



IFPA WEBINAR

Exploring Produce Consumer Insights and Paths to Purchase

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FoodMix

INTERNATIONAL
**FRESH
PRODUCE**
ASSOCIATION™

The logo for the International Fresh Produce Association, featuring a stylized flower or leaf design with orange, green, and blue colors.

Today's Agenda

- 01 ● CONSUMER MINDSET
- 02 ● SHOPPER PROFILES
- 03 ● SEGMENT STRATEGIES
- 04 ● ACTIVATION ENHANCEMENT
- 05 ● Q&A



Who is RRD?

We deliver measurable, positive outcomes and solutions for our clients and prospects.



Transforming Customer Touchpoints Into Moments of Impact

RRD brings concepts to life with expertise, execution and scale to enhance quality and elevate engagement across the full customer journey.

Customer Touchpoints

18,000 clients, including 92% of the Fortune 100



PACKAGING

- Folding Cartons
- Labels
- Signage & Displays
- Services to support design, materials & enhancements, and manufacturing



SUPPLY CHAIN

- Kitting & Fulfillment
- Product Configuration
- Sourcing & Inventory



MARKETING

- Digital Media & Marketing Technology
- Data & Insights
- Direct Marketing
- Brand & Creative



PRINT

- Marketing Collateral
- Cooperative Media & Marketing
- Spend Consulting
- Business Communication



CUSTOMER
TOUCHPOINT:

Marketing

Driving response with seamless, personalized omnichannel execution

- Digital Media & Marketing Technology
- Data & Insights
- Direct Marketing
- Brand & Creative



Digital Media & Marketing Technology

Our full-funnel media, Martech and data-focused solutions empower you to influence and activate more of your ideal consumer audience for greater ROI

Digital Marketing

- Display
- Social Marketing
- Connected TV
- Digital Out-of-Home
- Digital Audio
- Email Services

Marketing Technology

- nCountR (in-store dynamic advertising)
- Proprietary Consumer Graph & Contextual Targeting
- Audience Segments
- NXTDRIVE (1st party data management and optimization)

Advanced Measurement

- Sales, brand or traffic lift studies
- Matchback Analysis
- Audience Insights
- Creative testing and optimization

Data & Insights

Data-driven products and services that enable marketers to optimize engagement with a 360-degree view of the customer

- Cloud-Native Data Management
- Multichannel Marketing & Campaign Ops
- Research & Customer Experience
- Advanced Analytics & BI Reporting
- Mailing Lists and Audiences
- Coupon Redemption Services

Direct Marketing (Direct Mail & Omnichannel)

Acquire and retain your target audiences with data-led insights and omnichannel expertise

- Audience & Insights
- Messaging & Design
- Channels & Optimization
- Direct Mail Format Strategy
- Postal Optimization

Brand & Creative

GO Creative™ Global Brand Solutions serves as a centralized creative and branding resource for every stage of your customer journey, combined with proprietary tools to achieve variability and optimization

- Brand & Creative
- Strategy
- Design
- Execution
- Production at Scale
- Marketing Automation
- Content & Editorial Services



Headwinds and Tailwinds for the Fresh Category



Image by wirestock on Freepik



The Consumers' Outlook for 2025



Hopeful on life and finances



Focused on experiences and health



Demand for greater value and convenience



Financial caution coupled with selective splurges



Committed to purposeful spending

Healthy Eating Means Eating Produce and Fewer Processed Foods

What Healthy Eating Means to Shoppers



Source: ShopperScape Health & Wellness 2.0 Deep Dive, May 2023.

Why Consumers Want Better-for-You Groceries



47%

Healthy food is safer



47%

Supports my immune system



45%

Supports healthy aging



42%

Gives me more energy



41%

Enriched with vitamins/minerals



37%

Helps with my mental health

Some groups have different priorities:

- Boomers and Females look for aging benefits
- Boomers over index for wanting immune system support
- Millennials look for mental health benefits

Source: ShopperScope Defining Better: Attributes That Drive Product Choice Deep Dive, February 2024.





What Attributes Matter MOST?

Table-Stakes Attributes

- High importance to many shoppers
- Low willingness to spend
- These attributes can lead new shoppers to your brand if it is competitively priced
- **Prioritize communication of these attributes to drive sales**

Top 5 “Must Have” Attributes

1	Highest-quality ingredients
2	All natural
3	Hormone-free
4	High protein
5	From animals raised humanely

Premium Attributes

- High importance to fewer shoppers
- High willingness to spend
- These attributes can be used to create a premium product and justify higher pricing
- **Among healthy shoppers, prioritize these attributes to unlock their premium dollars**

Top 5 Attributes Willing to Spend More

1	Organic
2	Plant-based
3	Reusable packaging
4	Sustainable packaging
5	Locally grown or made

73%

of households sometimes or always buy value-added vegetables

57%

do so for value-added fruit

Tout Benefits Beyond Price to Drive Value-Added Offerings

Clear communication of the benefits of value-added products, such as convenience, quality, and health

- In-store signage
- Digital marketing
- Packaging
- Usage Ideas/Recipes



Younger Shoppers Will Visit More Retailers to Find Healthier Groceries

4.9

Number of Retailers Shopped for Healthy/
Eco-Friendly Groceries



Best Retailers to Shop for Healthier Groceries



Source: ShopperScape Defining Better: Attributes That Drive Product Choice Deep Dive, February 2024.

Where People Are Buying Their Fresh Produce

Consumers are Shifting to Low Cost and Small Format Retailers



-3.4 pts

Supermarkets



+1.2 pts

Mass/Supercenters



-0.7 pts

Clubs



+0.9 pts

Dollar Stores



+0.4 pts

Drugstores

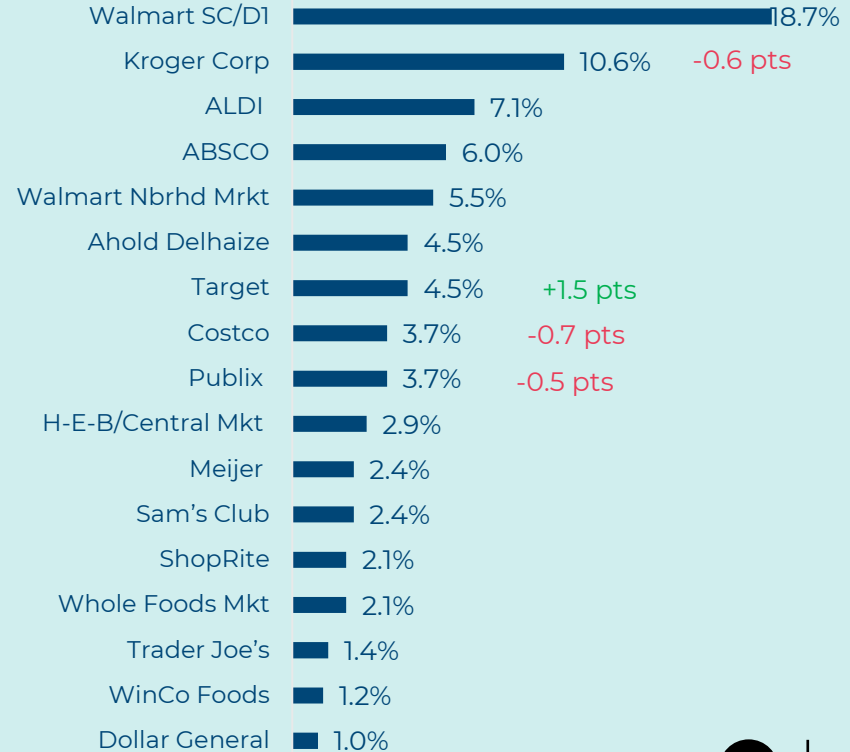


+0.1 pts

Convenience

Source: Kantar ShopperScope® , 2024 vs. 2023, n=8,156.

Where Spent MOST in Past 4 Weeks Fresh Fruits/Vegetables



POLL: What is your top marketing priority in 2025?

- Retail/Trade focused investments
- New customer acquisition
- Product innovation
- Seasonal promotions
- Brand-building

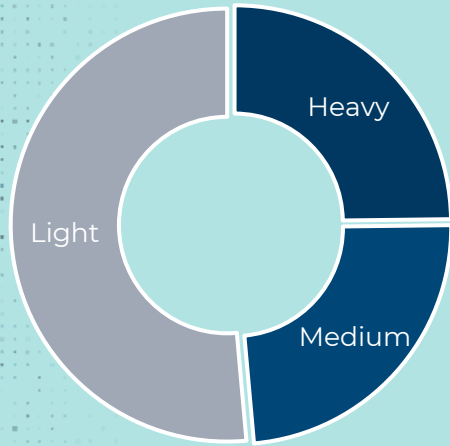


Where is the Opportunity for Fresh Category Marketers?



Influencing Consumer Segments

Fresh Produce Buyers



Heavy
41+ pounds in
last 30 days

Sold on the
category, likely
willing to spend
more in it with
prompting

Medium
21-40 pounds
in last 30 days

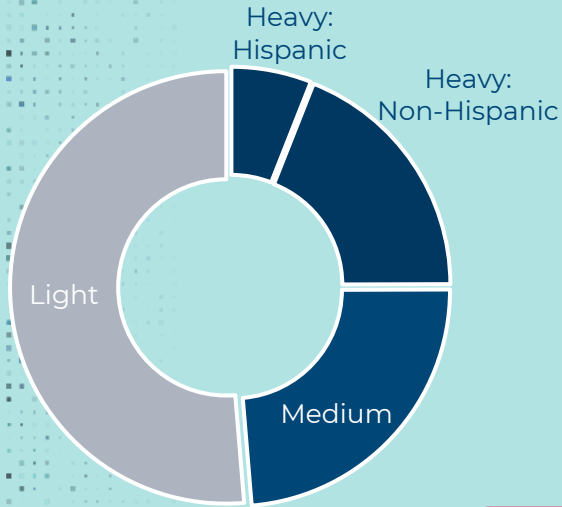
Open to the
category, but may
need to be
convinced to
spend more

Light
<21 pounds in
last 30 days

Lots of room to
grow, but have
reasons for not
already investing
in the category

Influencing Consumer Segments

Fresh Produce Buyers



Heavy
41+ pounds in last 30 days

Consistent Cooks

Light
<21 pounds in last 30 days

Sold on the category, likely willing to spend more in it with prompting

Open to the category, but may need to be convinced to spend more

Lots of room to grow, but have reasons for not already investing in the category

Meal Mamás

Prime Professionals

Levers to Evaluate

01

Psychographics
& segmentation

- Product and lifestyle
- Insight into decision-making

02

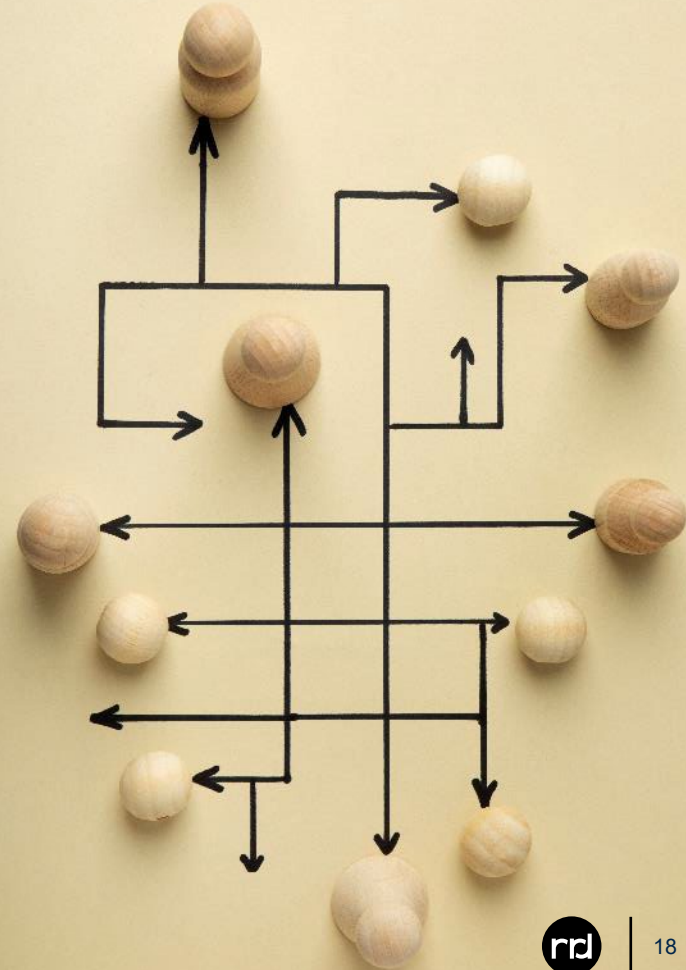
Cross
purchases

- Partnership opportunities
- Lifestyle indicators
- Targeting intelligence

03

Media
preferences

- How to reach the audience
- Input to messaging



Meal Mamás



Gen Z & Millennials (18-44)
Married with kids
Hispanic
Rent their home
Under \$100K household income
High school or less

"The kitchen is the most important room in my home."

Source: 2024 Fall MRI-Simmons USA, Hispanic Fresh Fruit & Vegetables_Heavy Users (41+) Pounds/Last 30 Days n=2,856. Image by senivpetro on Freepik.

FOOD HABITS

- Prefers cooking over dining out
- Enjoys being creative in the kitchen and celebrity chefs
- Prefers name-brand items
- Eats fast food when in a rush
- First to try new products
- Eats several small meals per day



Strong Hispanic identity



Not involved in civic activities except church



Beauty Explorers



Next-Level Green



Advertising Fan



Media Enthusiast



Internet



Social



Digital Audio



Streaming TV



Digital Out-of-Home

WHAT THEY BUY

Perimeter

Fish, Cheese, Yogurt, Nut Milks, Fruit Juices, Margarine, Hot Dogs



Other Departments

Coffee, Gelatin Desserts, Soda, Alcoholic Beverages, Beauty, Baby



Prime Professionals



Ages 55+
Married
White, Asian
Own their home
\$150K+ household income
College or graduate degree

"Meal planning helps me stay healthy with my busy lifestyle."

Source: 2024 Fall MRI-Simmons USA, Non-Hispanic Fresh Fruit & Vegetables_Heavy Users (41+) Pounds/Last 30 Days n=8,630. Image by Freepik.

FOOD HABITS

- Plans ahead & cooks frequently
- Prefers to cook with fresh food rather than canned or frozen
- Only snacks on healthy foods
- Checks ingredients & nutritional content before buying
- Coupons, both online and paper, can sway food purchases



Healthy Lifestyle



Fit & Active



Community Activists



Selective Buyers



Advertising
Skeptic



Media
Pragmatists



Internet



Social



Streaming TV

WHAT THEY BUY

Perimeter

Fish, Fresh Meat, Sausage, Bacon, Juice, Nut Milks, Cottage Cheese



Other Departments

Baking, healthy snacks, Cereal, Bagels, Bars



Consistent Cooks



Ages 45+
 Married
 White
 Own their home
 \$50K+ household income
 College or graduate degree

"I use food for comfort and to bring family together."

FOOD HABITS

- Enjoys cooking, wants inspiration
- On the lookout for quick and easy-to-prepare meal options
- Likes to try new recipes
- Prefers to cook with fresh food rather than canned or frozen
- Stocks up when food items are on sale



Healthy Lifestyle



Joyous Cooks



Civically Engaged



Green Challenged



Advertising
 Neutral



Media
 Pragmatists



Internet



Social



Streaming TV

WHAT THEY BUY

Perimeter

Cottage Cheese, Packaged Salad, Cream Cheese, Fish, Natural Cheese, Meat, Yogurt



Other Departments

Baking Chocolate, Breadcrumbs, Pie Crust, Frosting, Stuffing, Rice, Dry Soup



Source: 2024 Fall MRI-Simmons USA, Hispanic Fresh Fruit & Vegetables_Heavy Users (41+ Pounds/Last 30 Days n=11,028. Image by Freepik.

POLL: Where do you see the opportunity for fresh category marketers?

- Increase fresh produce consumption
- Expand value-added options
- Keeping or growing your loyal consumer base
- Encouraging new use opportunities among medium and heavy buyers
- Making an impact with a modest budget



What's the Best Way to Influence Your Ideal Audience?

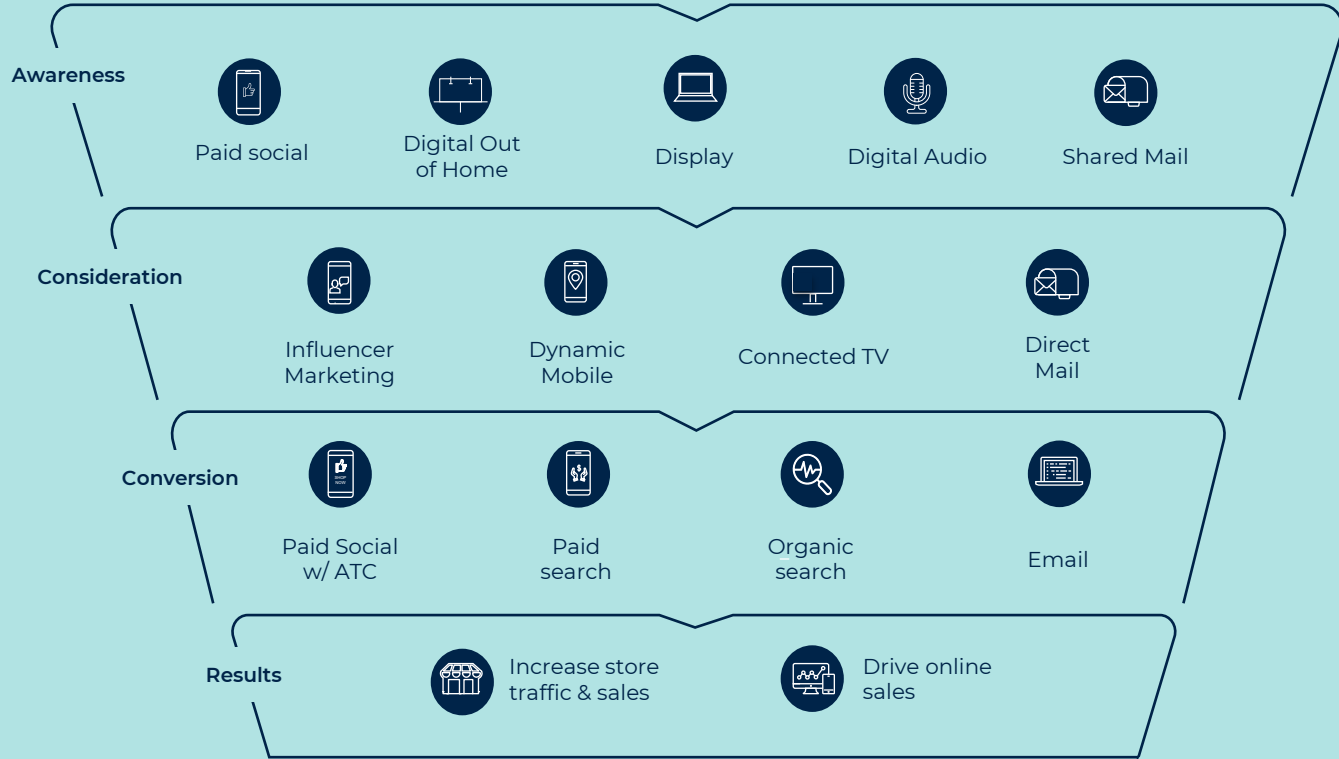


Every Journey is Different

Our full-funnel solutions span all consumer touchpoints, allowing you to customize based on your brand's objectives

6

Average number of touchpoints needed for consumers to purchase.*



Target Your Audience Along Their Purchase Decision Journey

Meal Mamás

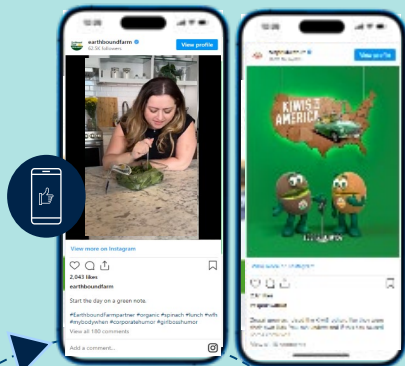
In market for cosmetics, toys, and shoes

Interested in fashion, beauty, parenting, cleaning trends

Frequently shops at Walmart, Target, 7-Eleven, & Albertson's

Purchases Nescafe, Jell-O, Coca-Cola, Cheerios, and Colgate

Redeems coupons for diapers & laundry detergent



PAID SOCIAL & INFLUENCER

Connect with customers where they scroll. Paid social campaigns put your brand in front of the right people.



DESKTOP DISPLAY

Place your brand on premium sites, delivering eye-catching visuals and actionable messages.

AWARENESS

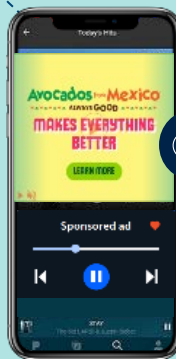
CONSIDERATION

CONVERSION

RESULTS

DIGITAL AUDIO

Engage listeners on the go, in the car, or at home



DIGITAL OOH

Reach your audience around the locations they frequent



Target Your Audience Along Their Purchase Decision Journey

Prime Professionals

In market for ski passes, theater tickets, healthy recipes

Interested in nutrition, deals & coupons, yoga

Frequently shops at Walmart, Aldi, Trader Joe's, & Whole Foods

Purchases wine, Bounty, Perdue chicken, & Rice-a-Roni

Redeems coupons for frozen foods



CONNECTED TV
Reach shoppers within the genres they watch most like news, drama and sports.



DESKTOP DISPLAY
Place your brand on premium sites, delivering eye-catching visuals and actionable messages.

AWARENESS

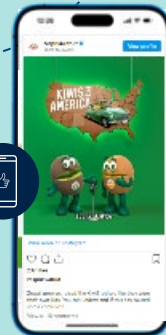
CONSIDERATION

CONVERSION

RESULTS



ACQUISITION EMAIL
Reach untapped audiences with a combination of precision targeting and compelling content



PAID SOCIAL
Connect with customers where they scroll. Paid social campaigns put your brand in front of the right people.

Meta

Target Your Audience Along Their Purchase Decision Journey

Consistent Cooks

In market for Football tickets, food delivery, NFL scores

Interested in celebrity chefs, hiking, volunteering

Frequently shops at Walmart, Aldi, Safeway, and Stop & Shop

Purchases Cottonelle, McCormick spices, Kraft natural cheese

Redeems coupons for cereal



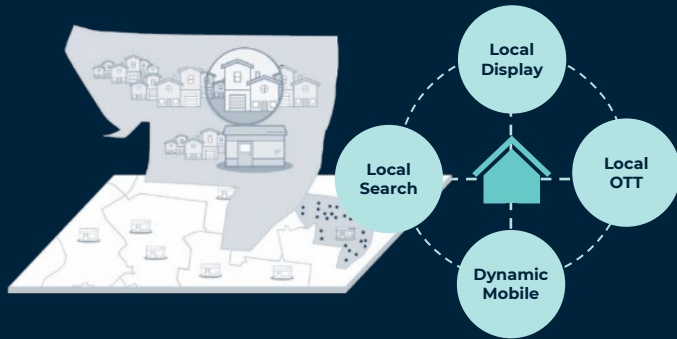
POLL: What is the smallest level in which a streaming TV ad can be conducted?

- Nationally
- By state
- By Nielsen TV (DMA) market
- At the ZIP code / neighborhood level
- Store level

Precise Targeting and Activation— Local or National Activation

With the right partner, audience precision remains the same, whether a local or national campaign.

STORE LEVEL ACTIVATION



NATIONAL MEDIA ACTIVATION



Leverage User Generated Content

Streamlined, Brand-Focused Creator Content Solutions

WHAT IS CREATOR CONTENT?

A streamlined alternative to studio production or influencer marketing, creators generate brand-safe, high-quality content that ensures authenticity and strong engagement.



IMPACT OF CREATOR CONTENT



43% of consumers purchased a brand due to creator content



42% of consumers recommended a brand due to creator content



400% higher click-through rate for ads based on UGC compared to traditional ads²



KEY BENEFITS



Scalable & Cost-Effective



High-Quality Content



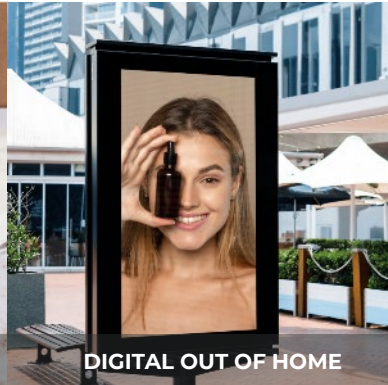
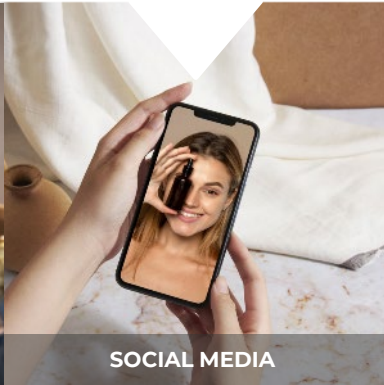
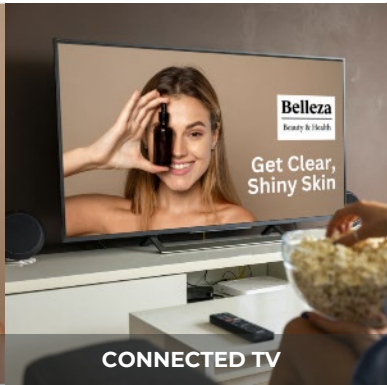
Quick Turnaround Time



Holistic Marketing Approach

Amplify Creator Content Across Channels

Integrating Authentic Creator Content With Media To Drive Consumer Engagement At Every Touchpoint



CTV Advertising

Integrate genuine creator content in your CTV ads to boost viewer engagement and brand affinity



Paid Social

Use creator content in social posts to increase engagement and foster a strong community presence.



DOOH Advertising

Showcase authentic creator content to capture attention and connect with consumers.



In-Store Advertising

Feature creator content on in-store displays to build trust and drive purchases

Key Takeaways

Communicate
Value



Tout time saved,
convenience, health
benefits, lower cost vs.
dining out in messaging

Harness
Intelligence



Use data for precision
targeting of your
highest opportunity
customers

Multichannel
Media



Utilize multiple media
channels to reach your
target with consistent
messaging throughout
their day



Questions?



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Some Parting Resources



**2024 CPG + Grocery
Consumer Report**



**2025 Winning Over
Consumers Report**



Thank You



Connected TV / OTT

Activating your **highly targeted** audience across CTV/OTT is simple with RRD. Choose from the following delivery options:

RUN OF NETWORK

Your ad reaches your target audience across Genre-based media runs over many device options

CONTEXTUAL

Choose from 88-proprietary contextual genres for your ad to appear within. Sophisticated data science used to determine meaningful genre, placements and taxonomy mappings

CURATED PMP DEAL

Run your ad with content across specific publishers and/or distributors

SHOW LEVEL / EPISODIC

Your ad runs within a specific program (e.g. Oscars, baseball game)



RRD CTV HIGHLIGHTS

160B Weekly impression opportunities

3B CTV device signals seen daily

134 Premium PMP complements

88 Genres for contextual targeting

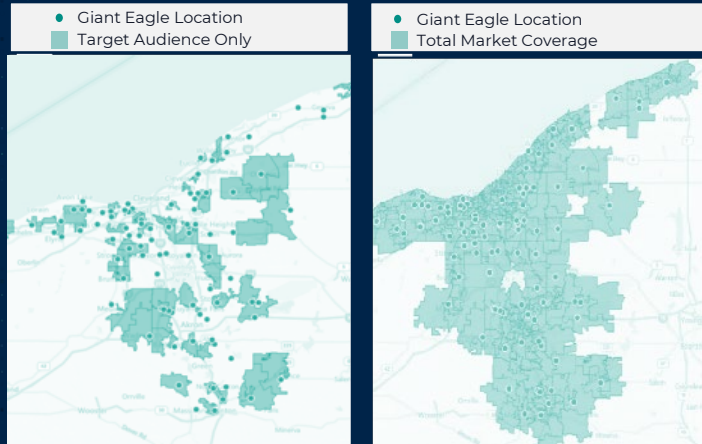


Digital Out-of-Home

Don't waste your DOOH impressions on the wrong screens. RRD helps minimize waste and **reach the right consumer.**

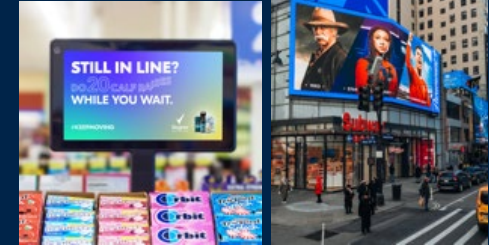
UNIQUE TARGETING APPROACH

RRD identifies the neighborhoods that over-index for your target audience attributes versus saturating an entire market, wasting media spend on undesirable audiences.



INVENTORY LOCATIONS

- BILLBOARDS
- BUS SHELTERS
- URBAN PANELS
- IN-STORE
- GAS STATIONS
- MALLS
- GYMS
- MOVIE THEATERS
- SPAS
- OFFICES
- TAXIS
- TRAINS
- HOTELS
- BUSES
- DOCTOR OFFICES
- VETINARY CLINICS
- UNIVERSITIES
- AND MORE!!



Social Marketing

Premium full-service execution, delivering exceptional, quality-focused results

PROPRIETARY AUDIENCES DRIVE PRECISION AT SCALE

The Consumer Graph™ expands the traditional pool of who you can fully reach on social – giving you a broader, more precise reach that you can't get on any platform alone.

PREMIUM, HIGH IMPACT PLACEMENTS

Reach consumers on Meta Feed, Stories, Reels, TikTok, and Pinterest.

CUSTOM CONTENT DEVELOPMENT STRATEGIES

Built on a consultative approach, industry standards, and prior campaign learnings to drive stronger engagement.

ONGOING OPTIMIZATION & ASSESSMENT

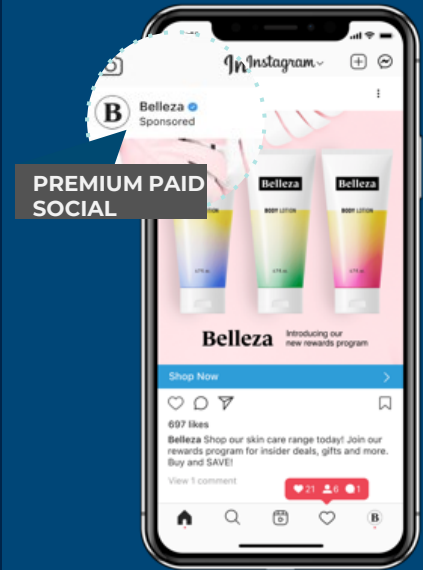
Constant campaign adjustments based on audience input, optimizing efficiency and providing com



Influencer Marketing

- In-house network and influencer* management + content development
- Stringent vetting + custom recruiting paired with AI and brand vision
- Media through influencers' handles

*TikTok: 1k+ followers
IG: *10k – 100k followers*



Premium Brand Paid Social

- Client-supplied or RRD-produced, product-focused creative
- Media through the brand or agnostic handle

Display

Activate your highly targeted audience across across **Desktop**, **Tablet** and **Mobile Screens**.

MAXIMUM EFFICIENCY

Standard display offers maximum efficiency. Layer in rich media enhancements to drive engagement such as:

- Shoppable Add-to-cart

- Experiential Display (Quiz, Poll, Playable, Shoppable)

- Carousel Unit

PREMIUM, SAFE PLACEMENTS

- 70% viewability standard on every campaign

- Customized reporting and measurement solutions available at low cost of entry

- Transparency and commitment to brand safety

PERSONALIZED DELIVERY

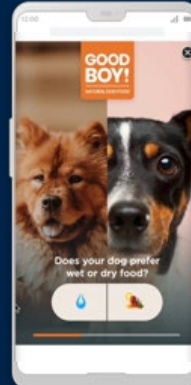
In addition to utilizing in-market triggers, brands can overlay Keyword & Contextual targeting to maximize personalization and impact.



Standard Display



Add-to-Cart Display



Experiential Display
Poll Unit



Carousel Unit

Digital Audio

Create lasting impressions with non-skippable audio advertising. Audio commands 100% of listener attention, making your message unforgettable.

CONNECT ANYWHERE

Engage listeners on the go, in the car, or at home. Programmatic audio reaches audiences across desktop, mobile, tablet, and connected devices

AD PLACEMENT

:15 or :30 ads Pre-Roll / Mid-Roll / Post Roll

DEVICES

Streaming Apps, Smart Speakers & Web Streaming

ACCESS TO LEADING PUBLISHERS



Premium brand safe inventory across multiple categories of digital audio

