CREATING A NEW DIGITAL LANDSCAPE

DAIRY FARMERS OF CANADA

AGENDA

DIGITAL TODAY

eMarketer™

Growth of Average Time Spent per Day with Major Media by Adults in Canada, 2012-2018
% change

	2012	2013	2014	2015	2016	2017	2018
Digital	16.1%	14.7%	11.4%	9.1%	6.3%	4.4%	3.2%
—Mobile (nonvoice)	93.0%	52.7%	28.7%	19.8%	12.7%	8.5%	6.1%
—Desktop/laptop*	-2.0%	-2.9%	-1.3%	-1.1%	-1.0%	-1.0%	-1.0%
TV**	-0.9%	-1.4%	-1.5%	-1.6%	-1.8%	-1.9%	-1.8%
Radio**	-1.0%	-2.0%	-3.3%	-2.9%	-2.8%	-3.1%	-3.2%
Print**	-6.3%	-6.8%	-8.6%	-7.2%	-5.7%	-6.0%	-4.8%
—Newspapers	-5.9%	-6.4%	-8.4%	-6.3%	-5.0%	-5.7%	-4.7%
—Magazines	-7.4%	-8.1%	-9.5%	-10.1%	-8.4%	-7.4%	-5.3%
Total	3.8%	3.5%	2.5%	2.2%	1.3%	0.5%	0.2%

*Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; *includes all internet activities on desktop and laptop computers; **excludes digital*
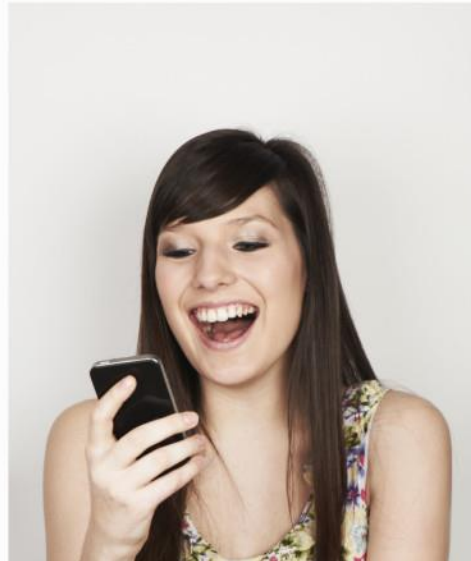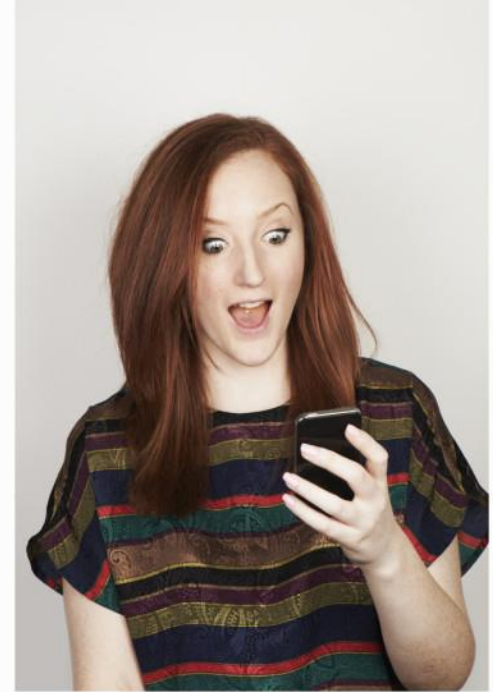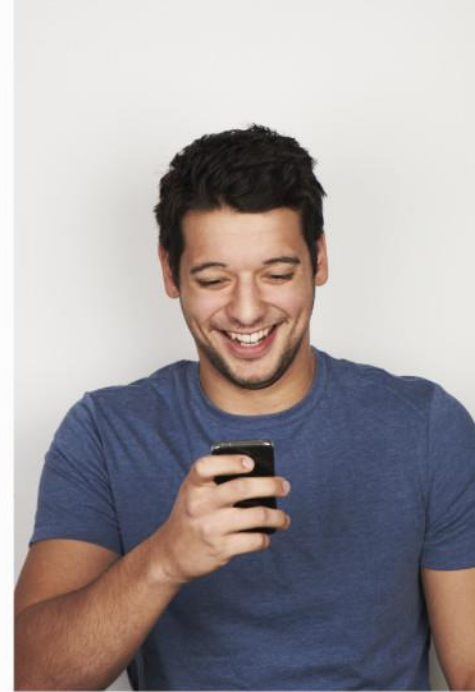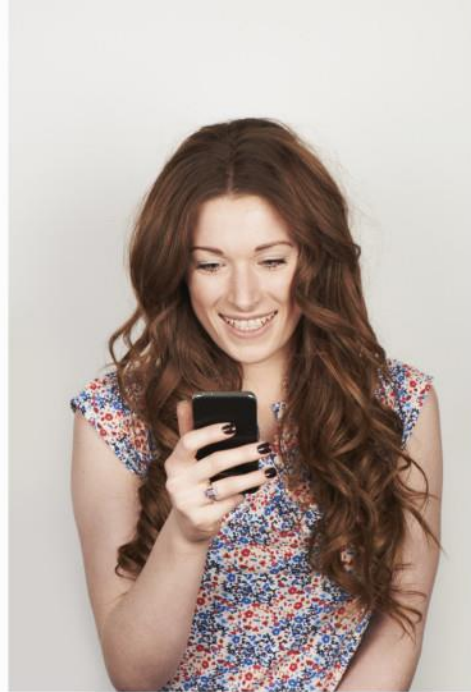*Source: eMarketer, April 2016*

208153 www.**eMarketer**.com

DIGITAL IS THE MEDIA WITH THE HIGHEST EXPECTED TIME SPENT GROWTH IN CANADA

74,62

AVERAGE HOURS SPENT ON MOBILE DEVICES EVERY MONTH BY ADULTS IN CANADA, 2016
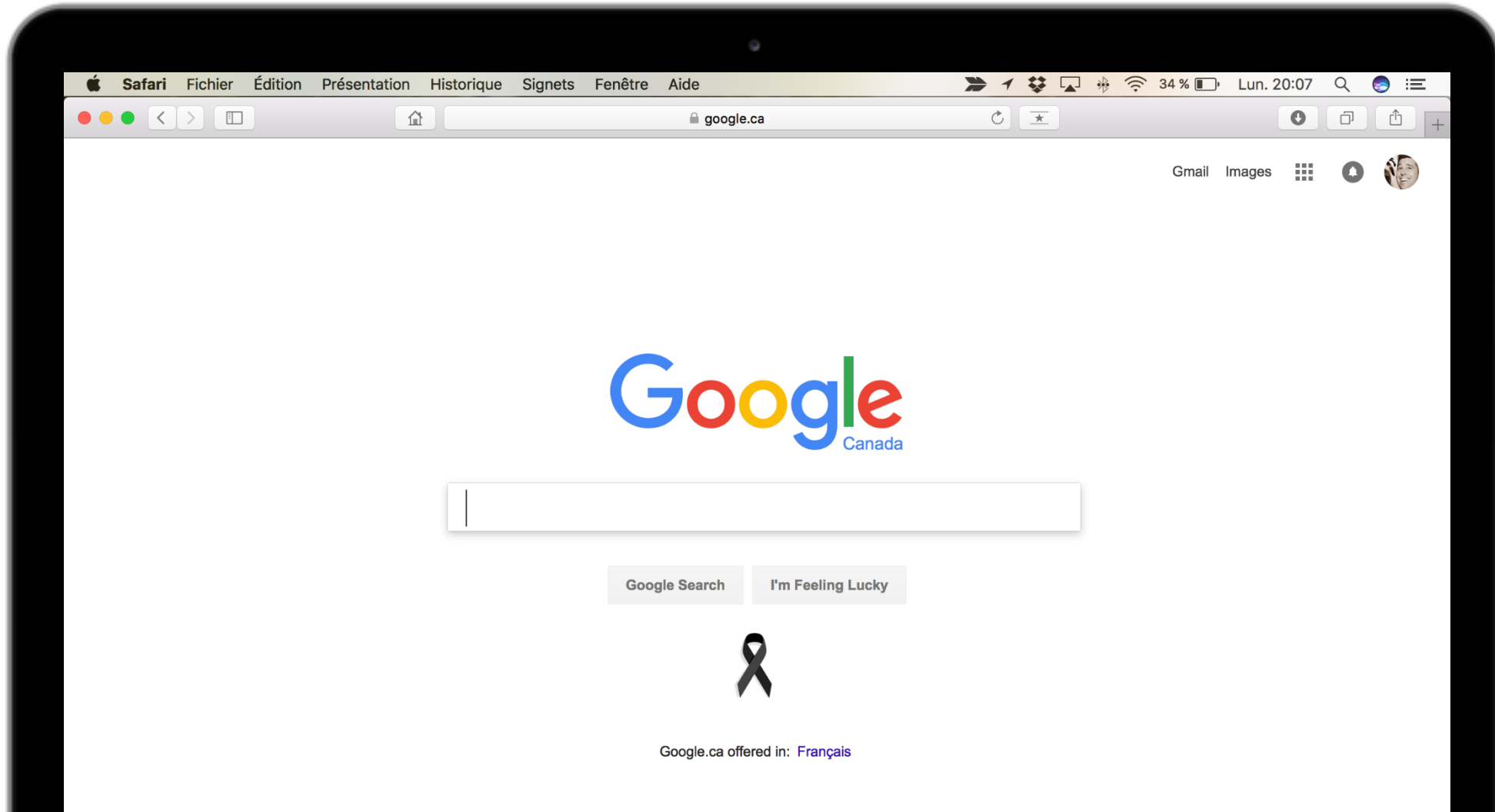
59 %

of millennials won't enter the kitchen without a smartphone or tablet

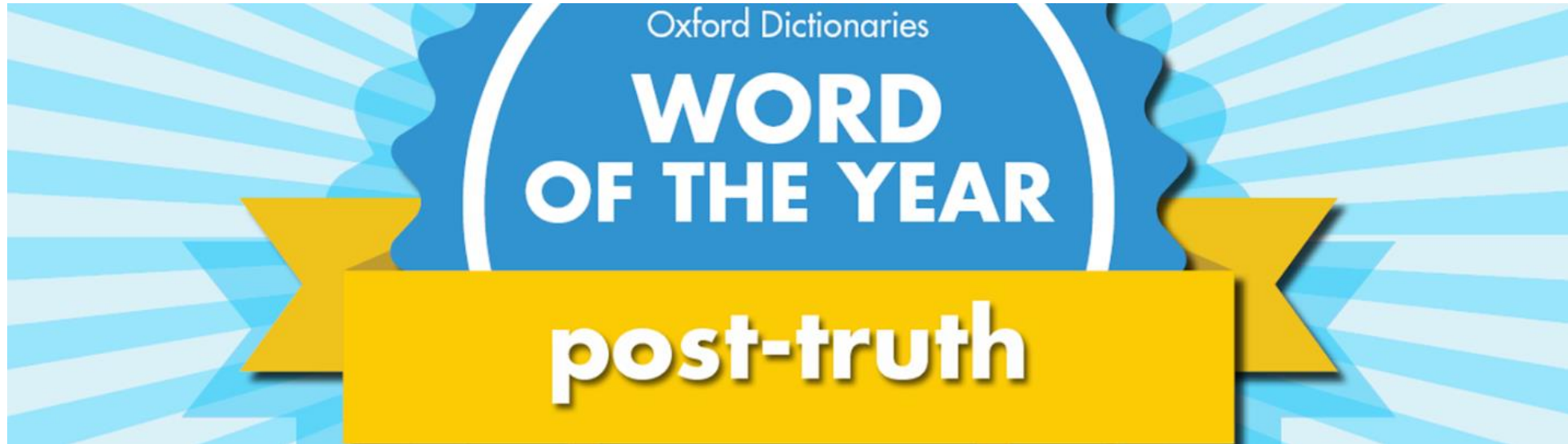http://store.mintel.com/grocery-retailing-canada-february-2015

90 %

OF CANADIANS START THEIR ONLINE JOURNEY HERE

Financial Post, 2014

DIGITAL'S INFLUENCE ON FACTS

Defined by the dictionary as an adjective **"relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal beliefs,"** editors said that use of the term "post-truth" had increased by around 2,000% in 2016 compared to last year. The spike in usage, it said, is "in the context of the EU referendum in the United Kingdom and the presidential election in the United States."
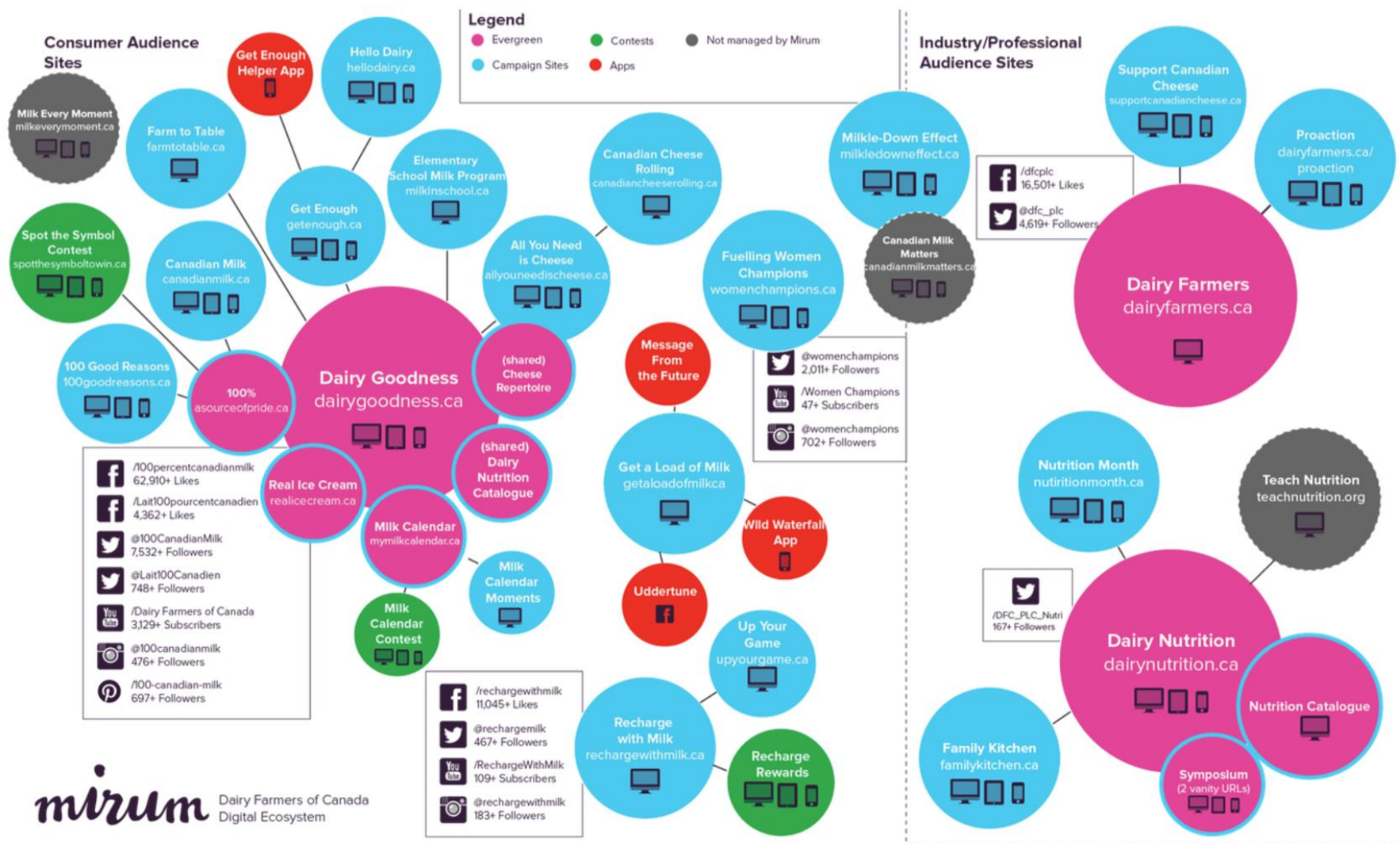
DIGITAL IS ALL ABOUT CREATING A GREAT USER EXPERIENCE (UX)

DESIGNING THE **PRODUCT** VS DESIGNING THE **EXPERIENCE**

CONTENT IS AS IMPORTANT AS THE WAY IT'S DELIVERED

WHY WE NEED TO CHANGE?

DAIRY FARMERS OF CANADA

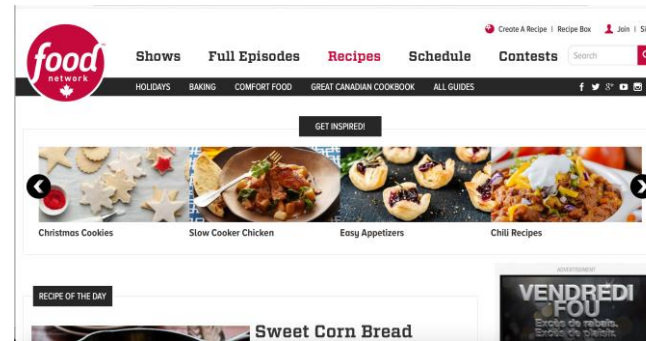# WE HAVE CREATED A CONFUSING DIGITAL LANDSCAPE.

THE BIG LIBRARY

THE OLD-FASHIONED WAY OF DOING DIGITAL
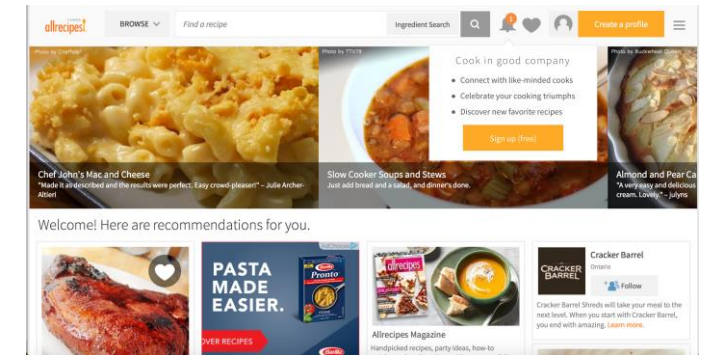
CONTENT RISK FORESEEN

Most of our consumer content strategy relies on recipes. Unfortunately, we are facing **great competition** on the web for that precise type of content.
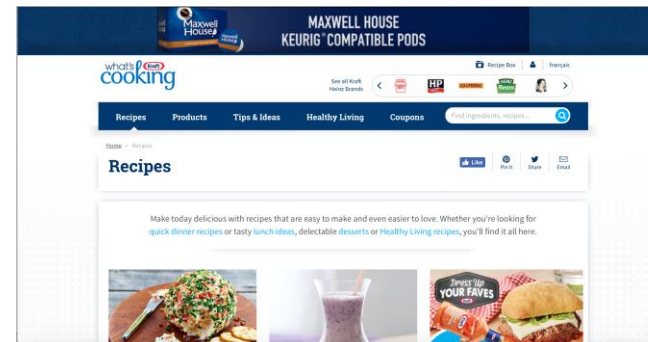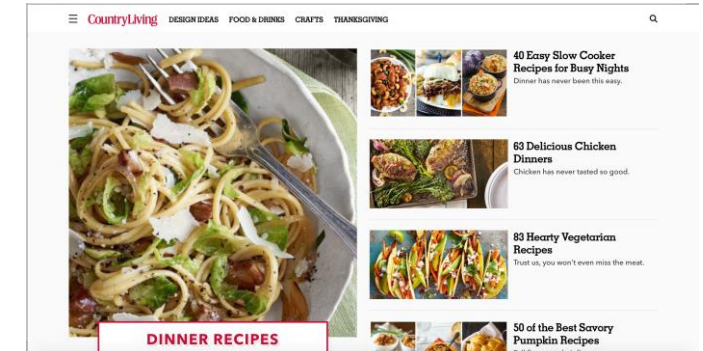
WE NEED TO DIVERSIFY !

Ricardocuisine.com

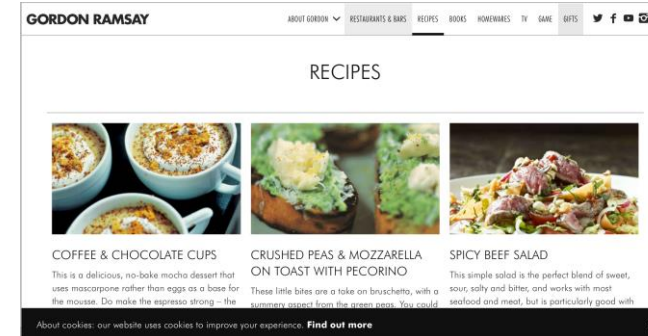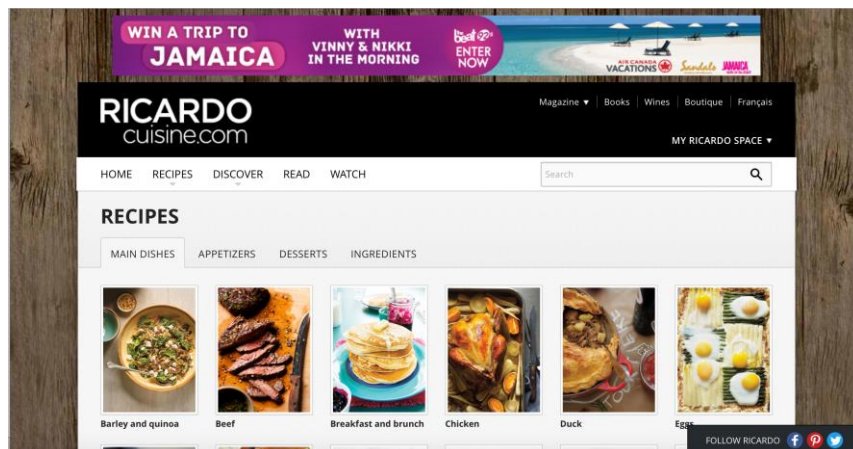Foodnetwork.ca

Kraftcanada.com

GordonRamsay.com

allrecipes.ca

Countryliving.com

ETC. ETC. ETC. …

OUR ENEMY

Recipe Seekers are mainly women of all ages looking for recipes on search engines. They are mainly on mobile devices and are from Canada. **They rarely view a second page after landing on a recipe.**

Kwantyx—DairyGoodness.com Behaviour Analysis

We need to engage more with our users.

85% shares
82% engaged time
76% comments
51% page views
47% visitors
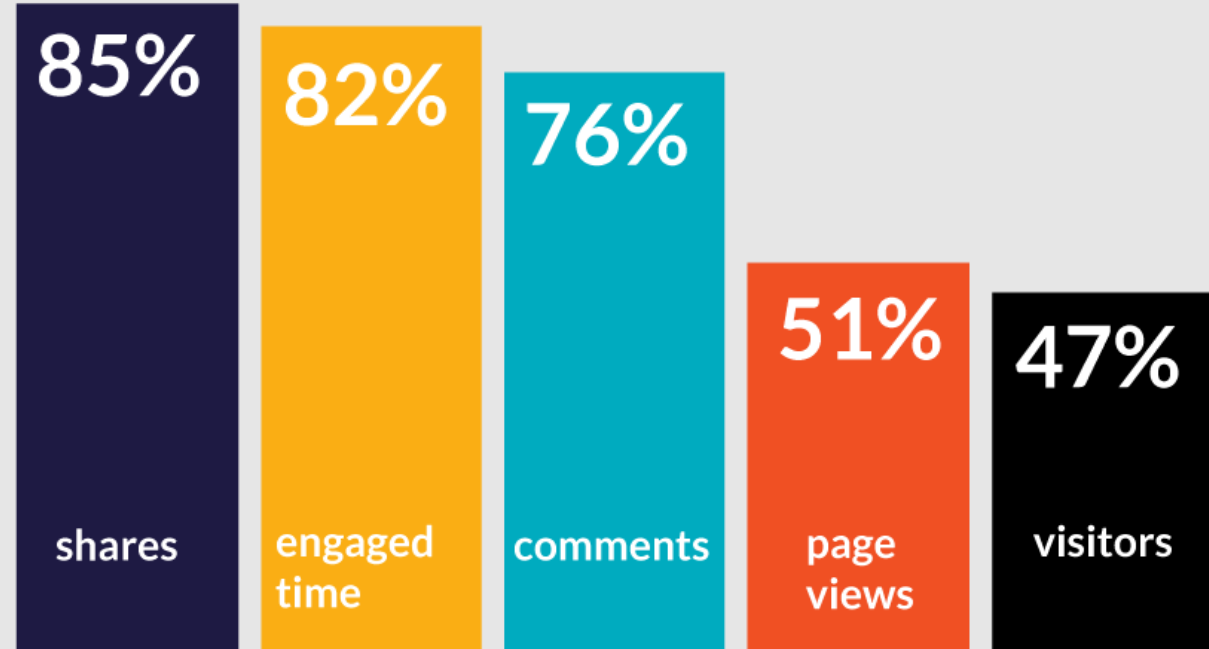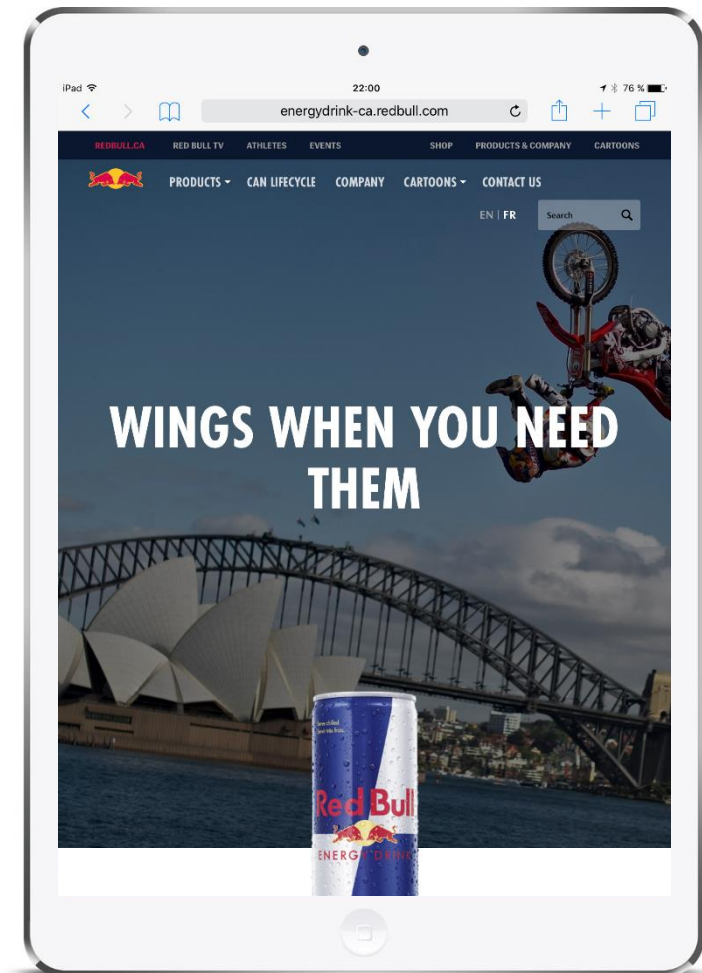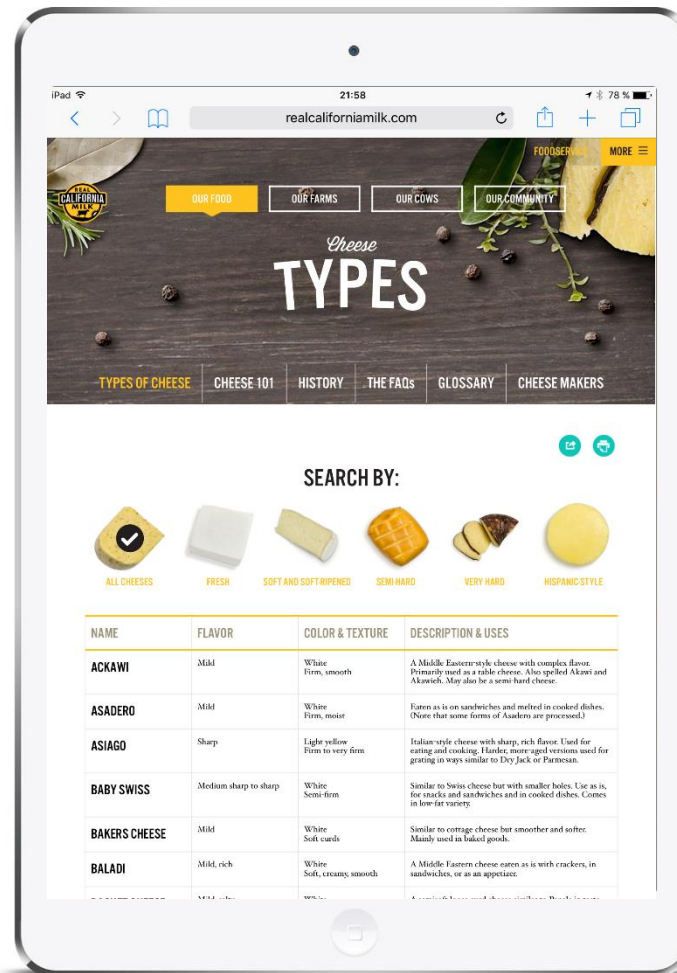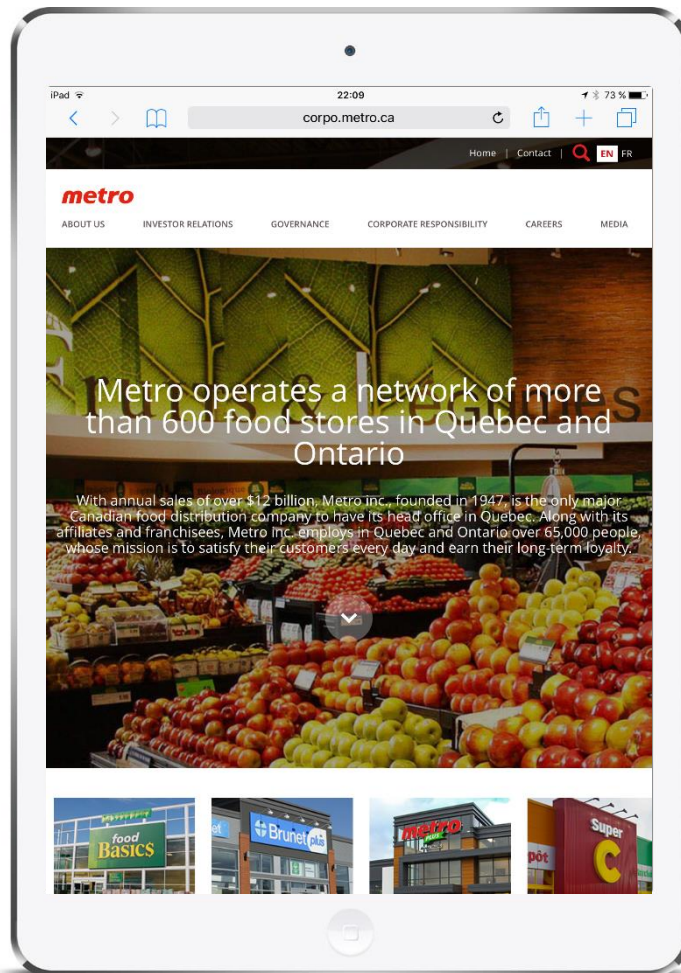
What digital publishers think matters most when measuring audience engagement

Source Statista : based on 130 responses from digital publishing professionals

OTHER BRANDS ARE INNOVATING

WHAT IS OUR PLAN?

OUR AMBITION

Is for the new digital ecosystem to lead the way as the most <u>relevant, useful, credible and innovative</u> Dairy Content Platform in the world.

DFC DIGITAL OBJECTIVES

1. **Increase awareness** of DFC new Masterbrand on the web and share our organizational values and mission (effectiveness of our SEO)

2. **Position DFC as an innovative brand on the web**

3. **Engage more successfully different types of users/audiences** with dairy-related content by creating a fun, useful, credible and simple online experience

4. **Personalize relationship** with digital users while **creating an inspiring experience** around Canadian Quality Milk

5. **Establish digital partnerships (with processors, retailers and other brands)** in order to curate interesting content to increase consumption of Canadian Quality Milk.

6. **Demonstrate the leadership** of our Canadian Dairy Industry in the world.

2017–2019 GAME PLAN

PHASE 1: **DIGITAL ECOSYSTEM CONSOLIDATION 2017–2018**

- Consolidate all content (microsites and evergreen platforms)
- Content clean-up and transfer to new environment
- Create one coherent strong message (Masterbrand)
- Content curation
- Social channels consolidation
- Review of all digital communications (newsletters & eCards)

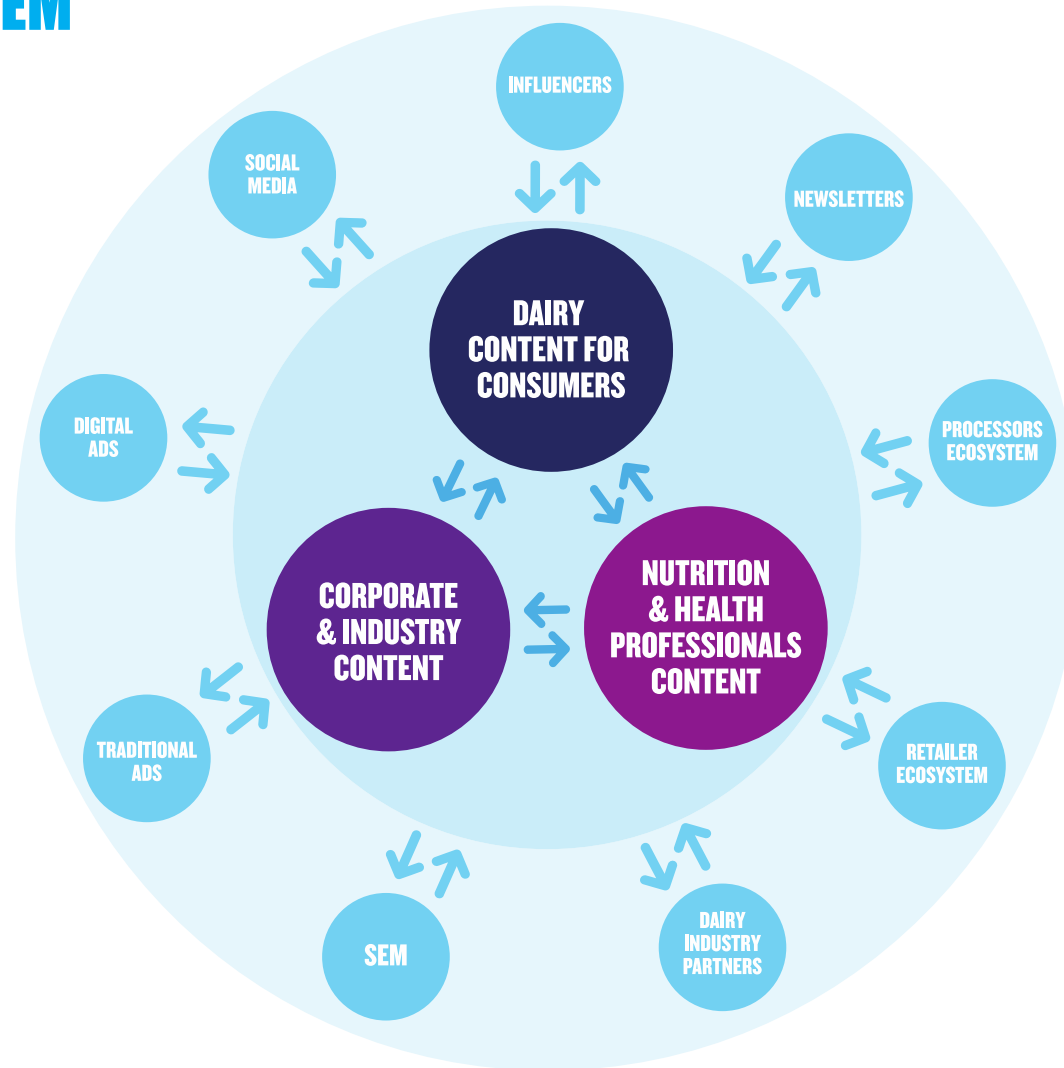**PHASE 2:** **OPTIMIZE AND ENHANCE CONTENT RELEVANCY 2018–2019**

- Personalization of content per user
- Create new Content Marketing Programs (Brand as a publisher)
- Ecosystem Information Architecture Optimization based on user behaviour
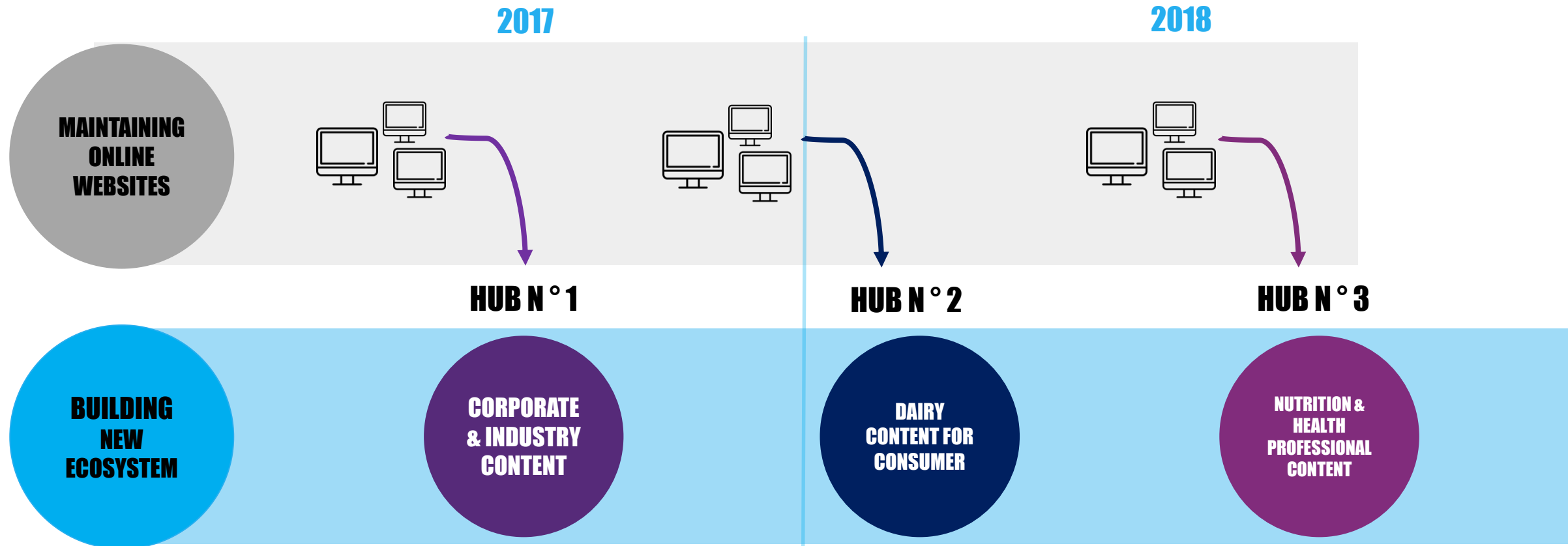- Users profiling

VISION OF 3 NEW HUBS OF CONTENT

A SIMPLIFIED ECOSYSTEM

BUILDING THE NEW HUBS

2017

2018

MAINTAINING
ONLINE
WEBSITES

HUB N°1

HUB N°2

HUB N°3

BUILDING
NEW
ECOSYSTEM

CORPORATE
& INDUSTRY
CONTENT

DAIRY
CONTENT FOR
CONSUMER

NUTRITION &
HEALTH
PROFESSIONAL
CONTENT

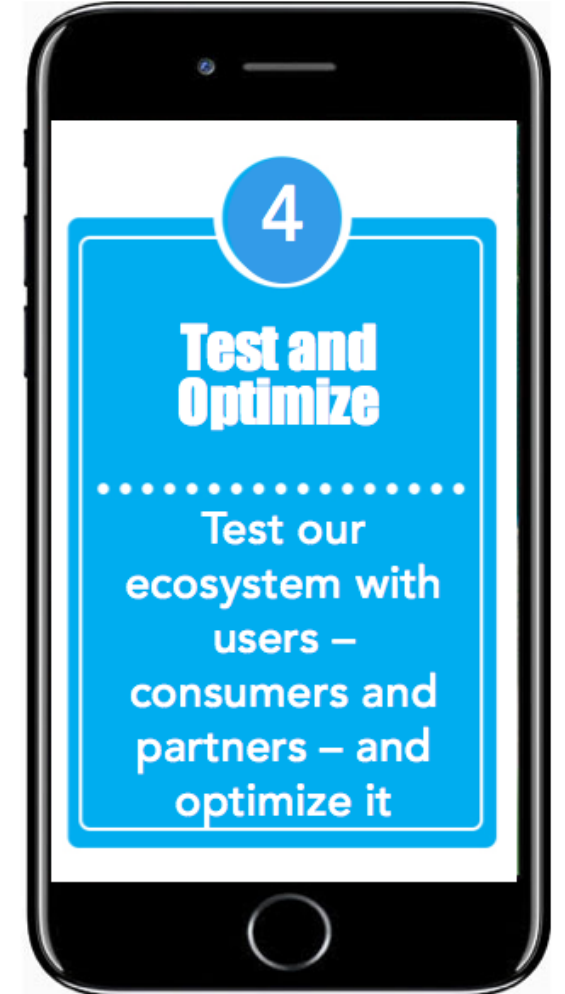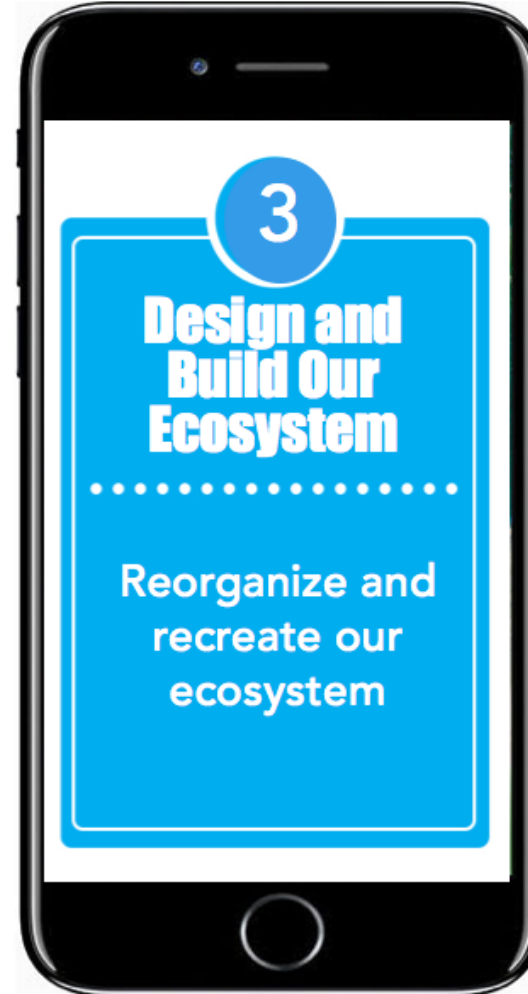**STEP 1:** Regroup different sites around a specific audience
STEP 2: Create and launch a new hub with reviewed content structure
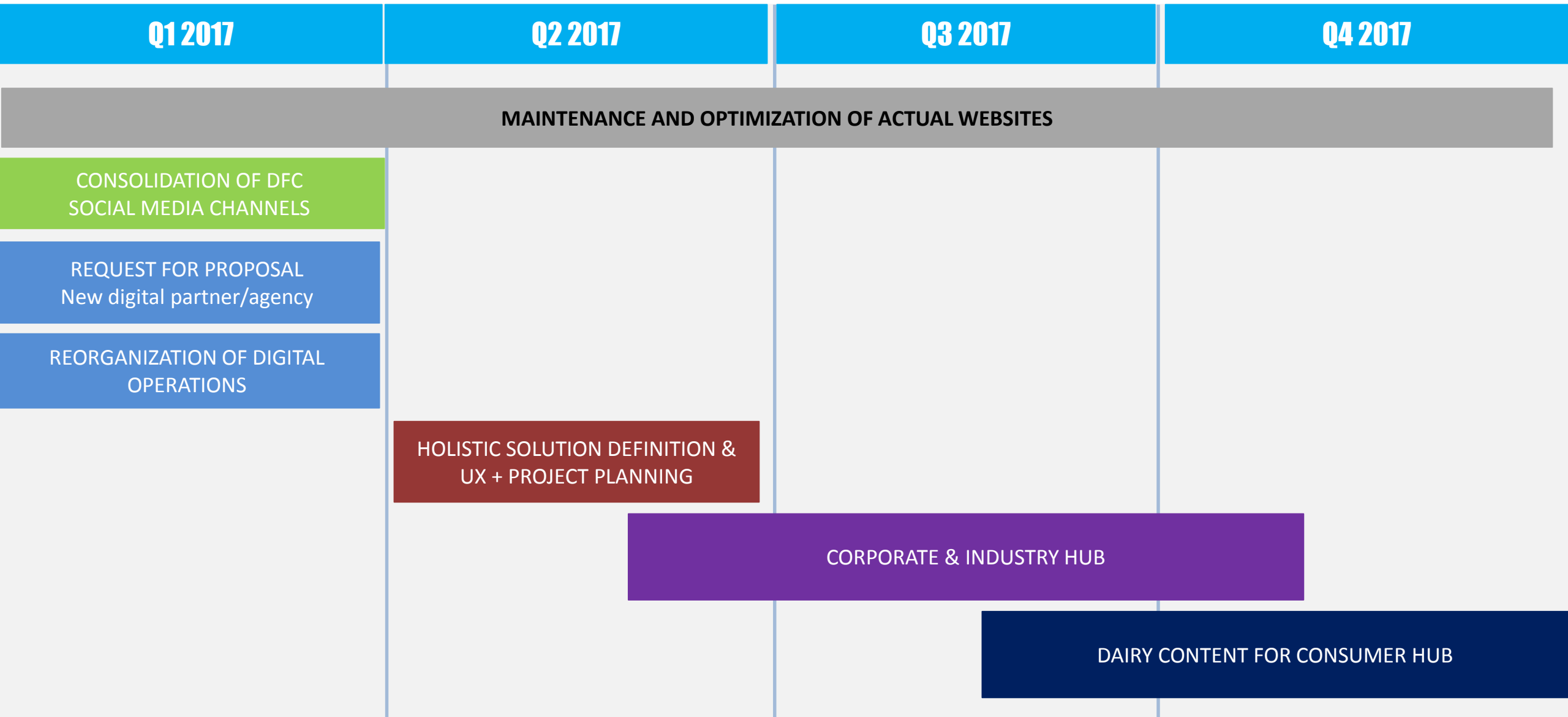**STEP 3:** Redirect traffic to the new hub and close older websites.

NEW ECOSYSTEM: STEP-BY-STEP APPROACH

1
Create a Content Strategy

Ensure we publish content that is relevant and useful to our consumers

2
Build a New Tech Platform

Build a platform that is efficient and effective

3
Design and Build Our Ecosystem

Reorganize and recreate our ecosystem

4
Test and Optimize

Test our ecosystem with users – consumers and partners – and optimize it

ROADMAP

ROADMAP — NEXT STEPS FOR 2017

Q1 2017	Q2 2017	Q3 2017	Q4 2017

MAINTENANCE AND OPTIMIZATION OF ACTUAL WEBSITES

CONSOLIDATION OF DFC SOCIAL MEDIA CHANNELS

REQUEST FOR PROPOSAL
New digital partner/agency

REORGANIZATION OF DIGITAL OPERATIONS

HOLISTIC SOLUTION DEFINITION & UX + PROJECT PLANNING

CORPORATE & INDUSTRY HUB

DAIRY CONTENT FOR CONSUMER HUB

CHEERS TO OUR NEW DIGITAL ECOSYSTEM!

THANK YOU