



Consumer and Shopper Driven Packaging Innovation for Snacking Foods

How can packaging drive for difference?



Agenda

- Mondelez International briefing
亿滋国际简介
- Win with consumer and shopper in two 5-seconds
五秒定江山

卡夫食品于2012年10月1日正式拆分



- 一家高增长的全球零食业务公司，经营包括巧克力、饼干、口香糖与糖果、和美国以外的固体速溶饮料和咖啡业务
- 在纳斯达克上市，股票代码为：MDLZ
- 全球零食领域的领先者：饼干品类市场排名第一、巧克力品类排名第一，糖果品类排名第一，口香糖品类排名第二
- 旗下品牌组合：



卡夫食品中国将在2013年内完成名称变更相关的法律手续，

Kraft Foods Group, Inc.

- 一家高利润的北美杂货业务公司，经营杂货、奶酪、方便食品、餐饮服务及美国的饮料业务
- 在纳斯达克上市，股票代码为：KRFT
- 北美最大的预包装食品和饮料公司之一
- 旗下品牌组合：



亿滋国际业务概况

年收入约**360**亿美元

全球零食业务集团

公司在**80**多个国家建立分支机构

饼干、巧克力和固体速溶饮料全球排名**第一**

口香糖和咖啡全球排名**第二**

约有**10**万员工

1997年至今，累积捐赠食品超过**10**亿份

全球业务分布

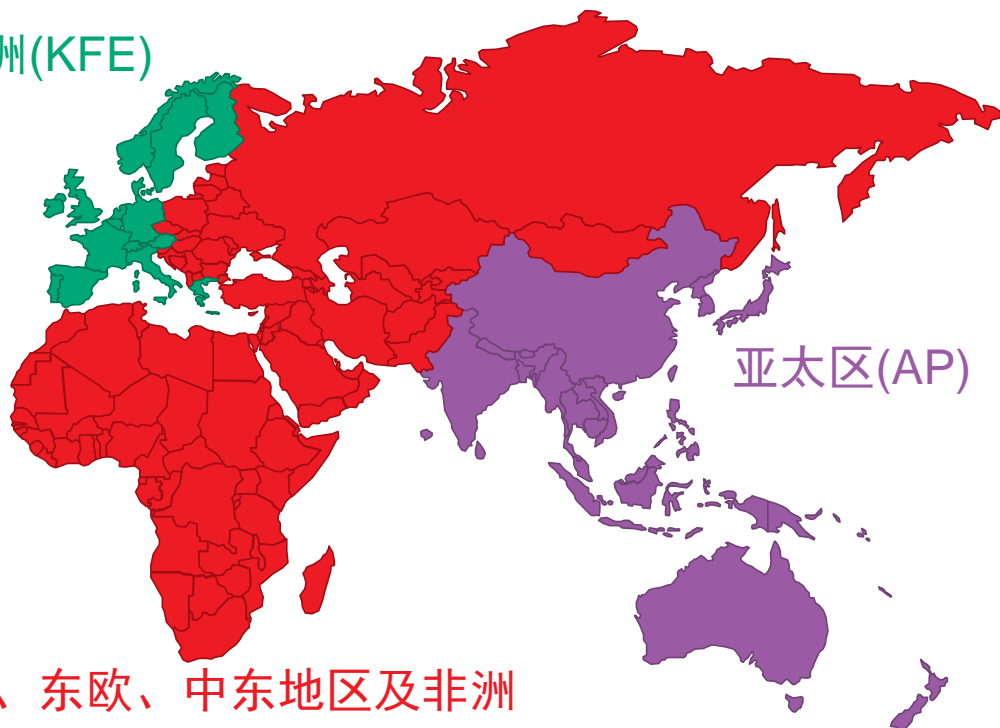
北美地区(KFNA)



★全球总部:
伊利诺伊州
诺斯菲尔德

拉美地区(LA)

欧洲(KFE)



亚太区(AP)

中欧、东欧、中东地区及非洲
(CEEMA)

我们拥有众多全球知名的零食品牌



Win with consumer and shopper in two 5-seconds.

五秒定江山



Kraft China Packaging Vision

- **To be the business equal partner with packaging innovation**
 - Driven by consumer and shopper insights
 - Leverage technology platforms

Two 5 seconds for package to delight consumer and shopper

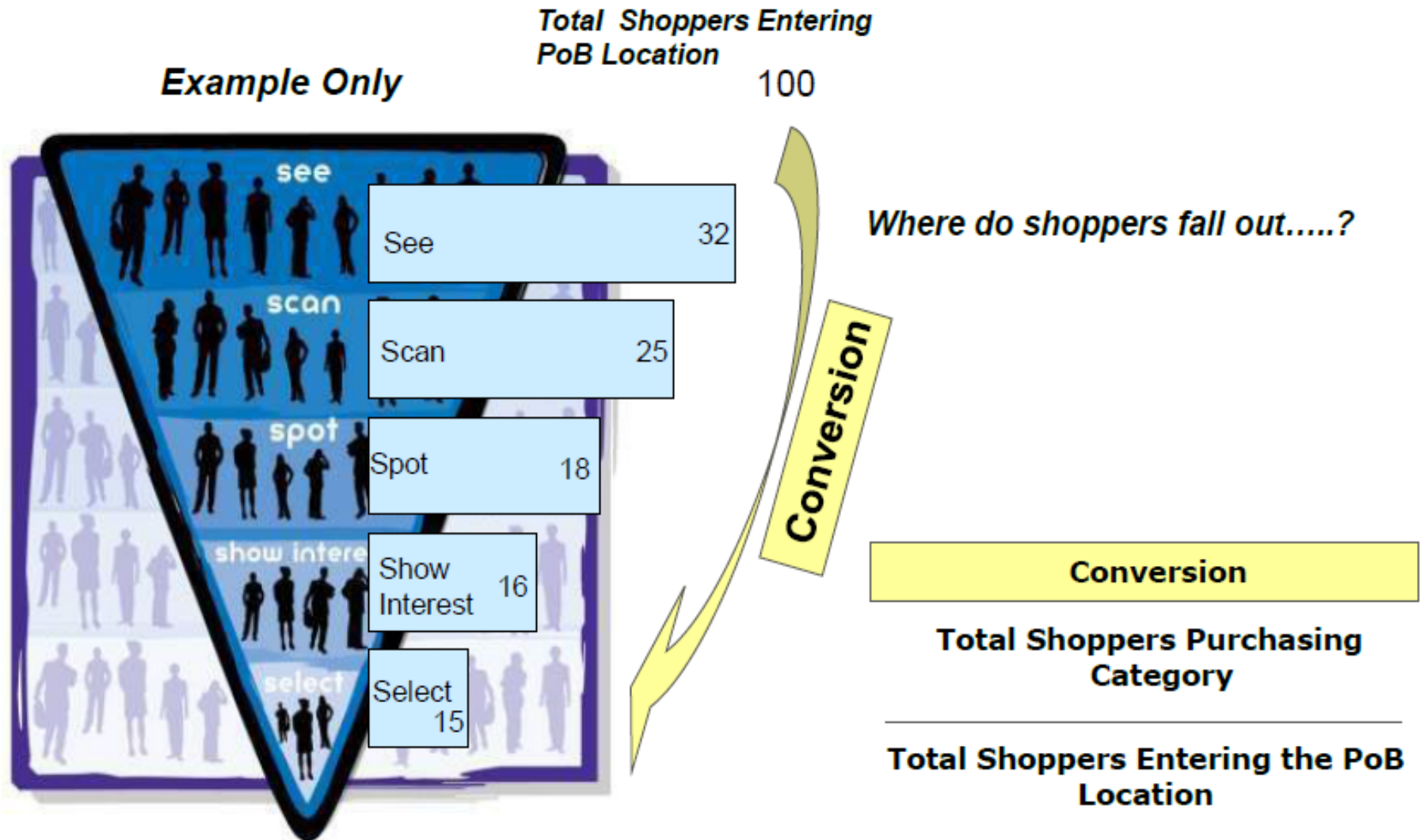
- 1st 5 second is to pick up a package on shelf
- 第一个五秒是当消费者从货架取下产品（包装）的时候
- 2nd 5 second is when consumer use the package
- 第二个五秒是当消费者使用这个包装的时候

Packaging makes consumer FEEL good!!!

For a shopper, it is always a challenge to find a product/packaging on shelf



5s is a diagnostic tool, we learn where the issues are then act to drive conversion



A good packaging can change the environment on shelf in order to change the shopper's behavior

Behaviour

In order to influence shopper behaviour...

Environment

...change the environment

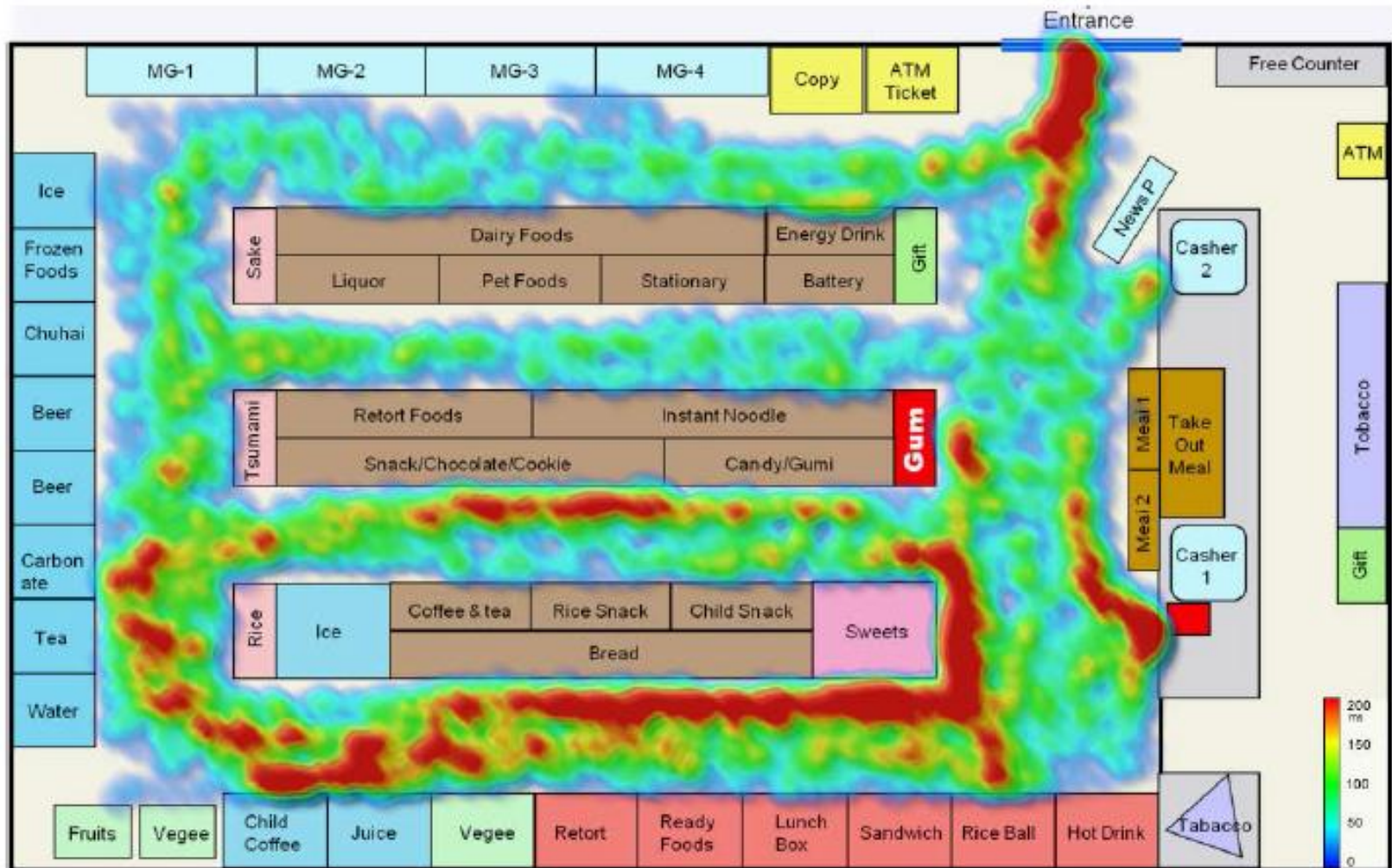
Action

...Mondelēz recommends changes to

Drivers & Principles



What does this talk us about PLACEMENT



Packaging Shelf Stand Out Principles

N.B. In order of Importance

1. Visual Identity

Brands that have a clear Visual Identity are more likely to stand out and be seen

2. 360° Branding

Control what the people see even if you can't control how they see it

3. Brand Blocking & Variant Identity

One visual element should support the brand block, a second visual element should identify variant

4. Easy to Access & Pick Up

The easier a pack is to access and pick up, the more likely it is to be bought

5. Number of Visual Elements

Limit the number of visual elements on pack. The more there is, the less the people will see

6. Message Hierarchy

Direct people to what you want them to see in the order you want them to be seen

7. Proposition Clarity

Give a simple description of what the product is

8. Reason to Buy

Give one clear reason to buy this product instead of the one next to it on shelf

Display Packaging can play an important role to attract shopper

Example for solution in plant

1, product prefilled well,
products protected by
the cover box



2, retailer open the cover



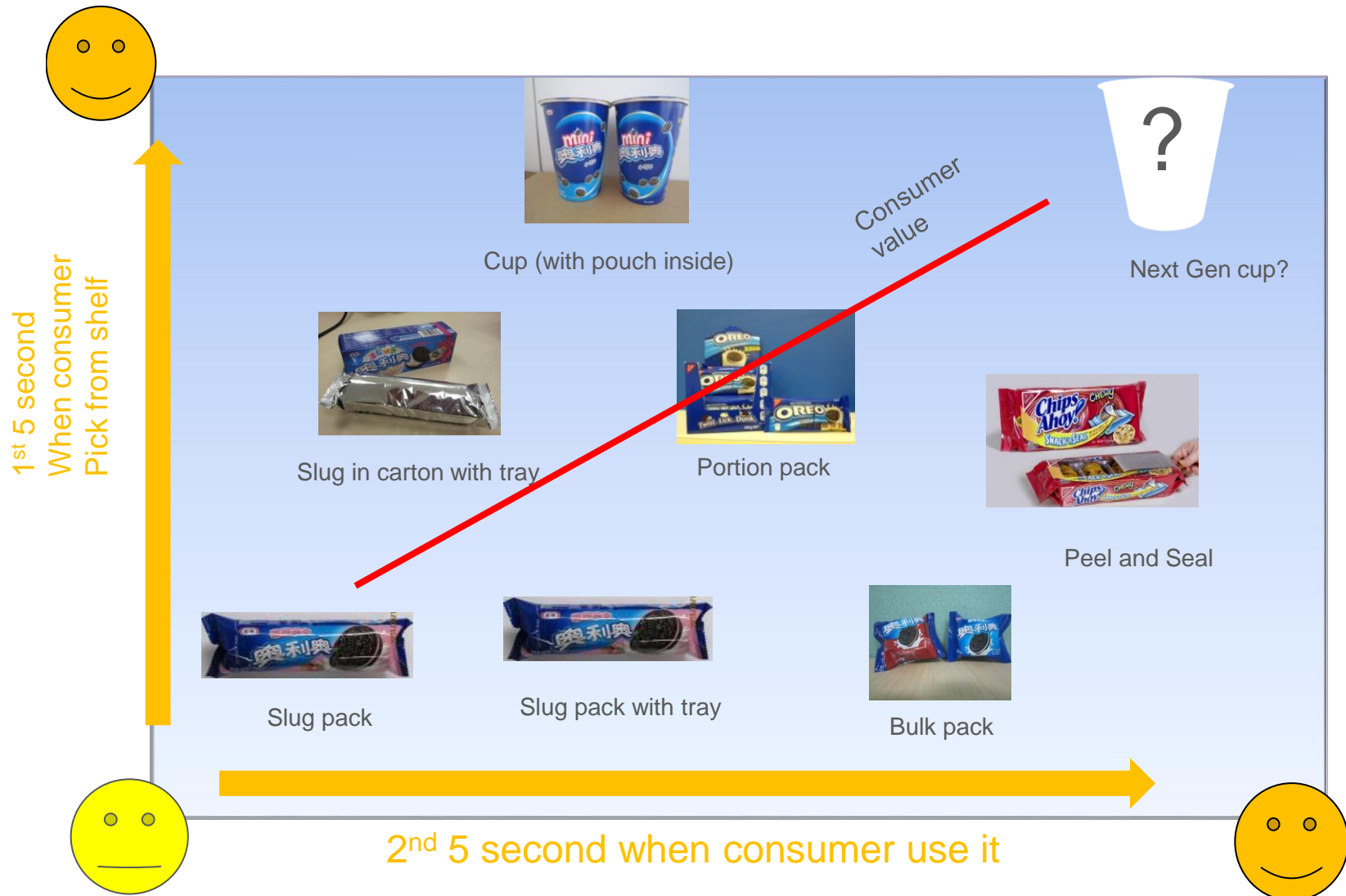
3, display the shelf on
cover box







Competitively advantaged packaging address consumer needs in two 5-seconds



Mini platform Portfolio achieved a big success since July of 2009 which delivery consumer 1st 5 second need on shelf

Sweet Pleasure

Savory Munching











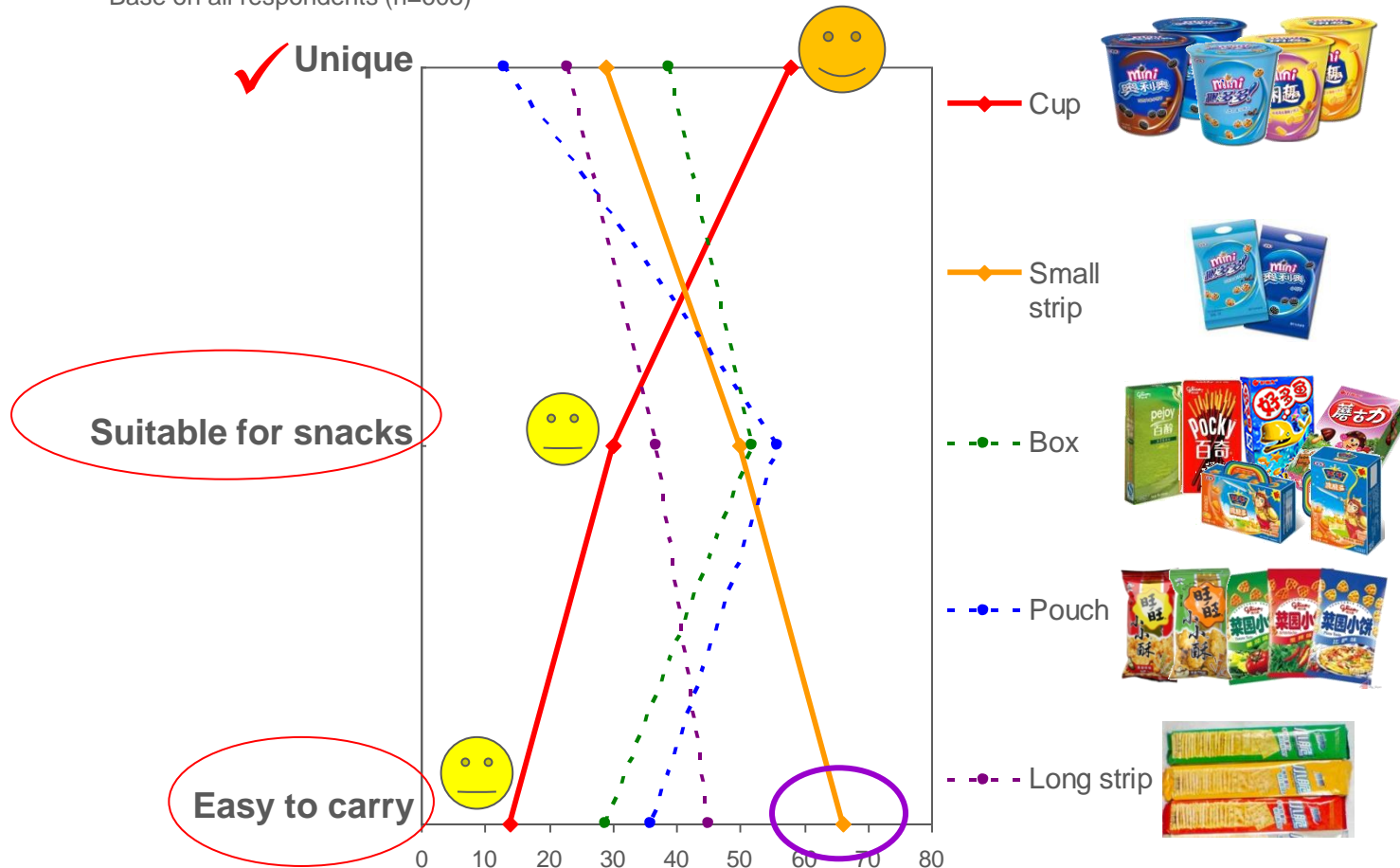
2012



Current Mini Cup wins over on uniqueness, while has improvement area on 'suitable for snacks' and portability

Package Format Comparison

Base on all respondents (n=608)

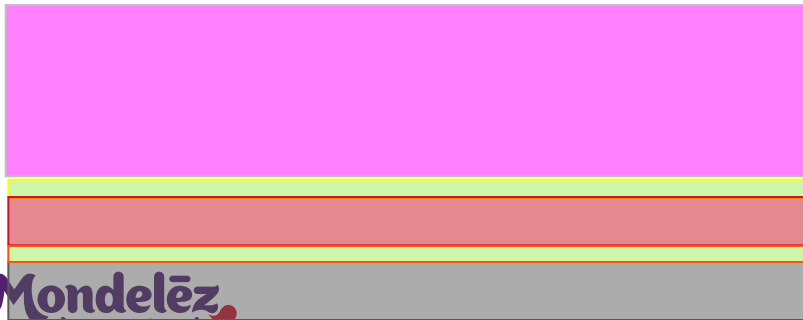


Tang Spout Packaging Development: Open Innovation with supplier

- 1 Kraft R&D and Supplier Open Innovation to develop special Spout bag for Tang Powder Beverage, to improve consumer using feeling, easy opening & close, provide fabulous shelf attraction.



- 2 Develop unique high barrier metallic film for Tang powder beverage to keep same product shelf life as aluminum material.



- LDPE – Body, sealing layer (with spout part)
- Tie layer – Bonds dissimilar resin types
- VMPET – High barrier metallic PET
- Tie layer – Bonds dissimilar resin types
- PET – Surface layer, for printing

Drive consumption

The launch of New package is most likely to give rise to more consumption of Tang, in terms of frequency and amount per time.

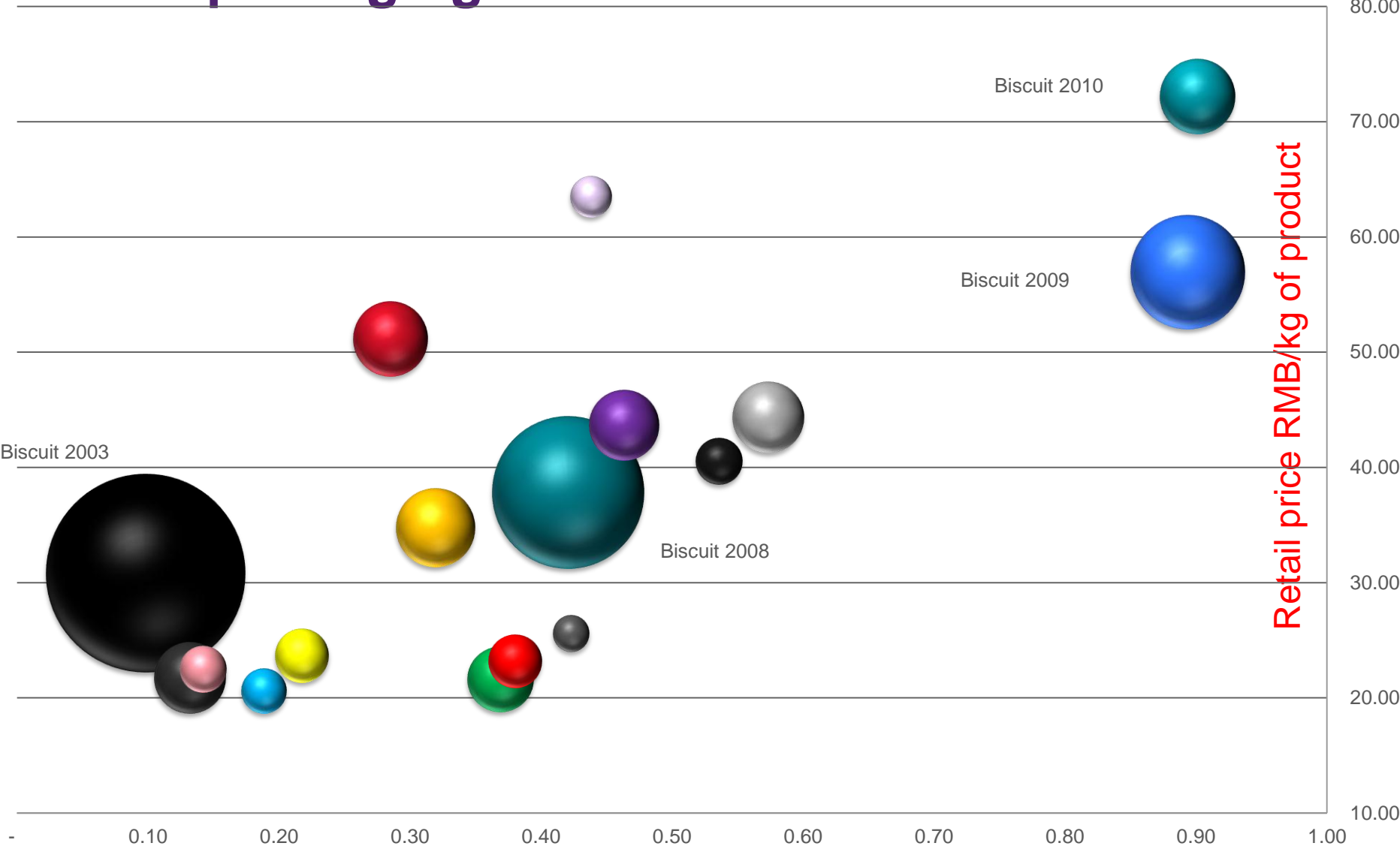
	Old package	New package	Implication
Who do the preparation	Mom exclusively	Mom or Kids	1. More frequently 2. More amount per time

BJ Tang new package user-

*I am busy, and I feel comfortable that my **kid do the preparation by himself**, as the new package is more convenient, no powder will spill out...*

*And My kid would drink **more frequently** and **more amount per time**, if he take over the preparation, as compared with my habits...*

Drive higher consumer value with innovation on biscuit packaging



Cost ratio: packaging material vs. raw material PM/RM(not in scale)



Packaging:

To be an equal partner of business!!!