

KRAFT'S APPROACH TO AGILE MARKETING

A lesson in how we think about digital media



HOW YOU SEE ME

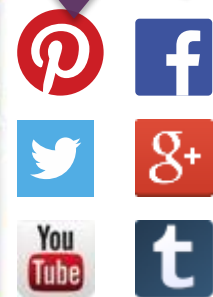
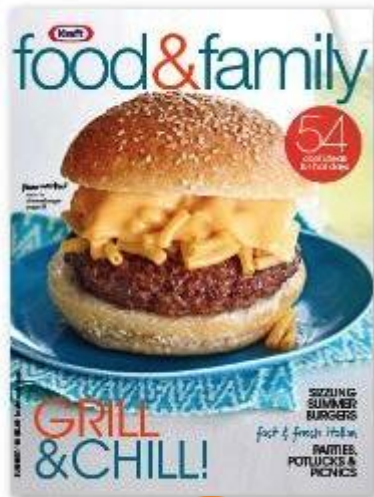




**HOW I SEE ME
(not really)**

19.5MM

Cross-platform
monthly users



PRINT

+1MM
quarterly paid
subscribers

VIDEO

+8.1MM
yearly views

MOBILE

+2.8MM
monthly
unique visitors

WEB

+6MM
monthly
unique visitors

EMAIL

+4.1MM
opt-in weekly
subscribers

SOCIAL

+4MM
followers

Easy

< Normal

Hard

Nightmare



CHOOSE YOUR DIFFICULTY

IT'S ROUGH OUT THERE

BACK

**FACT: PACE OF CHANGE
WILL NEVER BE SLOWER
THAN IT IS TODAY**





**“IF CHANGE IS HAPPENING ON
THE OUTSIDE FASTER THAN ON
THE INSIDE, THE END IS IN SIGHT.”**

JACK WELCH



3 PILLARS OF KRAFT'S REINVENTION



DATA

Know the right
consumers



INFRASTRUCTURE

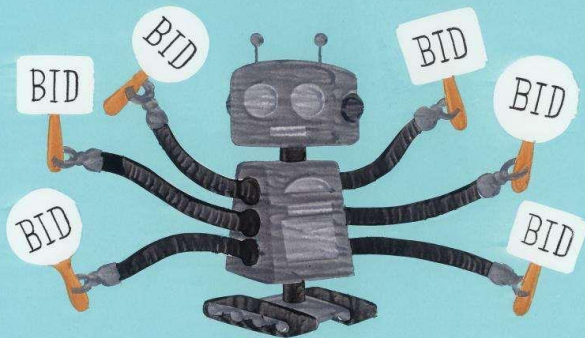
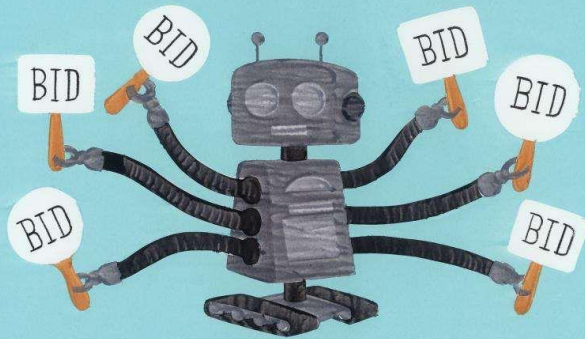
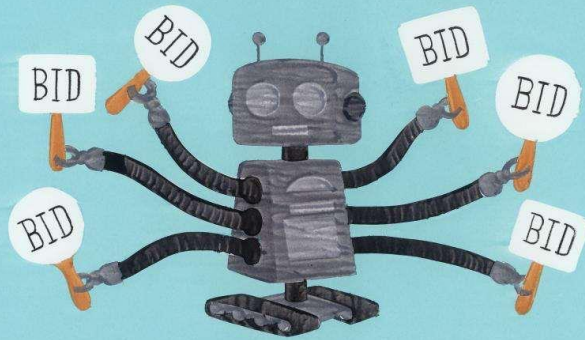
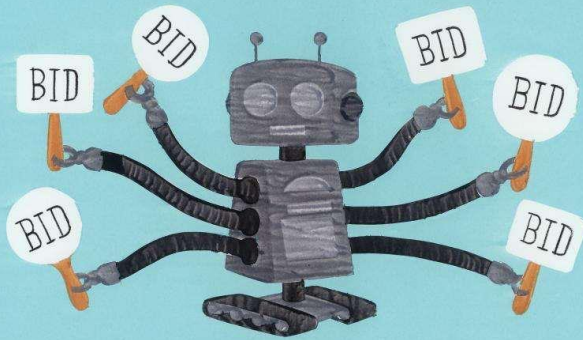
Reach the right
consumers



CONTENT

Engage the right
consumers



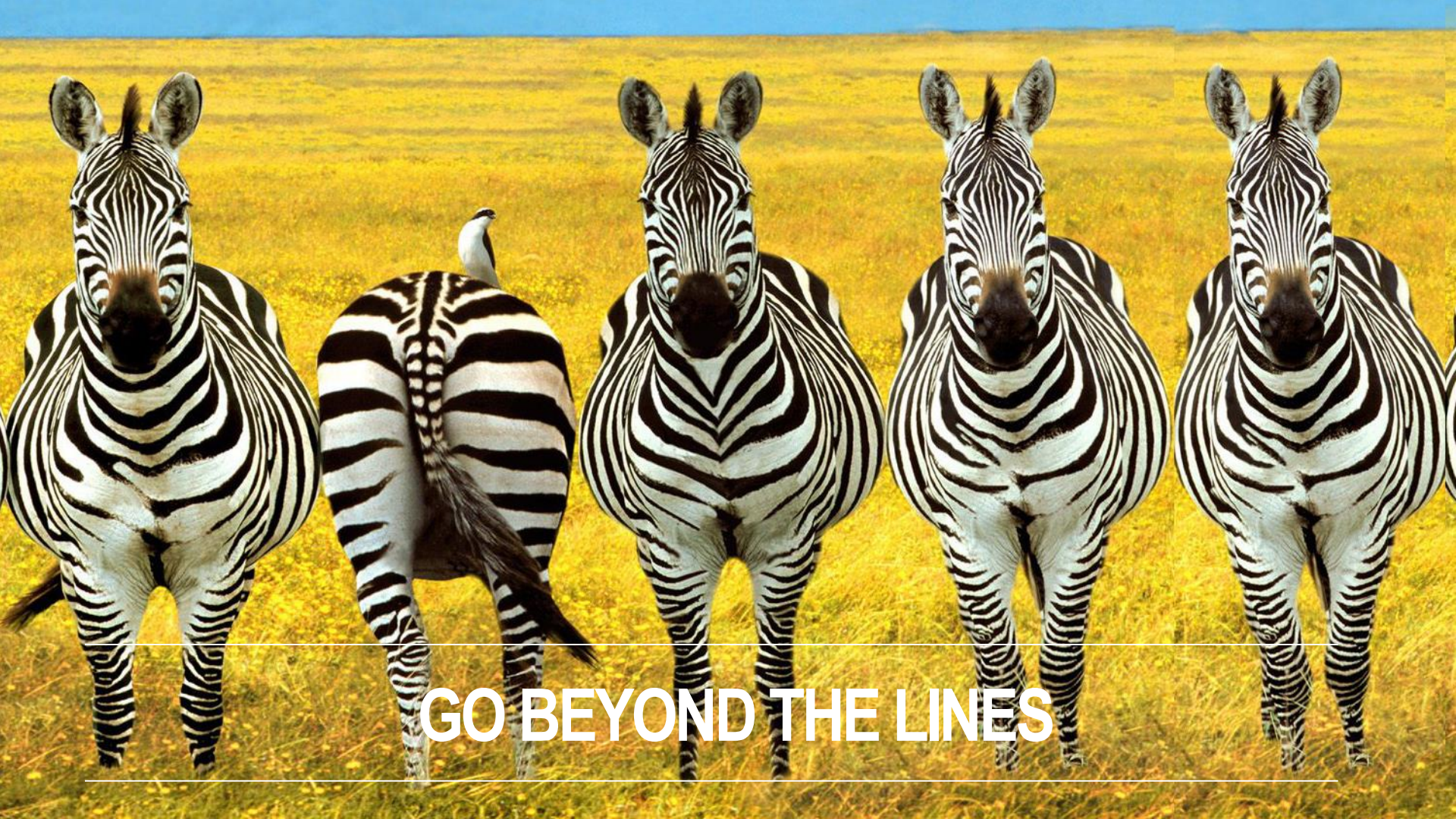


LET'S TALK ABOUT THE BIG STUFF





RETHINK WHO YOU BRING TO MEETINGS



GO BEYOND THE LINES

DATA + CREATIVITY = CONTENT THAT WORKS

Kraft

THEY ONLY CALL IT BRANDED CONTENT
WHEN IT'S LOUSY



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RIGHT
★ HERE ★



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