

ANA MASTERS

Campbell's +  meredith

Understanding consumer food needs during the early days of COVID

**STOCKING UP +
COMFORT FOODS**

MARCH



**CRAMPED PANTRY +
COOKING FATIGUE**

APRIL/MAY



**UTILITY FOR
THE NEW NORMAL**

MAY/JUNE



**Bringing value
to consumers
by providing...**

1 *utility*

2 *comfort*

3 *relief*



There was no one size fits all

Campbell's had to be flexible, adapting to the full spectrum of consumer experiences



MARKETPLACE

*Open
vs.
Sheltering in place*



AUDIENCES

*Core & longtime
loyal users
vs.
New COVID buyers*



SHOPPING BEHAVIORS

*In store
vs.
eCommerce
and click & collect*



COOKING EVOLUTIONS

*Easy solutions & hacks
vs.
Inspiration & new ideas*



WELLNESS EVOLUTIONS

*Comfort
vs.
Light & fit*



CAMPBELL'S OBJECTIVE:

Address the breadth of consumer need states with agility

Meredith offers the trusted brands, contextual relevance, scale, and consumer insights to impact Campbell's business



ENTERTAINMENT + STYLE
102M



FOOD
105M



PARENTING
94M



HOME
64M



TRAVEL + LUXURY
28M



HEALTH + WELLNESS
99M

Meredith reaches
94%
of all U.S. women

Better Homes & Gardens

InStyle

Entertainment

People

TRAVEL+LEISURE

REALSIMPLE

Living

SHAPE

allrecipes

Parents

People

Health

EatingWell

MAGNOLIA JOURNAL

SWEARBY

FOOD&WINE

SWEET JULY

reveal

DEPARTURES

Southern Living

rachael ray IN SEASON

MidwestLiving

MARSHA STEWART WEDDINGS

CookingLight

COZIO

COASTAL LIVING

my life

Diabetic LIVING

HelloGiggles

Parents



CORBIN

Leveraging Meredith's unique understanding of consumers as seen through their engagement with our trusted brands

VERTICAL SCALE

192M
known consumers

8B
Emails

156M
Digital customers

36M
Subscribers

92B
Engagements annually

PROPRIETARY TECHNOLOGY

12B
consumer intent signals



Video views



Subscribe



Click-to-buy



Shares



150K member consumer panel



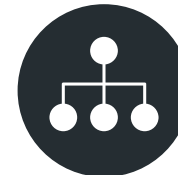
Add-to-list

1 in every 7 engagements is an intent signal

DEEP TAXONOMY

12K
terms

Richer & deeper than the industry's standards of Google's 700 or IAB's 1200



RICH RESOURCES



Editorial experts across 40+ brands



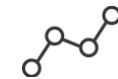
Click-stream, search & social analysis



150K member consumer panel



Social listening



Consumer Decision Frameworks

Solution:

Predictive advertising

Leveraging an unparalleled combination of **scale + proprietary data + consumer insights + proprietary AI & technology**, to deliver timely, personalized meal solutions for consumers.



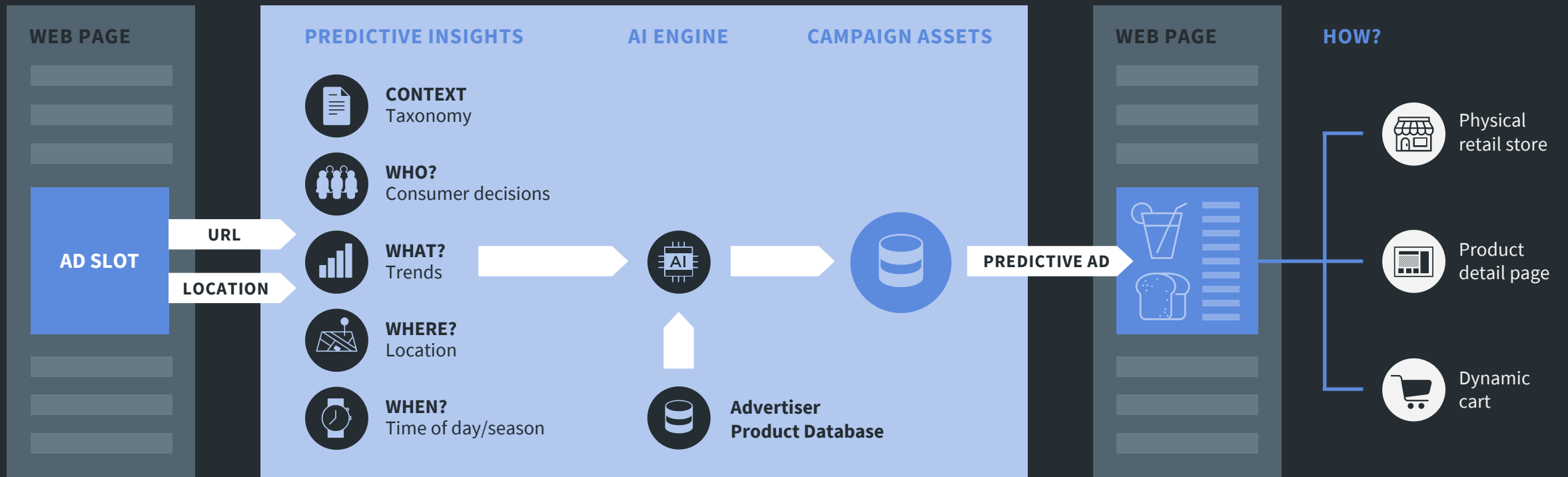
Predictive advertising platform

Predictive advertising uses real-time prediction of consumer intent to deliver precisely-targeted contextual ads

1 Request for ad

2 Predictive AI to connects content to commerce

3 Ad delivered in real-time to drive action




Predictive advertising output

1 RECIPES

Prego recipe integration within Allrecipes content

Keep calm and gather round this cozy lunch.

allrecipes [View recipe](#)



Hearty Vegetable Lasagna

★★★★★

Brought to you by Prego

2 EASY DINNERS

Prego-sponsored shopping lists deliver to your cart

Your dinner ingredients delivered!



Garlic Knots

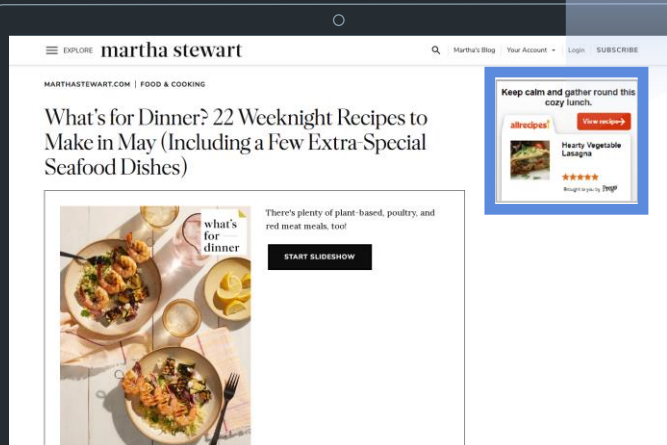


Spaghetti Pasta



Salad

Prego [Order Now](#)



martha stewart

MARTHASTEWART.COM | FOOD & COOKING

What's for Dinner? 22 Weeknight Recipes to Make in May (Including a Few Extra-Special Seafood Dishes)


There's plenty of plant-based, poultry, and red meat meals, too!

what's for dinner

START SLIDESHOW

Keep calm and gather round this cozy lunch.

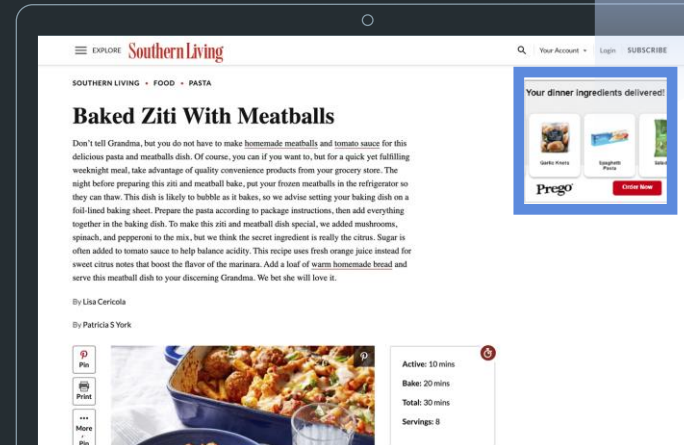
allrecipes [View recipe](#)



Hearty Vegetable Lasagna

★★★★★

Brought to you by Prego




Southern Living

SOUTHERNLIVING.COM | FOOD & COOKING

Baked Ziti With Meatballs


Don't tell Grandma, but you do not have to make homemade meatballs and tomato sauce for this delicious pasta and meatballs dish. Of course, you can if you want to, but for a quick yet fulfilling weeknight meal, take advantage of quality convenience products from your grocery store. The night before preparing this ziti and meatball bake, put your frozen meatballs in the refrigerator so they can thaw. This dish is likely to bubble as it bakes, so we advise setting your baking dish on a full-lined baking sheet. Prepare the pasta according to package instructions, then add everything together in the baking dish. To make this ziti and meatball dish special, we added mushrooms, spinach, and pepperoni to the mix, but we think the secret ingredient is really the citrus. Sugar is often added to tomato sauce to help balance acidity. This recipe uses fresh orange juice instead for sweet citrus notes that boost the flavor of the marinara. Add a loaf of warm homemade bread and serve this meatball dish to your discerning Grandma. We bet she will love it.

By Lisa Cericola
By Patricia S York




Active: 10 mins
Bake: 20 mins
Total: 30 mins
Servings: 8


Your dinner ingredients delivered!



Garlic Knots



Spaghetti Pasta



Salad

Prego [Order Now](#)



LIVE DASHBOARD WALKTHRU



TRANSITION BACK TO MARCI

Where We Stand Now: Grocery / E-Comm

Permanently Altered Consumer Behavior

When their reality changed, it changed forever. Food & shopping behaviors won't spring back to pre-COVID times because they've learned new skills, recipe knowledge, kids cooking with parents, singles learning to cook. These things will stick.

Demand for online grocery continues to surge but there has been some re-balancing

US online grocery sales for August hit \$5.7B; down from June's spectacular peak of \$7.2B. Analysts point to quarantine fatigue: consumers wanting to get out of their homes and returning to physical stores.

Blurring of lines between physical and online grocery retail is accelerating

BOPIS is here to stay; big jumps in curbside pickup, e.g., one national retailer has seen 700% growth in this part of its business since the start of the pandemic; one effect is that it keeps physical locations relevant. Contactless payment continues to grow. Analysts are suggesting that the convenience of both will outlive COVID.

Where do we go from here?

Campbell's +  meredith

1

Doubling down on e-commerce

Leveraging existing and new retail partnerships, localized retail integrations can move more products with less friction

2

Focusing on regional differences

Tastes and weather vary by region; adapting messaging impacts engagement; and continual optimization yields ever better results

3

Testing a variety of content

Leveraging behavioral data and real-time trends, meal formats and recipes will evolve to provide fresh inspiration amidst changing seasons and tastes

THANK YOU!

