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Digital

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Differentiating a community- based brand

ANA Masters of Marketing 2020



About our speakers



Bobby

Is a leader in Deloitte Digital's Retail & Consumer Products practice. He has nearly 20 years of retail and e-commerce operations, consulting, and start-up experience in the United States and abroad. He focuses on working with clients to drive revenue growth through digital transformation and customer engagement. To stay on top of trends, he also leads research and eminence for Deloitte's Retail & Consumer Products practice. Prior to joining Deloitte, Bobby co-founded and led Bucketfeet, a VC-backed global omnichannel retail start-up that is still in operation today.



Chris

Joined Casey's in March of 2018 as the Chief Marketing Officer. Chris and the teams he leads are accountable for the Casey's Brand and Advertising, Internal and External communications, the Digital Transformation program, Guest Insights and Analytics, stewardship of Corporate Strategy development and implementation, and expansion of Casey's availability to guests via delivery. During his time at Casey's, the team has delivered a digital transformation for team members and guests, has repositioned the Casey's Brand, and has collaborated to set forth a new Strategic Plan for the business. Prior to Casey's Chris has held marketing leadership, digital and guest experience roles at another convenience retailer, in the financial services industry, and in the consumer products industry.



About Casey's

An Iowa-based convenience retailer

THERE ARE THREE THINGS THAT MAKES CASEY'S UNIQUE:

- 1** Stores are company-owned and operated
- 2** Casey's self-distributes
- 3** Half of Casey's stores are in towns of 5,000 people or less.

A community-based brand

In the 1980's, Casey's introduced its made-from-scratch pizza, and then the momentum accelerated for Casey's.

The fifth largest pizza chain by number of kitchens.

Casey's has really grown by being at the heart of each community where there is a Casey's.

Changing for the next 50 years

In 2018, when Casey's was 50 years old, Casey's recognized the need to update its successful brand and business for **the next 50 years.**

That modernization of the business had two key elements:



New brand positioning/identity



A digital transformation for guests and for Casey's team members

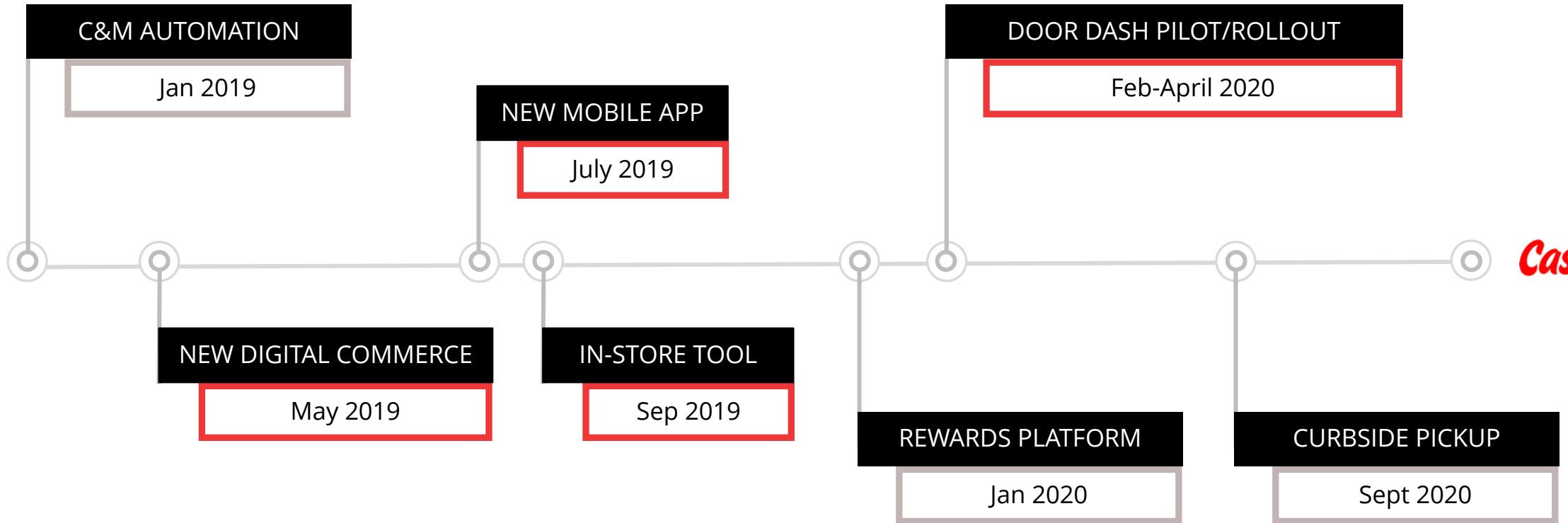
A new brand positioning

We shifted our tagline from
"Famous for Pizza"

› to ›



Digital transformation timeline



Digital transformation


The transformation was envisioned with seven key components:




New guest database and marketing automation platform—*both in Salesforce*



New e-commerce platform—*SAP's Hybris*




New mobile app




Third-party delivery program



A new loyalty program—*Casey's Rewards - Punchh*



In-store automated order platform

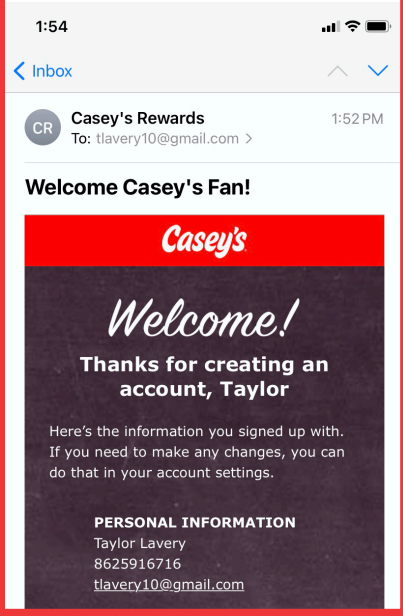


Microservices/API-driven infrastructure to connect the new platforms to Casey's legacy systems- *Mulesoft*

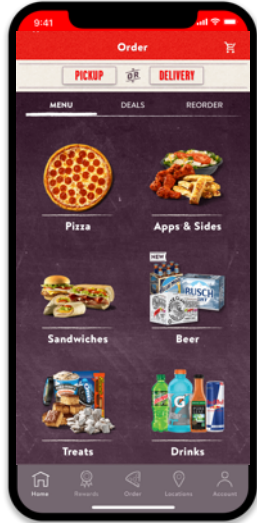
Digital transformation in action



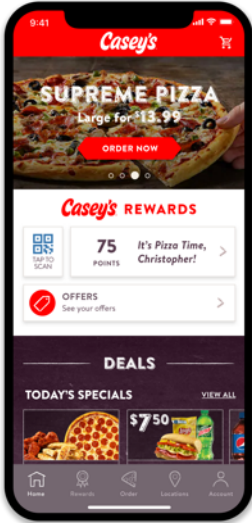
The guest platform



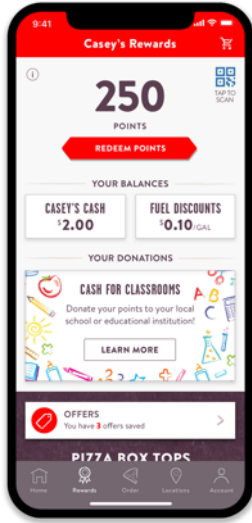
The e-commerce platform



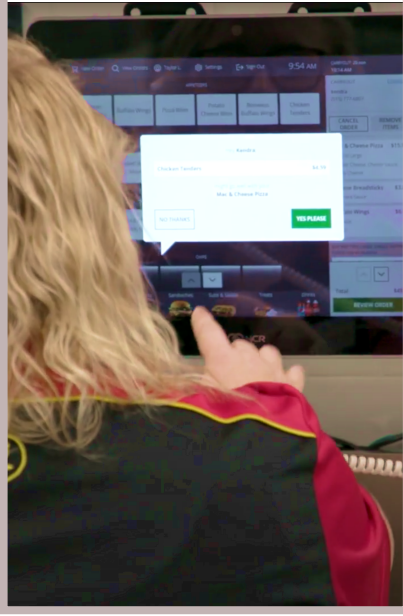
The new mobile app



Casey's Rewards



The in-store technology



Key elements converge

1

Grocery expansion

2

Additional delivery times/locations

3

Cashless payment

4

Contactless and curbside pick up

Driving results



300K KNOWN GUESTS IN OUR DATABASE

Now approaching
8 million

DIGITAL BUSINESS

Now growing
162% in the most recent quarter

NO REWARDS PROGRAM

Now over
2.7 million enrolled

STABLE WHOLE PIZZA BUSINESS

Now steadily showing
double-digit growth



Keys to success

LISTEN TO
guests

TAKE
risks

BE
flexible

AGILE
teams

WE ARE IN THE COMMUNITY

WE ARE MEETING NEW
EXPECTATIONS FOR GUESTS



WE ARE AN ESSENTIAL BUSINESS

WE ARE ENABLING THEM TO GIVE BACK
TO THEIR COMMUNITY'S SCHOOL

HERE FOR GOOD



Thank you

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