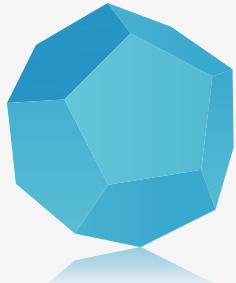




Customer Experience Design  
Strategy / Design / Development

Others Talk,  
We Listen.



## Redesign: Objectives & Strategy

### Objectives

Enhance feeling of connectivity and reinforce trust between Ukrop's brands, consumers & retail partners

- Build brand relevance and awareness
- Build brand loyalty and emotional connectivity
- Enhance trust with consumers and retail partners

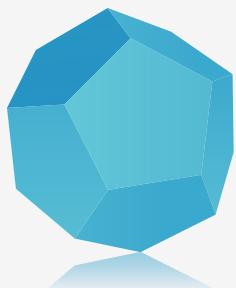
### Design Strategy

Update look and feel (standardized to brand guidelines)

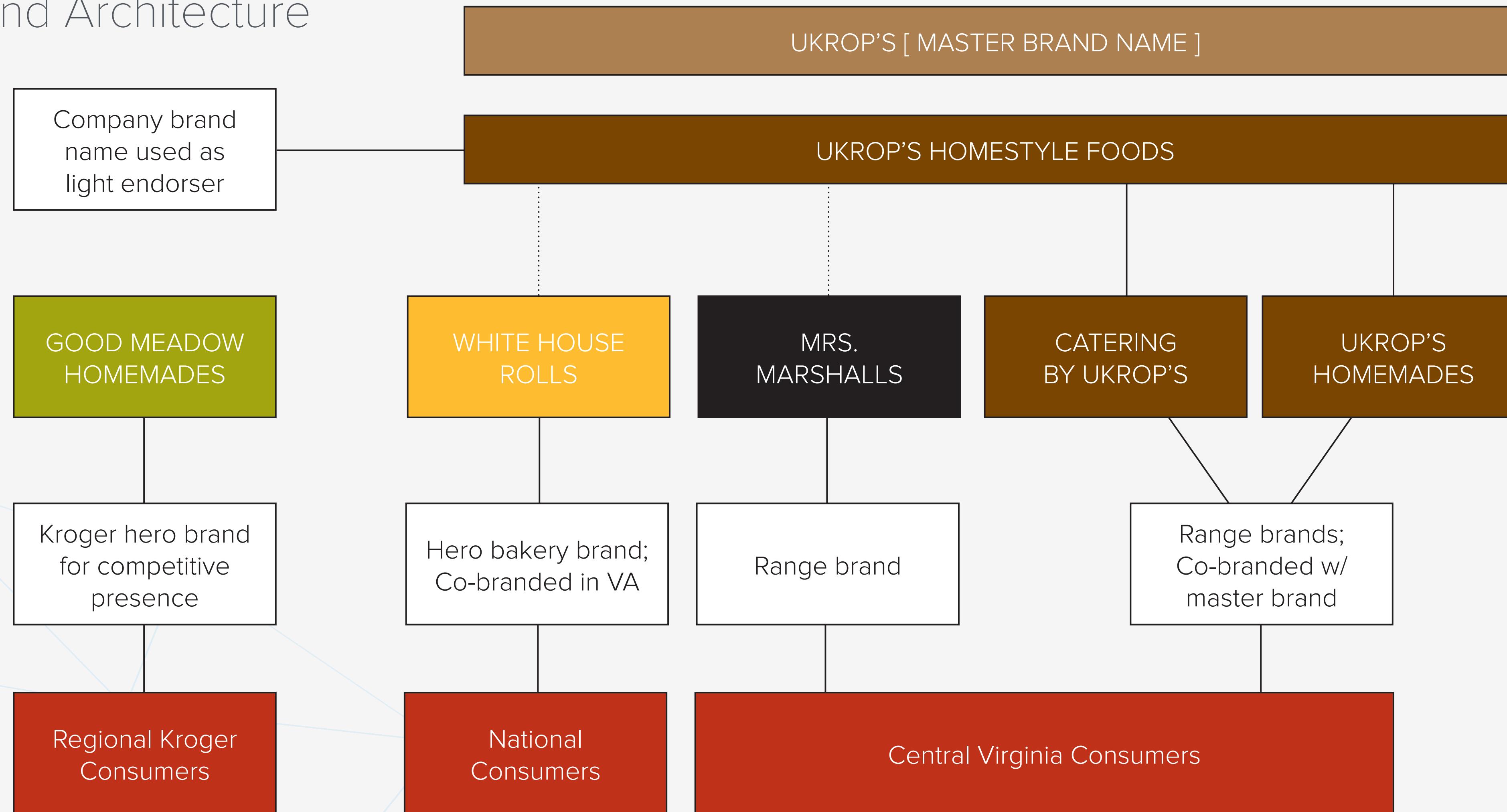
- Achieve more "cohesive & streamlined" design
- Improve functionality (per brief)

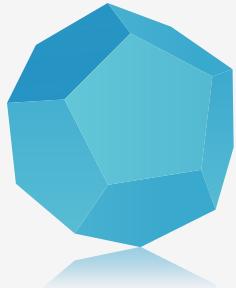
### Summary of Requirements

- Easy-to-use navigation
- Retailer friendly
- Utilize existing brand style guides
- Nutrition information
- E-commerce for Catering & White House Rolls
- Sell cookbook
- Responsive and future app enabled



## Brand Architecture





## Considerations for Redesign

### Brand Prioritization in redesign

- Equal balance across all brands
- Emphasize Ukrop's master brand across all brands
- Highlight White House brand as hero in portfolio

### Role of Good Meadow & Mrs. Marshall's?

Improve awareness/understanding of "Ukrop's Homestyle Foods"

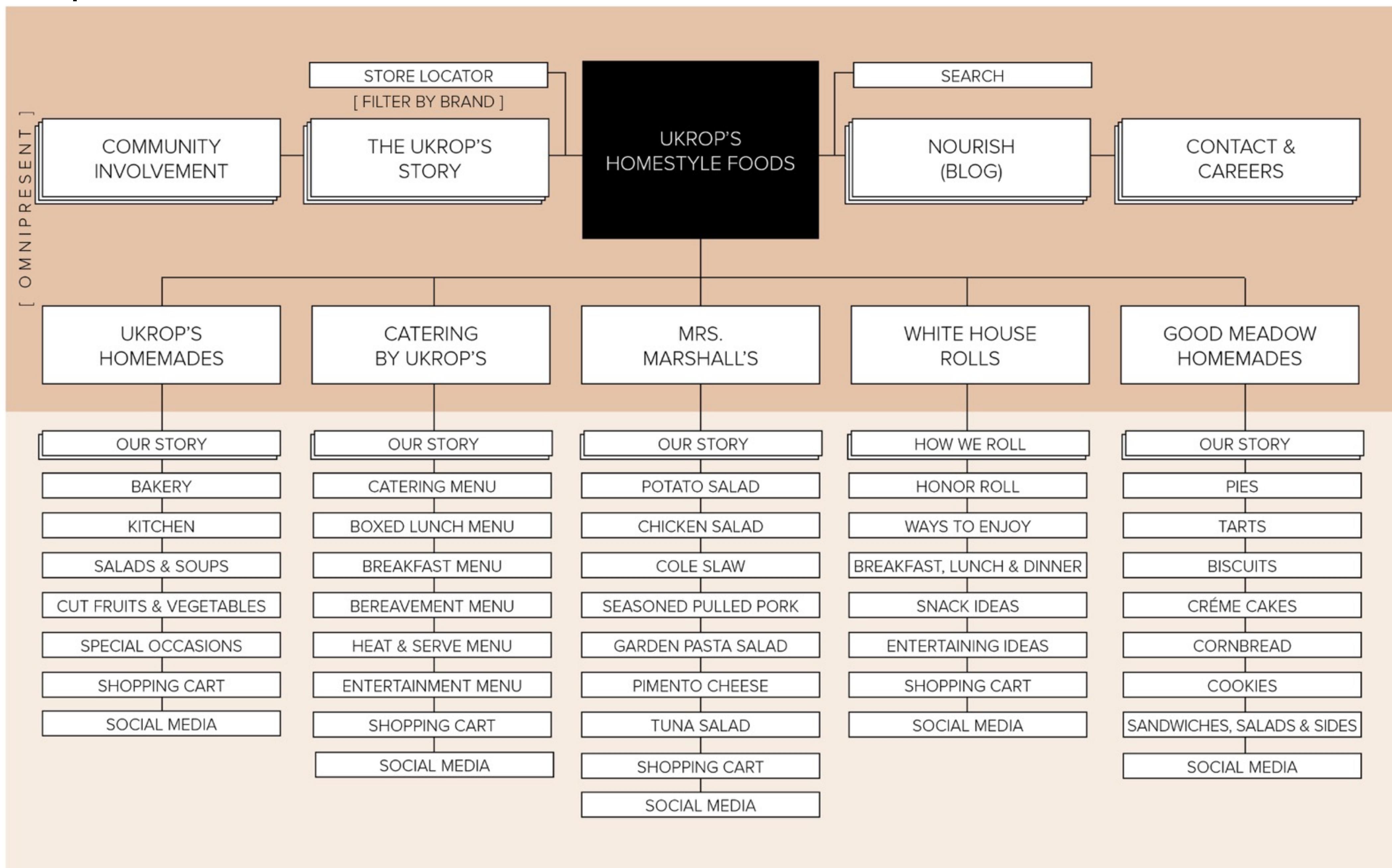
Leverage Ukrop's story/content to increase brand relevance and drive emotional connectivity

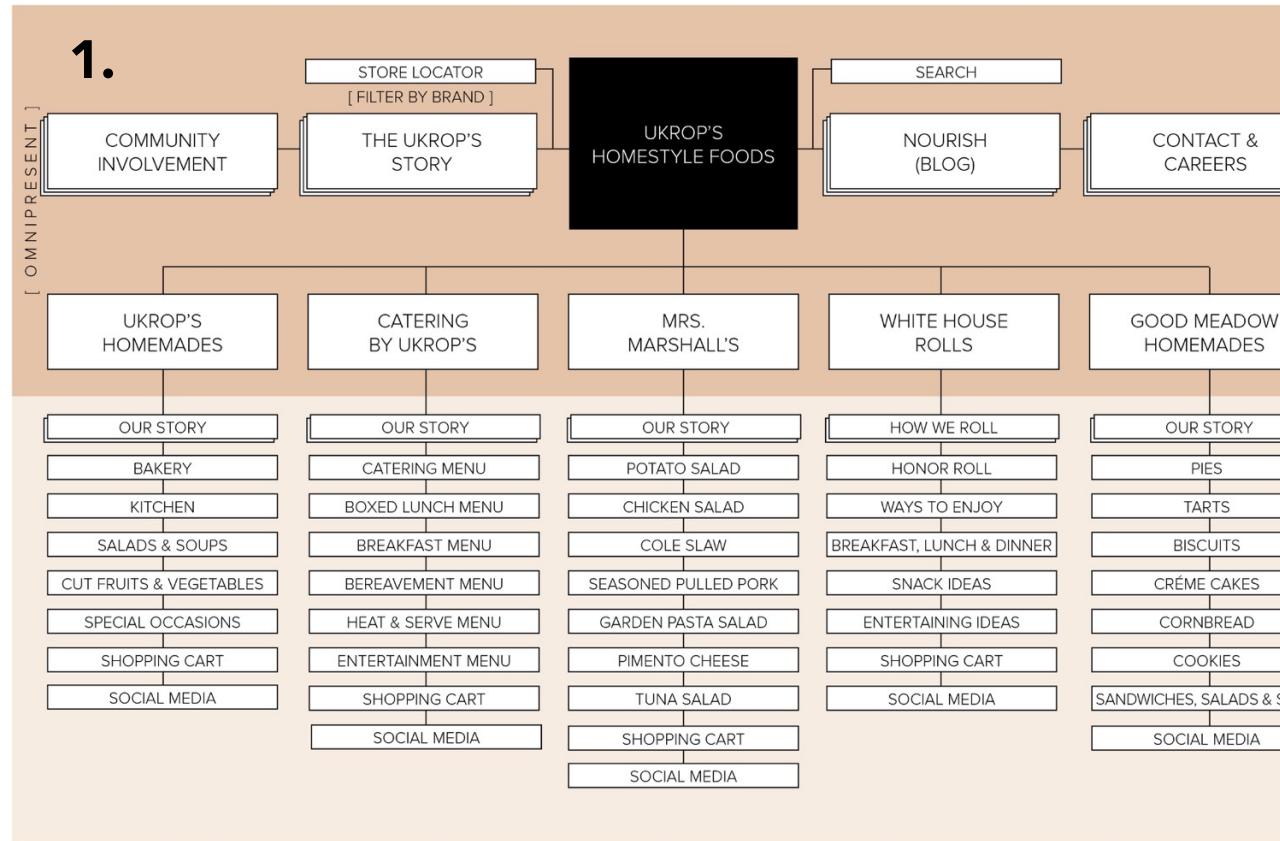
- Deeper integration of legacy, community content in/across sites

Strengthen association between Ukrop's and White House to improve national awareness and relevance of Ukrop's for future brand expansion

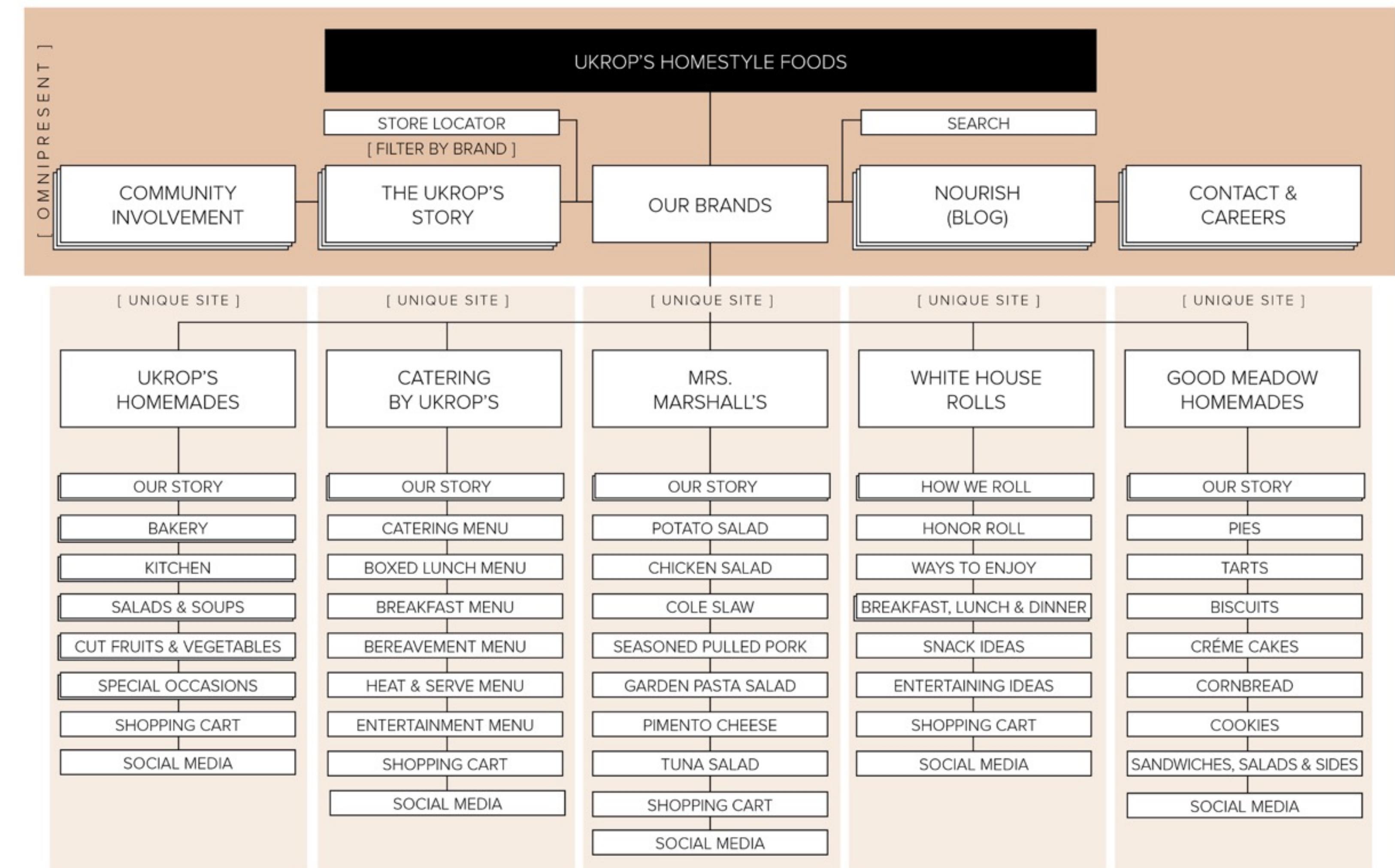


## 1. Equal Brand Treatment

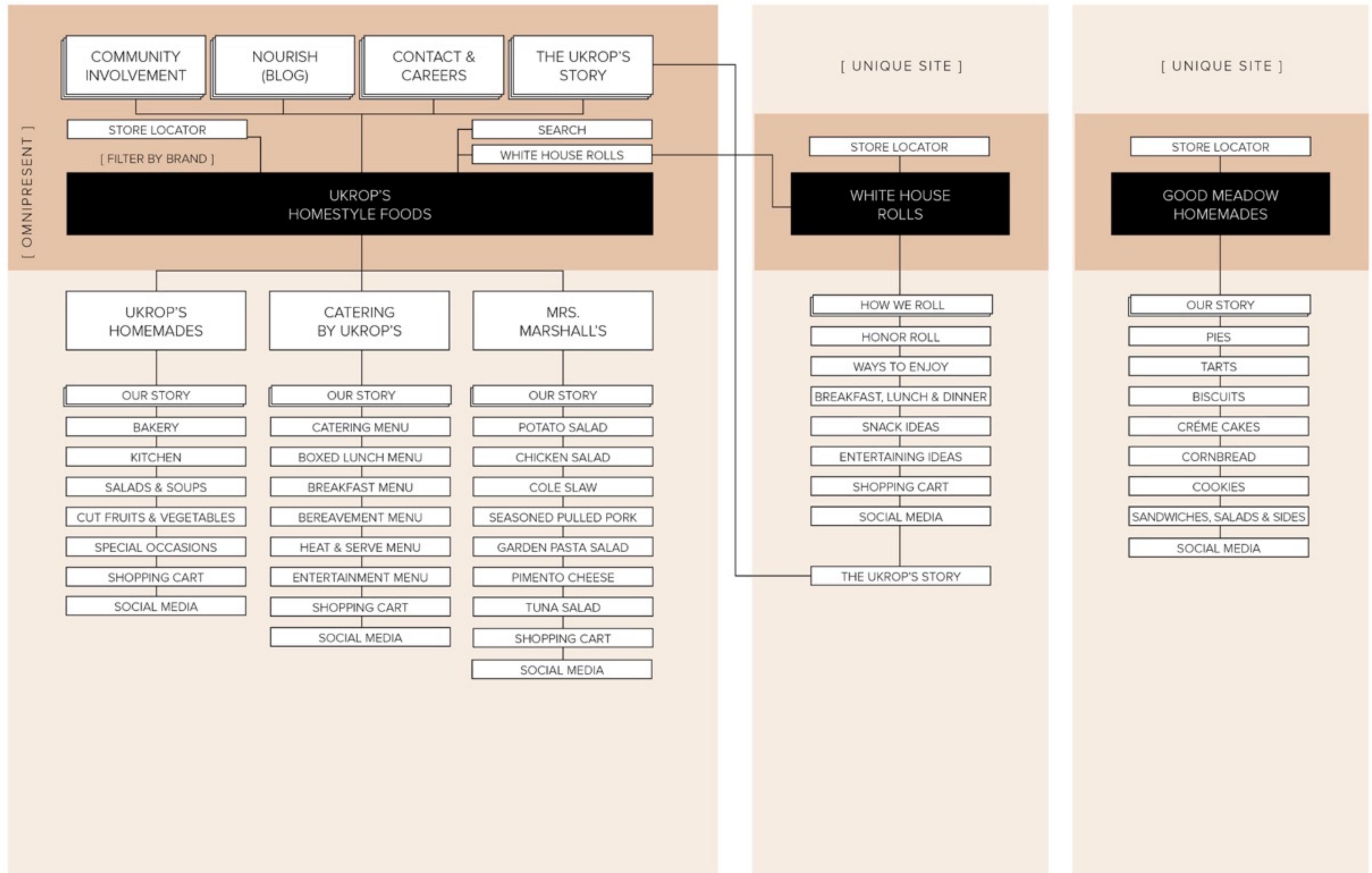
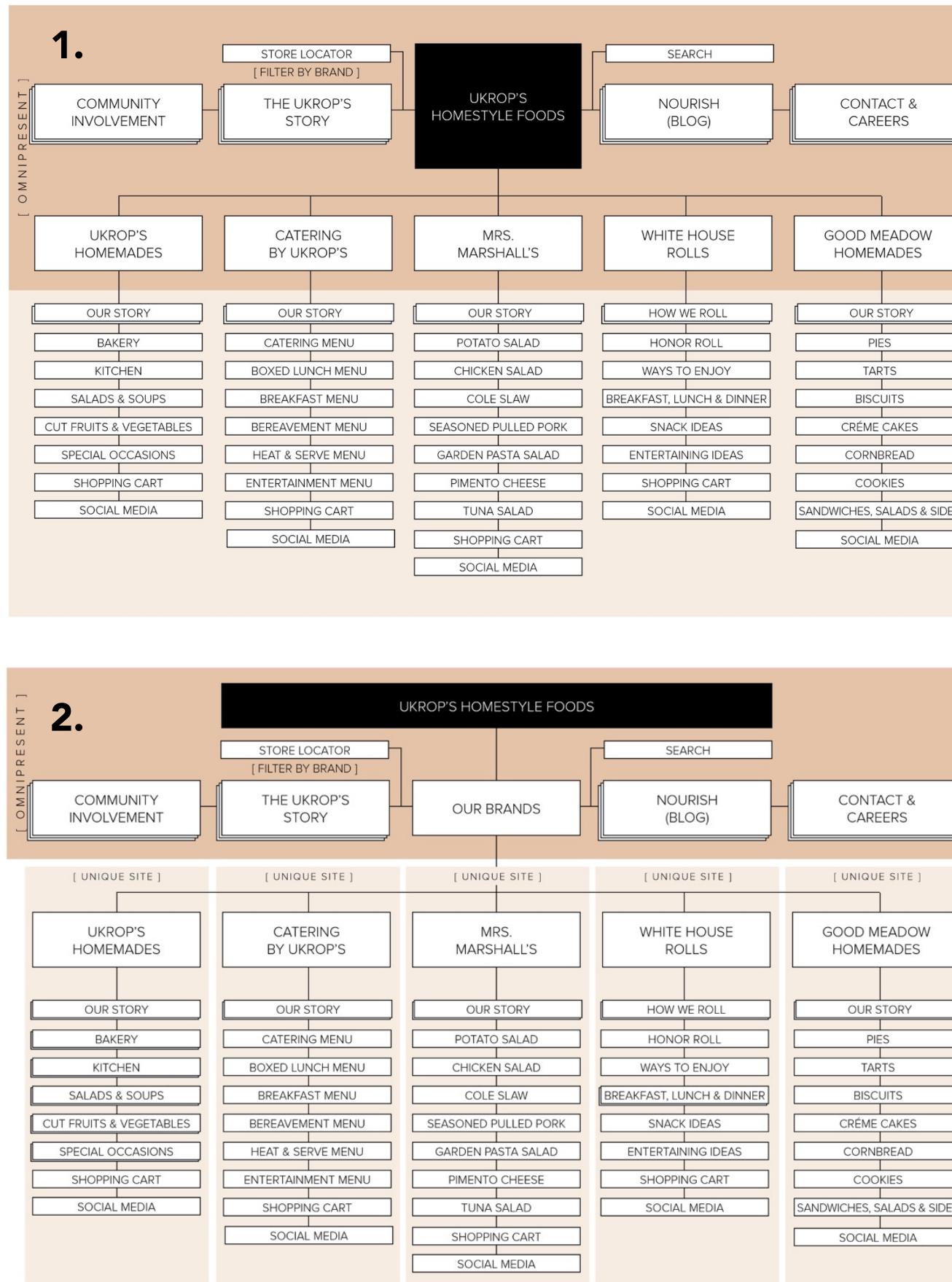




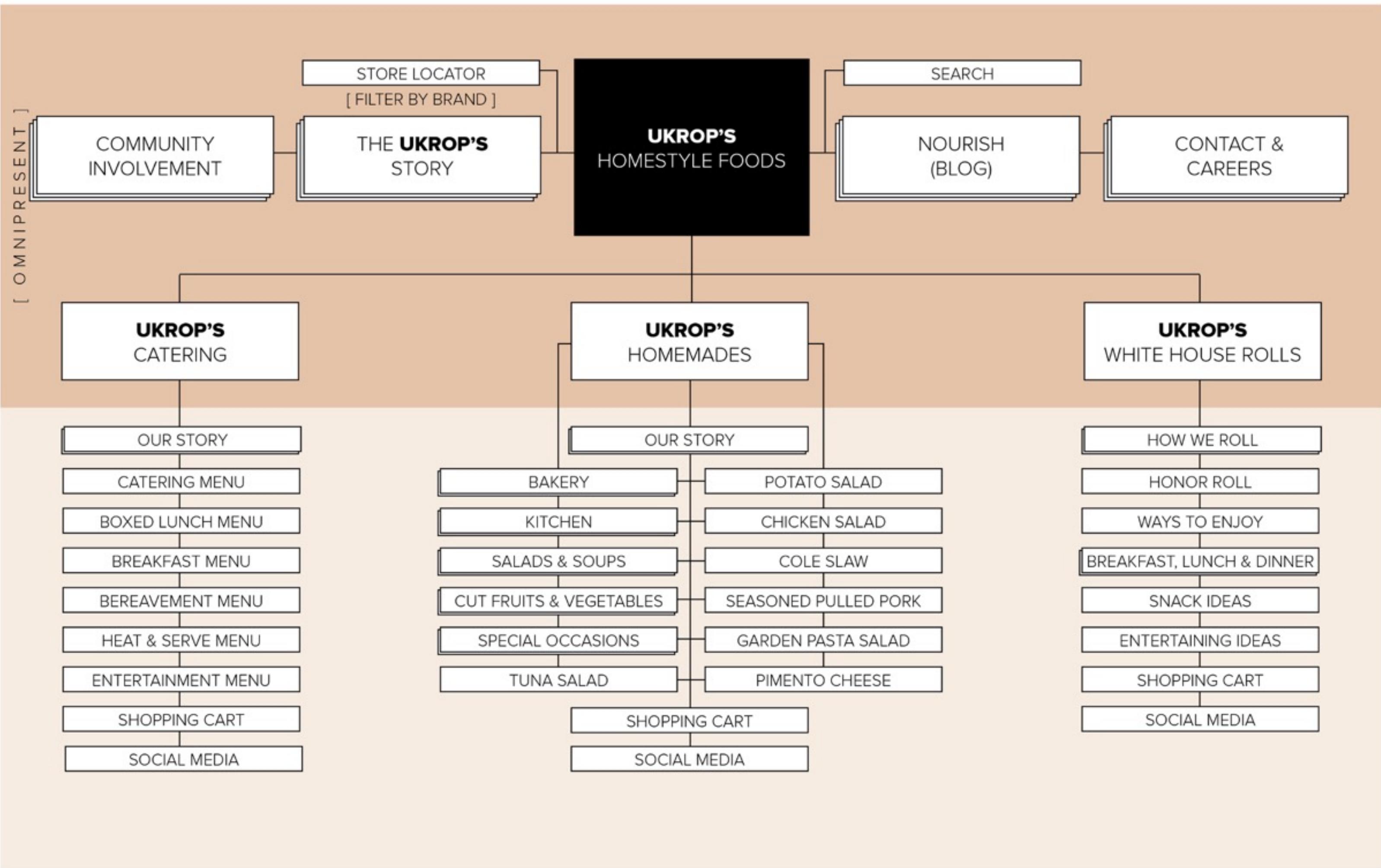
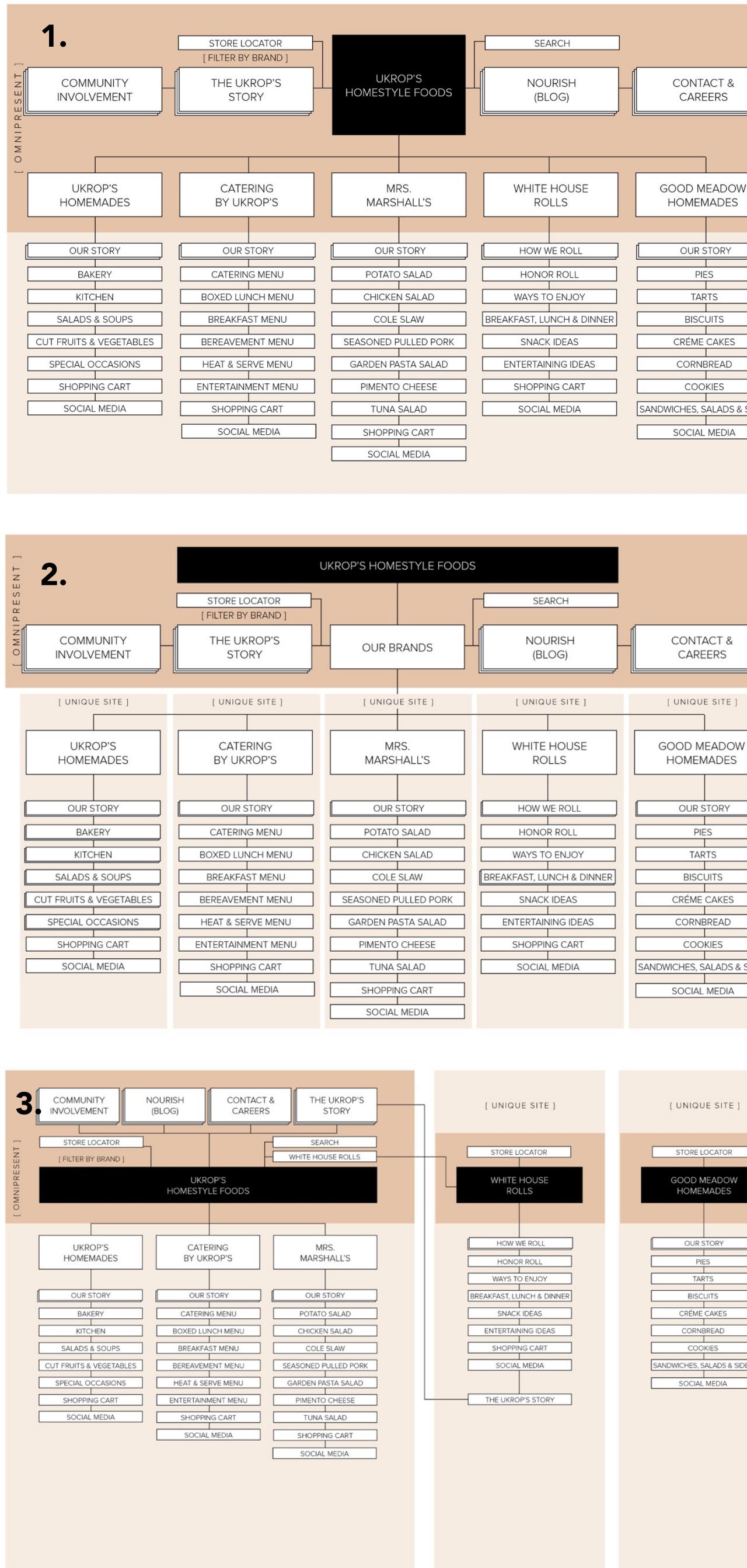
## 2. Ukrop's as Hero



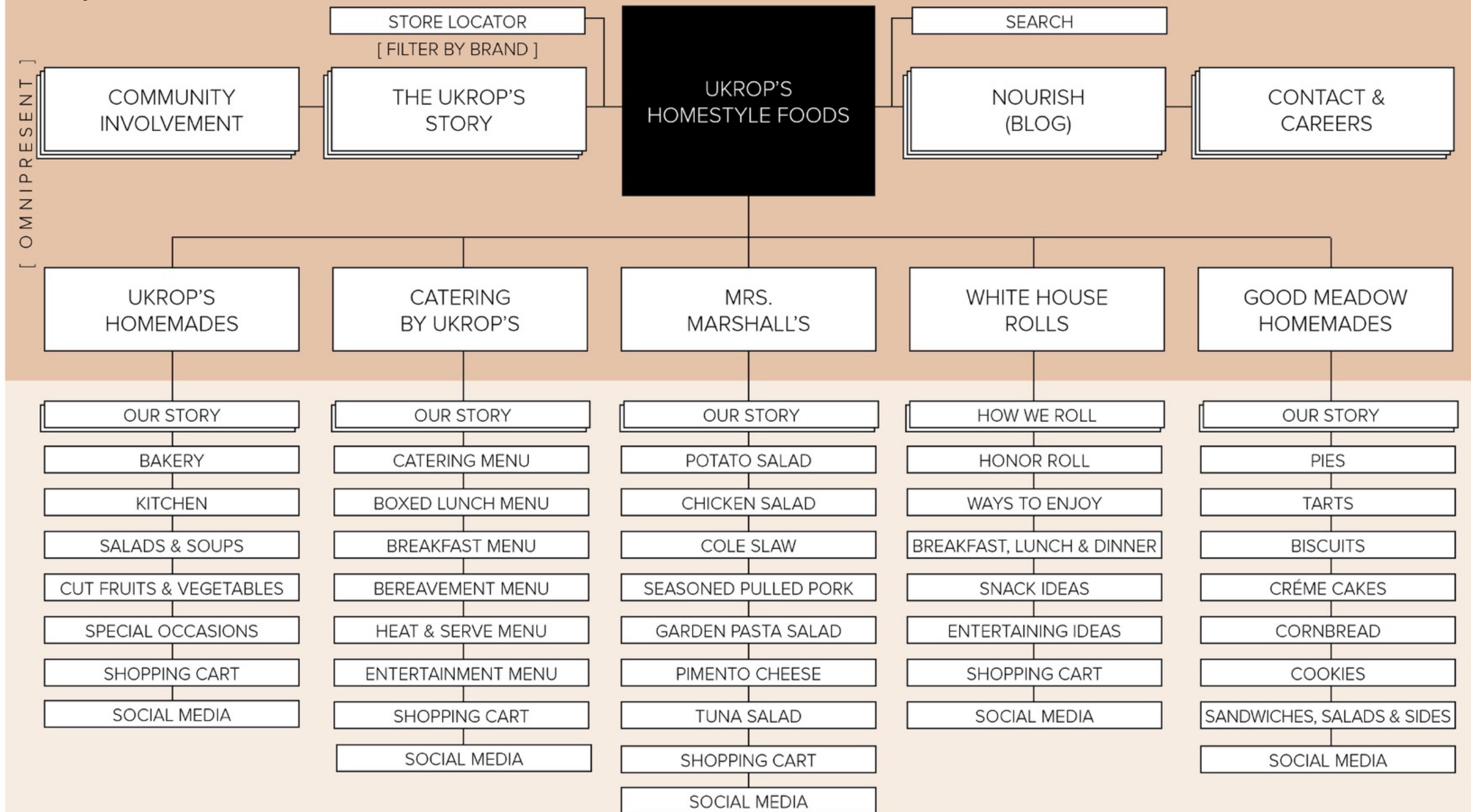
### 3. Brand Independence



## 4. Simplified Brand Architecture



## 1. Equal Brand Treatment



# Ukrop's Homestyle Foods

Nourishing Families & Communities



All content (text, designs, illustrations, photos, graphics, files, arrangements etc.) in this presentation from CapTech Ventures, Inc. are protected by copyright and other protective laws.

Copyright © 2016 CapTech Ventures, Inc. All rights reserved.

CapTech

**2. Ukrop's as Hero****UKROP'S HOMESTYLE FOODS**

STORE LOCATOR

[ FILTER BY BRAND ]

COMMUNITY INVOLVEMENT

THE UKROP'S STORY

SEARCH

NOURISH (BLOG)

CONTACT &amp; CAREERS

OUR BRANDS

[ UNIQUE SITE ]

UKROP'S HOMEMADES

CATERING BY UKROP'S

MRS. MARSHALL'S

WHITE HOUSE ROLLS

GOOD MEADOW HOMEMADES

OUR STORY

OUR STORY

OUR STORY

HOW WE ROLL

OUR STORY

BAKERY

CATERING MENU

POTATO SALAD

HONOR ROLL

PIES

KITCHEN

BOXED LUNCH MENU

CHICKEN SALAD

WAYS TO ENJOY

TARTS

SALADS &amp; SOUPS

BREAKFAST MENU

COLE SLAW

BREAKFAST, LUNCH &amp; DINNER

BISCUITS

CUT FRUITS &amp; VEGETABLES

BEREAVEMENT MENU

SEASONED PULLED PORK

SNACK IDEAS

CRÉME CAKES

SPECIAL OCCASIONS

HEAT &amp; SERVE MENU

GARDEN PASTA SALAD

ENTERTAINING IDEAS

CORNBREAD

SHOPPING CART

ENTERTAINMENT MENU

PIMENTO CHEESE

SHOPPING CART

COOKIES

SOCIAL MEDIA

SHOPPING CART

TUNA SALAD

SOCIAL MEDIA

SANDWICHES, SALADS &amp; SIDES

SOCIAL MEDIA

SHOPPING CART

SOCIAL MEDIA

SOCIAL MEDIA

# Ukrop's Homestyle Foods

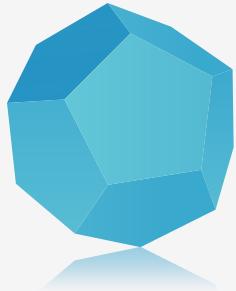
Nourishing Families & Communities



All content (text, designs, illustrations, photos, graphics, files, arrangements etc.) in this presentation from CapTech Ventures, Inc. are protected by copyright and other protective laws.

Copyright © 2016 CapTech Ventures, Inc. All rights reserved.

**CapTech**



---

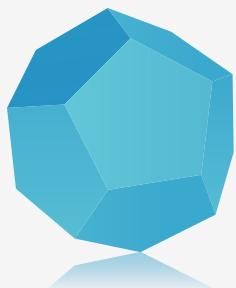
## Social Media Analysis

### Objectives

Enhance feeling of connectivity and reinforce trust between  
Ukrop's brands, consumers, and retail partners

- Build brand relevance and awareness
- Build brand loyalty and emotional connectivity
- Enhance trust with consumers and retail partners

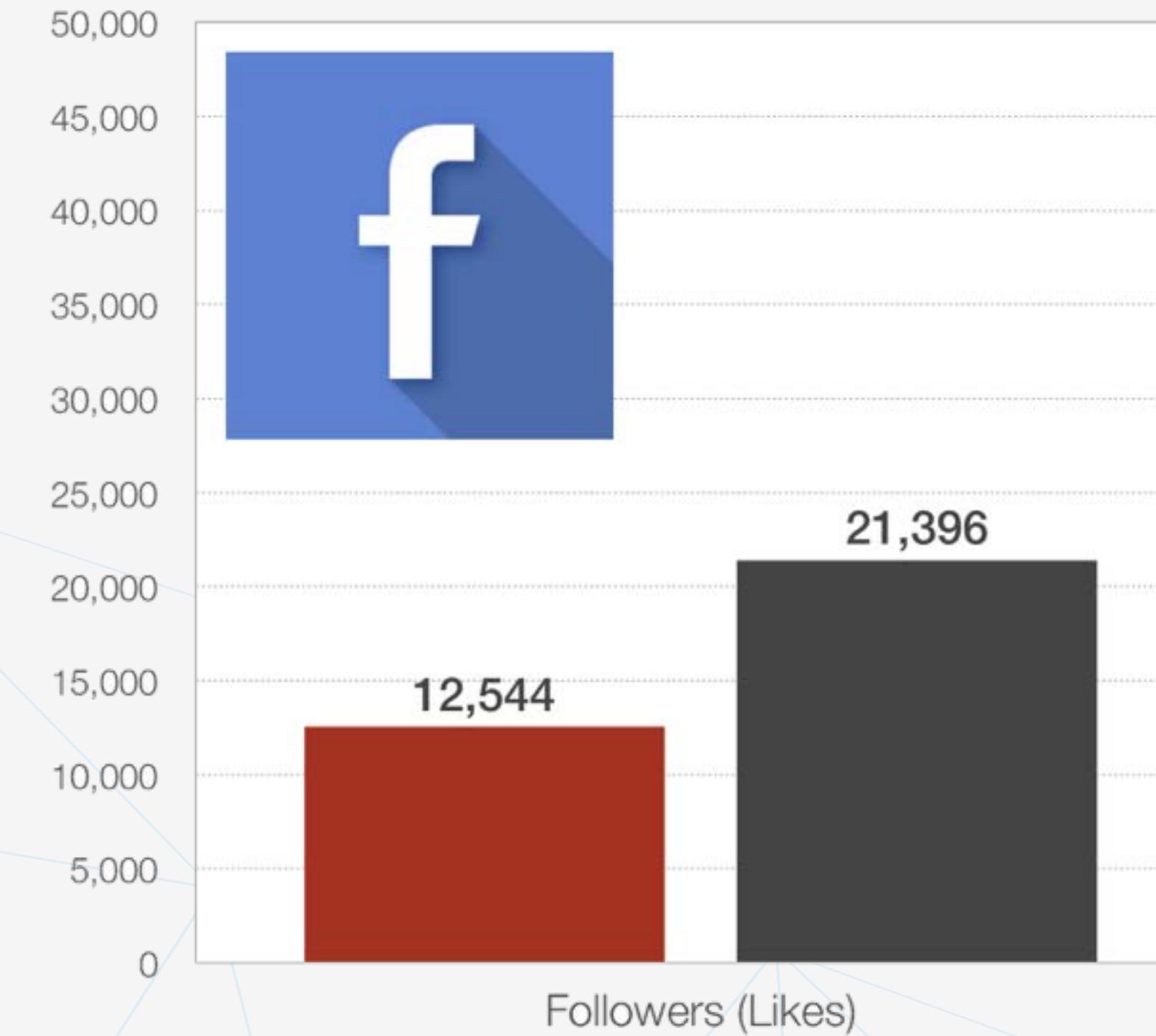
Facebook, Twitter, Pinterest, Instagram, and YouTube engagement are key.



## Social Media Analysis: Social Networks



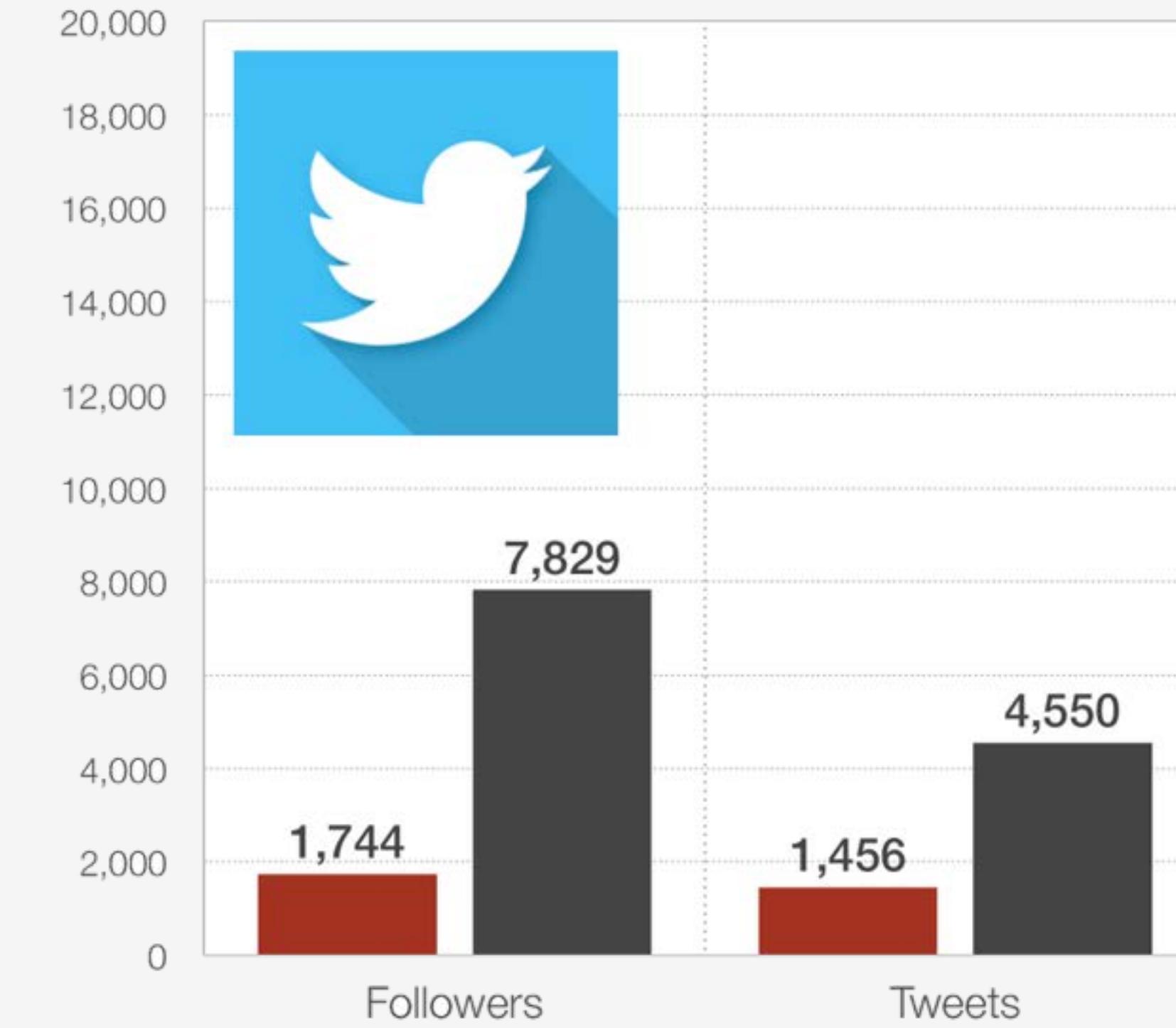
### Smithfield.



Facebook: Both pages updated August 3rd, with five status updates in the past seven days.  
Twitter: Ukrop's had five updates in the past week; Smithfield only three.

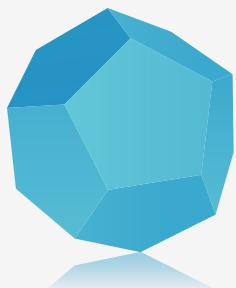


### Smithfield.



Copyright © 2016 CapTech Ventures, Inc. All rights reserved.

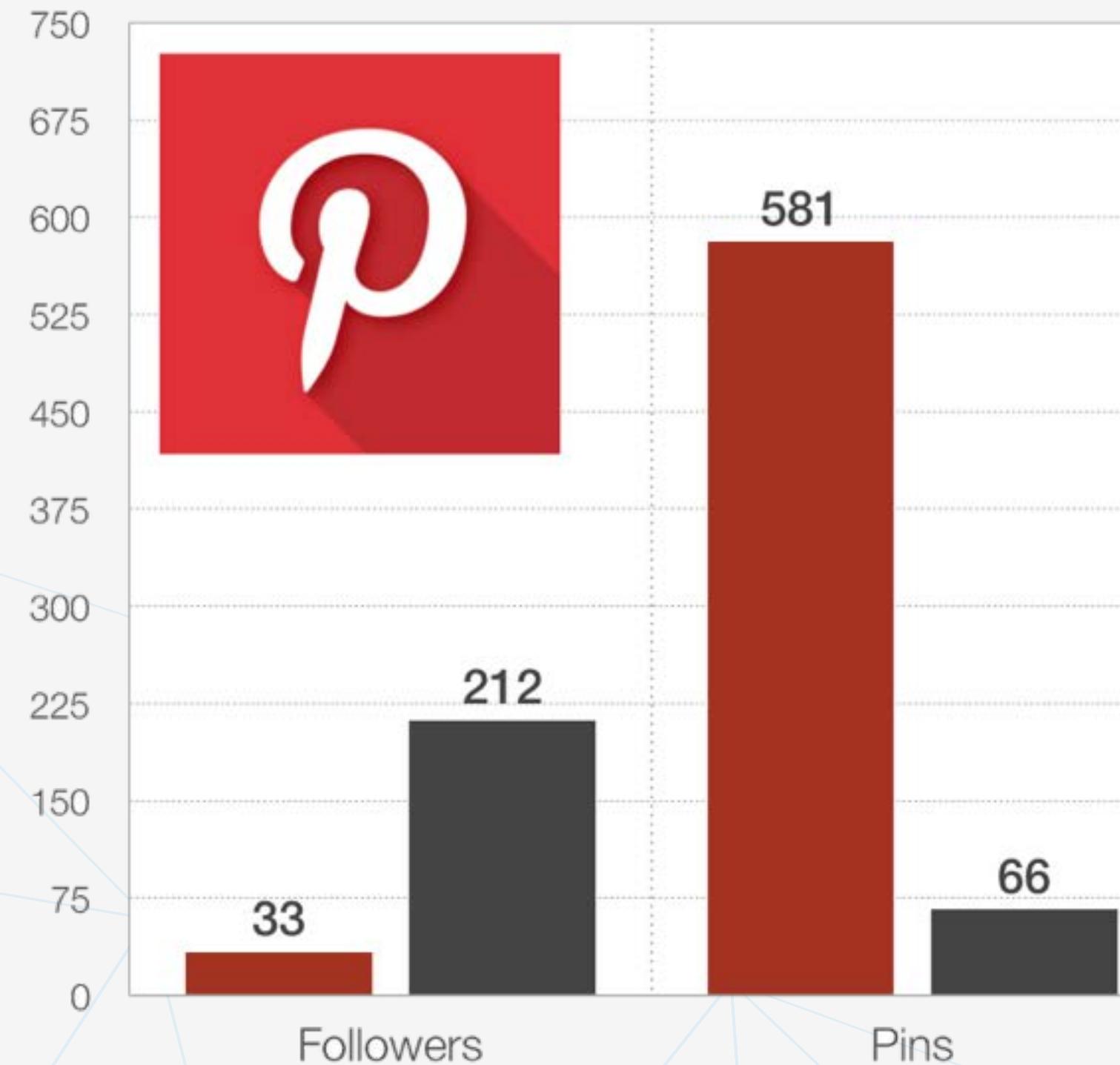
**CapTech**®



## Social Media Analysis: Photo Sharing



### Smithfield.

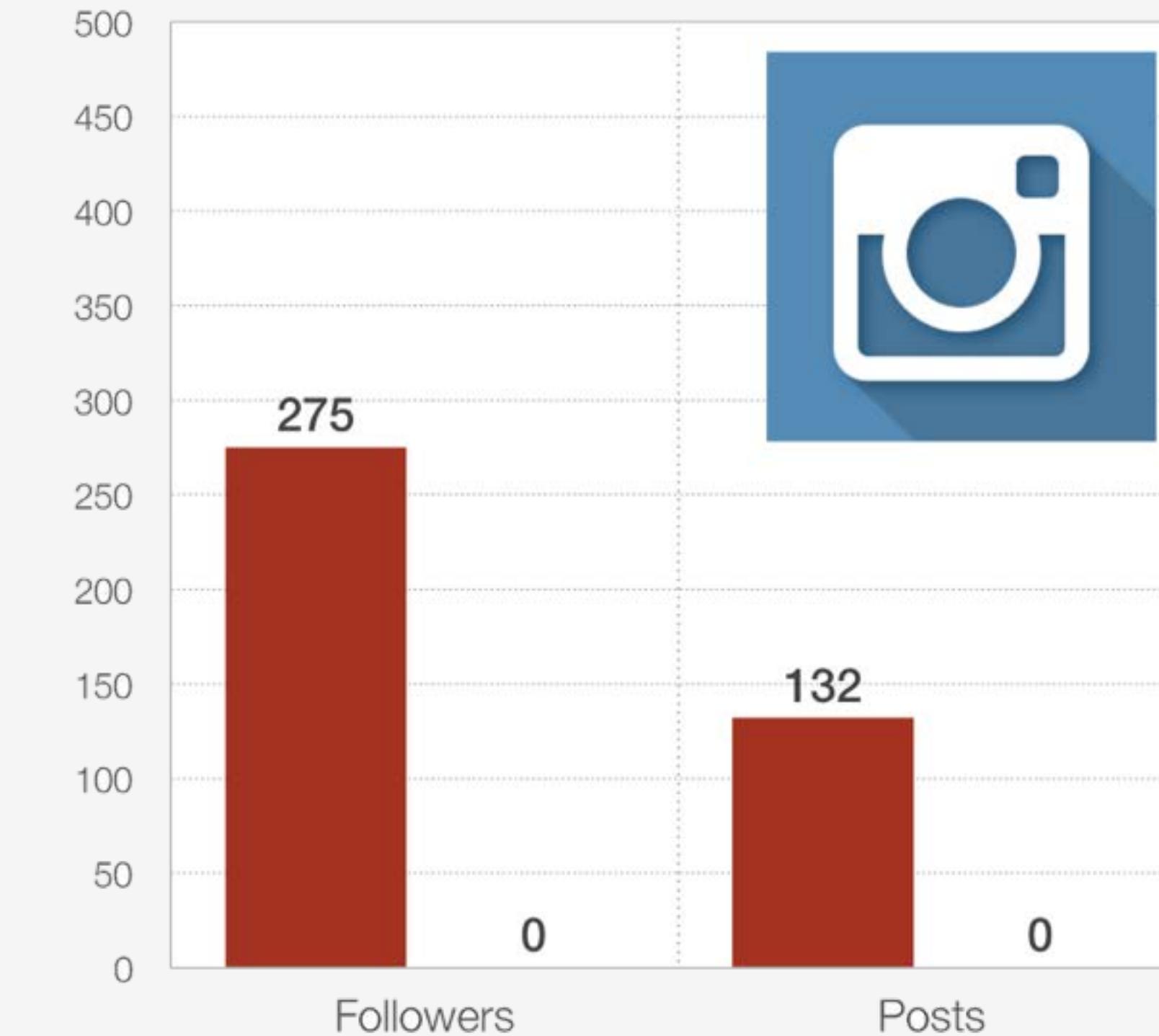


Pinterest: Seemingly negative correlation between Pin and Follower counts.

Instagram: Smithfield has no presence, though they are tagged 270 times. Ukrop's: 1,646 times.

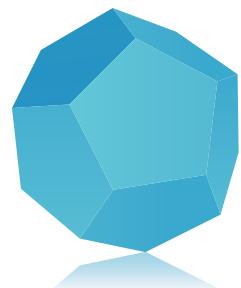


### Smithfield.



Copyright © 2016 CapTech Ventures, Inc. All rights reserved.

CapTech®



## Social Media Analysis: Smithfield Foods on YouTube

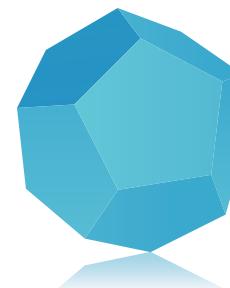


- Smithfield Foods subscriber count is hidden, but views top 1M.\*
- Focus on people and sourcing, rather than product glamour shots.
- Brand channels for Farmland, Armour, Smithfield, and Eckrich.
- Videos have viral potential and are easily integrated with websites, and social media. Can be a key amplifier for awareness building.

\*Most popular video, *Animal Care--Taking the Mystery Out of Pork Production at Smithfield Foods*, has 782,436 views

Copyright © 2016 CapTech Ventures, Inc. All rights reserved.

**CapTech**®



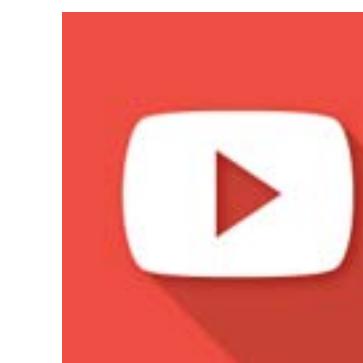
## Social Media Analysis: King's Hawaiian across social media



- 551,716 likes
- 968 fan photos



- 13,649 followers
- 18,794 tweets



- 1,753 subscribers
- 93 videos



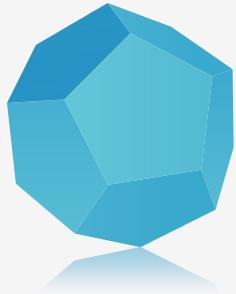
- 20,808 followers
- 2,091 pins



- 10,751 followers
- 597 photos



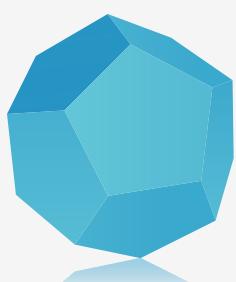
- The numbers for White House Rolls don't really compare, but King's Hawaiian shows the potential social media reach possible.



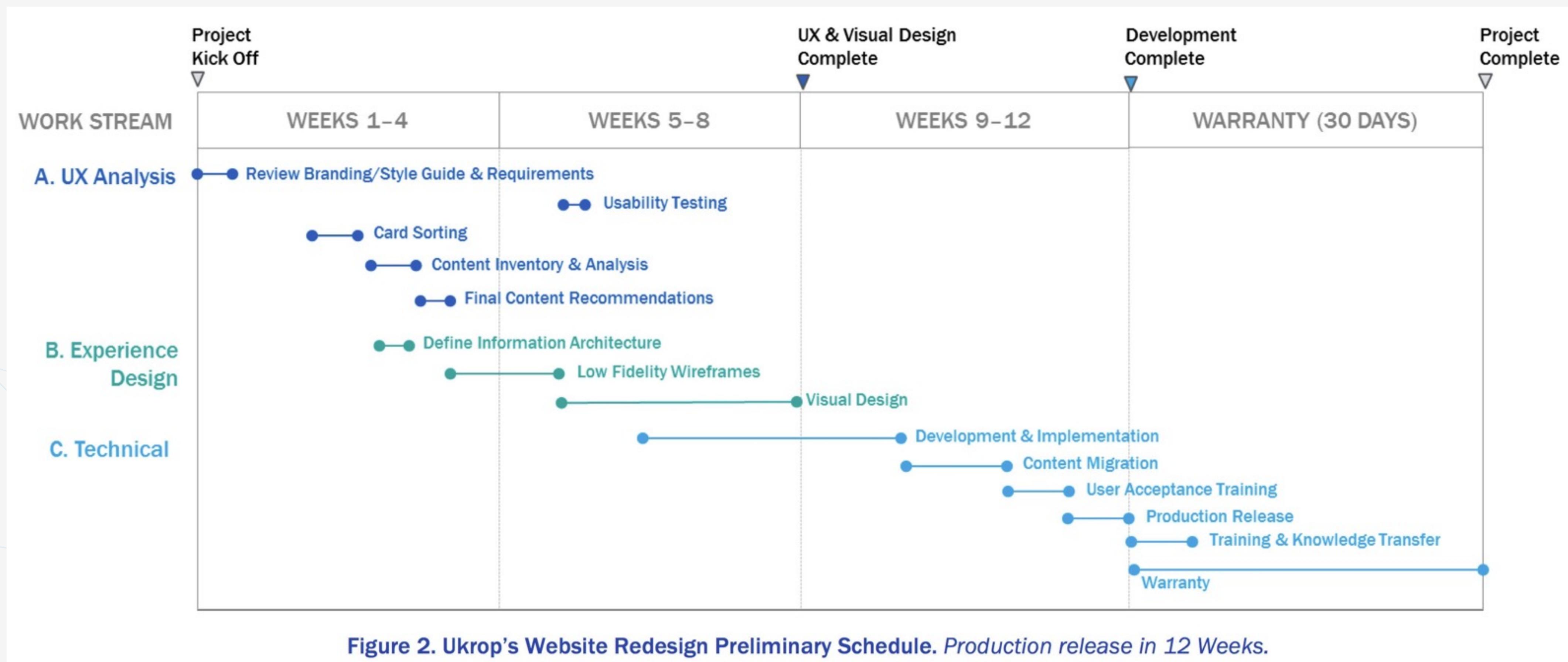
---

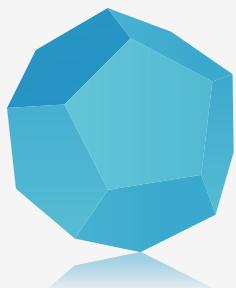
## Social Media Analysis: **Conclusions**

- Ukrop's-branded social media is working well, but has upside potential on Twitter, Pinterest, and YouTube. Keep doing what you're doing on Facebook and Instagram, but should consider promotion and strategic integration.
- King's Hawaiian demonstrates the potential for White House Rolls, especially given fan enthusiasm.



## Estimated Schedule





## Your Team

Role	Names	Responsibilities
Project Manager/ Business Analyst	TBA	<ul style="list-style-type: none"><li>• Project Planning</li><li>• Documentation of Deliverables</li></ul> <ul style="list-style-type: none"><li>• Project Requirements and Backlog</li><li>• Project Management &amp; Reporting</li></ul>
UX Architect	Chris Lacroix	<ul style="list-style-type: none"><li>• UX Analysis &amp; Validation</li><li>• User Interviews</li></ul> <ul style="list-style-type: none"><li>• Card Sorting</li><li>• Information Architecture</li></ul>
Front-End / WCM Developer	TBA	<ul style="list-style-type: none"><li>• Design Development</li><li>• Site Structure and Page Layout</li><li>• Publishing Workflow Configuration</li><li>• Web Forms</li></ul> <ul style="list-style-type: none"><li>• Test Cases and User Acceptance Testing</li><li>• Training &amp; Knowledge Transfer</li><li>• Defect Resolution</li><li>• Unit Testing</li><li>• Content Migration</li></ul>
Visual Designer	Zach Bruno	<ul style="list-style-type: none"><li>• Wireframes</li><li>• Template Selection &amp; Design</li><li>• Style Guide Creation</li></ul> <ul style="list-style-type: none"><li>• User Interface/Visual Design</li><li>• Designing for WordPress</li></ul>
Creative Director	Kevin Flores	<ul style="list-style-type: none"><li>• Creative direction and decisions</li></ul>
Executive Director	Ralph Cummins	<ul style="list-style-type: none"><li>• Strategic direction and alignment with Ukrop's brand and project objectives</li><li>• Client satisfaction</li></ul>

**CapTech**<sup>®</sup>

Thanks for your time.