

1 Year On Improving The Basics

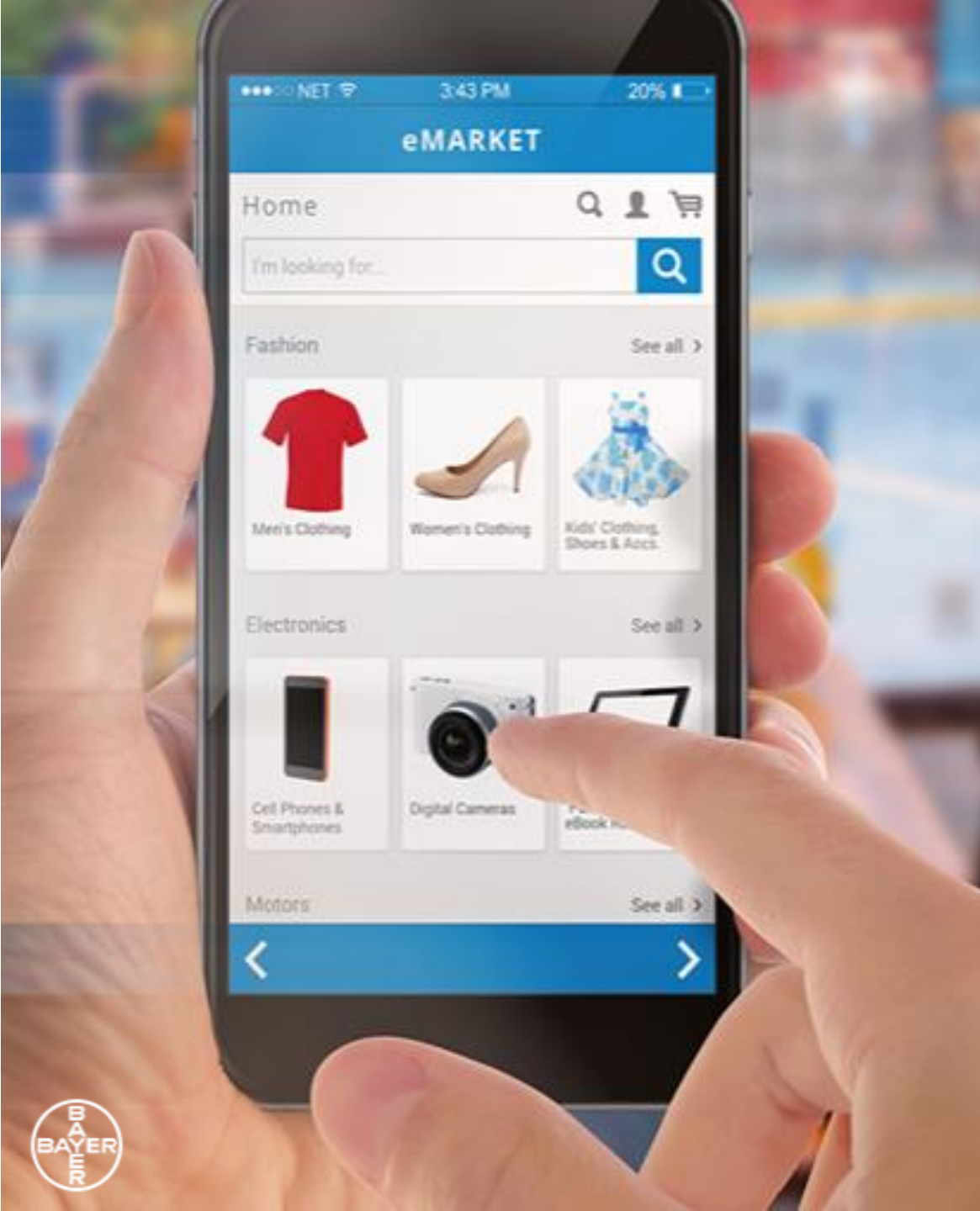
Amsterdam, 12th
September 2019

AJAY SHARMA
GLOBAL eCOMMERCE
CAPABILITY
LEADER



Our Consumer Health business has a portfolio of market leading and heritage brands



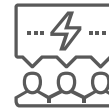


OBJECTIVES

eCommerce focus areas



_Develop eCommerce strategies & tactics to meet business, shopper & retailer needs



_Develop best in class execution plans



_Establish Go to Market structure that balances today's needs with tomorrow's opportunity



_Identify Right Partners to deliver



_Build capability around Digital & eCommerce

GAME PLAN



ENGAGEMENT

Rich
content



DISCOVERABILITY

Search and
placement



REPRESENTATION

Basic
content

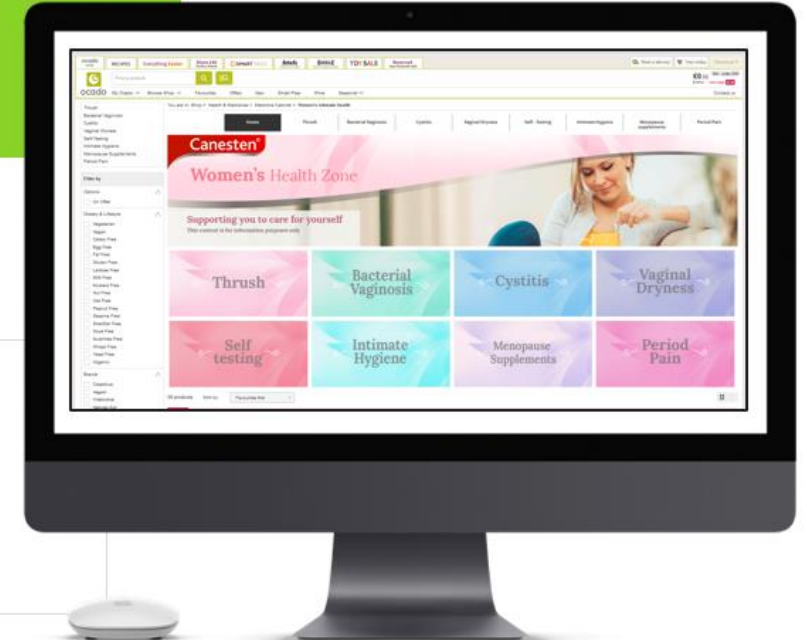
Fix the basics: Assortment & Images



RE-CAP 2018

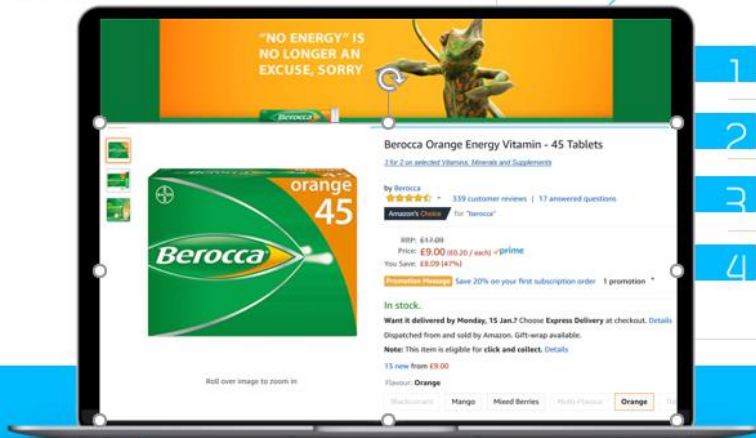
Impact rich content

Ocado UK



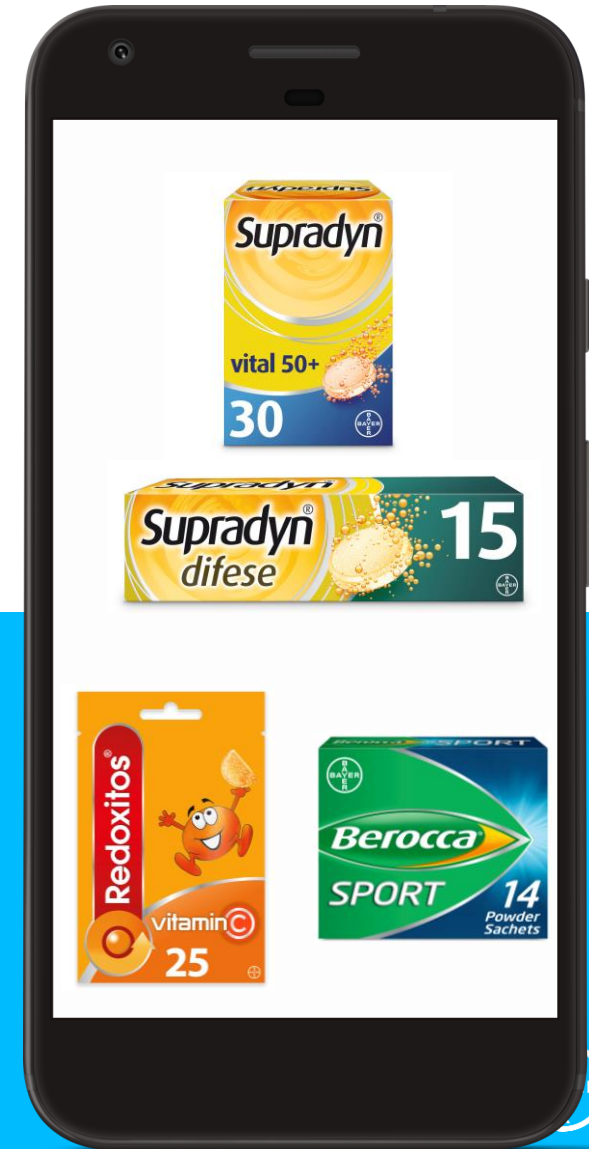
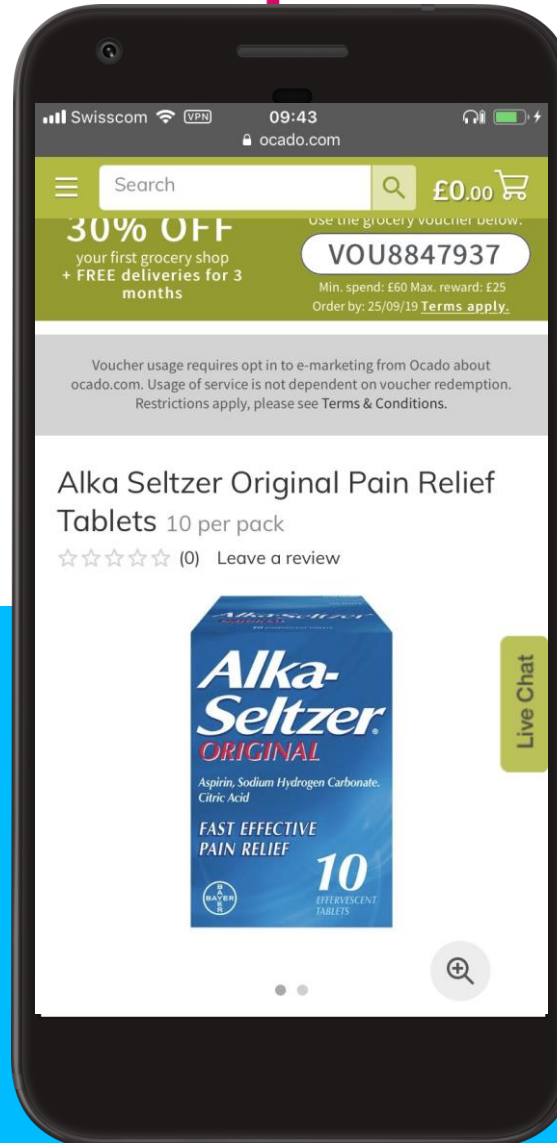
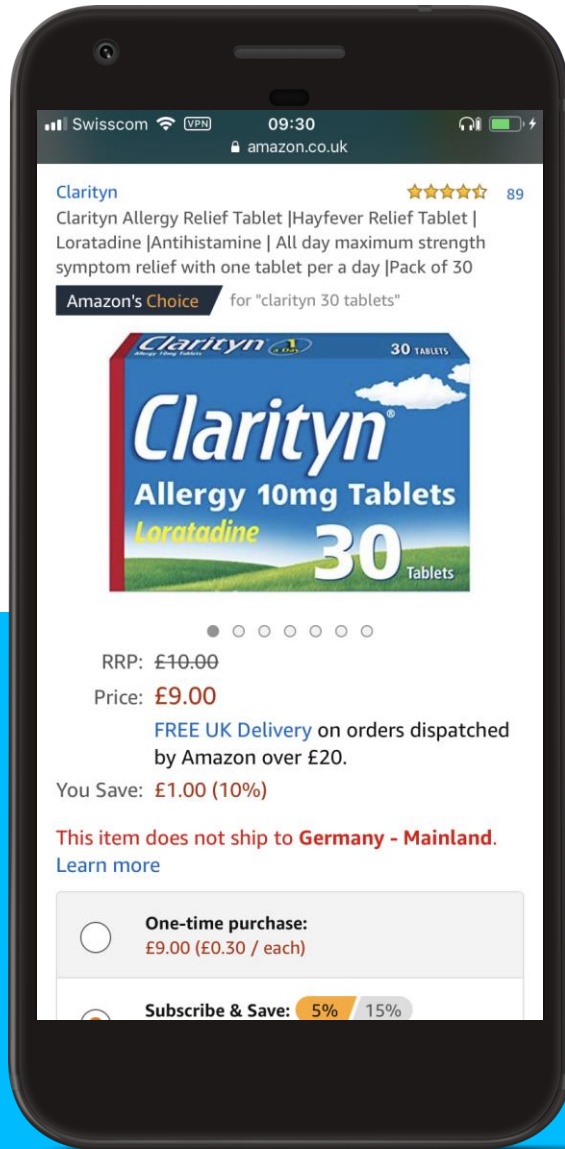
- 1 Information to help self care
- 2 Understand Shopper
- 3 Category Approach

Build Search placement



- 1 Brand
- 2 Flavour / Variant
- 3 Key Search term
- 4 Size

Signs of progress



Signs of progress



ENERGY & TIREDNESS

TIREDNESS IS ONE OF THE UK'S BIGGEST CONCERNS* SO IT'S IMPORTANT TO FIND WAYS TO MANAGE THIS EFFECTIVELY

*Mintel Vitamins Report, 2015

VITAMINS, MINERALS & SUPPLEMENTS THAT CAN HELP WITH YOUR ENERGY NEEDS:

- Helps with your daily needs**
 - B Vitamins**
A group of 8 different vitamins, together they help you release your energy from food, reduce tiredness and support mental performance.
 - Iron**
Helps the body produce red blood cells, which provide oxygen to your muscles.
- Provides that extra boost**
 - Caffeine**
Stimulates the nervous system and helps increase alertness.
 - Glucose**
A source of energy consisting of simple sugars.



Collaboration with the US

Growth, Accelerate & Support



Reapplication to markets

amazon





Same Principles – just more to consider!



1. Product title
2. Primary product image
3. Secondary images
4. Product video
5. Product description
6. Price
7. Ratings & reviews
8. Below the fold is basic/
premium enhanced

Impact

rich content



- 1 Optimising Basics
- 2 Improved content
- 3 Rolled out



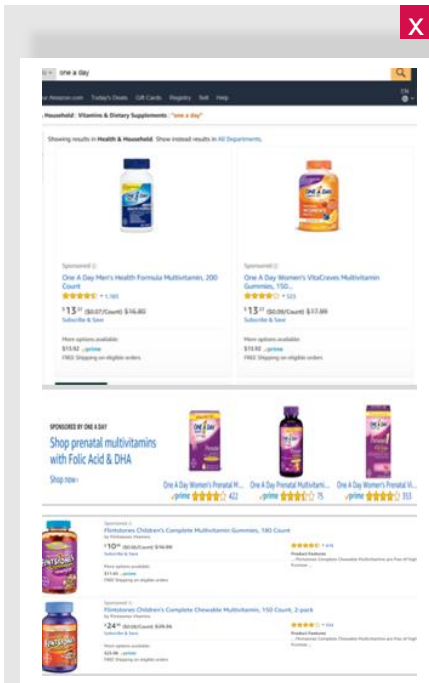
Impact

rich content

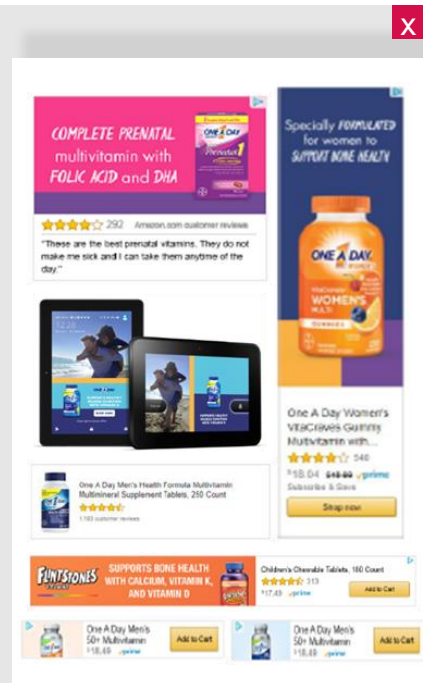
Connected Pan



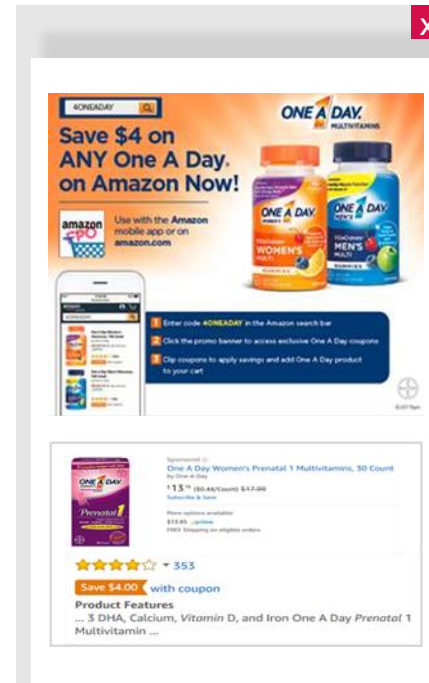
AMS SEARCH



AMG TARGETED DISPLAY MEDIA



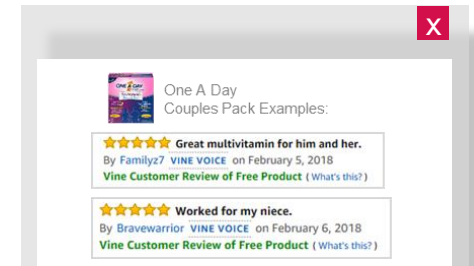
VPCS VENDOR POWERED COUPONS



CUSTOM ASSORTMENT UNIQUE OFFERINGS



Vine Voices Seeded Reviews



We've activated A+

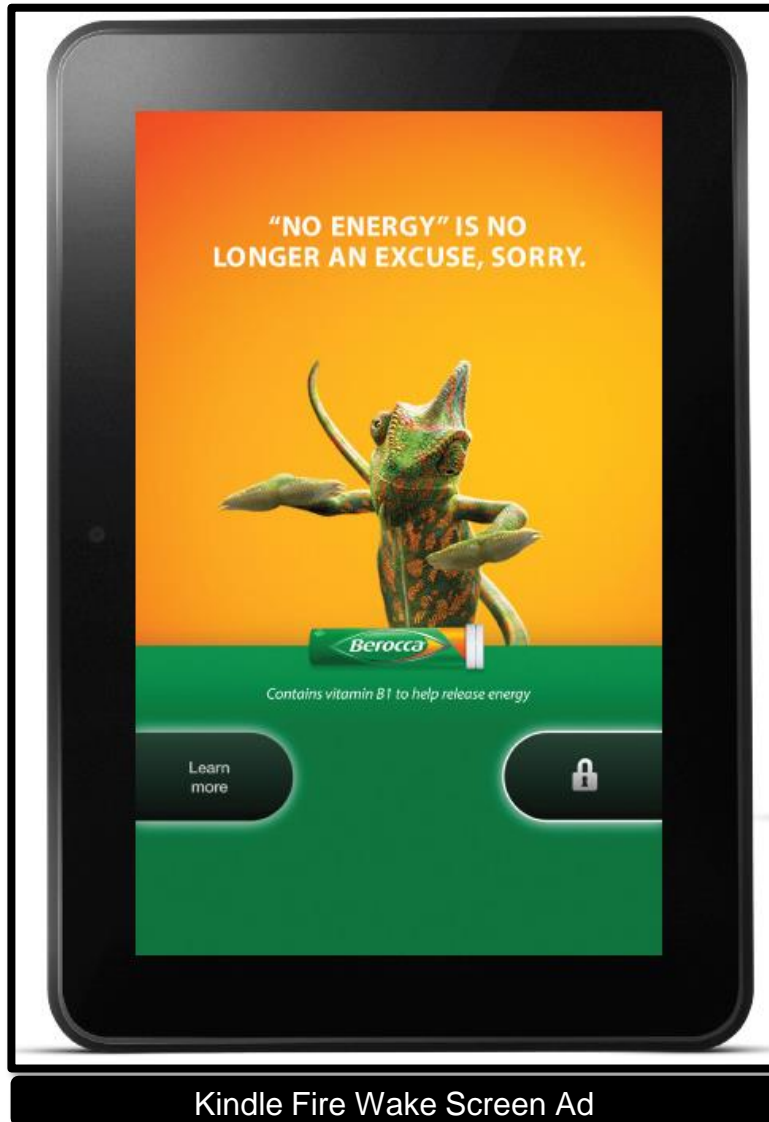
across our full range working both in-house
and with external agencies

Conversion

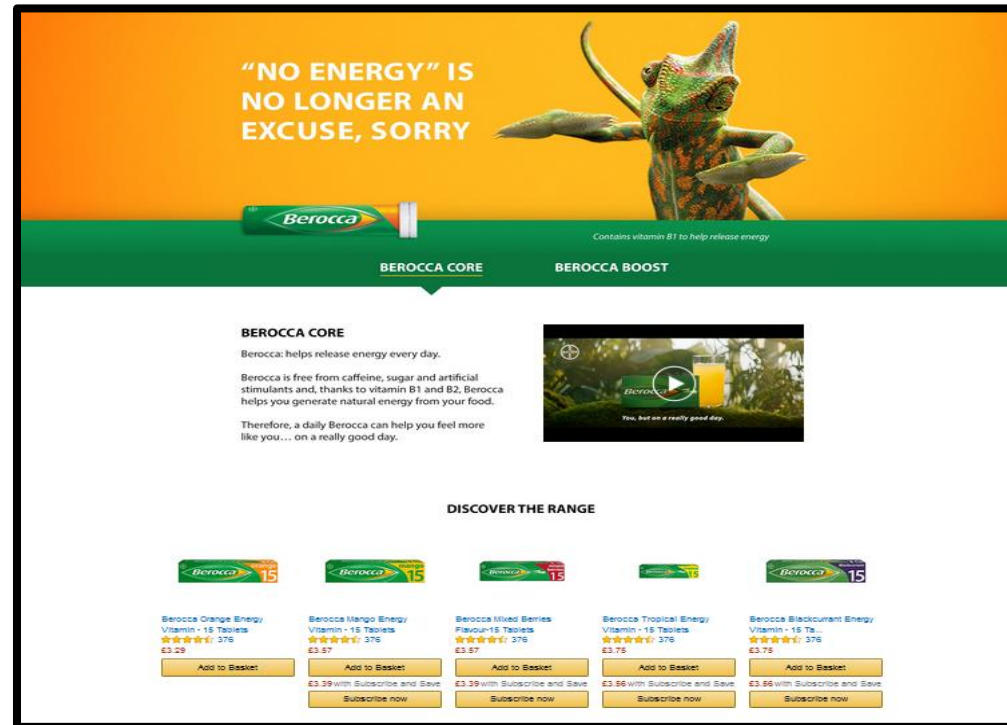
_Improve Customer Experience
_Support planning of annual
promotions calendar and unlock
custom promotions



Impact



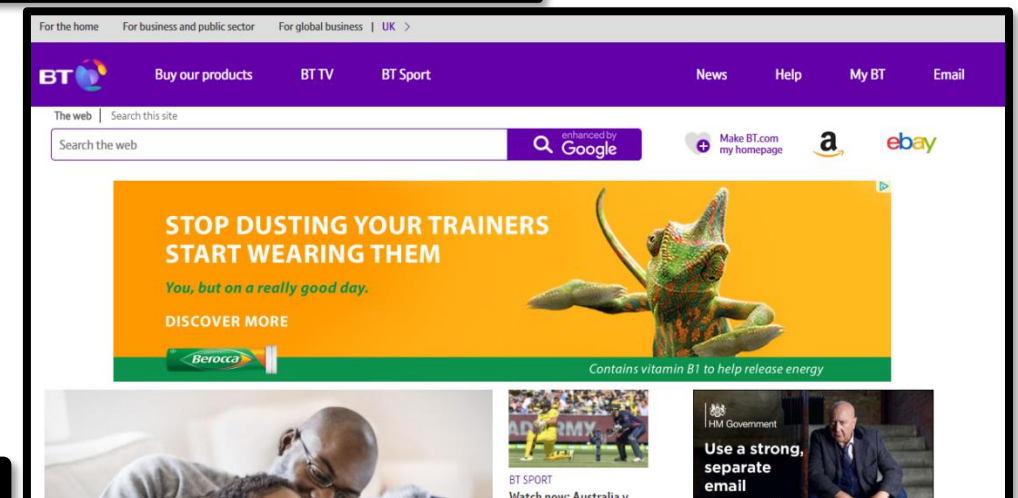
Kindle Fire Wake Screen Ad



Landing Page

KPI's:

- Impressions
- CTR
- Sales uplift over time



AAP - Dynamic eCommerce Ad

COMMERCIAL KPI

Understanding your P&L

— Sales growth

Net sales (SELL IN)
EPOS (SELL OUT)

— Profitability

Online vs Offline



eCOMMERCE TRACKING KPI

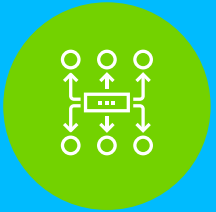
— Content

e.g Images, titles, short & long descriptions, A+ content tracking.
Multiple partner pilots.

— Search

Search return within top 10 by
Brand & Category terms.

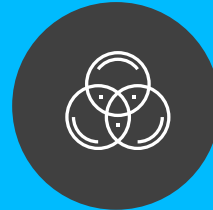
Mobilise



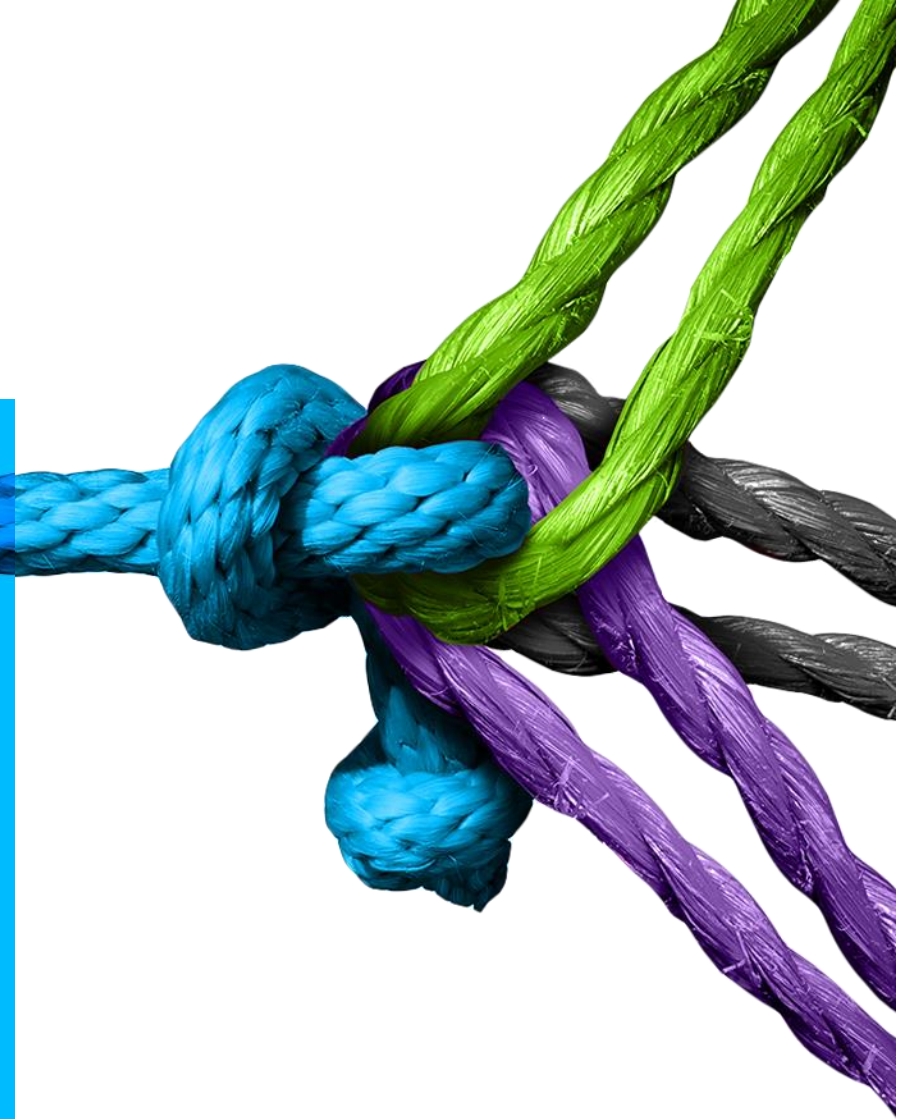
INTEGRATION



EDUCATION



EMBED



e-commerce Challenges

Mindset.
'Its only 2% of my
business'



Roles &
Responsibilities



Capabilities





DOING NOTHING IN eCOMMERCE

is not an option

- > Pure Incrementality is the wrong mentality
- > Emerging Brands are on the Offense
- > Opportunity & First Mover Advantage
- > Invest for the Long term

The basics are evolving and require right focus and continuous improvement