
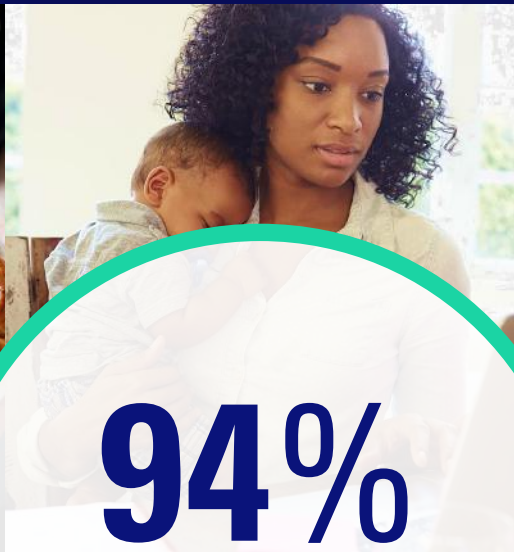
 meredith + Walmart 



Shifting consumer values and the impact on  
**The 2020 Holiday Season**



# Meeting her fundamental needs – now more than ever



**94%**  
of all U.S.  
women

# Trusted brands that serve and guide

## ANSWERING COVID QUESTIONS

March/April

EXPLORE FOOD & WINE

HOME > LIFESTYLE

### How to Stock Your Kitchen If You're Worried About Coronavirus

Don't Panic. Prepare.

By **Andrea Strong** | Updated February 28, 2020

Each product we feature has been independently tested and approved by our team. If you make a purchase using the links in this article, we may earn a commission.

REAL SIMPLE

### Hand Sanitizer Is Selling Out in Many Places—Here's How to DIY Your Own

You can mix up a big batch in seconds.

By **Katie Holdefehr** | March 05, 2020

2/3 cup 99% rubbing alcohol (isopropyl alcohol)

This cold and flu season, amid the spread of coronavirus, hand sanitizer is selling out in some stores, and options on Amazon are either out of stock or available at inflated prices. Now that the U.S. Centers for Disease Control

## ESCAPISM/POSITIVITY

May

EXPLORE TRAVEL + LEISURE

Home > Culture > Design > Music

### Andrew Lloyd Webber's Best Musicals Will Be Available to Stream Every Friday During Quarantine (Video)

Broadway, but your living room.

BY ANDREA ROMANO | APRIL 03, 2020

EXPLORE People

PEOPLE.COM > MOVIES

### Jada Pinkett Smith Says the Pandemic Made Her Realize She 'Does Not Know Will at All'

The *Red Table Talk* co-host opened up about her marriage to actor Will Smith and how the pandemic has impacted their relationship.

April 29, 2020 03:39 PM

## PLANNING/ACTIVATION

June

EXPLORE allrecipes!

Find a Recipe

### 15 Backyard Picnic Recipes to Enjoy from the Comfort of Your Home

By **Emily Monaco**

Start Slideshow →

EXPLORE Parents

HOME > Fun > Games

### 21 Social Distancing Games and Safe Activities for Kids to Do This Summer

Summer doesn't have to be ruined due to continued COVID-19 restrictions. These genius indoor and outdoor social distancing games keep kids 6 feet apart from friends while they play.

By **Jenna Autzari Dedic** | June 24, 2020

# Anticipating & super-serving her needs

Tracking and predicting insights using 1<sup>st</sup> party data and intent signals

## Summer

- 1 Celebrating micro-moments with friends and family
- 2 Slow cooking
- 3 Brightly colored home décor



## Back-to-school

- 1 Investing in study spaces
- 2 The return of the paper lunch bag
- 3 Emphasis on outdoor



3 out of 4 Meredith households are 'making plans' and looking forward to upcoming holiday season.

However, **72%** accept that the holidays will be different this year.



6

# **Holiday** Predictions

and what they mean for marketers

#1

# Home for the Holidays

With a focus on “doing more” vs. buying

Take-away for marketers: Center ideas on ‘doing’ and creating authentic experiences







#2

# Greater focus on family traditions

Creating connectedness through traditions old and new

Take-away for marketers: Focus on messaging related to creating memories and celebrating family traditions

#3

# Micro-moments & Small-idays

Finding meaningful moments

Take-away for marketers: Target snacking and ideas to easily support these Small-idays





#4

# A more **personal** approach to gifting

Gifts from the heart, with an eye towards community

**Take-away for marketers:** Focus on personal gifts and community/giving back — local, gifts that give back, made in the USA, small & minority businesses

#5

# Surge in eCommerce starts early

Increased eCommerce with a focus  
on early deals

**Take-away for marketers:** Start engaging for holidays earlier, with a focus on value and easy click-to-cart experiences





#6

# More food, less fuss

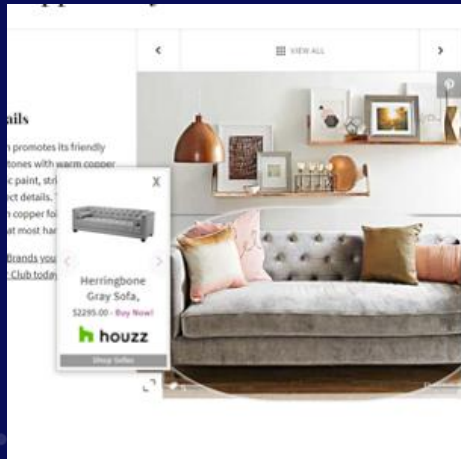
Keeping it focused on the center aisle

Take-away for marketers: Make it easy for consumers to entertain, from ideas to home delivery

# Focused on data-driven content to commerce experiences

**\$1B+** *in sales last year*

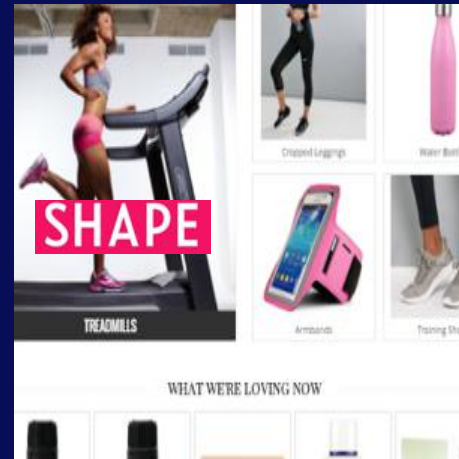
**100M** *retail referrals in the last year*



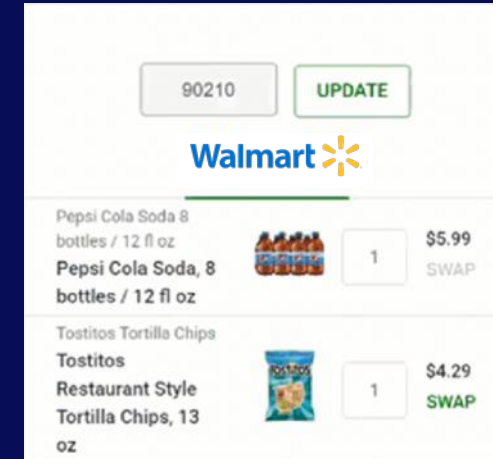
IN-IMAGE SHOPPING



SHOPPABLE VIDEO



MEREDITH SHOPS



CLICK-TO-CART



# Fueling new solutions: Predictive Advertising

Responding to key consumer needs in real-time

The dashboard is divided into four main sections:

- Content:** Features a recipe for 'Slow Cooker Taco Soup with Ranch Dressing Mix' with a photo of the soup in a yellow bowl. Below the recipe are 'AD TAGS' such as 'inspired cuisine', 'mexican inspired', 'canned foods', and 'dmp segments'. At the bottom, it shows 'TRENDING IN PHOENIX, AZ' with images of 'BANANA BANANA BREAD', 'DELICIOUS EGG SALAD FOR SANDWICHES', and 'HEALTHIER HONEY SESAME CHICKEN'.
- Augmentation:** Provides location and weather data for Phoenix, Arizona. It includes IP address (174.17.172.102), local time (Thursday, 1:02 pm), next holiday (Orthodox Good Friday, 2020-04-17), weather (Clear Sky, 80.89°F), and density (2406 per sq mile).
- Prediction:** Lists commerce method (DELIVERY TOMORROW), retailer (Safeway), and pairings for soup (SOME CRACKERS A DESSERT). It also shows 'PAIRING TAGS' like 'WINE\_MEDIUM\_RED (0.84)', 'SOUPS\_AND\_STEWS (0.98)', and 'ANTACID (1.00)'. A 'MEDIUM RISK' label is present under 'COLD & FLU RISK'.
- Output:** Displays a predictive ad unit for Prego Traditional Soup, featuring an image of the soup can and a 'Order Now' button. The ad text says 'Staying in? Weeknight dinner delivered to your door.' and shows other product options like Spaghetti Pasta and Ripe Salsa.

- Powered by a proprietary blend of:
  - Precision data analytics
  - Machine learning
  - AI-based decisioning algorithm
- Matches real-world products and messaging to consumer needs
- Drives to purchase

 meredith + Walmart 





# What consumers want & need in 2020 is changing in real-time

...but with consistent themes

“The *feeling* our customers have when they leave our stores determines how soon they’ll be back.”

# Walmart Online Pickup & Delivery





# Make it a Meal

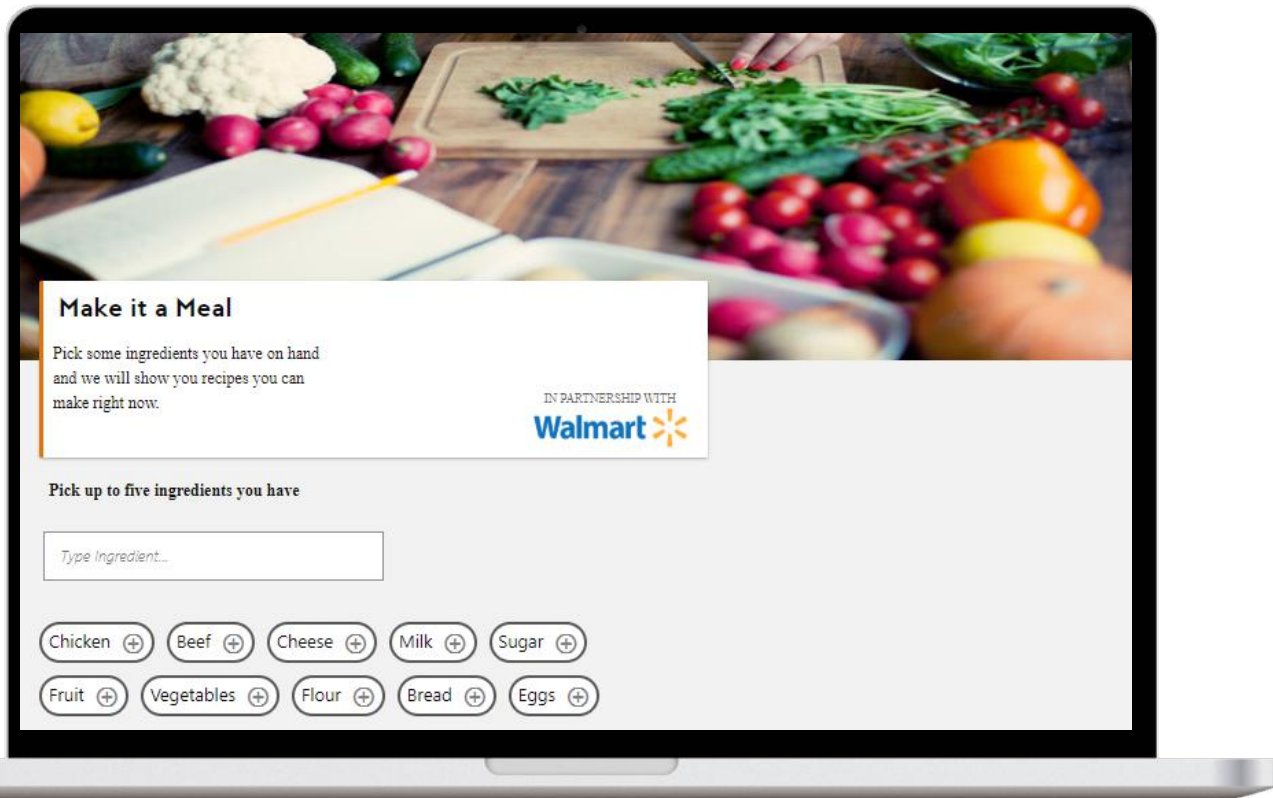
POWERED BY MEREDITH + FUELED BY WALMART

Leveraging an unparalleled combination of **scale** + **proprietary data** + **consumer insights** + **proprietary ai and technology**, Meredith & Walmart will partner to help millions of families make meals that are easy, affordable and delicious.



# Walmart x Meredith Make it a Meal: Visual Ingredient Search


Dynamic recipe & ingredient recommendation destination **based on what's in your pantry**








# Walmart x Meredith Make it a Meal: Meal Card


**GET YOUR FOOD DELIVERED!**



**4 Easy Dips to Make at Home**  
We all need inspiration for better ways to snack! Here are fresh dip ideas.

**MUST-HAVES**    **ARTICLE**    **SHOPPING LIST**


	<b>Pick Your Chips</b> <b>Juanitas Gluten-Free Tortilla</b> See Store for Price	→
	<b>Add Fresh Fruit to the Mix</b> <b>Fuji Apples</b> See Store for Price	→
	<b>Select a Beverages</b> <b>Lime Sparkling Water</b> See Store for Price	→

 Walmart Express delivery    **Share**


**4 Easy Dips to Make at Home**

**MUST-HAVES**    **ARTICLE**    **SHOPPING LIST**


Get items delivered within 2 hours with [Walmart Express delivery!](#)  
Restrictions & fees apply.



**Cheesy Sour Cream and Salsa Dip**  
Different from other dip you've had. Mix sour cream with tomatoes and green chilies, black olives and Cheddar cheese. Great texture and taste! Serve with tortilla chips or crackers.. [See Recipe](#). (Hint: you may want to share this Card before you leave.)



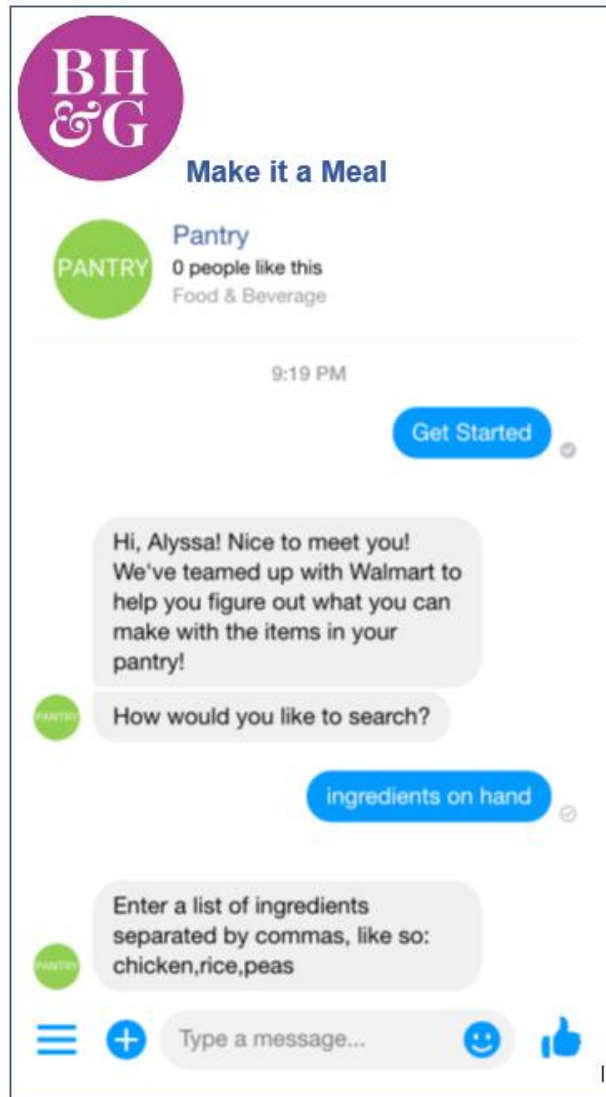
**Easy Black Bean Dip**

 Walmart Express delivery    **Share**

**Shoppable ad unit next to food editorial, spotlighting trending recipes based on what's available in a user's kitchen**



# Walmart x Meredith Make it a Meal: Interactive Chat Bot



**Consumers can engage with chat bot through Facebook Messenger, choosing recipes based on local trends in area or ingredients on hand.**





# 4 thought-starters as we look ahead

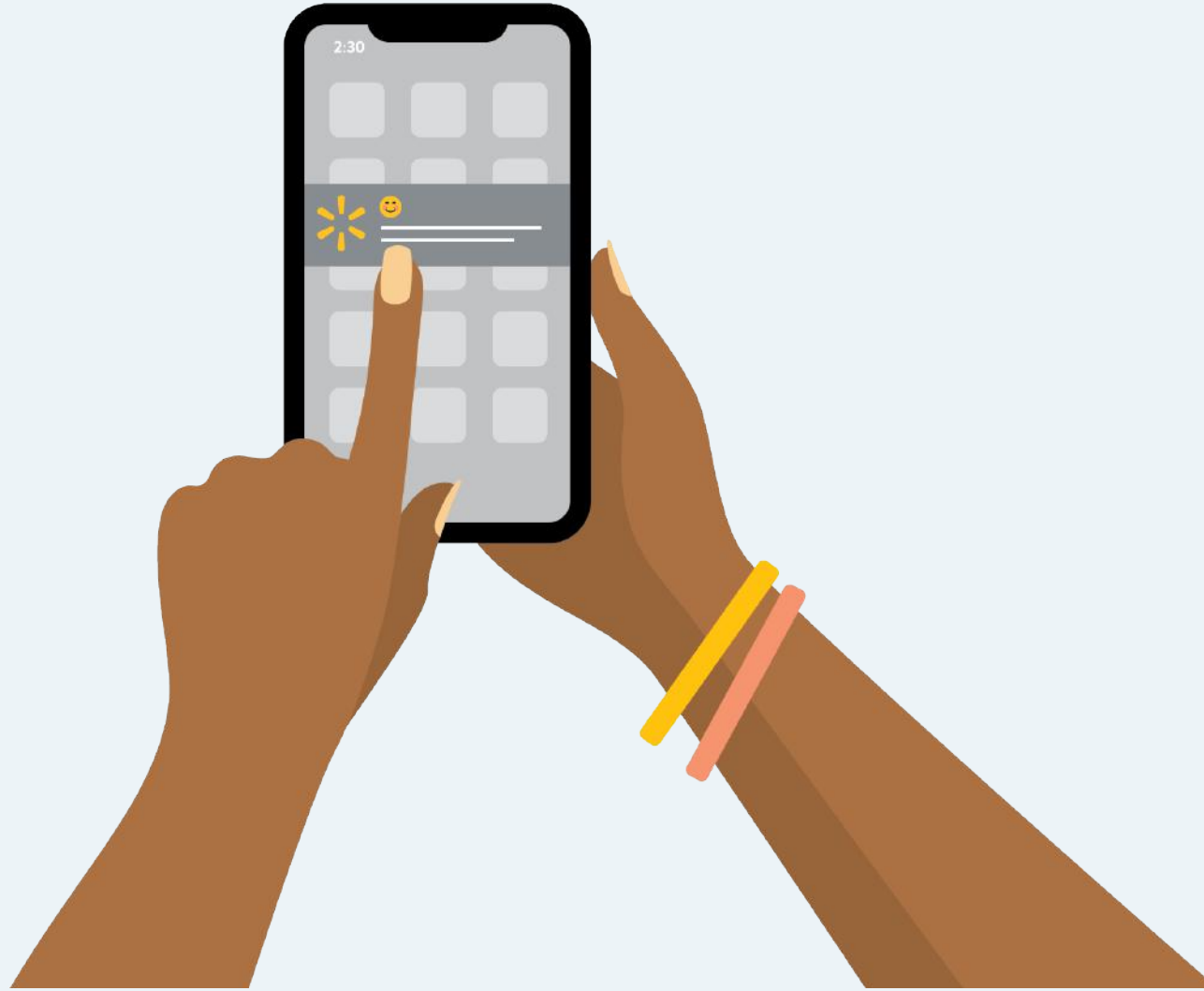
“The *feeling* our customers have when they leave our stores determines how soon they’ll be back.”

 Spark inspiration first





 Make buying solutions seamless



# \* What's the community connection?




# Build for flexibility







Thank you!

“The *feeling* our customers have when they leave our stores determines how soon they’ll be back.”



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**Q&A**

