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Capturing Demand

How Conagra Brands uses real-time behavioral signals to answer consumer intent

March 6, 2019

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Today's Speakers



Lisa Mathison
Sr. Director of Media

CONAGRA BRANDS



Hannah Qualley
Partner Lead

Google



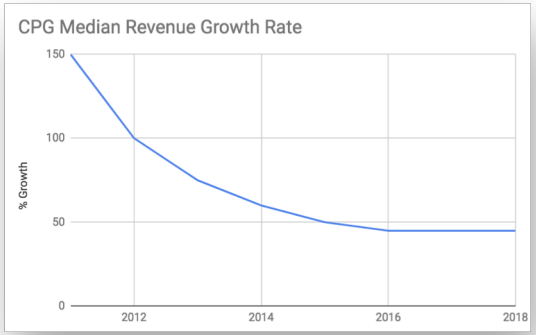
Radhika Mani
Analytical Lead, CPG

Google

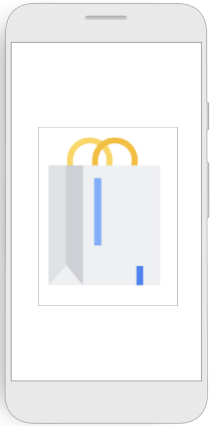
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The CPG industry is experiencing a time of great change

6-year decline



Digital disruption



Small, niche brands growing



Source: McKinsey, 2018

[1]Revenues based on local currency for US-oriented consumer-packaged-goods companies with revenues ≥$100 million (n=195).
[2]Market-cap weighted index of US-oriented consumer-packaged-goods companies.
Source: Capital IQ by S&P Global; Datastream by Thomson Reuters; The Conference Board; Corporate Performance Analytics by McKinsey

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A portfolio that nearly doubled in size following a recent acquisition

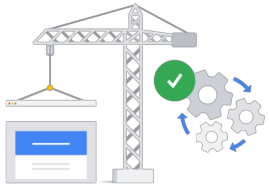
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A company that has adopted the swiftness of a startup

Leverage scale advantage



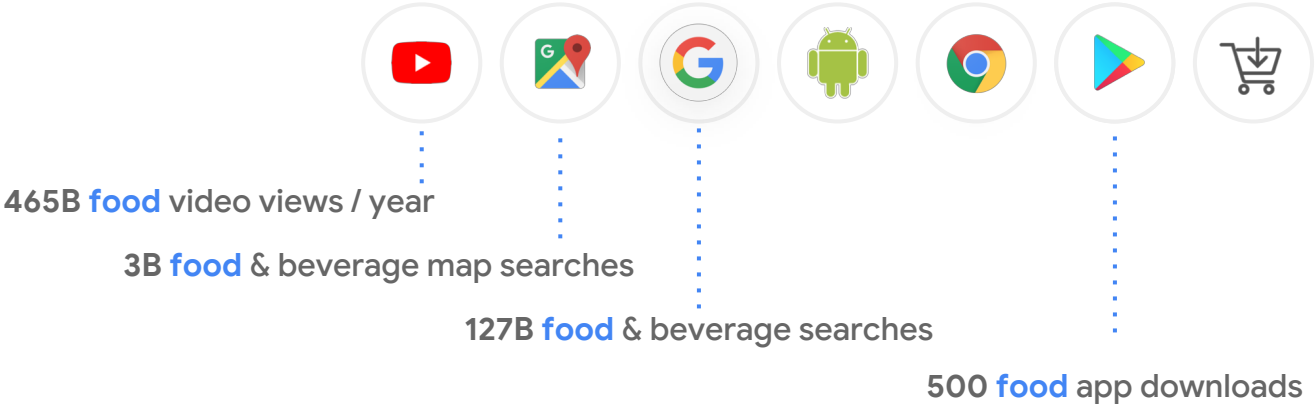
Tipping point trends

Consumer needs

Market response

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Conagra's objective: assist consumers in moments of intent utilizing **real-time behavioral signals**



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Source: U.S. Google Trends, 2014-2018

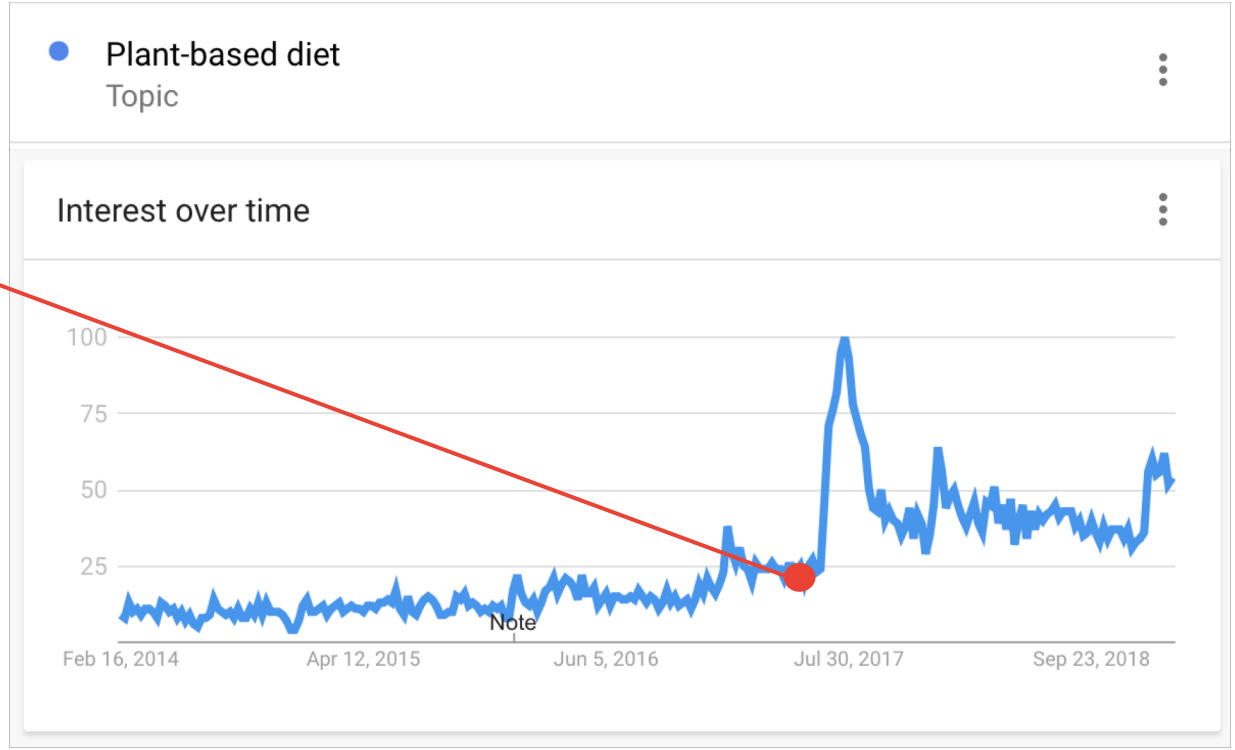
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Reacting to demand in the market

May 22, 2017 --
ConAgra launches ***"Plant-based Power Bowls"***







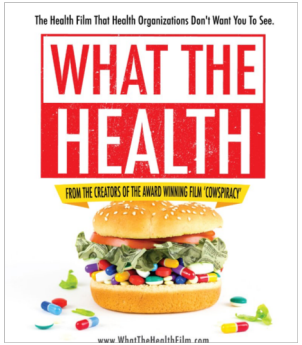
Google Trends: 2014-2019 U.S. Search Volume "Plant-based Diet"

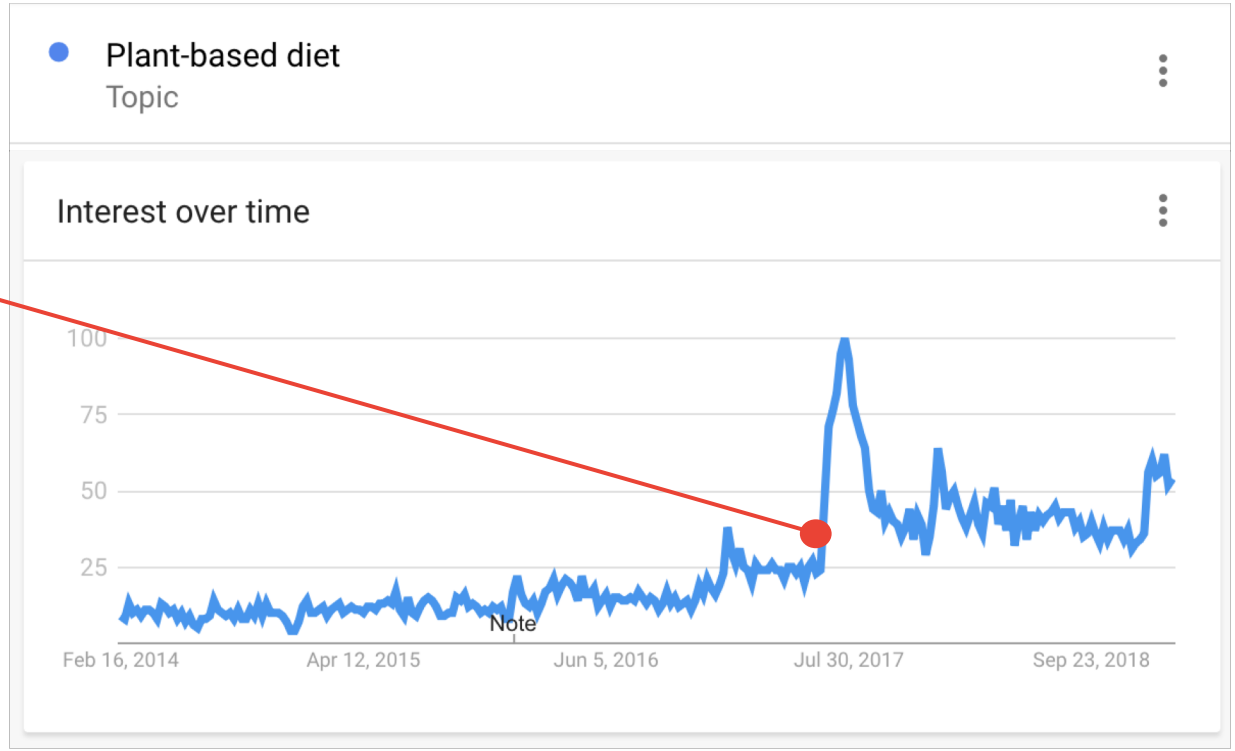
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Leveraging cultural zeitgeist

June 16, 2017 --
"What the Health"
Documentary
released on Netflix





Google Trends: 2014-2019 U.S. Search Volume "Plant-based Diet"

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Conagra's organizational shift: **Demand-based marketing**

Demand opportunity



Google Trends: 2014-2019 U.S. Search Volume "Plant-based Diet"

Google + Conagra align on a system to evaluate signals: Volume & YoY Growth

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Mainstays

- Organic takeout foods
- Organic meals on a budget
- Low carb vegan diet
- Gluten free restaurants
- High protein meal ideas

Search Query Volume

Blue Skies

- Low carb food near me
- Healthy food near me
- Gluten free dinner near me
- Plant based diet
- Low carb high protein recipes
- Keto recipes

YoY Growth

Laggards

- Good whole grain foods
- Buy gluten free products
- All natural frozen meals
- 30 day low carb meal plan
- Low fat plant based diet

Trending

- Healthy easy meatless meals
- High protein, low carb recipes
- Gluten free meal kit
- Gluten free packed childrens lunch ideas
- Organic premade meal delivery
- Low carb instant pot recipes

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Demand-based marketing in practice

Observation-Based Insights

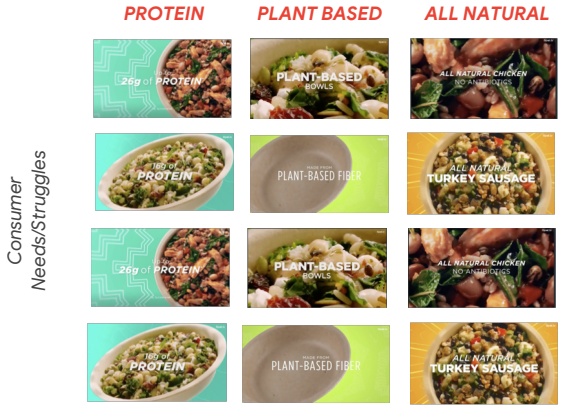
Healthy Need State Signals

- Plant-based diet
- Natural ingredients
- Protein packed



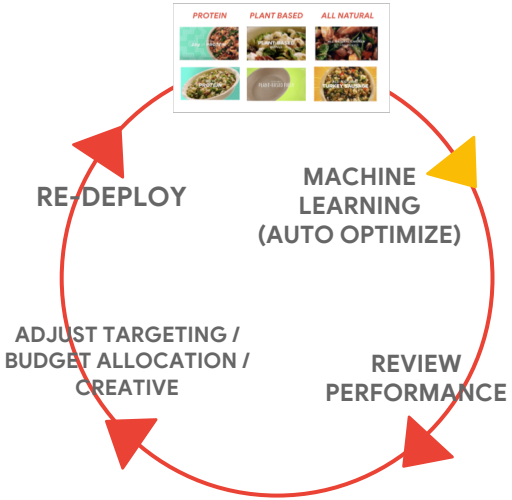
Dynamically Delivered Execution

Product, Message & Targeting as Variables*



Optimization & Learning Engine

Evaluate, adjust, re-deploy



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*For illustrative purposes only

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Impact



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Q&A