

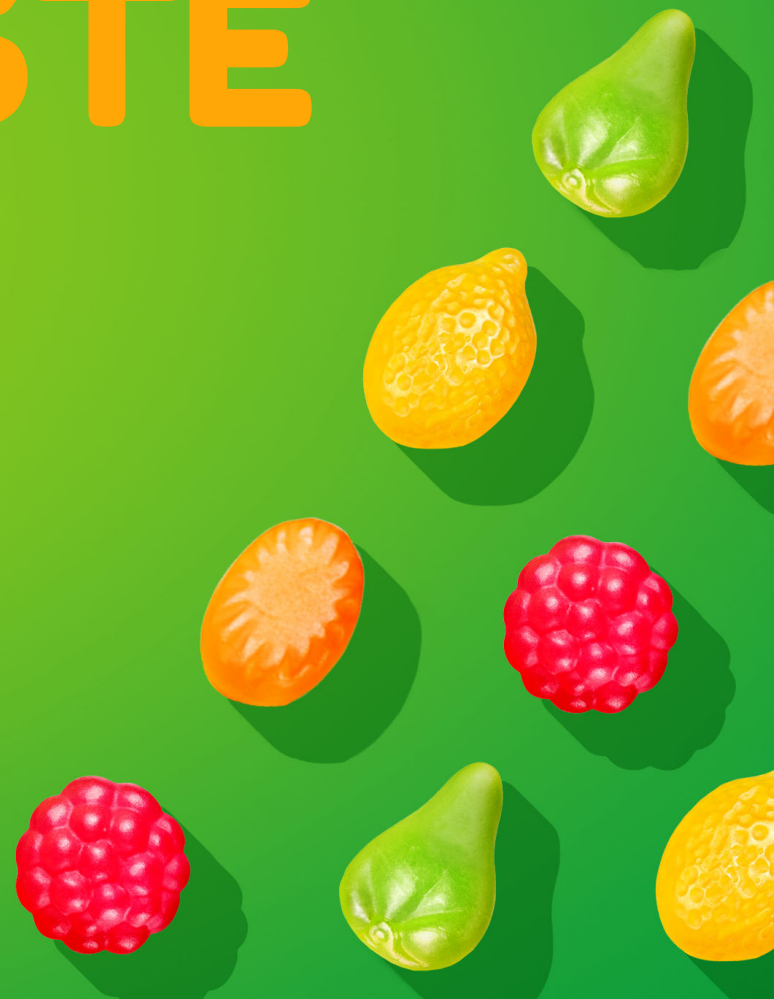
GRAND ONE 2020

KAMPANJAKOOSTE

TULOSTEN

GRAAFIT,

LAAJA





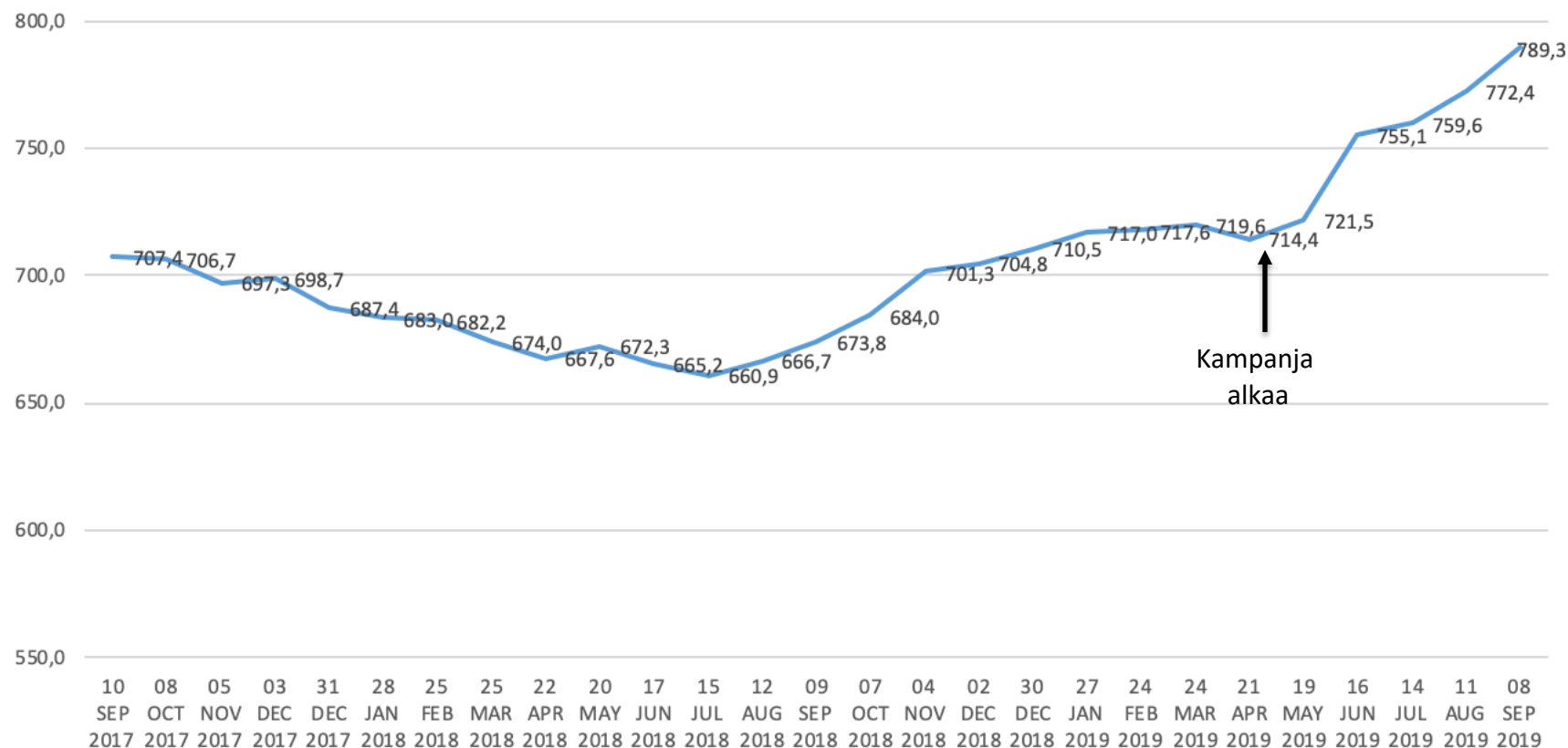
YTD 2019

VOLYYMIN KASVU: +12%
(COMMERCIAL UNITS)

MARKKINAOSUUDEN KASVU: +25%



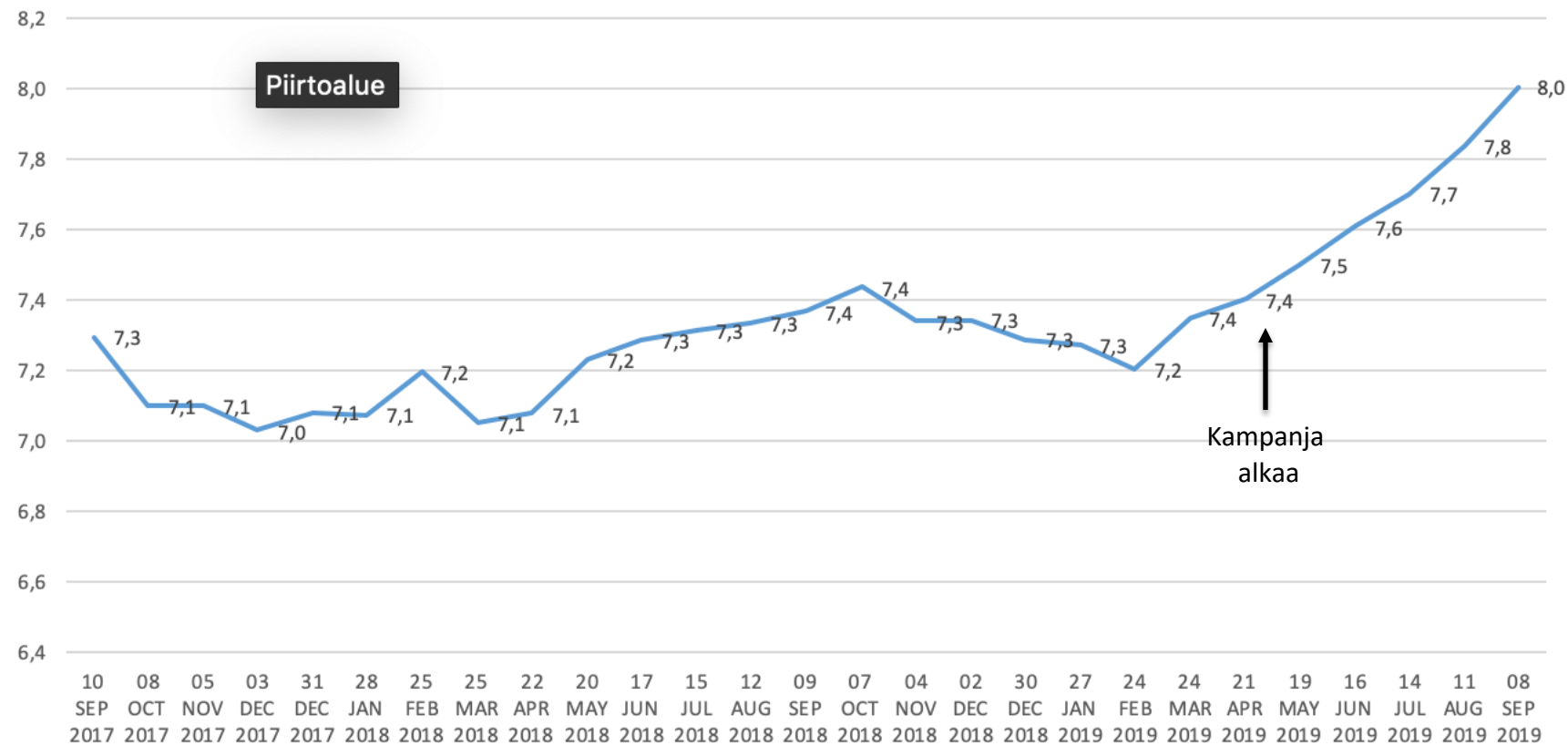
Candy bags: Tutti Frutti, Buying households
Nielsen HomeScan 52w ending 8th of September 2019



OSTANEET TALOUDET 52W: +115,5 T



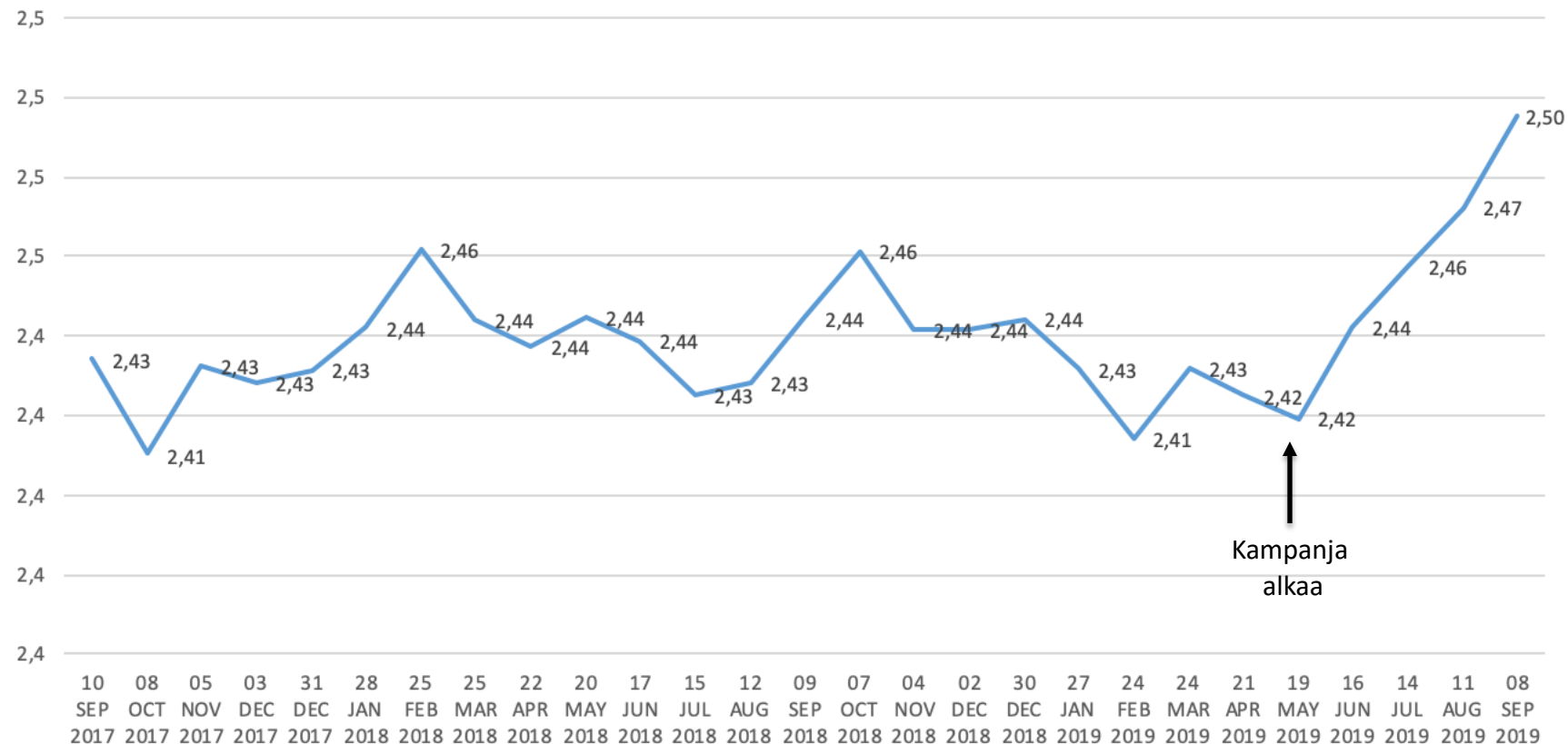
Candy bags: Tutti Frutti, AWOP
Nielsen HomeScan 52w ending 8th of September 2019



KESKIOSTOS 52W: +8,7%



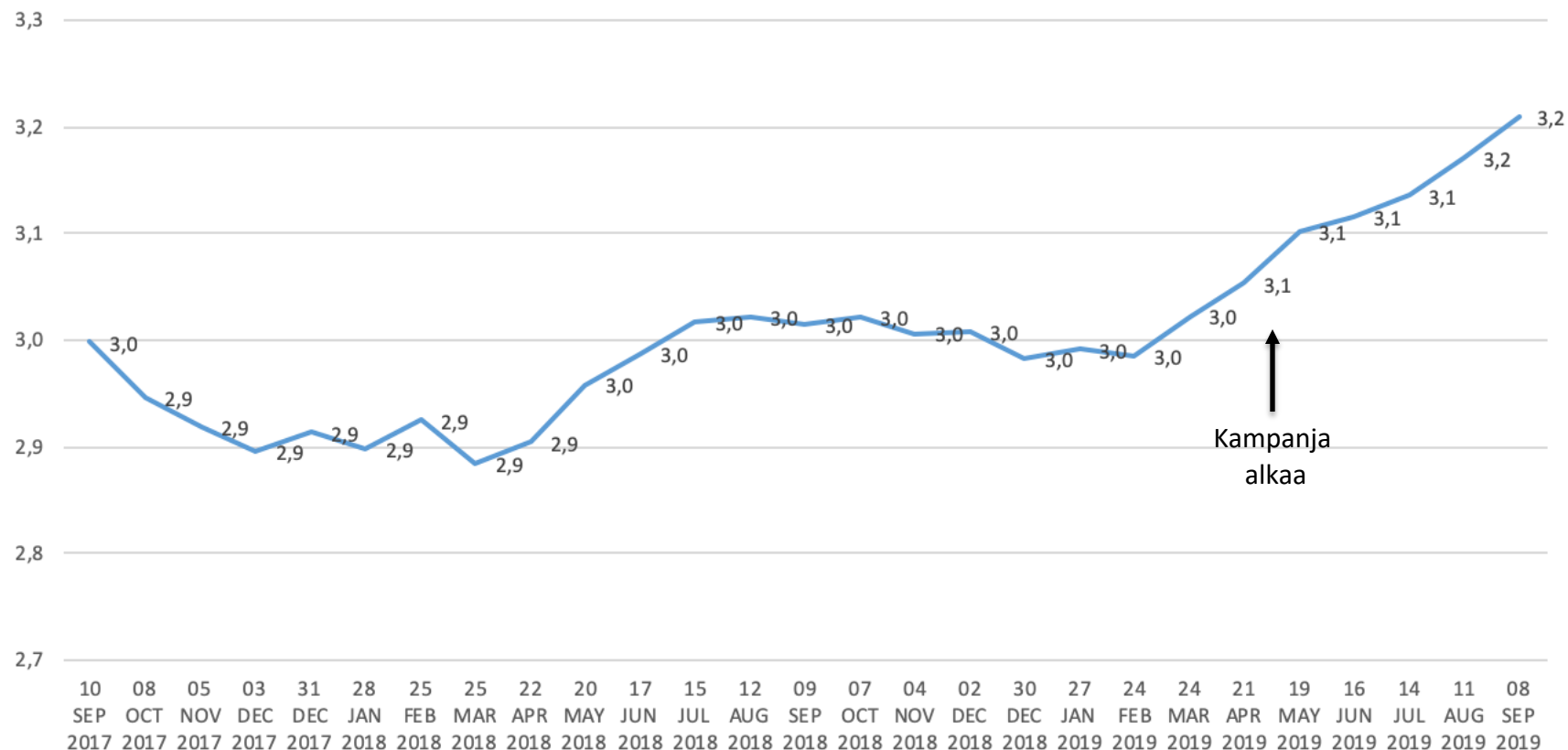
Candy Bags: Tutti Frutti, Value per occasion
Nielsen HomeScan 52w ending 8th of September 2019



OSTOT (€) PER OSTOKERTA: +2,1%



Candy bags: Tutti Frutti, Frequency
Nielsen HomeScan 52w ending 8th of September 2019

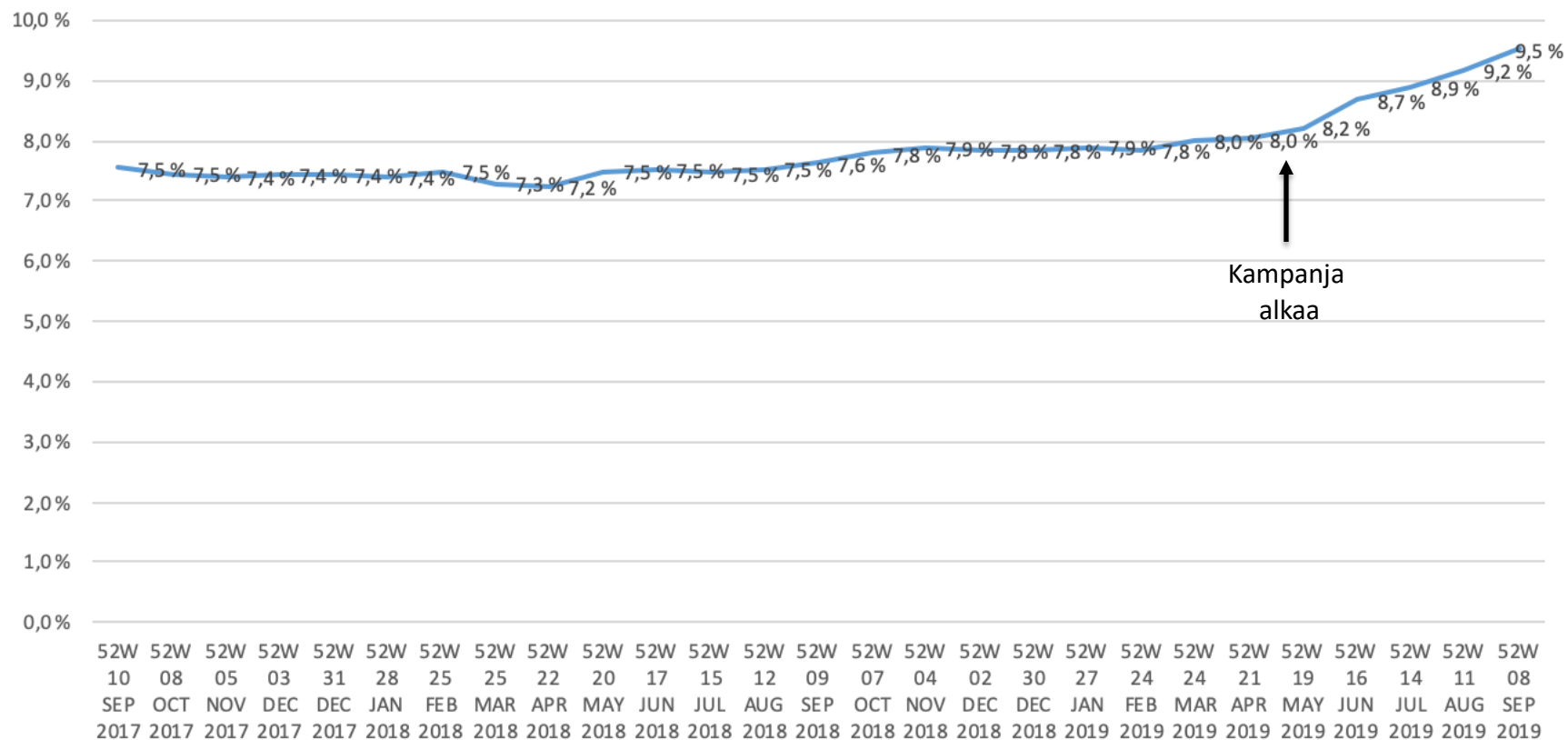


Kampanja
alkaa

FREKVENSSI 52W: +6,5%



Candy bags: Tutti Frutti, Value share, %
Nielsen PanelTrack 52w ending 8th of September 2019

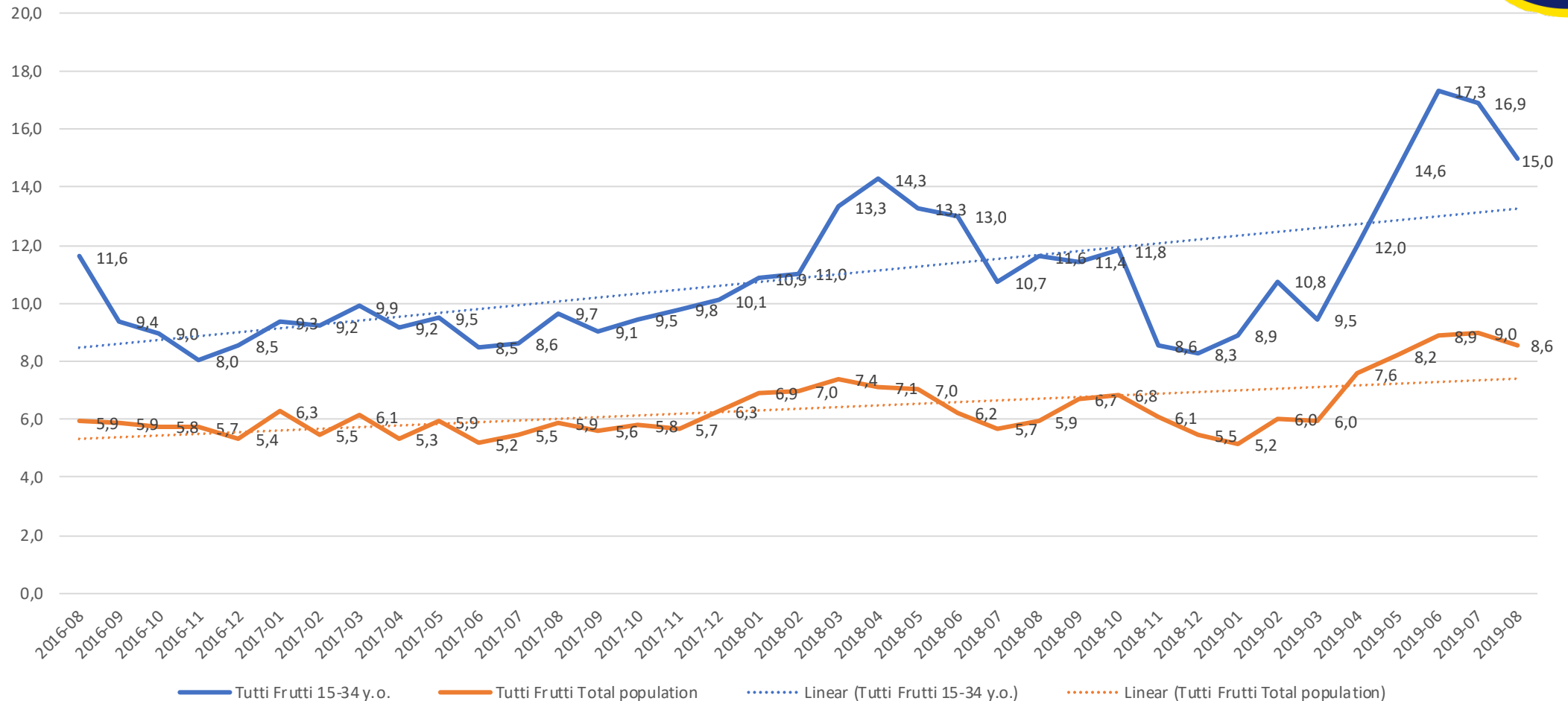


MARKKINAOSUUS MAKEISPUSSEISSA 52W: +1,9%-YKS

TUTTI FRUTTI: PREFERENSSI



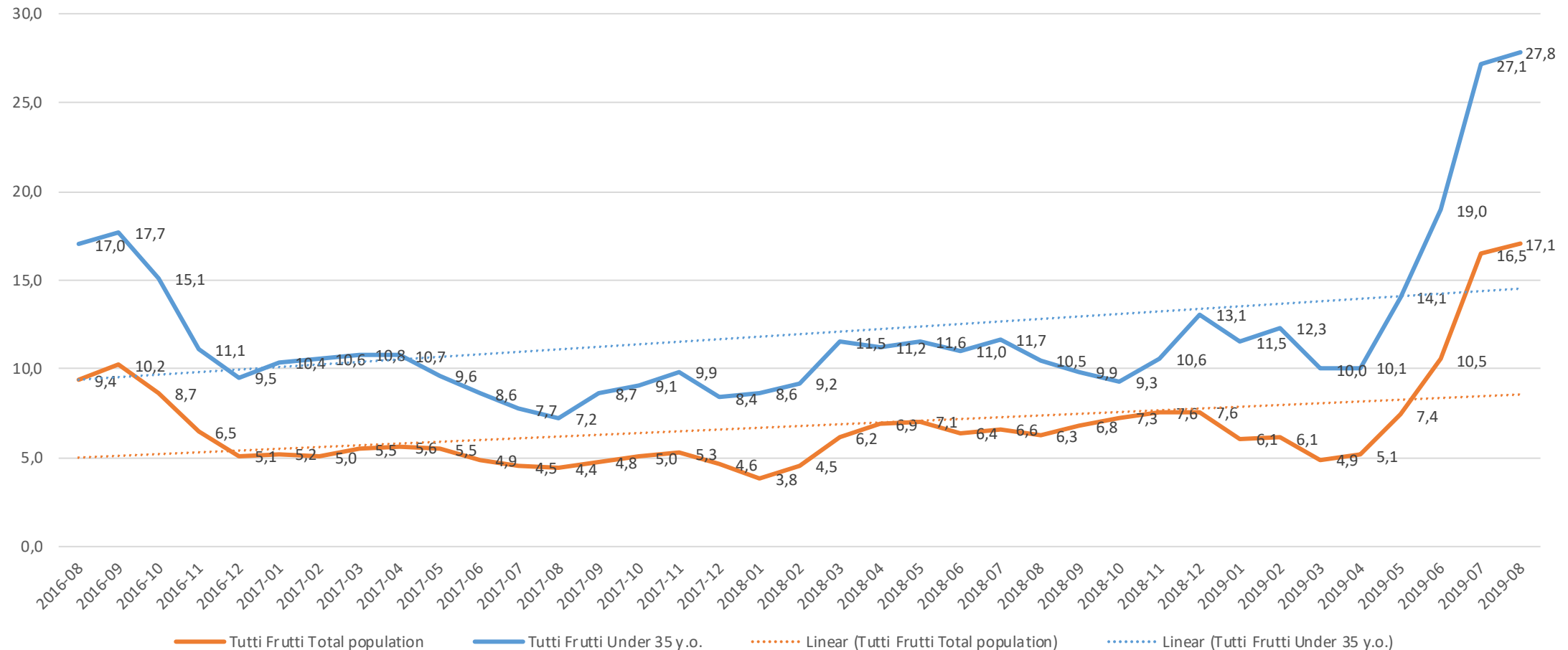
Preference -total population vs. under 35 y.o



TUTTI FRUTTI: AD AWARENESS



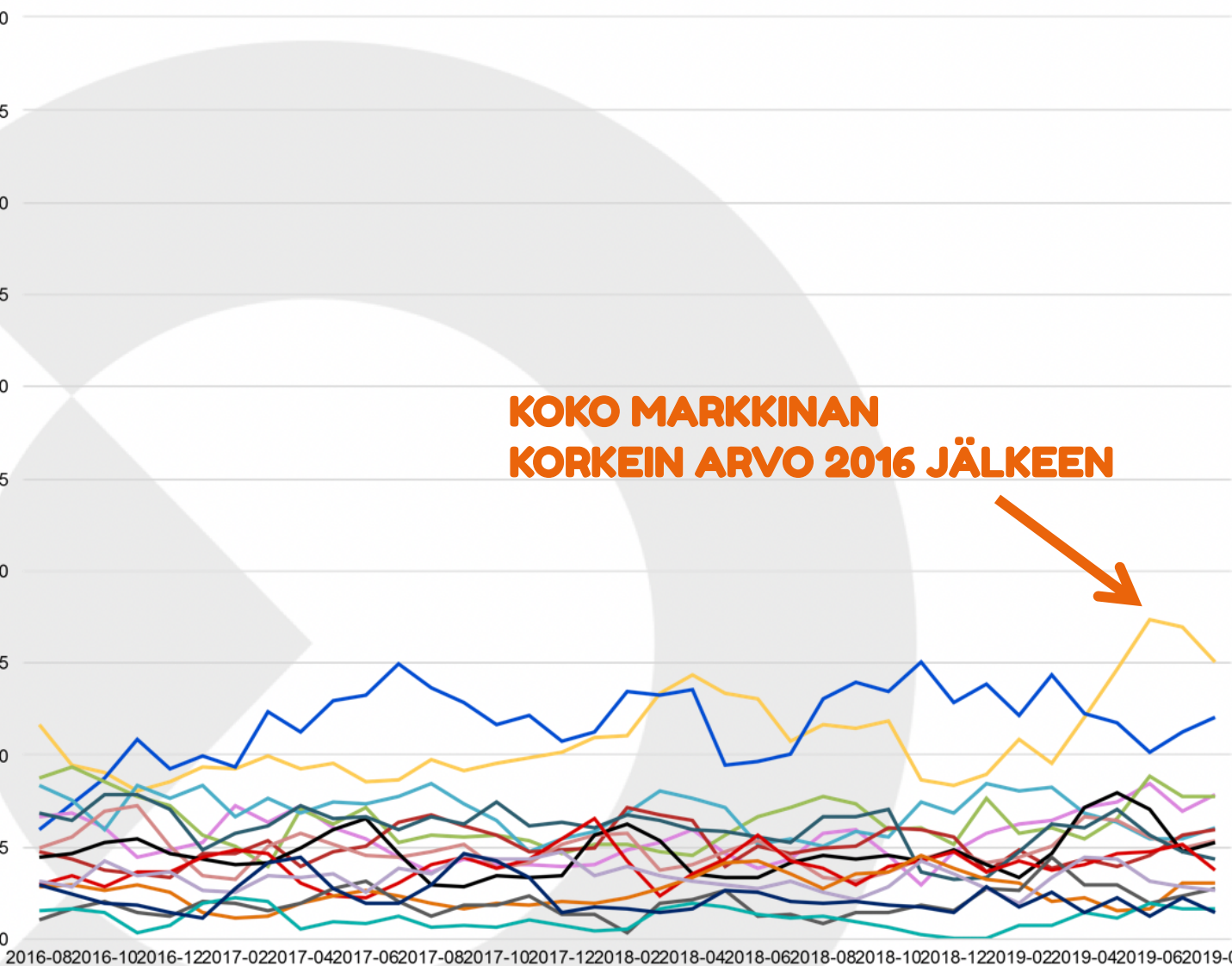
Ad awareness, total population vs. under 35 y.o.



Brand Preference



Trends Top 15 Brands (3 months rolling avg)



KOKO MARKKINAN
KORKEIN ARVO 2016 JÄLKEEN

- Tutti Frutti
- Remix
- Aakkoset
- Ässä
- Tyrkisk Peber
- Haribo
- Marianne
- Panda Lakupala
- Pantteri
- Fazer Salmiakki
- TV Mix
- Fazer Lakritsi
- Panda Lakumix
- Halvan lakritsi
- Hyvää Makumaasta

Latest 3 months rolling avg, %

Tutti Frutti	15
Remix	12
Aakkoset	8
Ässä	8
Tyrkisk Peber	6
Haribo	6
Marianne	5
Panda Lakupala	5
Pantteri	4
Fazer Salmiakki	4
TV Mix	3
Fazer Lakritsi	3
Panda Lakumix	3
Halvan lakritsi	2
Hyvää Makumaasta	1

2016-082016-102016-122017-022017-042017-062017-082017-102017-122018-022018-042018-062018-082018-102018-122019-022019-042019-062019-08
Fazer Brand Tracking
Which of the following candy brands is your favourite?
Target group: A15-74 unless another TG is selected.

Weighted base: 474

Filter: Age group = 15-24, 25-34

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Lähde: Nepa, Fazer Confectionary Brand Tracking

Brand Consideration



Trends Top 15 Brands (3 months rolling avg, %)

KOKO MARKKINAN
KORKEIN ARVO 2016 JÄLKEEN

- Tutti Frutti
- Aakkoset
- Remix
- Ässä
- TV Mix
- Pantteri
- Haribo
- Panda Lakupala
- Tyrkisk Peber
- Marianne
- Hyvää Makumaasta
- Panda Lakumix
- Fazer Lakritsi
- Fazer Salmiakki
- Halva Salmiakki

Latest 3 months rolling avg, %

Tutti Frutti	45
Aakkoset	42
Remix	41
Ässä	41
TV Mix	31
Pantteri	31
Haribo	27
Panda Lakupala	27
Tyrkisk Peber	27
Marianne	26
Hyvää Makumaasta	22
Panda Lakumix	20
Fazer Lakritsi	17
Fazer Salmiakki	16
Halva Salmiakki	11

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Fazer Brand Tracking
If you were to buy candy, which of the following brands could you consider buying?
Target group: A15-74 unless another TG is selected.

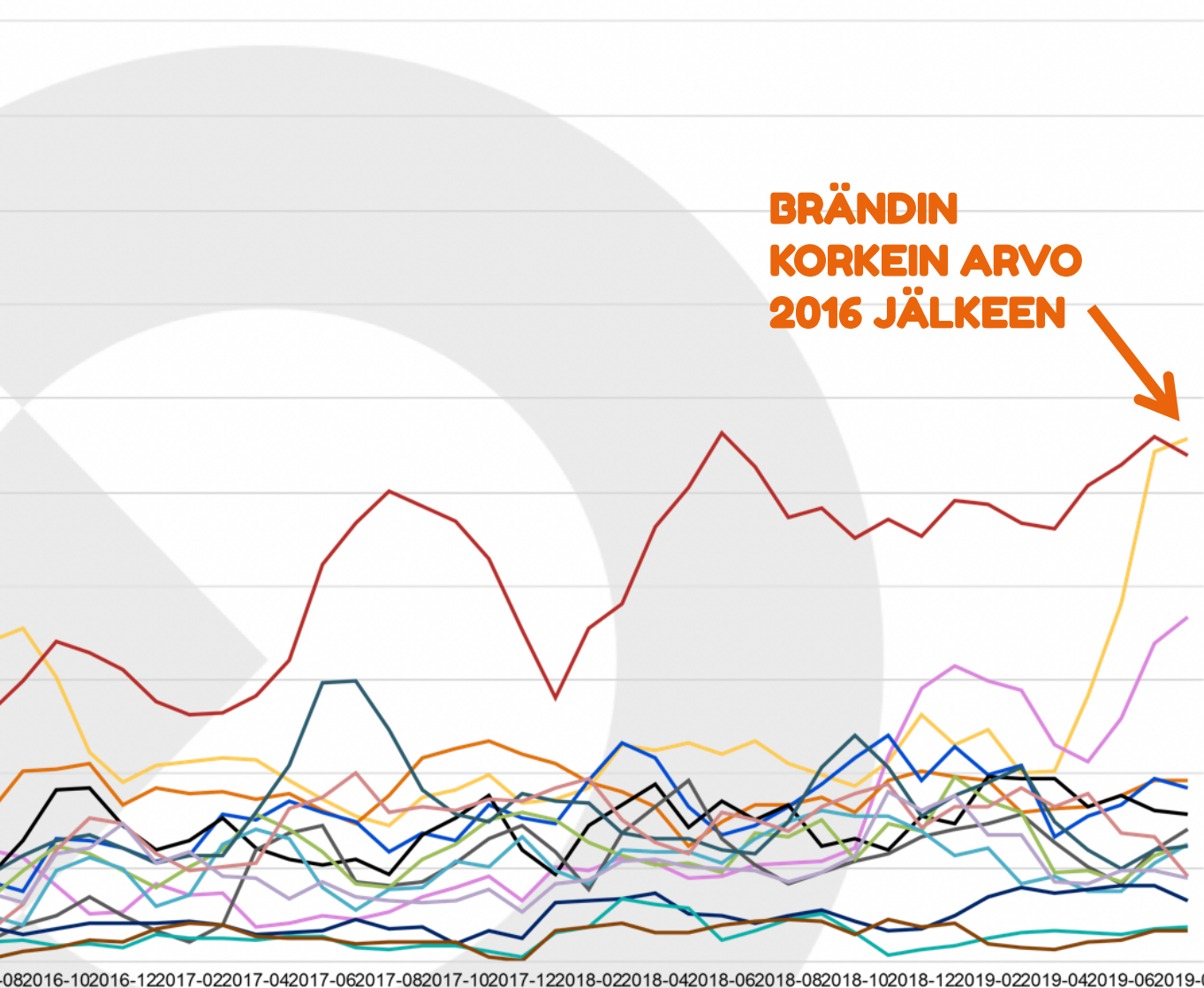
Weighted base: 474
Filter: Age group = 15-24, 25-34

Lähde: Nepa, Fazer Confectionary Brand Tracking

Ad Awareness



Trends Top 15 Brands(3 months rolling avg)



- Tutti Frutti
- Haribo
- Aakkoset
- TV Mix
- Remix
- Panda Lakupala
- Fazer Lakritsi
- Ässä
- Tyrkisk Peber
- Pantteri
- Marianne
- Panda Lakumix
- Hyvää Makumaasta
- Halvan lakritsi
- Halva Salmiakki

Latest 3 months rolling avg, %

Tutti Frutti	28
Haribo	27
Aakkoset	18
TV Mix	10
Remix	9
Panda Lakupala	8
Fazer Lakritsi	7
Ässä	6
Tyrkisk Peber	6
Pantteri	6
Marianne	4
Panda Lakumix	4
Hyvää Makumaasta	3
Halvan lakritsi	2
Halva Salmiakki	2

2016-082016-102016-122017-022017-042017-062017-082017-102017-122018-022018-042018-062018-082018-102018-122019-022019-042019-062019-08
Fazer Brand Tracking
Which candy brands have you seen or heard advertising within the last month?
Target group: A15-74 unless another TG is selected.

Weighted base: 474
Filter: Age group = 15-24, 25-34

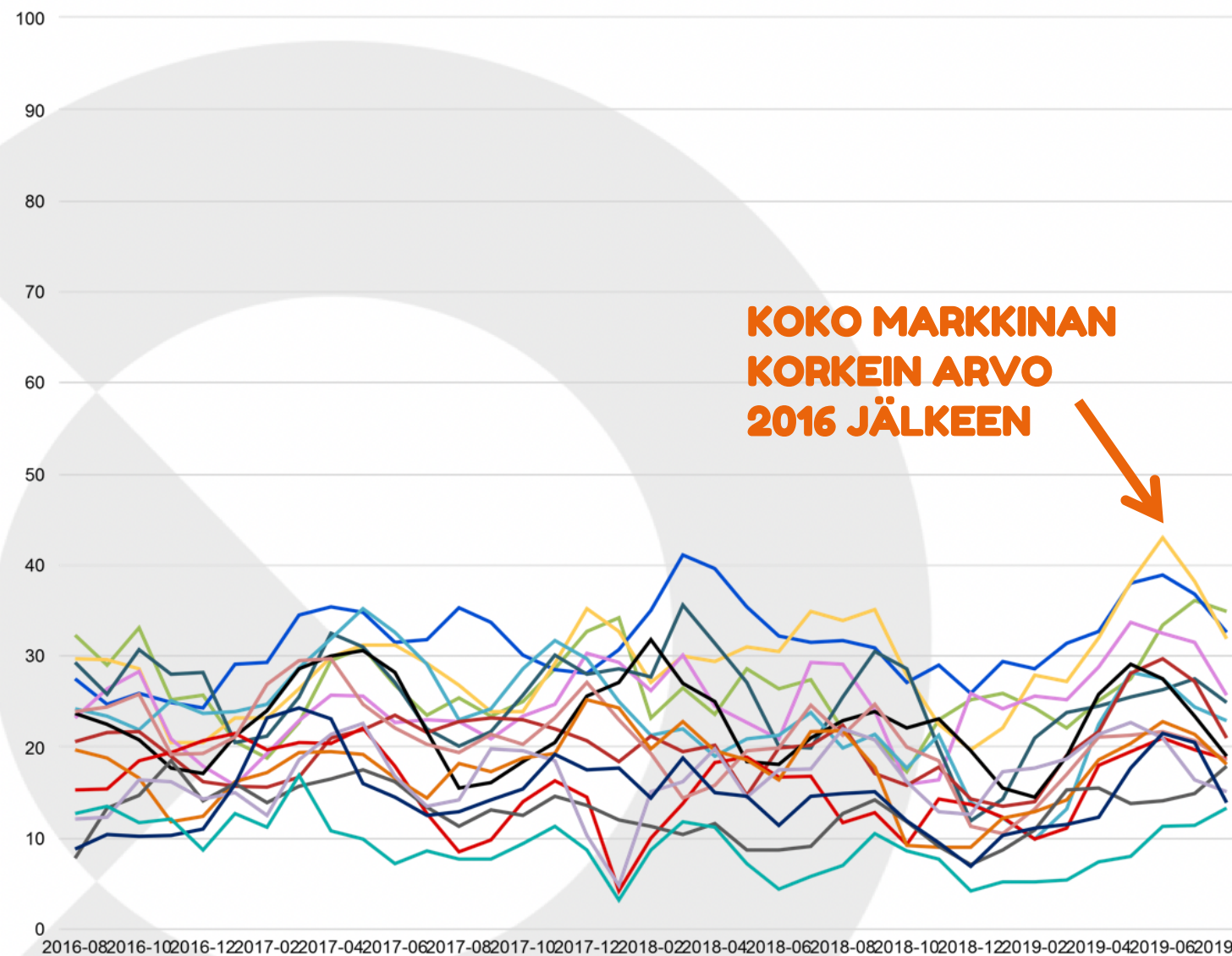
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Lähde: Nepa, Fazer Confectionary Brand Tracking

Brand Image: Suitable for Me



Trends Top 15 Brands (3 months rolling avg, %)



- Ässä
- Remix
- Tutti Frutti
- Aakkoset
- Pantteri
- Tyrkisk Peber
- Haribo
- Panda Lakupala
- Fazer Salmiakki
- Marianne
- TV Mix
- Fazer Lakritsi
- Panda Lakumix
- Hyvää Makumaasta
- Halvan lakritsi

Latest 3 months rolling avg, %

Ässä	35
Remix	33
Tutti Frutti	32
Aakkoset	26
Pantteri	25
Tyrkisk Peber	23
Haribo	21
Panda Lakupala	19
Fazer Salmiakki	19
Marianne	18
TV Mix	18
Fazer Lakritsi	18
Panda Lakumix	15
Hyvää Makumaasta	14
Halvan lakritsi	13

Weighted base: 152

Filter: Age group = 15-24, 25-34

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Lähde: Nepa, Fazer Confectionary Brand Tracking

2016-08 2016-10 2016-12 2017-02 2017-04 2017-06 2017-08 2017-10 2017-12 2018-02 2018-04 2018-06 2018-08 2018-10 2018-12 2019-02 2019-04 2019-06 2019-08

Fazer Brand Tracking

Which of the following brands do you think is/has...

Target group: A15-74 unless another TG is selected.

Brand Image: Contemporary



Trends Top 15 Brands (3 months rolling avg, %)

BRÄNDIN
KORKEIN ARVO
2016 JÄLKEEN

- Tutti Frutti
- Aakkoset
- Remix
- Ässä
- Fazer Lakritsi
- TV Mix
- Marianne
- Panda Lakupala
- Tyrkisk Peber
- Pantteri
- Haribo
- Panda Lakumix
- Fazer Salmiakki
- Halvan lakritsi
- Hyvää Makumaasta

Latest 3 months rolling avg, %

Tutti Frutti	38
Aakkoset	32
Remix	31
Ässä	24
Fazer Lakritsi	24
TV Mix	24
Marianne	22
Panda Lakupala	20
Tyrkisk Peber	20
Pantteri	17
Haribo	16
Panda Lakumix	14
Fazer Salmiakki	12
Halvan lakritsi	9
Hyvää Makumaasta	8

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Lähde: Nepa, Fazer Confectionary Brand Tracking

2016-082016-102016-122017-022017-042017-062017-082017-102017-122018-022018-042018-062018-082018-102018-122019-022019-042019-062019-08
Fazer Brand Tracking
Which of the following brands do you think is/has...
Target group: A15-74 unless another TG is selected.

Weighted base: 167

Filter: Age group = 15-24, 25-34



KIITOS

