Nutrition Data and the Omni Channel Experience

Oldways Dietitian Symposium
New Orleans - 2016
Overview

• Introduction
• What is ‘Omni Channel’ Marketing?
  • Industry & technology trends
  • Examples of broken channel retailing vs Omni Channel
• Incorporating Nutrition in Omni Channel
• Recommendations & Resources
• Questions
healthyAisles – the most-trusted data source in shelf-edge nutrition

healthyAisles®
- 3 of the Top 5 U.S. Grocers
- 1 of the Top 3 U.S. Drug Retailers
- >14,000 stores, >35 retailers
- >150K UPCs under management
- >70 attributes

Aligned with federal guidelines
- Attributes based on FDA & USDA guidelines
- Strategic partner of USDA MyPlate
What is “Omni Channel” Marketing

• The latest buzz word in all of retail

• Basically “cross channel” marketing, which has been around for years….but with fully optimized technology & communications

• In essence, it is a TRUE CONTINUITY OF EXPERIENCE that shoppers now want and expect
Why Omni Channel Matters

• The landscape of retail has changed dramatically in the last 5 years
  – Online grocery shopping
  – Grocery delivery
  – App usage
  – AMAZON
Why Omni Channel Matters

• Currently 3.3% of US Grocery spending is online, but is expected to grow to 20% by 2018.
  (Source BI Intelligence, Grid Dynamics)

• Smartphones used by over 75% of U.S. mobile user base, as of Q4 2014
  (source Supermarket Guru, comScore)

• Digital platforms influenced $1.7 trillion of in-store sales in 2014 compared to just $0.33 trillion in 2012.
  (source Supermarket Guru, Deloitte’s Navigating the New Digital Divide)
Consider your own experiences

How do you feel when?

• Purchase a dress online from Loft, but you can’t return the dress in your local store due to policies or systems

• Pre-shop & compare online for large purchases, but items are not available in local stores

• When shopping for food online, additional information beyond item and price is not available
Why should nutrition be included?

1. Your retailer has demonstrated a commitment to health & wellness (they hired you!).
2. You are in the business of selling food…..healthier food.
3. Health conscious shoppers seek out nutrition information, and spend more per trip.
4. Shoppers want transparency during shopping experience.
5. If you are communicating nutrition info in most other channels, it is a part of your retailer’s brand.
How Nutrition Fits the Omni Channel
New Resource & Industry Partnership
Each Shopper has a different profile

Personalized food scores for each user’s profile
See personalized nutrition fact panels

Can align with Fitbit & other wearables

Calculate daily calorie and nutrition allowance based on actual activity
Receive recommendations based on profile
Brings Nutrition to Life in the Omni Channel

• This partnership leverages a Single Source of Nutrition Data
  – ShopWell can develop a unique API for retailers that allows for the ShopWell app functionality to be “white labeled” and incorporated into your own app, web site, & e-commerce platform.

• healthyAisles attributes are incorporated into app & viewable to shopper by scan/UPC
• Connect to Shopper Loyalty Card
• Full Category Analytics
• Private Label Data Included
Summary

• Shoppers are increasingly relying on web & mobile to be reliable platforms for shopping & planning.
• Nutrition is a part of your in-store experience. It should also be a feature of your social media, web, & mobile strategy.
• Work with your digital marketing team internally to determine how you can become indispensable to their Omni Channel marketing strategy.
Thank you!

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