

STAGE



Be Real
Discover

Empower Expression
Inspire

Browse Options
Explore

Bring home
Purchase

Shine Your Way
Experience

Create The Bond
Advocacy/Repeat Purchase

Initiative
JOURNEY MAP

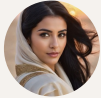


Puck
cooking
cream

TRADITIONALISTS



EXPLORERS



HEALTH DEVOTEES



KEY TRIGGERS

- I like to cook for my family, and enjoy a meal with them
- I often cook recipes that I learned from my mother
- I like to try a new recipe from an international cuisine
- I saw a recipe online and I want to try it
- I want to cook a meal that is high in nutrients
- I want to cook something at home to avoid ordering in

SOURCES OF INFLUENCE

- #4 #1 #1 Celebrities/Influencers
- #1 #2 #2 Social Networks
- #2 #4 #3 Television
- #3 #3 #4 People in my entourage

CATEGORY TURN OFFS

- Price
- Order In for convenience
- Avoid Dairy
- Make Cream at Home

RESEARCH SOURCE

51%	38%	60%
Peers	Search Engines	in-store

RESEARCH SOURCE

52%	65%	46%
Search Engines	Instagram	Online Vlogs

RESEARCH SOURCE

49%	67%	55%
Search Engines	Social	Online Vlogs

PURCHASE DRIVERS

Price/Offres	#2 #2 #4
Convenience	#4 #1 #2
Brand	#1 #4 #3
Health Benefits	#3 #3 #1

RETAIL CHOICE

In-store	60%	52%	57%
Online Retail	40%	48%	43%

SHARING THE EXPERIENCE

SOCIAL NETWORKS	16%
FRIENDS AND FAMILY	63%
SOCIAL NETWORKS	18%
FIENDS AND FAMILY	43%
SOCIAL NETWORKS	21%
FRIENDS AND FAMILY	55%

ADVOCATE



CROSS SELL

UP SELL

BUY Puck cooking cream

INFLUENCES



SOCIAL MEDIA

FRIENDS & FAMILY

CELEBRITIES & INFLUENCERS

INFLUENCERS

TELEVISION

SOCIAL MEDIA

SEARCH

SOCIAL MEDIA

COOKING WEBSITE

ONLINE RETAIL

IN-STORE

SOCIAL MEDIA

COMMUNITIES

CONTENT NEEDS



EMOTIONAL

INSPIRATIONAL

RATIONAL

INSPIRING

VARIETY

REASSURING

CULTURAL

INNOVATIVE

EDUCATIONAL

CULTURAL

VALUE

BENEFITS

EMOTIVE

ENTERTAINING

INSPIRING

MEDIA



Social Media

Influencers

Friends & Family

Social Media

Linear TV/ CTV

Online Video

Social Media

Search

Online Retail

Online Retail

In-store Promos

Promo Notifications

Influencers

Social Communities

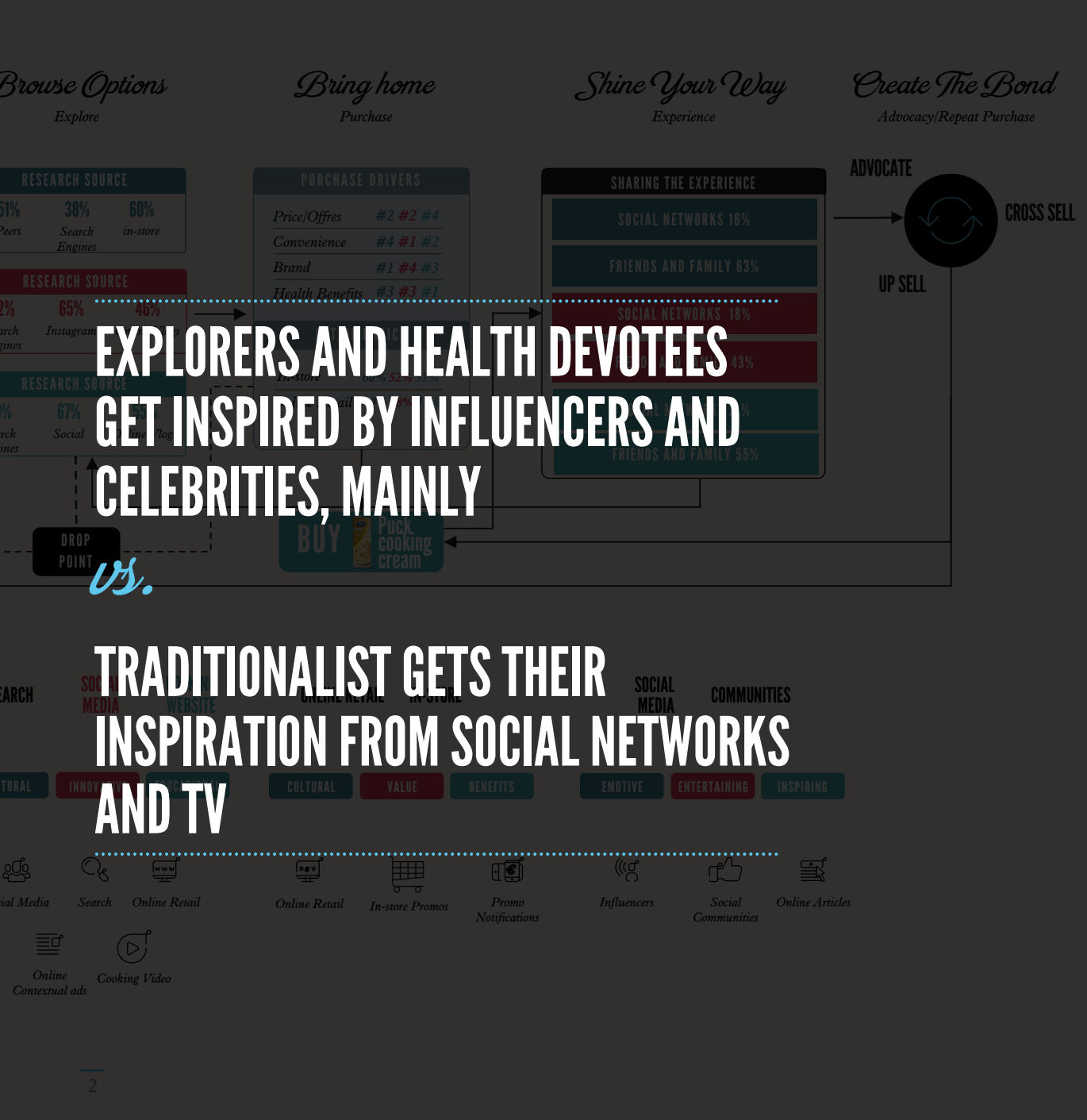
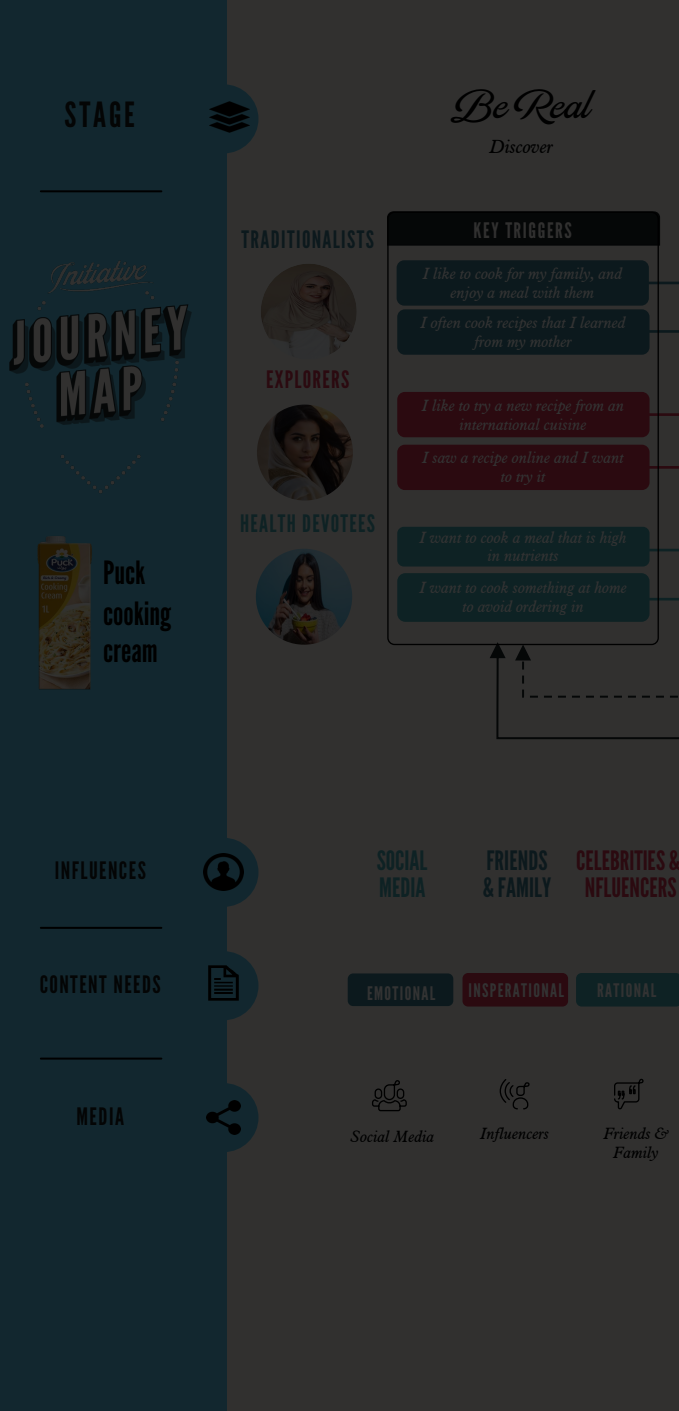
Online Articles

Podcasts

Online Articles/Recipes

Online Contextual ads

Cooking Video





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SEARCH **SOCIAL MEDIA** **COOKING WEBSITE**

CULTURAL **INNOVATIVE** **EDUCATIONAL**

Social Media Search Online Retail

Online Contextual ads Cooking Video



Be Real
Discover

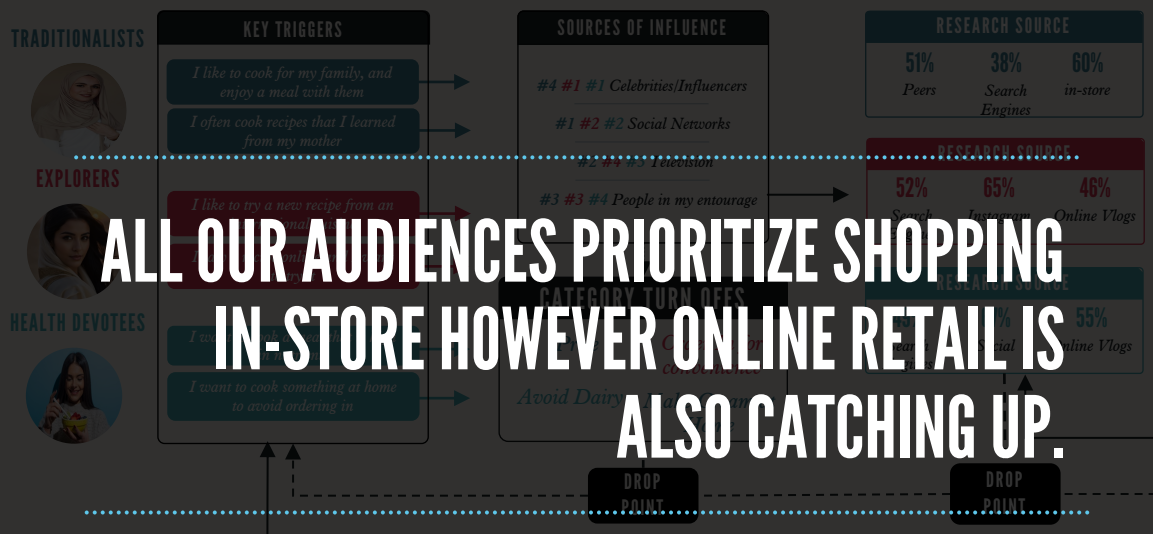
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ALL OUR AUDIENCES PRIORITIZE SHOPPING IN-STORE HOWEVER ONLINE RETAIL IS ALSO CATCHING UP.

PURCHASE DRIVERS

Price/Offres	#2 #2 #4
Convenience	#4 #1 #2
Brand	#1 #4 #3
Health Benefits	#3 #3 #1

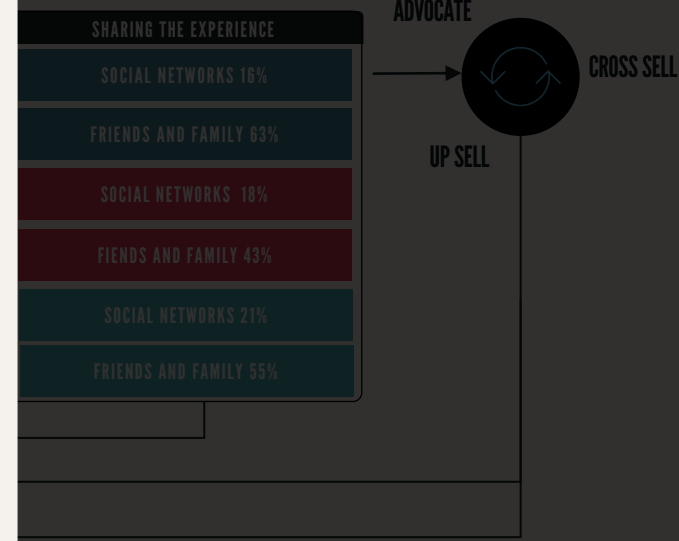
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ONLINE RETAIL IN-STORE

CULTURAL VALUE BENEFITS



SOCIAL MEDIA COMMUNITIES

EMOTIVE ENTERTAINING INSPIRING

