



*MARKETING BELIEFS TO DRIVE GROWTH IN A  
CHANGING WORLD*

*NICK ROBINSON*

*Delighting the tastes of tomorrow*

*An introduction....*



# Kerry Group Today

## Unique Positioning to Deliver on Today and Tomorrow's Consumer Needs



130  
PRODUCTION  
LOCATIONS



€16bn  
ENTERPRISE  
VALUE



24,000  
EMPLOYEES



# Kerry - *Leading to Better* over the past 45 years

## *Our Food & Beverage Heritage*



Founded in Rich Dairy Heritage – From Food, For Food

Investment in new Technology Platforms

Pioneering Sustainable Approach to Serve Today's Consumers

DAIRY & SAVOURY

INGREDIENTS & FLAVOURS

TASTE & NUTRITION

# People – The Heartbeat of Kerry

A global team of 24,000 people passionately striving for better...

*for consumers,  
with our customers,  
on behalf of each other,  
our shareholders,  
and our company*



# Kerry Foods



*Agenda For This Evening*

# Marketing Beliefs to Drive Growth in a Changing Environment



**ADVERTISING USED  
TO CARRY THE  
POSITIONING**

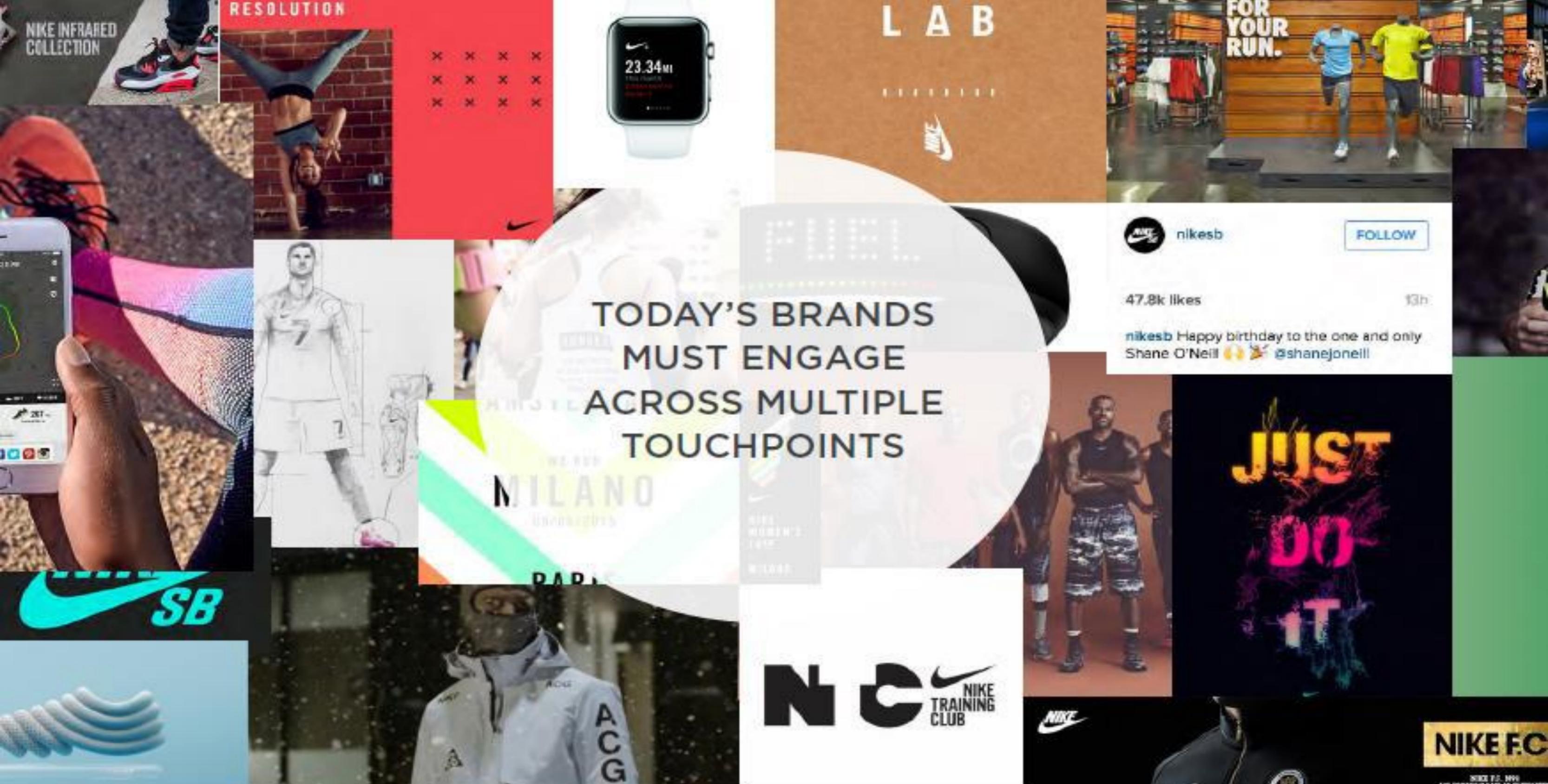


Unleaded Fuels



SO MEMORY STRUCTURES WERE BUILT BY ATL ADVERTISING ASSETS





TODAY'S BRANDS  
MUST ENGAGE  
ACROSS MULTIPLE  
TOUCHPOINTS

 nikesb [FOLLOW](#)

47.8k likes 13h

nikesb Happy birthday to the one and only Shane O'Neil 🥳🔥 @shanejoneill

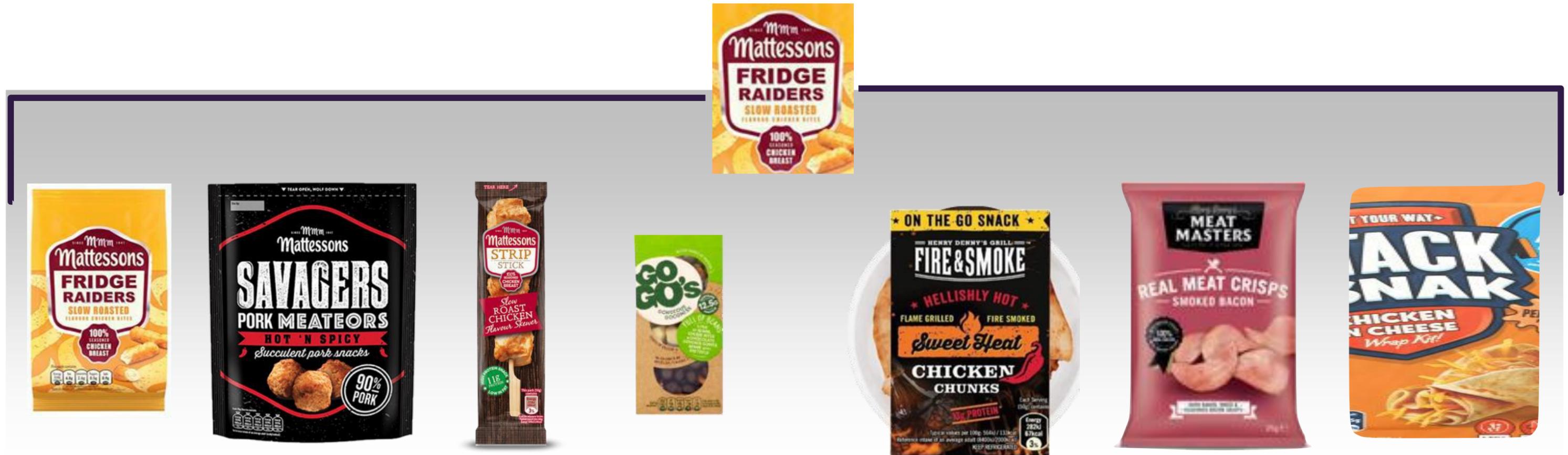
1.

# Create Coherence Through Visual Identity

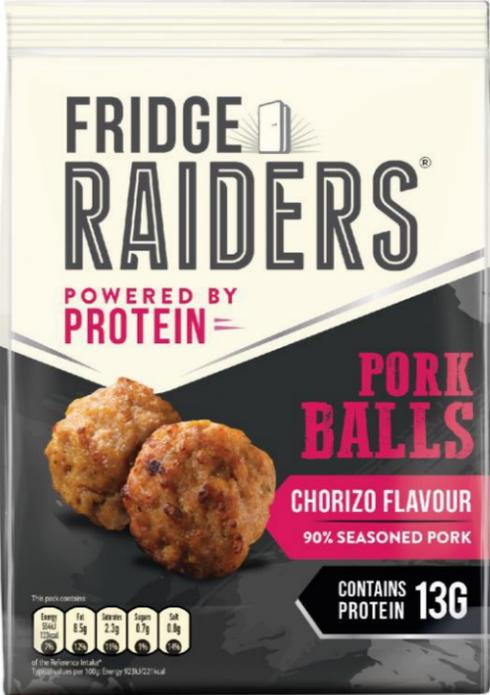
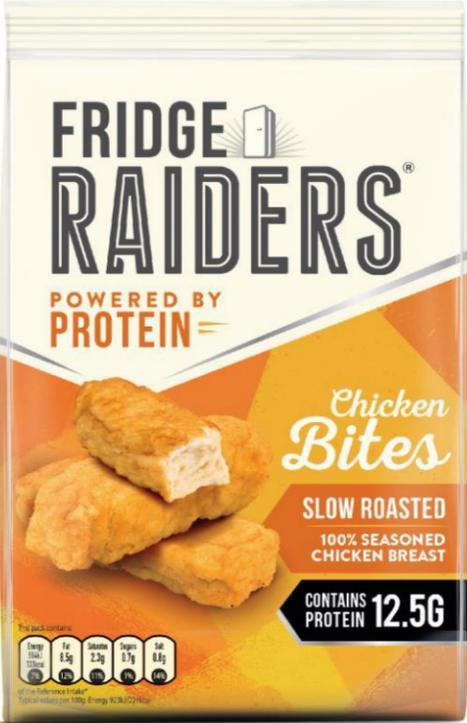
*Now it's Complicated!*



*We have disparate identities across our current snacking brands*



# New Visual Identity Line-up to create greater visual coherence & scale



2.

# Be Driven By Purpose

*Purpose matters to consumers*

“We know that consumers want brands with purpose. Global spending on ‘responsible consumption’ products is \$400bn”

*Keith Weed, Unilever*

**SUSTAINABLE LIVING PURPOSE**

**SUSTAINABLE LIVING BRANDS**

**SUSTAINABLE LIVING PRODUCTS**

**NEARLY 1/2**

**OF OUR GROWTH WAS DELIVERED BY SUSTAINABLE LIVING BRANDS IN 2015**

We now have top and bottom line evidence that brands with a purpose - thoughtful, authentic brands - grow faster

**Jonathan Attwood**  
VP Sustainability & Corporate Communications

We all have a part to play in building a better future.  
**What's yours? #collectiveaction**



TO MAKE A DIFFERENCE  
*Make a Minute*



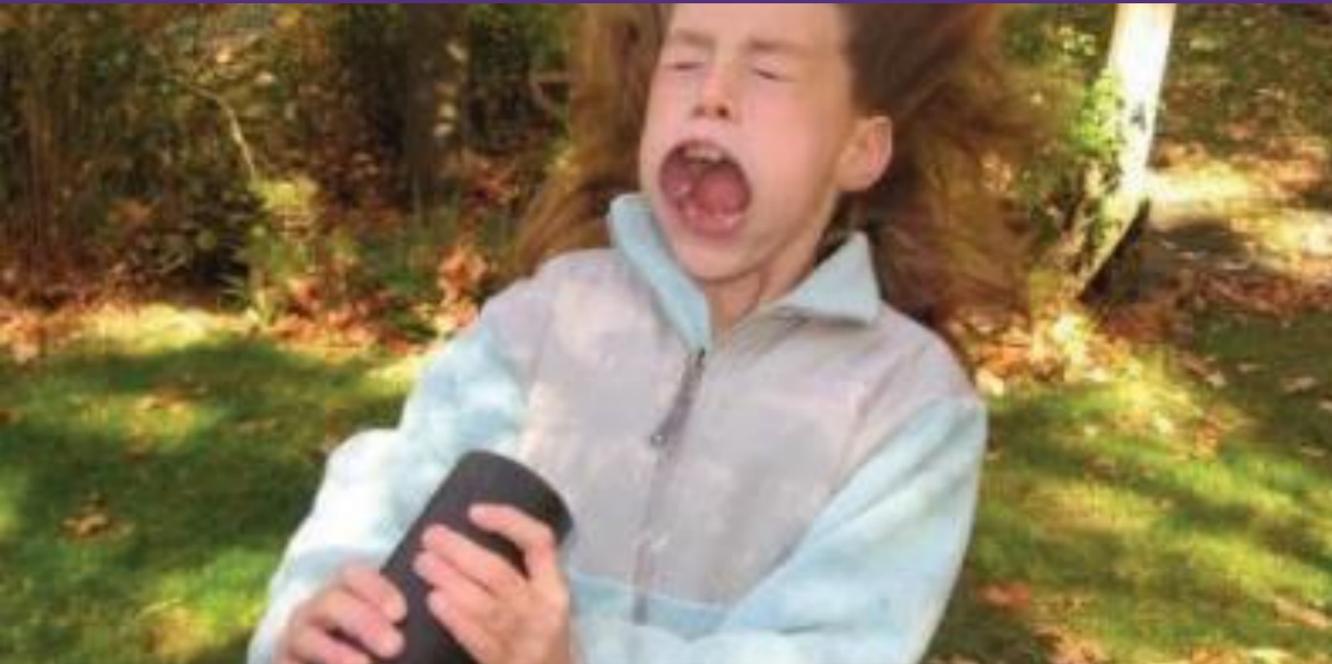



BEE MY EYES    SAVE THE BEE    TURTLE WATCH    GORILLA SACTUARY

FIND OUT HOW AT [MAKEAMINUTE.IE](http://MAKEAMINUTE.IE) 



CHEESTRINGS BELIEVE FUN IS AN INTEGRAL PART OF A  
HEALTHY & HAPPY CHILDHOOD



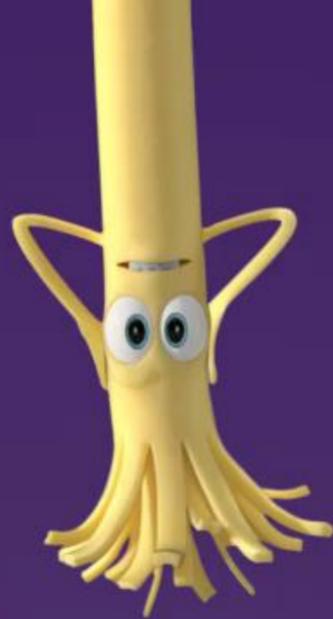
OUR PURPOSE: BE THE BRAND TO MAKE KIDS'  
LIVES AS FUN AS POSSIBLE..!



# FUNVENTIVE



Where INVENTIVENESS meets DAIRY FUN!



A



Production

*Founders of Brands are often Driven by Purpose*



Henry Denny, founder of the firm.



3.

# Be the Brand You Want to Be

# Negative Richmond Social Media Examples

**Pat Proud**  
8 May at 19:27 · 🌐

Well **Richmond sausages** have joined the pay the same for smaller packs frozen packs of 16 now contain 14 disgusting

Like Share

**Anne Kelly Richmond**. The 'sausages' that turned me into a vegetarian. Can't think of anything more disgusting.  
Like · Reply · 69 · 10 April 2016 at 12:39

**Mandy Gee** Hardly any meat in them!  
Like · Reply · 1 · 14 May 2016 at 00:49

**Nicola Orsborn** 42% meat so 58% of stuff I'd rather not think about!  
Like · Reply · 1 · 14 May 2016 at 08:44

**Anne Kelly** Oh absolutely. It really is vile!  
Like · Reply · 14 May 2016 at 09:08

**Vickie Clarke Brown** It's rusk, it's not bad for you. (Probably better than the meat).  
Like · Reply · 14 May 2016 at 13:50

**What National Day Awesome** thanks so much  
Like · Reply · 21 March at 01:31

**Karl Storey**  
★★★★★ · 5 August 2016

I have just eaten a Richmonds Sausage, I think it was without question the most disgusting meat product I have ever sampled. So I gave them to the cats. the cats jumped at them, meowwed... fought each other in their excitement to get to the plate fist.. then sniffed.. not even tasted.. then walked away.. I can only say I wish I did the same. How do Richmonds even stay in business?

Clearly they are a budget sausage but, if your poor to be only able to buy these, then roast a carrot, it will actually taste better. (and Im a meat lover)

**Tracy Evans**  
7 May at 10:34 · 🌐

**Richmond sausages** food of the devil!  
Bloody gross one happy dog though

4 1 Comment

Like Comment Share

*Be on the Offensive not the Defensive is the right approach*



# #NationsFavourite campaign strikes a chord with our consumers!



**10M**  
Facebook Views



78 pieces consumer coverage



Most impressions on mobile

**35%**  
campaign engagement rates



156 million PR OTS



7 million viewers SKY Sunrise



65 million radio listeners



7 million post engagements

*Brand re-launch results so far ...*

HH  
Penetration\*



New Shoppers  
Returned\*



Brand Value  
Growth\*



Category Value  
Growth\*



\* Kantar WPO December - 12 weeks vs. same period YAG

4.

# Show up Big & You Will Be Big

Showing-up BIG with our new Fridge Raiders Megabrand.



Delighting the tastes of tomorrow



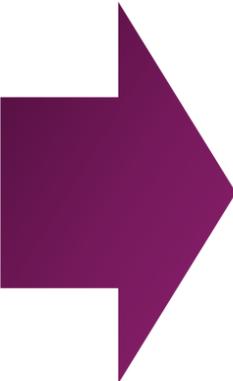


5.

# Get the Price Right

# Consumers are Better at Judging Price / Value than Ever Before

## Brands



## Consumers



Expect Good Products to Be Cheap



# *How do we avoid the Squeezed Middle*



**VALUE:** The amount of money people are willing to pay for our Brands  
(or products)

**PRICE:** The amount of money we ask people to pay for our Brands  
(or products)

**THINGS GO WELL WHEN:**

**VALUE > PRICE**

6.

# Marketing Always Goes Last

**“Marketing is way too important to be left to the marketing department”**

*David Packard, co-founder, Hewlett-Packard*

# 6 Beliefs to Drive Growth

**1.** Create Coherence Through Visual Identity

**2.** Be Driven By Purpose

**3.** Be the Brand You Want to Be

**4.** Show up Big and You Will Be Big

**5.** Get the Price Right

**6.** Marketing Always Goes Last