



















E-COMMERCE & DIGITAL FOOD & DRINK *Success*

WWW.DIGITALFOODCONFERENCE.COM | 28.09.2023

 <p>TESCO</p> <p>Suraj Nagaraj Head of Product - Loyalty</p> <p>Tesco</p>	 <p>PEPSICO</p> <p>Edo Zecha eGrocery & Pureplay Channel Development Lead</p> <p>PepsiCo</p>	 <p>Unilever</p> <p>Sarah Masters Digital & E-Commerce Director</p> <p>Unilever</p>	 <p>getir</p> <p>Rukshan Matteo Perera Head of Delivery Performance and Live Operations</p> <p>Getir</p>	 <p>HELLO FRESH</p> <p>Rajesh Sudhakaran Director of Product</p> <p>Hello Fresh</p>	 <p>Kellogg's</p> <p>Gregor Murray E-Commerce Channel Development Director</p> <p>Kellogg Company</p>
 <p>Arla</p> <p>Alberto Kechler Head of Ecommerce Europe</p> <p>Arla Foods</p>	 <p>General Mills</p> <p>Tony Bolger UK Channels & e-Commerce Director</p> <p>General Mills</p>	 <p>Mars</p> <p>Anna Gill Global Marketing Analytics Director</p> <p>Mars</p>	 <p>deliveroo</p> <p>Marcos Garcia Marques Global eCommerce Manager</p> <p>Deliveroo</p>	 <p>WHITBREAD</p> <p>Simon Wallwork Head of Strategy, Brand & Proposition</p> <p>Whitbread</p>	 <p>DIAGEO <i>Great Britain</i></p> <p>James Cragg Global Head B2C eCommerce</p> <p>Diageo</p>
 <p>DIAGEO <i>Great Britain</i></p> <p>Simone Sargeant Digital Director</p> <p>Diageo GB</p>	 <p>JUST EAT</p> <p>Max Dullen Head of Commercial Projects & Planning</p> <p>Just Eat Takeaway.com</p>	 <p>KraftHeinz</p> <p>Eleana Kyriakou E-Commerce Manager</p> <p>The Kraft Heinz Company</p>	 <p>GLOBAL BRANDS</p> <p>Charlotte Hutton Head of Digital & Content</p> <p>Global Brands</p>	 <p>Pernod Ricard</p> <p>Kysthell Canin-Neder E-Commerce Product Manager</p> <p>Pernod Ricards</p>	 <p>BEAVER TOWN BREWERY</p> <p>Tom Rainsford Marketing Director</p> <p>Beavertown Brewery</p>

Organised By:



Registration, Informal Networking & GIC Welcome

08.30 – 09.20

Morning Chair's Opening Remarks

09.20 – 09.30

Simon Wallwork, Head of Strategy, Brand & Proposition, **Whitbread**



WHITBREAD

Driving E-Commerce

09.30 – 09.50 **Driving Impressive E-Commerce Success Excel In E-Commerce By Optimising Online Strategies & Driving Forecasted Growth & Trends To Effectively Boost ROI & Enhance Profitability**

- Maximise consumer insights by identifying shifting behaviours and pinpointing the key factors driving e-commerce purchases today in order to reap the rewards
- Debate and discuss the potential challenges food and drink brands, manufacturers and retailers need to overcome in the e-commerce space in today's tough conditions in order to drive forecasted growth
- Harmonise strategies by investing in the right tech and infrastructures, whilst increasing the focus on personalisation and customer experiences, to drive long-term e-commerce impact
- Future opportunities and predictions for e-commerce in 2024 and beyond... explore opportunities for growth and enhanced profitability

Gregor Murray, E-Commerce Channel Development Director, **Kellogg's Company**



Kellogg's

How Automation Can Make E-Grocery Profitable

09.50 – 10.05

Jon Brewin, Business Development Manager, **Autostores Systems**

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Optimising The Digital Shelf

10.05 – 10.25 Reinforce The Importance Of Digital Shelf In 2024 & Beyond By Powering Agile Strategies Which Cut-Through Increased Competition From Current Players & New Entrants To The Ever-Growing Market To Skyrocket Brand Traffic & Sales

- As consumer preferences and behaviours rapidly change, keep pace with the competition by truly monetising personalisation, AI and ML solutions to deliver real results
- Leverage your digital retail discoverability by using the latest winning tactics in SEO and essential keywords to drive traffic and conversations
- Measure and benchmark your online retail presence and identify the highest priority actions to optimise your brand's omni-channel strategies
- Discover real-world insights and practices to identify the opportunities and challenges food and drink and retailing organisations face while striving for a strong and successful presence across the digital shelf

Krysthell Ganin-Neder, E-Commerce Product Manager, **Pernod Ricard**



Morning Refreshment With Informal Networking

10.25 – 11.00

Shifting Shopper Trends, Insights & Behaviours

11.00 – 11.30 Drive Commercial Success By Leveraging The Latest Shopper Insights & Behaviours To Inspire Future Strategies, Maximise Shopper Experiences & Ultimately Boost Profits

- The questions we all want answered - how is rising inflation affecting consumer shopping habits now, how can we keep e-commerce front of mind and keep people shopping online moving forward?
- Pinpoint and analyse the key factors driving e-commerce purchases today in order to effectively target consumers at the right touchpoints online and influence purchasing behaviours
- Stay ahead of the game by transforming shopper insights into actionable results and embedding data-driven innovations into future channels and campaigns

Suraj Nagaraj, Head of Product – Loyalty, **Tesco**



James Cragg, Global Head B2C E-Commerce, **Diageo**



DIAGEO
Great Britain

Kawaldeep Anand, Head of Product – Online Customer Experience, **Tesco**

PLEASE ADD TILE

Leveraging Digital Retail Media

11.30 – 11.50 Retail Media & The Power Of Customer Insights: Create A High End Channel For Suppliers To Reach Their Target Audience Through Self-Serve Performance Ads & So Much More

- Explore the current trends and reflect on successful retail media strategies which perfectly map out the best way forward in this fast-moving and growing space
- Drive profitability from the get-go with top notch performance ads which promise a boost in the margins of ad revenues to further enhance marketing campaigns
- Serve the right ad to the right consumer at the right time! Improve the purchasing journey by utilising first-class ad formats that are proven drive bottom-line results

Charlotte Hutton, Head of Digital & Content, **Global Brands Ltd**



GLOBAL BRANDS

Quick Commerce Models To Drive Competitive Advantage – Delegate Discussion

11.50 – 12.15 Drive A Competitive Advantage With Quick Commerce Models Which Offer Convenience, Speed & Quality To Consumers Whilst Skyrocketing Consumer Satisfaction & Brand Loyalty

- Your critical questions, answered! What does the long-term relevancy look like for quick commerce? How is this area going to evolve? What are the best ways brands can operate within?
- Tackle the increased need for convenience in shopping and doorstep delivery with future-focused and data-led quick commerce strategies equipped to dominate a competitive market
- Quality, safety and cost – how can organizations best prepare for and overcome the main obstacles and challenges when streamlining quick commerce strategies today?
- How can key players have viable collaborations between quick commerce and other ways of working to ensure benefit for both parties?

Online Vs. Offline

12.15- 12.35 **It's Not Online Vs. Instore, It's Online & Instore! Reap The Rewards Both Strategies Offer In Order To Scale Up Your Digital & E-commerce Offerings With Seamlessly Integrated Strategies For Maximum Brand Growth & Optimised Sales**

- E-commerce is an extension of instore - leverage the best end-to-end approaches to minimise the intermediate link from manufacturers to consumers and improve efficiencies across your business
- How can retailers and suppliers effectively discover the perfect balance between online and instore?
- Harness the power of tried-and-tested online and offline strategies that perfectly blend physical and digital outlets to engage every type of shopper and their preferred method of shopping

Edo Zecha, Head of E- Commerce, **Pepsi Co.**



Topic Generation

12.35 – 12.40

Lunch & Informal Networking For Speakers, Delegates & Partners

12.40 – 13:40

Afternoon Co-Chairs' Opening Remarks

13.40 – 13.50

Suraj Nagaraj, Head of Product – Loyalty, **Tesco**



Sarah Masters, Digital & E-Commerce Director, **Unilever**



Unmissable Retailer Insights & Collaboration

13.50 – 14.20 Capture Hard-Hitting & Insight-Driven Retailing Strategies With First-Hand Perspectives In Order To Effectively Overcome The Challenges Of Tomorrow & Build Long-Lasting, Profit-Boosting, Win-Win Partnerships

- How are online giants changing the face of the FMCG retailer landscape?
- Traditionally, e-commerce channels have been less profitable than the regular bricks and mortar instore model, so how can retailers revive their profitability in the current market?
- COVID-19 accelerated the adoption of online shopping, but with the evolving buyer landscape, how can we enable new retail and supplier partnerships to cultivate stronger ecosystems and capture more of their shoppers' lifestyles?
- Establish the secret ingredient to cultivating mutually-beneficial and long-term retail partnerships which resonate with today's consumer ideologies

Anna Gill, Global Marketing Analytics Director, **Mars**



Simone Sargeant, Digital Director, **Diageo**



Tom Rainsford, Marketing Director, **Beavertown Brewery**

PLS ADD TOMS TILE

Seamless Delivery & App Strategies

14.20 -14.40

Tackle The Rise Of Digital Platforms & Apps & Convenience-Focused Customers Who Demand Fast, Reliable & Seamless Delivery Experiences With Robust & Innovative Strategies Which Truly Hit The Mark Every Time

- With the emergence of new and competing business models, how can you stand out from the crowd with successfully-implemented strategies from shopper search to delivery?
- Gain access to smarter solutions and harness new tech to secure consumer adoption and streamline faster delivery efficiencies and quality from the get-go to truly expand digital delivery capabilities
- Utilise consumer data and insights to deliver personalised delivery experiences and expand your horizons with predictive ordering and real-time tracking

- Explore how to best build, maintain and develop partnerships and collaborations between digital platforms, providers and brands for seamless delivery capabilities

Eleana Kyriakou, E-Commerce Manager – Food Service International, **The Kraft Heinz**



KraftHeinz

The Digitally Influenced Shopper: Defining The True Cost of Underinvesting In The Digital Shelf

14.40 – 14.55

Andrew Pearl, VP Insights, **Profitero**

Evaluation Form Feedback

14.55 – 15.00

Afternoon Refreshment Break With Informal Networking

15.00 -15.30

Getting On The E-Commerce List – Only Part Of The Jigsaw

15.30- 15.45

Patrick Young, Head of UK, **PRS In Vivo UK**

Andy Rushforth, SVP Market Development , **PRS In Vivo UK**

PLS ADD TILES

Data Insights – Delegate Discussion

15.45– 16.10 Join Industry Peers In A Thought-Leading Discussion On How To Unlock The Power Of Data Insights & Analytics, Extract Real Value, Update & Refresh Strategies & Drive Consumer Loyalty & Brand Obsession

- Maximise traffic, maximise conversion rates, maximise value! Monetise consumer insights and translate data into commercially viable insights which target your audience for sky-high sales
- From collecting and capturing data to handling and reporting, examine the best data tools, metrics and methods - and how to seamlessly implement them into your strategies - for immediate impact
- How are food and drink organisations integrating newer sources of data from search and social listening and maximising insights to drive performance and e-commerce results?

- Debate and discuss the best ways to structure digital data teams; is there a way to overcome silos more effectively and develop cross-team collaborations to get hold of the best data insights collected across your organisation?
- How can you connect the consumer journey by leveraging the power of data and tracking the shift of shopper habits instore vs. online?

Compelling Social Media Success

16.10– 16.30 Enhance Reach, Promote Products & Build Steadfast Loyalty By Adopting Irresistible Social Media Strategies For Revolutionised E-Commerce Success & Proven Bottom-Line Results

- Leverage reach, promotions, reviews, feedback, engagement and content capabilities on social to promote your brand, attract and retain consumers and deliver exceptional customer experiences
- With fierce online competition ever-growing, utilise the power social has on consumer shopper habits and purchasing intentions and leverage social media as a commercial channel
- Elevate brand experience and inspire consumers with social content which generates next-level brand engagement and product success across platforms
- Let's get trending! Translate browsing into purchasing action by taking control and securing increased likes, shares and actions across your channel mix
- How can food and drink brands produce profitable campaigns and increase conversation rates with strategic e-commerce approaches today?

Marcos Garcia, Global E-Commerce Manager, **Deliveroo**



Afternoon Co-Chairs' Closing Remarks

16.30 – 16.40

Suraj Nagaraj, Head of Product – Loyalty, **Tesco**



Sarah Masters, Digital & E-Commerce Director, **Unilever**



Official Close Of Conference

16.40



Previous Attendees Testimonials...



'Very relevant, interesting and motivating.'

Tesco



'Conversation-generating presentations on driving the business forward.'

ASDA



'A very well organised, professional event.'

Premier Foods



'Very valuable knowledge from a full range of speakers – always interesting to see what other companies are doing.'

Tata Global Beverages



'Good mix of speakers sharing great case studies and trend influences.'

2SFG



'A good platform bringing an excellent cross-section of NPD and innovation practitioners together sharing useful insights.'

Twinings



'Interesting insights from a diverse group.'

Arla Foods



'Valuable with some great speakers giving me ideas to execute in my company.'

Britvic Soft Drinks



'An excellent day of good content, really well presented.'

KEPAK