A photograph of a man with a beard and curly hair, wearing a grey sweater and a red and white striped apron, smiling warmly at a young child with curly hair wearing a grey sweater. The child is looking down and appears to be eating something. The background is a blurred indoor setting, possibly a grocery store or a community center.

Future proofing food services through community, ease, joy

GROCERY 2021 H2

FACEBOOK     

“In the “next normal,” grocery retail will once again need to rebalance its role within the broader ecosystem with restaurants and other options”

Demonstrable change at breathtaking pace

Grocers experienced

8 yrs

of sales growth in
one month¹.

Share of online
grocery sales reached
a new high in the four
weeks to 21 February:

15.4%

up from 8.7% last year².

“It’s a habit that seems to be
sticking among British consumers
and internet orders now make up
an average of **65% of grocery
spend each month for people who
do shop online,**”

says Kantar’s Fraser McKeivitt²

Source:

1. FMI U.S. Grocery Shopper Trends, 2007-2020

2. Kantar (Worldpanel division) survey of 11,634 British households, October 2020

Expansion of Brands

Distribution channels have disrupted



COVID HITS



SHARE OF ONLINE HITS C18%

Feb 2020, £7.40 of every £100 spent on grocery was bought online. Feb 2021: £15.40



ON DEMAND ACCELERATES

- Getir
- Gorillas
- Weezy
- Tesco Whoosh
- Sainos Chop Chop
- Ocado Zoom
- Iceland Swift
- Co op



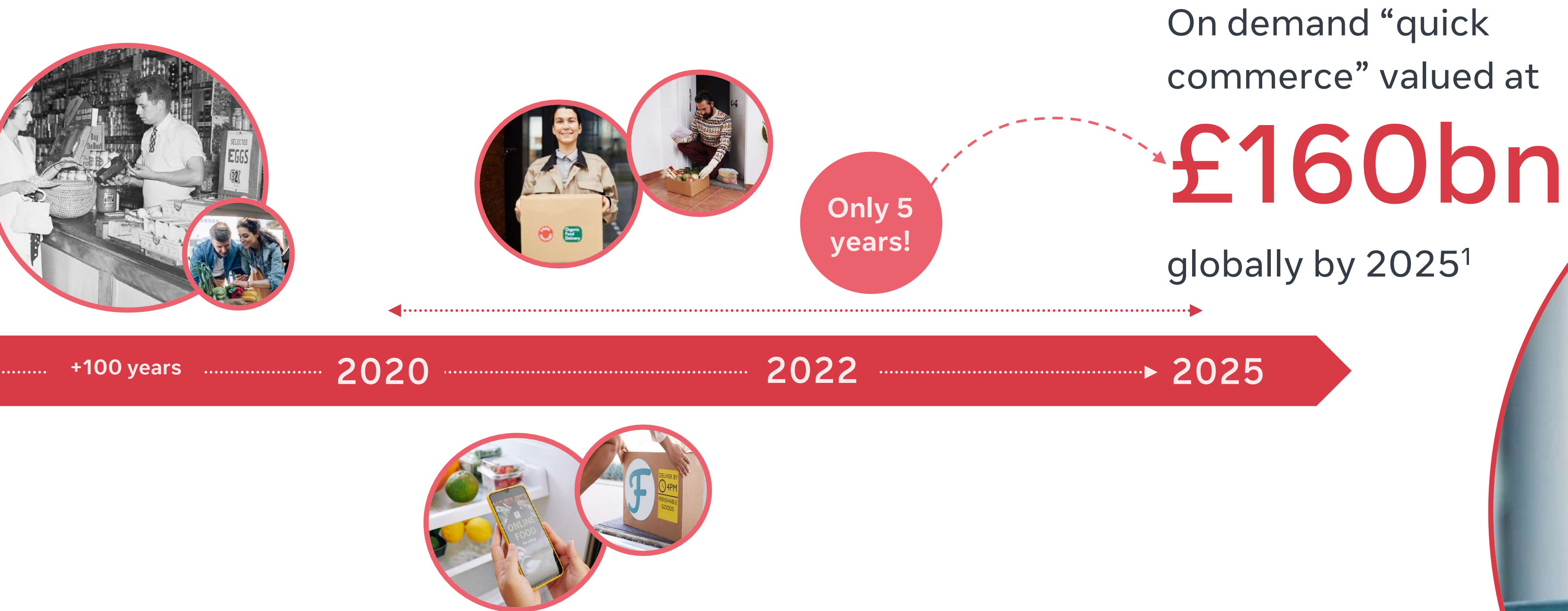
ONLINE GROCERY c7%



“JUST WALK OUT” STORES

- Amazon Fresh
- Tesco
- Morrisons

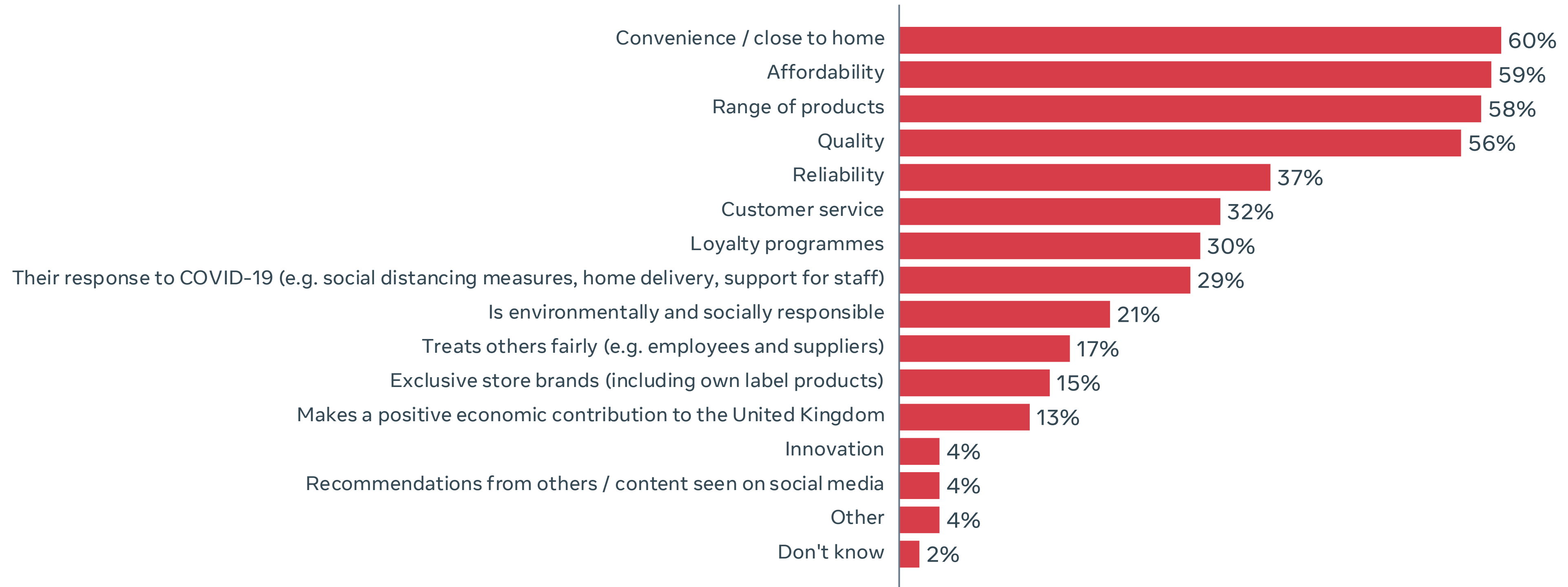
Consumers placing value on quick commerce



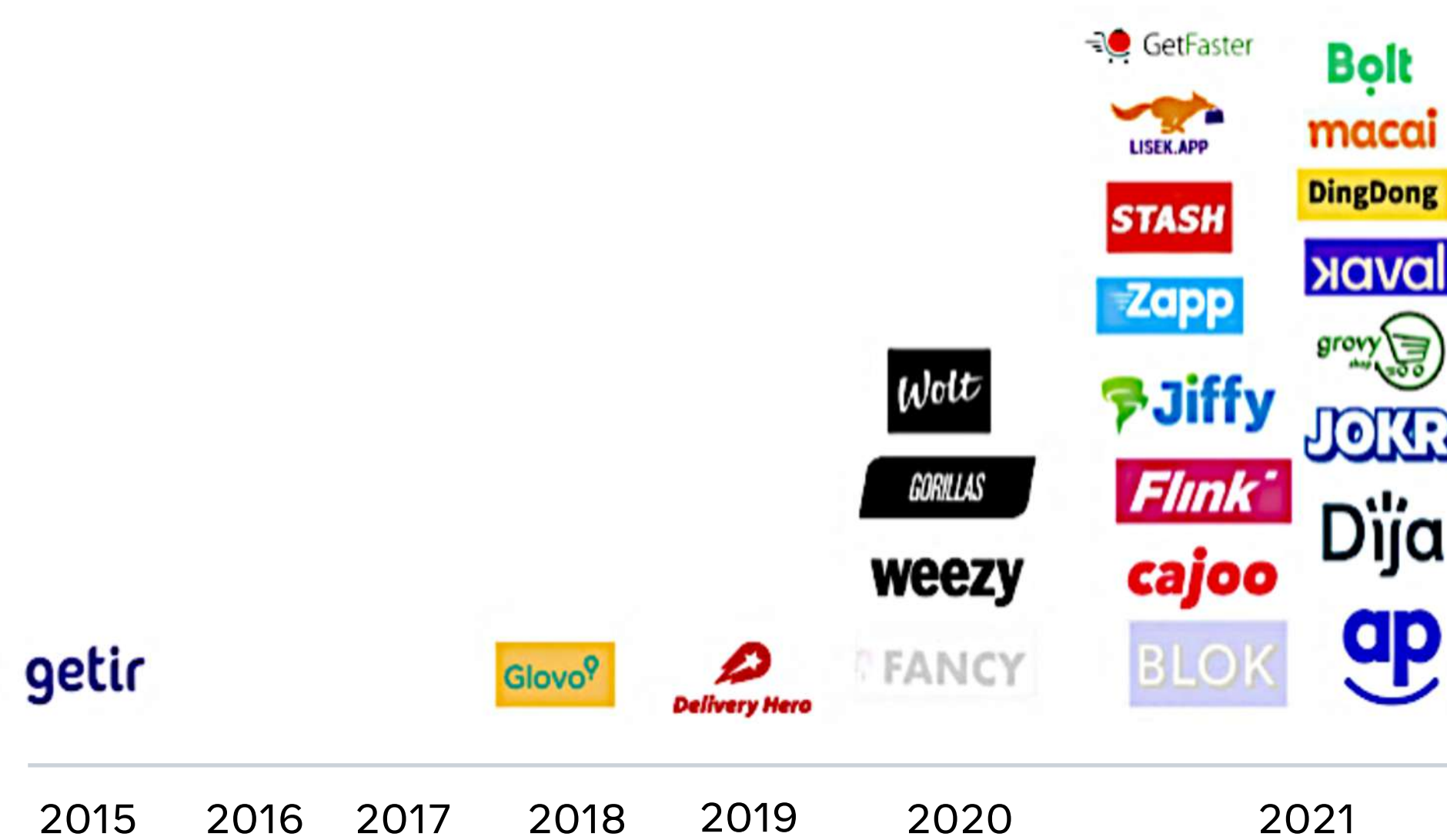
Source:
1. Retail Weekly "Analysis: What will it take to win the rapid-delivery grocery race, Sign consumers are valuing this?" June 2021

Convenience remains core to choosing where and how to shop for Food

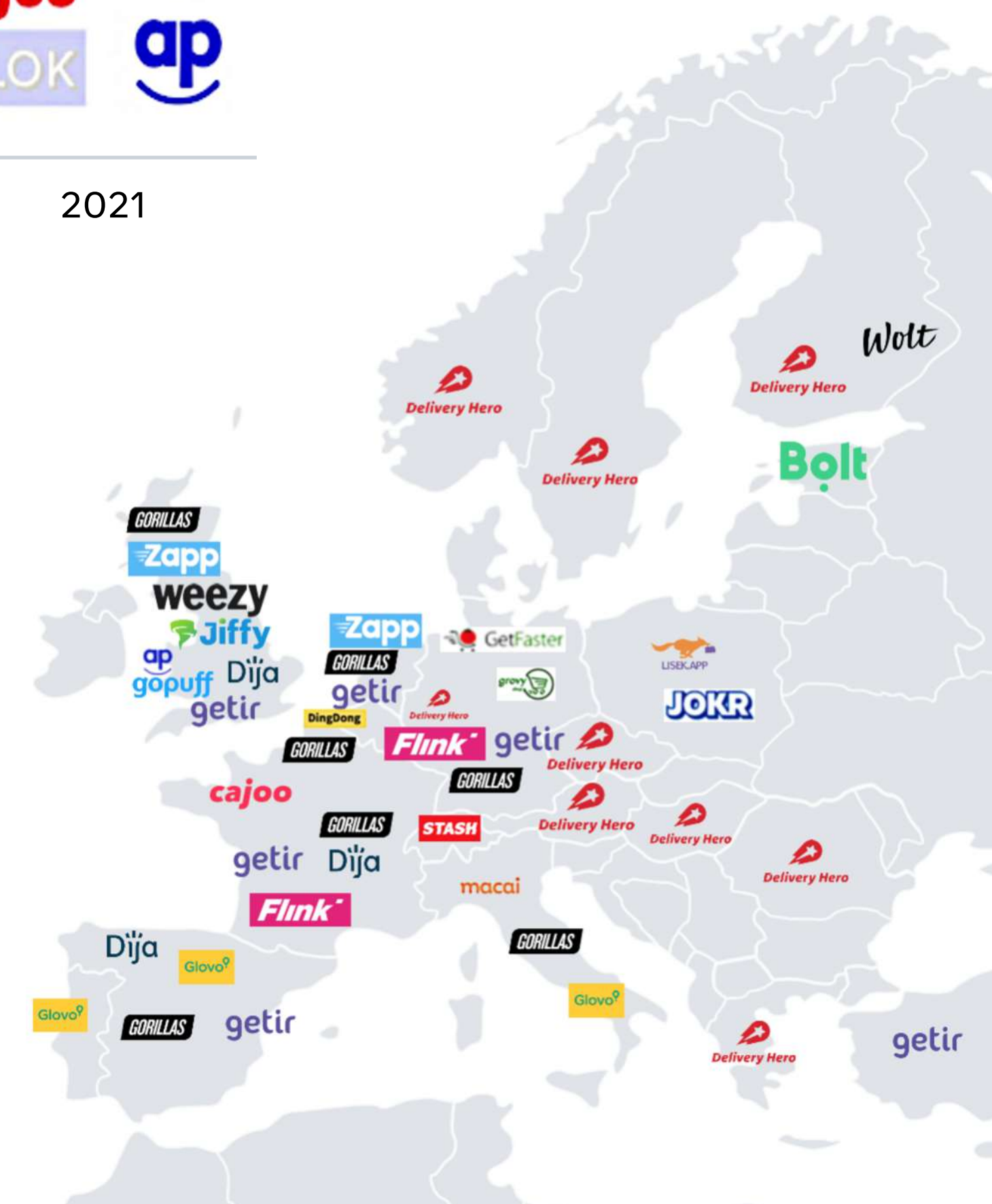
What factors, if any, are likely to make you choose one supermarket over another? Please select all that apply..?



Reimagining convenience as “10 minutes”



EMERGING COMPETITIVE SET



Source: Sifted, "On-demand grocery delivery: A regularly updated list of market expansions" September 2021



The need to
rearrange the
store around you

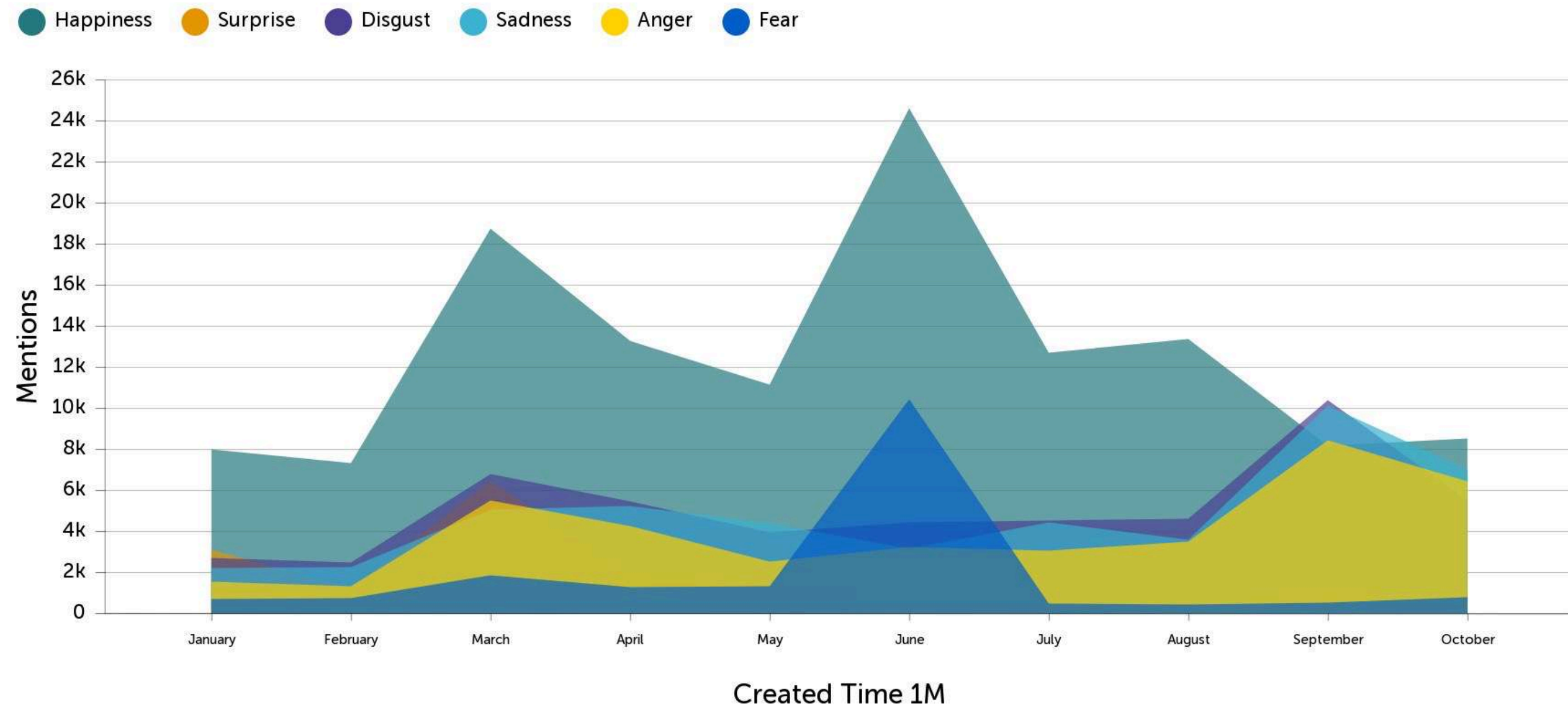
Covid has had a huge impact on our relationship with food

● ● ●
REARRANGE THE STORE AROUND YOU



At a time of negative emotions food provided us with Joy

2020 Emotion Trends
1st Jan, 2020 - 31st Oct, 2020

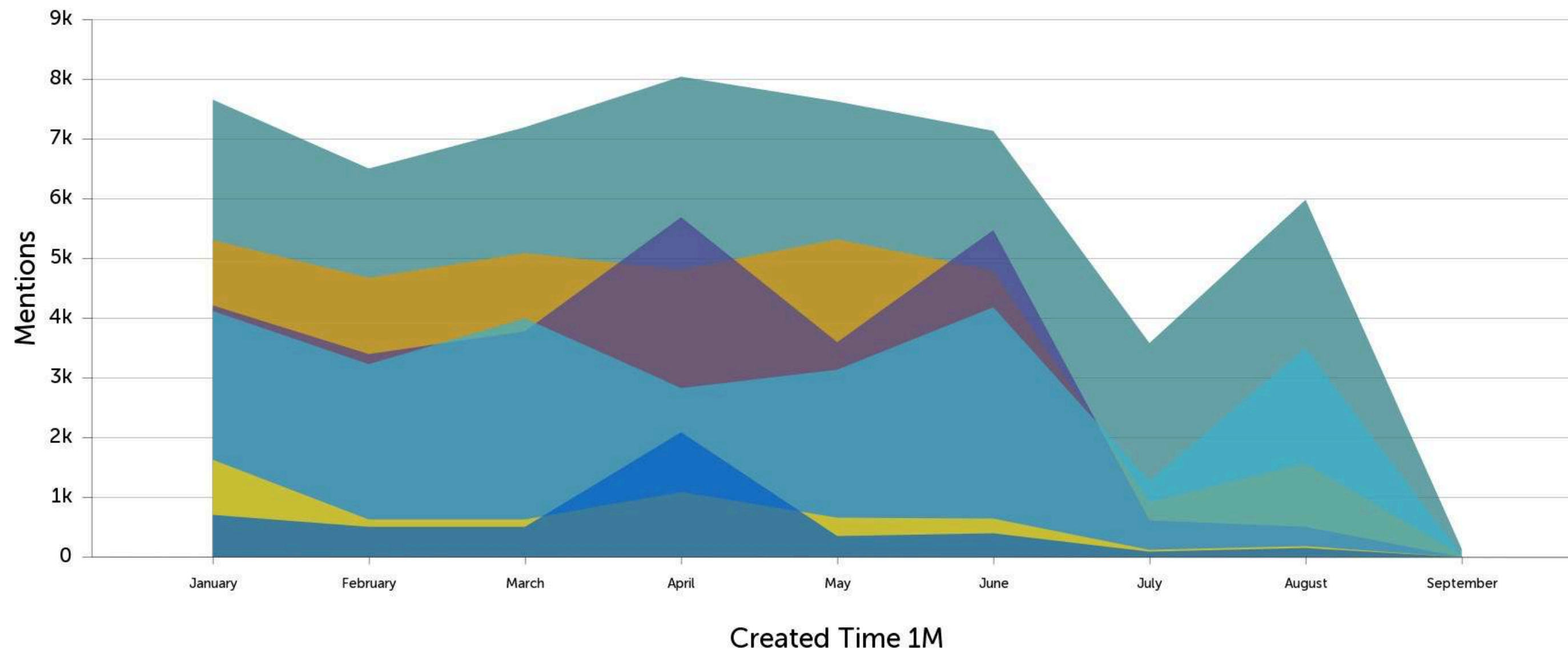


And continues to do so

2021 Emotion Trends

1st Jan, 2021 - 1st Oct, 2021

● Happiness ● Disgust ● Sadness ● Anger ● Surprise ● Fear



Food is emotional,
it has provided us
with joy

48%

Nearly half of 2020's
most loved brands are
food & beverage brands



REARRANGE THE STORE AROUND YOU

Category put a spotlight on what we are buying into, not just where we are buying from

Increasingly shoppers are choosing brands based on views and values

GROCERY 2021 H2



Watch Reels



DONATION



REARRANGE THE STORE AROUND YOU

90%

of consumers are willing to pay more to an ethical retailer or brand who is giving back to society ¹

62%

of holiday shoppers surveyed in EMEA took at least one action to support a local or independent small business during the recent holiday season ²

Source:

1. "KPMG, Me, my life, my wallet" 18,657 respondents across 16 markets.

2. "Facebook Seasonal Holidays Study" by YouGov (Facebook-commissioned online study of 49,563 people aged 18+ across 32 markets: AE, AR, AU, BR, CA, CL, CO, CZ, DE, DK, ES, HK, ID, IT, FR, JP, KR, MY, MX, NL, PH, PL, SG, TH, TR, TW, RU, SE, UK, US, VN, ZA). Minimum N=1500 per market. 9 Dec to 24 Dec 2020.

Over the last year local groups on Facebook grew their membership by

3.3X



\$5B

for non-profits and personal causes through fundraisers on Facebook and Instagram.²

83%

Brands should use social channels to create a sense of community

Cultural shifts on our platform reinforce the need for community

YOY increase¹



Source:

1.CrowdTangle 2020 vs.2019, key searched terms YOY

2. Facebook IQ "Meet the Future" by YouGov (Facebook-commissioned online survey of 9,038 people ages 18-25 across EMEA who use Facebook or Instagram), Aug 2020. Gen Z defined as people ages 18-25.

3. Facebook Giving Together

“During the pandemic, there was a newfound appreciation for frontline workers who delivered groceries and I’m hopeful that this shift in attitude is here to stay. **As well as keeping the nation fed, our drivers helped create a sense of community** in uncertain times, something that Ocado has always worked hard to cultivate.

“We run a matched donation scheme with our customers called ‘You Give We Give’ which helps to eliminate food poverty. **In 2020, we donated over £8 million in food and cash to local food banks and charities** - strengthening our bond with the communities in which Ocado operates”

Laura Harricks, Chief Customer Officer at Ocado Retail



Represent
me on screen
and behind
the scenes

Am I represented in
your decision-making?

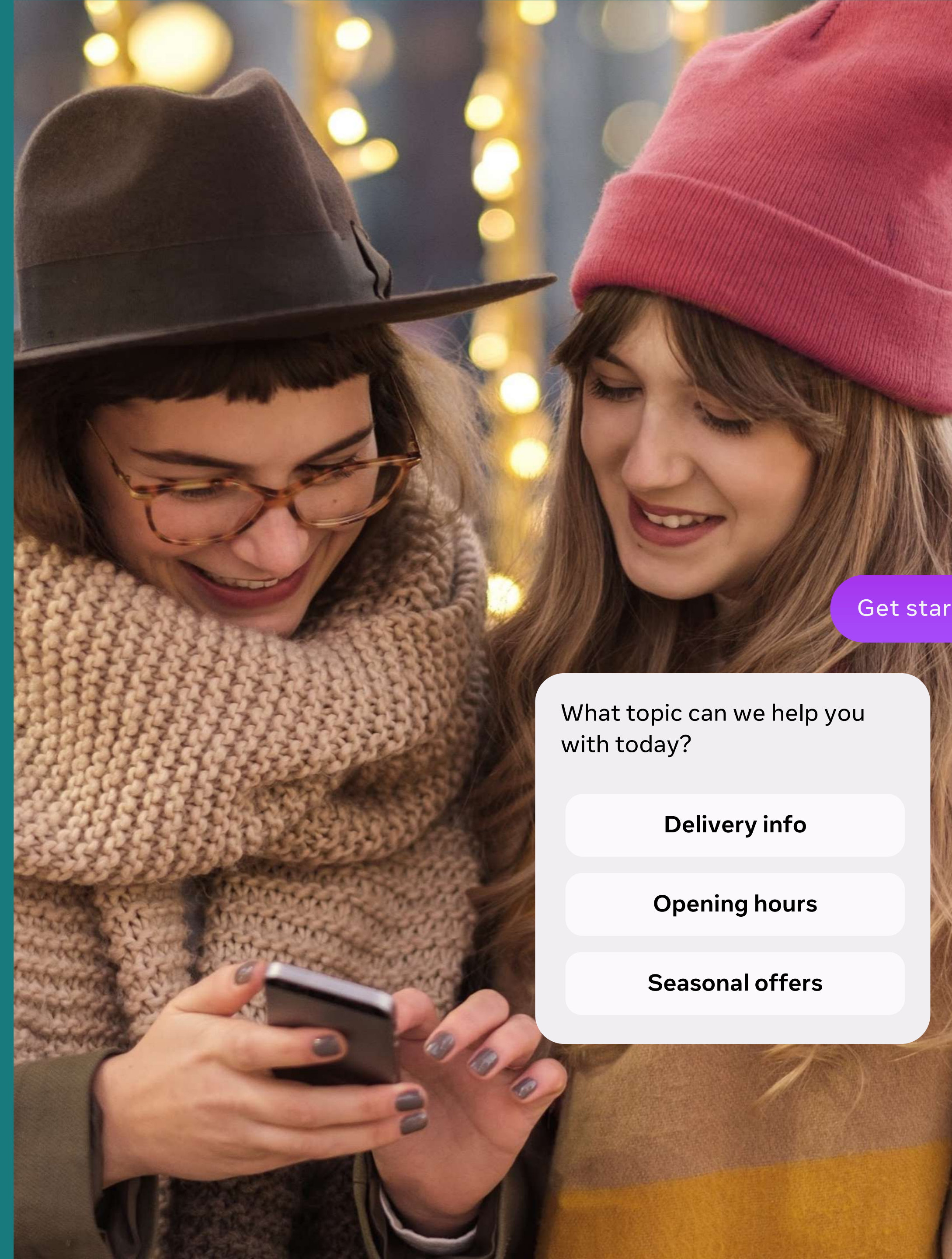
REARRANGE THE STORE AROUND YOU

COVID-19 changed the way we shop

60%

of shoppers have changed
their shopping habits¹

Source: 1. McKinsey, Oct 2020, shifts in shopping behaviour



Get started

What topic can we help you
with today?

Delivery info

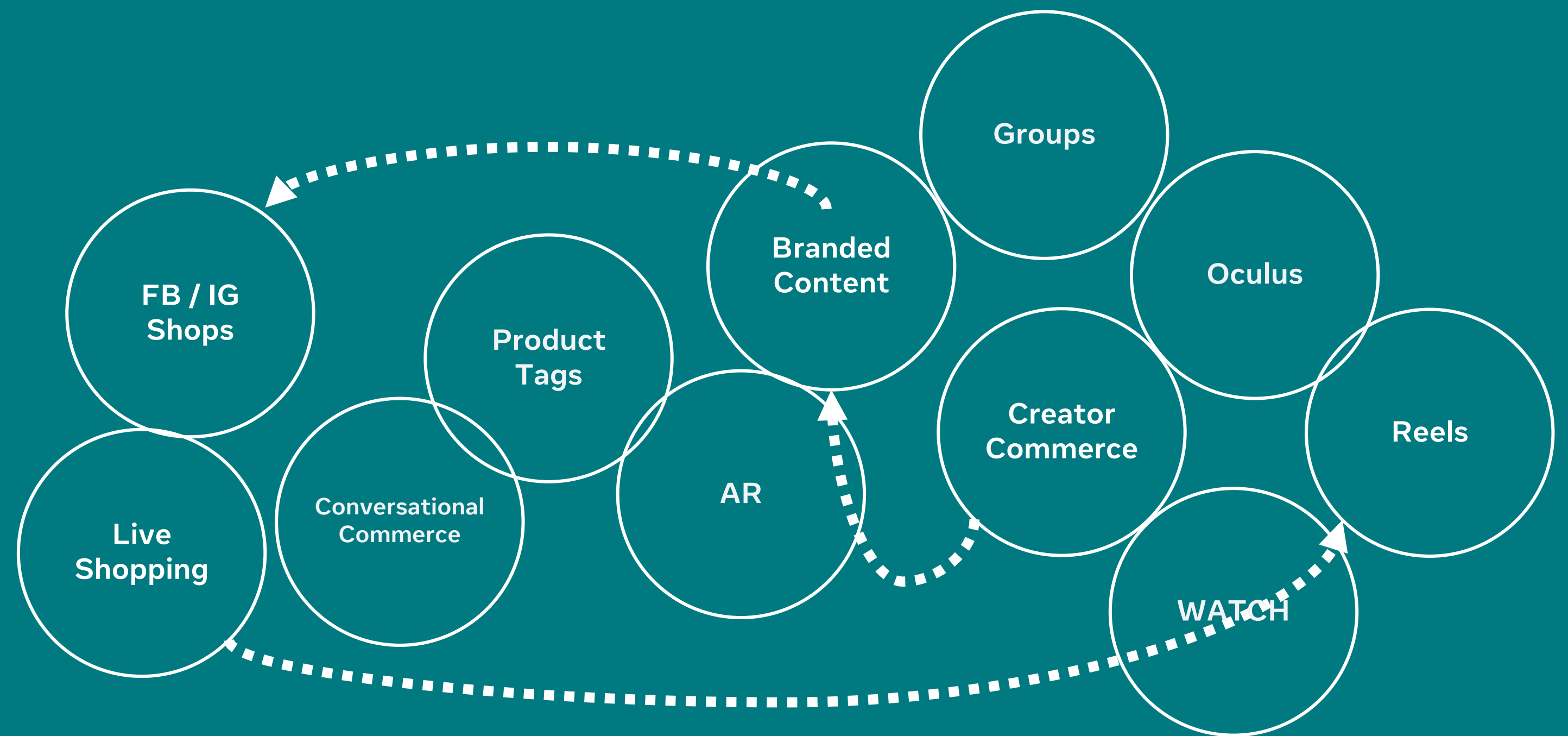
Opening hours

Seasonal offers

An expansion of touchpoints shifts your experience and expectations of brands

82%

Social media has heightened their expectations around brand interaction



No Silver Bullet



Campaigns that under-deliver invest too heavily in just one or two channels



TV is an effective bedrock but shouldn't dominate investment (50% budget max)



No single media mix is best for every brand outcome

Moments of discovery happen on Facebook platforms

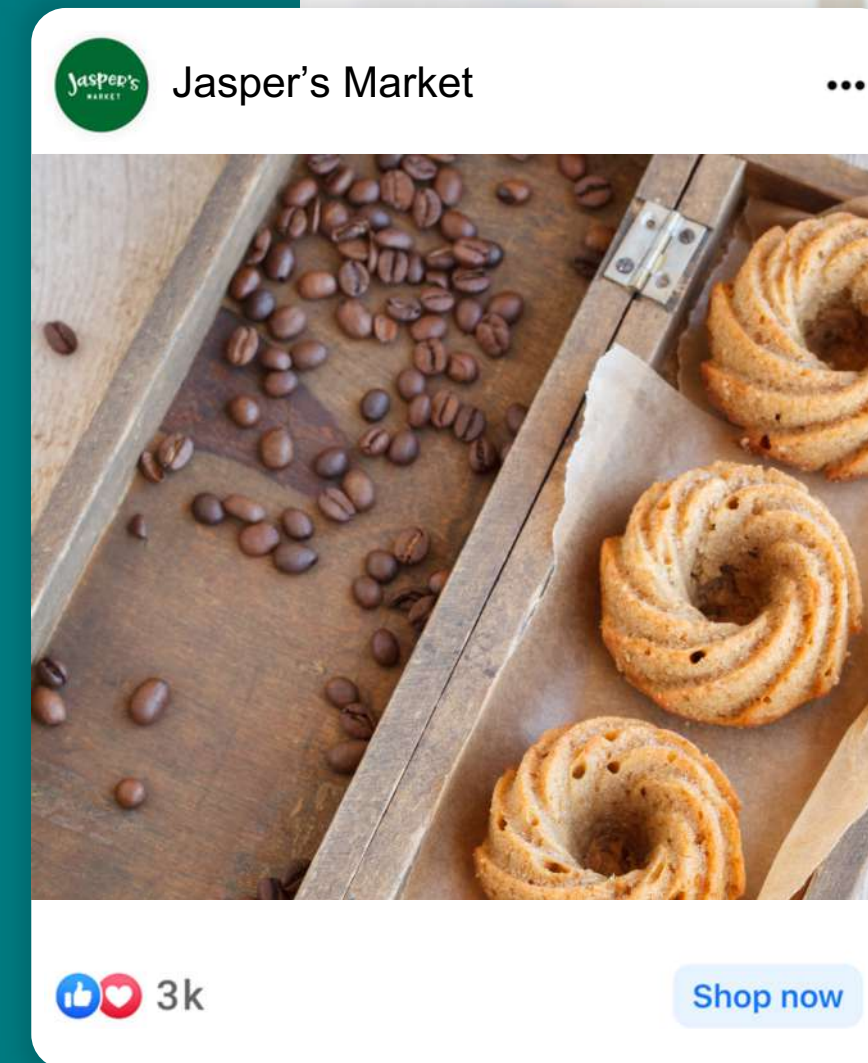
Digital is now the primary way that grocery shoppers discover brands and products

71%

of grocery shoppers discover food and beverage brands or products online¹

Source:
1. "Food & Beverage Consumer Journey Study" by Kantar Profiles (Facebook-commissioned online survey of 39,470 adults ages 18-64 across AU, BR, CA, DE, FR, ID, IN, JP, MX, SK, UK, US) 2020

REARRANGE THE STORE AROUND YOU



REARRANGE THE STORE AROUND YOU



GOING SHOPPING

VIEWING ONLINE SHOPPING AS A ROUTINE OR
A WAY TO COMPLETE FUNCTIONAL TASKS



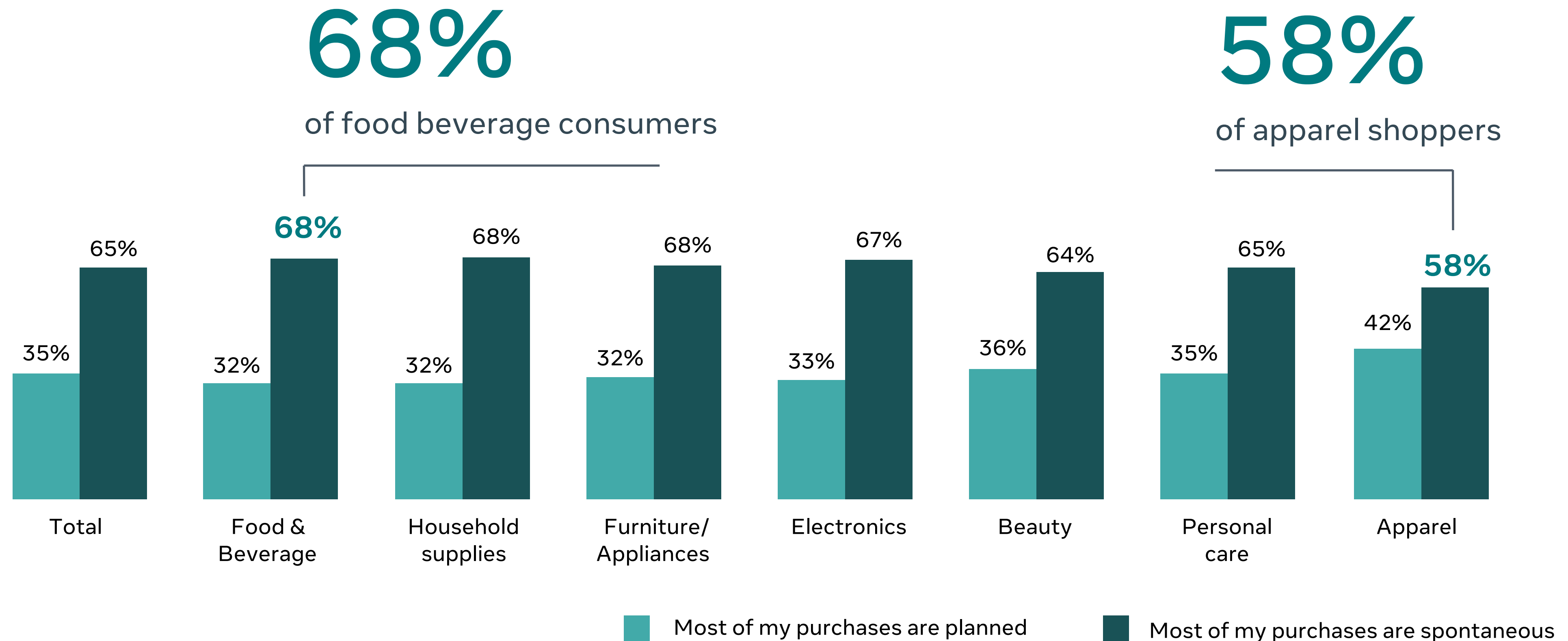
ALWAYS SHOPPING

DISCOVERY MINDSET IS
DRIVING SPONTANEITY

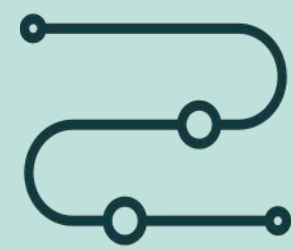
Discovery is driving shopping spontaneity

Almost twice as many purchases for food are spontaneous vs planned

Spontaneous vs. considered purchases across categories globally over the past six months.



Our platform can optimise for spontaneous behaviours



Remove
friction



Shoppable
formats



Be considered
and purchased in
5 taps or less

Rearrange the store around YOU

“COMMUNITY, EASE, JOY.”



Collective vs. competitive

Brands coming together for higher purpose

- Consider the power of the collective, working together to achieve purposeful ambitions

Source: Facebook Case Study



Tesco
2 hrs · 🌐

Pop to your local if you can.

Pubs have had it tough this year. That's why, for once, instead of telling you about our fantastic deals, we're using this space to ask you to support them instead (as long as you feel safe to do so). Because right now, every little helps.

TESCO
Every little helps

1,283 Likes · 129 Shares

Like Comment Share

Learn More



← **Tweet**

Channel 4 @Channel4

Christmas is a time to come together. This year, we're coming together with @AldiUK @asda @coopuk @IcelandFoods @LidlGB @marksandspencer @sainsburys @Tesco & @waitrose to stand against racism. If you're not into that kind of thing, feel free to unfollow. #StandAgainstRacism #Ad

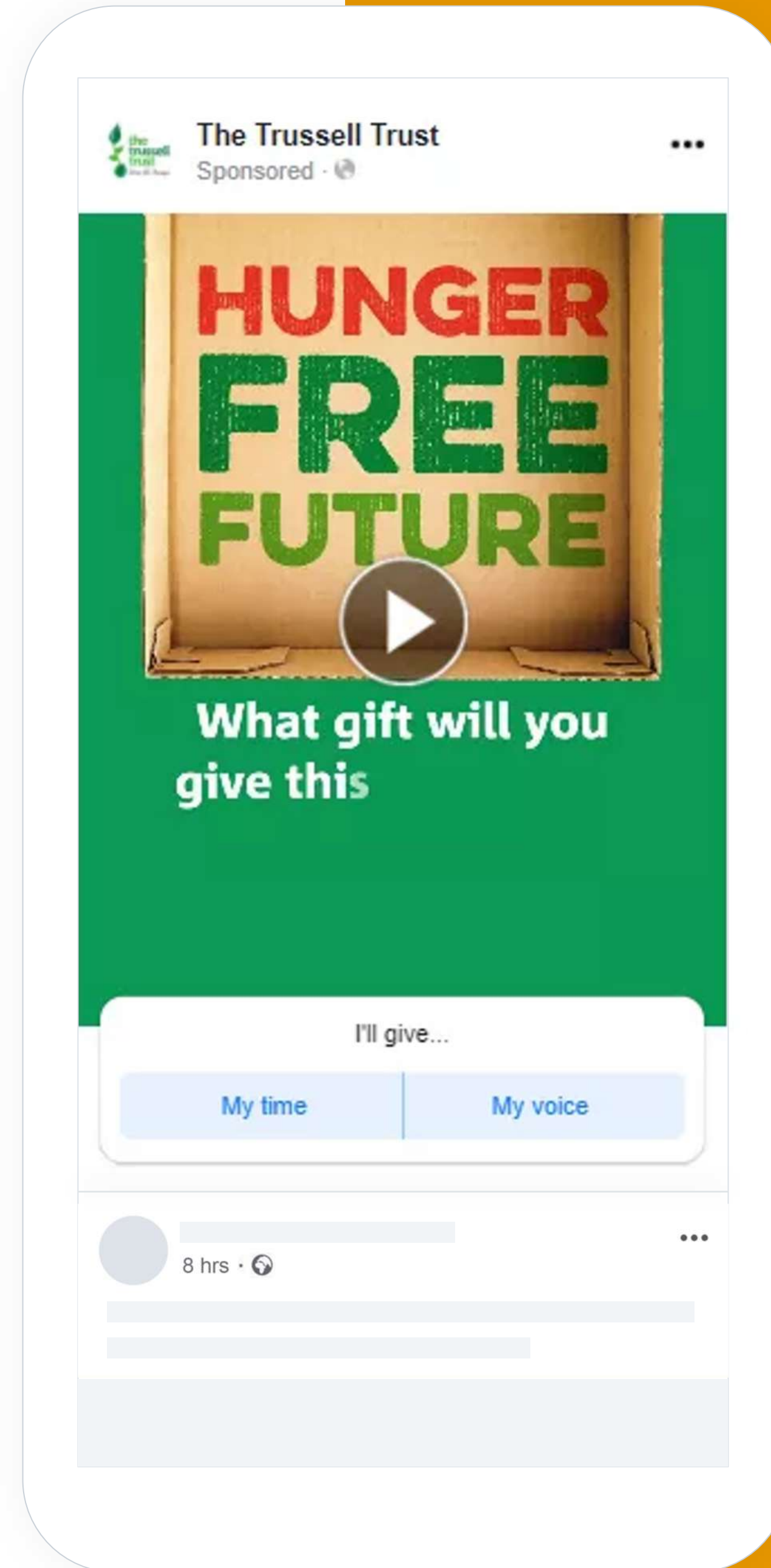
#StandAgainstRacism



Empower community support

Facebook partnered with the Trussell Trust, the UK's largest foodbank network, to reach over 13M UK adults, shifting the mindset of over 310k people to trigger behavioural change against hunger poverty.

Two-phase campaign to drive awareness and intent with polling, filters and video ads. An augmented reality filter helped audiences share the campaign with friends by prompting the audience to take a selfie and add a donation sticker before publishing to their feed

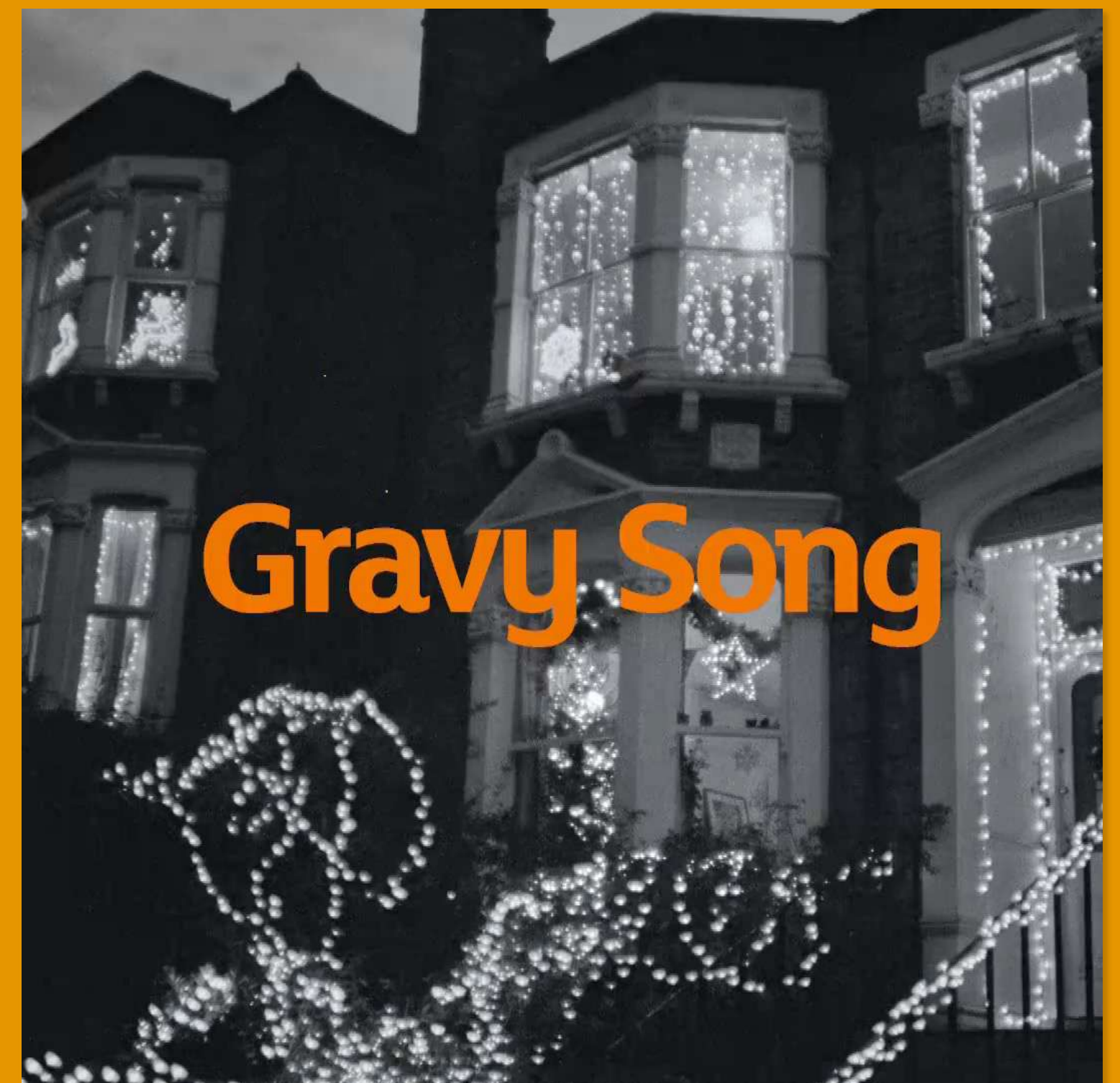
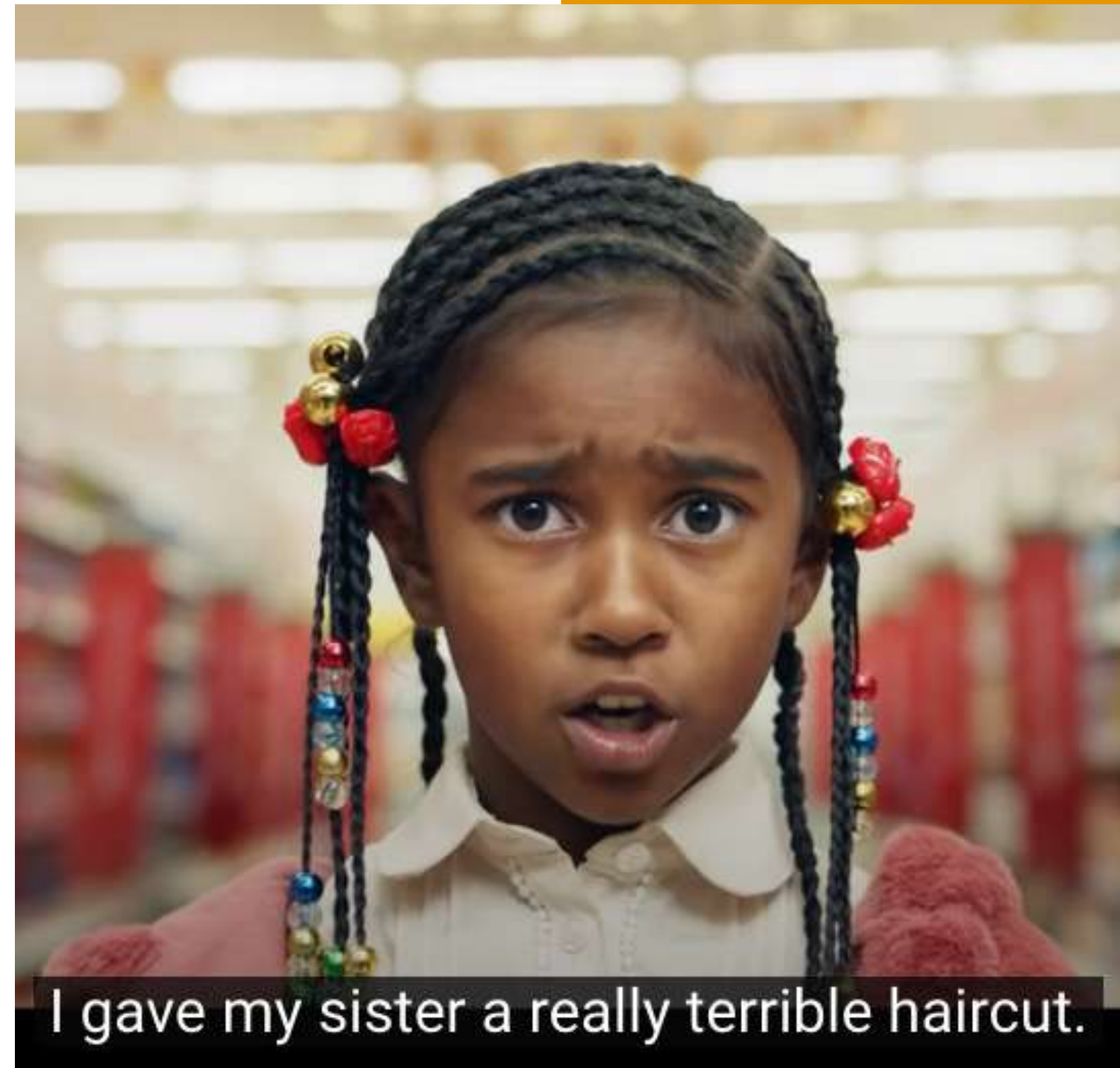


Make donation easy by
applying donation stickers
and filters

Reach over 13M adults
13pt lift in ad recall



Community and championing diversity in advertising

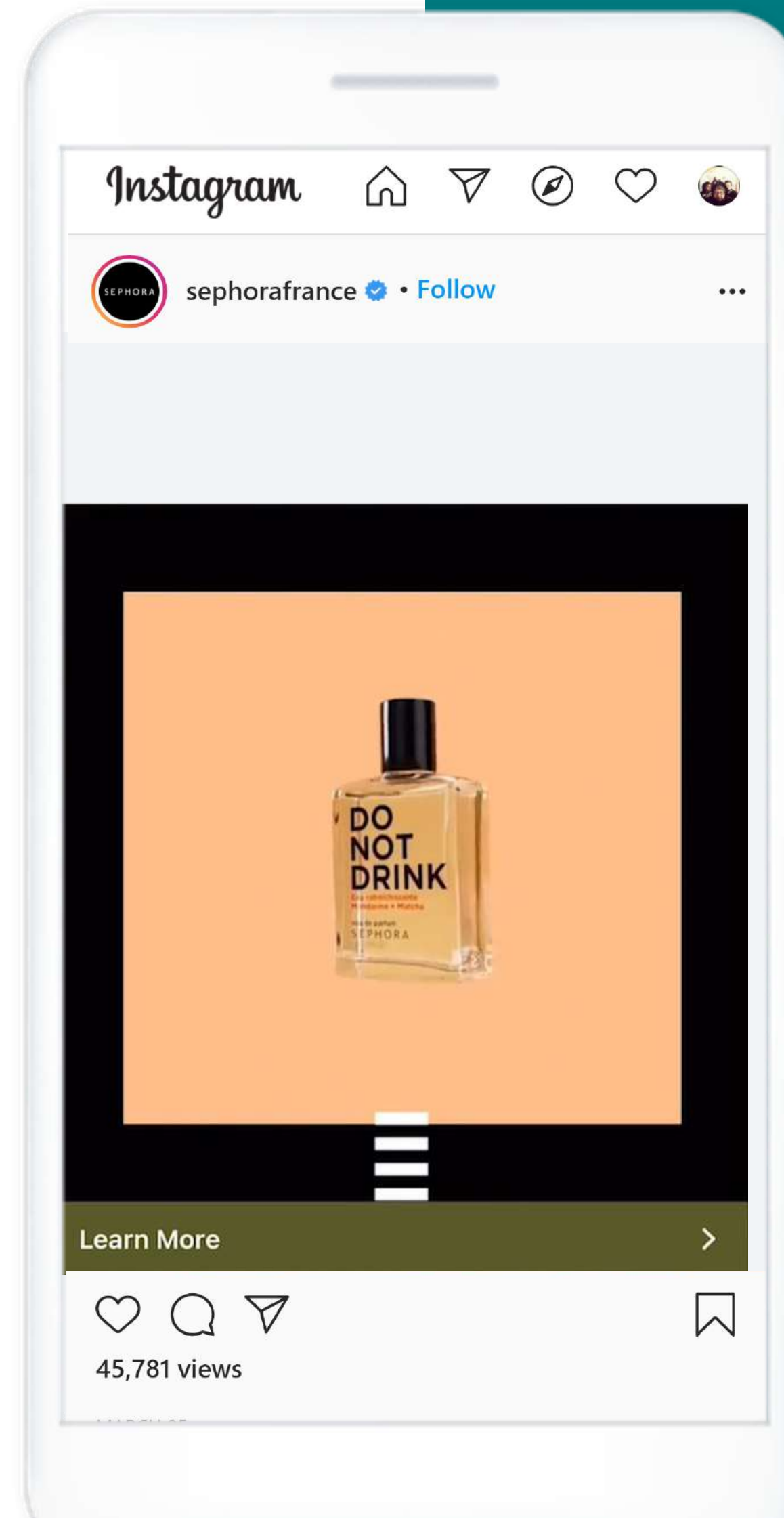




Sephora : Smell with your Eyes

Taste is a powerful proxy to scent
Augmented Reality (AR) filters that played
with three different fragrance ingredients'
textures, colours, shapes and movements

Source: Facebook Case Study



#1 Bestseller



Maggi Germany helped people to learn how to cook via Whatsapp

Leading German food brand developed an entertaining virtual cooking course on WhatsApp featuring a digital assistant called Kim.

Step-by-step instructions, answer their questions, share videos for specific cooking techniques, and provide shopping lists for each recipe - all within WhatsApp.

Maggi promoted the WhatsApp service via Click-to-Whatsapps ads across Facebook and Instagram. People who clicked the ads were sent directly to the cooking course in WhatsApp, where they could opt in and then choose which class to take first.



2x

increase in customer retention between June-August 2020

200,000

messages sent in the first 8 weeks

3x

lift in Campaign Awareness (measured by Facebook Brand Lift)



Guinness Six Nations: Connecting the rugby community with Messenger Rooms & Portal from Facebook

Pre-game live cook-a-long experience to the homes of fans via Messenger Rooms Live from Portal devices



220,000

Rugby fans reached with the hour-long live event

1st

Brand to leverage Messenger Rooms to Live on Portal globally



Digitise print: Deliver personalised and targeted comms to drive sales

10x

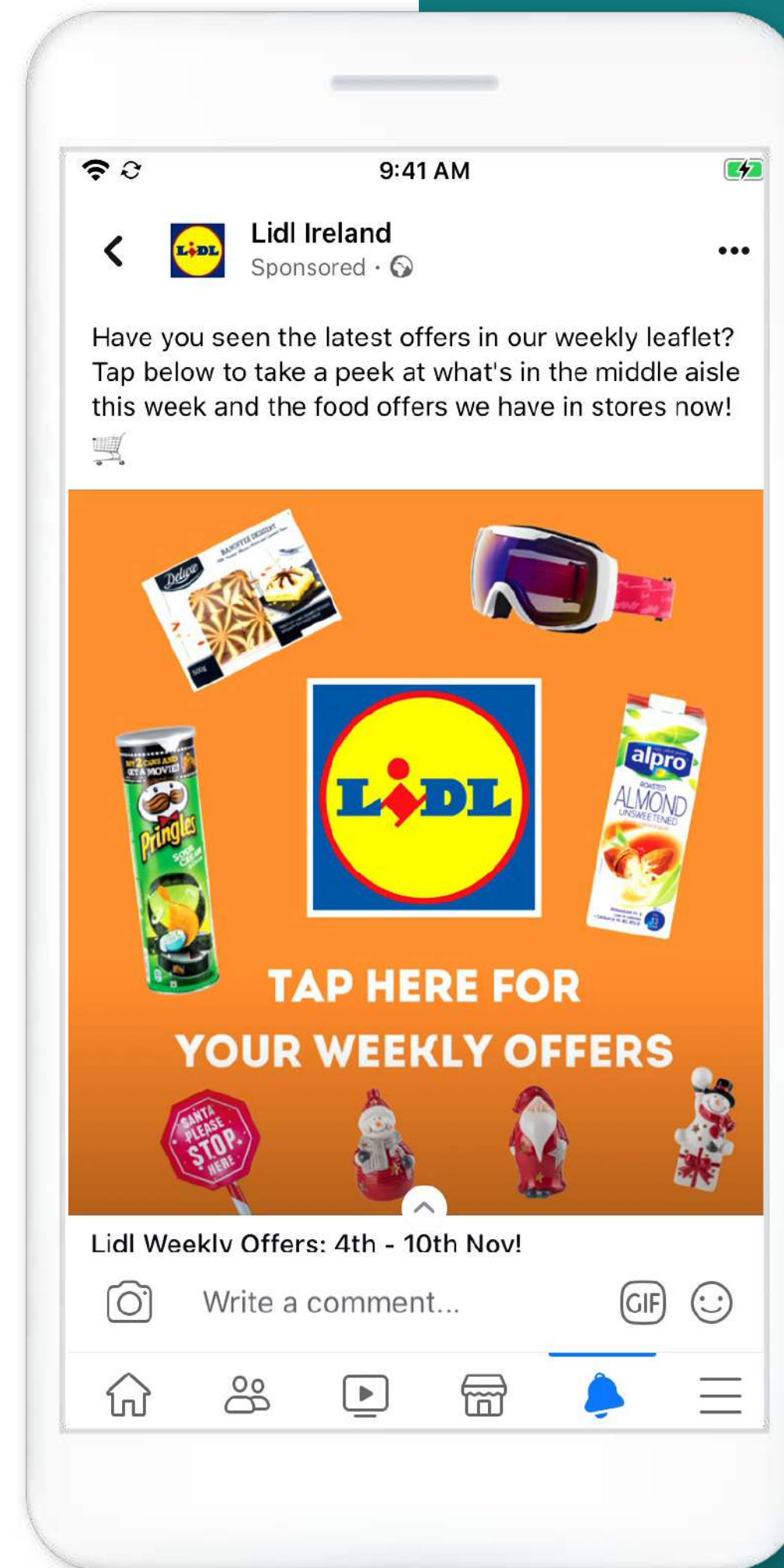
return on
ad spend

2.3%

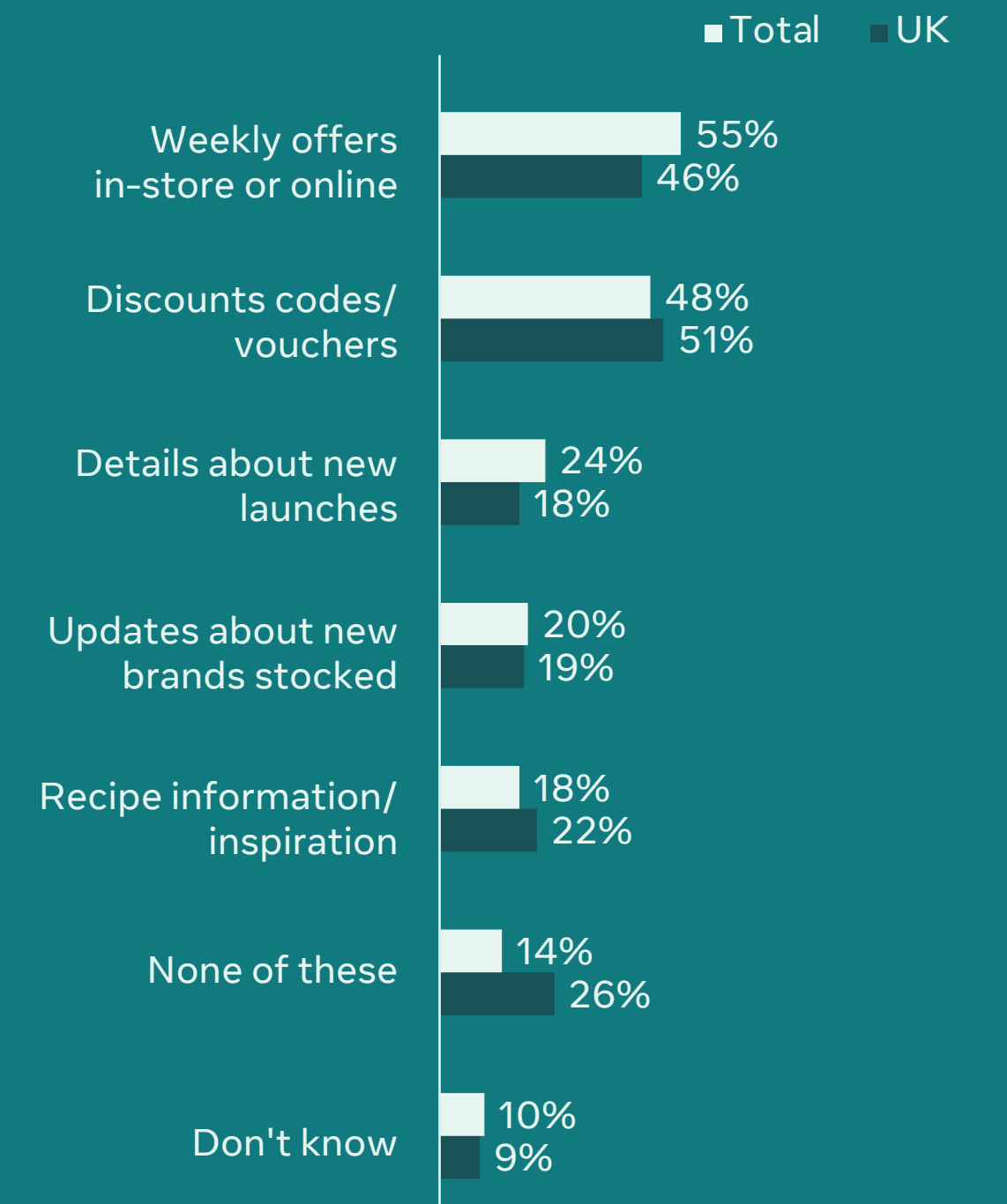
increase in
overall turnover
at trial stores

2.7%

increase in number
of customers buying
promoted items



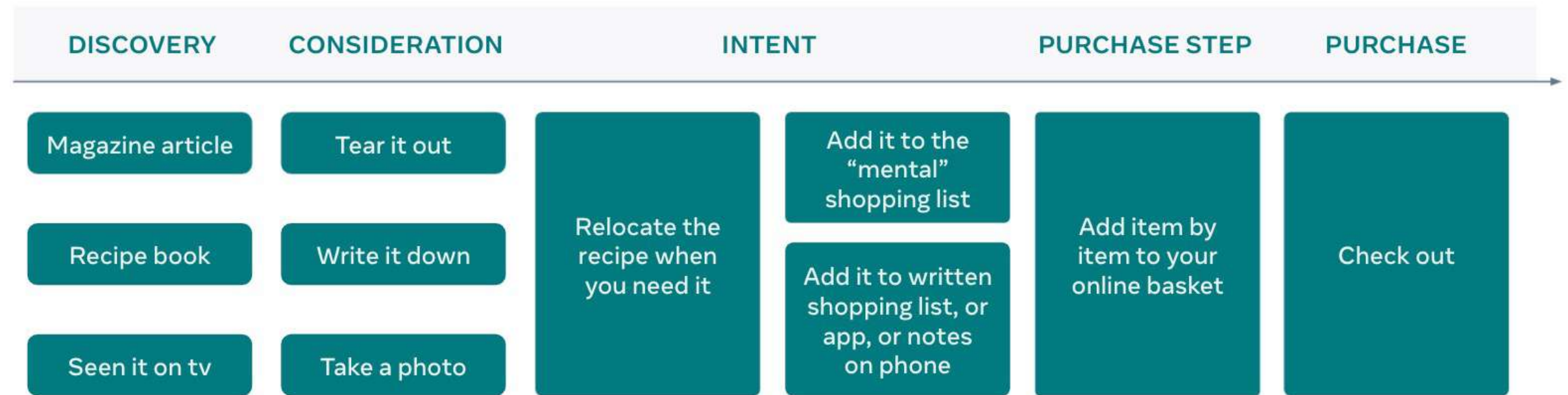
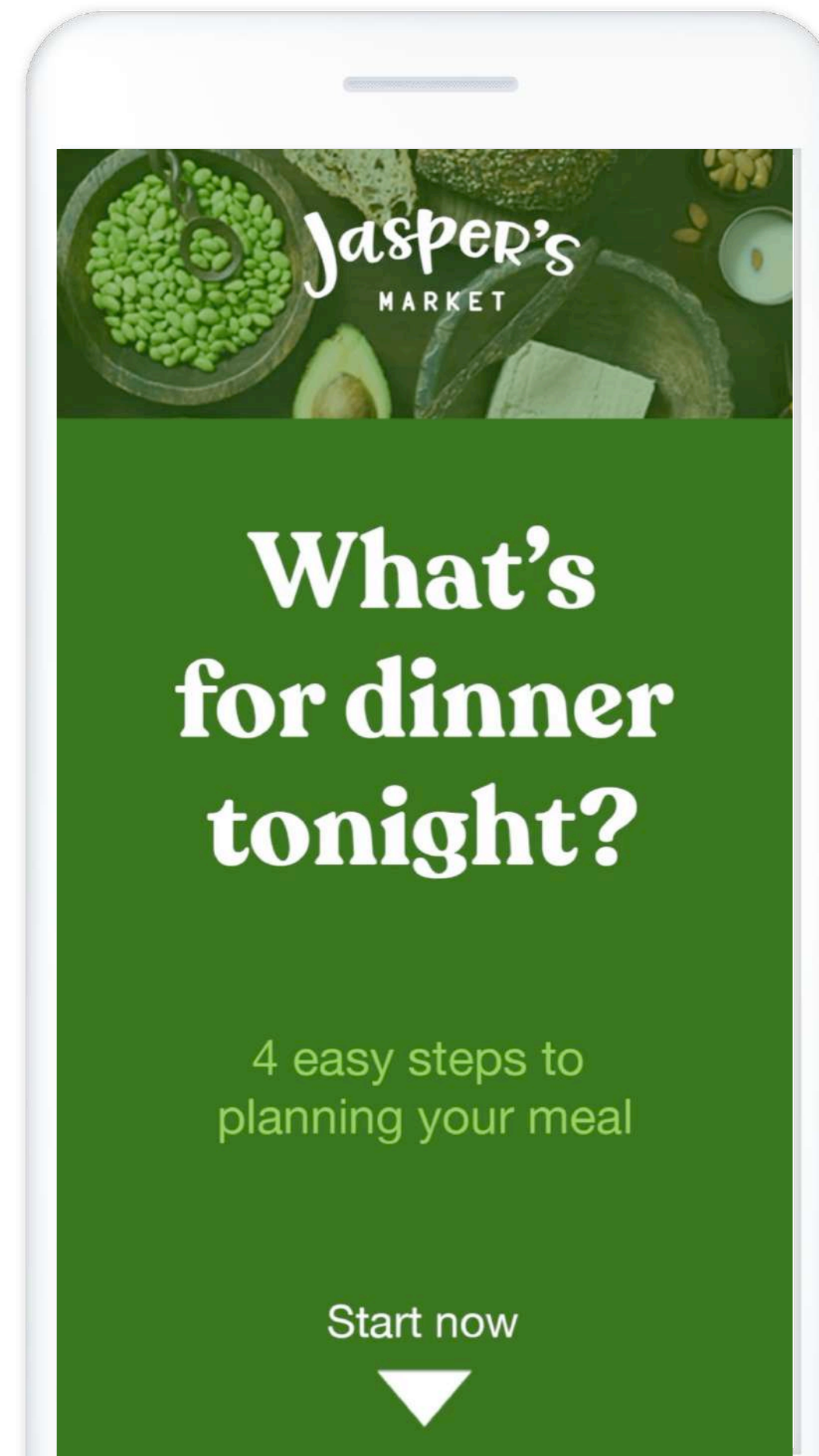
Which, if any, of the following kinds of information would you like to have available to you on flyers, prior to purchasing grocery products?¹



Source:
Facebook Case Study
1: Facebook & YouGov Future Proofing Grocers study (UK, Denmark, Norway, Sweden, Turkey), April 2021



A visual, easy,
discoverable and
personalized
experience leading
straight to checkout



INTERACTIVE CREATIVITY

Step 1: user gets targeted with brand ad in-feed or Stories and swipes for more

Step 2: user is taken to nested instant experience (of any creative interactive nature)

ADD TO BASKET

Step 3: user interacts making product decisions that are added to basket

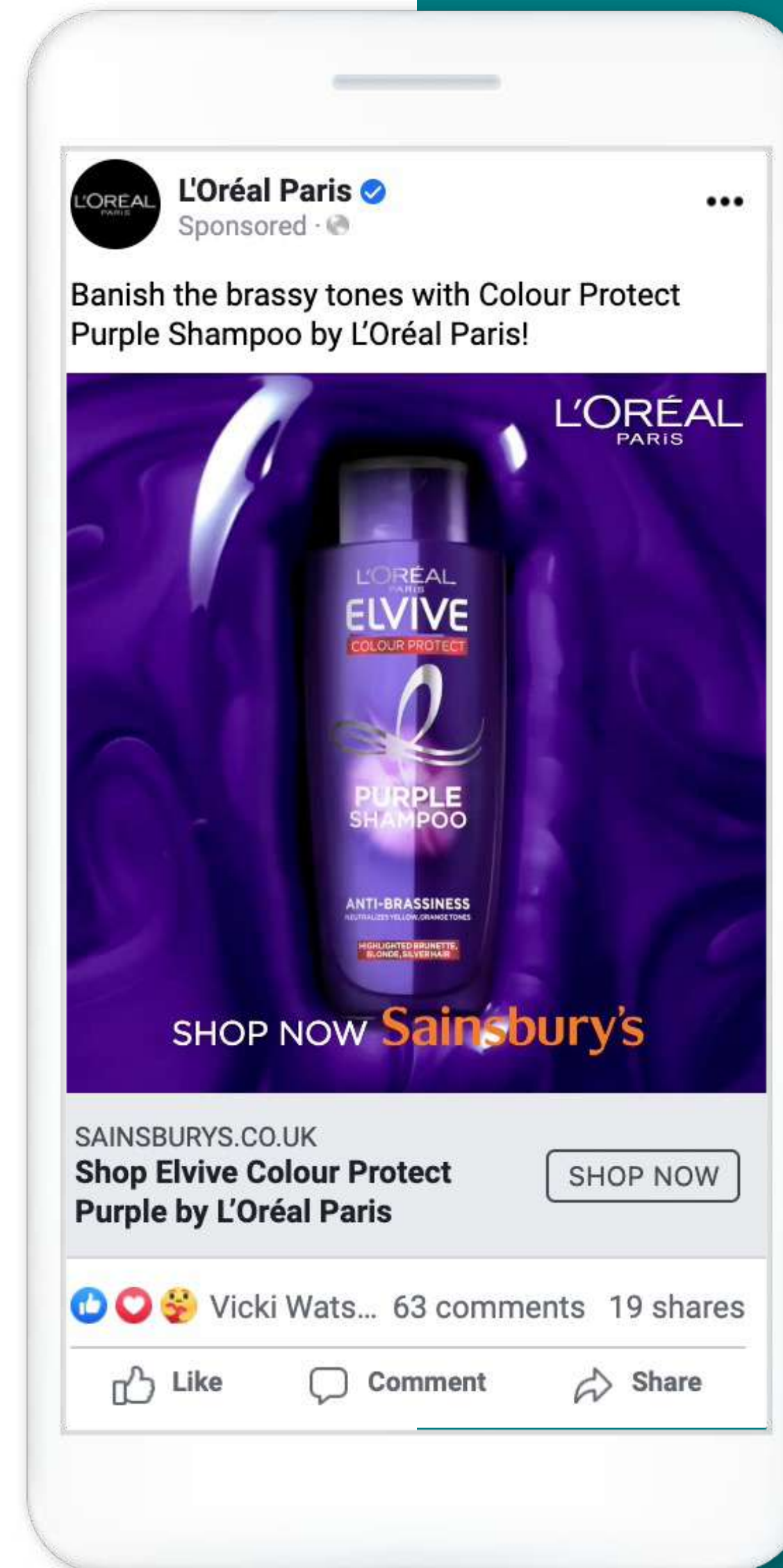
PERSONALISED ADS

Step 4: signals created by interactivity, captured and used for re-targetting



Collaborative Ads

To meet today's consumer, we need trade marketing solutions as dynamic as the customer journey itself.



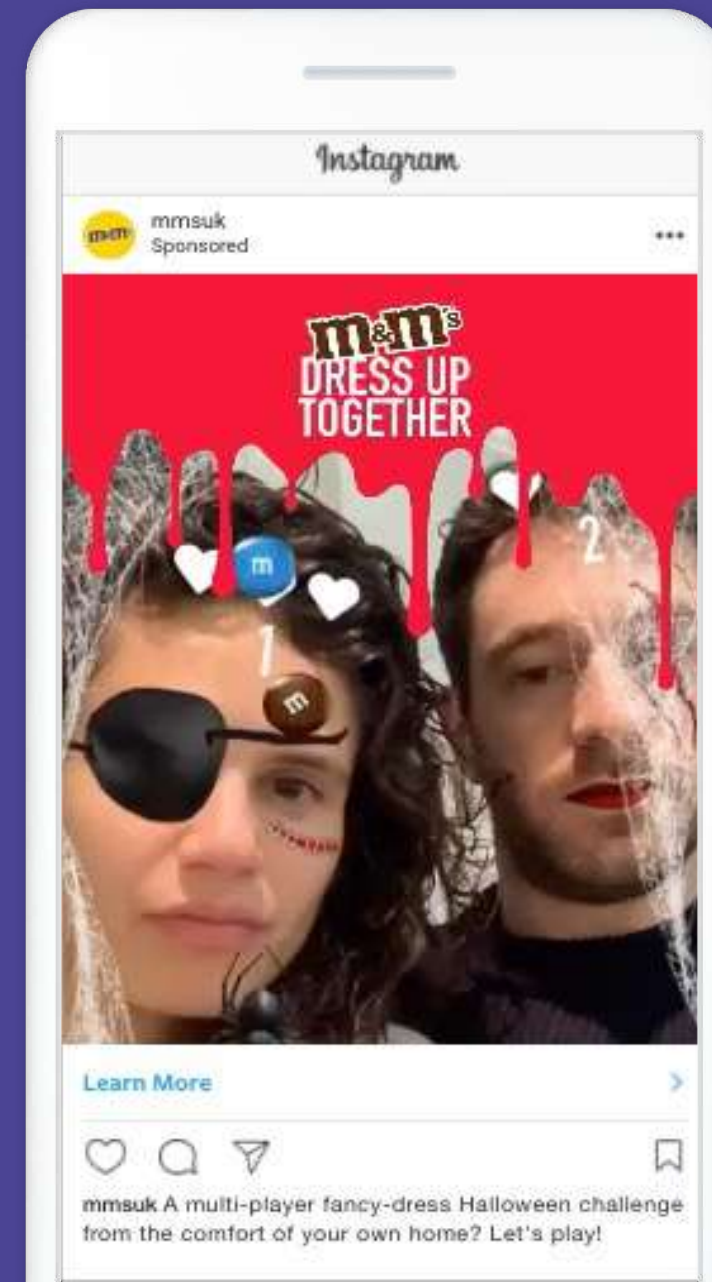
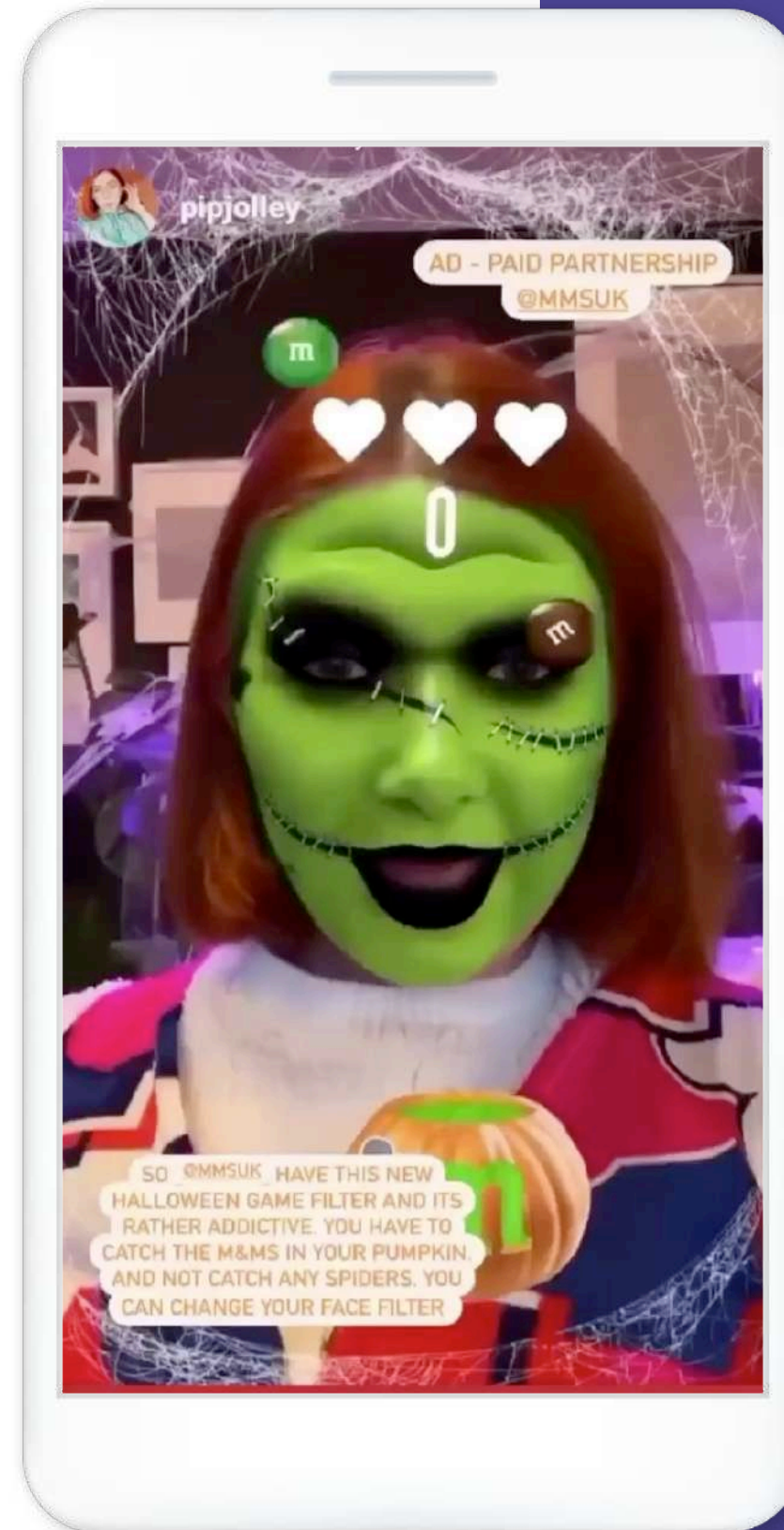


Mars M&M's Halloween not cancelled

Plan a route door to door virtually, collecting and dishing out candy credits

Didn't only preserve key parts of the Halloween ritual but it built on them

Source: Facebook Case Study



Brand
Creative

Influencer
Creative



Cadbury's festive success

Amplifying the campaign across the whole platform to reinvent Santa



Polls



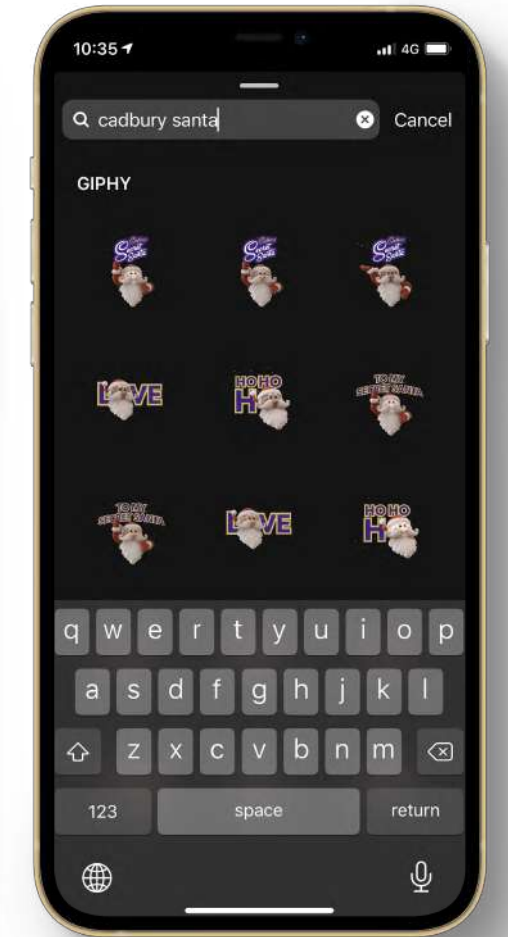
Polls



AR Ads



Filter



GIPHY



LIVE X2 + Watch



Stories+Feed



Stories+Feed



Reels



Reels



Reels



#freecuthbert

Using the platform to have fun with everyone's favourite caterpillars

Aldi UK 16 April · 🌐

Judge: Show us the evidence!
Us: What evidence?
[#FreeCuthbert](#)



👍❤️ 47K 4.2K comments 5.4K shares

Like Comment Share

Aldi UK Sponsored · 🌐

Packaging update. [#FreeCuthbert](#)



👍❤️ 163K 20K comments 27K shares

Like Comment Share

Aldi UK 15 April · 🌐

This is not just any court case, this is... [#FreeCuthbert](#)

👍❤️ 92K 9.6K comments 12K shares

Like Comment Share

Aldi UK 20 April · 🌐

Morning Tesco Sainsbury's Asda Morrisons Waitrose & Partners Co-op. Cuthbert needs the help of Curly, Clyde, Cecil, Charlie, Morris and Wiggles. Caterpillars clubbing together to raise money for charity, not lawyers. [#caterpillarsforcancer](#). Up for it?

👍❤️ 75K · 3.6K comments 8.1K related

Like Comment Share

Aldi UK Sponsored · 🌐

This is not just any court case, this is... [#FreeCuthbert](#)

👍❤️ 92K 9.6K comments 12K shares

Like Comment Share

Aldi UK 16 April · 🌐

Cuthbert has been found GUILTY...
..of being delicious.
[#FreeCuthbert](#)

👍❤️ 71K 6.8K comments 5K shares

Like Comment Share

Aldi UK 19 April · 🌐

Had a pretty busy weekend ngl. [#FreeCuthbert](#)



👍❤️ 90K · 8.7K comments 9.4K related



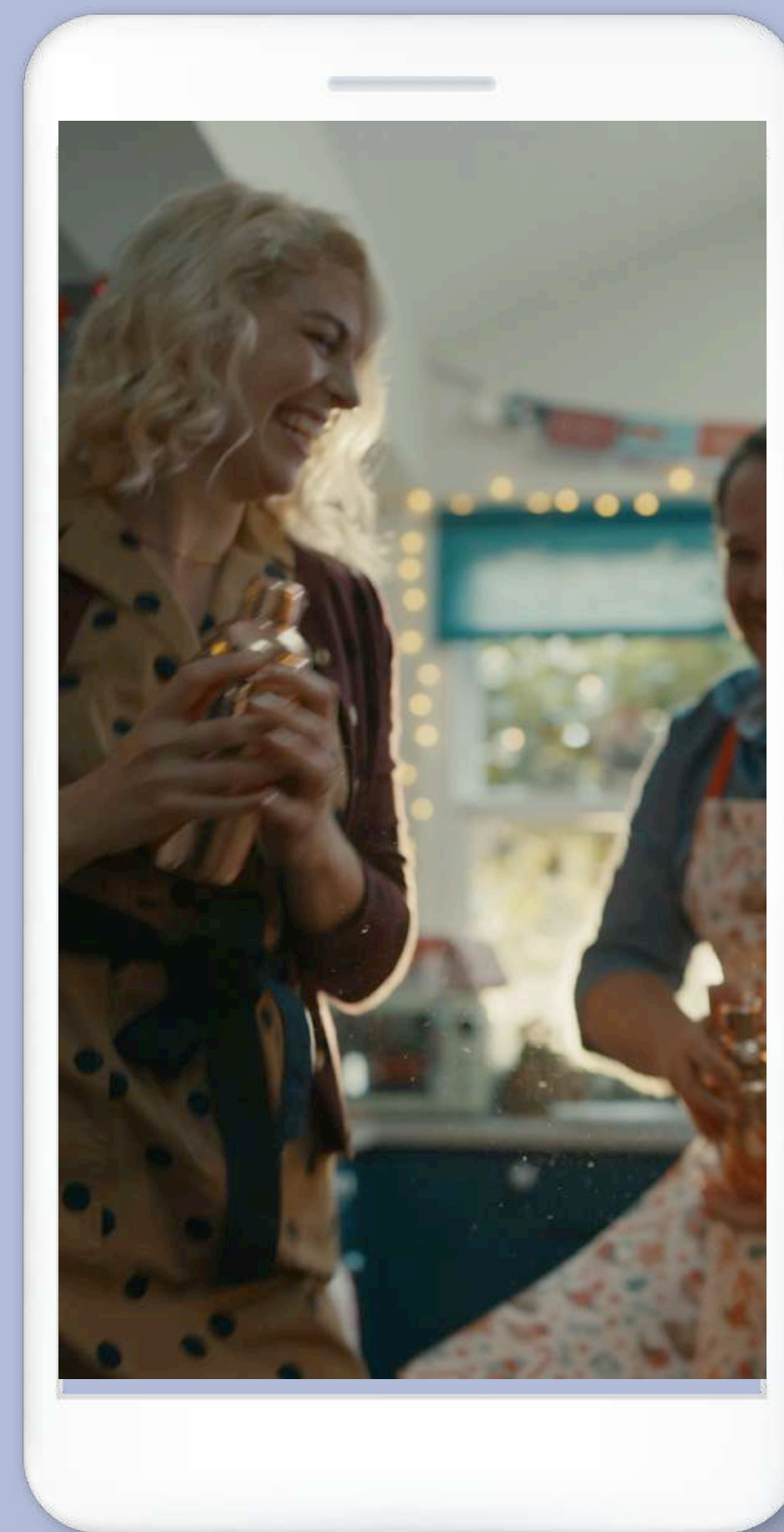
Morrisons used Stories to effectively amplify TV



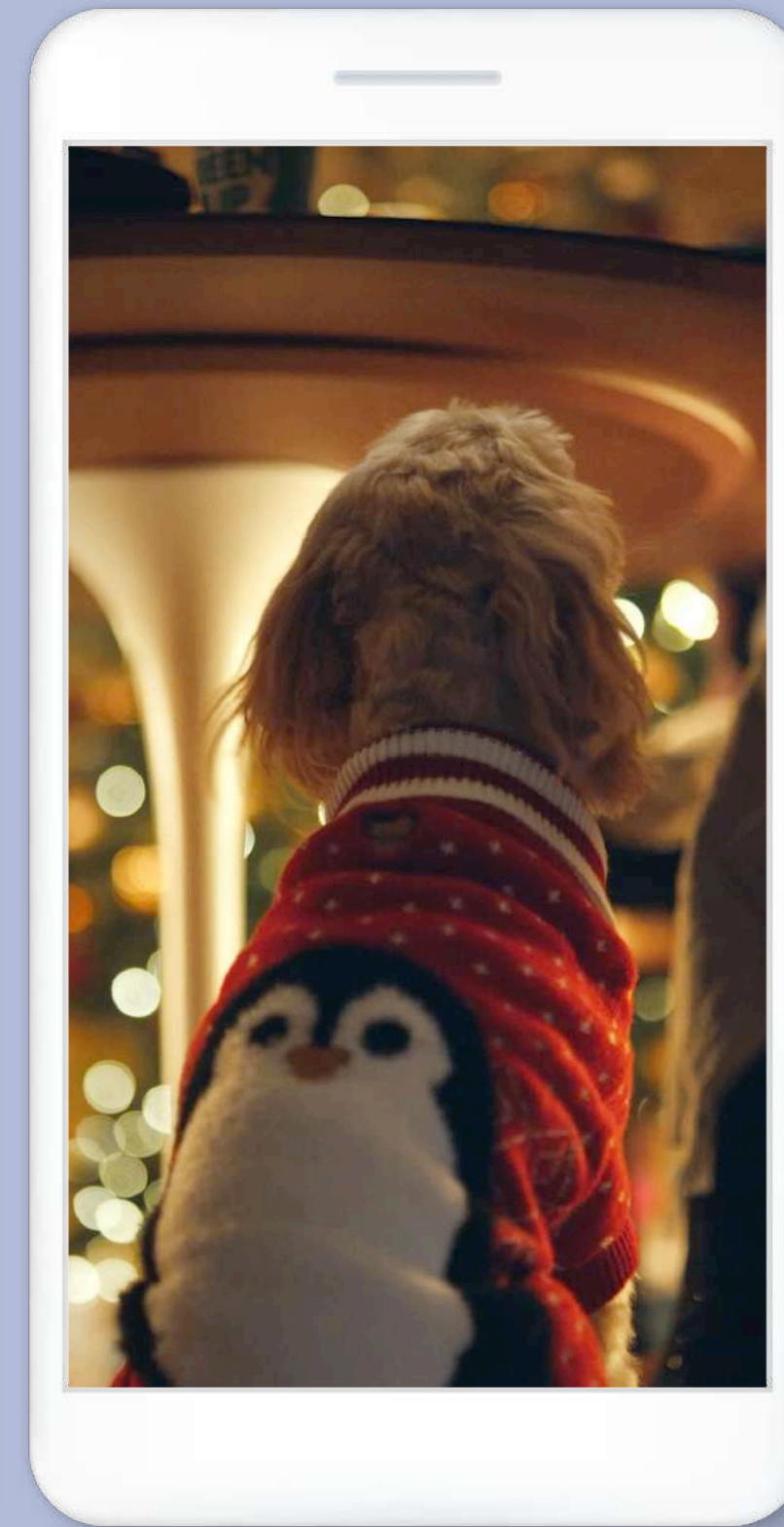
Stories 12"



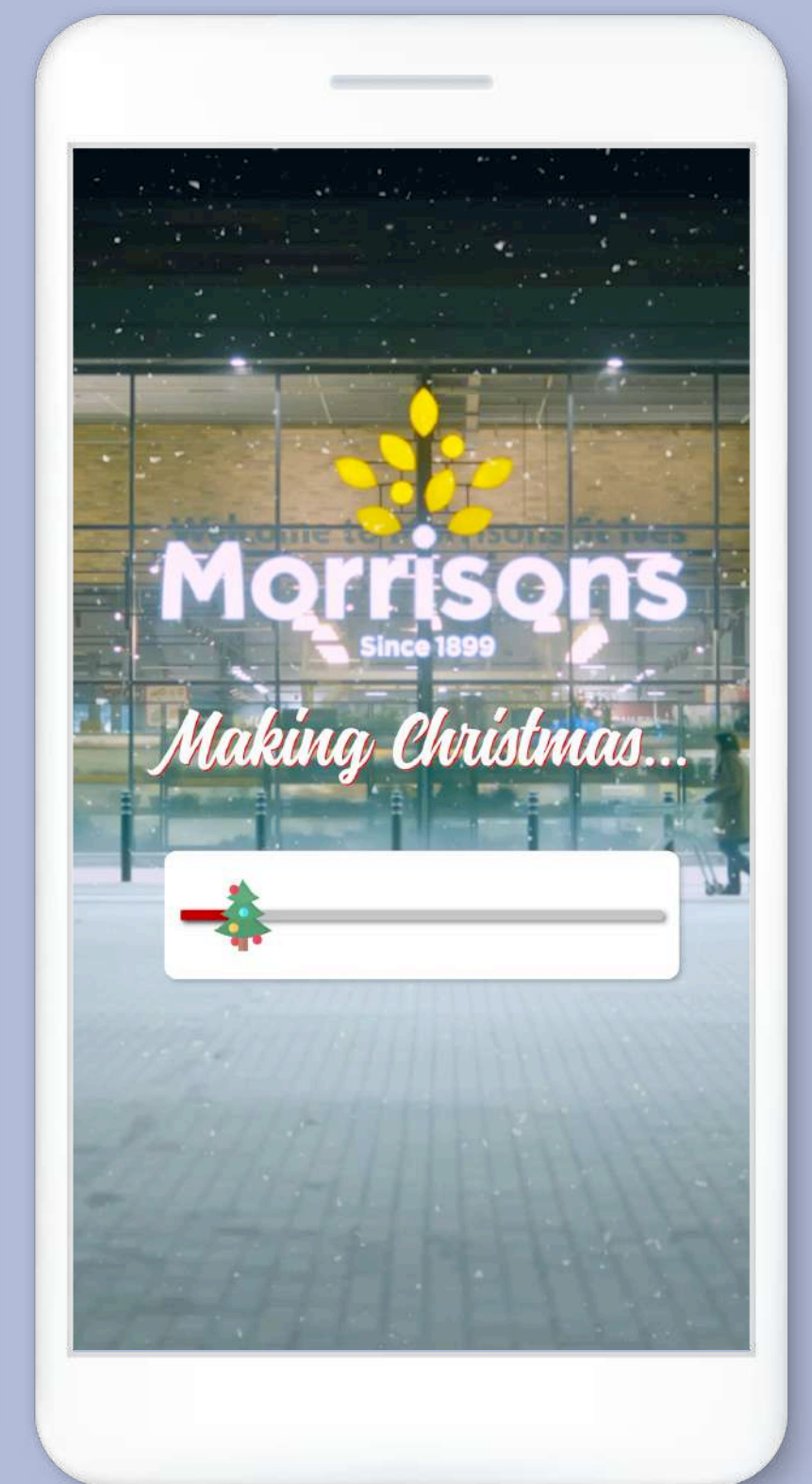
Stories 6"



Stories 6"



Stories 6"



Stories 10"

“COMMUNITY, EASE, JOY.”



Thank you

FACEBOOK     