHIN OCCASION
"7% of Early Morning/Bite Occasions include Salty/Savory snacks."

SALTY/SAVORY SNACK CATEGORY (String & Category Rank)

Category	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
SNACKS	10%	9%	9%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	
SNACKS - SALTY/SAVORY	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	
BEDTIME/LATE NIGHT	7%	2%	2%	8%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	
BEDTIME/LATE NIGHT - SALTY/SAVORY	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
SNACKS - SWEET/CANDY	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
SNACKS - BEVERAGE	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
SNACKS - OTHER	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
BEDTIME/LATE NIGHT - SWEET/CANDY	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
BEDTIME/LATE NIGHT - BEVERAGE	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
BEDTIME/LATE NIGHT - OTHER	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
SNACKS - SNACKS	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
BEDTIME/LATE NIGHT - SNACKS	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
SNACKS - BEDTIME/LATE NIGHT	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
BEDTIME/LATE NIGHT - BEDTIME/LATE NIGHT	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	

MICROSEGMENTATION
Breakdown by household income and occasion type.

Kellogg's

MINIMUM SAMPLE SIZE FOR REPORTING
Low occasion base sizes of 30,50 are shown in Grey. Very low occasion base sizes of 0-30 are not reported. LS is shown for 0-30

TOP 5 CATEGORIES

The five most-consumed categories for the Bedtime/Late Night Snack Occasion are beverages, salty snacks, sweets/candy, cookies and fruits/vegetables.

CATEGORY RANK
"Salty/Savory snacks are the 2nd-most consumed category in the Bedtime/Late Night Snack Occasion out of 19 main categories." When profiling sub-categories, the size of the sub-category within the main category is shown as well as the rank of the main category.

The 19 main categories are:

- Breakfast
- Beverage
- Bread/Bakery
- Cereal
- Cookies
- Crackers
- Dessert items
- Frozen Breakfast Food
- Fruit and Veggies
- Main Meal Foods
- Meat/Poultry
- Nutritional Oatmeal/Smoothies
- Pasta/Grains
- Pet Supplies
- Petroleum/Energy
- Present/Gifted Food
- Salty/Savory Snacks
- Sweet Baked Items
- Sweetened Items
- Yogurt/Cheese

See appendix for category descriptions

CHANNEL COMPARISON

INTERPRETATION GUIDE

CHANNEL SIZE
‘Across occasions, 4% of purchases purchased at Club/Warehouse stores.’

CHANNEL COMPARISON – Occasion Size within Channel

Category	Supermarket	Deli	Fresh Produce	Convenience	Gas Bar	Food Court	Gas Station	Gas Bar/Food Court	Gas Bar/Gas Station	Gas Station/Gas Bar	Gas Station/Food Court	Food Court/Gas Bar	Food Court/Gas Station	Food Court/Food Court	Total
Supermarket	High	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low
Deli	Low	High	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low
Fresh Produce	Low	Low	High	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low
Convenience	Low	Low	Low	High	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low
Gas Bar	Low	Low	Low	Low	High	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low
Food Court	Low	Low	Low	Low	Low	High	Low	Low	Low	Low	Low	Low	Low	Low	Low
Gas Station	Low	Low	Low	Low	Low	Low	High	Low	Low	Low	Low	Low	Low	Low	Low
Gas Bar/Food Court	Low	Low	Low	Low	Low	Low	Low	High	Low	Low	Low	Low	Low	Low	Low
Gas Bar/Gas Station	Low	Low	Low	Low	Low	Low	Low	Low	High	Low	Low	Low	Low	Low	Low
Gas Station/Gas Bar	Low	Low	Low	Low	Low	Low	Low	Low	Low	High	Low	Low	Low	Low	Low
Gas Station/Food Court	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	High	Low	Low	Low	Low
Food Court/Gas Bar	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	High	Low	Low	Low
Food Court/Gas Station	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	High	Low	Low
Food Court/Food Court	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	High	Low
Total	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	High

OCCASION SIZES
‘22% of grocery/supermarket/hypermarket purchases are consumed at Deli compared to 22% of total purchases.’

SIGNIFICANCE TESTING
Green/Red font color indicates significantly highlow vs Total.

Kellogg's

DISCLAIMER: Unpublished Confidential Kellogg Company Information. © 2013 Kellogg Company. All Rights Reserved. Source: ACNielsen US OOH Audit, 12/12-13/13. ■ High/Red □ Moderate/White ▲ Low/Green

EXPLORER SEARCH

DEPLOY FOR GROWTH



Navigation



LANDMARK OCCASION VISUALIZER



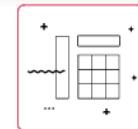
OCCASION PROFILE



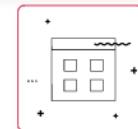
PERFORMANCE DASHBOARD



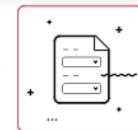
VISUAL CROSSTAB



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



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 →		

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

Source: Project Landmark

Markets

Aggregated report for all market/regions can be downloaded.

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

	TIME PERIOD : 2019 →	<input type="radio"/> Select All Markets	<input type="radio"/> Mexico
	MARKETS : Brazil →	<input type="radio"/> North America	<input checked="" type="radio"/> Brazil
	REPORT : None →	<input type="radio"/> Latin America	>
	ADDITIONAL FILTERS : None →	<input type="radio"/> Europe	>
	BENCHMARK : None →	<input type="radio"/> AMEA	>

Note: Only Q1 2019 data available for Australia.

DOWNLOAD CLEAR ALL

Source: Project Landmark

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...
		○ Custom Category ...
		○ Custom Channel/R...

One report can be downloaded at a time.

DOWNLOAD CLEAR ALL

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 similarly 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





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.



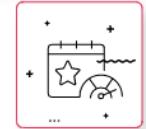
Navigation



LANDMARK OCCASION VISUALIZER



OCCASION PROFILE



PERFORMANCE DASHBOARD



VISUAL CROSSTAB



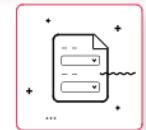
ADVANCED ANALYTICS

In Advanced Analytics, click on Occasion Strategic Posture.

- OCCASION STRATEGIC POSTURES

- CORRESPONDENCE MAPS

IN IT 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 : <i>Multiple</i>	Survey Category/Item/Brand/Manufacturer	<input type="radio"/> Category
	MARKETS : <i>France</i>	Custom Category/Item/Brand/Manufacturer	<input type="radio"/> Item
	FIND OPPORTUNITY : <i>None</i>	Channel/Retailer	<input type="radio"/> Brand
	CATEGORY/ITEM/BRAND : <i>CCGM</i>	Custom Channel/Retailer	<input type="radio"/> Category-Manufacturer
	CATEGORY/ITEM-MANUFACTURER : <i>None</i>		<input type="radio"/> Item-Manufacturer
	CHANNEL/RETAILER : <i>None</i>		
	RETAIL SALES VALUE : <i>None</i>		
	ADDITIONAL FILTERS : <i>None</i>		
	BENCHMARK : <i>None</i>		

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

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.**

Source: Project Landmark

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

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

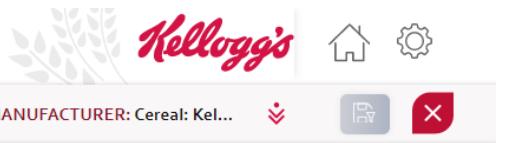
Note: User can find opportunity for max. of 15 products / channels at one time.

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 →
	MARKETS : France →
	FIND OPPORTUNIT... : Category... →
	CATEGORY/ITEM/B... : None →
	CATEGORY/ITEM-M... : Multiple →
	CHANNEL/RETAILER : None →
	RETAIL SALES VALUE : None →
	ADDITIONAL FILTERS : None →
	BENCHMARK : None →

Note: Please input annual value(s) IN MILLIONS \$USD

Cereal	0.00
Kellogg's (Cereal)	0.00
Nestle (Cereal)	0.00
Quaker (Cereal)	0.00

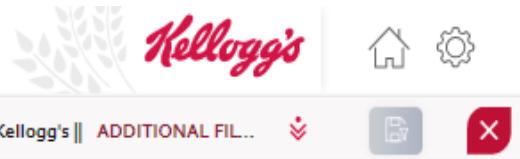
**Retail Sales Value
is optional**

SUBMIT CLEAR ALL

Source: Project Landmark

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	→	Category	>	<input type="radio"/> AllCategories_Male
	MARKETS	: Mexico	→	Item	>	<input checked="" type="radio"/> Millenials_osp
	FIND OPPORTUNITY FOR	: Category-...	→	Brand	>	
	CATEGORY/ITEM/BRAND	: None	→	5Ws	>	
	CATEGORY/ITEM-MAN...	: Kellogg's	→	Demographics	>	
	CHANNEL/RETAILER	: None	→	Custom Filters	>	
	RETAIL SALES VALUE	: Multiple	→			
	► ADDITIONAL FILTERS	: Millenials...	→			
	BENCHMARK	: None	→			

Custom Filters are saved
Additional Filters

Additional Filters allows users to further filter the data.

SUBMIT CLEAR ALL

Source: Project Landmark

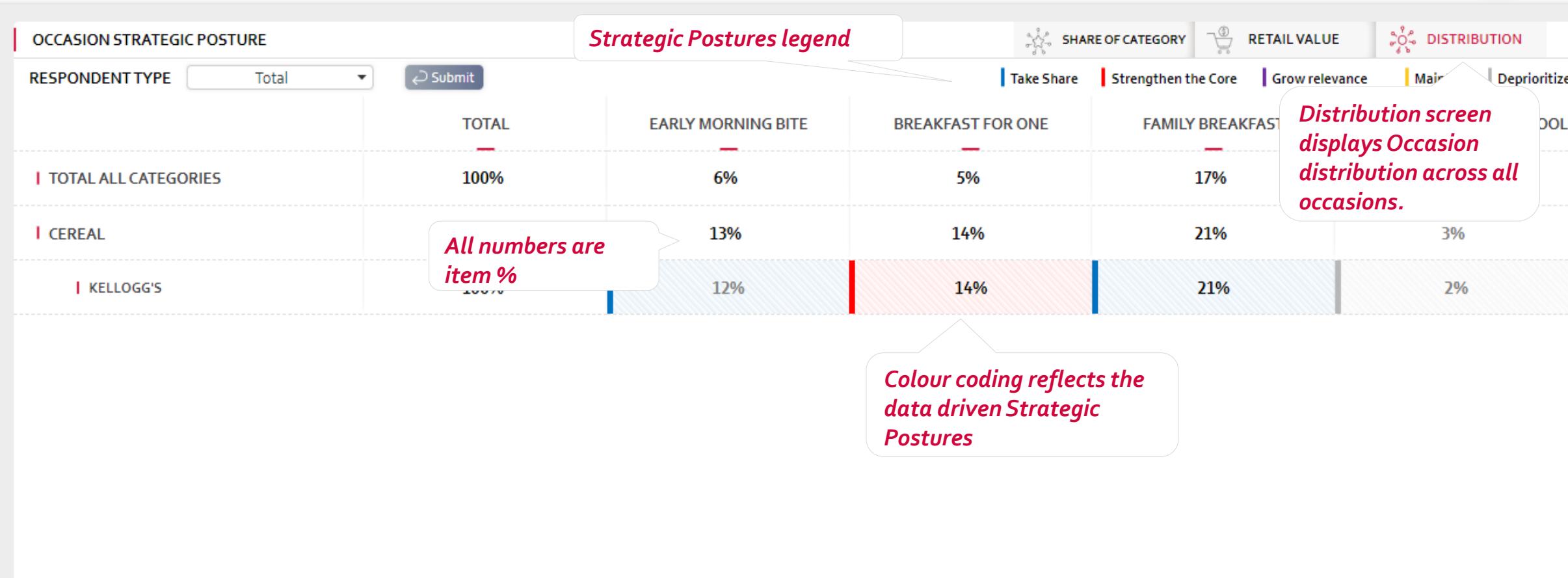
Distribution Screen

→ 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...



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

Retail Value 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



OCCASION STRATEGIC POSTURE	RESPONDENT TYPE	Strategic Postures legend				SHARE OF CATEGORY	RETAIL VALUE	DISTRIBUTION
		Total	Submit	Take Share	Strengthen the Core	Grow Advance	Maintain	Deprioritize
(VALUE IN MILLIONS)	TOTAL	EARLY MORNING BITE	BREAKFAST FOR ONE	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	\$2.67				

Colour coding reflects the
data driven Strategic
Postures

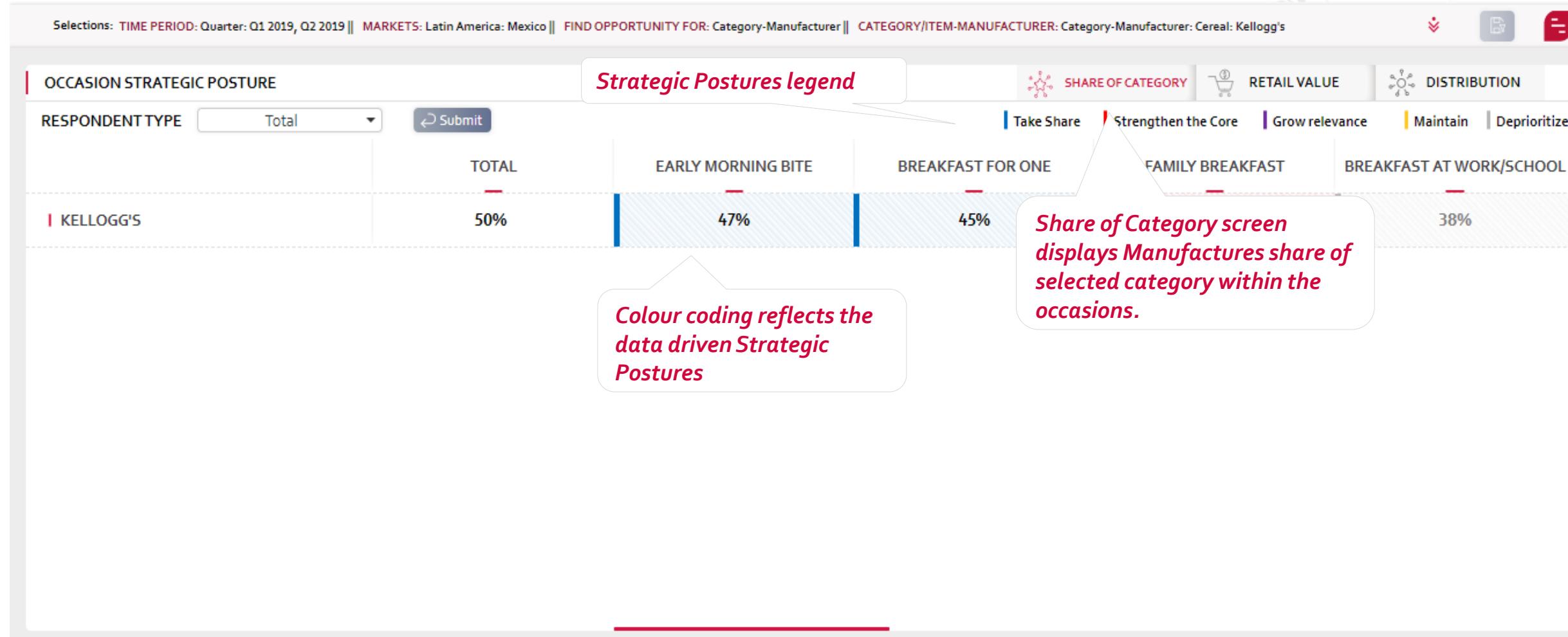
Sample Size

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

→ OCCASION STRATEGIC POSTURES

Export to Excel and
PPT are both available



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



Profile Screen

→ OCCASION STRATEGIC POSTURES

OCCASION STRATEGIC POSTURE					
RESPONDENT TYPE	Total	Submit	SHARE OF CATEGORY	RETAIL VALUE	DISTRIBUTION
(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

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.

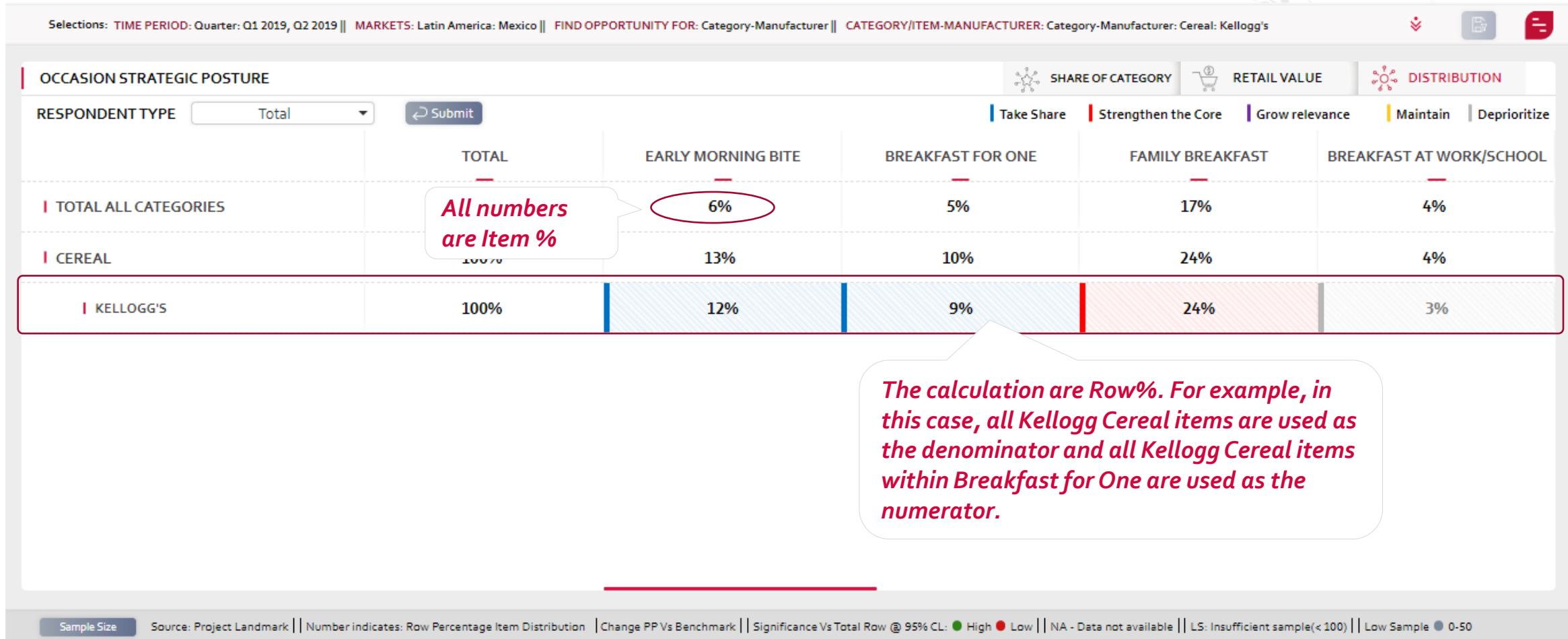
STRATEGIC POSTURES		TOTAL	
TIME PERIOD: Quarter: Q1 2019, Q2 2019 MARKETS: Latin America: Mexico FIND OPPORTUNITY FOR: Category-Manufacturer CATEGORY/ITEM-MANUFACTURER: Category-Manufacturer: Cereal: Kellogg's		DEMOGRAPHICS	MOTIVATIONS
BREAKFAST * KELLOGG'S STRENGTHEN CORE		FAMILY BREAKFAST * KELLOGG'S	
TOTAL		TOTAL	
GENDER <ul style="list-style-type: none"> MALE 44.99% FEMALE 55.01% 		FAMILY BREAKFAST * KELLOGG'S <ul style="list-style-type: none"> 45.78% 44.99% 54.22% 55.01% 	
GENERATIONS <ul style="list-style-type: none"> GEN Z (4-12) 16.49% GEN Z (13-21) 17.87% MILLENIAL (22-38) 38.57% GEN X (39-54) 20.82% BOOMERS (55-70) 6.26% 		<ul style="list-style-type: none"> 34.73% 16.49% 17.78% 17.87% 28.20% 38.57% 13.64% 20.82% LS 6.26% 	

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

Key Features

→ OCCASION STRATEGIC POSTURES

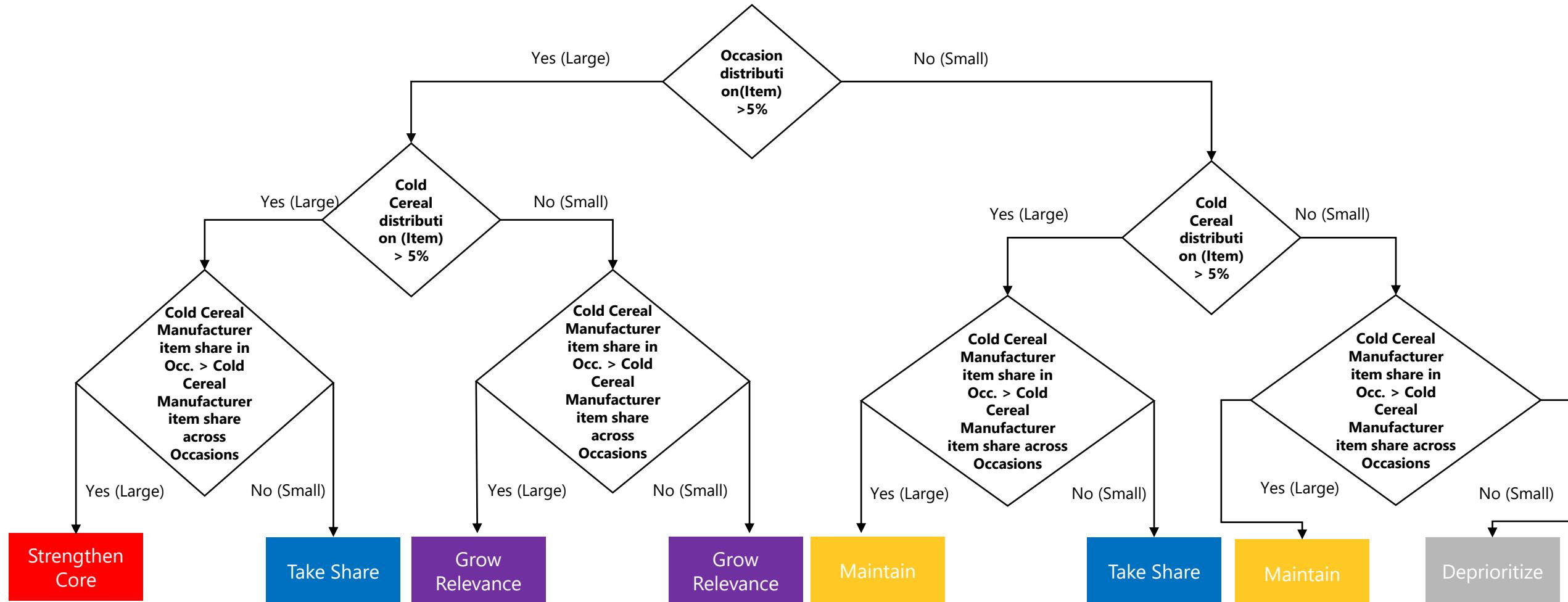
Export to Excel and
PPT are both available



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.



The Kellogg's logo, featuring the brand name in its signature white script font.

User Guides
May 2020



LANDMARK OCCASION VISUALIZER LOV

CORRESPONDENCE MAPS MODULE

Contents

- Purpose of Correspondence Maps
- Selection Flow
- How to Read the Data and Output
- Key Features

Correspondence Maps Module

- Correspondence Maps allow users to identify relationships between two dimensions within the data.
- This module maps relations between Occasions, Category/Item/Brand, Channel/Retailer and 5Ws dimensions.
- The output displays the data on a graphical map distinguishing each dimension in different colors.
- The plotted points are inferred based on the interpretation guidelines required for Correspondence Maps.
- The Correspondence Map plots the data at an item level.

Navigation



LANDMARK OCCASION VISUALIZER



OCCASION PROFILE



PERFORMANCE DASHBOARD



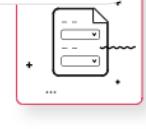
VISUAL CROSSTAB



ADVANCED ANALYTICS

- OCCASION STRATEGIC POSTURES
- CORRESPONDENCE MAPS

INIT DASHBOARD



REPORT GENERATOR

Left Panel Selection Flow

→ ADVANCED ANALYTICS OCCASION STRATEGIC POSTURE CORRESPONDENCE MAPS

Kellogg's Home Settings

Selections:

🕒	TIME PERIOD	: None	→
🌐	MARKETS	: None	→
📦	DIMENSION 1	: None	→
📝	DIMENSION 2	: None	→
📅	OCCASION	: None	→
⭐	CATEGORY / ITEM / BRAND	: None	→
🛒	CHANNEL / RETAILER	: None	→
📊	5Ws	: None	→
💡	ADDITIONAL FILTER	: None	→

Submit Clear All

Source: Project Landmark

Time Period

→ ADVANCED ANALYTICS

OCCASION STRATEGIC POSTURE

CORRESPONDENCE MAPS



Selections: Time Period: Quarter: Q1 2019, Q2 2019



🕒 TIME PERIOD

: Multiple



Quarter



Q1 2019

Q2 2019

Q3 2019

Q4 2019



MARKETS

: None



YTD



Q1 2019

Q2 2019

Q3 2019

Q4 2019



DIMENSION 1

: None



Rolling 4 Quarter



Q1 2019

Q2 2019

Q3 2019

Q4 2019



OCCASION

: None



Q1 2019

Q2 2019

Q3 2019

Q4 2019



CATEGORY / ITEM / BRAND

: None



Q1 2019

Q2 2019

Q3 2019

Q4 2019



CHANNEL / RETAILER

: None



Q1 2019

Q2 2019

Q3 2019

Q4 2019



5Ws

: None



Q1 2019

Q2 2019

Q3 2019

Q4 2019



ADDITIONAL FILTER

: None



Q1 2019

Q2 2019

Q3 2019

Q4 2019

Time Period is a mandatory selection.

SUBMIT

CLEAR ALL

Source: Project Landmark

Markets

→ ADVANCED ANALYTICS OCCASION STRATEGIC POSTURE CORRESPONDENCE MAPS

Kellogg's Home Settings

Selections: Time Period: Quarter: Q1 2019, Q2 2019 || Markets: North America: US

TIME PERIOD : Multiple →

MARKETS : US →

DIMENSION 1 : None →

DIMENSION 2 : None →

OCCASION : None →

CATEGORY / ITEM / BRAND : None →

CHANNEL / RETAILER : None →

5Ws : None →

ADDITIONAL FILTER : None →

North America >

Latin America >

Europe >

AMEA >

US

Markets is a mandatory selection.
Markets is 'Single Select'.
Data can be viewed for one market at a time.

Submit Clear All

Source: Project Landmark

Dimension 1

→ ADVANCED ANALYTICS OCCASION STRATEGIC POSTURE CORRESPONDENCE MAPS

Selections: Time Period: Quarter: Q1 2019, Q2 2019 || Markets: North America: US || Dimension 1: Category / Item / Brand

TIME PERIOD : Multiple →

MARKETS : US →

DIMENSION 1 : Category →

DIMENSION 2 : None →

OCCASION : None →

CATEGORY / ITEM / BRAND : None →

CHANNEL / RETAILER : None →

5Ws : None →

ADDITIONAL FILTER : None →

Occasion Category

Category / Item / Brand >

Channel / Retailer

Item

Brand

Make the first selection for finding the correspondence between two dimensions.

Source: Project Landmark

SUBMIT CLEAR ALL

Dimension 2

→ ADVANCED ANALYTICS

OCCASION STRATEGIC POSTURE

CORRESPONDENCE MAPS



Selections: Time Period: Quarter: Q1 2019, Q2 2019 || Markets: North America: US || Dimension 1: Category / Item / Brand || Dimension 2: 5Ws



TIME PERIOD

: Multiple



Occasion



MARKETS

: US



Channel / Retailer



DIMENSION 1

: Category



5Ws



DIMENSION 2

: 5Ws



OCCASION

: None



CATEGORY / ITEM / BRAND

: None



CHANNEL / RETAILER

: None



5Ws

: None



ADDITIONAL FILTER

: None



Make the second selection for finding the correspondence between two dimensions.

Since Category was selected in Dimension 1, it is disabled in Dimension 2.

SUBMIT

CLEAR ALL

Source: Project Landmark

Category/Item/Brand

→ ADVANCED ANALYTICS

OCCASION STRATEGIC POSTURE

CORRESPONDENCE MAPS



Selections: Time Period: Quarter: Q1 2019, Q2 2019 || Markets: North America: US || Dimension 1: Category / Item / Brand || Dimension 2: 5Ws || Category / Item / Brand: Prepared Breakfast Food... ▾



	TIME PERIOD	: Multiple	→
	MARKETS	: US	→
	DIMENSION 1	: Category	→
	DIMENSION 2	: 5Ws	→
	OCCASION	: None	→
	CATEGORY / ITEM / BRAND	: Multiple	→
	CHANNEL / RETAILER	: None	→
	5Ws	: None	→
	ADDITIONAL FILTER	: None	→

Select specific
Categories in
Dimension 1.

Category

Item

Brand

Search

Select All Categories

Prepared Breakfast Food

Frozen Breakfast Food

Cereal

Bread / Bakery

Yogurt / Cheese

Fruits and Veggies

Salty / Savory Snacks

Meat Snacks

Nuts / Seeds

Crackers

Cookies

SUBMIT

CLEAR ALL

Source: Project Landmark

5Ws

→ ADVANCED ANALYTICS

OCCASION STRATEGIC POSTURE

CORRESPONDENCE MAPS



Selections: Time Period: Quarter: Q1 2019, Q2 2019 || Markets: North America: US || Dimension 1: Category / Item / Brand || Dimension 2: 5Ws || Category / Item / Brand: Prepared Breakfast Food... ▾



	TIME PERIOD	: Multiple	→
	MARKETS	: US	→
	DIMENSION 1	: Category	→
	DIMENSION 2	: 5Ws	→
	OCCASION	: None	→
	CATEGORY / ITEM / BRAND	: Multiple	→
	CHANNEL / RETAILER	: None	→
	5Ws	: Multiple	→
	ADDITIONAL FILTER	: None	→

Search

- Why >
- What >
- Activities >

Select specific attributes within 5Ws for Dimension 2.

- Select All
- Select All Detailed Mot...
- Meal Time >
- Pleasure >
- Social >
- Convenience >
- Nourishment >
- Grazing >

↔ SUBMIT

⊗ CLEAR ALL

Source: Project Landmark

Additional Filter

→ ADVANCED ANALYTICS

OCCASION STRATEGIC POSTURE

CORRESPONDENCE MAPS



Selections: Time Period: Quarter: Q1 2019, Q2 2019 || Markets: North America: US || Dimension 1: Category / Item / Brand || Dimension 2: 5Ws || Category / Item / Brand: Prepared Breakfast Food... ▾



	TIME PERIOD	:	Multiple	→
	MARKETS	:	US	→
	DIMENSION 1	:	Category	»
	DIMENSION 2	:	5Ws	→
	OCCASION	:	None	→
	CATEGORY / ITEM / BRAND	:	Multiple	→
	CHANNEL / RETAILER	:	None	→
	5Ws	:	Multiple	→
	► ADDITIONAL FILTER	:	None	→

Occasion	›
Category / Item / Brand	›
5Ws	›
Demographics	›

- Select All
- Male
- Female

*Additional
Filters can
be selected.*

◀ SUBMIT

CLEAR ALL

Source: Project Landmark

Custom Filters

→ CORRESPONDENCE MAPS



Selections: TIME PERIOD: Quarter: Q1 2019, Q2 2019 || MARKETS: North America: US || DIMENSION 1: Category/Item/Brand: Category || DIMENSION 2: 5Ws || CATEGORY/ITEM/BRAND: Prepared Breakfast Food, Frozen Breakfast Food, Cereal...



	TIME PERIOD	: Multiple	→	Occasion	→	<input type="radio"/> AllCategories_Male
	MARKETS	: US	→	Category/Item/Brand	→	<input checked="" type="radio"/> Male_Midwest
	DIMENSION 1	: Category	→	5Ws	→	
	DIMENSION 2	: 5Ws	→	Demographics	→	
	OCCASION	: None	→	Custom Filters	→	
	CATEGORY/ITEM/BRAND	: Multiple	→			
	CHANNEL/RETAILER	: None	→			
	5Ws	: Multiple	→			
	► ADDITIONAL FILTERS	: Male_Mid...	→			

Custom Filters are
also available.

↪ SUBMIT

⊗ CLEAR ALL

Source: Project Landmark

Output Screen

→ ADVANCED ANALYTICS

OCCASION STRATEGIC POSTURE

CORRESPONDENCE MAPS



Selections: Time Period: Quarter: Q1 2019, Q2 2019 || Markets: North America: US || Dimension 1: Category / Item / Brand || Dimension 2: 5Ws || Category / Item / Brand: Prepared Breakfast Food...



CORRESPONDENCE MAPS



The Correspondence Map output provides a relative relationship of the selected dimensions. Such relationship can be understood visually by the position (coordinates) of the selected variables on a 2-dimensional space.

Source: Project Landmark

How to Read the Data

- Correspondence Maps help to analyze relative relationship among selected variables. Such relationship can be understood visually by the position (coordinates) of the selected variables on a 2-dimensional space.
- In the LOV, this analysis is conducted on variables selected from two dimensions. The first step is to validate if these two dimensions are dependent. The output is displayed only if two dimensions are dependent @ 95% Confidence Level.
- Distance from the Origin
 - The origin is where the x- and y-axes are both at 0.
 - Points that are further from the origin are discriminatory in nature, i.e. points which are farther from the origin have a differentiated relationship to other variables than points which are closer to the origin.
- Angles from the Origin
 - To understand association between two points, angle between the two points from the origin combined with distance from the origin are key factors.
 - If there is a small angle connecting a row and column point to the origin, they are probably associated. Imagine a line connecting the row and column points with the origin, the smaller the angle, the stronger the relationship.
 - If the angle is a right angle, it suggests no relationship. If the angle is more than 90 degrees, it indicates a negative association.
 - If distance from the origin are both far from the center of the map it suggests a relatively strong association.

How to Read the Data

→ CORRESPONDENCE MAPS



Selections: TIME PERIOD: Quarter: Q1 2019, Q2 2019 || MARKETS: North America: US || DIMENSION 1: Category/Item/Brand: Category || DIMENSION 2: 5Ws || CATEGORY/ITEM/BRAND: Prepared Breakfast Food, Frozen Breakfast Food, Cerea...



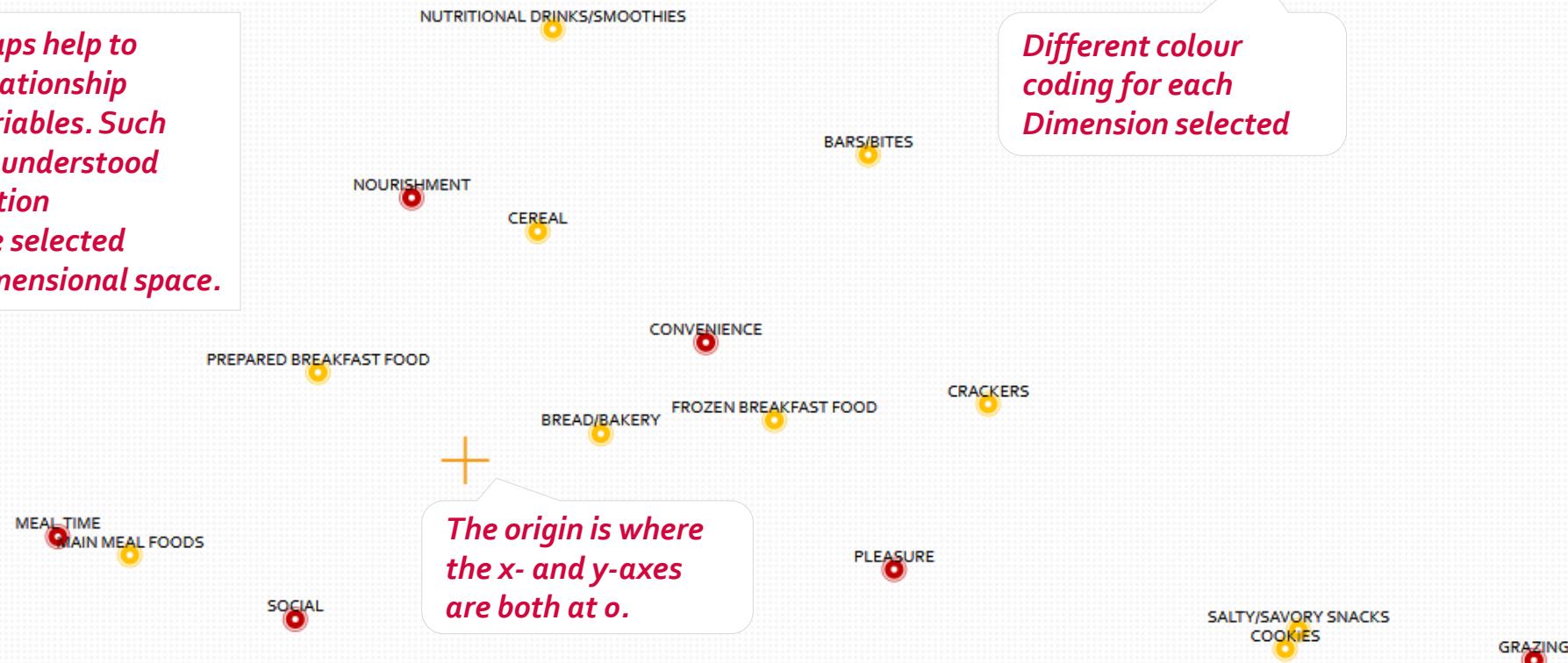
CORRESPONDENCE MAPS

Category

Why

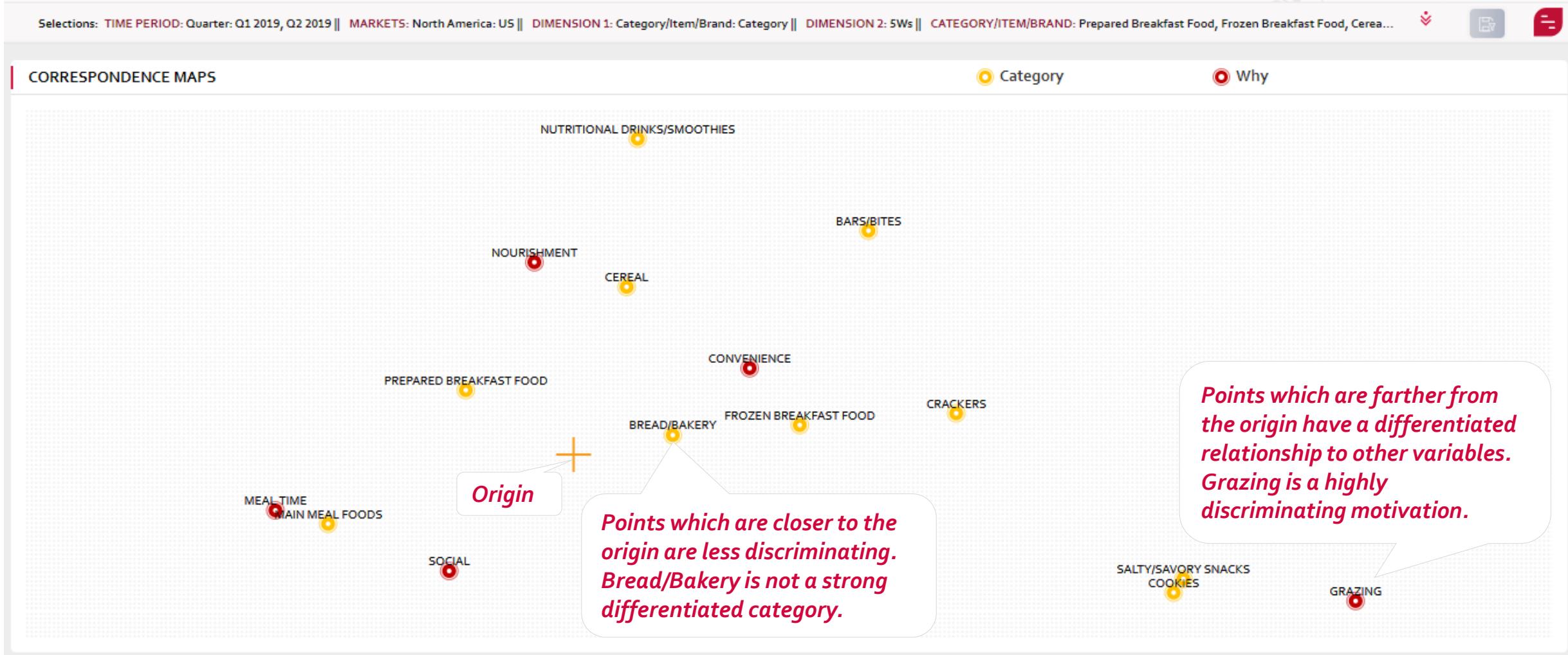
Correspondence Maps help to analyze relative relationship among selected variables. Such relationship can be understood visually by the position (coordinates) of the selected variables on a 2-dimensional space.

Different colour coding for each Dimension selected



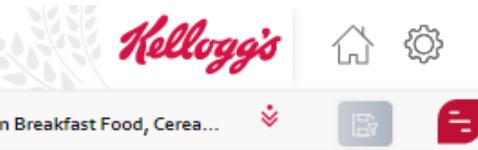
How to Read the Data

→ CORRESPONDENCE MAPS



How to Read the Data

→ CORRESPONDENCE MAPS



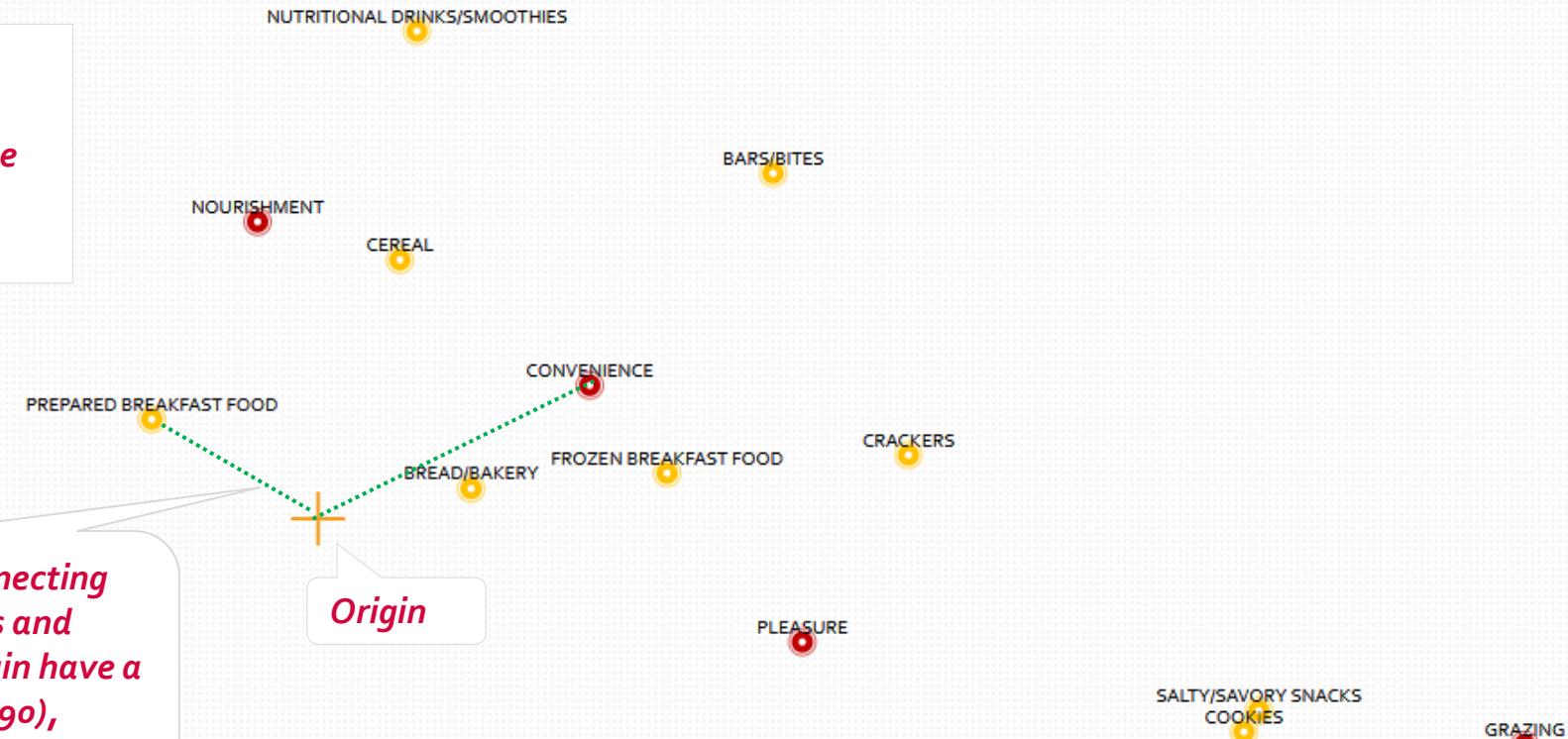
Selections: TIME PERIOD: Quarter: Q1 2019, Q2 2019 || MARKETS: North America: US || DIMENSION 1: Category/Item/Brand: Category || DIMENSION 2: 5Ws || CATEGORY/ITEM/BRAND: Prepared Breakfast Food, Frozen Breakfast Food, Cerea...

CORRESPONDENCE MAPS

Category

Why

To understand association between two points, angle between the two points from the origin combined with distance from the origin are key factors.



The green line angles connecting Prepared Breakfast Foods and Convenience with the origin have a large angle (greater than 90), indicating a negative relationship.

How to Read the Data

→ CORRESPONDENCE MAPS



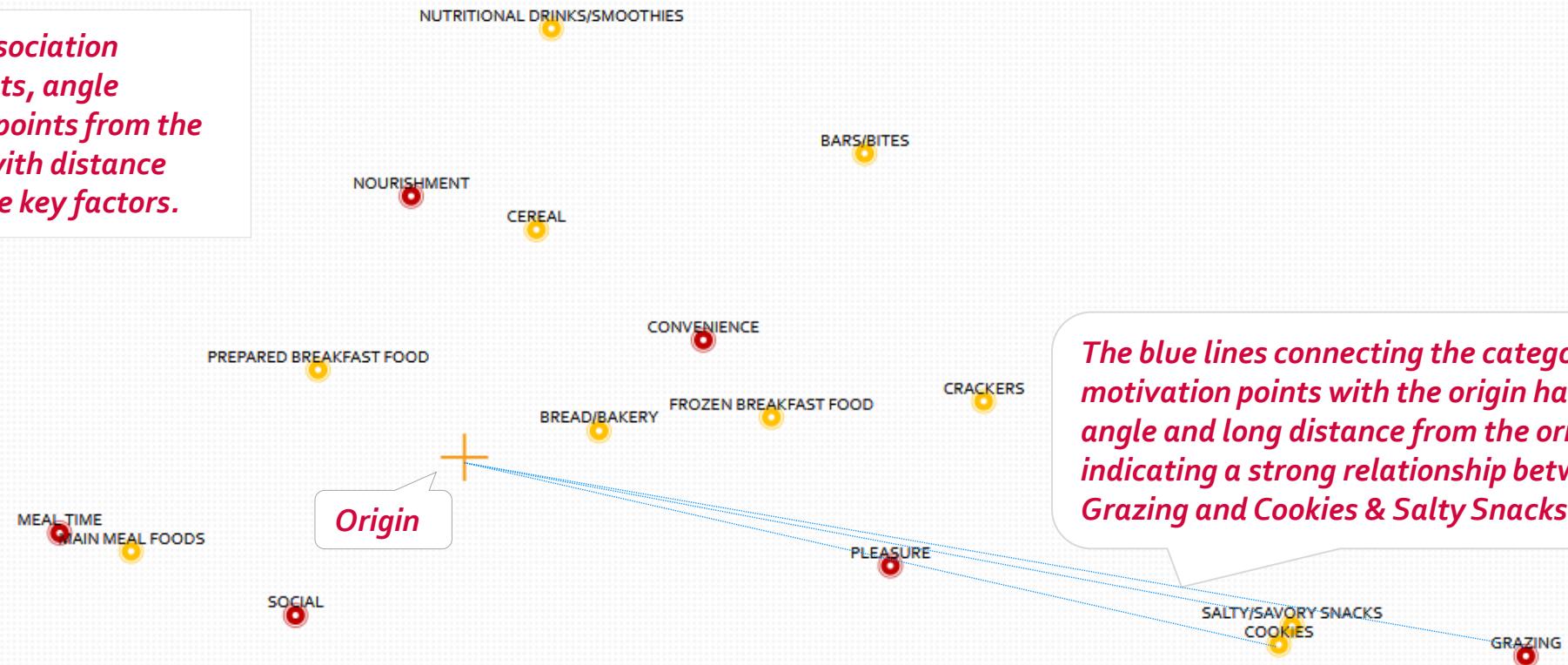
Selections: TIME PERIOD: Quarter: Q1 2019, Q2 2019 || MARKETS: North America: US || DIMENSION 1: Category/Item/Brand: Category || DIMENSION 2: 5Ws || CATEGORY/ITEM/BRAND: Prepared Breakfast Food, Frozen Breakfast Food, Cere...

CORRESPONDENCE MAPS

Category

Why

To understand association between two points, angle between the two points from the origin combined with distance from the origin are key factors.



The blue lines connecting the category and motivation points with the origin have a small angle and long distance from the origin, indicating a strong relationship between Grazing and Cookies & Salty Snacks.

How to Read the Data

CORRESPONDENCE MAPS

Output can NOT be Displayed :

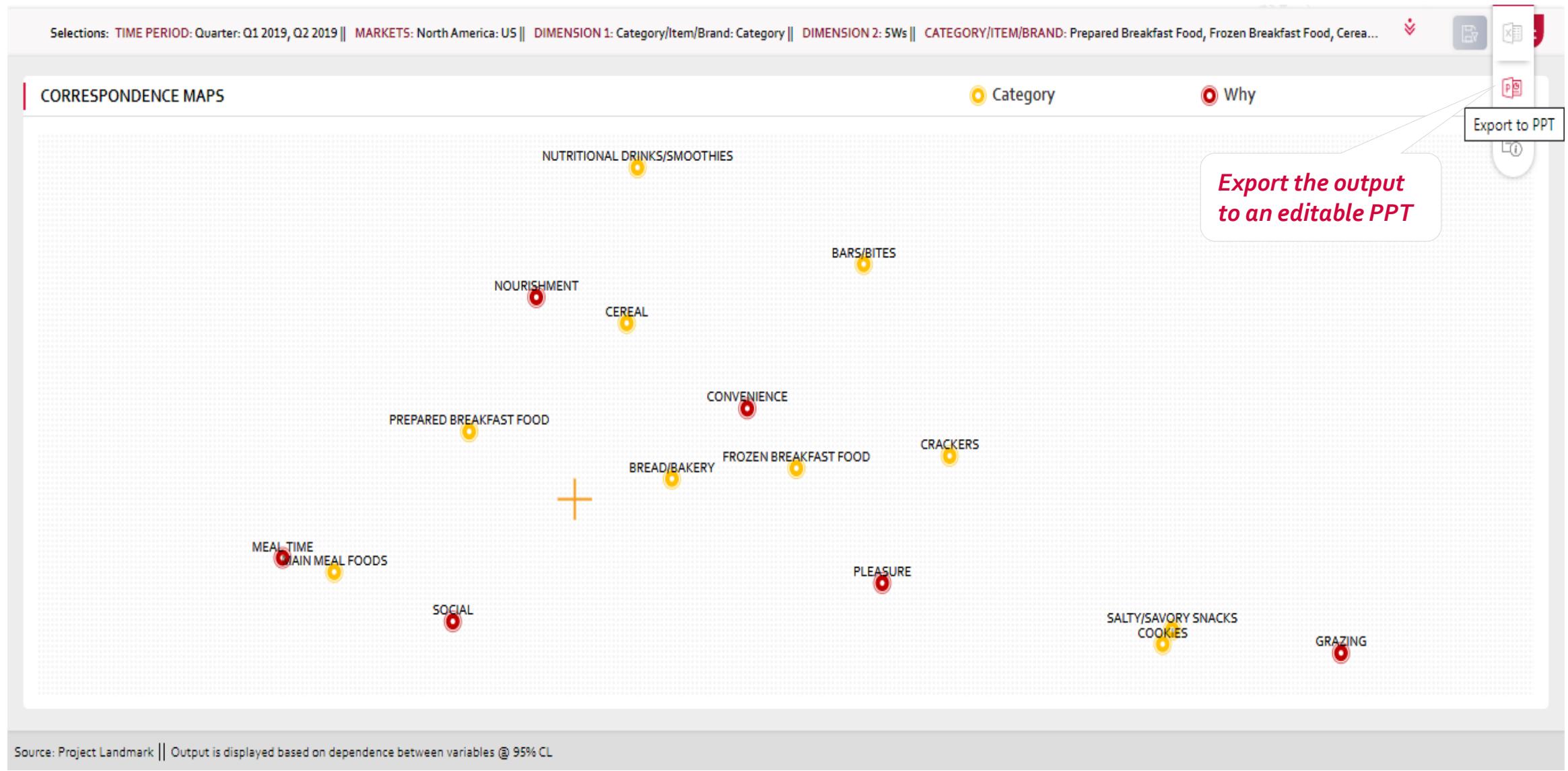
The Selected Variables from Dimension 1 and Dimension 2 do not show dependence on each other @ 95% Confidence Level.

Pop up will display in the output if a map can not be shown.

The output is displayed only if the two dimensions are dependent @ 95% Confidence Level.



Key Features



The Kellogg's logo, featuring the brand name in its signature white script font.

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



Click on
Performance
Dashboard.

LANDMARK OCCASION VISUALIZER



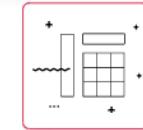
OCCASION PROFILE



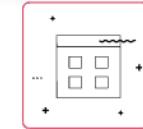
PERFORMANCE DASHBOARD



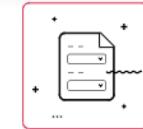
VISUAL CROSSTAB



ADVANCED ANALYTICS



MY DASHBOARD



REPORT GENERATOR



Left Panel Selection

→ PERFORMANCE DASHBOARD



Selections:

	TIME PERIOD	: <i>None</i>	→
	MARKETS	: <i>None</i>	→
	CATEGORY	: <i>None</i>	→

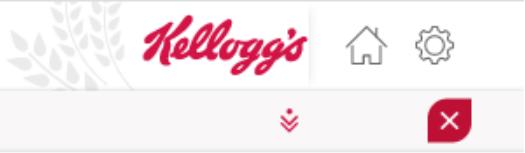
↪ SUBMIT

⊗ CLEAR ALL

Source: Project Landmark

Time Period

→ PERFORMANCE DASHBOARD



Selections: TIME PERIOD: 2020

	TIME PERIOD	: 2020	→	<input type="radio"/> 2019
	MARKETS	: None	→	<input checked="" type="radio"/> 2020
	CATEGORY	: None	→	

Time Period is mandatory and single select.

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

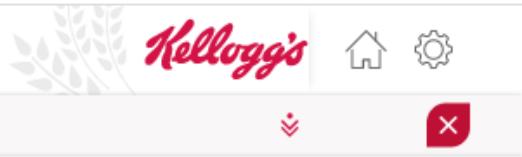
SUBMIT

CLEAR ALL

Source: Project Landmark

Market

→ PERFORMANCE DASHBOARD



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

	TIME PERIOD	: 2020	→	North America	>	<input checked="" type="radio"/> 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"/> Search
	MARKETS	:	US	→	<input checked="" type="radio"/> CCGM
	CATEGORY	:	CCGM	→	<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

Category is mandatory and single select.

Click to submit

SUBMIT

CLEAR ALL

Source: Project Landmark

Output Screen

→ PERFORMANCE DASHBOARD



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

Selection summary

Significance testing legend

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				6.9%	
EARLY MORNING BITE	TAKE SHARE					
BREAKFAST FOR ONE	STRENGTHEN CORE					
FAMILY BREAKFAST	STRENGTHEN CORE					
BREAKFAST AT WORK/SCHOOL	TAKE SHARE	27.2%	30.4% (6%)	LS		
MID MORNING SNACK	TAKE SHARE	22.6%	31.2% (4%)	38.7%		
LUNCH	TAKE SHARE	28.3%	26.6% (4%)	LS		
LUNCH ALTERNATIVE	TAKE SHARE	20.3%	32.3% (4%)	52.5%		
AFTERNOON SNACK	TAKE SHARE	32.1%	23.3% (3%)	34.0%		
AFTER WORK/SCHOOL BITE	MAINTAIN	LS	32.1% (0%)	LS		
DINNER	DEPRIORITIZE	47.5%	-	LS		
DINNER ALTERNATIVE	MAINTAIN	LS	47.5% (0%)	LS		
EVENING ME	MAINTAIN	44.8%	-	LS		
EVENING WE	MAINTAIN	33.2%	44.8% (0%)	LS		
	STRENGTHEN CORE	38.2%	38.2% (5%)	LS		

Business-driven Strategic Postures

Sample size button

Significance testing legend

- Significantly Better
- Directionally Better
- Directionally Worse
- Significantly Worse
- Flat

Previous year Kellogg share of occasion performance.

Target guidance based on previous year benchmark.

YTD quarter Kellogg share of occasion.

Percentage change vs. benchmark

YTD quarter Kellogg share of occasion ppt change vs. benchmark

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

Sample Size

→ PERFORMANCE DASHBOARD



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

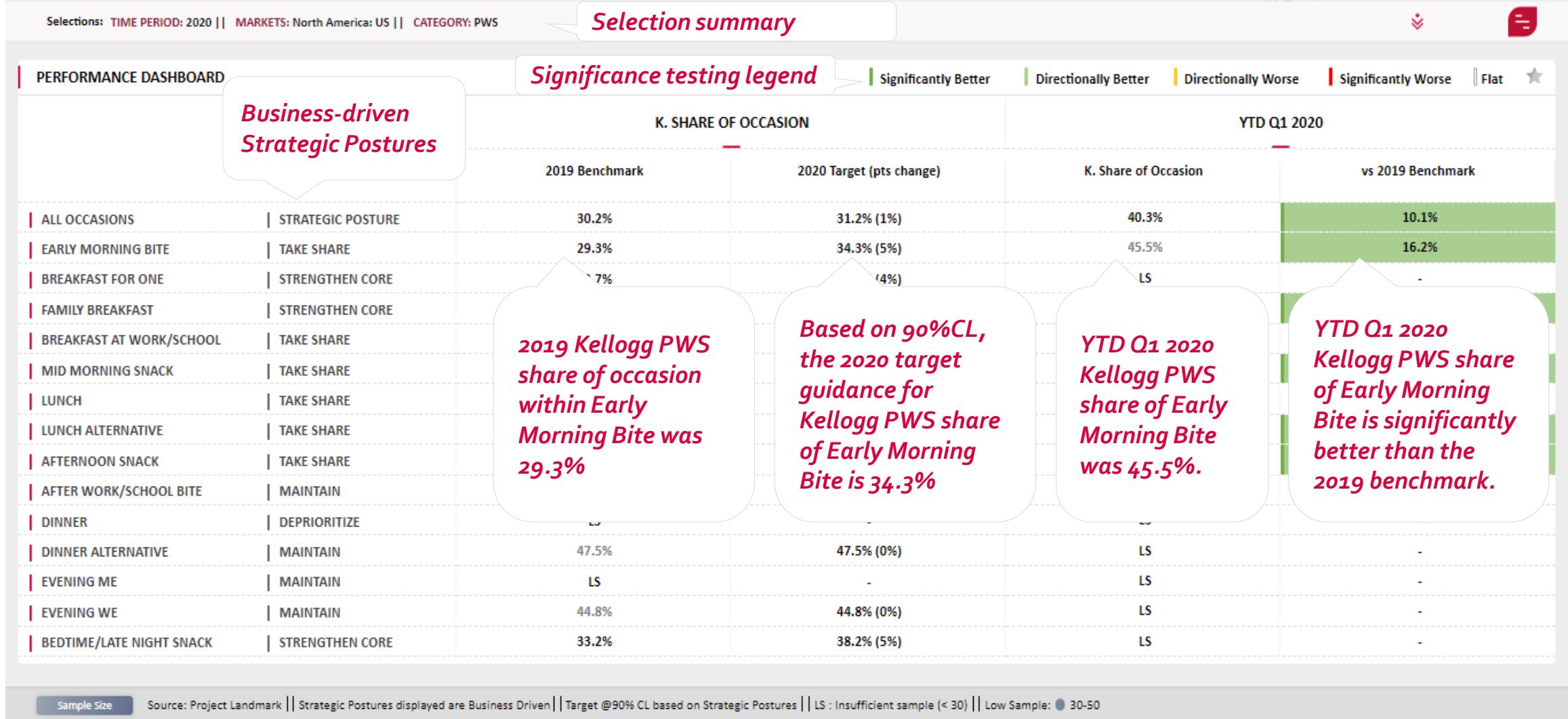
Weighted and unweighted sample size available for Kellogg and the category

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

→ PERFORMANCE DASHBOARD



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	vs Target	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



►►► DEPLOY FOR GROWTH

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	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



►►► DEPLOY FOR GROWTH

Key Features

→ PERFORMANCE DASHBOARD

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

Export to Excel.

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



*Export an
editable PPT.*

K. SHARE OF OCCASION	Significantly Better		Directionally Better		Directionally Worse		S	
	YTD Q1 2020	vs 2019 Benchmark	YTD Q1 2020	vs 2019 Benchmark	YTD Q1 2020	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



Kellogg's®

User Guides
May 2020



LANDMARK OCCASION
VISUALIZER
LOV