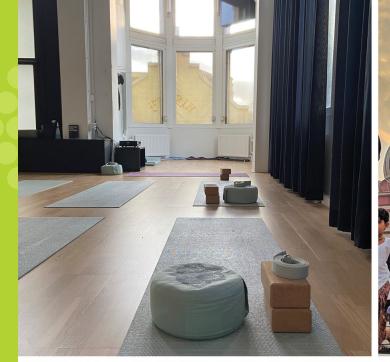


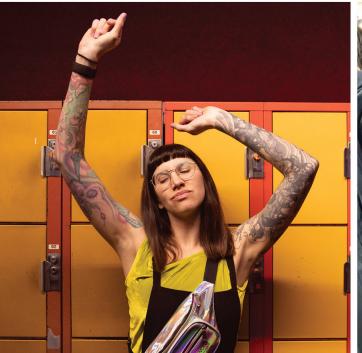


# How the Cow Laughed Again

Reposition an iconic brand



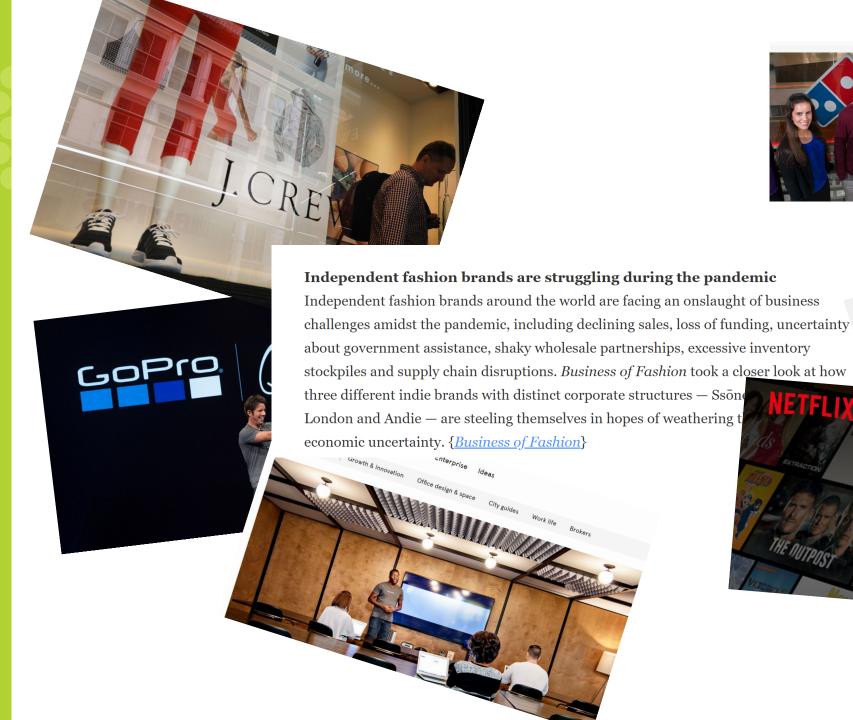






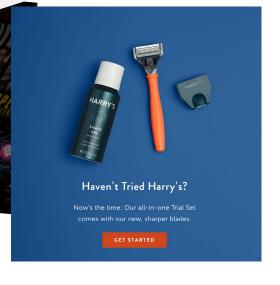
# When Life Felt Normal...

# Life Before the Coronavirus





7: Zocdoc





- The History
- The Challenge
- Our Approach
- What We Learned

Activation





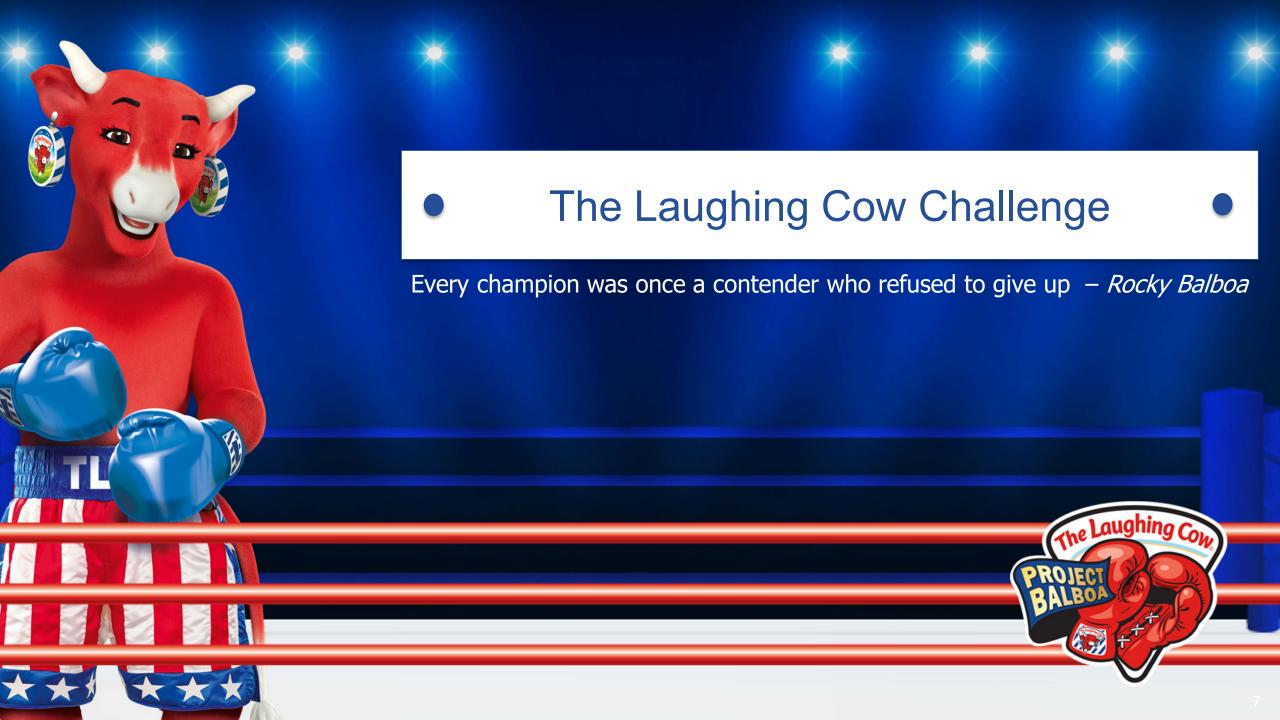


Leon Bel, the founder, changes the logo to a red cow with earrings!











We knew we had to better understand our consumer...

...but also get internal alignment with our team

And find the Good, the Bad and the Ugly

Most important: Be willing to listen





# Our Approach



# **Grasp your** innovation journey

Two decades pioneering interactive, engaging innovation

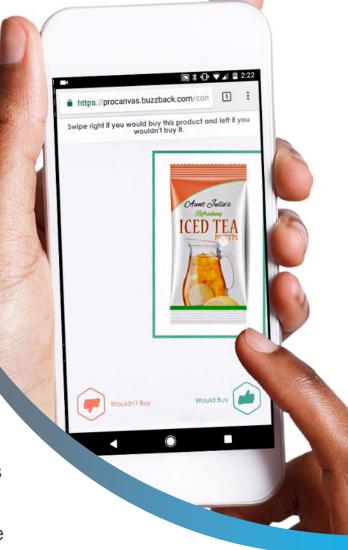
**Consumer centric** – empathetic to how people live not just buy

Focused on why – subconscious & emotional

**Interactive & in the moment –** game-like techniques to engage

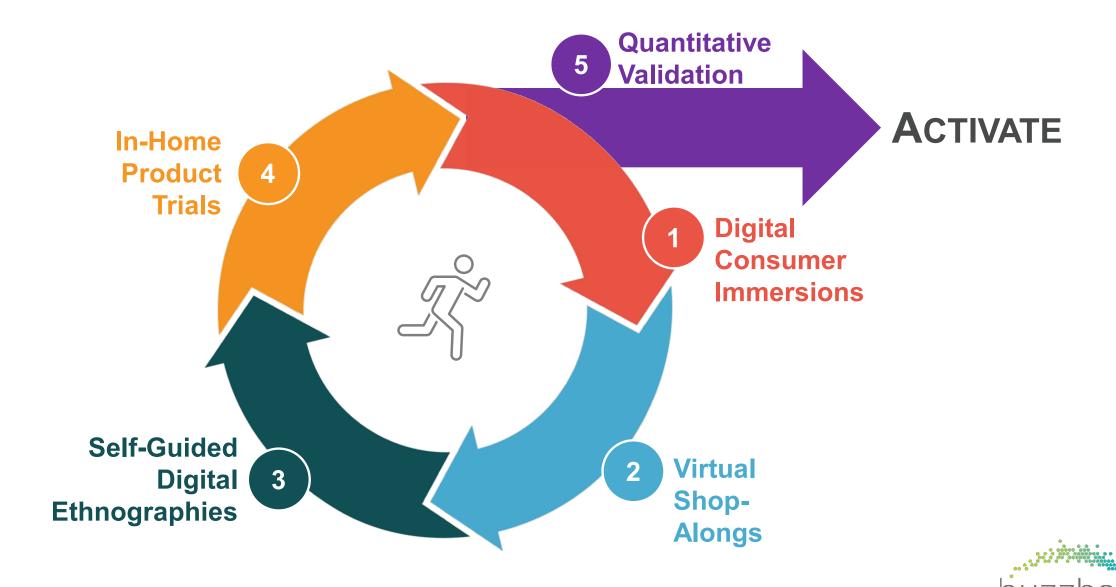
Visual & ready to activate – illuminating white space

**Agile & reliable –** Spot on. Every time.





#### buzzback's Consumer-Centric Approach



### buzzback's Consumer-Centric Approach

# immersive qualitative forums



# quantitative validation

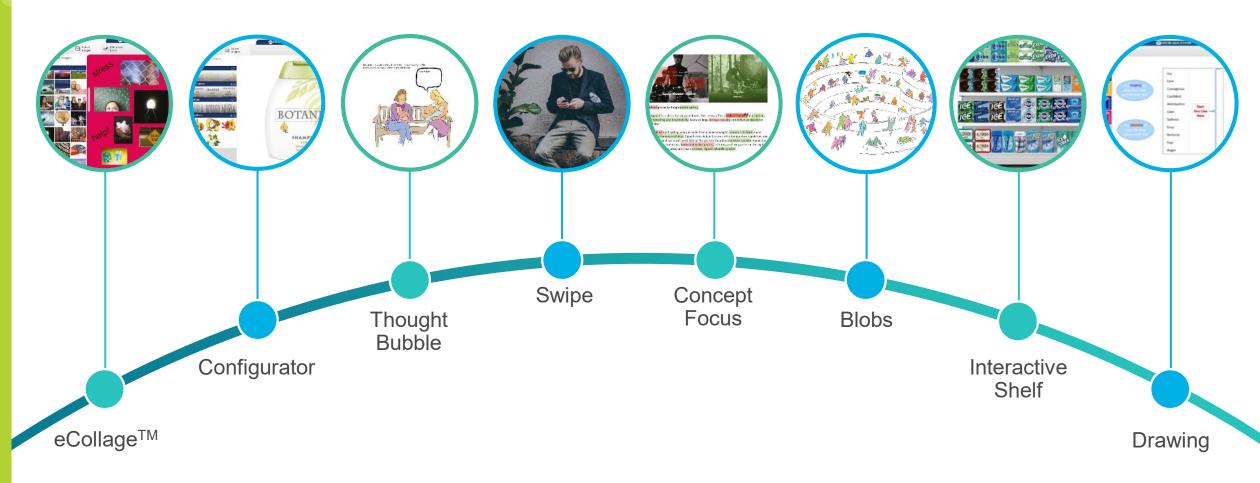


# positioning exploratory



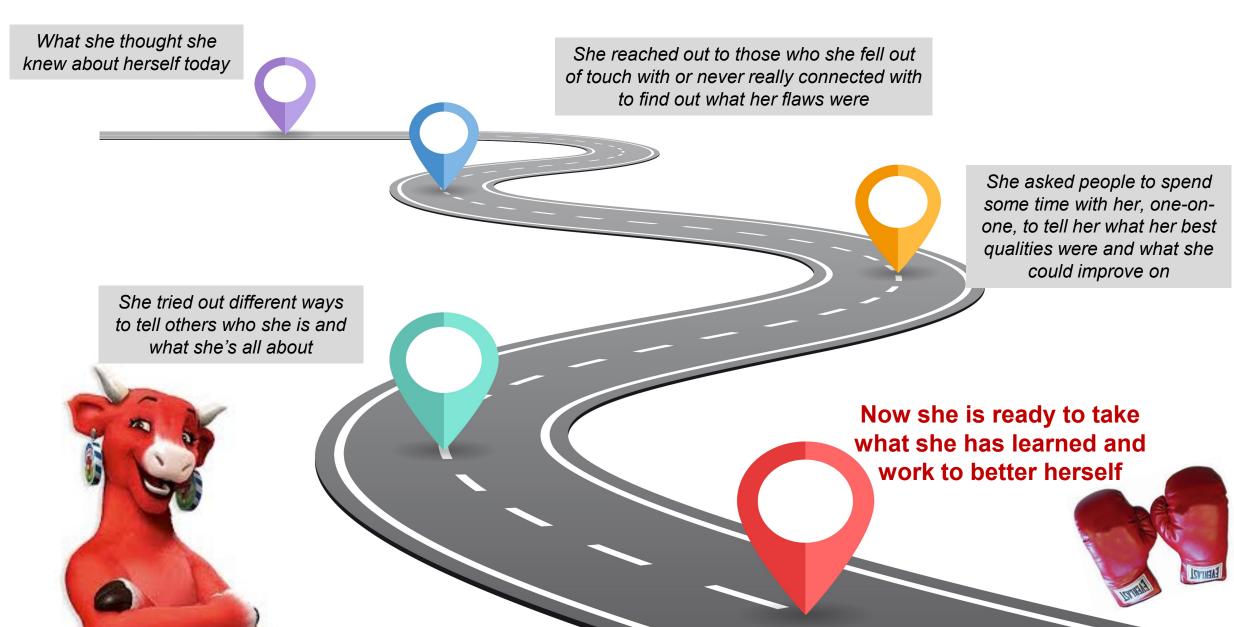


### Integrating Our Techniques to Get Beneath the Surface





## Her Journey of Self-Reflection





Who she is & her perceptions of Laughing Cow

Her in-store experience & shopping journey

Product likes/dislikes Unmet needs & wants



The TLC Non-User: Hurried Overachievers

"Even though I make a conscious effort to lead a healthier lifestyle, I'm usually busy taking care of others. My schedule is often so jam-packed that I struggle sometimes with slowing down and fully living

A health-driven Shape Manager trying to balance all aspects of life, but needs more pause & reflection.



I strive to get through the day, making sure everyone's needs are met, and that we all enjoy each other's company while doing it. I enjoy each other's company write during it.
try and make healthy decisions but know! ny dried risches i teatistry <u>decisions, but</u> kilow i can do more. Though I do lead a healthy can ao more. Inough i ao lead a nealliny lifestyle, when I want a treat for all my hard work, I give into unhealthy options because they are the most convenient. I feel rewarded by all I accomplish in my day, but Wish I had more time to stop and just enjoy.

- Better For You Snacks = Nutritious
- Whole, natural, minimal ingredients · Low in calories, sugar & fat
- Provide healthy, natural energy Minimal processing

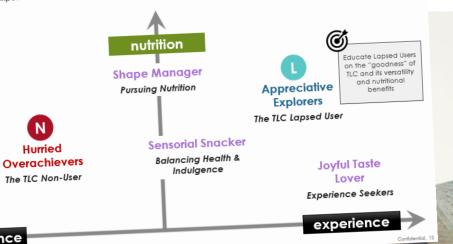






#### Spectrum of Consumer Profiles within The Laughing Cow Brand

The consumer profiles of Non-Users and Lapsed Users do share similarities with current user profiles, with ranging desires for convenience, experience, and nutrition being the main differences.



Convenience is key for me when it comes to the foods and snacks have in my life. look for options that help me get the nutrition I need in an easy, portable, me free way while I try to accomplish as I can and connect with

The TLC Lapsed User: Appreciative Explorers "I try to eat moderately healthy but I believe you only live once so enjoy the ride. If I want seconds of dessert then I do it. If I want a giant salad then I eat that. Do no harm, enjoy the journey, and be happy!"





### She needs to figure out what to do in order to better meet the needs of her friends

Lapsed Users



arget Non-Users by

highlighting the

experiential, healthy

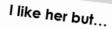
yet delicious

moments" they can

eniov with TLC

convenience

Hurried



I need something to eat

It's kind of difficult to open



I used to like her but... I needed something to eat with the cheese

It was kind of difficult to open

I sometimes have trouble finding her in store

Not that easy to eat on-the-

Doesn't have the nutrition I'm



### Not sure I will like her...

I would need something to eat with the cheese

Its difficult to open

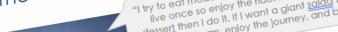
I have trouble finding her in store sometimes

Not that easy to eat on-the-

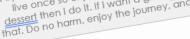
Not sure how to use her Don't love the Swiss flavor



# buzzback



Food Philosophy:





#### Lifestyle Philosophy:

believe in everything in moderation. I do prioritize my health and being conscious of What Leat, trying to make smart choices that promote healthy living and an overall healthy body. I don't eat as healthy as I should, but I believe it is okay to have a treat every once in a while to reward myself for a job well done otherwise. I am laying a good foundation for my health overall, so it is okay to stop and my neath overall, so it is oxay to stop and enjoy the moment every once in a while and be fully present now to enjoy the future later.



Food Philosophy: l look for foods and snacks that think about giving me a healthy, transparent, satiating experience—but that also make for convenient new, exciting experiences with new benefits I can appreciate and enjoy.



. NO 0

. No

Better For

with the cheese







#### **Areas of Focus**



## Perception vs. Reality







### HIGHS

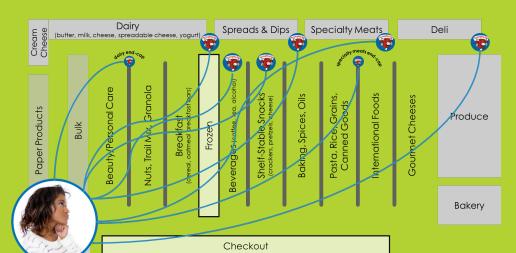
The Laughing Cow is a friendly, non-pretentious refrigerated cheese























## **What We Learned**

### Implementing the Change



**UNIQUE RIGHTS TO WIN** 

Strong brand
Unique packaging
Perfectly portioned
And creamy



**N**EEDS TO **T**RANSFORM...



Be more visible,

Define her usage

Make it easier to use her

Offer Better Nutrition

...AND SHE **CAN** DO THIS, THROUGH A CAREFULLY PLANNED TRANSFORMATION



### The Laughing Cow Consumer Target and Usage

#### **WHAT**

do they use us for?

#### **HOW**

do they consume us?

#### WHERE

do they consume us?

#### **WHEN**

do they consume us?

#### WHY

do they consumer us?























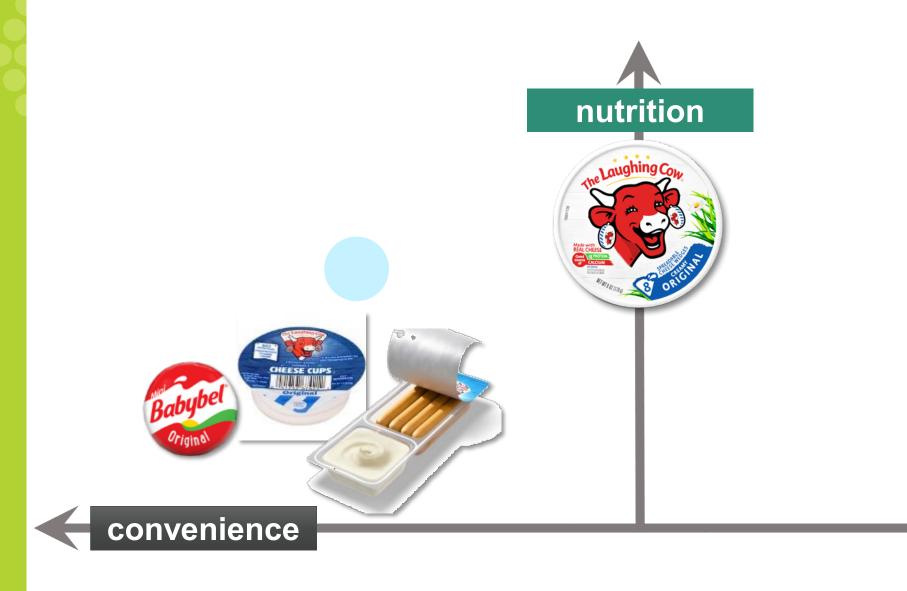








### **And Find Her Place on the Spectrum**





experience



### **Developing New Ways to Talk About Her**

#### **Portion Control/Wellness**

thing on lock. And The Laughing Cow is right there with

Whether you're falling back into fitness stride or you're for. But that doesn't mean you can't live a little. The one-two punch of calcium and protein. So you're happy, healthy and in control. So go ahead-get your flex and













#### **Positive Pause**



#### **BFY Indulgence**

Enter The Laughing Cow: conquerer of cravings, keeper of deliciousness. Made with real cheese, each wedge invites flavor, you might be surprised to find it's a good source of tell your cravings. Consider it your deliciously healthy,











#### Heritage

We were born from the love of cheese.

about with just one bite.

exactly what makes The Laughing Cow a snack worth









for you to make it yours. Whether you spread it on a

Each creamy delicious wedge is a reminder to slow down.

#### **Happiness**



belly laugh. Or a trip down memory lane. There's also

You can taste it in every creamy wedge-brightening





















## **How We Activated**

### Developing An Activation Plan....And Actually Activating





...be UNITED

...be READY

...be MINDFUL

...be **EMPATHETIC** 

...be THOROUGH





# Questions?