

PATH FORWARD WEBINAR HOST



Steve Levy
Ipsos Canada

- Launched career in sales & brand management
- Since the late 80s involved in the marketing research and information business
- Very involved with the Marketing community via CMA/ACA/CMDC
- Frequent public speaker, conference moderator & facilitator
- Currently craving a juicy burger & french fries from Holy Chucks

TODAY'S SPEAKERS



Kelly Becker
SVP, Ipsos Innovation
Lead

- Concentrated on innovation exploration, qualification, and optimization through 18 year career
- Served as key innovation advisor for various Tier 1 CPG and Food Service orgs
- Deep & extensive forecast modelling expertise (10+ years)
- While loving her 6 year old's daily singing performances, she is aching for the luxury of taking her sweet time perusing the grocery aisles looking for new launches



Mieka Burns
VP Marketing
Campbell Canada

- Began career creative agency-side in account management
- Last 10+ years spent in CPG Marketing with diverse roles in innovation, strategy, brand management
- Expertise in Food and Automotive industries, leading some of Canada's most beloved brands and businesses
- Joined Campbell's 3 years ago from KraftHeinz
- Running low on White Claw and new Netflix content

THE PATH FORWARD

Innovating During Unprecedented Times

Kelly Becker, SVP, Innovation Service Line Lead

16 June 2020

GAME CHANGERS





INNOVATION IS
THE HEARTBEAT
OF THE
ORGANIZATION



CRISIS

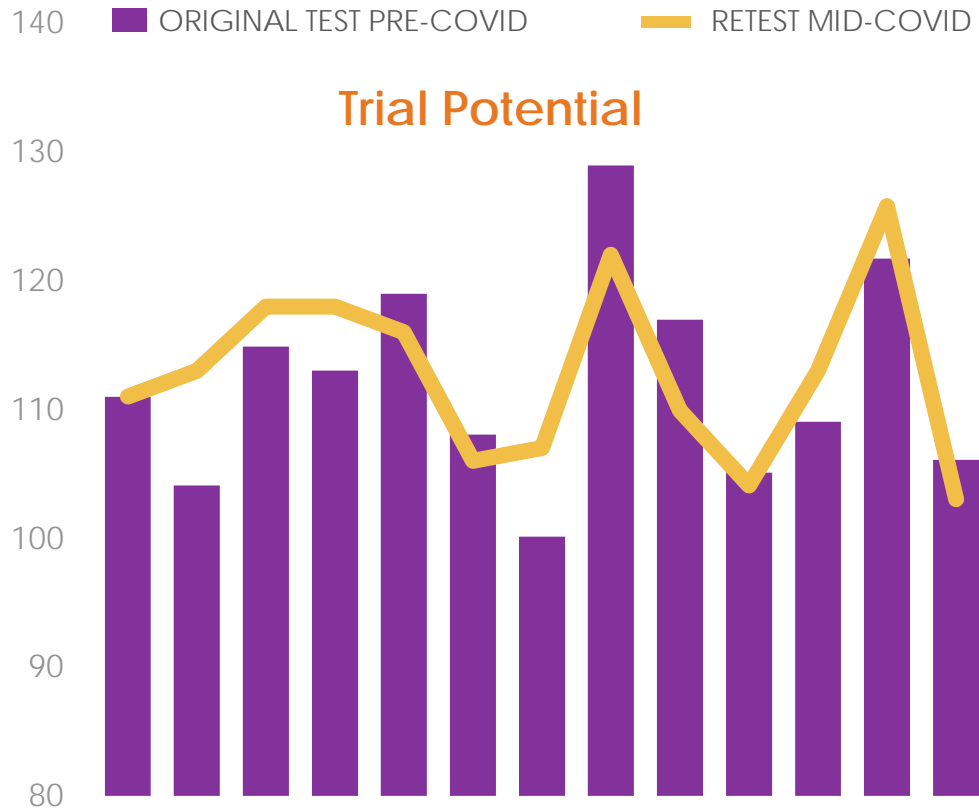
1. Are consumers as open to innovations during a crisis?
2. Do we need to revisit our pipeline in light of changing attitudes and behaviours?
3. Any new key execution considerations for innovations in our new reality?
4. How should we approach forecasting sales for an innovation with so many unknowns?



- Are consumers as open to innovations during a crisis?

RECEPTIVITY

New Innovation Testing Pre vs Mid Pandemic



SOURCE: Ipsos Innovation Meta-Analysis (Research-on-Research)'5 ways to talk about Reliability during Covid19'

Proportion of New Innovation Tests Achieving Healthy Trial Potential

41%

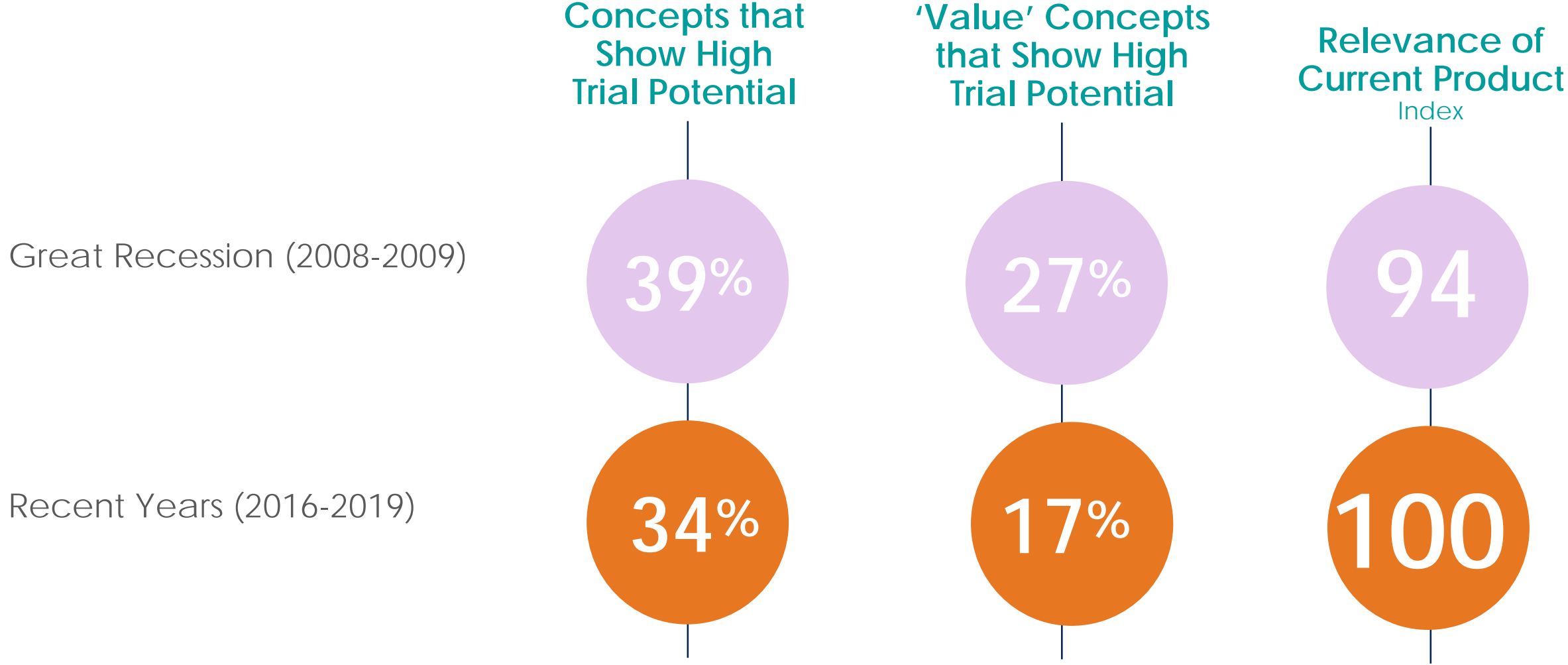
March 2020 in
US/IT/SP/UK/GE/FR

37%

Historical
global average



LEVERAGING THE PAST TO UNDERSTAND THE NOW



SOURCE: Ipsos Innovation Meta-Analysis (Research-on-Research)'5 ways to talk about Reliability during Covid19'



SHOPPING DURING CO-VID

25%

purchased
new brands
because OOS

28%

tried brands and
products wouldn't
normally buy

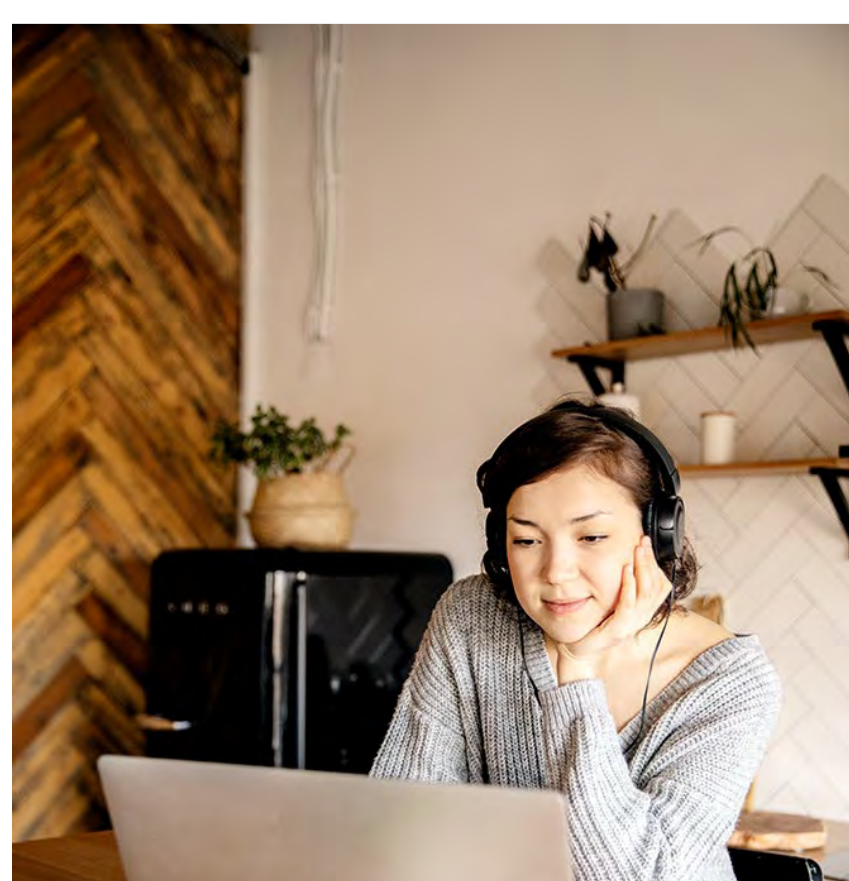
SOURCE: Ipsos Canada View Forward Covid19 Tracking Study, N=2000 N=504 April 2020

- Are consumers as open to innovations during a crisis?
- Do we need to revisit our pipeline in light of changing attitudes and behaviours?
- Any new key execution considerations for innovations in our new reality?
- How should we approach forecasting sales for an innovation with so many unknowns?



- Do we need to revisit our pipeline in light of changing attitudes and behaviours?





What behaviours will stick?

What are the remaining unmet tensions?



54% will stick to new cleaning habits



57% will cook at home more



31% will increase spend on tech devices

SOURCE: Ipsos Canada View Forward Covid19 Tracking Study, N=1000 April 2020

CONSUMER TENSION

Need products to play double duty

INNOVATION

Skincare with sanitation benefits



CONSUMER TENSION

Be safe & protected but still fashionable

INNOVATION

Tri-kinis

SOURCE: Image courtesy: goodmorningamerica.com



Innovations for
relevant insights
almost

3X greater
chance
of winning



Hygiene hand with key ring antimicrobial alloy EDC

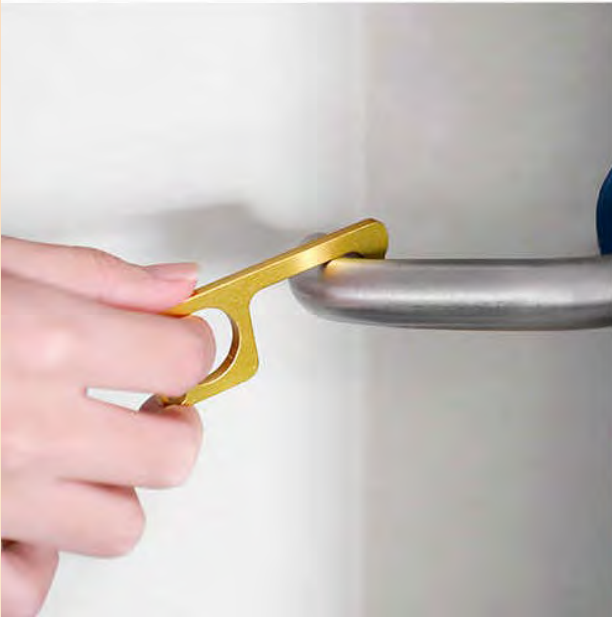


Image Source: Google Search

- Are consumers as open to innovations during a crisis?
- Do we need to revisit our pipeline in light of changing attitudes and behaviours?
- Any new key execution considerations for innovations in our new reality?
- How should we approach forecasting sales for an innovation with so many unknowns?



- Any new key execution considerations for innovations in our new reality?

ONLINE SHOPPING (P2W)

43%

Shopped online

79%

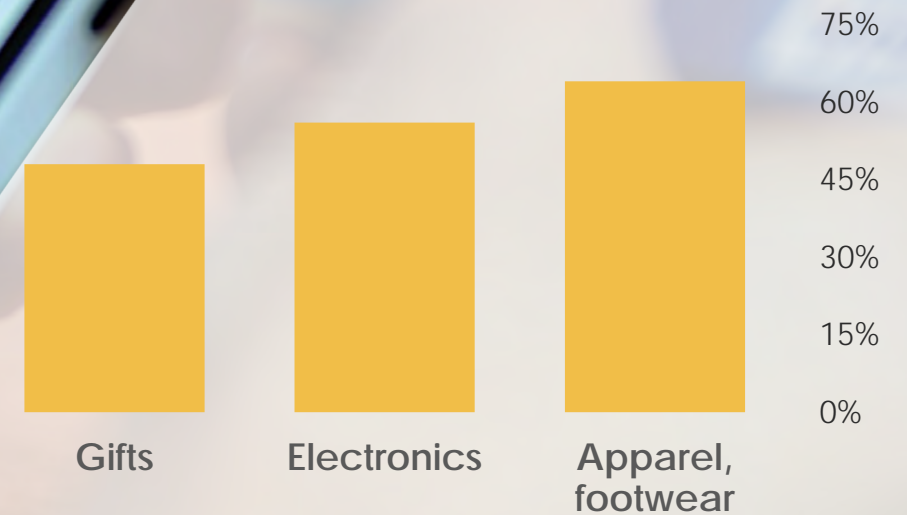
Issue free experience

86%

Will continue to shop online

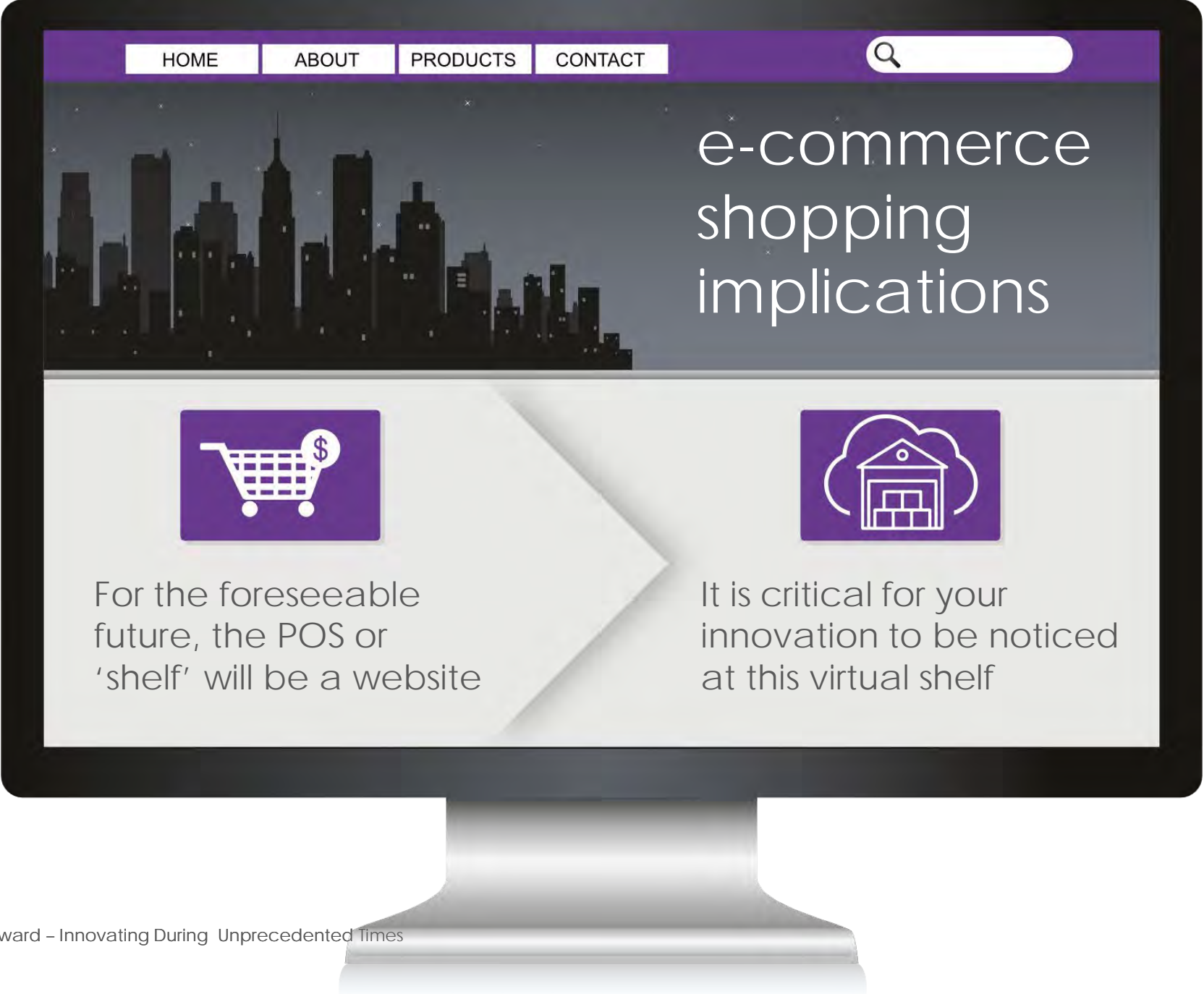
4 in 10

Shop Category Online



SOURCE: Ipsos Canada View Forward Covid19 Tracking Study Wave 4, N=426, N=1000 May 2020





HOME

ABOUT

PRODUCTS

CONTACT



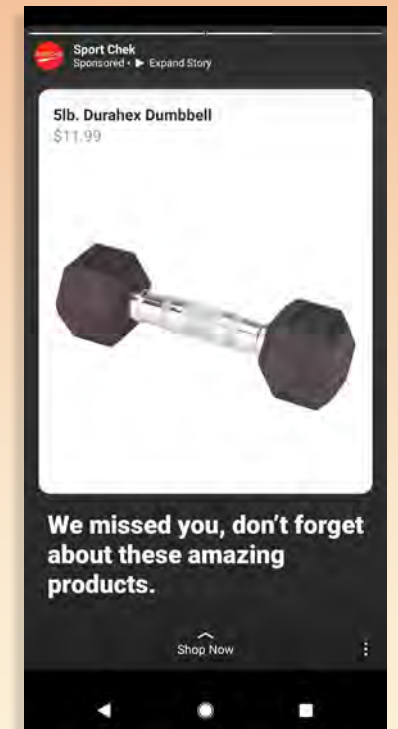
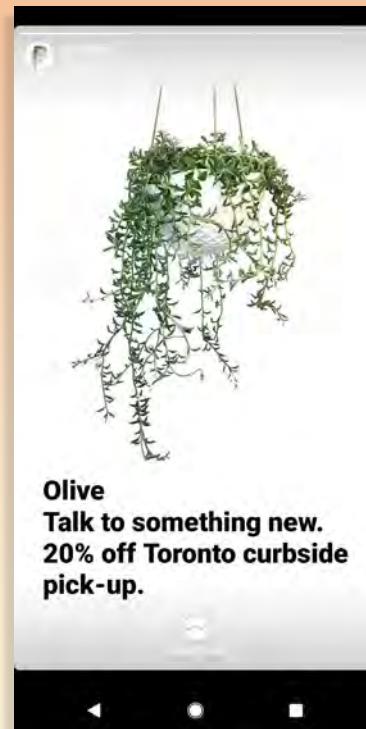
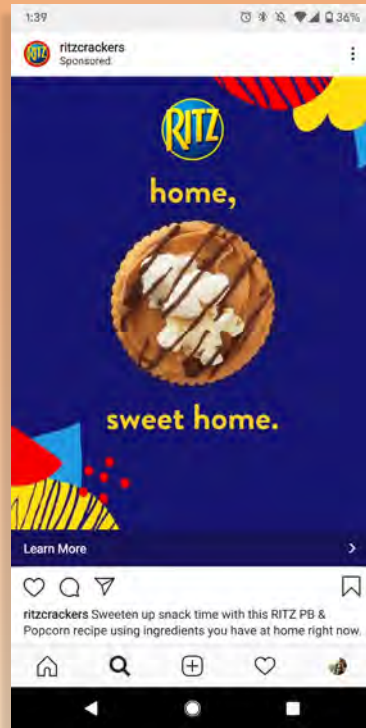
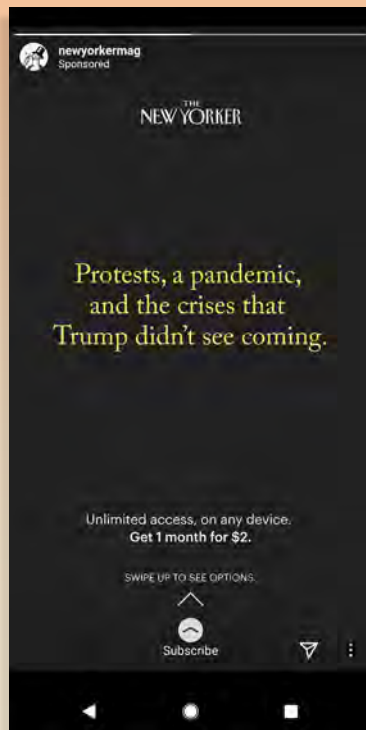
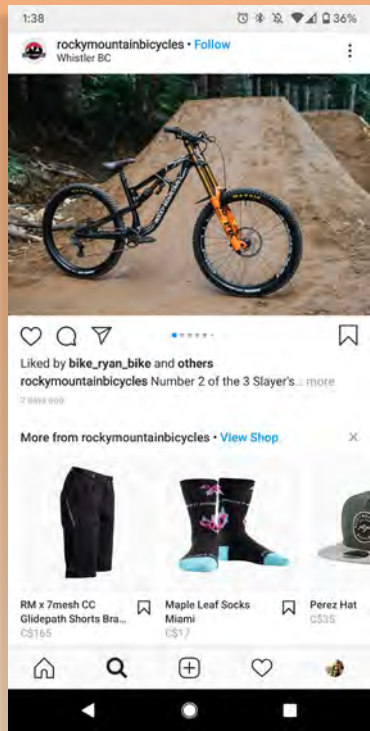
e-commerce shopping implications



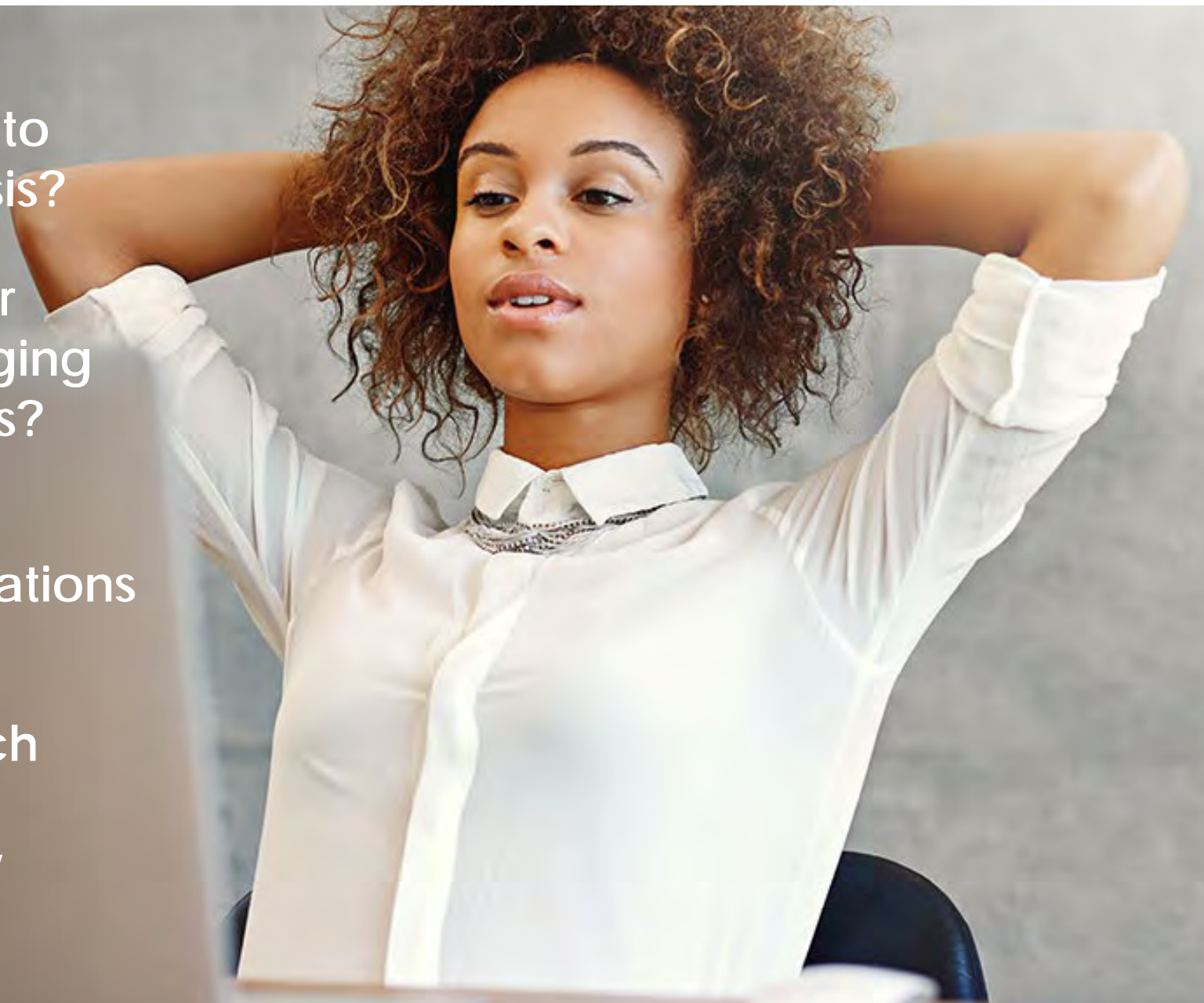
For the foreseeable future, the POS or 'shelf' will be a website



It is critical for your innovation to be noticed at this virtual shelf



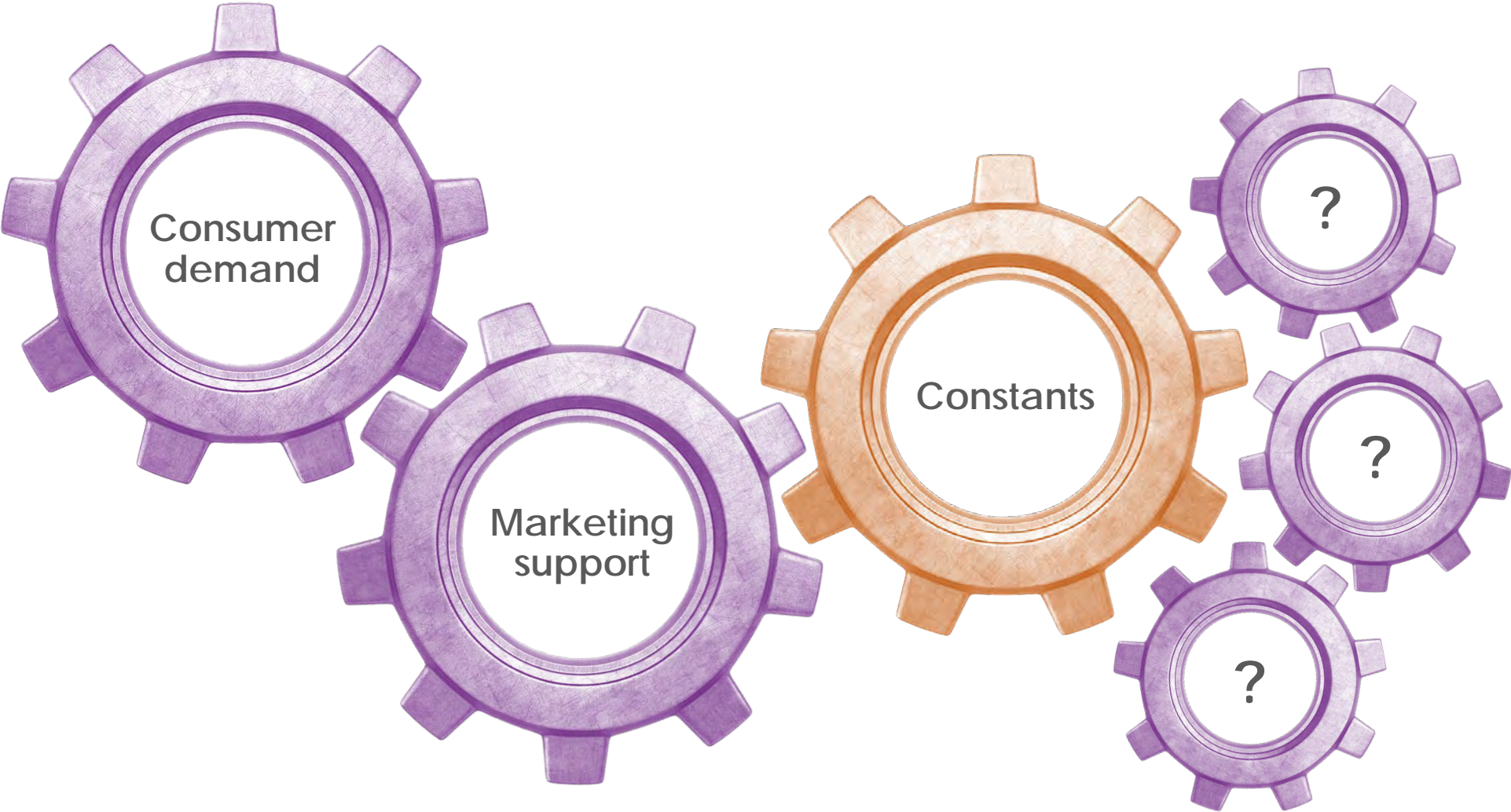
- Are consumers as open to innovations during a crisis?
- Do we need to revisit our pipeline in light of changing attitudes and behaviours?
- Any new key execution considerations for innovations in our new reality?
- How should we approach forecasting sales for an innovation with so many unknowns?



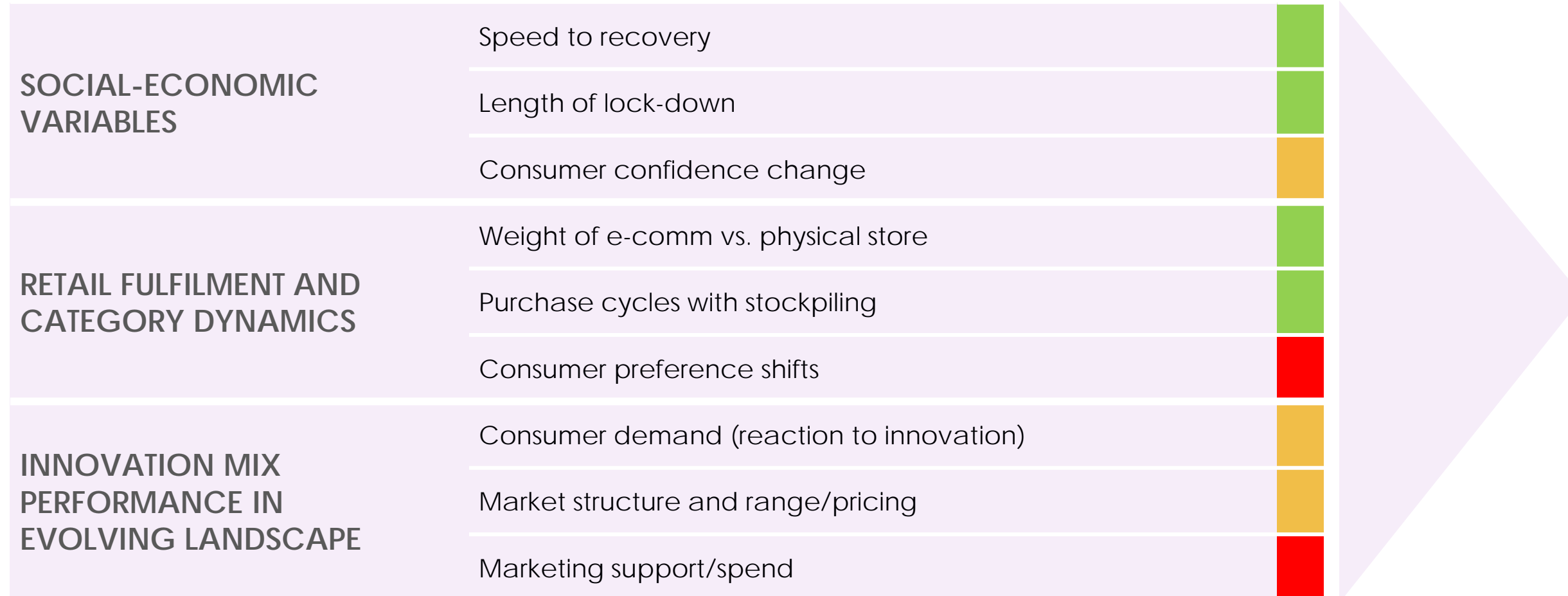
- How should we approach forecasting sales for an innovation with so many unknowns?



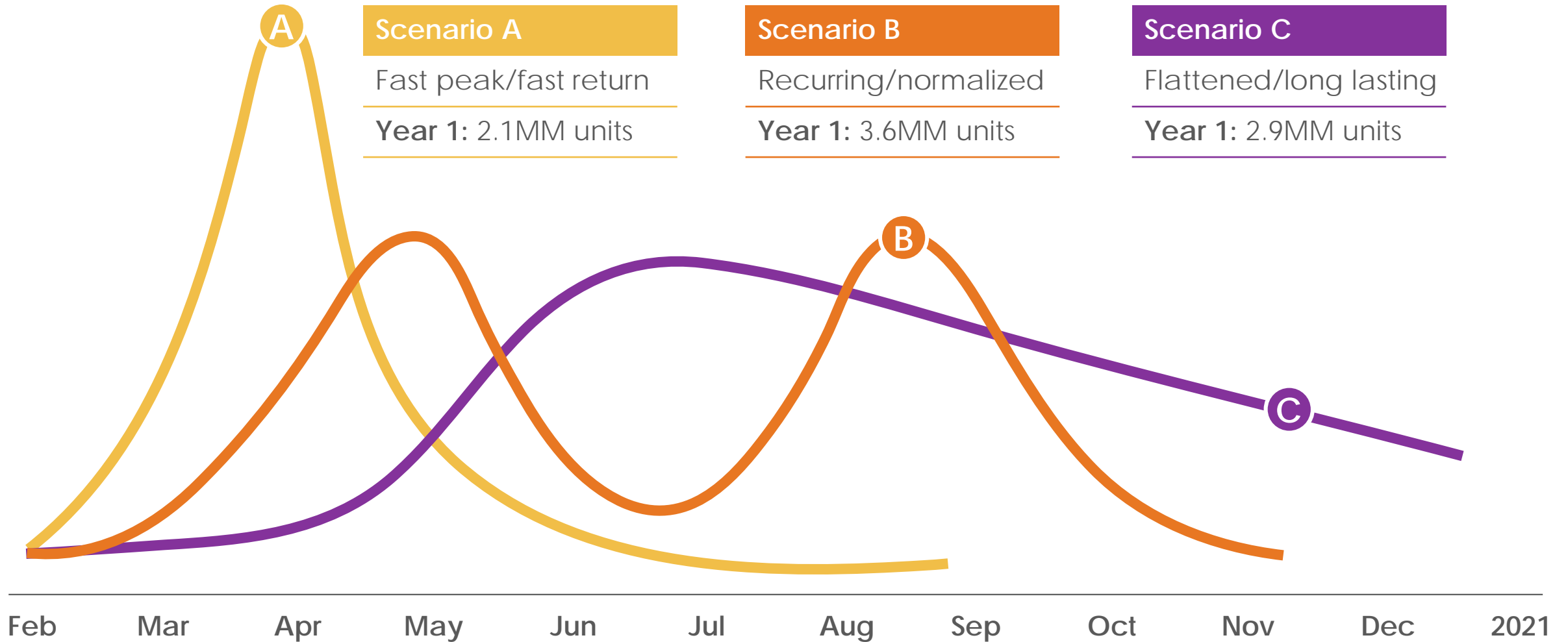
CRITICAL BUCKETS OF INPUTS



Forecast Model Levers For Scenario Planning



Scenario Planning: Measured or Assumed



LEAVE WITH YOU

Consumers are receptive

Important new changes

Pinpoint the tensions

Scenario planning

Revisit eComm position



CONVERSATION

UP NEXT

Managing Corporate Reputations

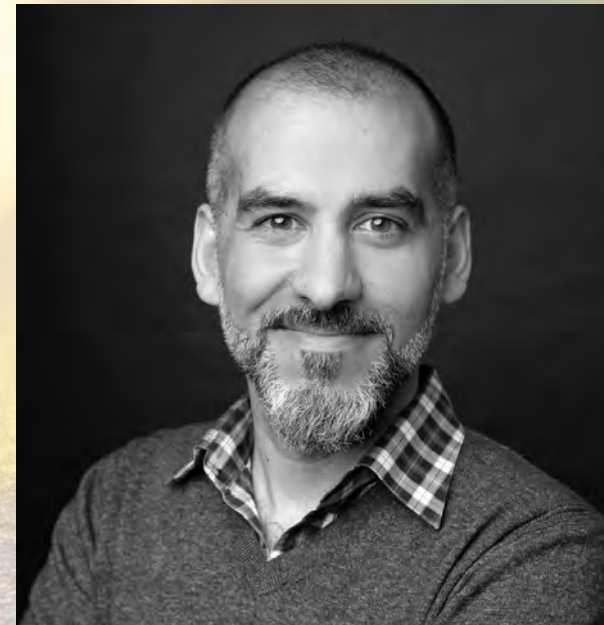
June 18th



Sean Simpson
Vice President
Corporate Reputation

Understanding Emerging Consumer Behaviour

June 22nd



Naumi Haque
Senior Vice President
Market Understanding & Strategy