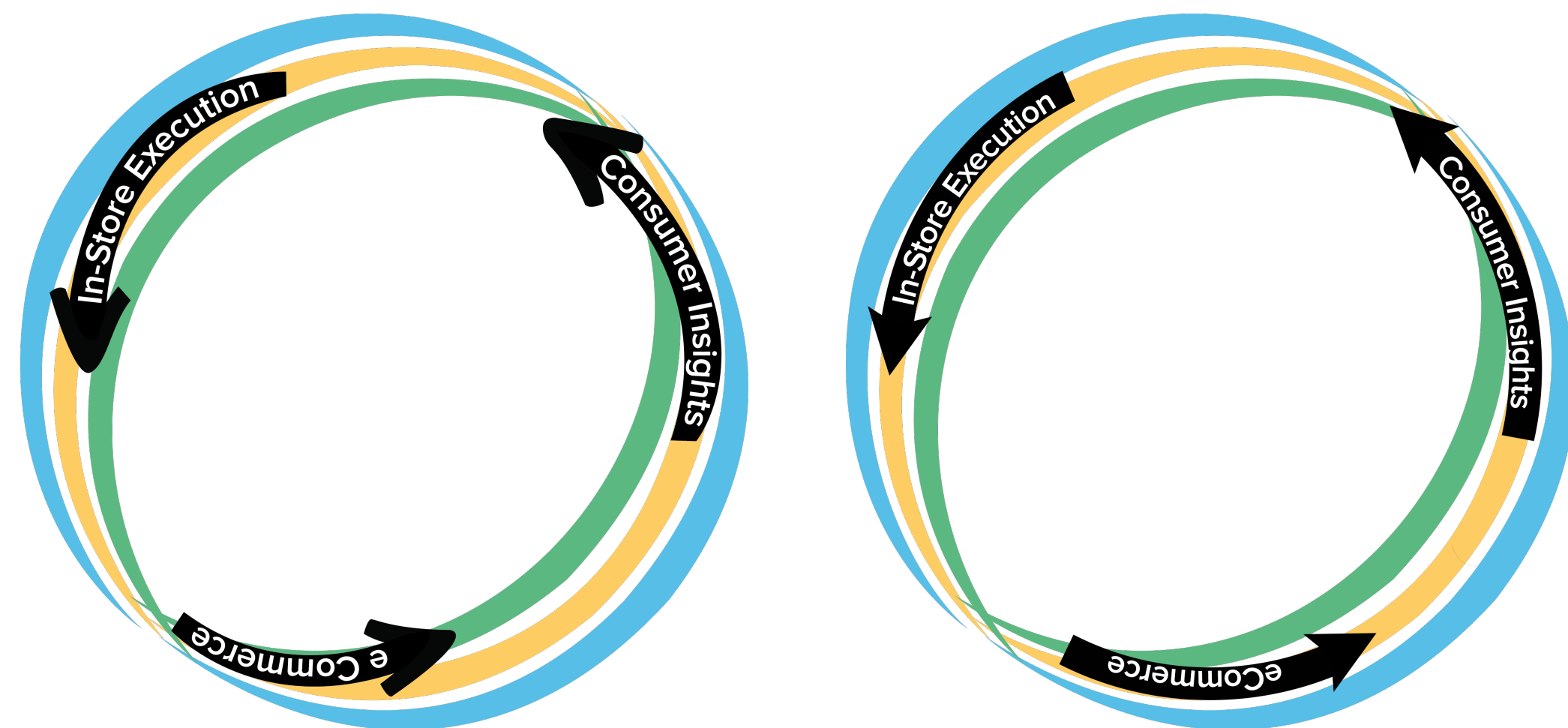


# FIELD AGENT<sup>®</sup>

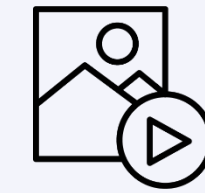
CANADA

## 360° Innovation Booster



# What is 360° Innovation Booster?

- Field Agent has developed the 360° Innovation Booster to support new launches in the Canadian marketplace both in store and online!
- The 360° Innovation Booster includes a suite of our services to ensure your product(s) receives early trial and consumer feedback. As well as a comprehensive view of how the new product innovation launches are being executed at key retailers across the country.



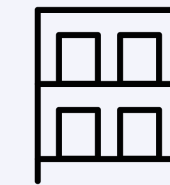
Photos & Videos



Distribution and Display  
Checks



Price Checks



Retail Pipelines Subscription



Ratings & Reviews



Buy & Try



Reporting



And More

# Overall Innovation Metrics



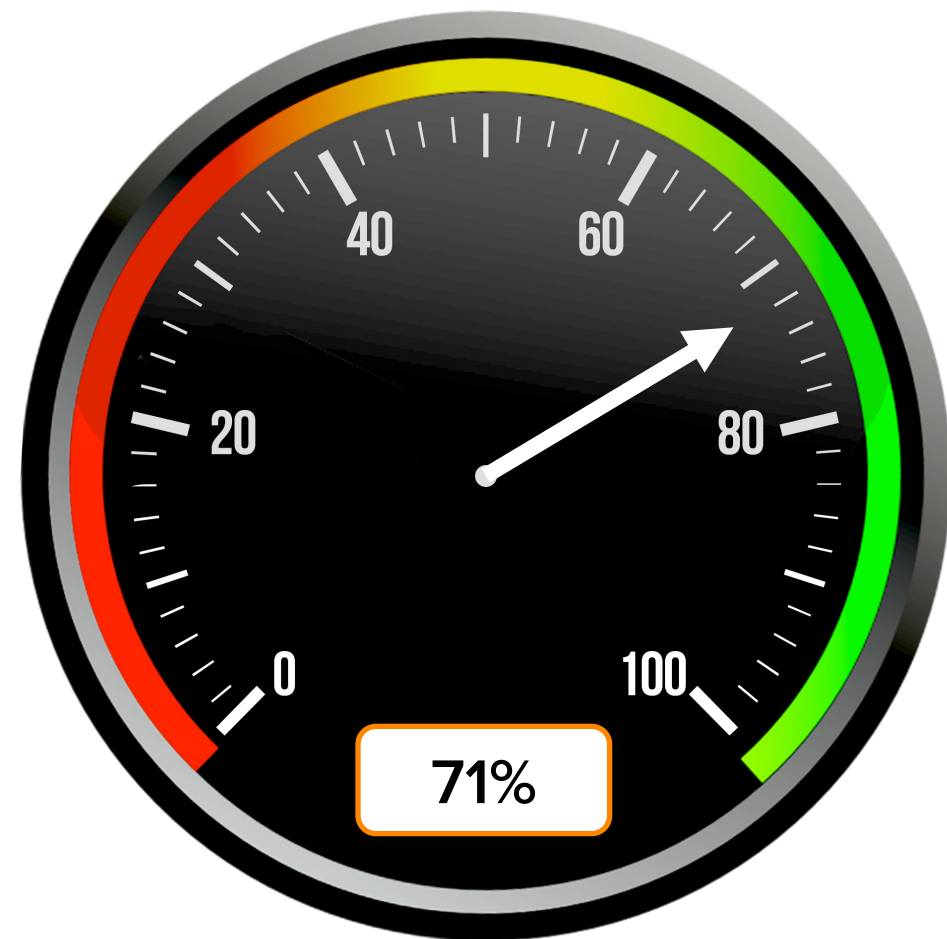
Distribution



% of stores w/ secondary display



Average star rating



T2B OSAT score



T2B value score



T2B repurchase score

# In-Store Execution



# Distribution by Retailer

## Distribution Summary: Cocoa Pebbles

FDD: Feb 1, 2022

Retailer	Locations	Distribution	Achievement
Walmart	64	55	75%
RCSS	24	18	75%
No Frills	12	12	100%
Loblaws	12	9	75%
Metro	12	9	75%
Food Basics	48	25	66%
Sobeys	48	44	98%
IGA QC	24	22	99%
Safeway	12	9	75%
Save-On-Foods	24	21	85%
<b>Total:</b>	<b>400</b>	<b>344</b>	<b>83%</b>

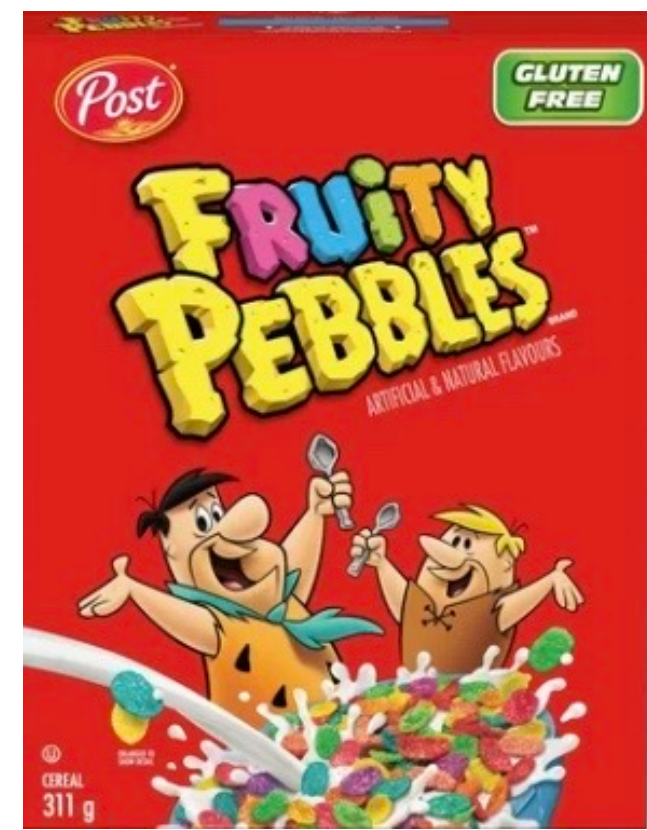


# Distribution by Retailer

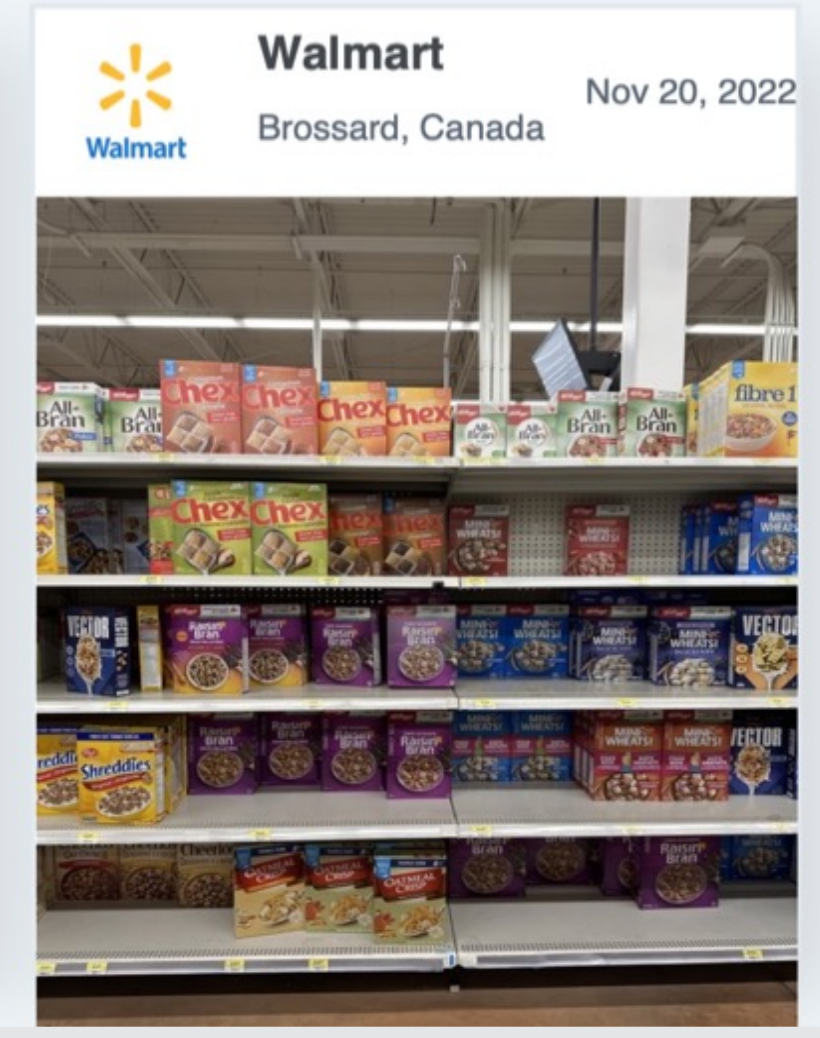
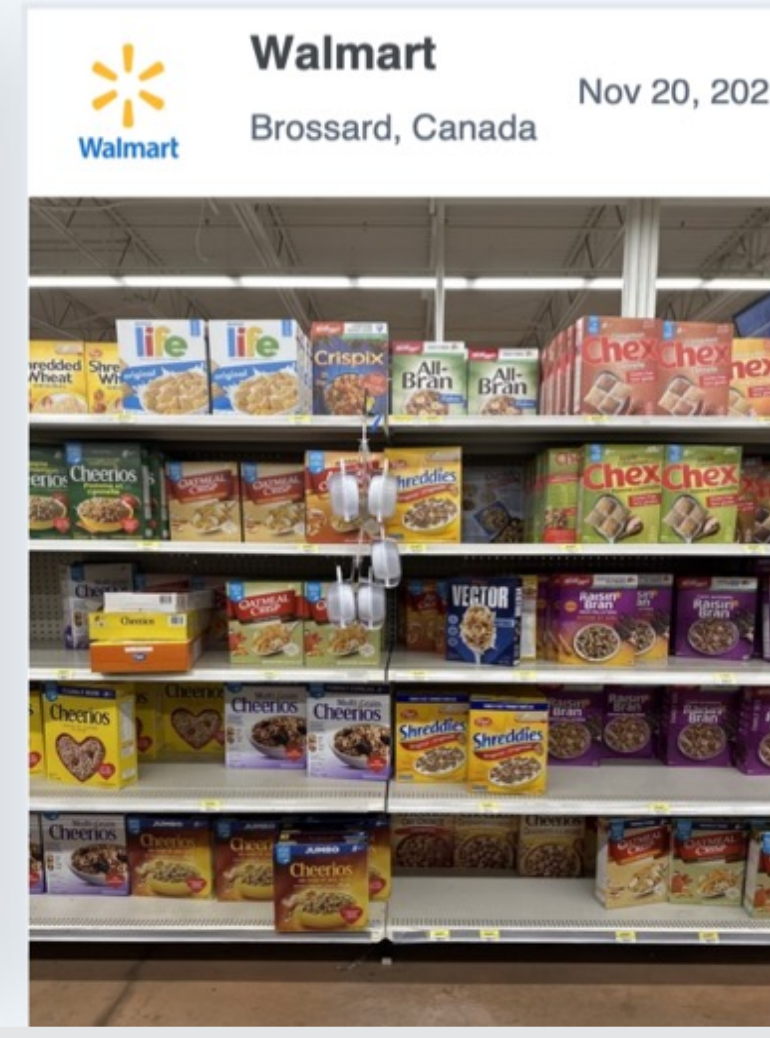
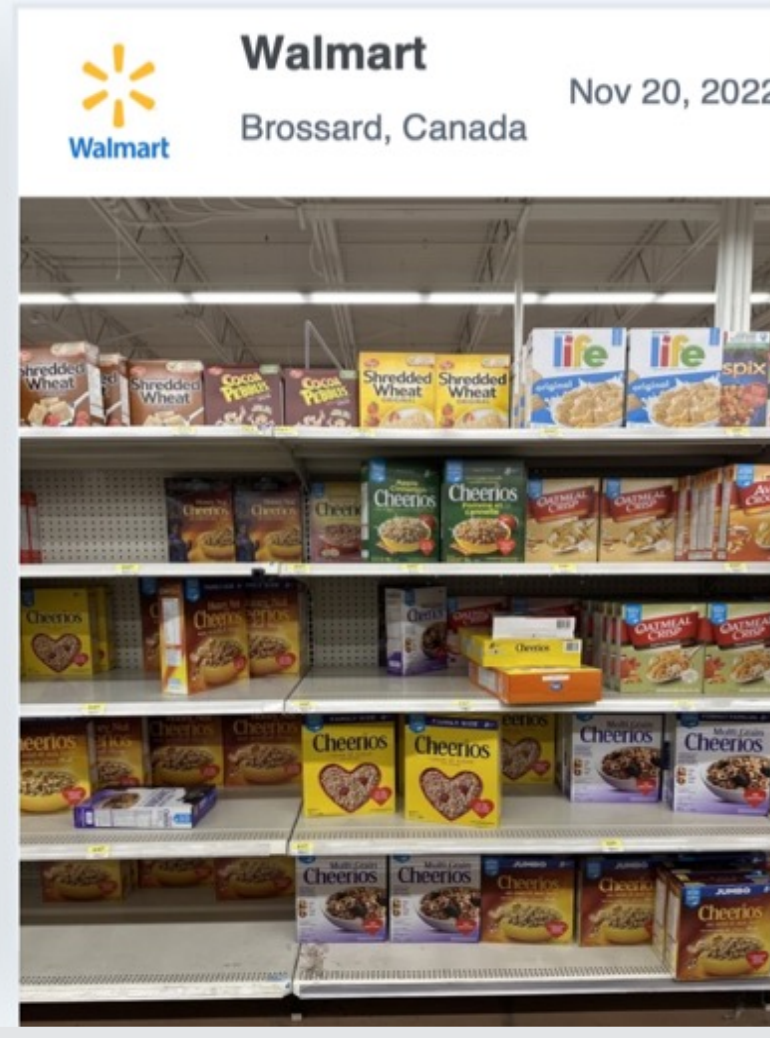
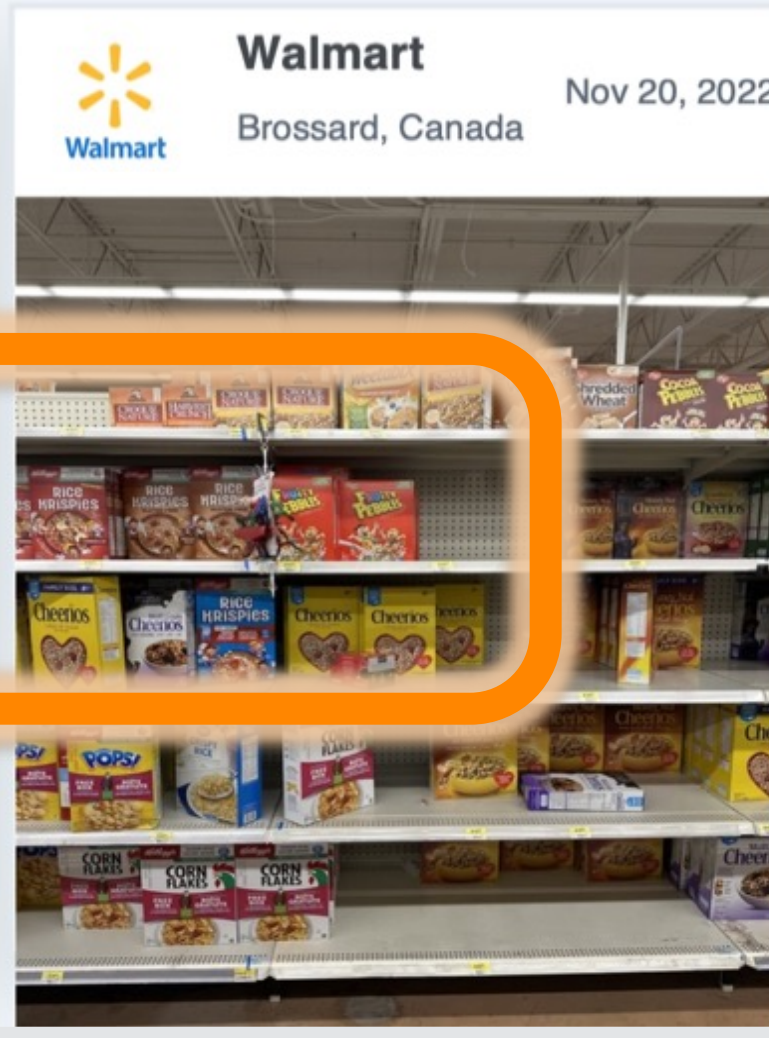
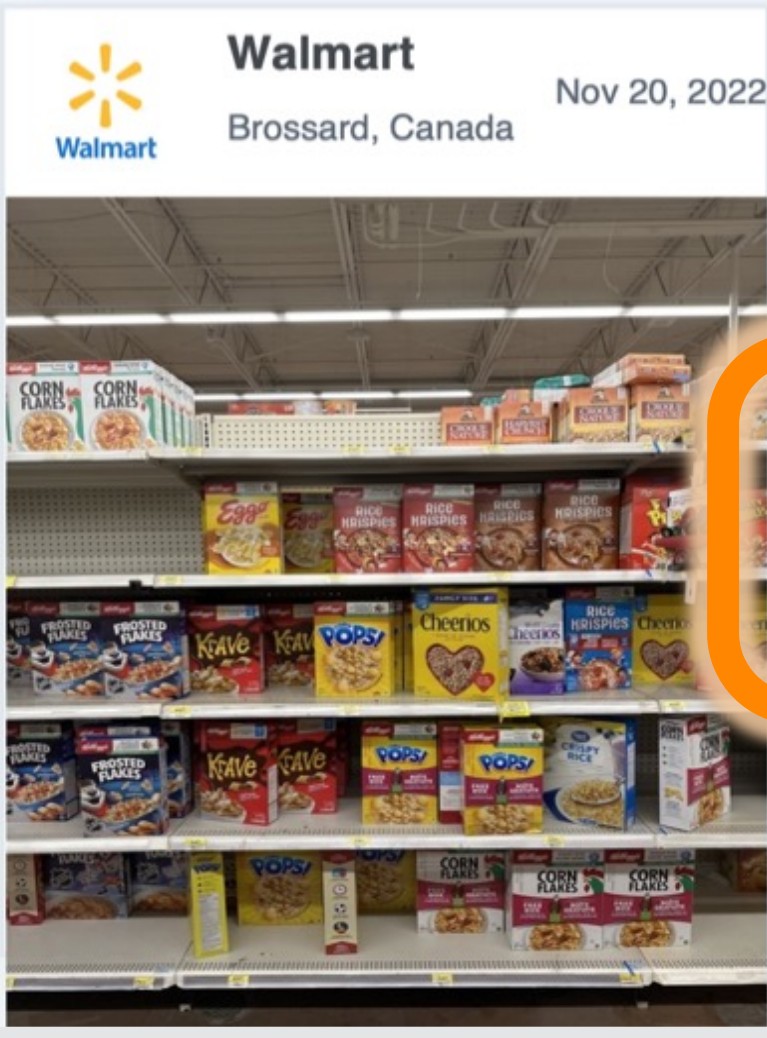
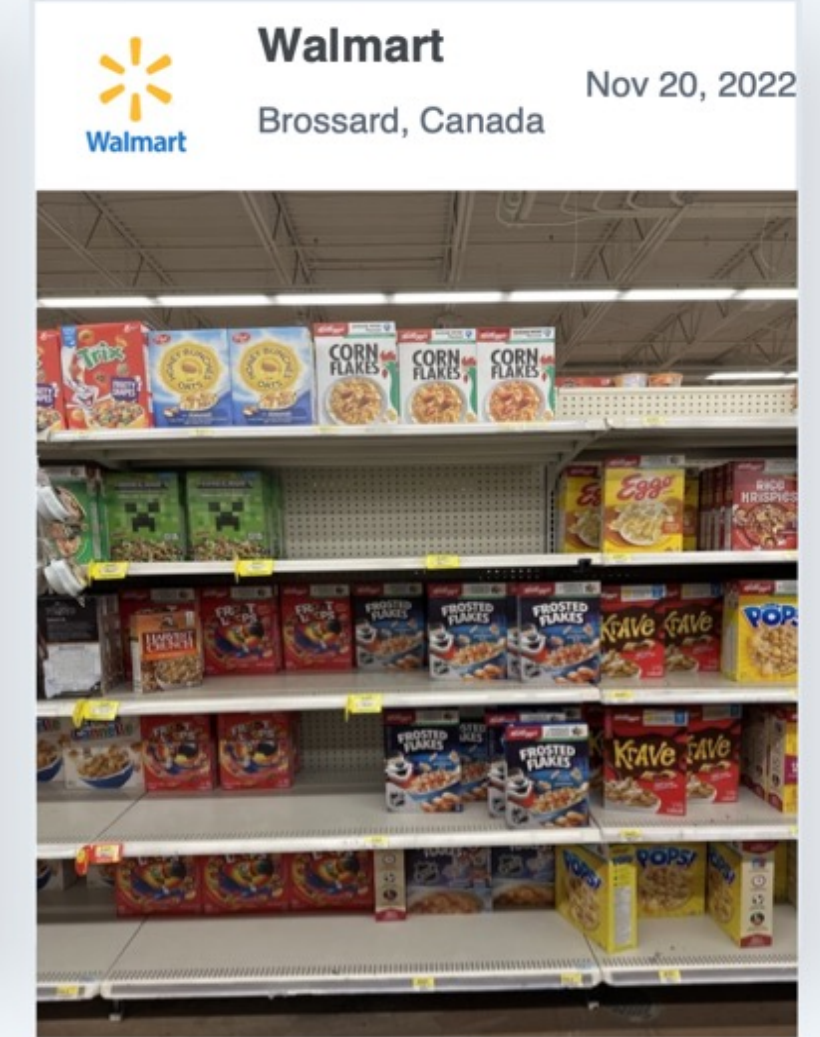
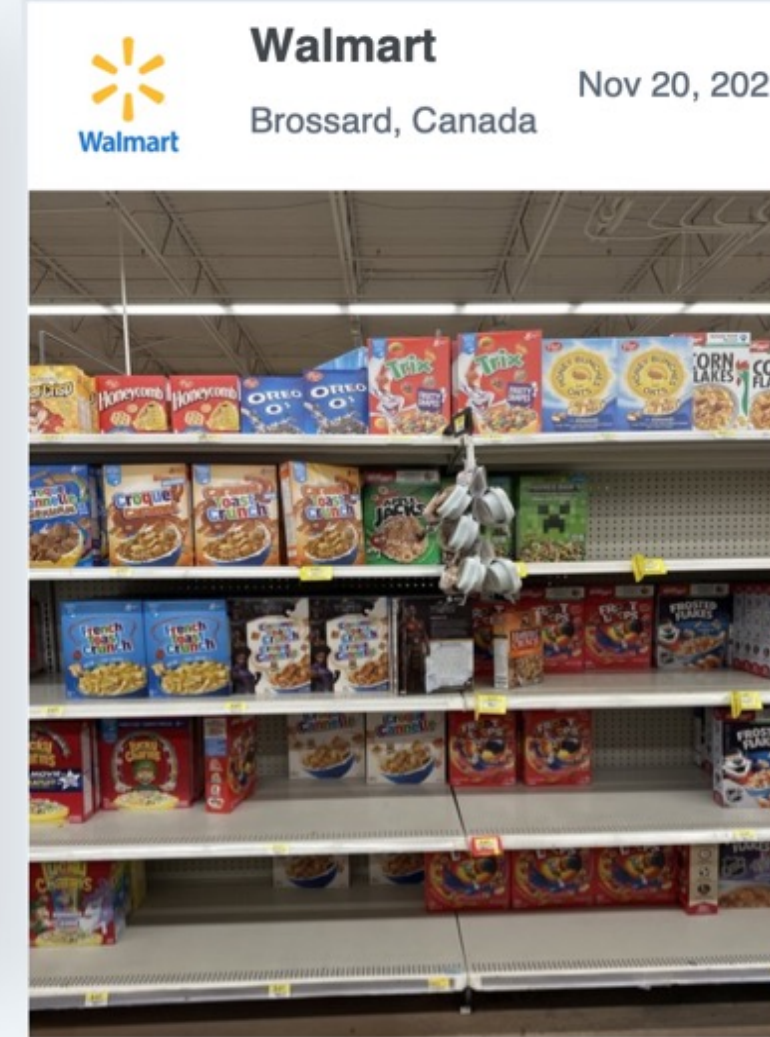
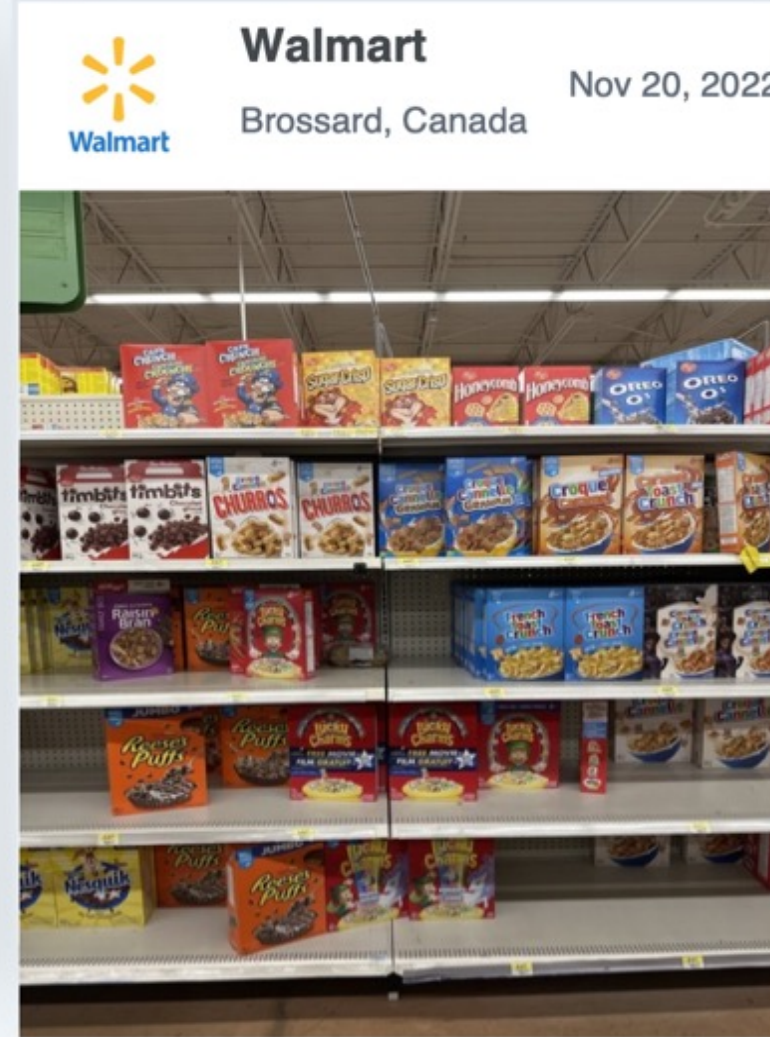
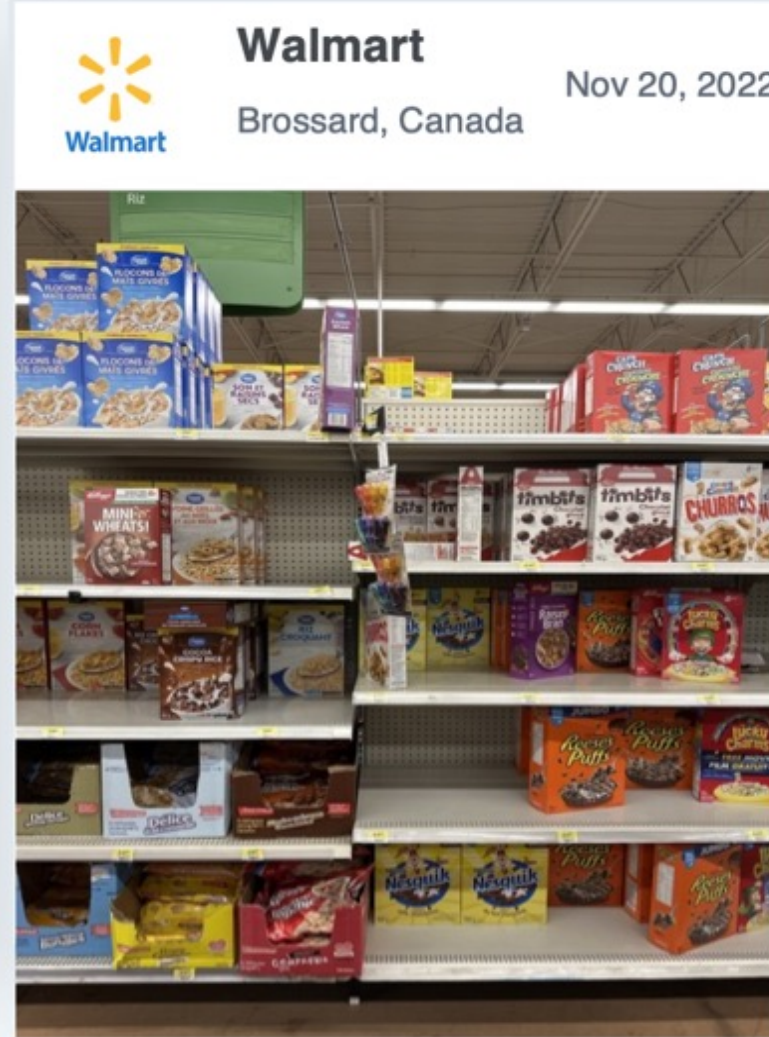
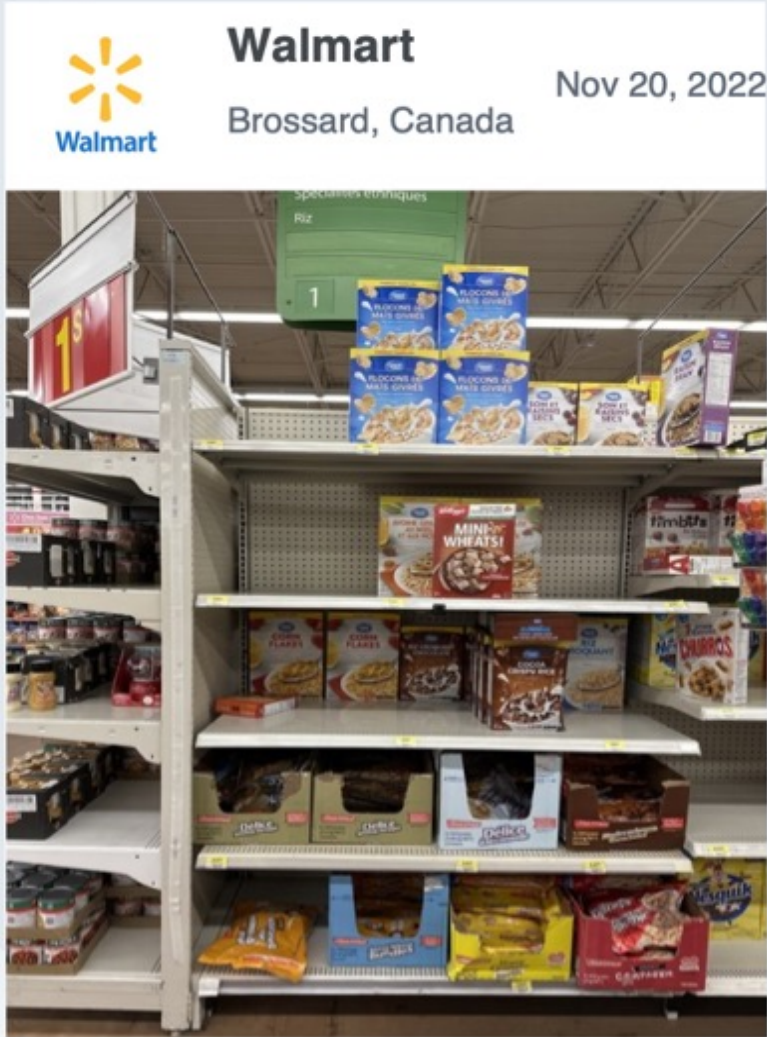
## Distribution Summary: Fruity Pebbles

FDD: Feb 1 2022

Retailer	Locations	Distribution	Achievement
Walmart	64	55	75%
RCSS	24	18	75%
No Frills	12	12	100%
Loblaws	12	9	75%
Rexall	12	9	75%
Shoppers Drug Mart	48	25	66%
Sobeys	48	44	98%
Metro	24	22	99%
Safeway	12	9	75%
Save-On-Foods	24	21	85%
<b>Total:</b>	<b>400</b>	<b>344</b>	<b>83%</b>

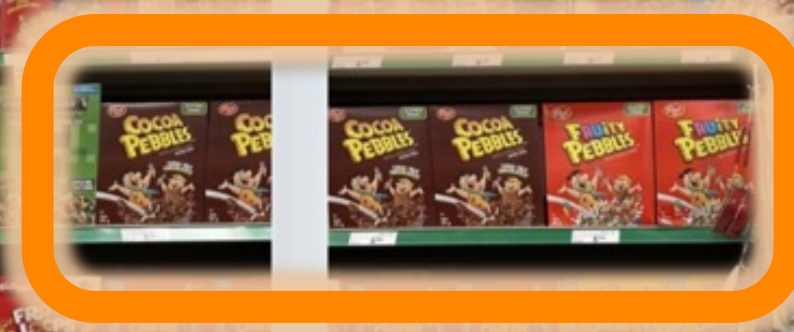
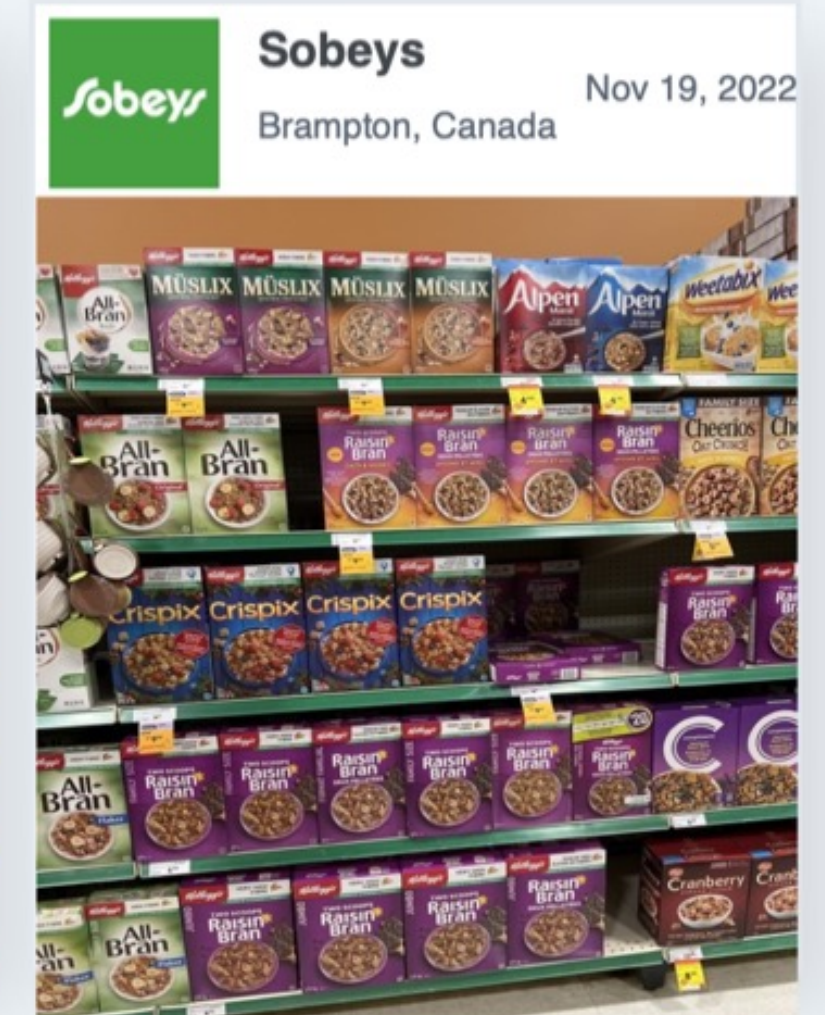
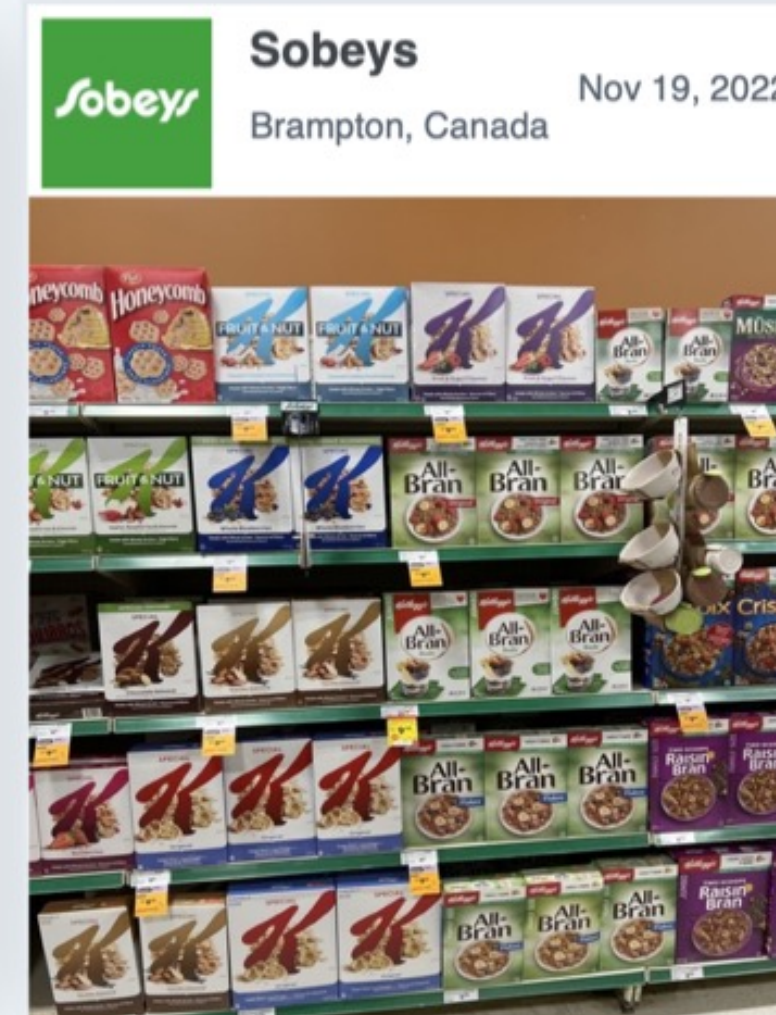
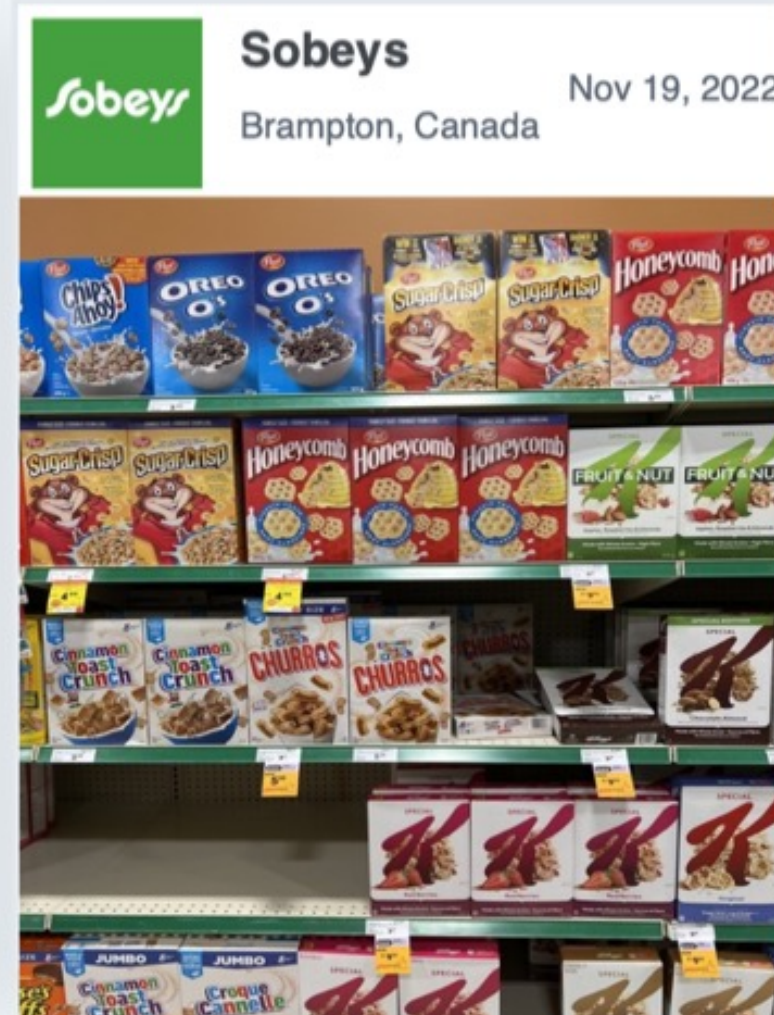
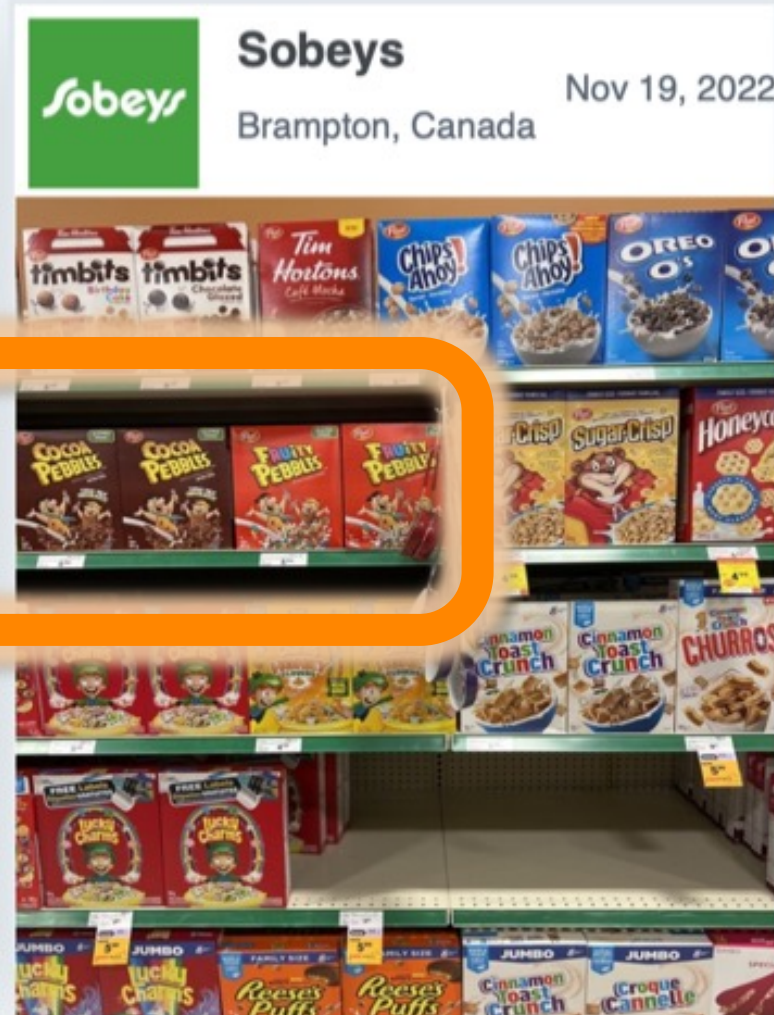
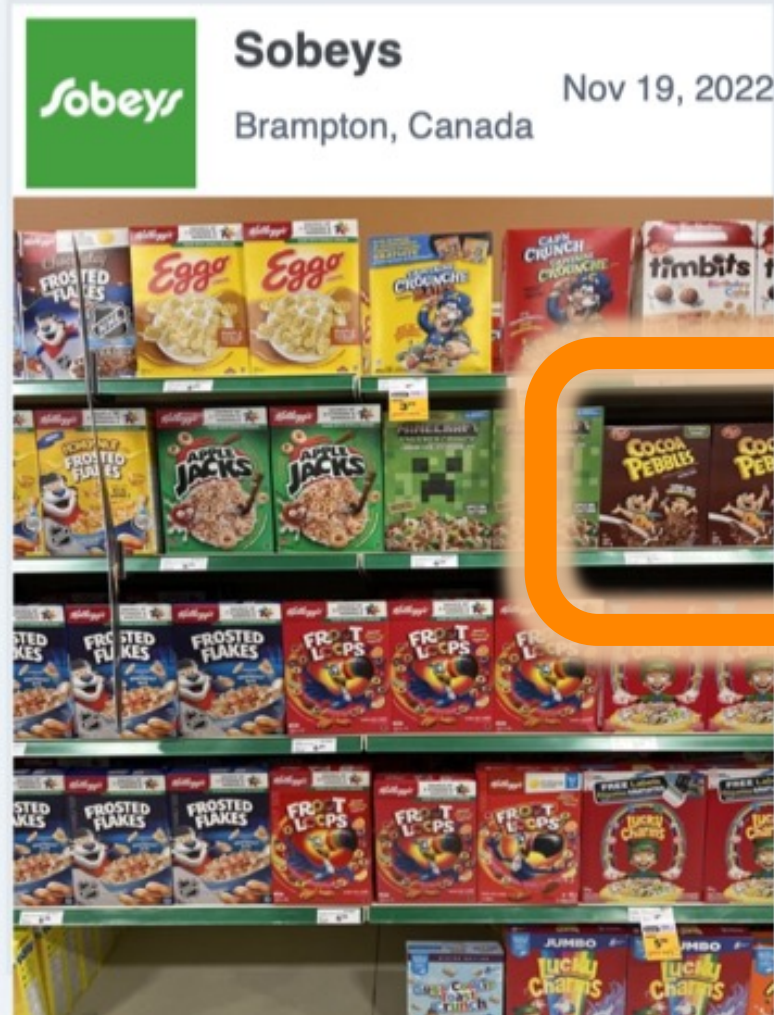
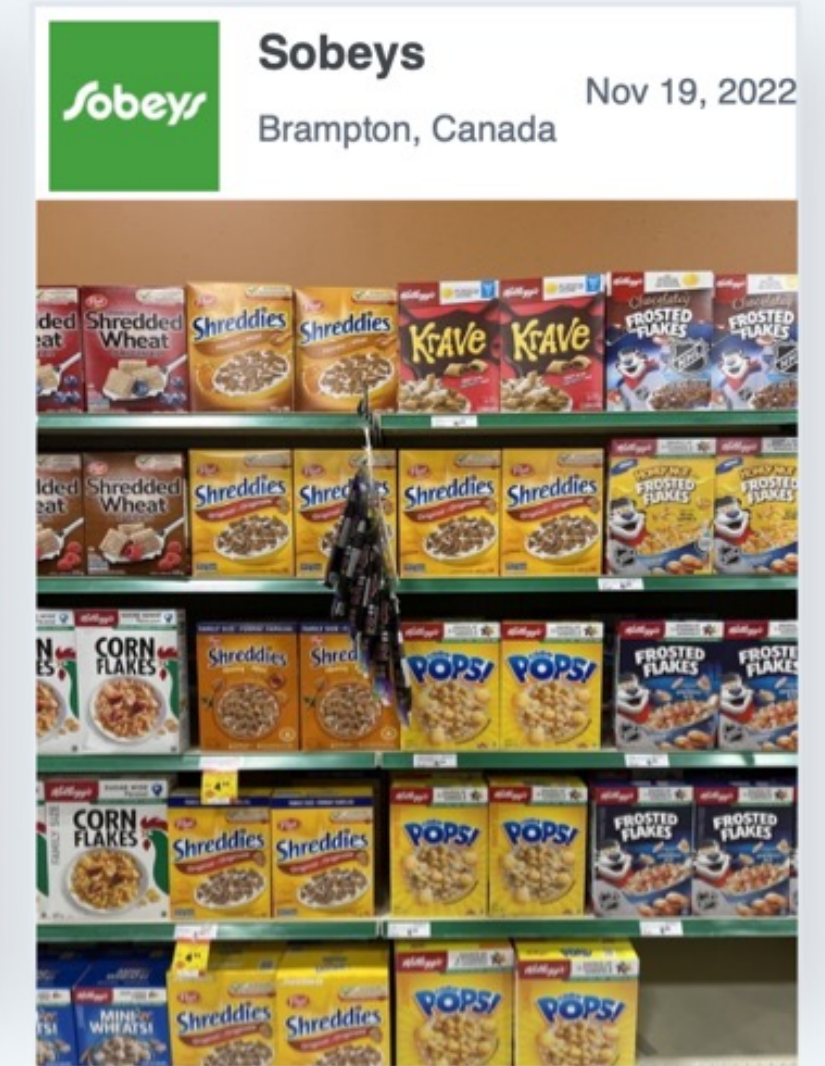
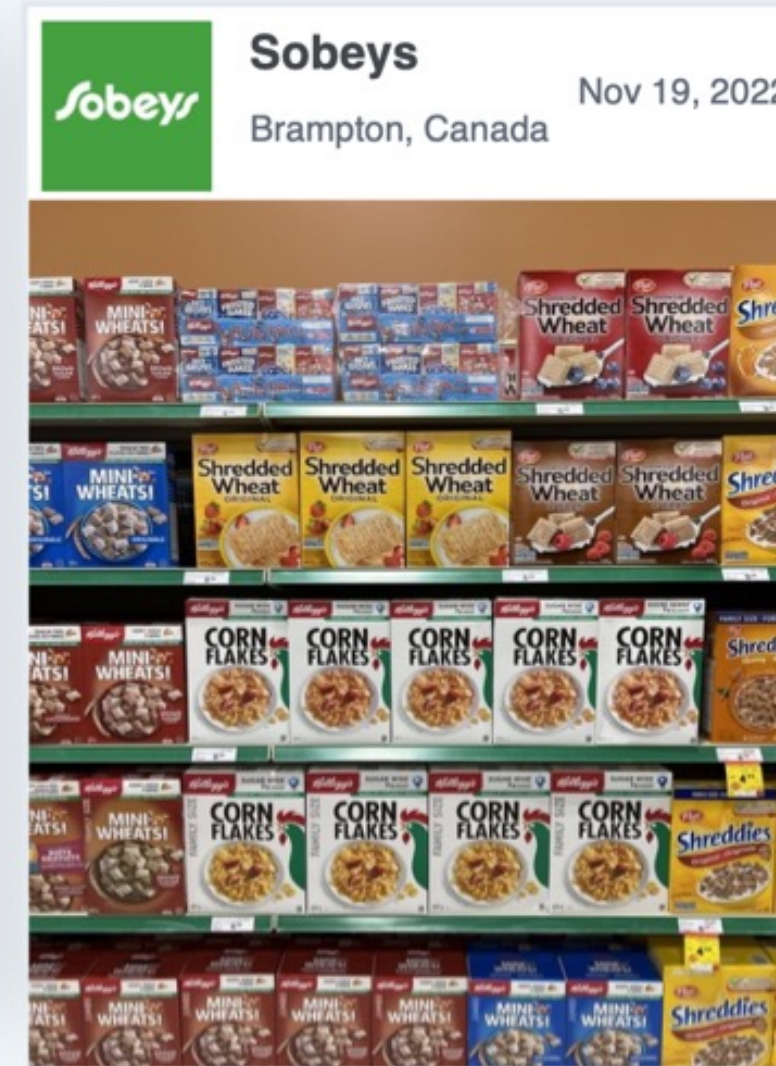
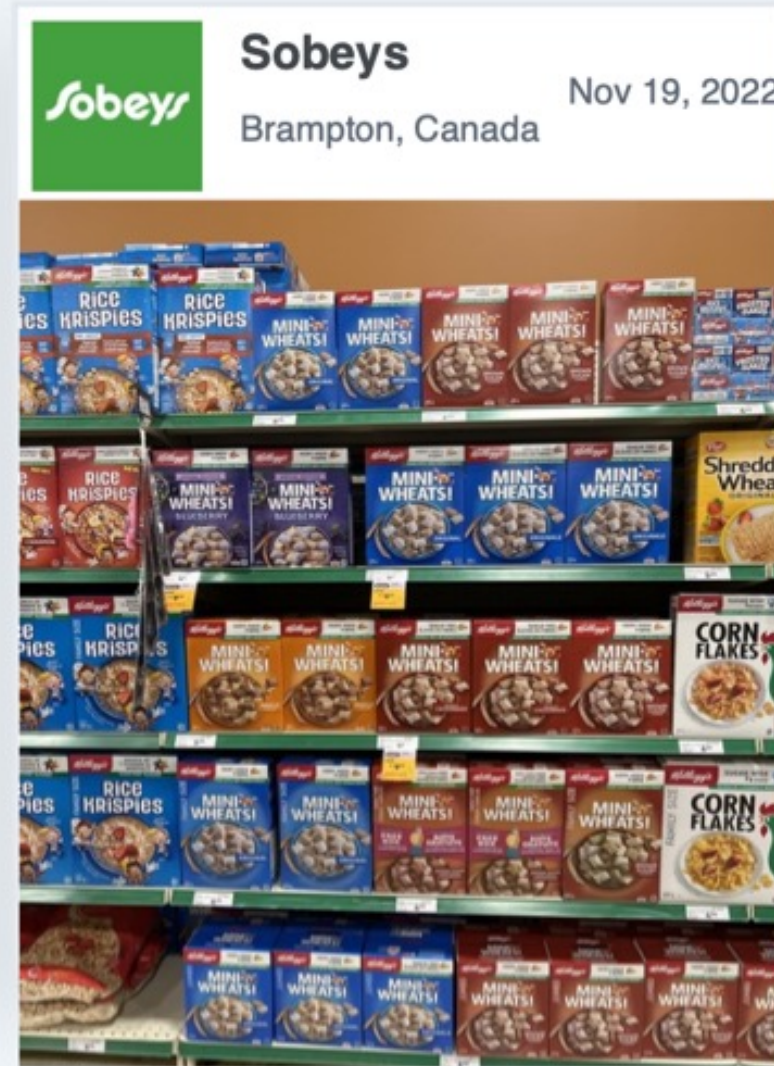
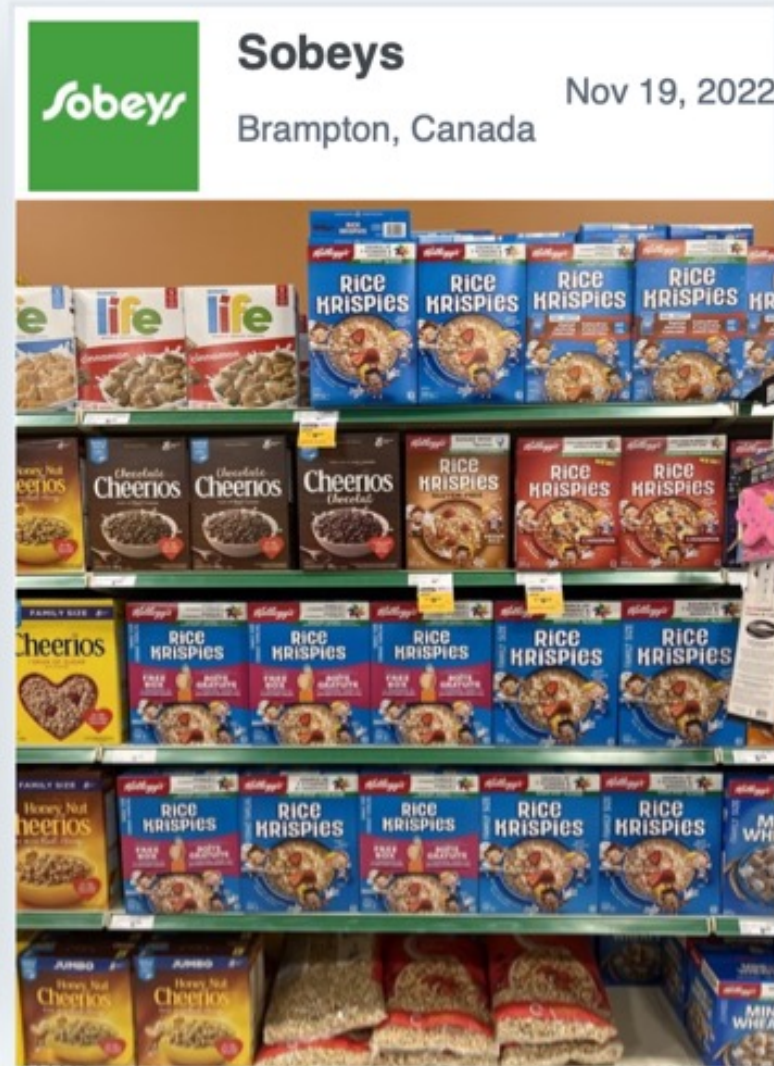
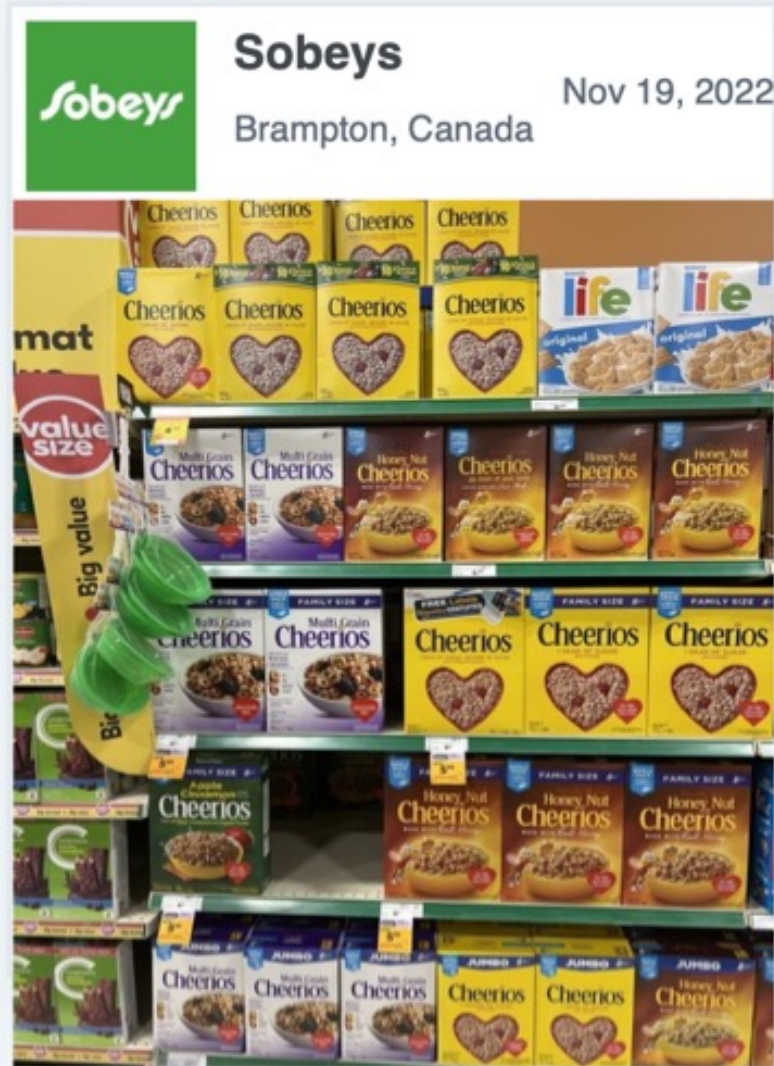


# Walmart Planogram



[View on Shelfgram](#) →

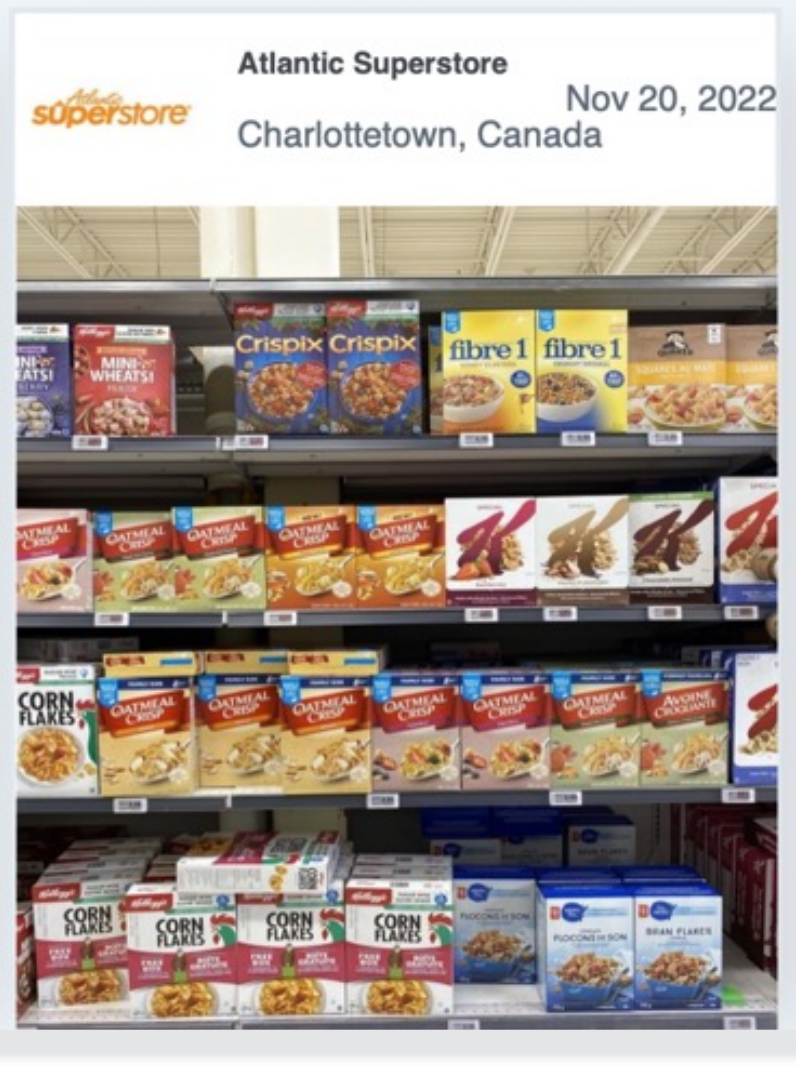
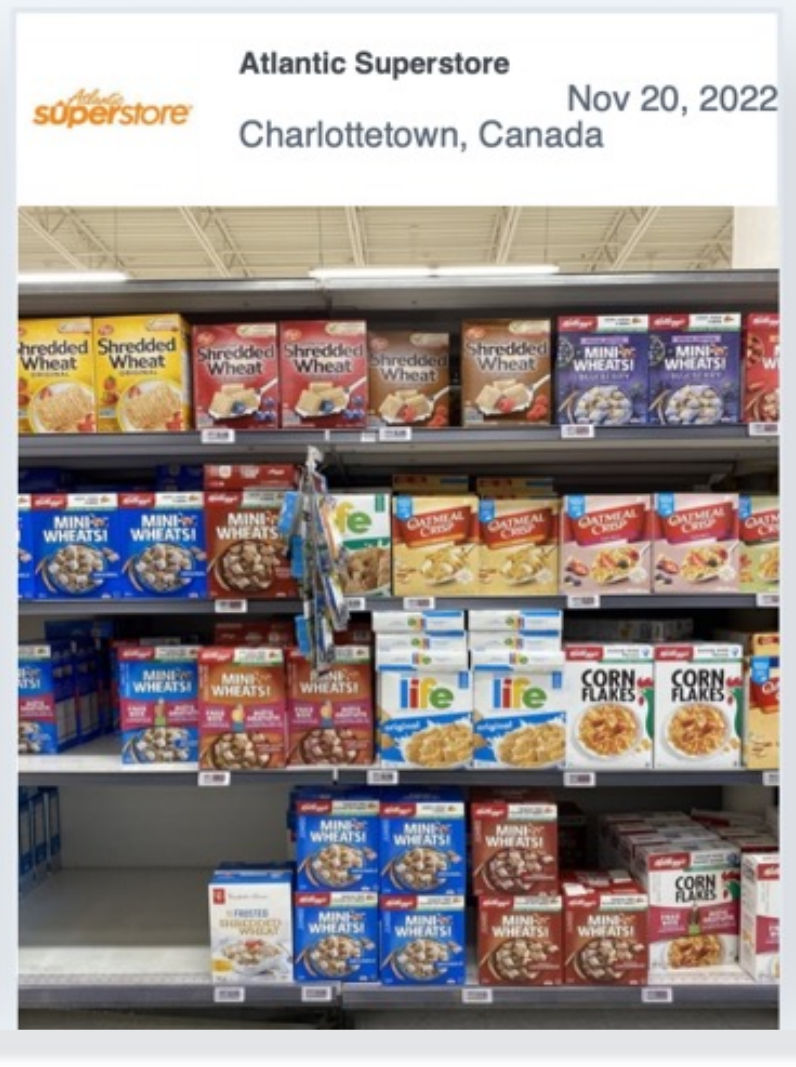
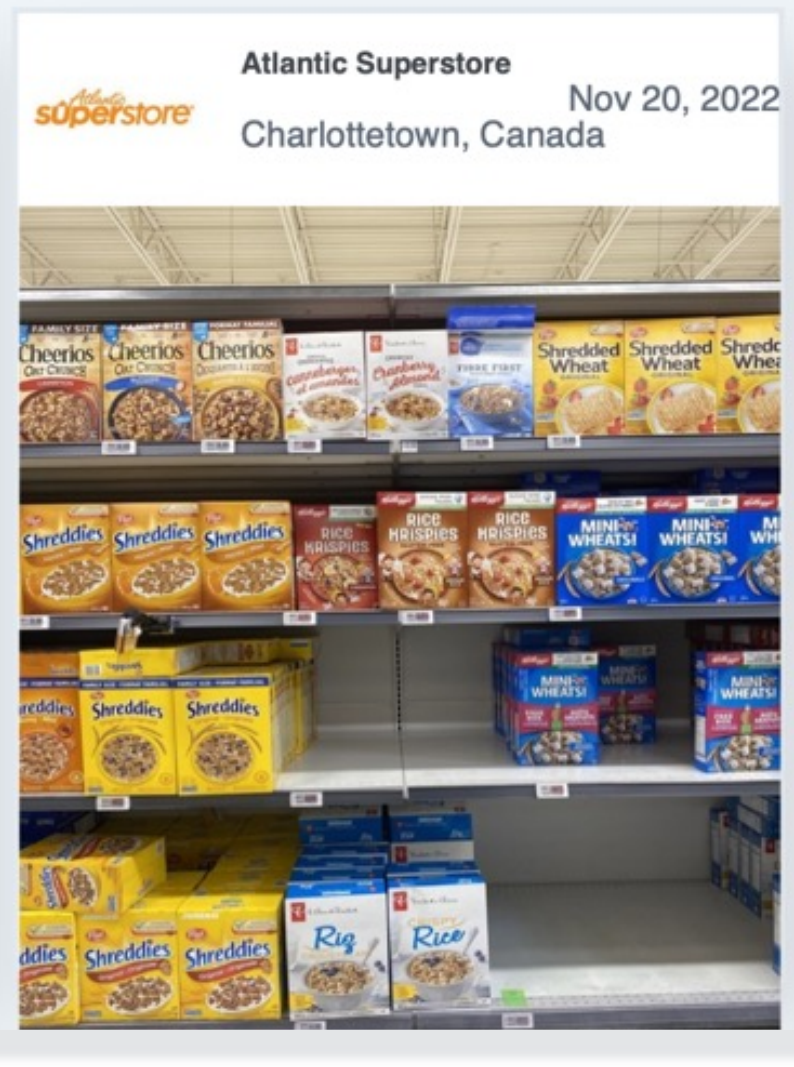
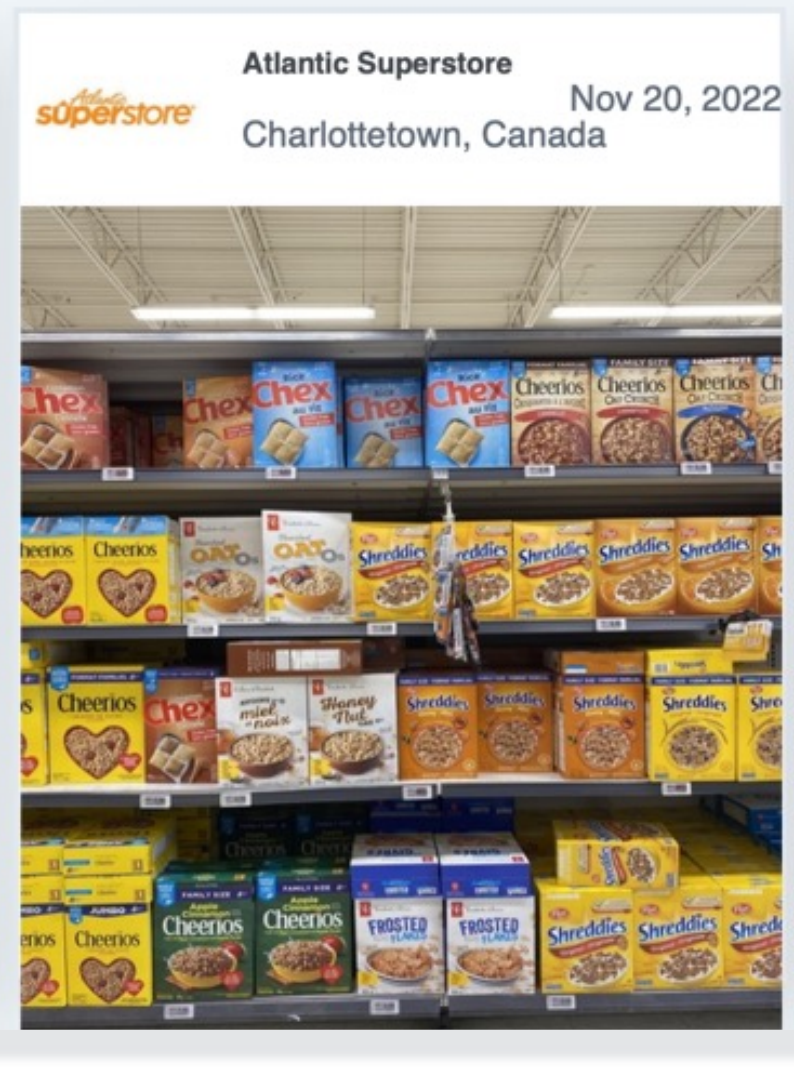
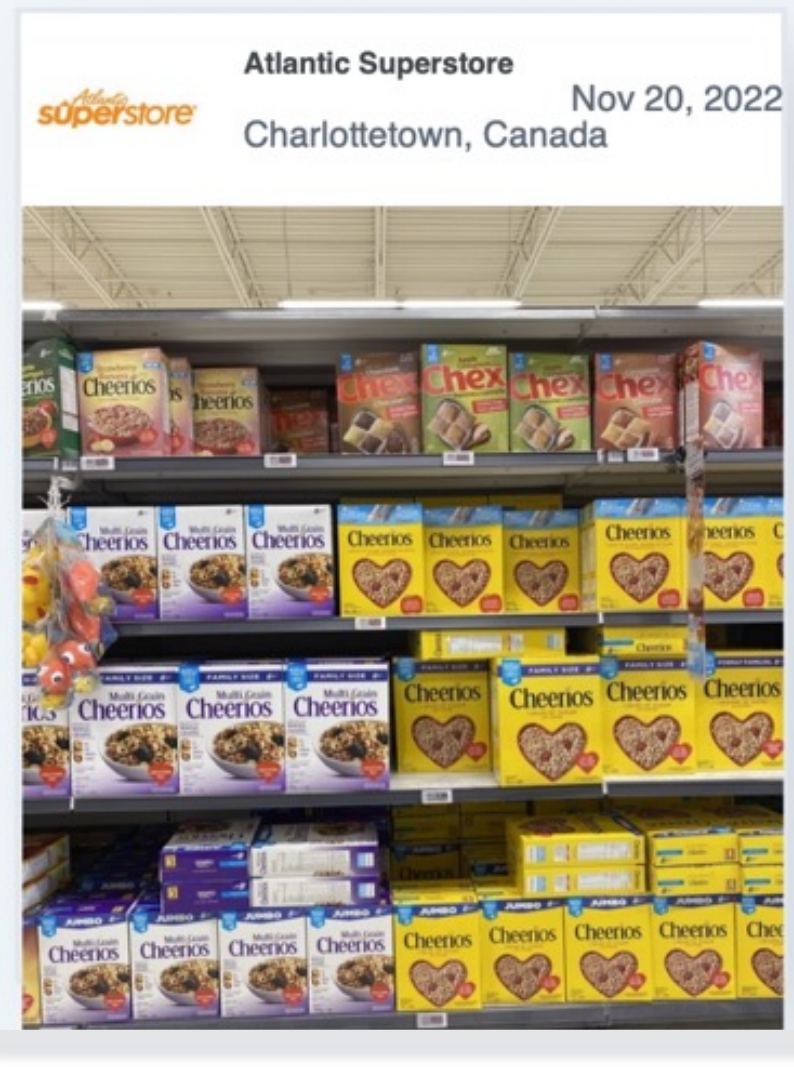
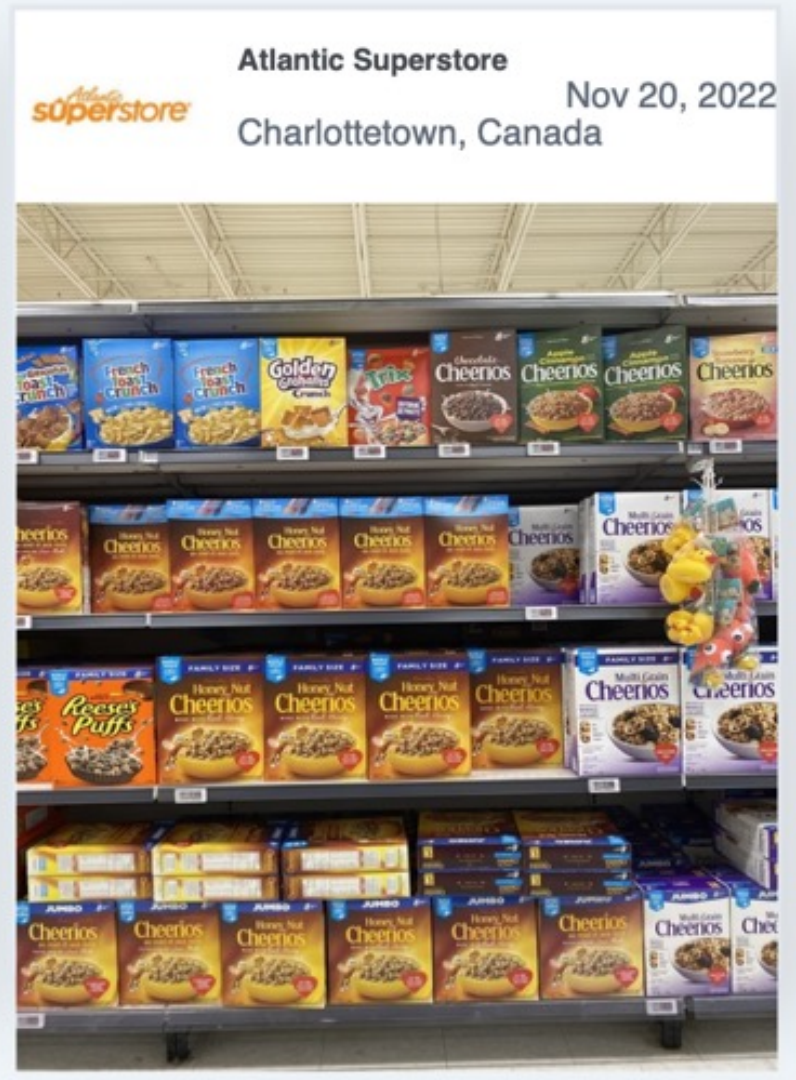
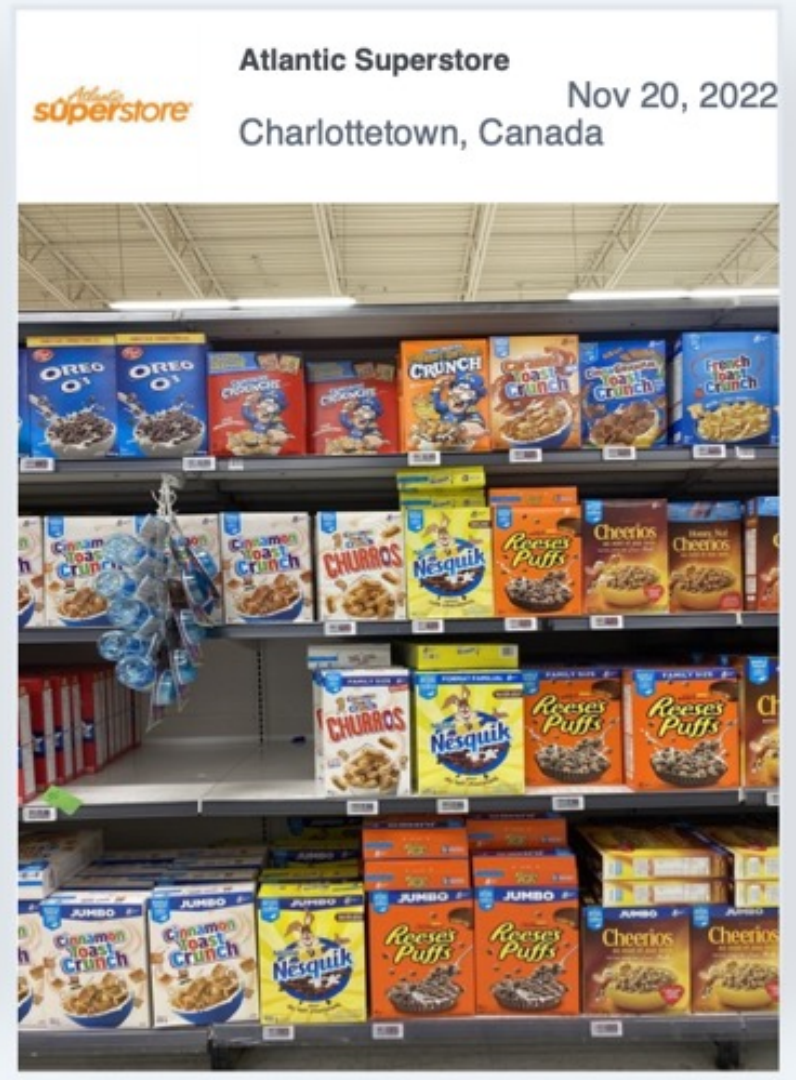
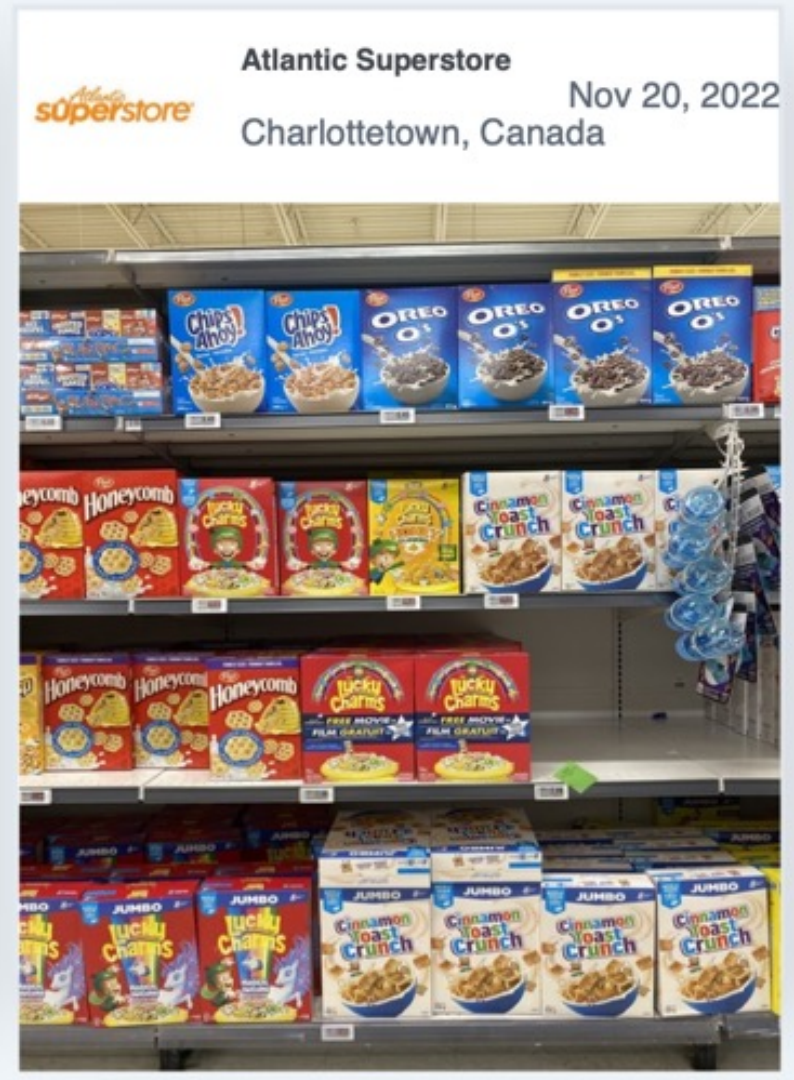
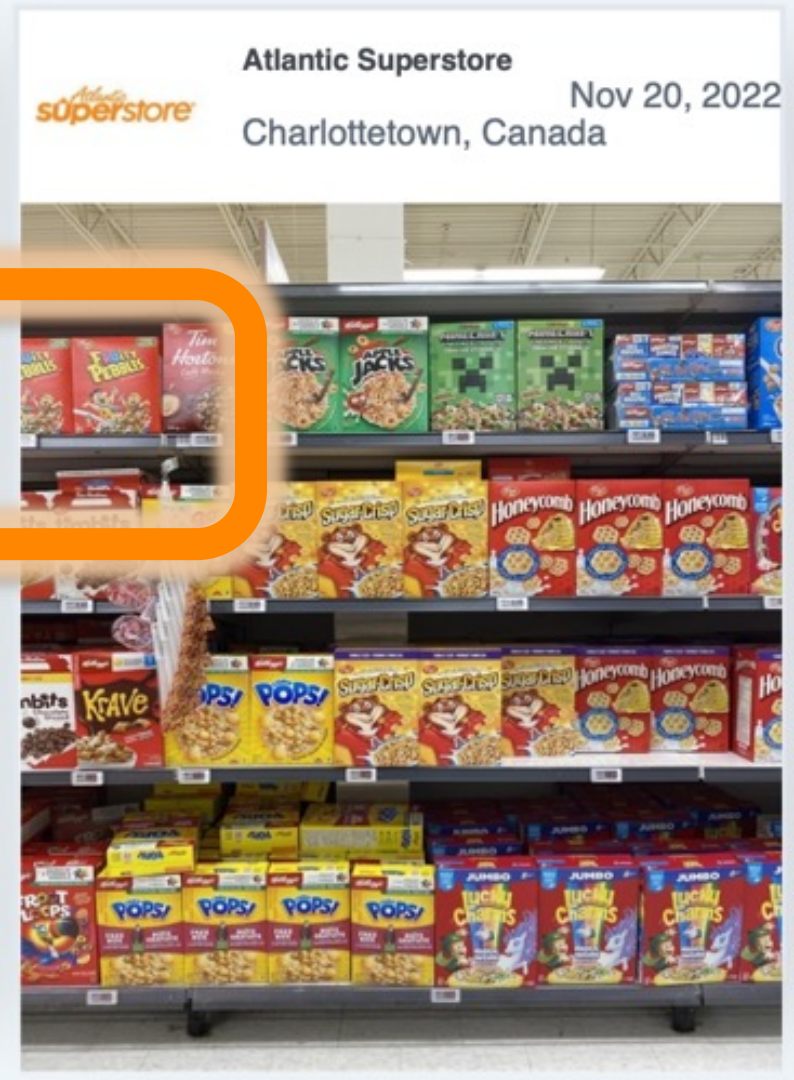
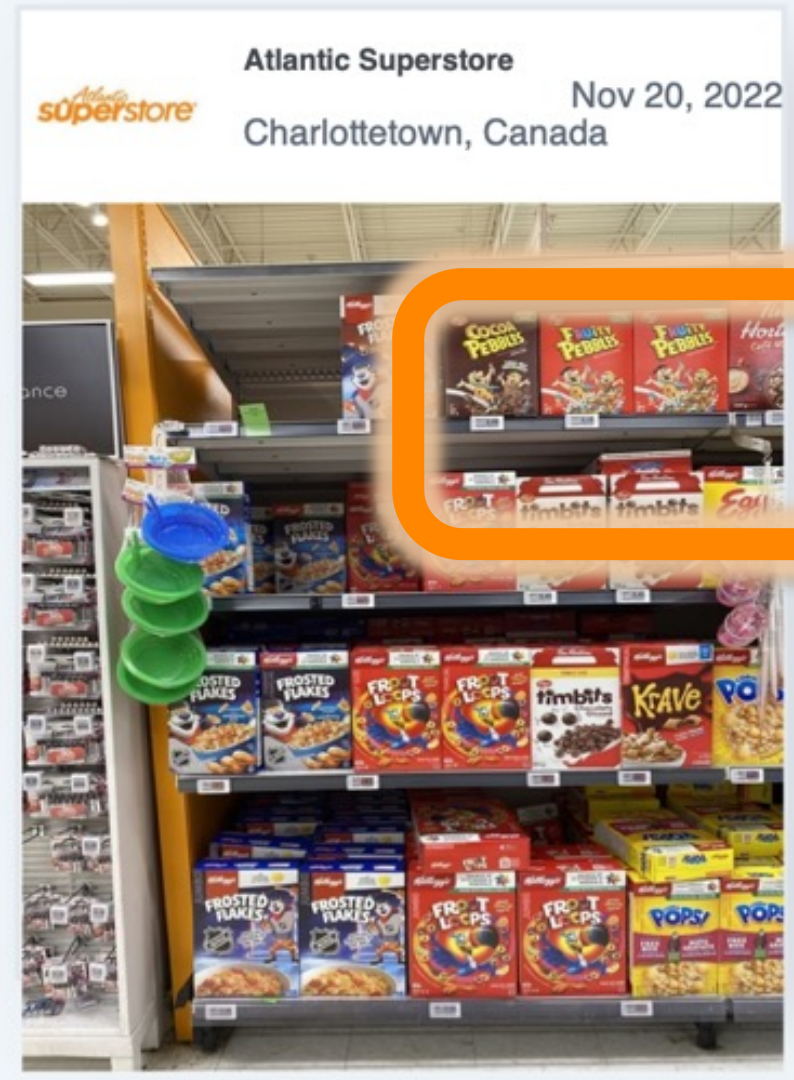
# Sobeys Planogram



[View on Shelfgram](#) →



# Atlantic Superstore Planogram



[View on Shelfgram](#) →

# Food Basics Planogram

Atlantic Superstore  
Charlottetown, Canada  
Nov 20, 2022



Atlantic Superstore  
Charlottetown, Canada  
Nov 20, 2022



Atlantic Superstore  
Charlottetown, Canada  
Nov 20, 2022



Atlantic Superstore  
Charlottetown, Canada  
Nov 20, 2022



Atlantic Superstore  
Charlottetown, Canada  
Nov 20, 2022



Atlantic Superstore  
Charlottetown, Canada  
Nov 20, 2022



Atlantic Superstore  
Charlottetown, Canada  
Nov 20, 2022



Atlantic Superstore  
Charlottetown, Canada  
Nov 20, 2022



Atlantic Superstore  
Charlottetown, Canada  
Nov 20, 2022



Atlantic Superstore  
Charlottetown, Canada  
Nov 20, 2022



# Secondary Displays by Retailer

## Secondary Display Summary: Cocoa / Fruity Pebbles

FDD: Feb 1, 2022

Retailer	Locations Audited	Stores with Displays	Achievement
Walmart	64	55	75%
RCSS	24	18	75%
No Frills	12	12	100%
Loblaws	12	9	75%
Food Basics	12	9	75%
IGA QC	48	25	66%
Sobeys	48	44	98%
Metro	24	22	99%
Safeway	12	9	75%
Save-On-Foods	24	21	85%
<b>Total:</b>	<b>400</b>	<b>344</b>	<b>83%</b>

# Cocoa Pebbles Displays

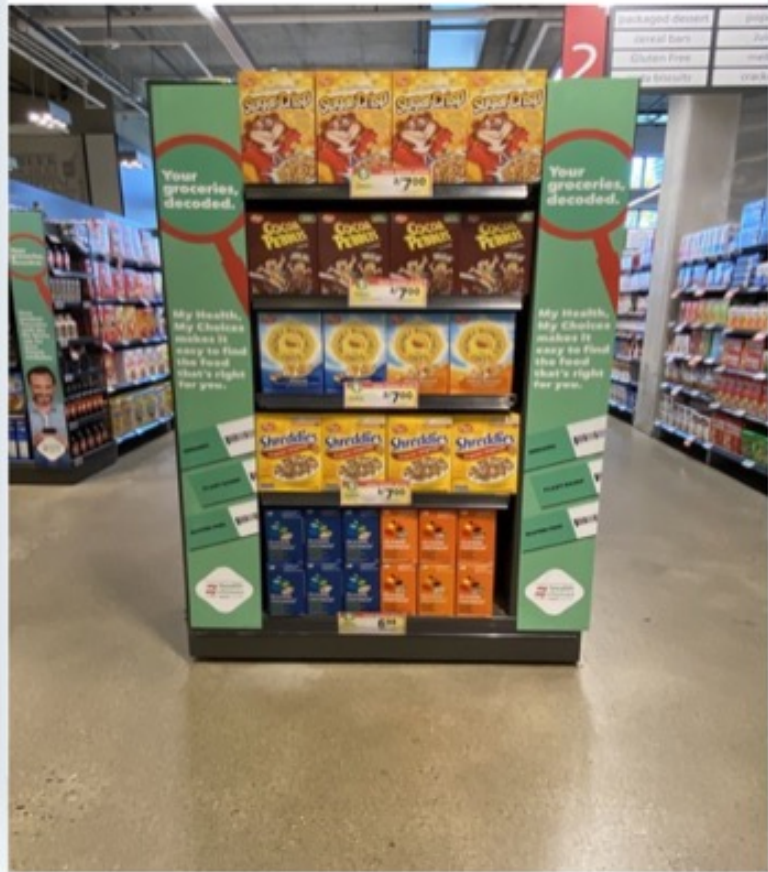
**Atlantic Superstore**  
Charlottetown, Canada  
Nov 20, 2022



**Walmart**  
New Minas, Canada  
Nov 19, 2022



**Metro**  
Toronto, Canada  
Oct 29, 2022



**Super C**  
Montréal, Canada  
Oct 29, 2022



**Food Basics**  
Toronto, Canada  
Nov 5, 2022



**Provigo**  
Montréal, Canada  
Oct 8, 2022



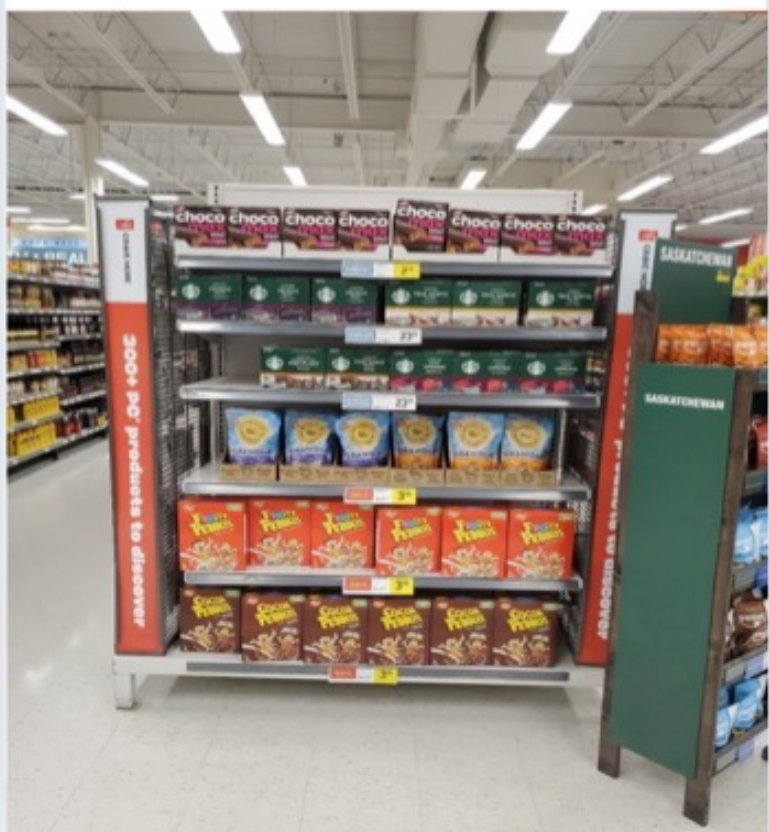
**RCSS**  
Oshawa, Canada  
Oct 1, 2022



**Your Independent Grocer**  
Yellowknife, Canada  
Sep 17, 2022



**Your Independent Grocer**  
Saskatoon, Canada  
Sep 3, 2022



**CO-OP Food Store**  
Calgary, Canada  
Aug 13, 2022



# Pricing Summary

## Cocoa Pebbles Regular Selling Price by Retailer

FDD: Feb 1, 2022

Retailer	West	ON	QC	ATL
Walmart	\$2.97	\$2.97	\$2.97	\$2.97
RCSS	\$2.97	\$2.97	\$2.97	\$2.97
No Frills	\$2.97	\$2.97	\$2.97	\$2.97
Loblaws	\$3.97	\$3.97	\$3.97	\$3.97
Food Basics	N/A	\$5.49	\$5.49	N/A
IGA QC	N/A	\$5.49	\$5.49	N/A
Sobeys	\$3.97	\$3.97	\$3.97	\$3.97
Metro	\$3.97	\$3.97	\$3.97	\$3.97
Safeway	\$3.97	\$3.97	\$3.97	\$3.97
Save-On-Foods	\$3.97	\$3.97	\$3.97	\$3.97

# Flyer Activity

Left Flyer:

Walmart  
Jan 26 – Feb 1

Right Flyer:

RCSS  
March 30 – April 5



View on Shelfgram →

# Flyer Activity

Left Flyer:

Sobeys  
Feb 2 - 9

Right Flyer:

No Frills  
Feb 16 - 23



View on Shelfgram →

# Flyer Activity

Left Flyer:

Metro  
Jan 26 – Feb 1

Right Flyer:

Safeway  
March 30 – April 5





# eCommerce Execution

What are you looking for?

Christmas Deal Days Electronics Toys Clothing Baking

Shop grocery Flyers Sign in My account

MISSISSAUGA, ON

**AYS** Many deals for merry days! Save on electronics, toys & more until Dec 21. [Shop >](#)

**Give your enamel a mineral boost**

Boost natural mineral absorption for stronger, healthier enamel.

[Shop](#)

©2022 GSK or licensor.

'Tis the season of gifting & entertaining

Containers & [Shop all dining &](#)

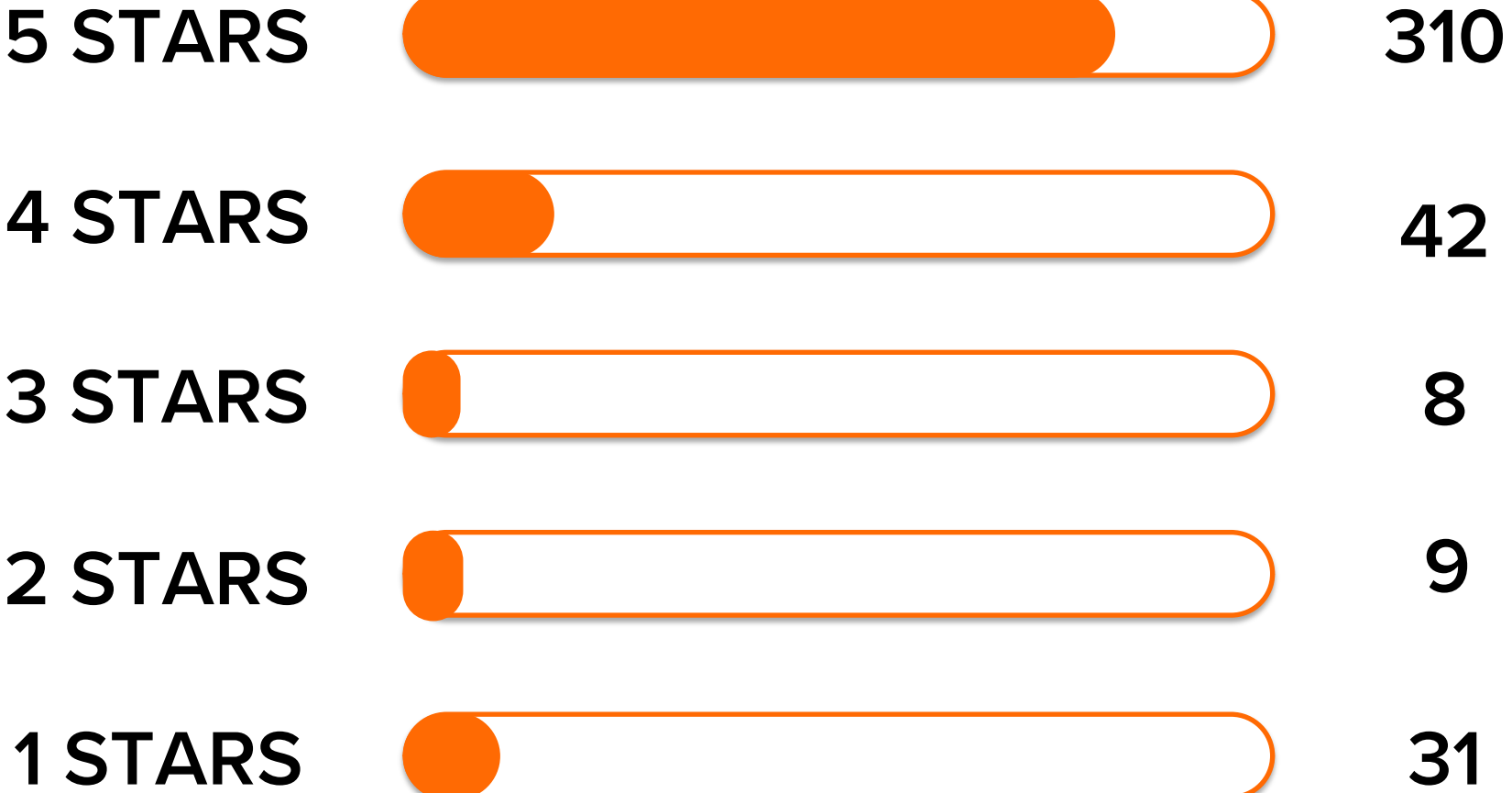
# Field Agent Ratings & Reviews - Summary

OVERALL RATING AVERAGE: 4.4  
TOTAL NUMBER OF REVIEWS: 50



88%

of respondents would recommend this to a friend



Most Liked Positive Review



I buy this product 5 to 6 times a week.

[View on Website](#) →

Most Liked Negative Review



They ruined Fruity Pebbles

[View on Website](#) →

# eCommerce Presence

## eCommerce by Retailer

FDD: Feb 1 2022

Retailer	Price	Featured	Details	Fruity Pebbles Link:	Cocoa Pebbles Link:
Amazon.ca	\$4.47	Yes	Amazon Choice	Link box	Link box ...
walmart.ca	\$4.47	Yes	3 for \$10	Link box	Link box
Sobeys - Voila	\$6.29	No		Link box	
PC Express	\$5.49	No	No image	Link box ...	Link box ...
Save-On-Foods	\$6.49	No		Link box ...	Link box ...

# eCommerce Presence - Walmart

The screenshot shows the Walmart.ca website interface. At the top, there is a green navigation bar with the Walmart.ca logo, a search bar containing the text "What groceries are you looking for?", and several promotional banners for brands like Pepsi, Tostitos, 7up, and Lay's. Below the navigation bar, there are links for "Aisles", "Easy Reorder", "Weekly Flyer", "Rollback", "Multisaves", and "Mobile Check-in". A location selector shows "Pickup at MOUNT PEARL, NL". A blue banner promotes toys with the text "Make it magical. Race, skate, and shred to totally cool play time at low prices." Below this, a breadcrumb trail reads "Walmart.ca > Grocery > Pantry Food > Cereal & Breakfast > Family & Kids Cereals > Post Cocoa Pebbles".

The main product image is a box of Post Cocoa Pebbles cereal, featuring the Flintstones characters and the text "COCOA PEBBLES" and "GLUTEN FREE". To the left of the main image is a vertical gallery of smaller images, including the product box and a nutrition label. To the right of the main image is a product information panel with the following details:

- Post Cocoa Pebbles**
- Post Foods
- Post Cocoa Pebbles 311g
- ★★★★★ (18)
- 3 for \$10 | View All
- \$4.47**
- Pick up as soon as **tomorrow** at MOUNT PEARL, NL, Mount Pearl
- Arrives as soon as **tomorrow**
- Express available!
- Quantity: 1 (with minus and plus buttons) and an **Add to cart** button.
- Sold by **Walmart**
- [Return policy](#)

Below the product information is a section for "Nutritional information" which includes several icons and labels: "Vegan-friendly", "No lactose", "No wheat", "No egg", "Vegetarian-friendly", and "No sesame". A "Screenshot" button is located at the bottom center of the page.

# eCommerce Presence - Amazon

The screenshot shows the Amazon.ca website interface. At the top, the Amazon logo is on the left, followed by the delivery location "Deliver to Ralph Conceptio... A1W 5M". The search bar contains "fruity pebble". Below the search bar is a navigation menu with categories like "All", "Very Merry Deals", "Buy Again", "Gift Cards", "Gift Ideas", "Coupons", "Beauty & Personal Care", "Grocery", "Health & Household", and "Books". A secondary menu includes "Grocery", "Deals", "Bestsellers", "Breakfast Food", "Beverages & Coffee", "Snack Food", "Gourmet Gifts", "Whole Foods Market", "Natural & Organic", "International Foods", "Subscribe & Save", and "Value Packs". A dark banner offers "Get \$7 off your first pickup order" with a "View details" link.

The product listing for "Fruity Pebbles Cereal Box of 2 Bags, 38oz/1.07kg" is displayed. The main image shows a red cereal box with the "Post" logo, "2 BAGS INSIDE!" text, and the "FRUITY PEBBLES" brand name. Below the name, it says "SWEETENED RICE CEREAL NATURAL AND ARTIFICIAL FRUIT FLAVOR". The box features the cartoon characters Fred and Barney the Dinosaur. At the bottom of the box, it says "NET WT 38 OZ (2 LB 6 OZ) 1.07kg" and "PER 1/2 CUP SERVING: 140 CALORIES, 0g SAT FAT, 190mg SUGAR, 12g TOTAL YOGURT".

The product title is "Fruity Pebbles Cereal Box of 2 Bags, 38oz/1.07kg". The brand is "Post" with a 5-star rating and "15 ratings". The price is "\$29.95 (\$27.81 / kg)". A note states: "Available at a lower price from other sellers that may not offer free Prime delivery." The product details table is as follows:

Brand	Post
Units	1077.00 gram
Package information	Box, Bag
Package weight	1.28 Kilograms

There is a link to "Report incorrect product information." Below this is a sponsored advertisement for "GoGo squeeZ Fruit Sauce Variety Pack, Apple, Strawberry, Peach, Banana, No Sugar Added. 90g per pouch, Pack of 20" priced at "\$16.99" with a Prime logo. The ad is marked as "Sponsored".

# eCommerce Presence - Voila

The screenshot displays the Voila eCommerce website interface. At the top, there is a navigation bar with the Voila logo, a search bar, and links for 'Browse', 'Favourites', and 'Lists'. Below the navigation bar, there are two promotional banners. The left banner features a 'Scene SPEND & GET' logo and a promotion: 'Spend \$100 Get 750 PTS' with the code 'SCE1000P12'. The right banner promotes a 'FREE P' offer for all orders, featuring a pear and the code 'FR'. Below the banners, an orange banner states: 'Online shopping is currently unavailable at our Russell Lake location, we apologize for this inconvenience.' The main content area shows a product page for 'Post Gluten-Free Cereal Cocoa Pebbles 311g'. The product image is a box of cereal with the Post logo and 'COCOA PEBBLES' text. To the right of the image, the product name is listed, followed by the weight '311g (\$2.02 per 100g)' and the price '\$6.29'. There is an 'Add' button and a 'Gluten Free' label. Below the main product image, there are smaller images of the product box and a list of ingredients.

# eCommerce Presence – PC Express

The screenshot displays the Loblaws website interface. At the top left is the Loblaws logo and a 'marketplace more than in-store' tag. A search bar contains 'cocoa pebbles'. The top right shows the location 'OGILVIE ROAD'. A navigation bar includes categories like 'GROCERY', 'HOME, BEAUTY & BABY', 'DISCOVER', 'MY SHOP', 'FLYERS & DEALS', and 'SERVICES'. On the right of the navigation bar are links for 'SIGN IN', a shopping cart icon with '0' items, '\$0.00', and a 'CHECKOUT' button.

On the left side, there are filter options for 'Brand', 'Price', and 'Sellers'. On the right side, there are 'Sponsored' and 'Sort by Relevance' options.

The main content area features a promotional banner for 'Eats & Treats' with logos for DENTASTIX, Greenies, and Temptations, and a 'SHOP NOW' button. Below this is a 'no name' product. The search results for 'cocoa pebbles' show a product listing for 'Post, Cocoa Pebbles (311 g)' priced at '\$5.49 ea' with a unit price of '\$1.77 / 100g'. A placeholder for the product image says 'IMAGE COMING SOON'. A disclaimer note states: 'Prices are subject to change based on offers available at pickup time. Your total and receipt will reflect any changes.'

# eCommerce Presence – Save On Foods

More Rewards Save-On-Foods Blog New here? Join Our Team Help & FAQ Contact Us

**save on foods**  x Q Welcome ▼ Hi Guest Sign In or Register

Shop Aisles Weekly Flyer My Offers Deals ▼ Our Brands ▼ Recipes Pharmacy & Health ▼ Past Purchases Favourites Cart

---


**Filter Results** Relevance ▼

**Category** —

Cereal (1)

**Brand** —

Post (1)



Post - Cocoa Pebbles Cereal, 1 Each

**\$5.79**

Add to Cart



# Ratings & Reviews Summary

## Cocoa Pebbles Online Ratings & Reviews FDD: Feb 1 2022

Site	Total Number of Reviews	Avg. Star Rating	Field Agent Reviews	Avg. Star Rating	Last Post
walmart.ca	63	4.1	50	4.6	4 months ago
amazon.ca	78	4.2	50	4.7	Nov 6 2022

# Consumer Insights



# Consumer Insights – Overall Consumer Satisfaction

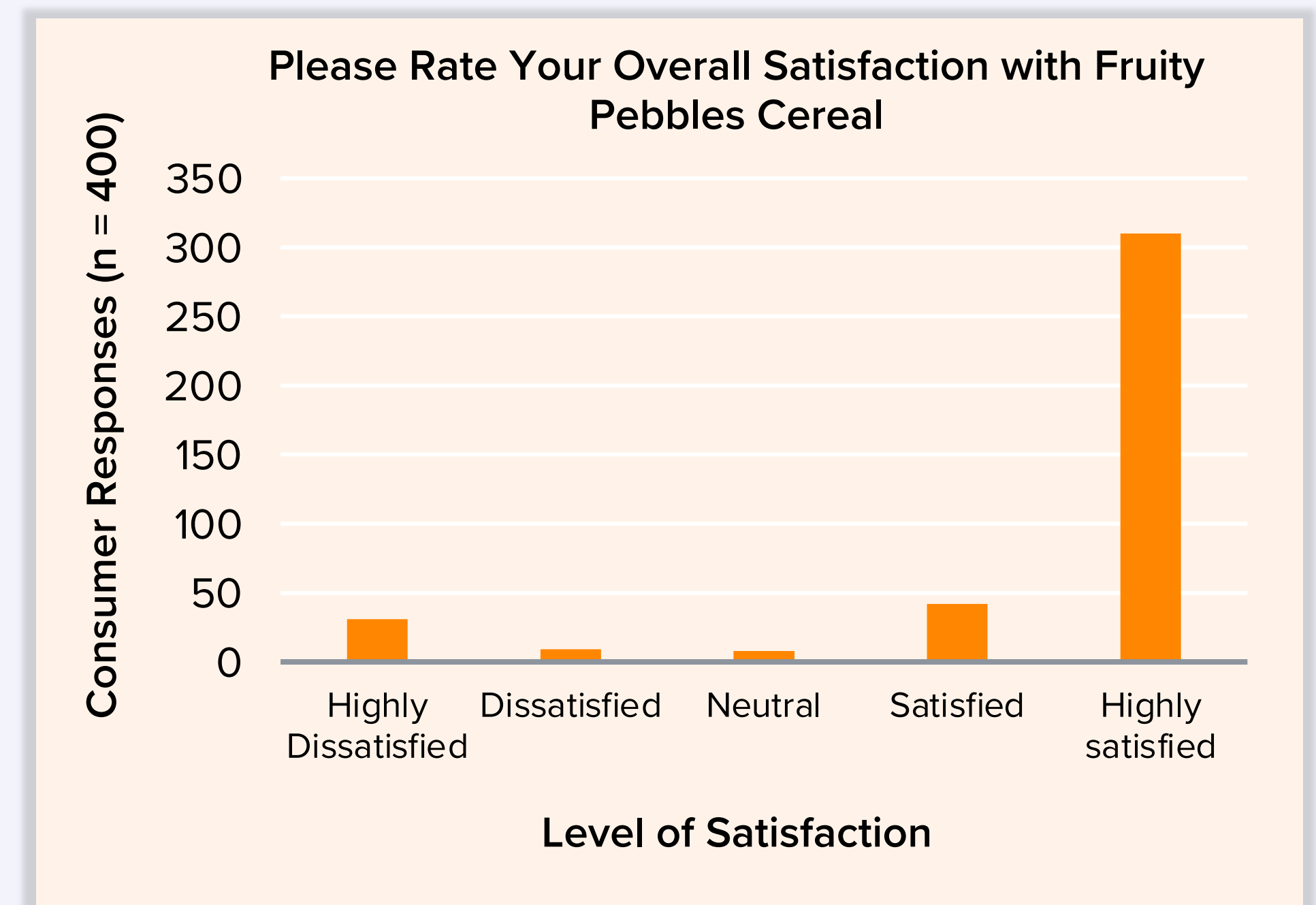
What is this measuring?



## Consumer Responses:

“Took me 52 years to try this cereal and im so sad i missed out! Sooo fruity! Great texture. Extremely sweet..but every now and then its perfect!”

“My kids loved this cereal however it is not the same fruity pebbles from my childhood”



# Consumer Insights – Overall Taste

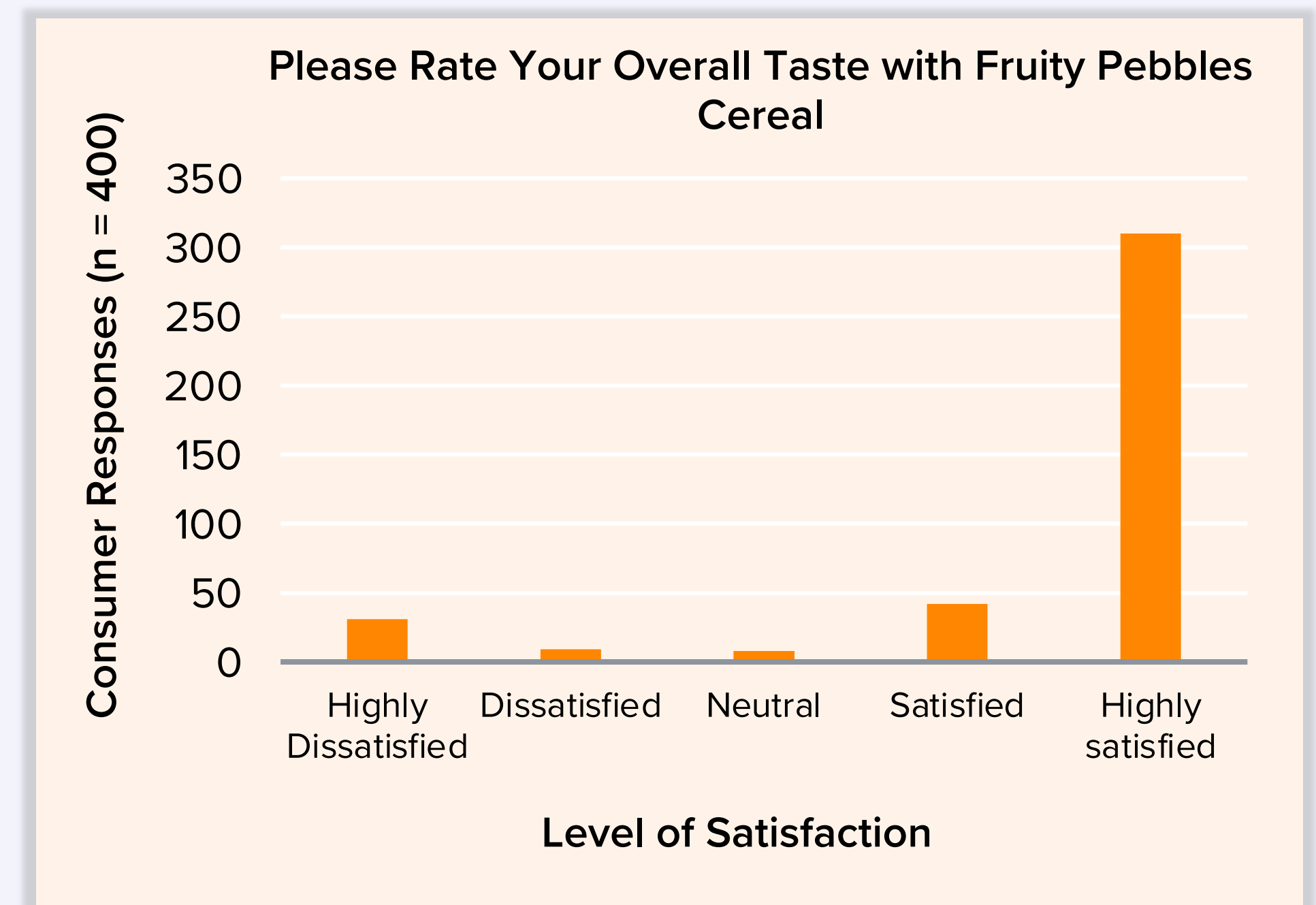
What is this measuring?



## Consumer Responses:

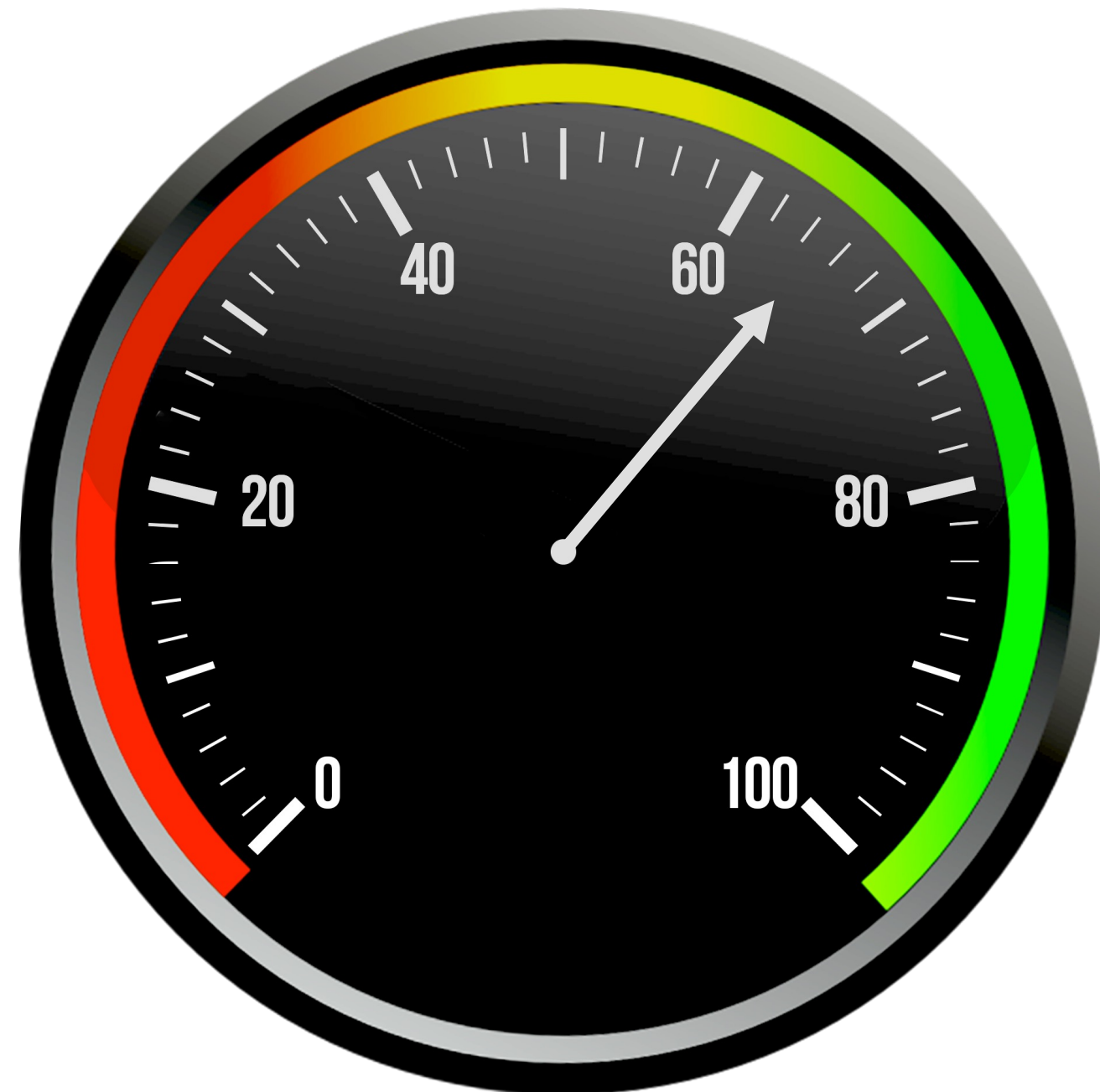
“Took me 52 years to try this cereal and im so sad i missed out! Sooo fruity! Great texture. Extremely sweet..but every now and then its perfect!”

“My kids loved this cereal however it is not the same fruity pebbles from my childhood”



# Consumer Insights – Overall Quality

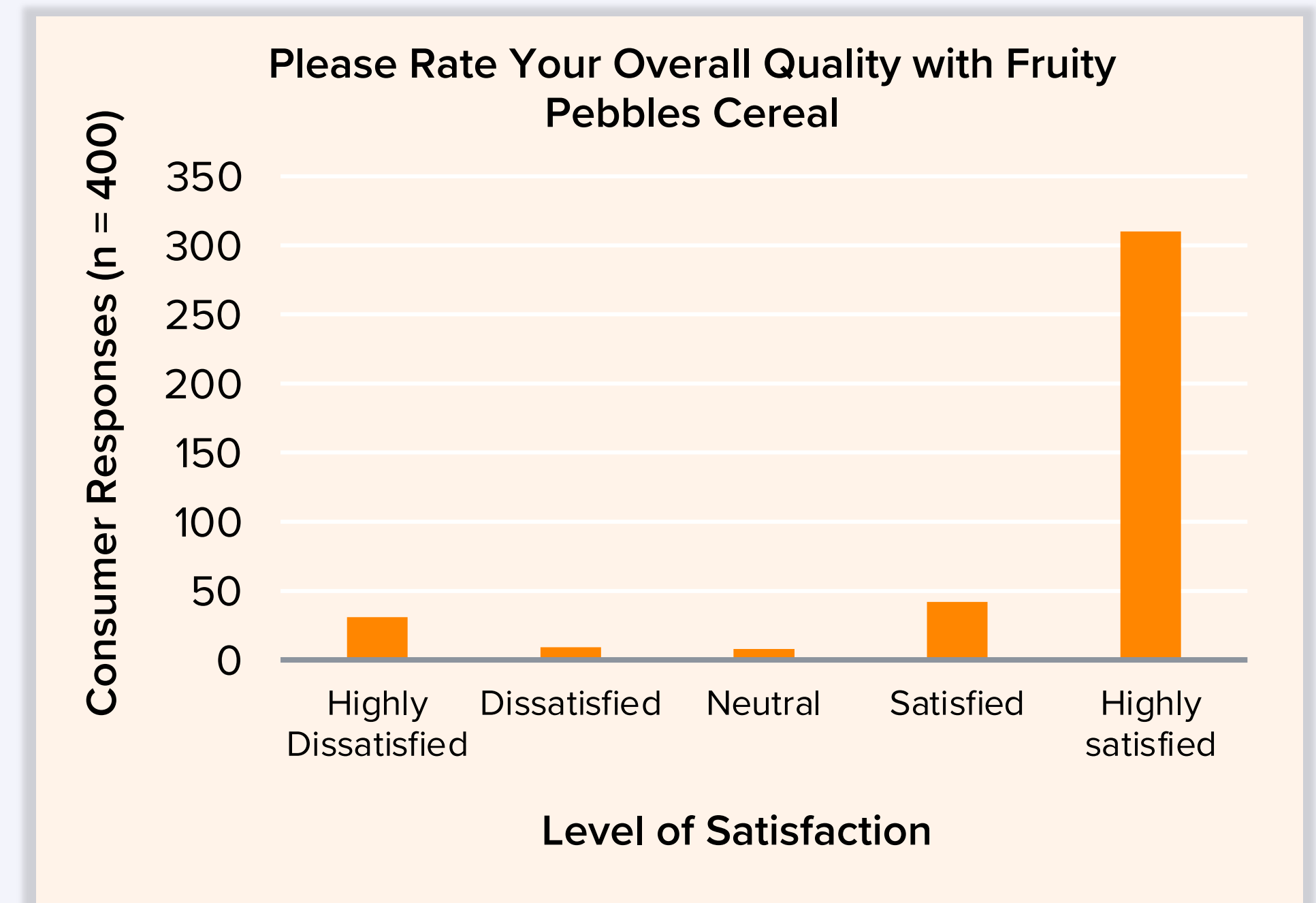
What is this measuring?



## Consumer Responses:

“Took me 52 years to try this cereal and im so sad i missed out! Sooo fruity! Great texture. Extremely sweet..but every now and then its perfect!”

“My kids loved this cereal however it is not the same fruity pebbles from my childhood”



# Consumer Insights – Overall Appearance

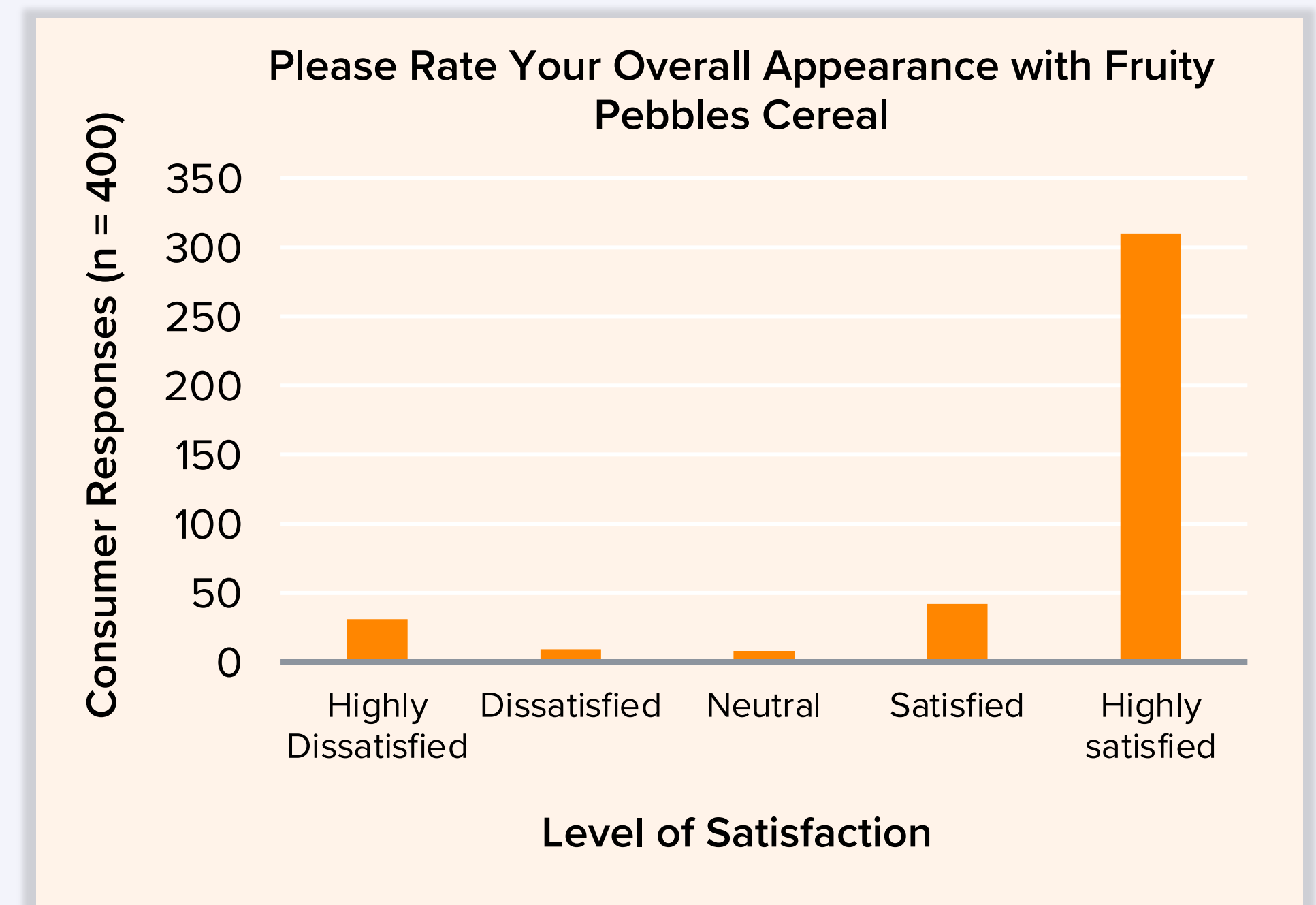
What is this measuring?



## Consumer Responses:

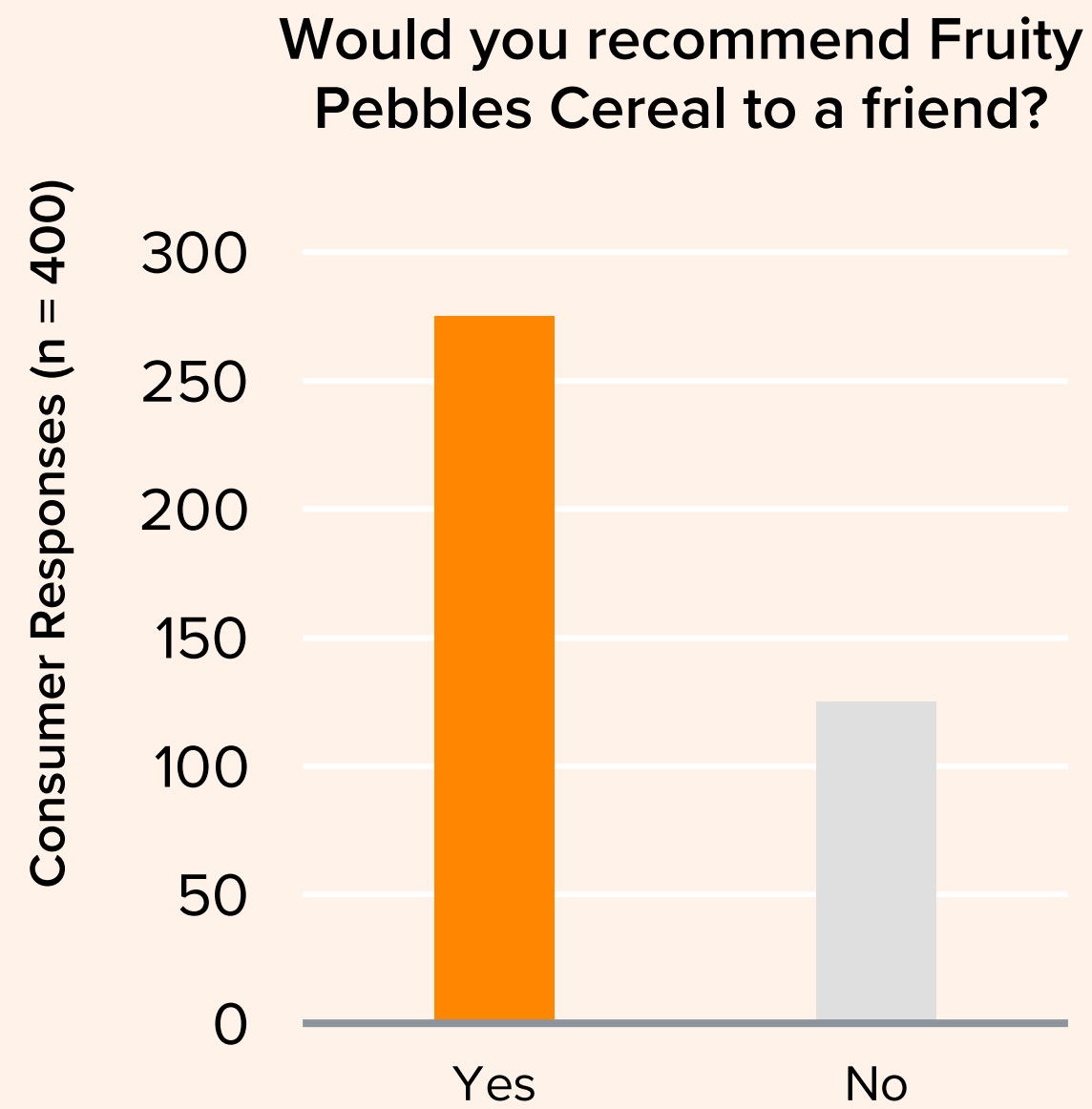
“Took me 52 years to try this cereal and im so sad i missed out! Sooo fruity! Great texture. Extremely sweet..but every now and then its perfect!”

“My kids loved this cereal however it is not the same fruity pebbles from my childhood”

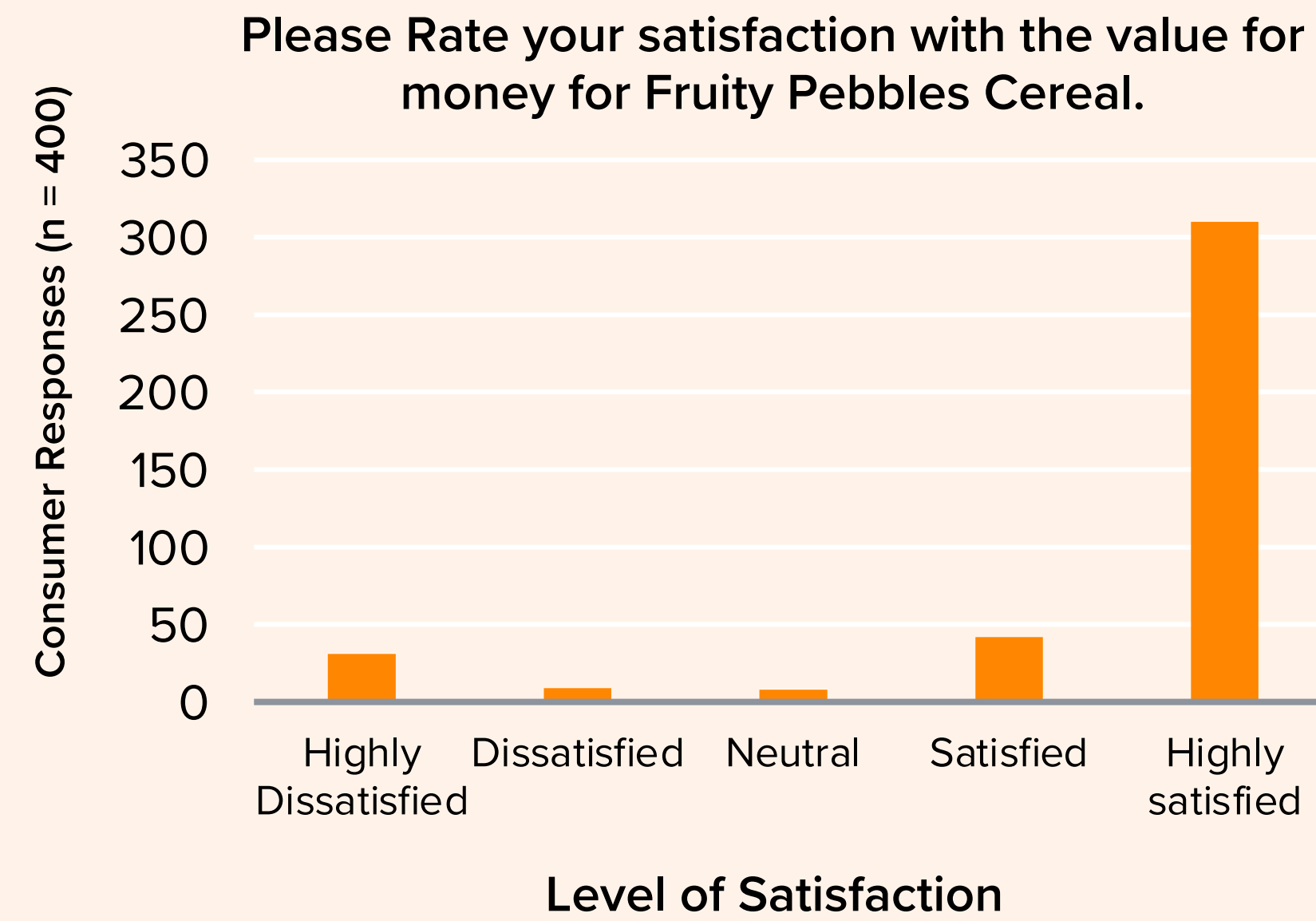


# Consumer Insights

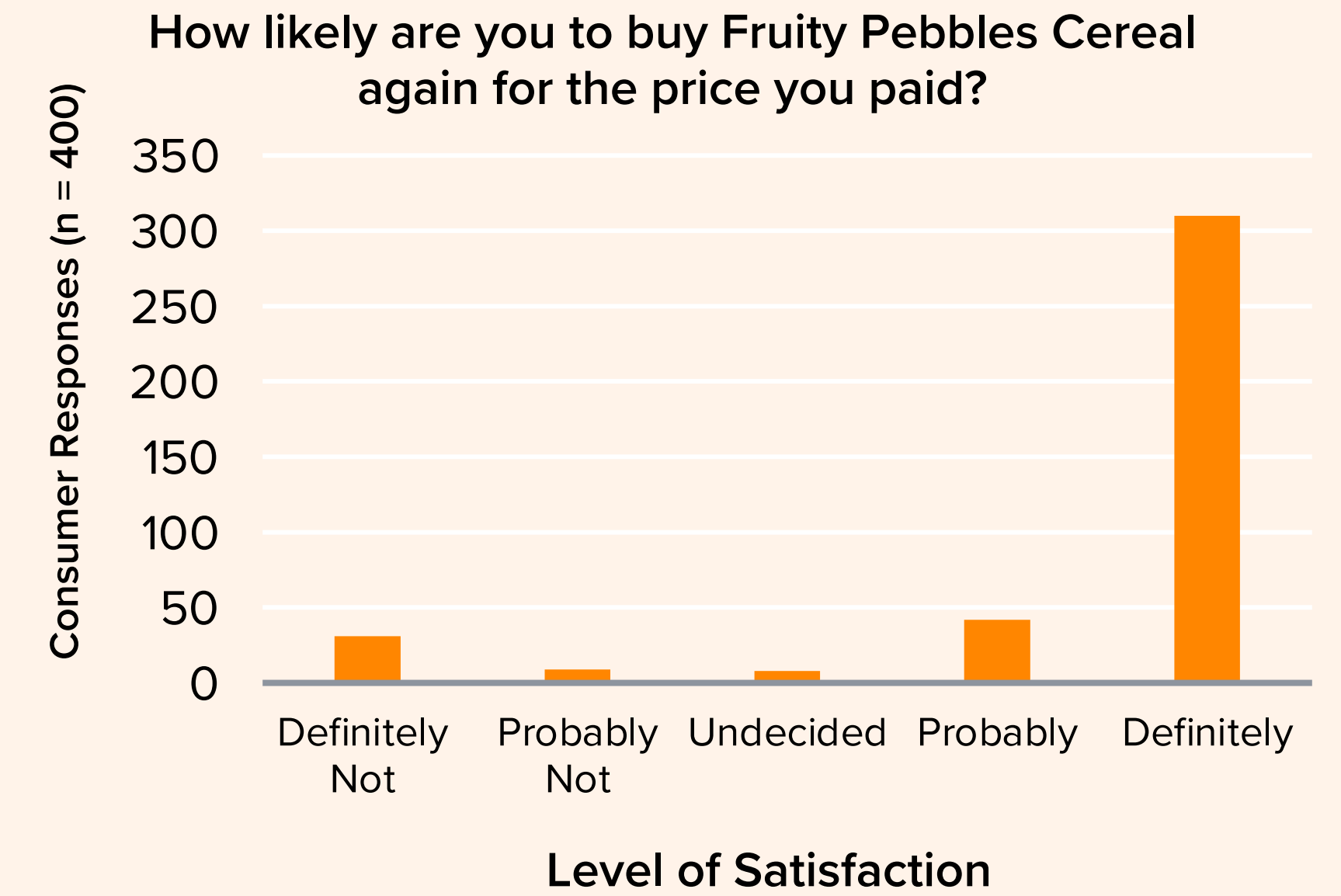
## Recommendation



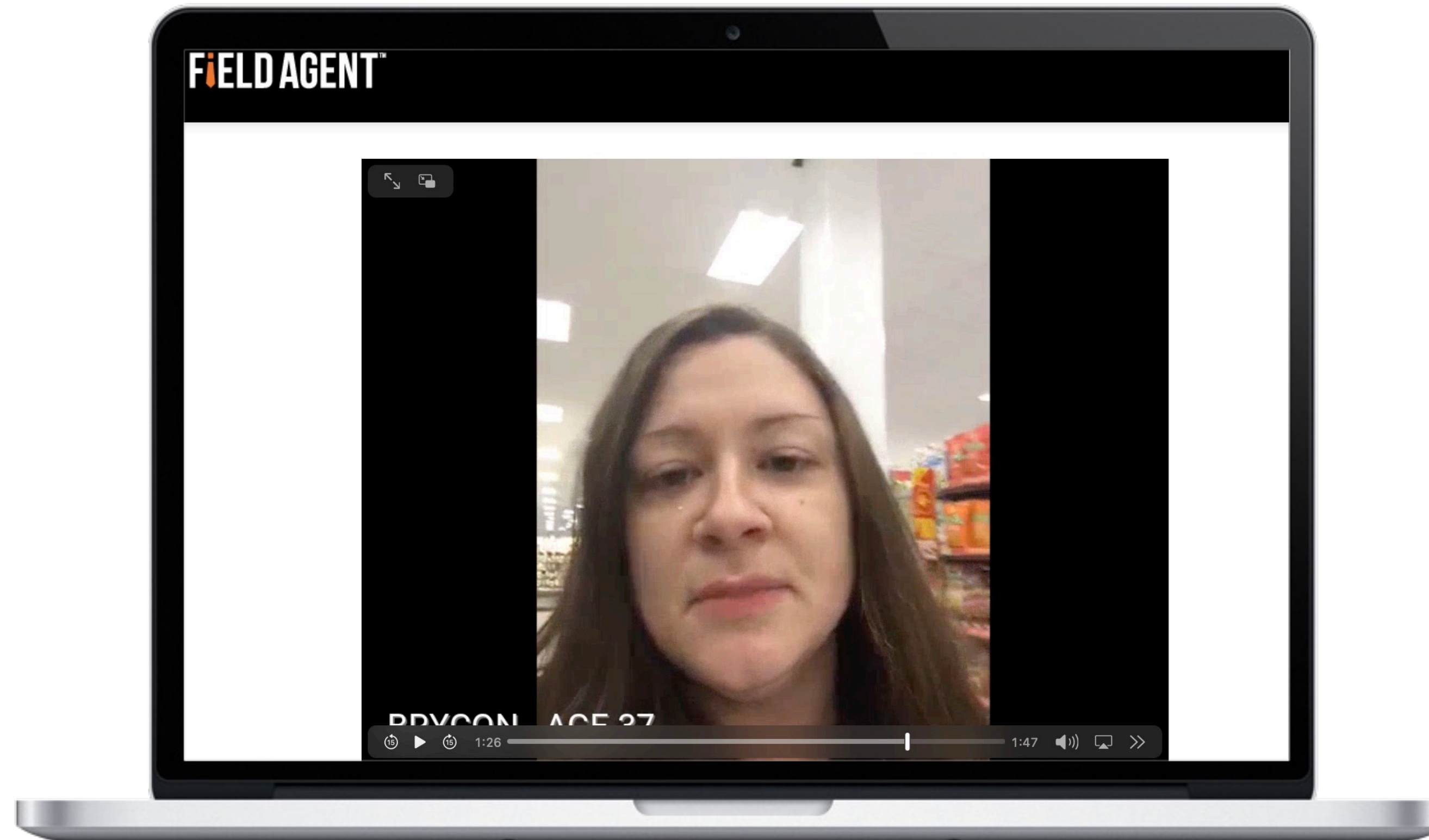
## Value for Money



## Repurchase Intent



# Instant Reaction – Video Show Reel



Watch the Video →

<https://www.voxpopme.com/showreel/15456639785c20f5ea8f213>



# Thank You!

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