Marketing Overview

Geoff Tanner, Senior Vice President, Growth & Consumer Engagement

Major Forces Transforming Our Industry

CONSUMERS	COMPETITIVE LANDSCAPE		DIGITAL & MEDIA		DISTRIBUTION
Consumers **Demanding More** of Brands & Products	New **Start-Up** Competitors	**Private Label** Growth	Consumers **Increasingly in Control**	**Power of Machines & Data**	**Omni-Channel** Expansion








Lower Barriers To Entry Are Accelerating Change

amazon	ACCESS TO THE SHELVES
	ACCESS TO THE CONSUMER
	ACCESS TO CAPITAL
	ACCESS TO PRODUCTION
	SUPPLY CHAIN AS A SERVICE

Building On Our Strengths

LEVERAGING OUR STRENGTHS

Categories **Highly Responsive to innovation**	Brands with **High Awareness + Trust**	Strong **Reach + Scale**	**Scaled Supply Chain & Disciplined** Processes






+

NEW CAPABILITIES + INVESTMENTS

Consumer-Centric Innovation Model	Brands **Consumers Love**	**Omni-Channel** Distribution	**Agile** Operating Model

NEW SMUCKER BRAND BUILDING MODEL



Transforming Our Organization



1. New | **Consumer Insights + Data** Capabilities
2. New | **Innovation Model**
3. New | **Marketing Model**
4. New | **Agile Operating Model**
5. Expanded | **Omnichannel Focus + Distribution**

MATURITY LEVEL

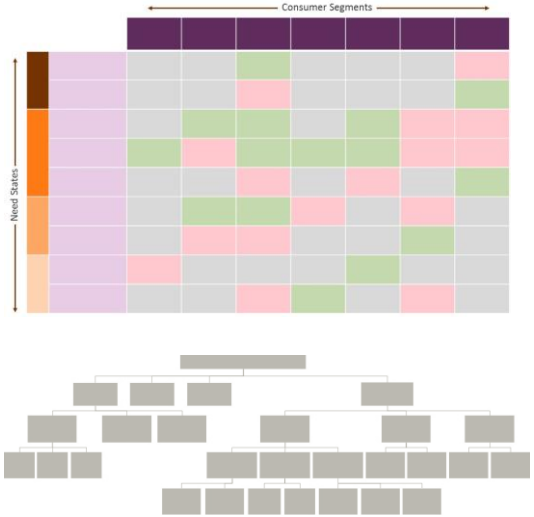


① NEW | Consumer Insights + Data Capabilities

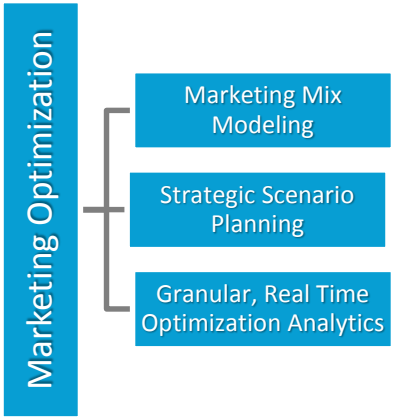
Activated **Jobs-to-be-Done theory**



Invested in **consumer landscapes + purchase structures**



Enhanced our **Marketing Mix modeling**

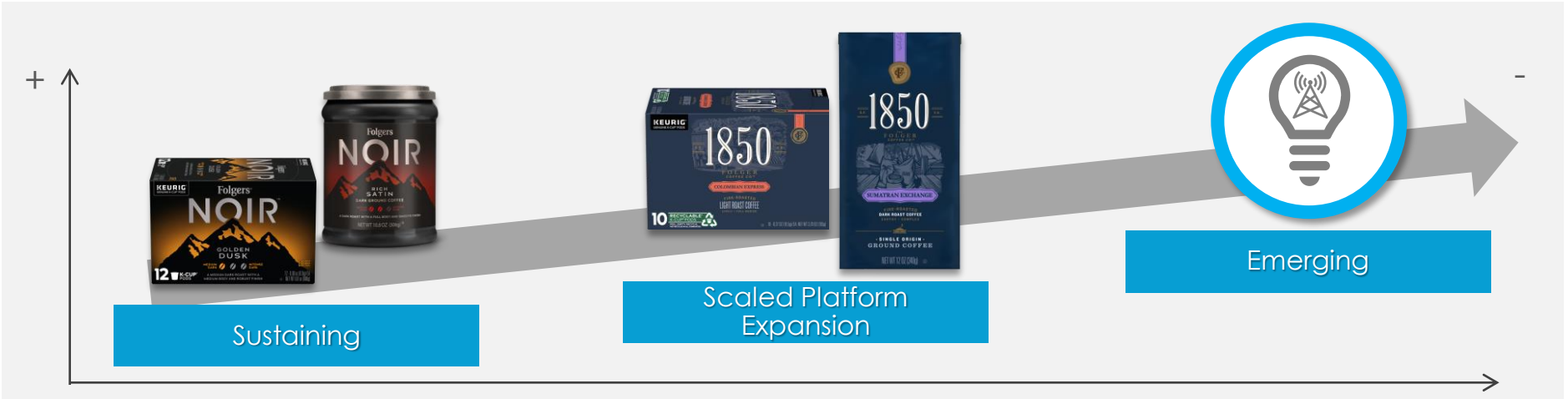


② NEW | Innovation Model

Dedicated Innovation Teams

Partnership

New Approach to Venturing





$1 Million
per week

SMUCKER'S


RACHAEL RAY NUTRISH
PEAK
NUTRIENT-DENSE RECIPES TO SATISFY YOUR DOG'S INSTINCTUAL CRAVINGS
OPEN RANGE RECIPE
WITH BEEF, VENISON & LAMB
#1
INGREDIENT U.S. FARM-RAISED BEEF
30%
HIGH-QUALITY PROTEIN
0%
GRAINS, GLUTENS, OR FILLERS
NO POULTRY BY-PRODUCT MEAL, ARTIFICIAL FLAVORS, COLORS OR ARTIFICIAL PRESERVATIVES
NATURAL FOOD FOR DOGS
MILK-BONE brushingchews
Tastes like a treat, cleans like a toothbrush*
Milk-Bone® Brushing Chews® provide an easy and effective way to help care for your dog's teeth.
Milk-Bone® Brushing Chews®
$1 Million
per week
clinically proven
as effective as brushing*
SMUCKER'S


NEW!
MILK-BONE
WONDER BONES
Paw Rockers
ROCKS & WOBBLES!!
EASY ON THE DIGESTIVE SYSTEM
small / medium
6 TREATS


NEW!
MILK-BONE
GNAW
BONES
100% RAWHIDE FREE
LONG LASTING
8 CHEWS
MINI


NATURE'S RECIPE
TRUE treats
biscuits
CHICKEN, APPLE & CARROT RECIPE
GRAIN FREE
TRUE treats
chewy
CHICKEN, SWEET POTATO & APPLE RECIPE
GRAIN FREE




NEW
NUTRISH
Smoochies
BISCUITS
clean TEETH
freshen BREATH
Chicken & Apple
NEW
NUTRISH
Smoochies
BRUSHES
helps clean
freshen
Apple & Mint
FLAVOR
GRAIN FREE

③ NEW | Marketing Model



Brands that **Stand for Something**, with **Bold, Breakthrough Creative**

+

Stitch Together
Creative + Data + Media + Marketing Technology

Over **$500M** annual spend, **+$80M**

New Internal **Marketing Model**

Exploring New **Agency Model**

Strategic Partnerships

Internal Creative Capabilities

DMP

④ NEW | Agile Operating Model



Embracing **Agile** teams



Design Thinking

IDEO

Training

$20M

Commercialization Workflow + Data Management Systems



Asset light through other supply chain

⑤ EXPANDED | Omnichannel Focus + Distribution

Win in **Core Retail**	Win in **eCommerce**	Leverage **AFH Sales Force**
		

NEW SMUCKER BRAND BUILDING MODEL

