

City of Miami Beach

FINAL CONTRACT PROPOSAL

AUGUST 2021



Executive Summary



Overview

Coca-Cola Beverages Florida (CCBF) is pleased to provide a proposal to the City of Miami Beach that supports an aligned *mission* to grow our business profitably, a joint-ventured *vision* of partnership, and *values* that support the integrity of our respective businesses and community interests.

Program Overview (To include but not limited to:)

- Term: 10 Year Exclusive Agreement
- Exclusive Non-Alcoholic Beverage provider to The City of Miami Beach: To include but not limited to all packaged & dispensed Carbonated Soft Drinks, Water, Isotonic, Enhanced Water, Premium Water, Sparkling Water, Juices, RTD Packaged Coffee and RTD Packages Tea, Energy, Value Added Dairy, CO2, TM Branded Cups, etc.
- Comprehensive Marketing, Promotional and Pass-Thru Rights to include In-Venue, Retail, On-Premise, etc.

Agreement Construct

- A combination of Upfront funding, Annual Sponsorship Dollars, Competitive Pricing, Rebates, Vending Commissions, Brand Activation Investment, Sustainability Investment and “beverage product provided as currency.”
- Structured to maximize “whole dollar” contributions to the program by reducing operating expenses.
- Value-added marketing that enhances the City’s retail presence, drives consumer affinity, and attracts more patrons/purchases.
- Capital investment in beverage equipment in support of incremental and enhanced point of inspirations as well as on-going business needs.



Executive Summary (Cont.)



Our Commitment

Coca-Cola Beverages Florida is Committed to Deliver: 1) Strong, Collaborative Partnership Value & Resources 2) Marketing Expertise to Amplify Consumer Reach & Engage Residents and Visitors and 3) Sustained Pressure on Integration with Community Constituents that can create Impactful Relationships.

This will be accomplished by:

- Leveraging the resources of CCBF and The Coca-Cola System to drive the strategic business plan initiatives of The City of Miami Beach.
- Utilizing the strength of our superior brands and marketing leadership to develop higher customer, consumer and fan engagement.
- Providing access and linkage of CCBF's breadth of customer relationships and marketing assets to create value-added benefits to all involved parties.
- To ensure The City of Miami Beach organization is proud to be in partnership with Coca-Cola Beverages Florida; your locally owned, operated and managed bottler of Coca-Cola products for the Miami Beach community and the majority of the state.



10 Year Program Value over \$3.8 Million!

Coke Florida



Coke Florida At a Glance...



LOCALLY Owned, Managed & Focused

Serving more than **18 Million Consumers** across 47 Florida counties

Over **100 Million Cases** of beverage sold and distributed each year



SPARKLING | HYDRATION | ENERGY | TEA
COFFEE | JUICE, DAIRY & PLANT

Creating Shared Value Through Community Engagement

SUSTAINABILITY



ECONOMIC EMPOWERMENT

EDUCATION



MBE Certified
Minority Business Enterprise



Over **4,800** associates



COKE FLORIDA Senior Leadership Team



TROY TAYLOR

Chairman
Chief Executive Officer



THOMAS BENFORD

President and
Chief Operating Officer



DAVID CROSS

Senior Vice President
Human Resources and
Administration



TERRENCE GEE

Senior Vice President
Enterprise Transformation and
Chief Information Officer



DEBORAH POND

Senior Vice President
General Counsel



DUANE STILL

Senior Vice President
Chief Financial Officer



JASON REED

Senior Vice President
Product Supply Network



ERIN BLACK

Vice President
Sustainability, Risk
Management, and Facilities



SHEILA EBANKS

Vice President
Customer Relationship, Retail



SALLY FORSYTH

Vice President
Enterprise Planning



JOE GENTRY

Vice President
Marketing



TOD HOYME

Vice President
Food Service and On Premise
(FSOP) - Intermediaries



JASON MADDOX

Vice President
Customer Relationship, Food
Service and On Premise (FSOP)



KATRINDA MCQUEEN

Vice President
Communications



JEFF ORTMEIER

Vice President
Franchise Field Operations



PAUL PHEFFER

Controller



MARK PITTS

Group Vice President
Food Service On Premise
(FSOP)



ERIC WARD

Vice President
Security



PERCY WELLS

Group Vice President
Government Relations,
Public Affairs, and
Communications

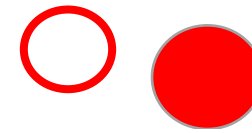


DALE YAHRMATTER

Vice President
Distribution Operations




MBE Certificate



THIS CERTIFIES THAT

Coca Cola Beverages Florida, LLC



* Nationally certified by the: **FLORIDA STATE MINORITY SUPPLIER DEVELOPMENT COUNCIL**

*NAICS Code(s): 312111

* Description of their product/services as defined by the North American Industry Classification System (NAICS)

07/01/2021

Issued Date

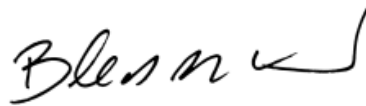
07/01/2022

Expiration Date

Jose Turkinovic
NMSDC Board Chair

FL05523

Certificate Number

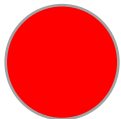
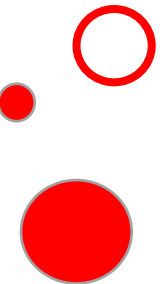


Beatrice Louissaint, President & CEO

By using your password (NMSDC issued only), authorized users may log into NMSDC Central to view the entire profile: <http://nmsdc.org>

Certify, Develop, Connect, Advocate.

* MBEs certified by an Affiliate of the National Minority Supplier Development Council, Inc.®



Commitment to Our Community



COMMITMENT TO COMMUNITY

As the local Coca-Cola bottler, we *live, work and play* in the communities we serve. We are committed to creating shared value through community engagement across three core pillars:



SUSTAINABILITY



EDUCATION



**ECONOMIC
EMPOWERMENT**



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COKE FLORIDA Sustainability Key Areas

LOCAL IMPACT, GLOBAL REACH. We believe these key areas will make the greatest impact in our local communities and allow Coke Florida to be a sustainable, 21st century bottler:



RECYCLING



**WATER
STEWARDSHIP**



RESILIENCY



**LITTER &
WASTE
REDUCTION**



COMMITMENT TO EDUCATION

Coke Florida is committed to unlocking the potential of those who live in the communities we serve.

We are focused on providing the tools and resources they need to achieve personal success through:

Youth
Development

Access to
Technology

Endowment and
Scholarships

Mentoring/
Internships





COMMITMENT TO ECONOMIC EMPOWERMENT

Coke Florida is dedicated to empowering underserved communities by providing the foundation to build a viable future through:



Job
Readiness

Stability and
Self-Reliance

Professional
and
Scholastic
Partnerships

Workforce
Development



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Consumers Prefer Our Brands



Stronger Brands



FAVORITE BRAND VS. PRIMARY COMPETITOR



Source: BevMap 12mmt YTD month end Dec 2020 Coke Florida Favorite Brand Across Category – Aided (Total Population)
Minute Maid OJ Brand Group & Simply OJ vs Competitor Total OJ Brand Group



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Coca-Cola Brands are Preferred by South Florida Residents and Visitors

South Florida Preference vs. Closest Competition

- **Coca-Cola Classic** is preferred vs Pepsi **3.1x**
- **Diet Coke** is preferred vs Diet Pepsi **3.8x**
- **Coke Zero Sugar** is preferred vs Pepsi Zero Sugar **9.9x**
- **Sprite** is preferred vs 7Up **7.6x**
- **Fanta** is preferred vs Sunkist **2.2x**

Source: Nielsen Connect, Ad Hoc Analysis for CCBF South BSA Region AMC; Dollar Volume 52W ending 6.25.21

Coca-Cola is uniquely and optimally positioned vs competition to capture more share of residents and annual visitors to South Beach:

- Total Visitors = 16.5 million overnight visitors and 6.8 million Day-trippers during 2018

Hispanic Consumers Preference vs. Closest Competition

- **38%** of Hispanic Households purchase **Coca-Cola**, up +15% from Hispanic Households who purchase Pepsi
- **16%** of Hispanic Households purchase **Diet Coke**, up +5% from Hispanic Households who purchase Diet Pepsi
- **13%** of Hispanic Households purchase **Coca-Cola Zero Sugar**, up +7% from Hispanic Households who purchase Pepsi Zero Sugar
- **25%** of Hispanic Households purchase **Sprite**, up +14% from Hispanic Households who purchase 7Up
- **11%** of Hispanic Households purchase **Fanta**, up +1% from Hispanic Households who purchase Sunkist

Source: Nielsen Spectra, Best Products with Hispanic Household profile; % Penetration measure. June 2021



City Partnership Programs: Consumer Facing Activation

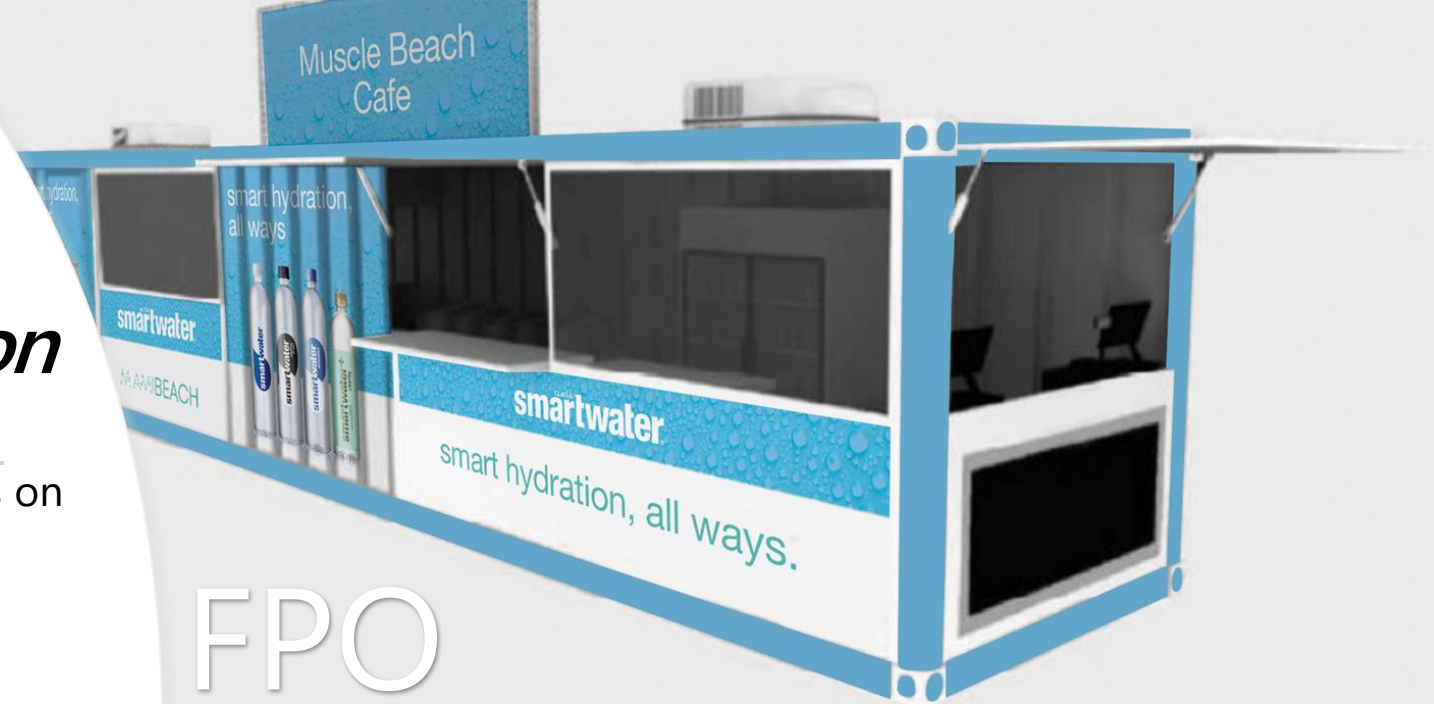


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Promotional Activity: *Smartwater Brand Activation*

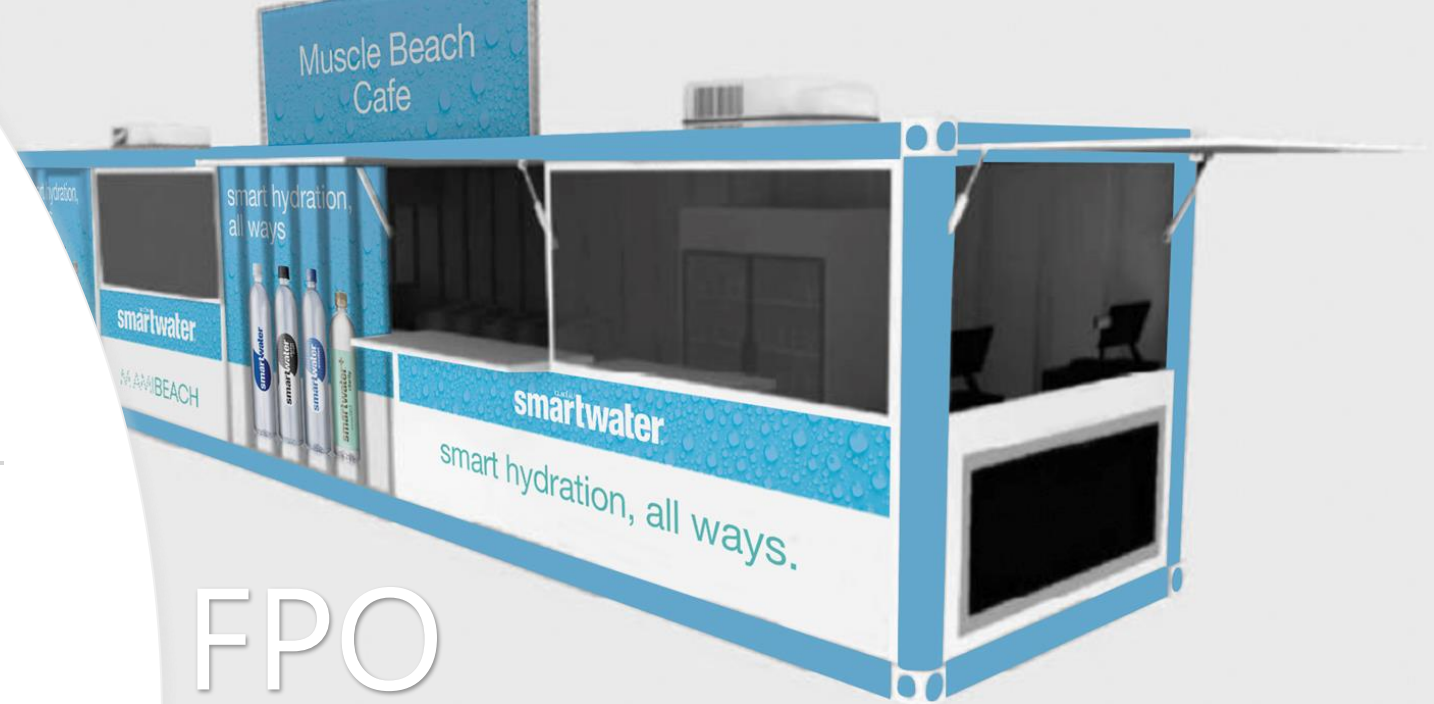
- Year 1 Smartwater Brand Activation Investment ('Oasis on the Beach' provided by The Coca-Cola Company):
 - **Value = \$75,000***
- Why Smartwater?
 - #1 brand of Premium Water; sells 4x more than competitors and accounts for 40% of premium water category
 - #1 incidence brand among Millennials
- **Shift to Smartwater (from Dasani) delivers Incremental Revenue** for the City of Miami Beach:
 - Premium Water
 - Current Package: 20oz Dasani; Retail \$4/bottle
 - 2017-2021: 20,939 units sold = Revenue \$83,876
 - Proposed Package: 20oz Smartwater; Retail \$5/bottle
 - 2021-2025: 20,939 units sold = **Revenue \$104,695 (+\$20,819)**



*To be applied towards cost associated with purchase of incremental physical Container and merchandising/wrapping.

Incremental *Point of Inspiration* delivers Incremental \$ Value.

- Annual Coca-Cola Volume for Boucher Brothers Outlets = 24,124 cases
- # of Boucher Brothers Outlets = 4
- VPO = 6,031 standard physical cases
- Value of Incremental Container Placement = +\$160,000 Revenue
- Capturing increased share of annual visitors to South Beach:
 - Total Visitors = 16.5 million overnight visitors and 6.8 million Day-trippers in 2018.



Smartwater 'Oasis on the Beach' Activation

GLACÉAU
smartwater



smart hydration,
all ways



MIAMI BEACH

smartwater

GLACÉAU
smartwater

smart hydration,
all ways



smartwater

smart hydration,
all ways



smartwater MIAMI BEACH

GLACÉAU
smartwater

smart hydration,
all ways



smartwater

MIAMI BEACH

smart hydration,
all ways



smartwater

smart hydration, all ways.

Consumer Facing Activation: Boucher Brothers Programming



Coca-Cola

TASTE THE FEELING™

FREE
Coca-Cola® Sunglasses*
when you buy any two (2)
20oz Coca-Cola products

*Sunglasses available at register upon qualified purchase. Products must be purchased in the same transaction. Offer valid while supplies last.

©2018 The Coca-Cola Company

Coca-Cola
MIAMI BEACH



Coca-Cola

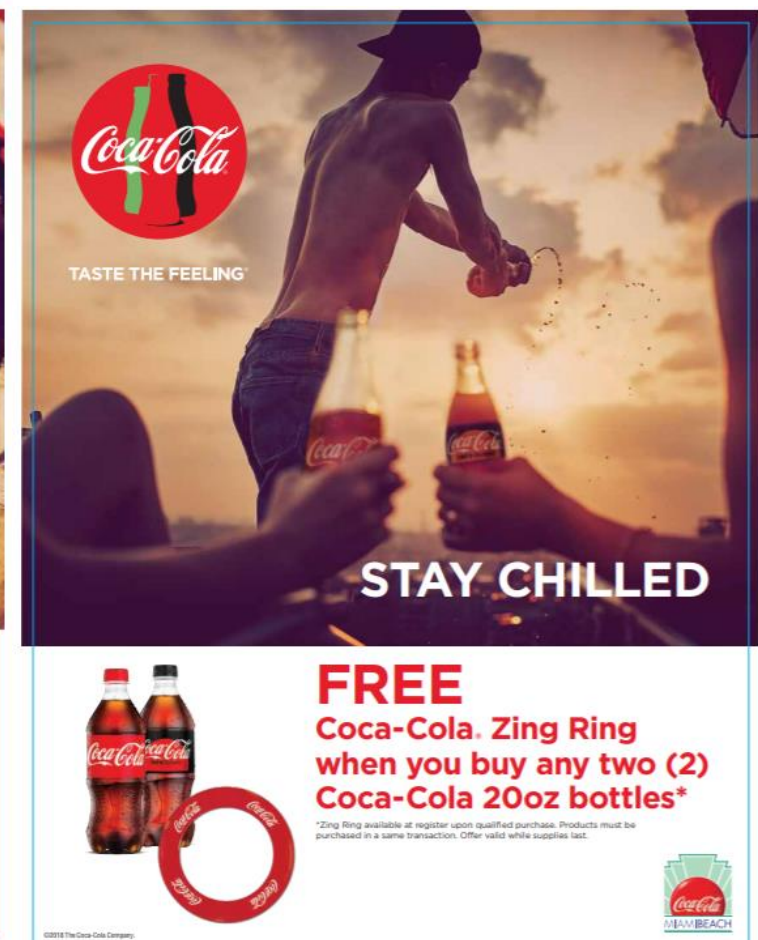
TASTE THE FEELING™

STAY CHILLED

FREE
Coca-Cola® Bottle Holder*
when you buy any two (2)
20oz Coca-Cola products

*Bottle holder available at register upon qualified purchase. Products must be purchased in the same transaction. Offer valid while supplies last. ©2018 The Coca-Cola Company.

MIAMI BEACH



Coca-Cola

TASTE THE FEELING™

STAY CHILLED

FREE
Coca-Cola® Zing Ring*
when you buy any two (2)
Coca-Cola 20oz bottles*

*Zing Ring available at register upon qualified purchase. Products must be purchased in a same transaction. Offer valid while supplies last.

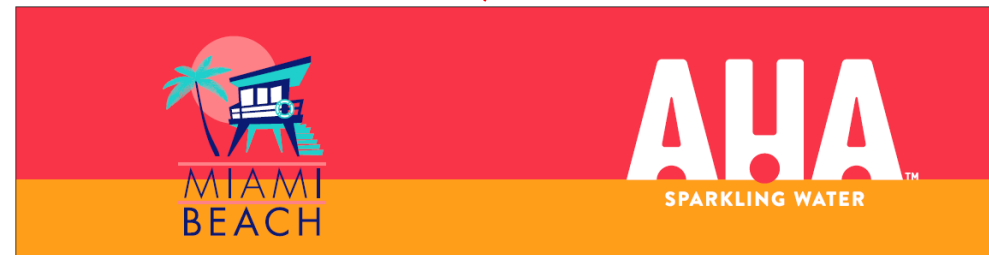
©2018 The Coca-Cola Company

Coca-Cola
MIAMI BEACH



Promotional Activity: Frio 5Q Beverage Bucket

- Size: 5QT
- Features USA Beverage Ice Bucket holds 5 Quarts, 6-12 oz bottle capacity. Double ribbed for extra strength. Easy to chill down six standard beverage bottles with ice. Due to the variance in the bucket manufacturing process, slight variations in design application may apply. Edges will vary in width along the top lip and bottom line of the bucket.



LOGO FOR POSITION ONLY



City Partnership Programs: Experiential Engagement Examples



Continue to Support Experiential Engagement

Continue to support around key holiday timeframes and events to include:

- 4th of July
- Veteran's Day
- World Kindness Day
- Christmas (Holiday Caravan)



+





Annual Veterans Day Parade

Nov 11, 2019 | 9am to 2pm



cokeflorida.com

Annual Veterans Day Parade



Coke Brand Ambassador's walked in the parade next to the branded **VINTAGE TRUCK** and handed out the Patriotic Garden Grow Stake American flags



Annual Veterans Day Parade

Picnic

- Coke FL sampling trailer – 1,488 samples
 - Coke Cinnamon and Sprite Winter Spiced Cranberry
- GIF machine for photo opportunities
- Outdoor lawn games
- Giveaways: Reusable straws distributed



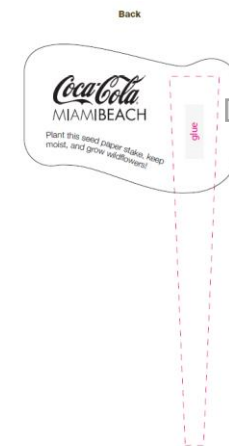
Annual Veterans Day Parade

Premiums

- Reusable straws from Promotional Breezes
 - Stainless Steel Straw, Silicone Tip and Non-Woven Travel Pouch, Reusable, Includes Wire Cleaning Brush with logos of Coca-Cola script and City of Miami in the red pouch
 - 2,000 qty
 - 1,500 distributed at Veterans Day
 - 500 distributed at Kindness Day

- Patriotic Garden Grow Stake Flags from Bagley

- Handheld Cardstock Flag with plantable Growstakes are perfect for patriotic holidays and events. The seed embedded paper can be planted to grow beautiful wildflowers. All of our products are made in the USA from 100% recycled paper and embedded with native, non-GMO seeds
- 2,000 qty
 - 2,000 distributed at Veterans Day



GIF Machine Inspires Smiles



168 GIF captured and shared



#CokeFlorida
#VeteransDay



#CokeFlorida
#VeteransDay



Veterans Day



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Kindness Day

29

Nov 13, 2019 | 11am to 2pm



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Kindness Day

Surprise & Delight

- Event Activity: give residents/ visitors free mini-cans and a reusable shopping bag to implement the “sustainability” aspect and educate locals on how to be Kind to the Earth
- Giveaways: 2,000 reusable shopping bags and 500 straws
- Sampling: 1,176 cold and ready to drink mini-cans distributed
- GIF machine for pictures
- Location: Lincoln Road



Coke Cinnamon and Sprite Winter Spiced Cranberry are the biggest flavors for the Holidays



GIF Machine Inspires Smiles



112 GIF captured and shared



I Pledge to Be Kind to Others

Kindness Matters

Kindness Changes Everything

I'm kind to the Earth

#CokeFlorida
#MBeKind

#CokeFlorida
#MBeKind



Kindness Day



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Introducing Unattended Retail



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Innovation – Introducing Unattended Retail (Micro Markets)



What is Unattended Retail (Micro-Markets)?

Unattended Retail includes convenience store-like retail environments where consumers/employees can purchase products via sophisticated self-checkout kiosks and cashless methods. These concepts offer a broader beverage & food assortment vs. vending, enabling consumers/employees to stay on-site.



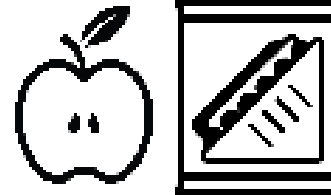
Unattended Retail is creating **solutions consumers want, where they want it—** with explosive growth potential



- ▶ **Sales grew 12.5% vs PY**
Vending grew nominally at 2.7%
- ▶ **Average 1.2 sales per day per visit—**
as compared with 0.7 sales in a vending area

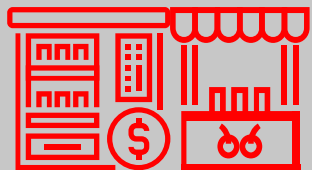


Unattended Retail concepts attract **18% more visits** per day than vending



Healthy Snacks & Beverages are Increasing in demand

Unattended retail includes multiple offerings that match several definitions of healthy



Unattended Retail is evolving to fill the space between vending machines and cafeterias

Innovation – Unattended Retail / Micro Markets

How Does It Work

- The system identifies the product by barcode, allowing any item in the store to be paid for through the self checkout.
- Transactions take just seconds to complete. Employees pay using credit, debit, or cash (if they have an account).
- At the end of the transaction, you have the option for various receipt forms: e-mail, text, or no receipt.
- All markets must have electricity and internet access.
- **Ask: A minimum of one (1) Micro-Market be placed within the City of Miami Beach. A possible fit may be for the employees of the Convention Center or City Hall.**



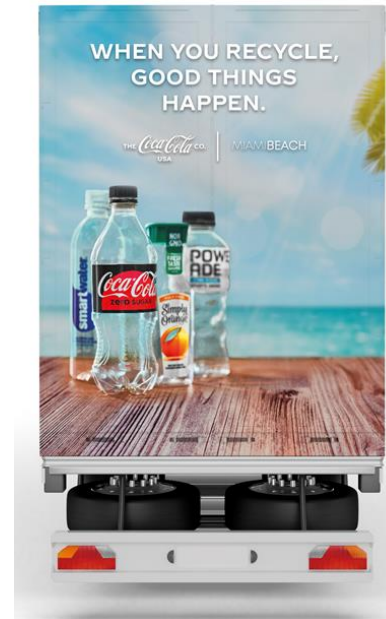
Sustainability Investment



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Coca-Cola Sustainability Investment

- (1) Co-branded Trailer will be **gifted** to the City of Miami Beach to be used at events to highlight the shared commitment to the environment.
 - Trailer will feature City of Miami Beach graphics as well as Coca-Cola Sustainability graphics.
 - Trailer will contain (100) Clearstream recycling bins.
 - Trailer to be managed by City of Miami Beach and deployed at Special Events.
 - **Value: \$30,000**



Coca-Cola **WORLD WITHOUT WASTE Initiative**



A global vision of a **WORLD WITHOUT WASTE** starts with **LOCAL ACTION**

1 DESIGN

Make our packaging
100%
recyclable globally
by 2025



and use
50%
recycled material
in our packaging
by 2030

2 COLLECT

Collect &
Recycle



a bottle
or can
for each one
we sell
by 2030

3 PARTNER



Example of Potential Rain Barrel Program

Coke Florida to work with the City of Miami Beach to create on-site interactive work-shops, such as Rain Barrel programs.

 **Provide** Rain Barrel programs to conserve water and reduce stormwater runoff at home

OUR RAIN BARREL PARTNERS INCLUDE



Annual Rain Barrel program with Barrels by the Bay at Epcot



Financial Considerations



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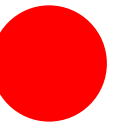
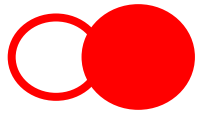
The Program Summary



	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Total
Up-Front Sponsorship Investment	\$100,000										\$100,000
Annual Sponsorship*	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$1,800,000
Projected Bottle/Can Rebates*	\$36,097	\$36,097	\$36,097	\$36,097	\$36,097	\$36,097	\$36,097	\$36,097	\$36,097	\$36,097	\$360,970
Projected FSV Commissions**	\$39,133	\$39,133	\$39,133	\$39,133	\$39,133	\$39,133	\$39,133	\$39,133	\$39,133	\$39,133	\$391,330
Marketing Fund Value	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$1,000,000
Brand Activation Support Value	\$75,000										\$75,000
Sustainability Investment Value	\$30,000										\$30,000
Complimentary Product	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$50,000
Total	\$565,230	\$360,230	\$360,230	\$360,230	\$360,230	\$360,230	\$360,230	\$360,230	\$360,230	\$360,230	\$3,807,300

*Projections based on estimated volume; actual payments will be based on actual volume purchased.

**Projected FSV Commissions based on a 30% rate contingent on the placement of Unattended Retail/Micro-market.



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The Program Details

- Term: Ten (10) years or until the City of Miami Beach has purchased the Volume Commitment, whichever occurs last.
- Volume Commitment: 1,050,000 standard physical cases* (SPC) of bottle/can beverages and 10,545 gallons of postmix syrup** purchased from Coke Florida over the Term.
- Annual Sponsorship: Total Term: \$1,800,000; \$180,000/annually; paid in arrears
- The Coca-Cola Company Support: \$100,000 one-time payment; contingent on a commitment to activate the Smartwater brand.
- Brand Activation Investment: \$75,000 Value; Year (1) investment
- Sustainability Investment: \$30,000 Value; Year (1) investment
- Full-Service Vending Commission Rate: 30% contingent on activation of Unattended Retail/Micro Market.
 - Without an Unattended Retail/Micro Market placement, the commission will be 25%.
- Marketing Support: \$100,000 Value/annually
- Exclusive Water Availability: Smartwater in the Beach retail locations (Boucher Brothers locations)

*standard physical cases means 24 count, except for 1 liter cases, which are 12 count and 2 liter cases, which are 8 count, and as otherwise specified by Coke Florida. Standard physical case configurations and case counts may change from time to time in Coke Florida's sole discretion.

**"Beverages" means all non-alcoholic beverages (i.e., anything consumed by drinking), whether or not such beverages (i) contain nutritive, food or dairy ingredients, or (ii) are in a frozen form. This definition applies without regard to the beverage's labeling or marketing. Powders, syrups, grounds (such as for coffee), herbs (such as for tea), concentrates, K-Cups® pods, and all other beverage bases from which Beverages can be made, and brands and products of water purification and beverage making systems (e.g., Brita®, Soda Stream®, Keurig®) are deemed to be included in this definition. "Beverage" or "Beverages" do not include fresh-brewed unbranded coffee and fresh-brewed unbranded tea products, dispensed unflavored dairy products, water drawn from the public water supply or unbranded juice squeezed fresh at the Facilities. For the avoidance of doubt, "flavor enhancers," "liquid water enhancers," non-alcoholic beverages sold as "shots" or "supplements," flavored milks, dairy drinks and children's juice drinks are considered Beverages.



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The Pricing and Rebate Schedule

Package / Product	Price per SPC*
12 oz Can - SSD and Still	\$12.20
20 oz PET - SSD	\$25.93
2 Liter PET - SSD	\$15.60
12 oz PET - Dasani	\$12.64
500 ml - Dasani	\$6.94
20 oz PET - Dasani	\$12.75
1 Liter PET - smartwater incl Alk and AO	\$39.64
20 oz PET - smartwater	\$27.10
12 oz PET - Powerade	\$30.04
20 oz PET - Powerade	\$21.71
20 oz PET - vitaminwater	\$33.38
18.5 oz PET - Gold Peak	\$35.62
20 oz PET - Fuze	\$27.43
16.9 oz PET - Honest Tea	\$34.68
23 oz Can - Peace Tea	\$26.12
12 oz PET - MMJTG	\$29.50
16 oz PET - Bodyarmor	\$35.36

Package	Rebate per SPC
20 oz PET - SSD	\$3.00
2 Liter PET - SSD	\$2.00
20 oz PET - Dasani	\$2.00
20 oz PET - smartwater	\$3.00
1 Liter PET - smartwater	\$2.00
20 oz PET - Powerade	\$2.00
20 oz PET - vitaminwater	\$2.00
18.5 oz PET - Gold Peak	\$2.00
20 oz PET - Fuze	\$2.00

* Subject to an annual price increase





Thank you for your time and consideration!



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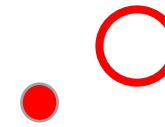
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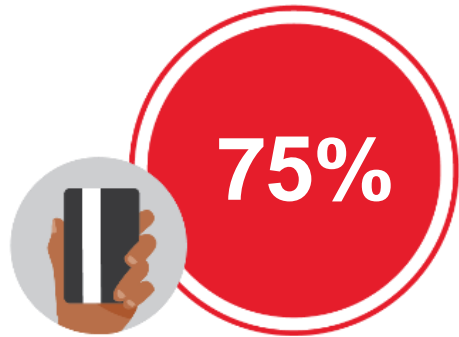
Appendix



Vending Payment Options



- All vending machines will accept cash/coins and dispense change.
- Enabled machines can accept most major credit cards through our debit/credit card readers.
- Ability to integrate with customer on campus payments.



Percent of cashless retail transactions today¹



In same store cashless transactions²



Mobile wallet enabled devices in the US³

Adoption of Cashless Vending is driven by the **wide variety** of payment platforms with which it interfaces

All major credit cards and mobile payments are accepted.



Source: 1. TCCC Performance Data Full Year 2015, 2. Coca-Cola Customer Business Solutions, 2. www.statista.com

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Equipment Service Process & Response Time



**Customer Care Center
1-800-863-2653**

- Service requests are called in by a customer or Coke Florida representative to the Customer Care Center's toll-free number.
- Customer agrees to response timeframe or requests an escalation for the service request.
- Service request is transferred to dispatch system.
- Service request is delivered to technicians for response by dispatcher.
- Local technicians are responsible for routing themselves based on efficiency and customer urgency.
- Coke Florida Field Service has technicians available 7 days a week from 9:00AM to 10:00PM with the exceptions of holidays (New Years Date, Martin Luther King Jr. Day, Memorial Day, July 4th, Labor Day, Thanksgiving, and Christmas). Coke Florida has implemented service handhelds that have improved response and information integrity.
- Coke Florida strives to perform all equipment repairs within 24-48 hours of receiving the call on a service request. For escalated calls, Coke Florida will strive to respond to the call within 4 hours.



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Service Plan

- The City of Miami Beach vending will continue to be serviced by Coke Florida's Full-Service Route Drivers out of the Broward Distribution Center who are responsible for the filling and repair maintenance of the full-service vending machines through the City.
- The Coke Florida District Sales Managers will continue to walk the locations on a regular basis to confirm Coke Florida is providing exemplary customer service, brand standards and optimization of sales and will audit the vending machines and take surveys to ensure quality standards on every machine.
- The Coke Florida Customer Account Manager will continue to maintain and manage the contract elements, cultivate senior level strategic partnership and develop programs to maximize the system's beverage experience.
- Coke Florida's Return Policy and Procedures: We do not accept product returns with less than 30 days from expirations. All other terms and conditions will be mutually agreed upon during contract drafting.



Confidential

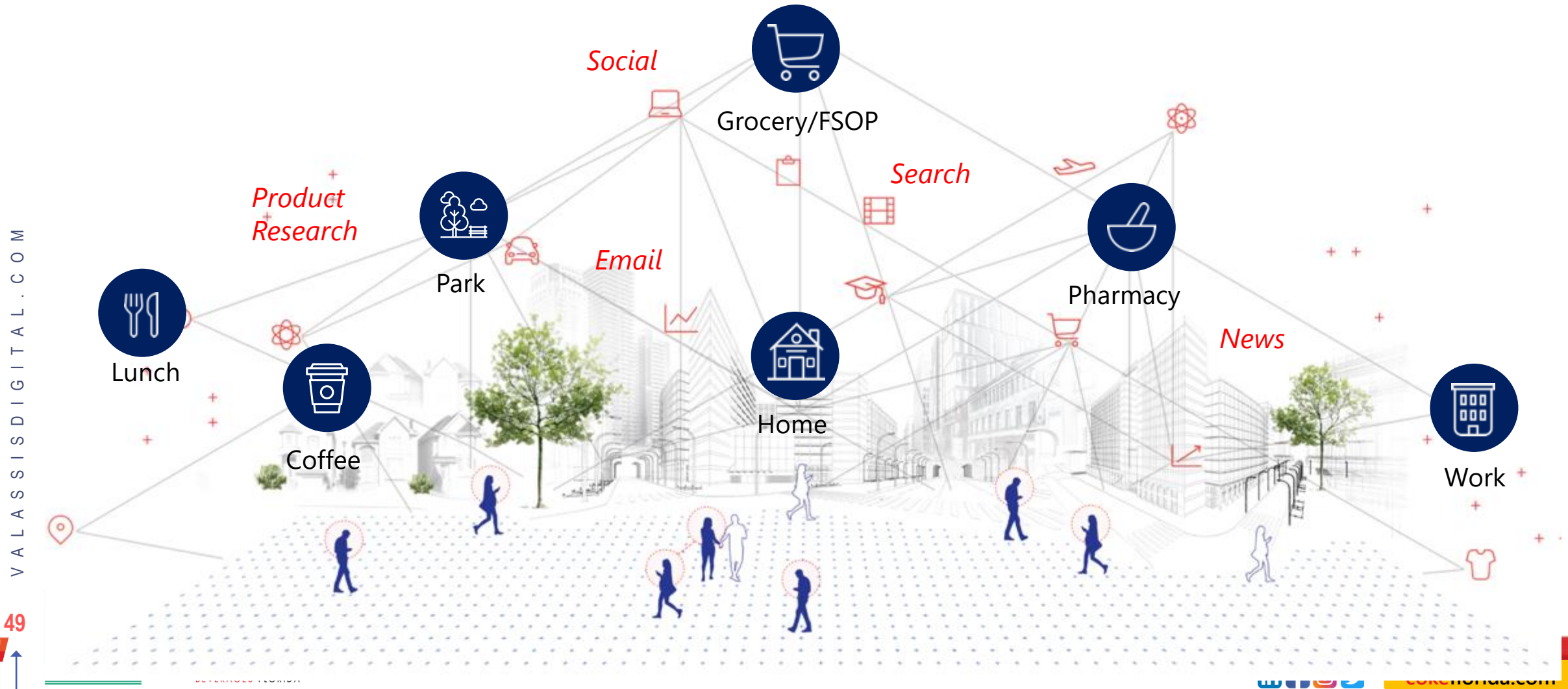


cokeflorida.com

OVERVIEW

Results Start With A Holistic, Online + Offline View

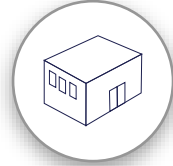
Every path-to-purchase is unique. High-impact engagement requires understanding the whole consumer through their **digital and real-world signals** to predict behavior and determine who to target



Reach Consumers 1:1 with Scale



Individual



Store/FSOP



Household



Neighborhood



Valassis Consumer Graph™

Intent Signals

Identity Resolution

Device ID | Cookies | IP Address | Lat/Long | Physical Address

Devices

Location Mapping

5MM+ POIs | 1MM+ Retailers | 120MM+ HHs | 100K+ Neighborhoods

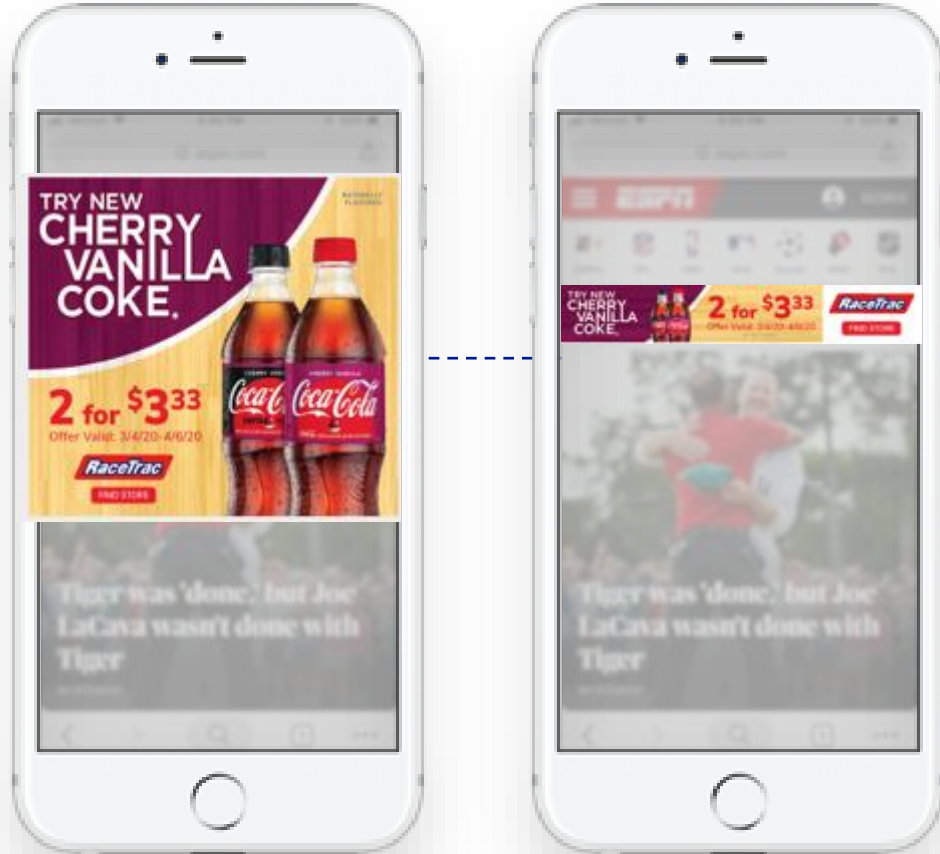
Location Signals

Audience Prediction

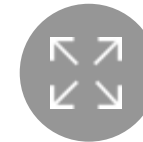
In-Market | Interest | Demo | Store Visits | Purchases | Redemptions

HIGH-IMPACT REACH

Mobile Display Ads



Break through the clutter — find and engage receptive consumers



Integrated into every major exchange to effectively engage the right consumer with the right message



Tightly integrated DMP + DSP technology built in-house to drive greater reach of ideal consumers and faster response to their needs



Proprietary machine learning predicts and optimizes the best audience, location, bid, and placement for peak performance

+ UNIQUE RESULTS: 70% viewability standard on every campaign*

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51



*Measured using internal attribution models or third-party supplied tags



OPTIMIZED RESULTS

Spark Growth and Continuously Improve

Understand the real impact of your marketing

Sales Impact

Measure the increase in sales at the market, store, or category level

Foot Traffic Impact

Determine how well your media increased real-world visits

Audience Insights

Gain insights into profiles of high and low responders to your campaign



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Note: Not all studies are available for every client

TARGETING

Weather Targeting

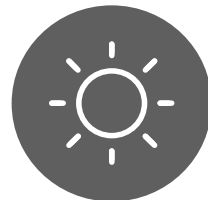
- Dynamic message delivery based on current, local weather conditions.
- Valassis Digital's responsive platform and neighborhood-level intelligence enables you to:
 - Activate local markets with real-time weather triggers
 - Increase efficiency by delivering your ads to local areas



Precipitation

- Heavy
- Light
- None

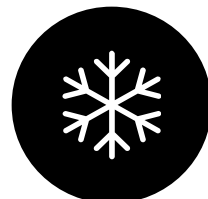
Tailor your creative based on:



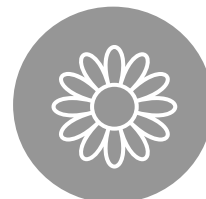
Temperature



Precipitation



Severe Weather



Allergy Levels



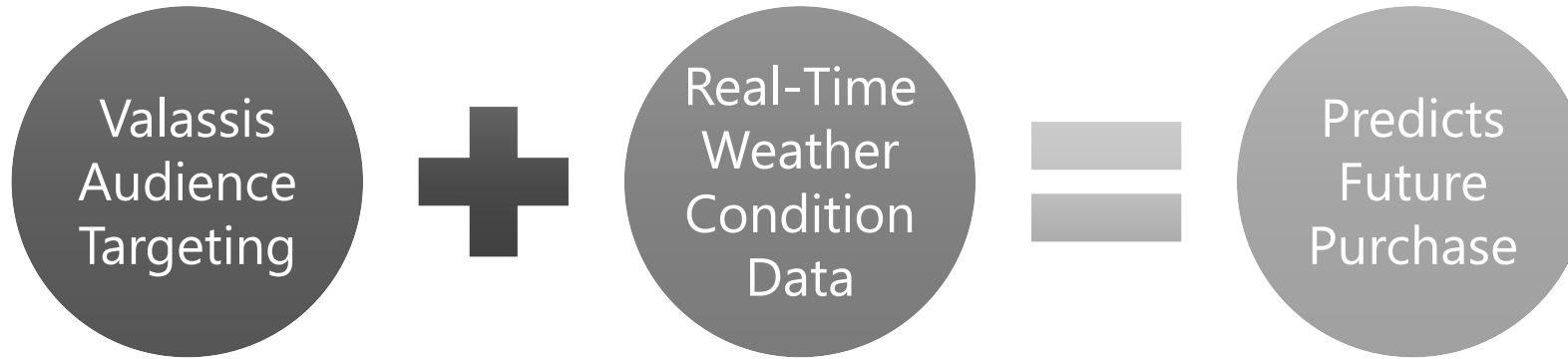
What Types of Conditions?

- Temperature (high, low, min, max)
- Humidity (% , average, high, low)
- Reflectivity
 - Reflectivity is a predictor of storms (precipitation rate) commonly displayed as the color intensity on a storm tracker.
- Wind speed (high, low, min, max)
- Probability of rain, snow, thunderstorms
- Allergen levels
- Flu levels



TARGETING

Why Conditional Weather Targeting Campaigns?



Providing “in the moment” perspective on targeting

- **Intent** versus **Interest**
- **Seeking** versus **Qualified**



How Conditional Weather Targeting Works

CONNECT ...
 Spending to Weather Changes

ADAPT
 Programs to Real-Time Conditions

DELIVER
 Relevant Targeting Wherever
 Consumers Are Online



Weather- and location-specific creative

Automatic on/off triggers

Adjustable impression distributions

V A L A S S I S D I G I T A L . C O M

