



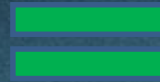
Winning with Ring Pop: The ABCs of E-commerce

Anthony Trani

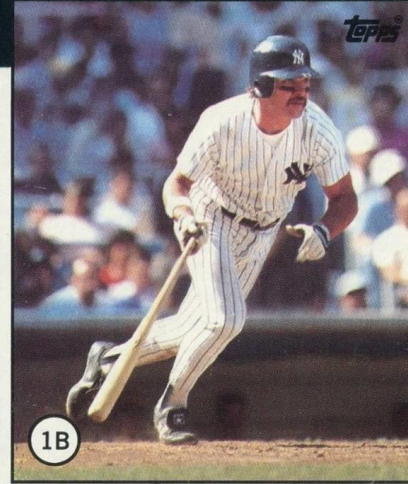
Global VP Marketing and Innovation



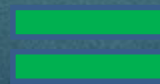
Who We Are



YANKEES



DON MATTINGLY





Who We Are



Edible Entertainment

Interactive eating rituals and experiences

Wearable

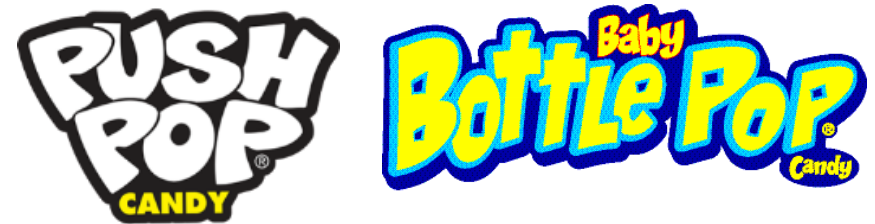
Customizable

Functional

Collectible



Iconic Brands





Impulse Powerhouse

3 of Top 10 Selling Non-Chocolate Candies at Check-Out

Rank	Company	Product
1	HERSHEY'S	PAYDAY King Size
2	Bazooka Candy Brands	Bottle Pop Candy
3	MARS	Skittles
4	HERSHEY'S	PAYDAY
5	Bazooka Candy Brands	JUICY DROP POP Candy
6	MARS	Skittles Share Size
7	Bazooka Candy Brands	JUMBO PUSH POP Candy
8	HERSHEY'S	Twizzlers
9	MARS	Starburst
10	MARS	Skittles Wild Berry Share Size

Check-Out Business



Evaluating Check-Out Fit for E-Commerce

Consumer



Occasion

Impulse

Planned



Price Point

\$.50 - \$ 1.00

\$ 9.99 - \$ 19.99

Pack Size

Small

Large





E-Commerce Advantages Over Brick and Mortar





In E-Commerce: Always Be Closing

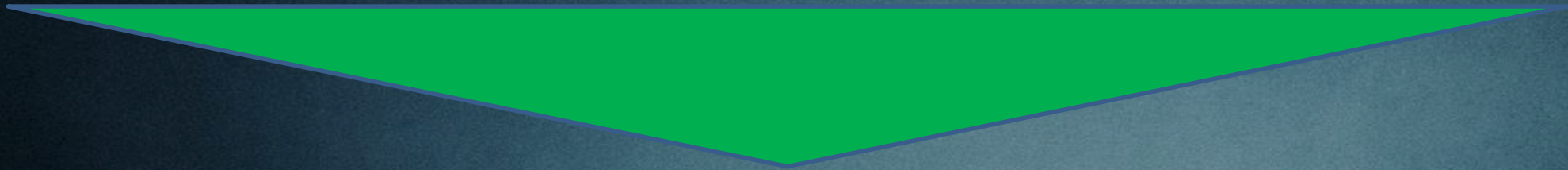
Awareness

Brand

Content



Awareness = Search



**Target Precisely Based
on Consumer Need
and Behavior**

Brand

The right search strategy and content comes from understanding your brand

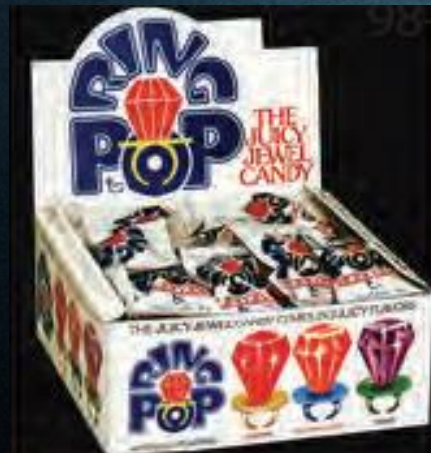
Transcend
Generations

High Awareness

Unique/Wearable



98%
Aided Brand Awareness



Deeper Brand Insights

To win with parents in this new environment, we had to go deeper

Loved by Consumers

Kids:

Parents:

TOP 50 BRANDS AMONG KIDS AGES 6-12, 2019

BRAND LOVE STUDY

Rank	Brand	KIDFINTY	Brand	KIDFINTY	Brand	KIDFINTY	Brand	KIDFINTY	Brand	KIDFINTY	
1	YouTube	917	11	Reeses	860	21	CB	842	31	NIKE	805
2	OREO	904	12	iPad	860	22	McDonald's	841	32	GOAT	804
3	ITZY	891	13	LEGO	856	23	CAPRI SUN	840	33	Google	804
4	HERSHEY'S	884	14	LEGO	855	24	LEGO	838	34	nick	804
5	LEGO	880	15	LEGO	853	25	DO	838	35	LEGO	803
6	Chewy	879	16	LEGO	851	26	LEGO	838	36	LEGO	803
7	NETFLIX	877	17	LEGO	851	27	LEGO	826	37	LEGO	803
8	Chewy	865	18	LEGO	849	28	XBOX	824	38	LEGO	800
9	LEGO	860	19	LEGO	848	29	LEGO	824	39	LEGO	799
10	LEGO	860	20	LEGO	842	30	LEGO	818	40	LEGO	797

Source: Smarty Pants 2019 Brand Love Study, n = 8,183 U.S. children ages 6-12

- Loved it as kids
- Closely associated with fun of childhood

Social

Variety

Win/Win

90%

Something for everyone

Kids: Time together more fun

Parents see eating Ring Pop as social occasion

Parents: Hangout Hero



Content: Big Idea and Strategies

Bid Idea: Make Any Moment Together Feel Like a Party

Invite Families to the Party

Create Party Moments



Invite Them to the Party

A promotional graphic for Ring POP Party Starters. The background is a blue and white geometric pattern. In the center, the text "Ring POP PARTY STARTERS" is written in a bold, red and yellow font. To the left, a circular inset shows a child holding a large red balloon. To the right, another circular inset shows a man in a suit holding a tray of colorful Ring POP candies. Below the central text, it says "FOR MORE PARTY IDEAS VISIT RINGPOPPARTY.COM".

facebook



You Tube



amazon.com

Walmart.com

Create Party Moments with Influencers

Fun Moments
Together



Visually
Striking



Additional Party Starter Ideas

Party Starter Ideas Throughout the Year



The Results Are In

Ring Pop became the #1 grocery item on Amazon.com

Valentine's Day

Easter

Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

Best Sellers in Grocery & Gourmet Food

#1		#2		#3		#4	
#5		#6		#7		#8	

Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

Best Sellers in Grocery & Gourmet Food

#1		#2		#3	
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Everyday: Consistently Top 3 Candy item; Top 50 Grocery Item



Key Takeaways

- **Lean into the digital shelf and the long tail**
- **Invest in your ABCs**
 - **Awareness:** targeted search
 - **Brand:** understand what consumers love about your brand
 - **Content:** create content that will drive conversion