

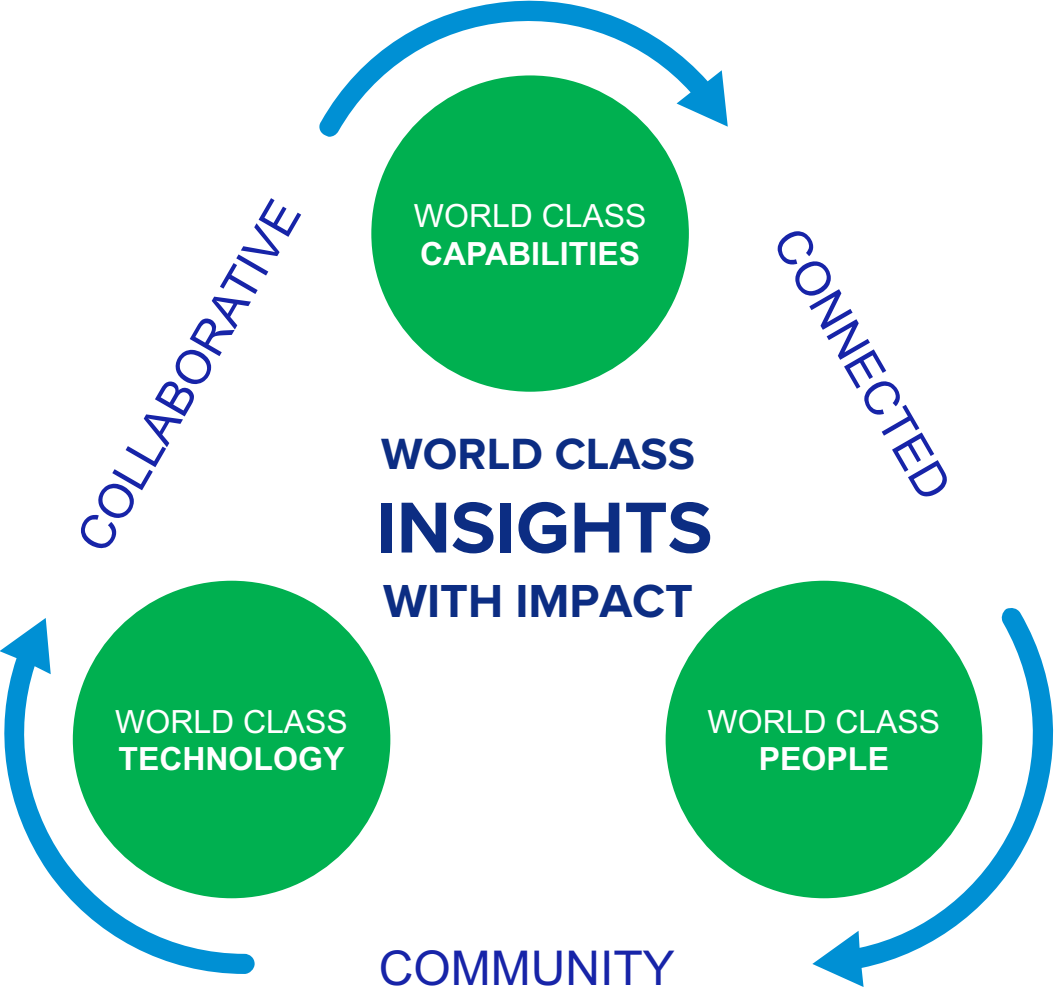


360 Always On

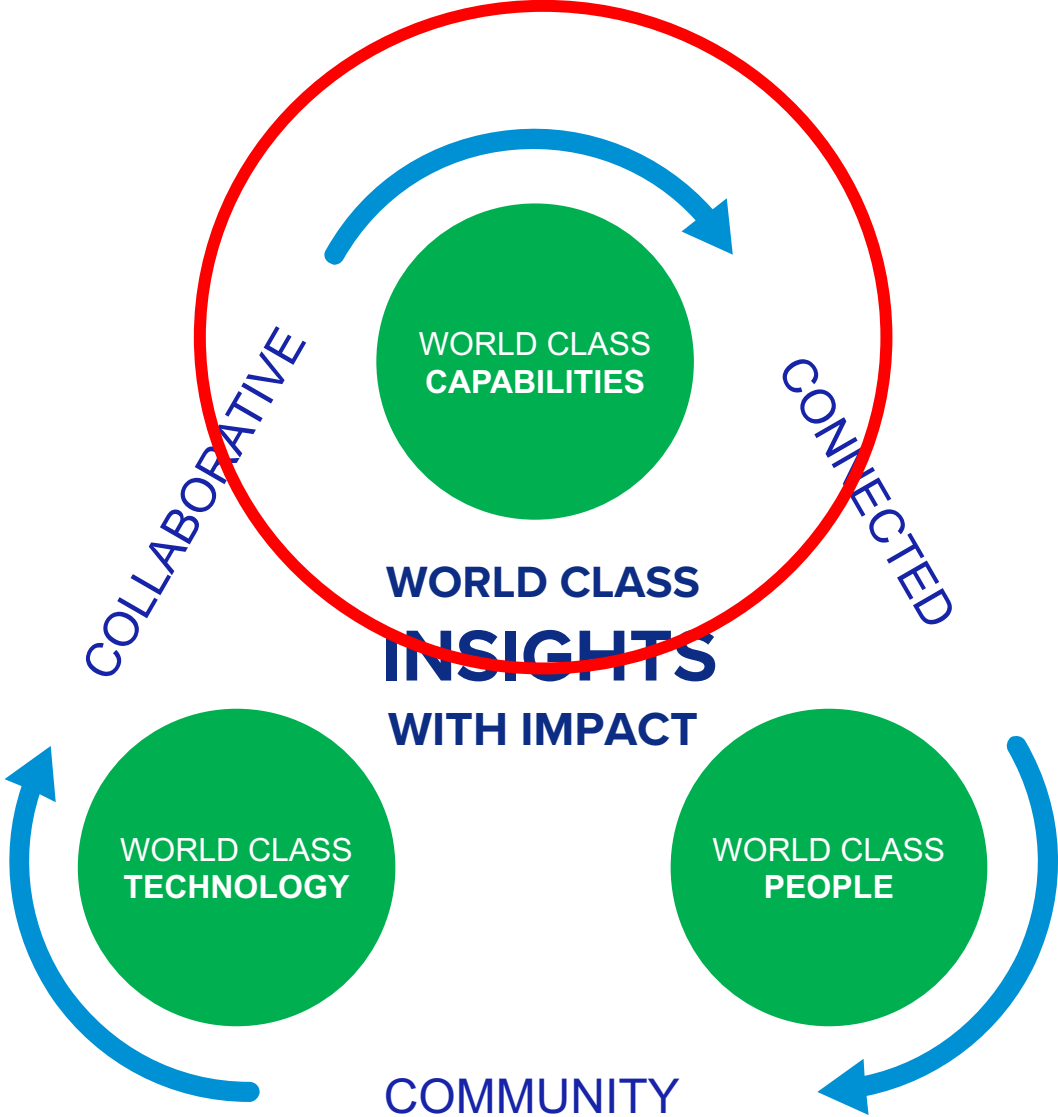
Always On access to category, cultural and consumer insights



PepsiCo's consumer insights vision



Today focus on 1 capability: 360 Always On





IT IS IMPERATIVE WE RESPOND WITH AGILITY IN TODAY'S WORLD

MORE PRECISE

Track fragmenting
Consumer demand

MORE HUMAN

One narrative combining
Big and thick data

MORE PREDICTIVE

Look around the corner for
quicker decisions

360 Always On Engine combines social listening data and deep human insights to provide a holistic answer



In 2018, we combined social listening data with AI to accurately predict consumer behavior



Proactively Sense & Surface Emerging Trends

Today we enable access to category, cultural, and consumer always on + PEP team's interpretation on what's changing in the world.



2018

2019

2020

2021+



360 Always On Launched

Harmonized local initiatives into an one common model



Demonstrated ROI

Informed Strategic Plans with Social prediction



Expanded Social Use Cases + Incorporated Thick Data

+ new Social Listening Use cases e.g. Menu analytics and incorporated deep human insights



The Engine has a multitude of AI led tools, supported by PEP teams



TRENDS & FORESIGHTS USES SOCIAL DATA

Cultural Insights

Understand macro forces, human drivers and cultural tensions associated with key F&B trends via the Change Compass



Identify relevant cultural context to enhance creative briefs with Black Swan for Communications



Social Listening

Build Inspirational Springboards to influence brand & innovation strategy with Discover.ai



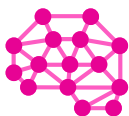
discover.ai

Zoom in specific topics by getting closer to current real time conversations with Talkwalker



Category Trends & Prediction

Use social prediction to identify future trending topics with Black Swan via Trendscape / BQT



Identify drivers behind F&B trends by tapping into data points across social media, restaurant menus, and home recipes with Tastewise



HUMANEYES

Human Empathy

Tap into the most powerful of all motivators: human emotions with the HumanEyes Toolkit



HumanEyes Toolkit

Behavioral Insights

Unlock the say-do gap by seeing actual behaviour with Big Sofa via the AI platform



BRAND MIND SHARE

Brand Health

Measure sub-conscious, deep and underlying brand perceptions driving performance with BMS



Brand Mind Share



Use Examples

The 360 Always On Engine lands in 4 impact areas



Strategic Planning



Innovation



Brand Building



Winning with Customers



The 360 Always On Engine lands in 4 impact areas



Strategic Planning



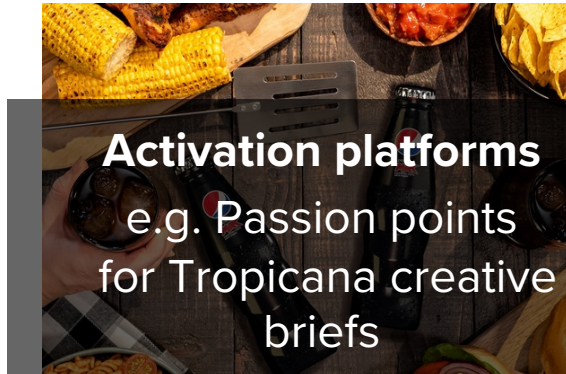
Innovation



Brand Building



Winning with Customers

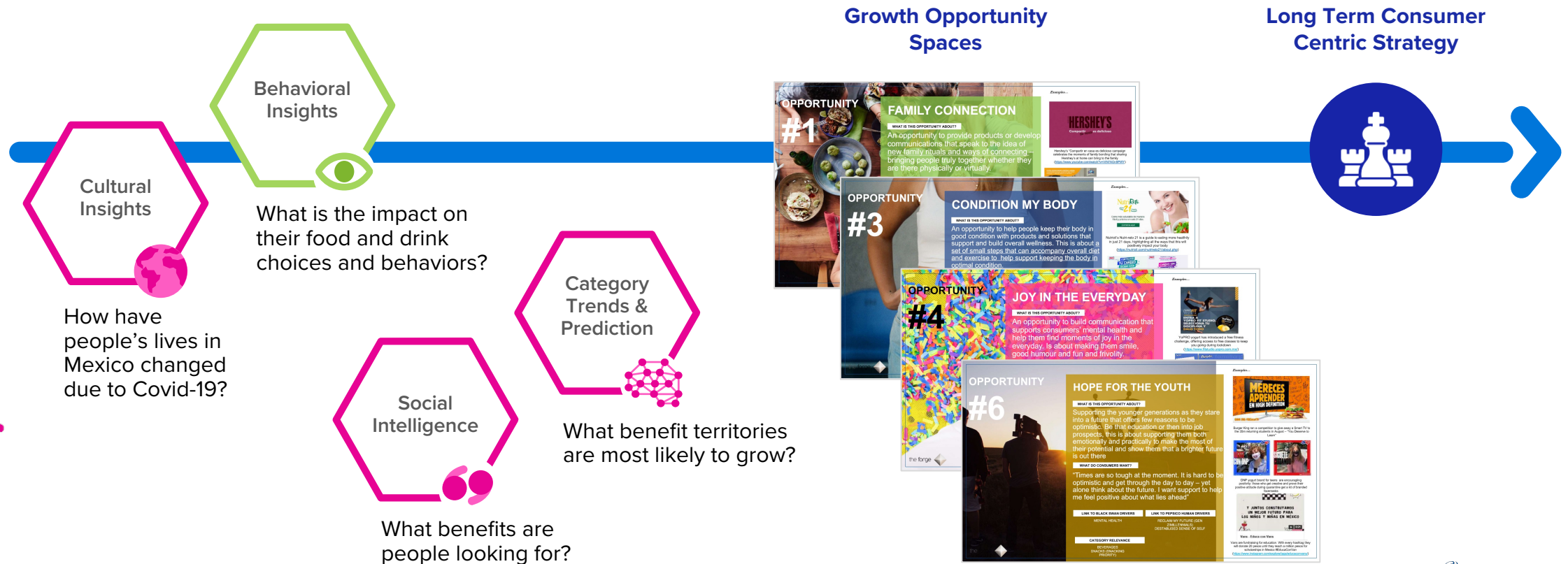


Example of Strategic Planning

Predicting category evolution in Mexico for business planning cycle

What was the Business question?

Given the disruption caused by COVID, where should we be focusing our categories and brands to deliver growth over the 3+ year horizon?



Example of Innovation using Social Prediction

Off the Eaten Path: Seaweed flavour, 360 combined with business focus

FASTER

4 week primary research



4 Hour Workshop

UK Insights Team led a collaborative session with Innovation team

BETTER

Consumer response top 3 flavours



Seaweed flavour high on volume/fit

360 AO highlight emerging pockets of growth

STRONGER

Exclusive Sainsbury Launch
Fastest selling SKU for OTEP



Sainsbury's key Ingredients growth initiatives informed directly by 360 AO



FoodSpark.com:
Interview with an Innovator

PepsiCo's Karen Scott: ['We're trying to condense the whole innovation process'](#)



Significant investment has gone into insights, data and technology to bolster this innovation, in particular the 360 Always On Trend Engine.

The 360 Always On Trend Engine is a tool that our insights team has built... That allows us to test and learn in spaces that we wouldn't originally play and helps us get to market much faster than we could before.



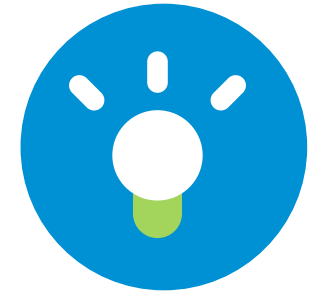
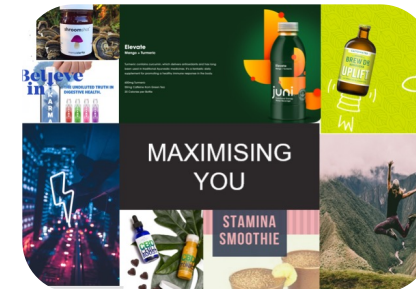
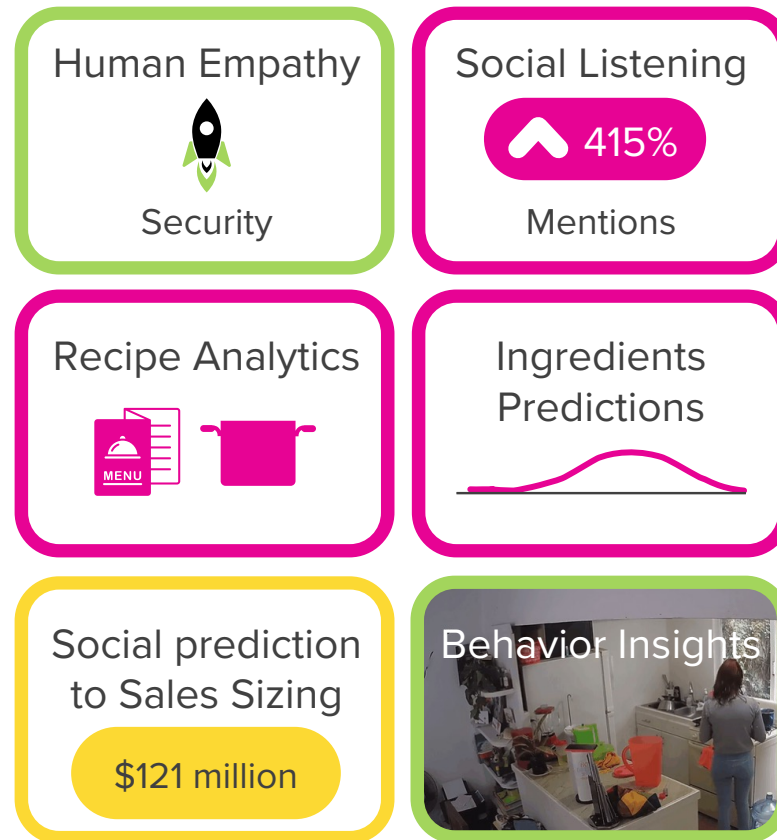
Example of Innovation

Scoping Immunity using multiple lenses including social listening

A CONSUMER CENTRIC VIEW ON IMMUNITY

CONCEPTS

TEST & LEARN



Example of Brand Building

Identifying & quantifying Tropicana's target consumer passion points to inform creative briefs

What was the Business question?

How can we develop communication that reaches and engages our target with dialled up relevance?



Cultural Insights

What cultural tensions are most relevant to the Tropicana brand?

Human Empathy

What tensions and challenges is the target facing?

Social Intelligence

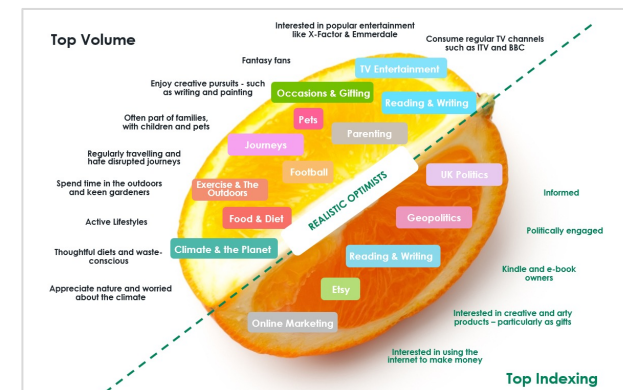
What are the target's likes/dislikes, passion points, and dos and don'ts of how to reach them?

Segment understanding

A proud and involved mom, the 'Realistic Optimist' is most invested in nurturing the happiness and health of her family, but still cultivates many outside interests and is plugged into the hot topics of the day. She is relatively politicized; her belief systems are grounded in humanity and community, and she raises her children to be actively conscious of the problems of the world with a view to helping improve them for all



Target Passion Points



Example of Winning with Customers

Strengthening partnership with McDonald's by identifying post COVID breakfast trends

What was the Business question?

Under the breakfast territory, what are the opportunities to strengthen our partnership beyond Tropicana (e.g. Quaker?)



Social Intelligence

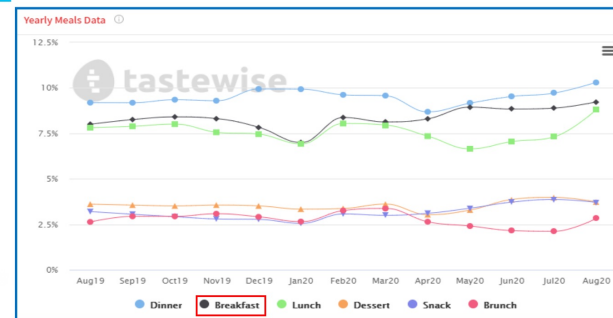
What are the rising motivations within the breakfast territory?

What diets and receipts are trending within the breakfast occasions?

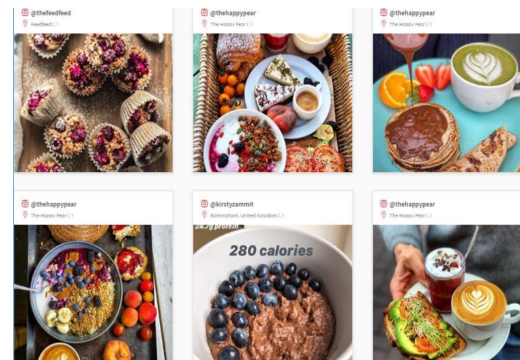
What ingredients are being used in the healthy breakfast space?

Findings...

Breakfast has increased in relevance through COVID



Breakfast is increasing in relevance **+9%** growth in conversations YoY



Healthy is a key driver of Breakfast occasions and in strong growth (contained in **24%** of the breakfast conversations and it is growing **5%**)

'Clean living' diets have increased throughout COVID with evident changes on the high street (vegan growth **+12%**)

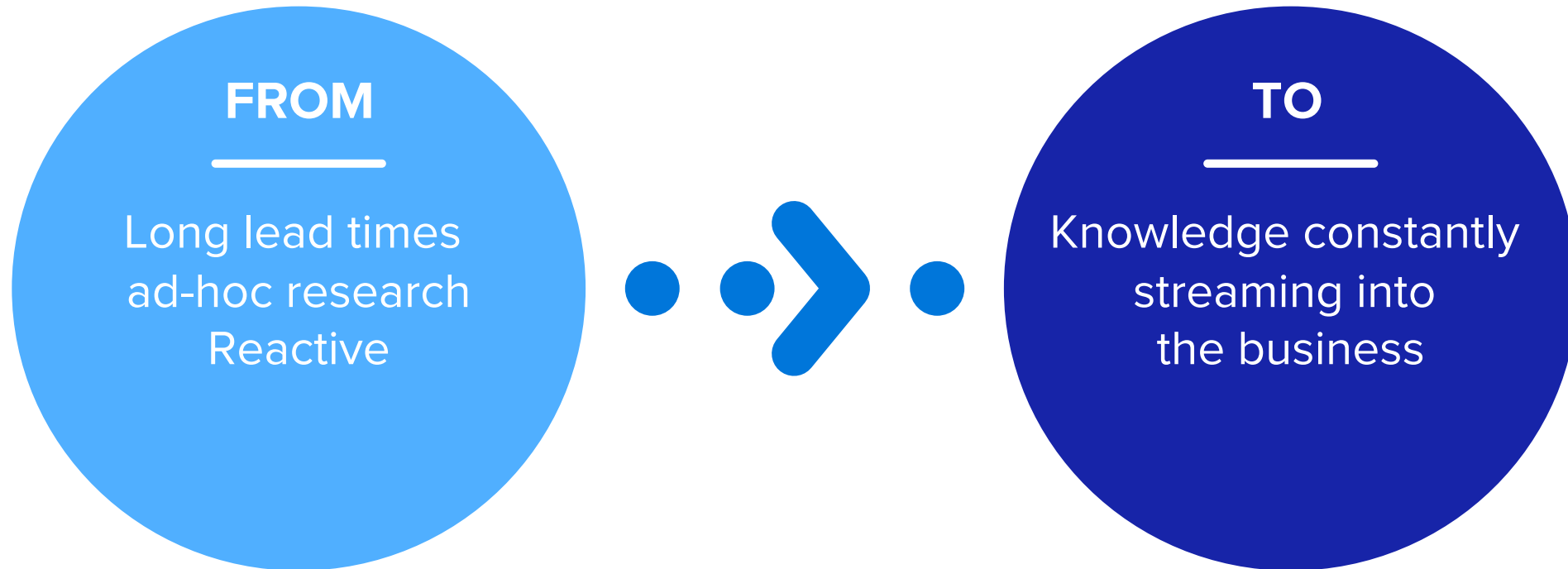
Co-creation & Concepts Development to Fuel McDonald's Pipeline





What Is Next?

360 Always On will continue to enable a fundamental shift in the way we mine consumer insights

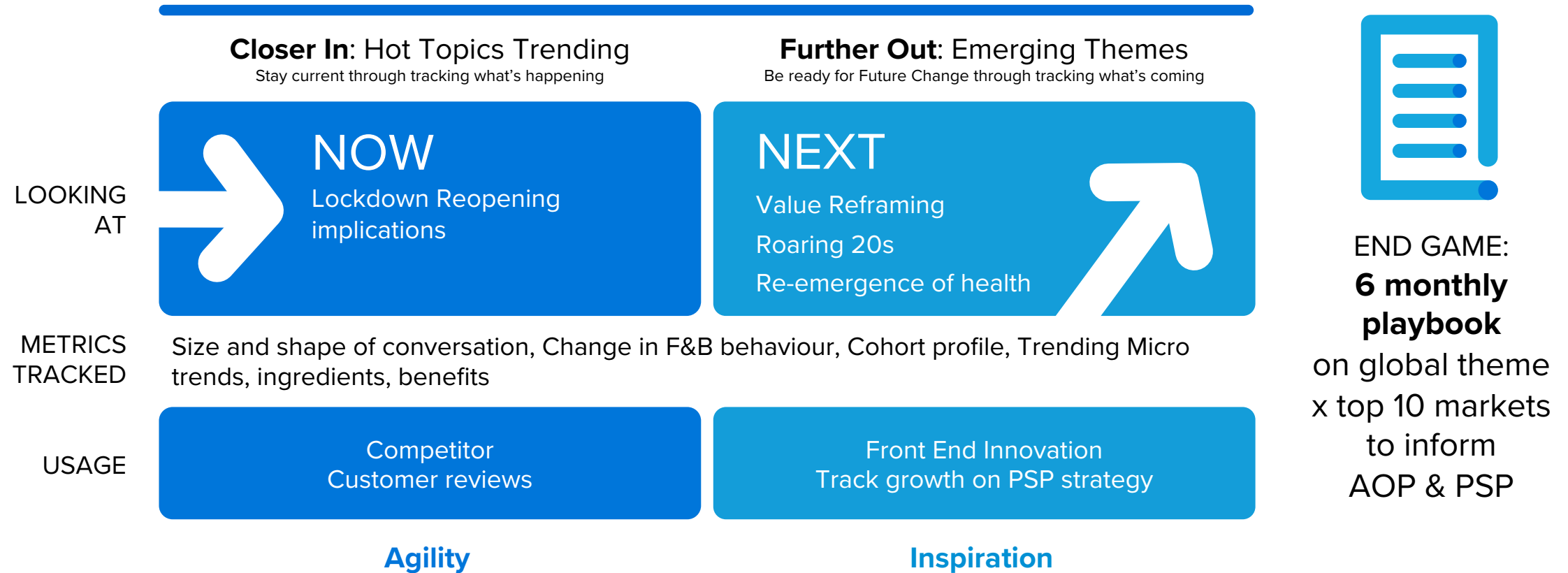




The 360 Always On Futures Tracker

Enables short term correction and identify long term growth by focusing on themes which matter to the consumer

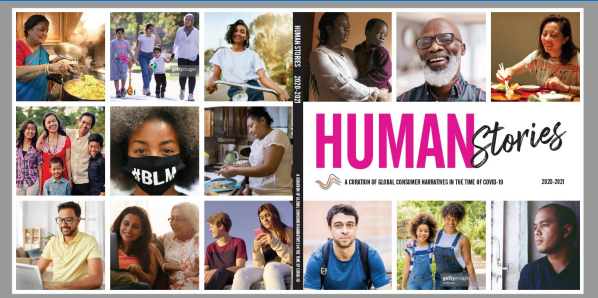
EVERYDAY ENJOYMENT



The depth of available insights allows us to drive an effective foresights program



SME On the changing world



Consumer Centric Insights



Develop a culture of learning



2021
leverage the engine to
continuously identify & communicate consumer
centric growth opportunities

Thank You

