When the Digital Shelf Informs the Physical Shelf

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The Physical & Digital are inseparable; it's now just Shopping

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Digital visits now precede and outnumber physical visits

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The Consumer is at the heart of our Digital Strategy

BE FOUND

Win At Search: The Shelf

KNOW THEM

The Journey and
Trip Missions

BE LOVED

CRM: The Relationship

BE BRILLIANT

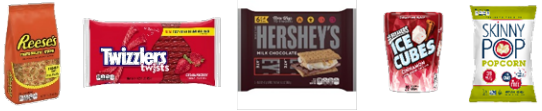
Digital Content: The Pack

BE ON THE LIST

Algorithms and Fulfillment
Models: The Cart

CONSUMER

The Consumer has many convenient options to fulfill their shopping needs

MISSION	Deal Hunting/ Family Snacking Refill	Family Snacking Refill	Family Snacking Refill	Sudden Craving	Special Purpose
MODEL	Ship-to-home amazon STAPLES	Delivery Peapod®	Pick-up Walmart Kroger	On-demand 7 NOW	DTC HERSHEY
PORTFOLIO	Large bags, multi-packs of single serve bars 	Traditional items found in grocery/mass stores 		Items found in C-store; instant consumable focused 	Unique Propositions/ Differentiated portfolio

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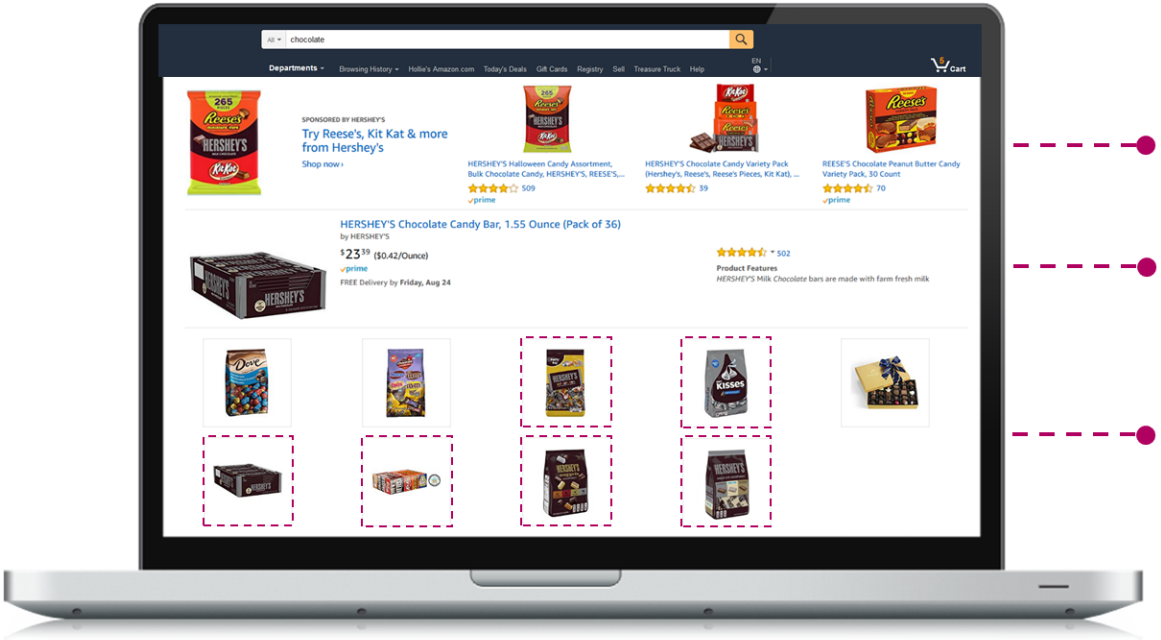
CONNECTIONS

First page of Search is the equivalent o the eye-level shelf



"Chocolate"

- Paid Display
- Paid Search
- Organic Search Results

CONTENT

Digital Content is the equivalent of packaging

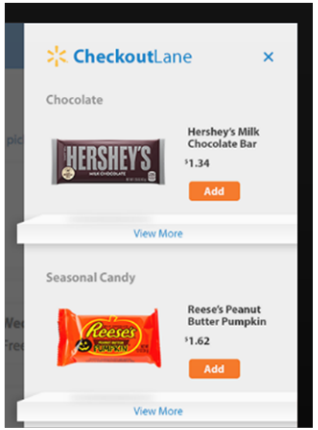
From Foot-Stopping to **Thumb-Stopping**

VS

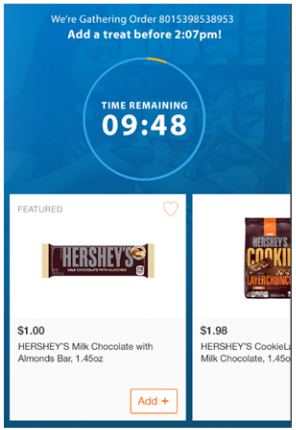
CONVERT

Impulse purchase is still important, but it takes new forms

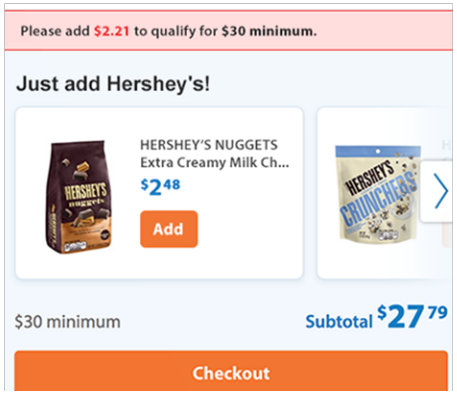
CHECKOUT LANE



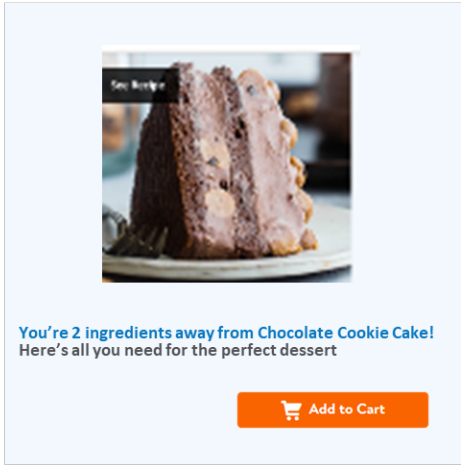
POST ORDER ADD-ON



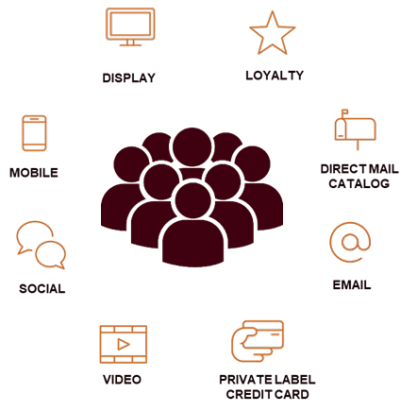
MAKE THE MINIMUM



AUTO-ADD RECIPE



Building advocacy with shoppers through data acquisition



CONSUMER RELATIONSHIP MARKETING (CRM)

IDENTIFY, SEGMENT, ANALYZE

TARGETING
Individuals, Look-a-Likes

PERSONALIZATION
Messaging, Experience, Products & Services

DEEPER INSIGHTS
Scaled, Owned Audiences

SMARTER CAMPAIGNS

SALES LIFT

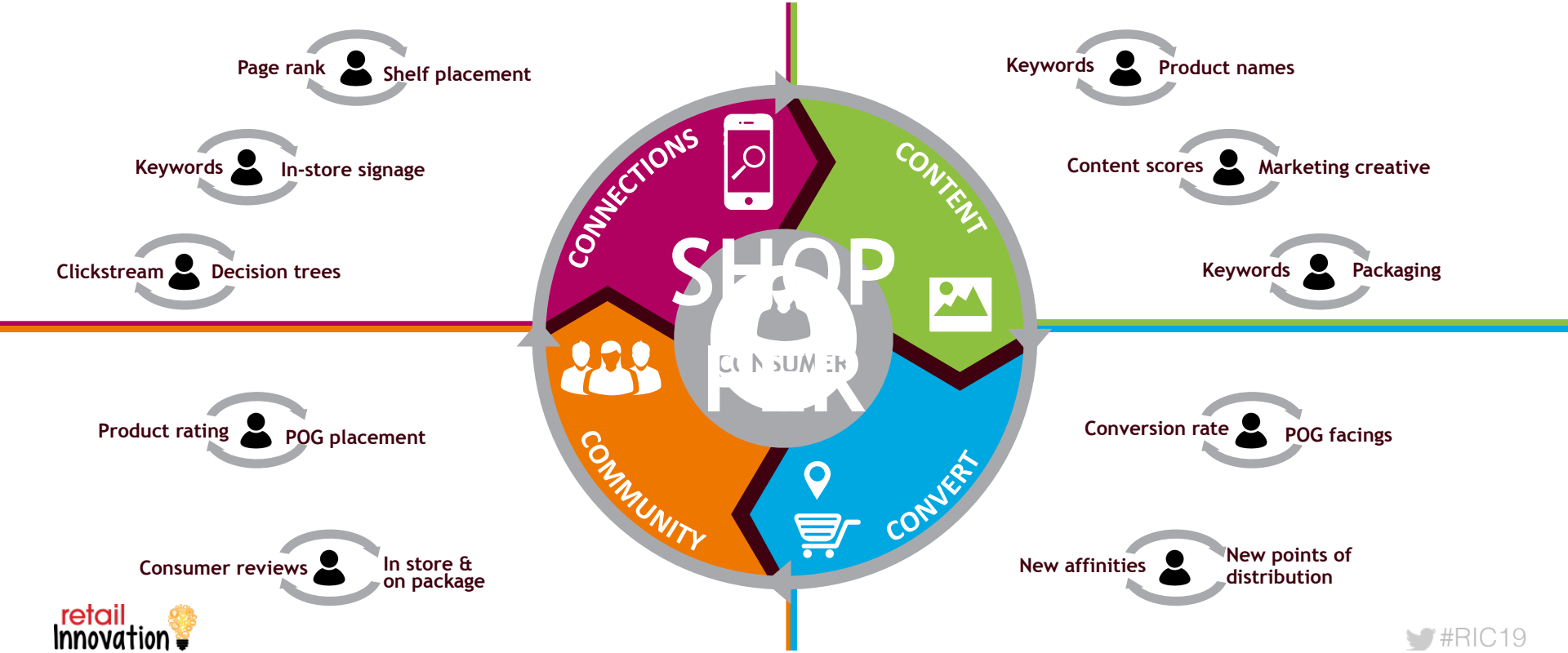
HIGHER ROI

Physical retail concepts have a Digital manifestation today

	In-Store	Online
Visibility – Ensuring products are discoverable and stand out on the shelf	Planograms	Search Engine Results
	Store Layout	Hierarchies & Keywords
	Packaging	Content & Imagery
Variety – Maintaining the optimal assortment	Distribution	Availability & Merchandising
	Merchandising	Paid Search & Branded Hubs
	Category Driven	Item Driven
Value – Communicating value & driving conversion	Item Driven Promotions	Basket Driven & Personalized Promotions
	POS Materials	Product Detail Page
	Static Pricing	Dynamic Pricing

Kantar's research helps us to bridge the gap between Physical and Digital as the Shopper is interacting with both seamlessly.

But through a Holistic Category Management approach, imagine a future… When the Digital Shelf Informs the Physical Shelf



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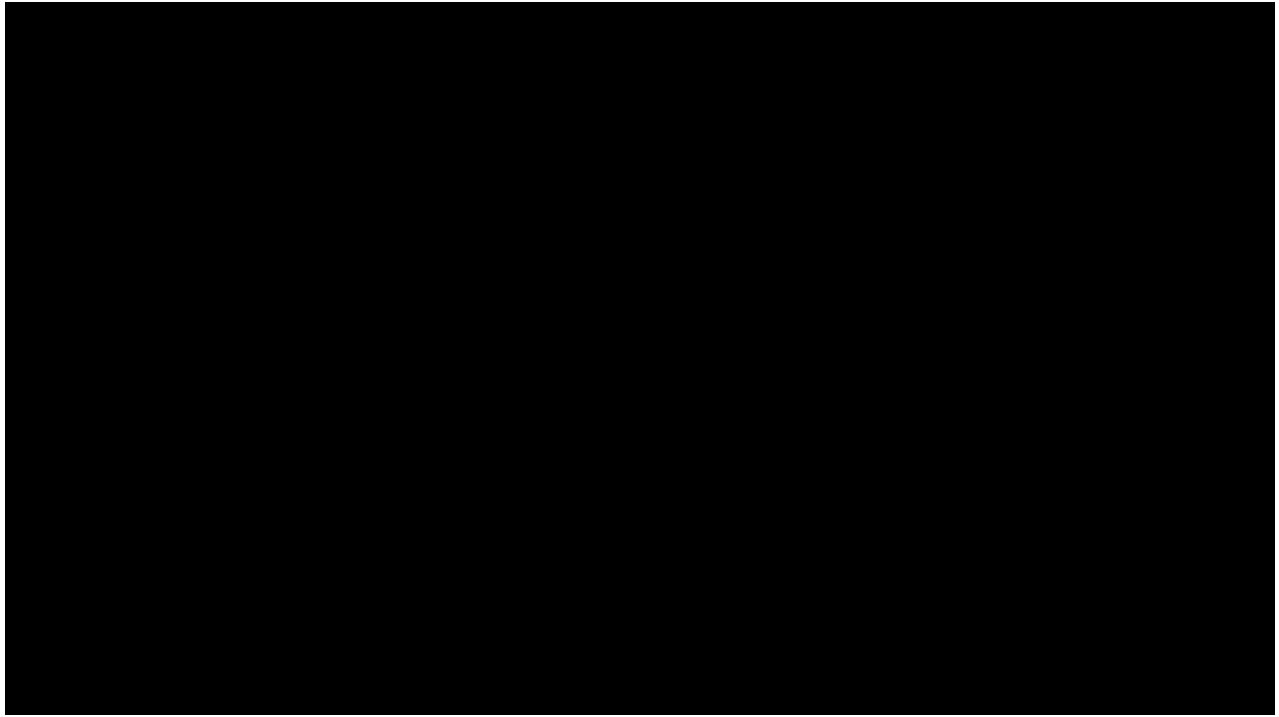
THANK YOU

Hershey Enterprise Digital Strategy



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