

Long-Term Brand Health: Partnership between Marketing and Finance

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Georgia-Pacific Consumer Products

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Angel Soft



BRAWNY.

DIXIE

innovia®
HOME INNOVATION

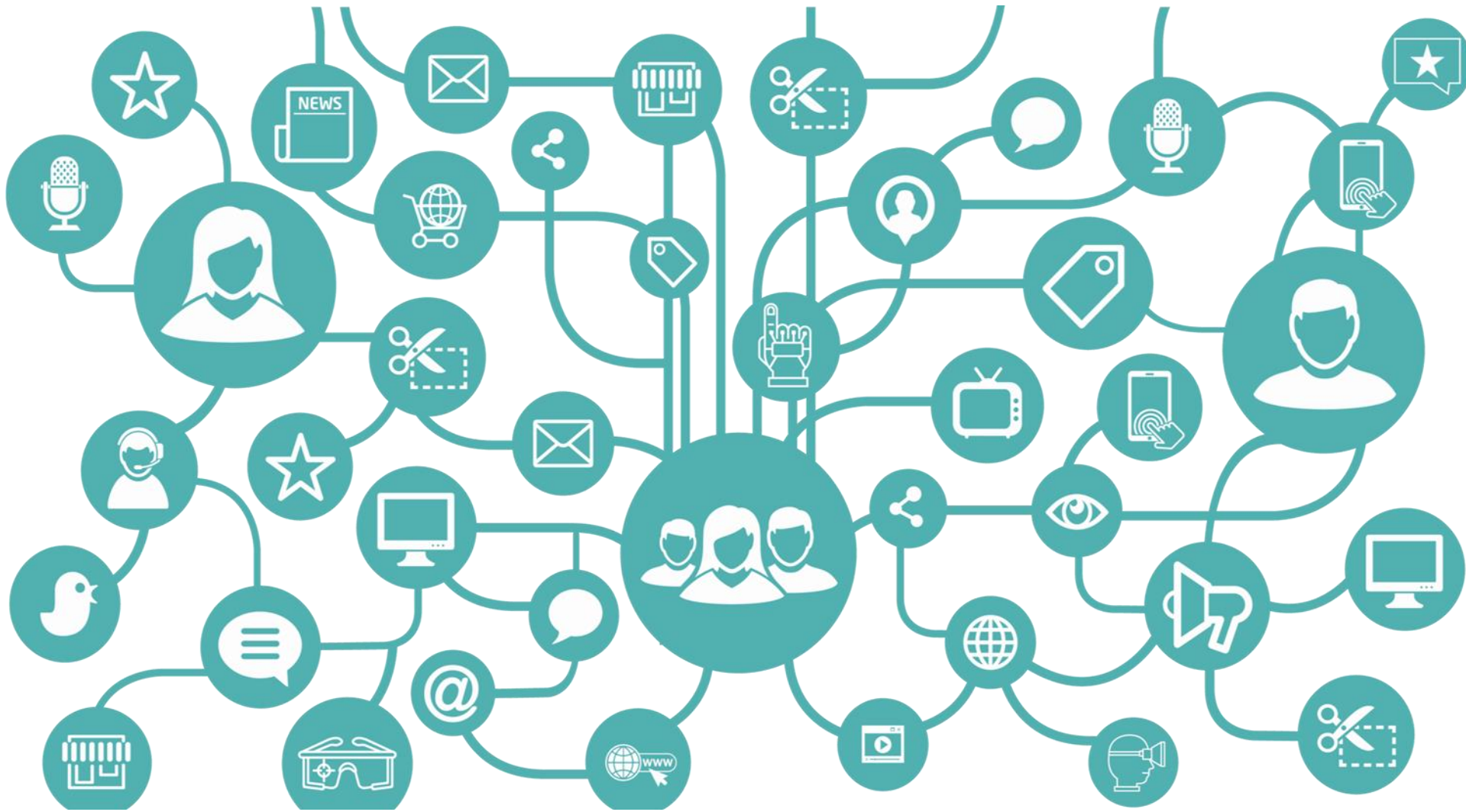
QUILTED
NORTHERN

Sparkle

vanityfair

Georgia Pacific Vision

To help people improve their lives by providing products and services they value more highly than their alternatives, and to do so while consuming fewer resources

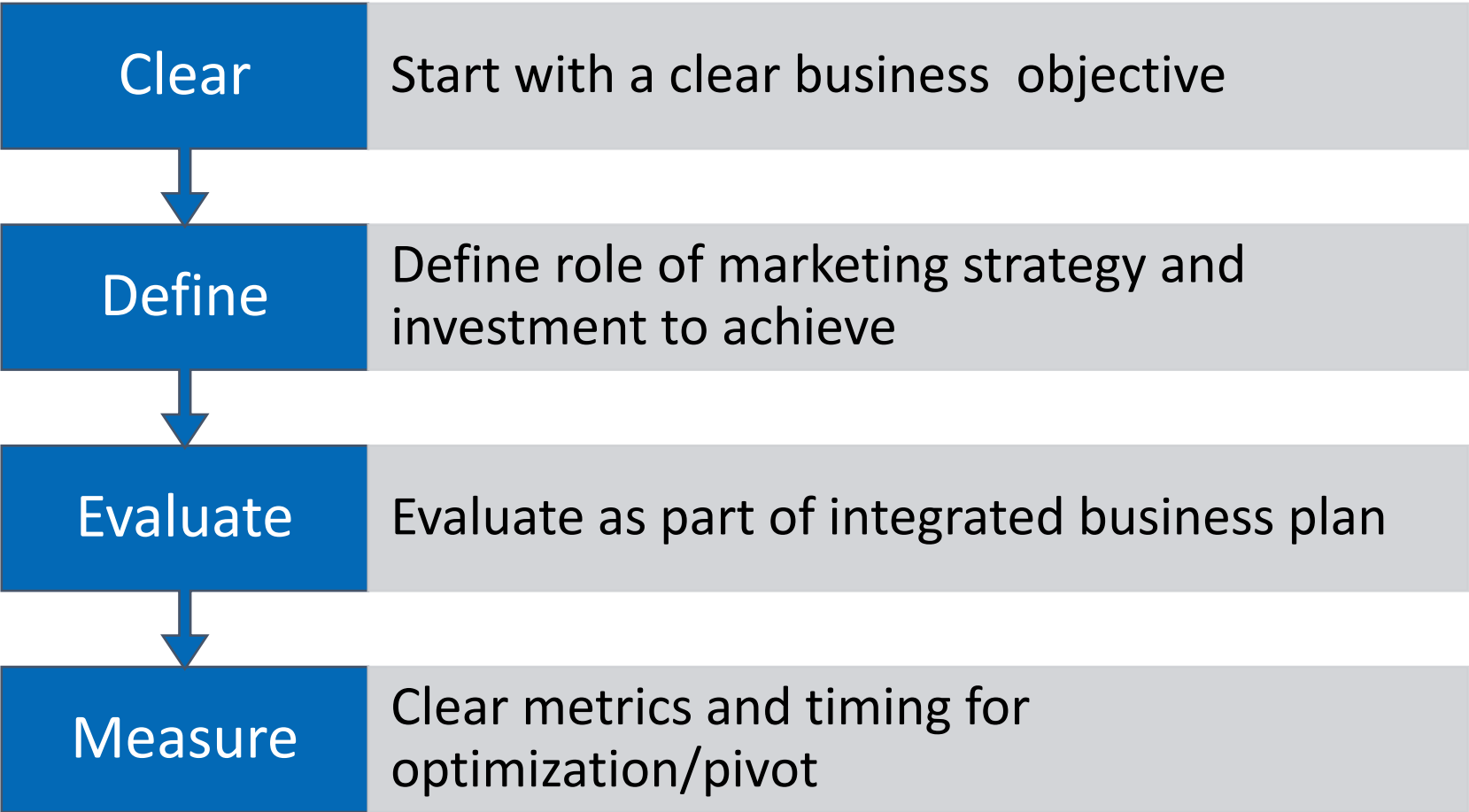


Consumer Challenge and Opportunity

Role of Brand Building

Build/reinforce a **brand's unique value proposition**, bringing consumers through the consumer journey funnel and drive both **short-term** (demand) and **long-term** objectives (loyalty, advocacy)

Integrated Business Planning



Key POVs for Marketing Investment



Holistic

Part of holistic investment alternatives to drive a short and long term objectives



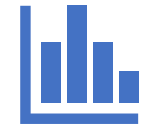
Timeframe

Invest in over 3+ years to see long-term benefits



Benchmarks

Compare against industry and competitive benchmarks



Measure

Measure effectiveness based on objective
Measure efficiency on both short- and long-term ROI.

Measuring Along the Way

Leading Indicators

- Inputs - measure progress
- Harder to measure, but easier to directly influence
- Indicate directional change
- Measure activities necessary to achieve a goal

Lagging Indicators

- Outputs - measure results
- Rearview mirror
- Outcomes of campaigns and initiatives
- Financial and customer related:

Example: COVID Response

- Pandemic drove a surge in demand and consumer needs changed rapidly
- Investment shift to focus on driving awareness and connecting with consumers during this challenging time



Social Media

Angel Soft®

Hi fans. We've heard from many of you and wanted to give you an update. We know you're concerned about availability. While it's hard to give you exact timing for when product will be available at different locations, we can assure you that our production is going well and we continue to send trucks of toilet paper out to stores nationwide around the clock. If you can't find TP where you shop, ask the retailer when the next shipment is due into the store. They should be able to tell you. Also, we want to let you know that we have chosen to ship all product directly to our retail partners for now, as this is the fastest way to get as many rolls into consumers' hands as possible. As a result, we are suspending direct sales from our own brand websites and apologize for this inconvenience.

As we all work to manage through this situation, we encourage you to not purchase more than you need. In case it's helpful, you can use the below math as a starting point to figure out how much TP you and your family might need in the next month. We calculated these numbers using a combination of U.S. Census data, IRI panel data and our own calculations.

A two-person household staying home 24/7 will typically go through about 9 Double rolls (or 5 Mega Rolls) in two weeks.

We care about all of you, and thank you for being a part of the Angel Soft® family.

BRAWNY®

Hi all. We know many of you are worried about not being able to find our products in stores or online. We completely understand how stressful that can be, and we wanted to give you an update. Our employees continue to make Brawny® products and are shipping out inventory as quickly as possible. Additionally, we want to reassure you that our sister brands, Angel Soft® and Quilted Northern®, are also increasing supply and shipping out product steadily. We want to reiterate that we do not recommend using Brawny® as toilet paper, as Brawny® was not designed to be flushed.

We know you are concerned about availability. While it's hard to give you exact timing for every location, we want you to know that we're shipping product directly to our retail partners first, over selling product through our own e-commerce site. We believe retailers are in the best position to get more product to you more quickly. While we're grateful for your loyalty and know there's a lot of uncertainty, we ask that you purchase only what you need at this time so others have a chance to restock.

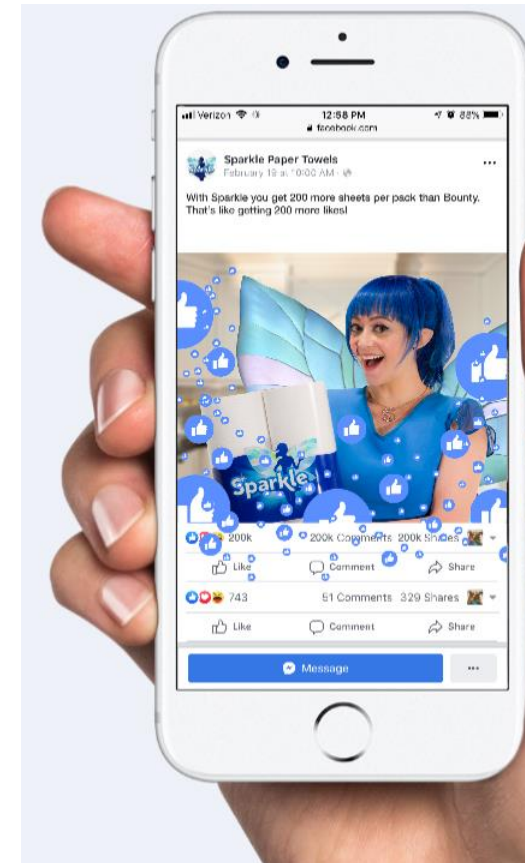
Thanks for being part of the Brawny® family.

Example: Sparkle®

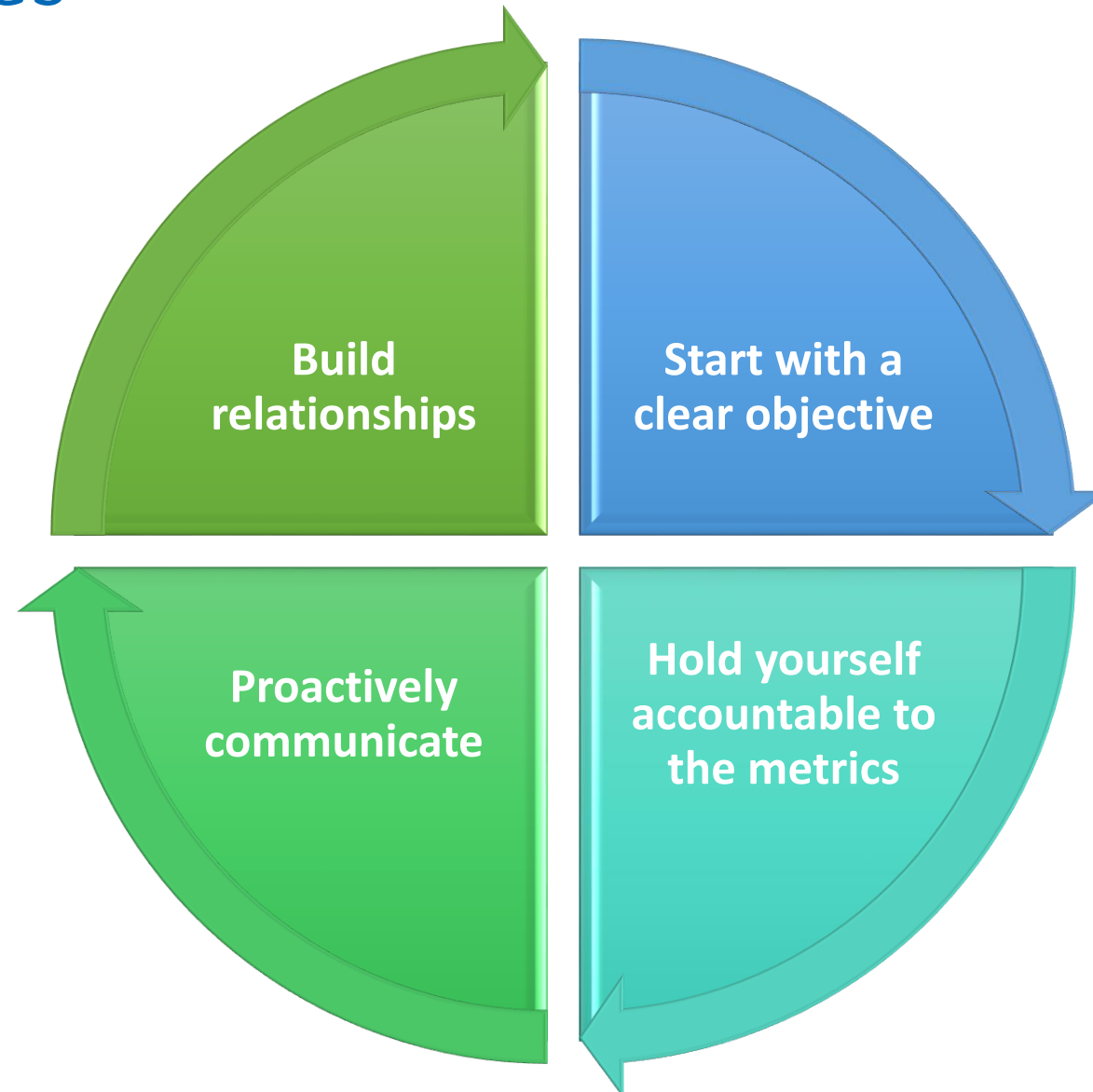
- Brand was not track to deliver long term objectives in \$ share or HH penetration
- Re - evaluated holistic investments needed to achieve objectives
- Rebalanced value proposition with marketing investment



Sparkle® More Sheets



Key Principles



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