

SALES & MARKETING BEST PRACTICES

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TECHNOLOGY SOLUTIONS GUIDE
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CUSTOMER MANAGEMENT SOLUTIONS
A comparison chart of solution providers to the consumer goods industry in areas: CRM, TPR, TPO, Sales Force Mobility, etc.

2015



CONSUMER GOODS TECHNOLOGY

New Marketing MACHINERY

Kimberly-Clark Corporation Builds a Powerful Partnership between IT and Marketing to Win in a Digital World

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Taking Shape

A WEBSITE RELAUNCH DELIVERS ON MORE ENGAGING USER EXPERIENCE

Launched in 2004, Pretzel Crisps® are the original pretzel-shaped cracker made by Snack Factory®, a division of Snyder's-Lance. For the past decade the brand has become a household favorite, recently being named the maker of America's No. 1 pretzel by Nielsen.

The company's marketing approach is focused around engagement with its retailer partners, but equally as important, its consumers.

Zachary Molinaro, digital media manager at Snack Factory, explains, "When it comes to consumers, we strive to connect with them at every touch point, both in and out of stores. We provide value for consumers through couponing, in-store promotions, interesting content and online sweepstakes; yet we are also dedicated to engaging with them in an entertaining manner through tactics like media partnerships, which we have forged with Dreamworks and Disney Pixar."

With this strategy in mind, and marking its 10-year anniversary, Snack Factory decided to

celebrate with a website re-launch. Prior, it was a more traditional, product-focused informational site. However, with a heavy focus on its consumers, the new website offers the opportunity to better integrate all components of its marketing efforts.

"When we redesigned the site, we focused on a very user-friendly, visual, playful, recipe-forward style so that our fans could quickly and easily search for recipes and entertaining ideas," says Molinaro. "We intentionally built in aspects of the site — such as selecting recipes by consumption occasion — to mirror the way that consumers today seek information, and the response so far has been extremely positive."

Molinaro includes, "We use captured data to help us better understand our consumers and fans, which in turn shapes the content we create moving forward."

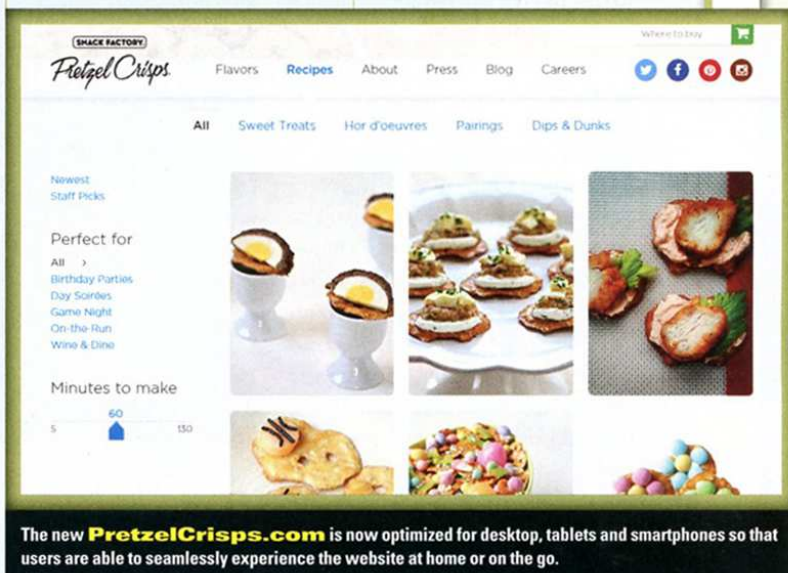
For example, if a particular recipe is receiving high page views and social media engagement, the company will then tailor future content in a similar fashion.

"This allows us to optimize the site in real time and provide the most useful and relevant content for our fans," he explains.

Other business process changes have also surfaced as a result of the project. For instance, with the new site, digital and PR partners are working more closely than ever before to amplify efforts across the board. The content remains fresh with

PR team who provide ongoing recipe content that align with current trends."

The number one benefit for the new Pretzel Crisps website is being able to provide consumers with an enhanced user experience. "The site was designed purely with the fan in mind. It's also more visually arresting to better accentuate the product attributes and ease of use in recipes," says Molinaro.



consistent updates and highly visual recipes developed by professional food stylists that align with fans' interests and needs (e.g., holiday entertaining ideas and simple snacking suggestions).

Molinaro adds, "We also cultivate several blogger relationships through our

Additionally, he offers this guidance for others looking to get started: "A modern-day website should focus on the consumer first and foremost — identify the consumers' needs and provide a solution. The website should be treated as an ongoing project — make adjustments and updates regularly. And, adding fresh content frequently makes the website a valuable destination so that fans have a reason to check back often," Molinaro closes. ❖



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