

Bord Bia Brand Forum

Insight Driving Innovation

Agenda

- Valeo Foods – Ireland's Leading Ambient Food Business
- Consumer Insight driving Market Success
- Launching the Brand
- The Results
- The Learning's

The birth of Valeo Foods



Flexible & Efficient Manufacturing Operations Delivering Competitive Advantage

2 Key Sites: Cabra & Portarlington

50 million
cans



13 million
sachets



8 million
packets



10 million
packs

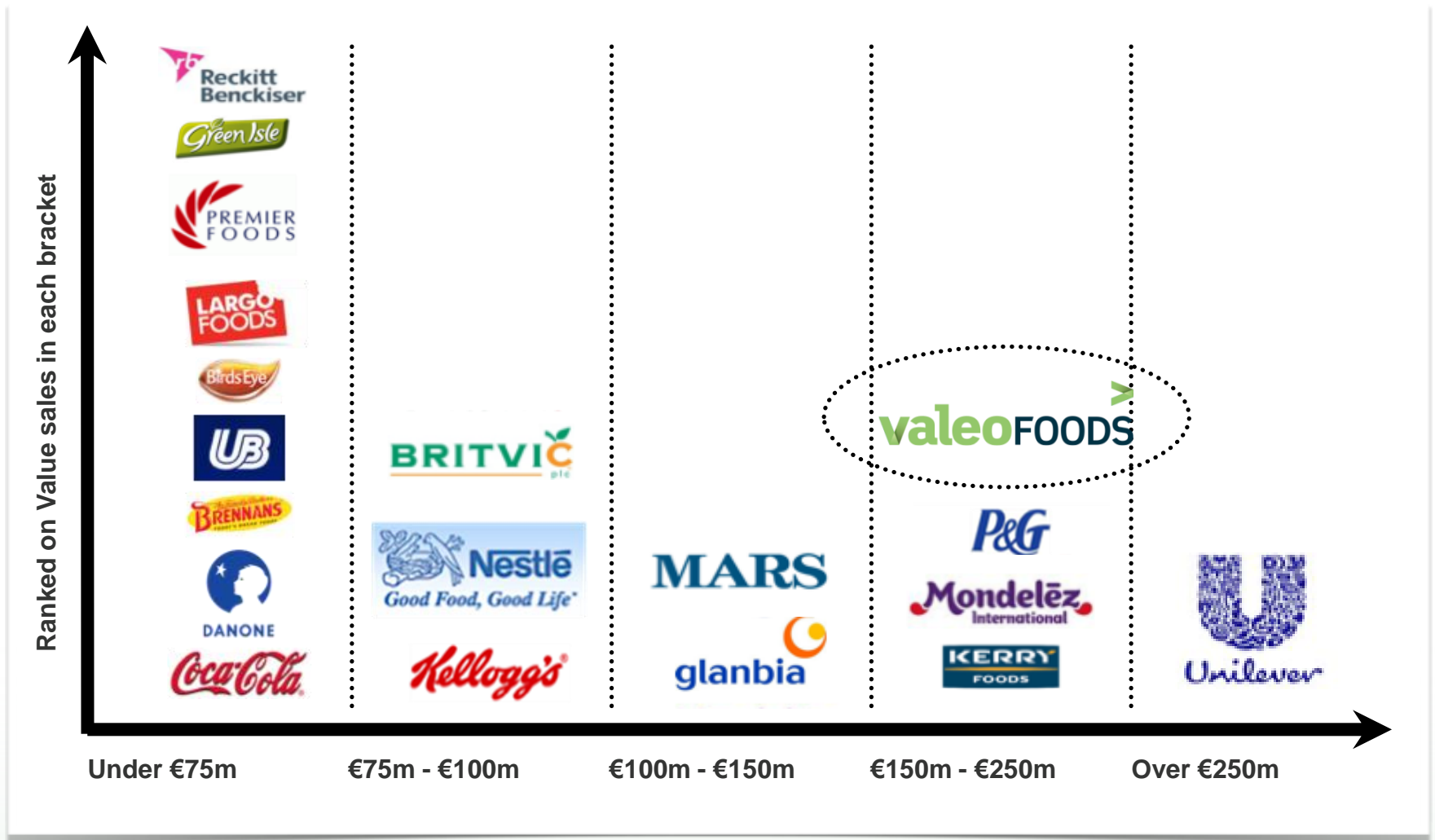


All sites have BRC &
ISO Accreditation

15 million
cases



Valeo is the No. 1 ambient food supplier in Ireland



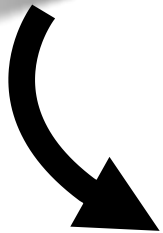
Valeo is a Brand Driven Business



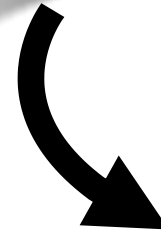
Brand Transformation Programme - €5M investment in 2013



Odlums & Shamrock - Renovating to Differentiate



September 13



September 13

Roma & Erin - Renovating to Differentiate



October 13

September 13

valeoFOODS

Innovating for Growth

Curry Sauce



Kids



No Mess Tub



Microwave Solution



Consumer Insight Driving Market Success

Everything is based on Insight...



Telephone Research
Focus Groups
Assisted Shops
Digital Media

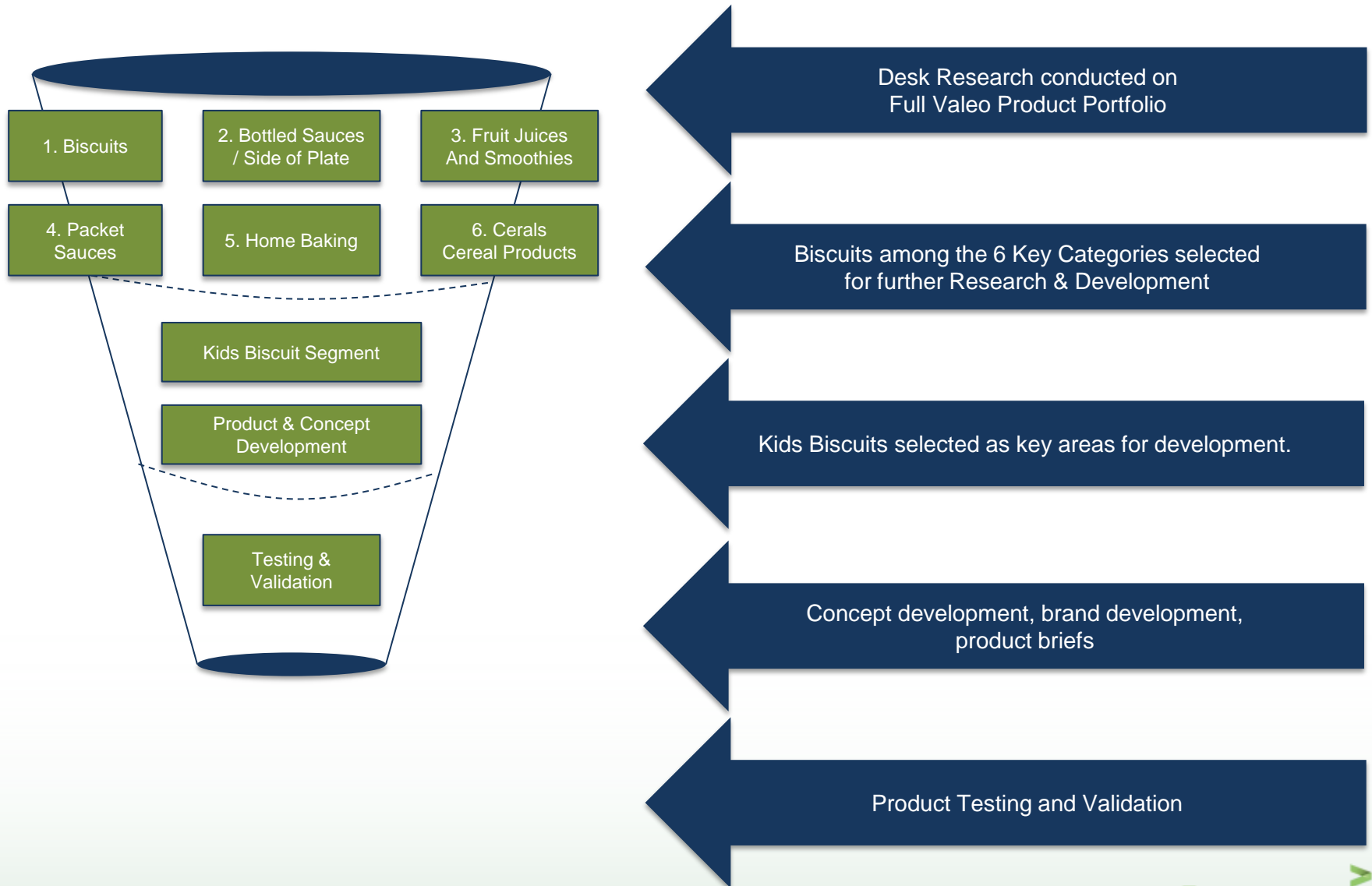


Workshops
Focus Groups



Consumer
Preference Tests
Focus Group
Screening

Consumer Insight creating the opportunity



The creation of J-O's...



J-O's Vanilla Roll Pack



J-O's Milk Choc Snack Pack

Speed of execution from idea generation to shelf delivered in 10 weeks



Week 1



Week 10

Jacob J-O Brand Positioning

ESTABLISH NEW JACOBS J-Os
USP : FAMILY FUN PERSONALITY

MAKE FUN THAT IS...

- **FRIENDLY**
- **SHARING**
- **FAMILY-ORIENTED**
- **ENGAGING**
- **PLAYFUL**



Jacob J-O Brand Communications

1

LAUNCH 30 SEPT
TO MID NOV

1. PRODUCT
MESSAGING
(LAUNCH)

TV AD
RADIO AD
OUTDOOR AD

2

14 OCTOBER
TO MID NOV

2. PROMOTION
MESSAGING
(ENGAGEMENT
)

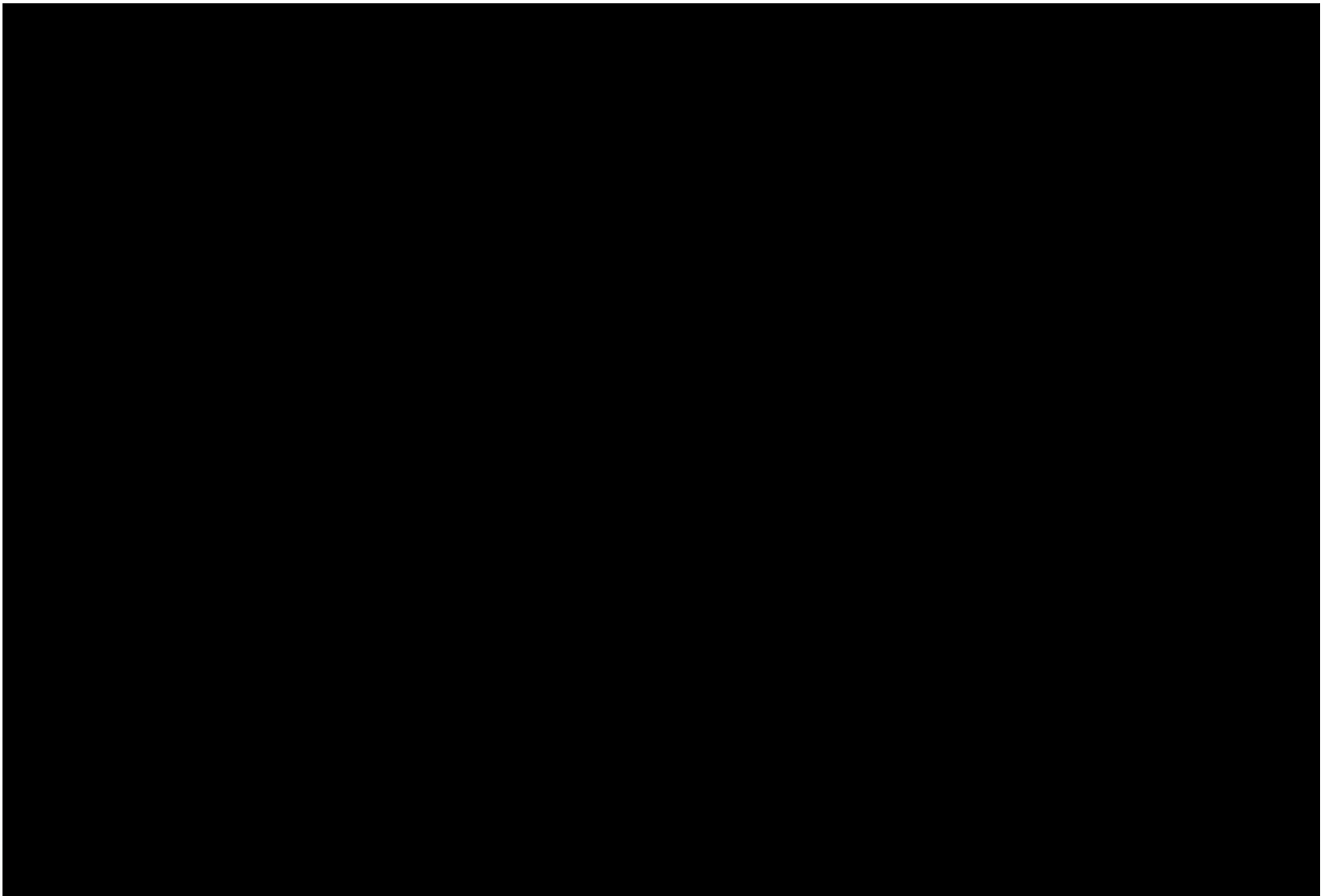
DIGITAL COMP
RADIO COMP
X FACTOR PROMO
IN-STORE
ACTIVATION

Jacob J-O Brand Communications

Jacobs TV advert

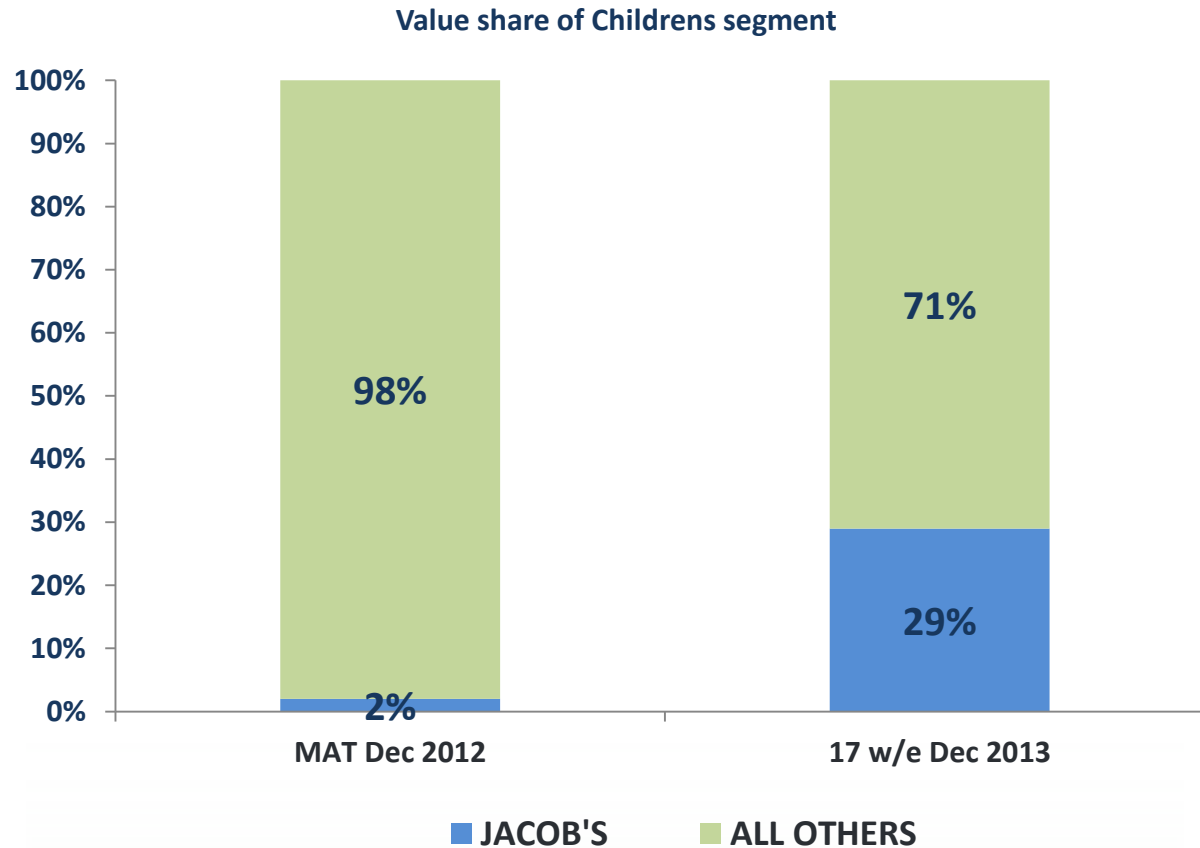
Airing in October to
December 2013





The Results

J-O's driving incremental category growth in the Childrens segment

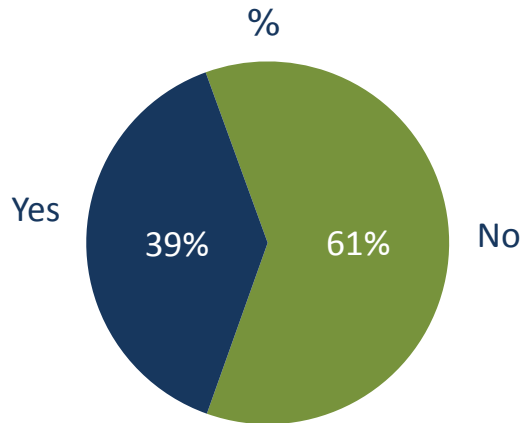


J-O's Advertising Awareness

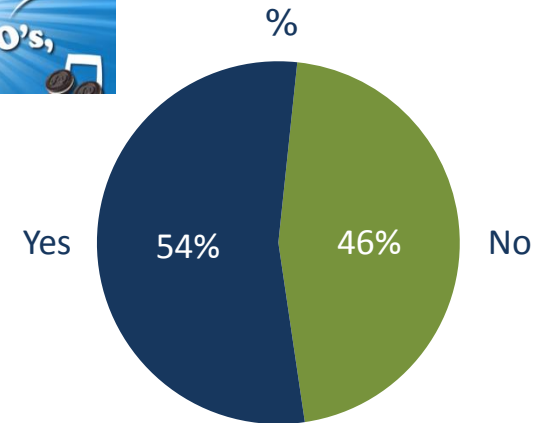
Base: All adults aged 16+ years – 1,201



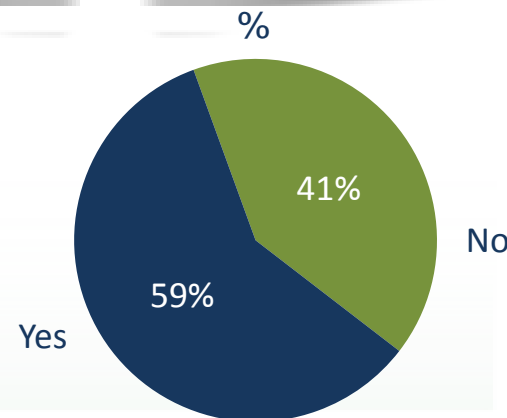
Aware of/Seen
Outdoor Ad



Aware of/Seen
Television Ad



Aware of/Seen
Any Ad



Very positive awareness for J-O's with 3 in 5 within the total sample aware of any J-O's TV or outdoor adverts. Over 1 in 2 have seen the TV while nearly 2 in 5 have seen the outdoor.

Key results after 20 weeks of launch

- 1 Million Packs
- No. 1 Brand in Kids Market in after launch
- 29% Share of Kids Market
- 2 in 3 consumers aware of the brands
- 1 in 4 consumers have tried the product
- 3 in 5 consumers aware of the Advertising Campaign
- Only 20 weeks since launch

The start of a journey...

What did our customers think?

*“The Jacobs J-O’s launch was **the biggest launch** in the Biscuit Category in SuperValu in **2013**. The launch **was 'Best in Class'** delivering fantastic innovation that clearly resonated with our shoppers.”*

Eamon Howell, Commercial Director, Musgrave Retail Partners

*“The Jacobs J-O's launch **was the most exciting launch in Tesco in 2013** inspiring fantastic Category growth and further shopper engagement.”*

Slawomir Leszczynski, Heading of Grocery Trading, Tesco Ireland

Key Learnings

- Create and **environment that supports innovation**
- Use **consumer data and insight** to understand your category
- **Process** is the necessary evil