

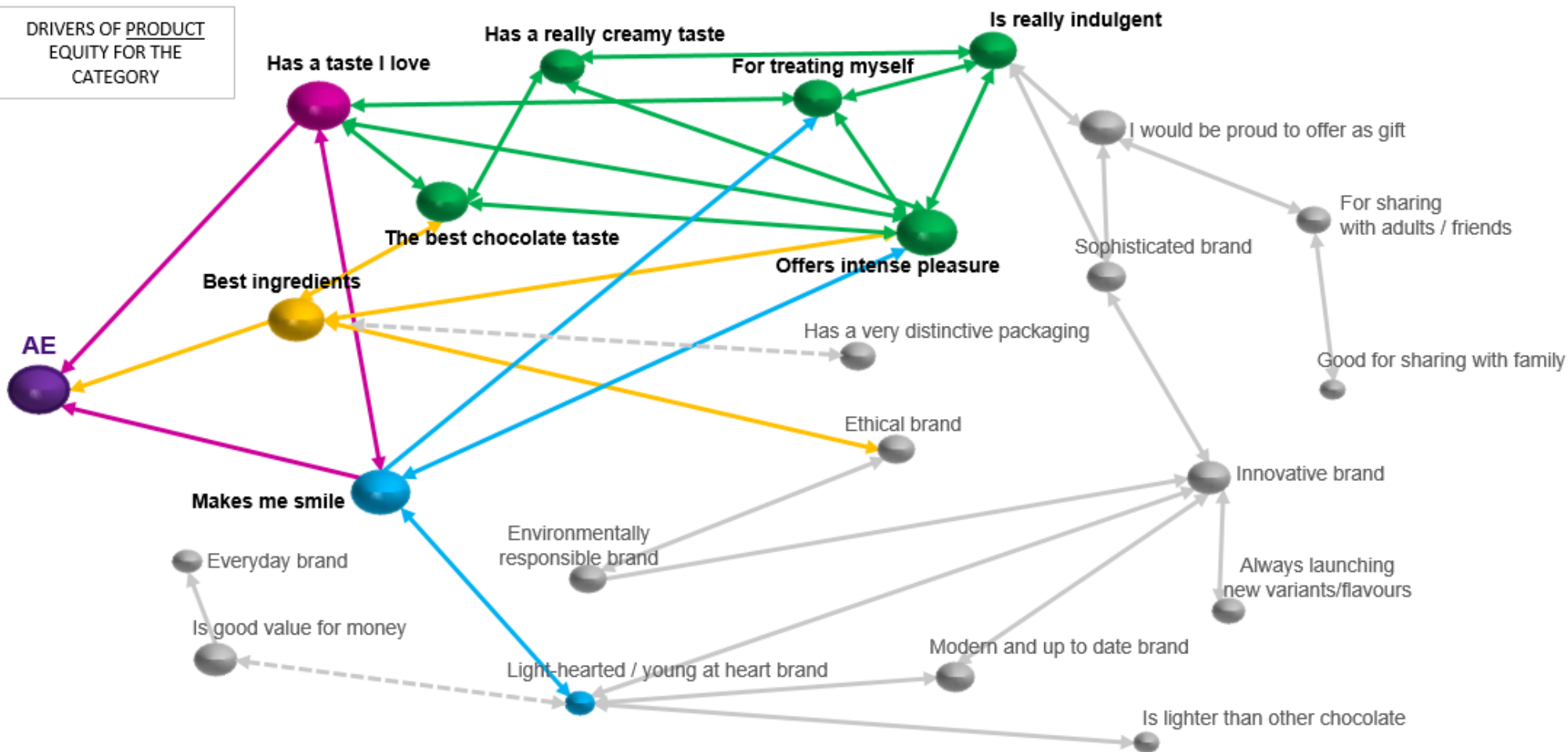




# What you won't see today...

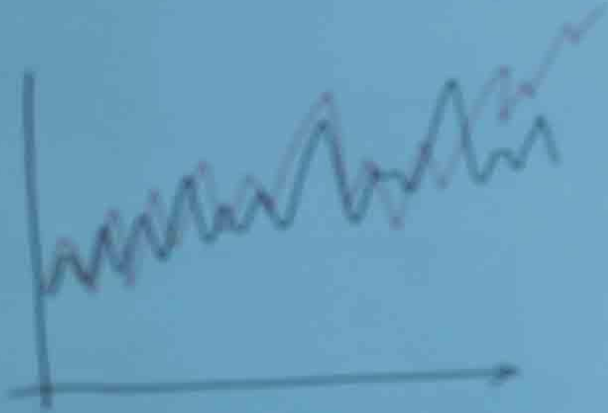
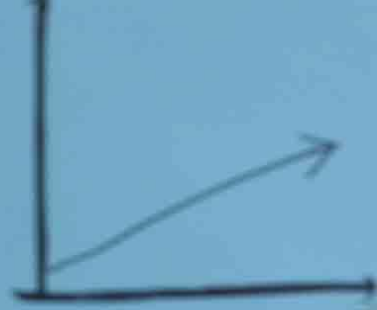


DRIVERS OF PRODUCT EQUITY FOR THE CATEGORY



YEAH  
BUT....

WHY







# Partnership Objective





# What we've done to deliver this...



**MATCH & WIN**

**Premier League**

ULTIMATE EXPERIENCES EVERY WEEK  
plus tickets and 100,000s of prizes

**HOW TO PLAY**  
Enter the in-pack code online to receive your Premier League score prediction. If that result comes in, you win!

Wispa  
Boost  
Crunchie  
Double Decker  
Milk

**WIN**

THE ULTIMATE 5-A-SIDE TOURNAMENT

You, your mates and 4 football stars  
online [Cadbury5aside.com](http://Cadbury5aside.com)

Wispa  
Crunchie  
Milk  
Boost  
Double Decker

HILLARD  
RIDENAPP  
HENRY

**BUY A LEGEND**

**WIN**

A LEGEND

THIERRY HENRY

**WIN A PREMIER LEAGUE LEGEND EXPERIENCE PLUS THOUS OF OTHER PRIZES**

PICK UP A PARTICIPATING CADBURY PRODUCT AND GO TO [LEGENDS.CADBURYFC.COM](http://LEGENDS.CADBURYFC.COM) FOR YOUR CHANCE TO WIN

Cadbury Dairy Milk



# Bringing people together










# New products





# Resulting in game-changing visibility...





So what's our  
approach to  
measurement?

So much data...it hurts





YEAH  
BUT....

WHY

?

Enabling us to build the right solution...



Which is simple and focused.



Increasing Visibility



Business Growth



Winning



1. Focus

2.

Frequent