

**Knorr Masterbrand
“What’s For Dinner?” Activation
Idea Options**

Idea 1

INSIGHT

When it comes to creating and making meals, Mom's a cook who cares. Time together with the family is limited, so she wants to deliver a savory showstopper.

IDEA

KNORR GIVES YOU A HAND

OVERVIEW

Looking for the inspiration for your next meal? Knorr wants to give you a hand. Just call upon our crew of Knorr chefs for the “411” on a variety of simple and savory meals designed to let the at-home chef take the stage and shine. With Knorr, you have more than a mix of spices, you have a showcase of flavors from our inspiring behind-the-scenes taste-making team. The result: endless applause.

HOW IT WORKS

Here are some tactical thought starters.

- Create an interactive Knorr meal solution booklet that highlights the family of products, plus create awareness around the “Knorr professional kitchen”. Opportunity to build on the current app as a plus up at retail through social media or a QR code or snaptags at shelf.
- Loyalty Card holders receive communication about the Knorr promotion, plus sample meal solutions, a retailer-specific gift card or coupon, plus a link to download the Knorr meal solutions booklet.
- Merchandiser features family of Knorr products, plus messaging around the Knorr professional kitchen and seal of approval. This seal or stamp becomes a feature on products and multiple touchpoints to let shoppers know that these meals were created by professionals.
- Select key markets to feature and sample Knorr meal solutions. Merchandiser will be close at hand, plus a take booklet of coupons and meal solutions from the Knorr kitchen.
- Create an online chat through knorr.com for on hand help from the professional kitchen. Could also execute as an 800# hotline. Chats can cover anything from prep to meal solutions and even integrate current pantry items for a suggested meal. When she interacts with the online chat, she receives a coupon for her next trip.
- Through Catalina, recipes are generated based on her basket data (i.e., top dish with chicken), plus a bounceback coupon.

Idea 2

INSIGHT

For the busy, working mom, planning dinner for the family is big cause of stress. Preparing a balanced meal made with fresh ingredients that they will actually enjoy is no easy task.

IDEA

KNORR KNOWS

OVERVIEW

Knorr knows that planning and cooking dinner doesn't have to be so difficult. In fact, there's no reason it can't be fun! Just by adding a little extra "flavor" to dinnertime, Knorr can take this typically stressful time and turn it into the best part of the day. Whether it's unexpected personal twists, jammin' dinnertime playlists or recipes so simple that they practically cook themselves, Knorr knows all the secrets to making dinner a winner.

HOW IT WORKS

Here are some tactical thought starters.

- “What’s on your Plate” Photo contest – families are encouraged to submit photos of their fun meals via Integra to share with family/friends for a chance to win family getaways, board games and more.
- Customized Pandora station with music to cook to (and of course paid spots by Pandora giving mom dinner inspirations)
- Online boards allowing moms to share personal twists on Knorr top dishes adding fun & flavor to meal time.
- Recipe cards distributed on permanent Knorr racks in-store deliver fun and inspiring meal solutions and tips.
- In-store POS engages mom with fun dinner time facts and tips while delivering recipes. Features QR code to find more recipes at knorr.com.
- In-ads deliver savings on Knorr products and complimentary items to make the meal occasion more entertaining (e.g. paper goods, beverages etc.)
- Instructional Top Dish online videos help mom get in the mood to cook dinner and learn how to make meal preparation more fun. Videos can include tips on how to get the family involved in the process.

Idea 3

INSIGHT

At 4:00 PM, 75% of moms don't know what they're making their families for dinner yet.

IDEA

4:00 PM KNORR TIME

OVERVIEW

Did you know that the PM in 4:00 PM actually stands for “Plan Meal?” That’s because 4:00 is the perfect time to start thinking about what you’re having for dinner. And with Knorr by your side, you’ve got all the stuff you need to prepare a fresh and delicious dinner that your whole family will enjoy. What are you waiting for? It’s Knorr Time!

HOW IT WORKS

Here are some tactical thought starters.

- Knorr will own 4:00 PM through strategic media buys on TV, (Promo) Radio, Internet Radio (SiriusXM/Pandora/Spotify), Facebook, Twitter, etc.
- Timed Email blasts with recipes and inspirational dinner planning suggestions.
- A mobile app that alerts users @ 4:00 PM to start thinking about dinner, before providing recipes (top dishes).
- Shopper Exclusives: Knorr-branded clocks that buzz @ 4:00PM
- 4:00-6:00 PM in-store demos at key retailers distribute recipe cards and savings off the purchase off of featured ingredients in recipes.
- Merchandising units deliver recipe cards & meal planning ideas. Create an icon/logo with a clock showing 4:00 PM through use of ingredients. Units provide mom with shopping bag including savings on meat and produce items.
- Mystery Shopper Program: If you're spotted with a Knorr product in your cart from 4:00 -6:00, you'll be rewarded with product savings and receive branded Knorr merchandise (aprons, cooking utensils etc.)

Idea 4

INSIGHT

Mom is the chief care officer of her household. And while she has no problem coming up with delicious, well-balanced meals to feed her family, sometimes she can use a little inspiration.

IDEA

THE WHAT'S FOR DINNER CLUB

OVERVIEW

In celebration of moms everywhere, Knorr is launching the What's For Dinner Club –an inspirational, member's only support group where moms can share tips, recipes, secrets and more. All you have to do is sign up and you'll be plugged into the network to start enjoying all the benefits this exclusive club has to offer.

HOW IT WORKS

Here are some tactical thought starters.

- At retail, bundled meals with Knorr and everything mom needs to make supper. (Catalina savings on the purchase of multiple Knorr products or private label products – free chicken, etc.)
- In-ads deliver bundled meal solutions and encourage mom to “join the club”
- Emailable shopping lists for mom that she can share with friends and family.
- A Twitter-like feed shows moms what recipes are trending for the day/week so that they can try them out for their families.
- A chance to “like” and share meals.
- Special weekly savings on Knorr and partner products used to make the “trending” meals for being a “club member”.
- 7-Day meal planner that allows mom to set her dinners for the week.
- Loyalty program for buying more Knorr products. Rewards can include dinner and a movie (at home of course with Netflix or Red Box).