



In This Edition...

In this newsletter, find all marketing updates that support the entire Media Division. Please reach out to the contacts highlighted on each slide with any questions.

<u>3</u>	Outbound Campaigns
<u>4</u>	Insights & Strategy
<u>5-8</u>	Product Marketing
<u>9</u>	Corporate Marketing
<u>10</u>	Events & Webinars
<u>11</u>	Creative Solutions
<u>12</u>	Kudos & Shout-Outs

When and where can I find this newsletter?

This update will be shared twice monthly. You can also find a copy on Highspot here.

NEW: OUTBOUND CAMPAIGNS

Questions about this page? Get in touch:

GT Griffin Thomas griffin.thomas@inmar.com

NH Nicole Henry nicole.henry@inmar.com

BM Blythe Malinski blythe.malinski@inmar.com



2023 Fall Football Tailgating Infographic | July

Fall Football Tailgating materials are available now! Please use the below one-pager, pitch template, and Sales Team SFDC campaign ahead of the launch of our external-facing infographic.





One-Page





SalesForce Campaign

Please attribute relevant opportunities to 2023 Retail Cloud Fall Football Tailgating - Sales Team within the SalesForce opportunity under the primary campaign source. To learn how, click here!



2023 Holiday Commerce Report | July



Have a meeting with a client who hasn't spent on a holiday campaign? Share the one-pager ahead of time. Or tease the upcoming guide by sharing some insights ahead of time as a way to prospect.



One-Pager



Pitch Template



SalesForce Campaign

Please attribute relevant opportunities to 2023 Retail Cloud Holiday Commerce Report - Sales Team within the SalesForce opportunity under the primary campaign source. To learn how, click here!

Legend:



Highspot Link

G-Drive Link

SalesForce Campaign



2023 Back-to-School Report (Now Live!)

The 2023 Back-to-School Commerce Report launched on June 5th. Use the materials below in support of back-to-school strategies.



Gated Landing Page



Ungated Guide



SalesForce Campaign



Pitch Template

Please attribute relevant opportunities to 2023 Retail Cloud Back to School within the SalesForce opportunity under the primary campaign source. To learn how, click here!

Pipeline: \$3.5M+ | Closed: \$608k

INSIGHTS & STRATEGY HIGHLIGHTS

Looking for more What You AMIS'ed?

Click <u>here</u> for past issues of the internal bi-weekly AMIS newsletter.

Questions on this page? Get in touch:

RG

Rachel Gropper rgropper@a.ki

ML

Melody Lin ml@a.ki

Legend:

Website Link



G-Drive Link

SalesForce Campaign





@ Issue #21 of What You AMIS'ed | 7/6/23

Topics Covered: Healthy Eating/Sustainability, Coupon Use, Inflation/Recession, AI, Chatbots, Sports Drinks, Multicultural, QSR

Front Page Spotlight:

Mindful Eaters - customizable audience insights illustrating a range of personal motivations for mindful eating

Resources for You:

- Coupons, Recession & Inflation a collection of bulleted stats and observations about coupon usage & relevant changes in consumer behavior during uncertain economic time
- Personalization with AI illustrations for each generation's likelihood to lean into personalized shopping experiences at the hand of generative AI-assisted technology

Work We're Super Proud Of:

- ☐ Gen Z x Sports Drinks original custom survey work that dives into Gen Z's consumer sentiment and purchase behaviors with sports drinks
- Multicultural Buying Power audience spending statistics by Race/Ethnicity

Fun Facts About:

- ☐ Breaking consumer habits to launch new products
- Online & offline villages for Millennial Moms
- QSR Drive-thru window of opportunity

Find these materials helpful?

Attribute AMIS in Salesforce

SALES MARKETING HIGHLIGHTS (Digital Media)

Questions about this page? Get in touch:

AM

Ali Meyers allison.meyers@a.ki

AM

Ashley Migliaro ashley.migliaro@a.ki

 EM

Elice Miller elice.miller@a.ki

SM

Samantha Miller sjm@a.ki

Legend:





G-Drive Link



SalesForce Campaign

SALES MARKETING RESOURCES



- Dramamine Moments targeting, travel, & on-the-go moments
- Ferrara Candy & Ferrero Chocolate Holiday season
- Ocerave Targeting Gen Z for skincare
- Gold Peak Playbook options for retailers
- Playmobil Insights targeting for parents and gift-givers



<u>Omron</u> - one-sheet proactive proposal

Hormel Thought Starter One-Sheets - <u>Hormel Snacks | Natural</u>

Choice | <u>Hormel Chili | Hormel Pepperoni | Football Foods |</u>

Charcuterie / Columbus Craft Meats | Planters Nuts



Pizza Ranch - RFI on Aki products and solutions, customized for the QSR space.



2023 Back to School

Soak Up the Sun (Summer Grilling & Beverages)

Stay tuned: Upcoming proactive packages include Holiday and Football Season

PRODUCT MARKETING UPDATES (Digital Media)

Questions about this page? Get in touch:

AM Ali Meyers

allison.meyers@a.ki

AL Alexa Levy

AL alexa.levy@a.ki

JG Judith Gonzalez judith.gonzalez@inmar.com

SM Samantha Miller sjm@a.ki

Legend:



Highspot Link

G-Drive Link

SalesForce Campaign

DIGITAL MEDIA



CTV

CTV Internal FAQ Document - updated FAQ document based on questions we received during the CTV expansion training. Please continue to submit your questions here.







NEW CTV Solution One Sheet - this one sheet is an externally facing overview of Aki's CTV solution.



Product Release Log

Product/Solution Questions

Digital Media Highspot Page



Details on new releases. You can also find this link on our <u>Highspot</u> homepage under "Internal Resources."



Got a question about our products and solutions? <u>Submit it here</u>. We will use this form to collect inquiries, track questions and see the most popular topics.



For additional materials, click <u>HERE</u> to go directly to the Digital Media Highspot page.

PRODUCT MARKETING UPDATES

(Social Commerce & **Health Media**)

Questions on this page? Get in touch:

Shelly Gupta SG shelly.gupta@inmar.com

> Vanessa Perez vanessa.perez@inmar.com

Samantha Miller SM sjm@a.ki

Legend:

VP







SalesForce Campaign

SOCIAL COMMERCE





Conversational Commerce Refresh New!



Conversational Commerce Highspot Page

- **Product Playbook**
- **Sales Sheet**
- **Pitch Deck**
- **Email Outreach Template**
- **Case Studies**
- **Yellow Sheet**



Recent Social Commerce news, trends, and updates compiled in one deck.

PRODUCT MARKETING UPDATES (Retail Activation)

Questions on this page? Get in touch:

CS Chloe Swift

chloe.swift@inmar.com

AG Ashley Gazaway ashley.gazaway@inmar.com

KK Katelyn Kowalinski katelyn.kowalinski@inmar.com

Legend:



Highspot Link

G-Drive Link

SalesForce Campaign

RETAIL ACTIVATION





New Shopper CTV Pitch Decks - New packages & positioning for CTV for the shopper marketing buyer for Wakefern, Publix, and Family Dollar

New!

REGIONAL GROCERS

- Tops Q3 & Q4 Sell Sheet
- Weis Q3 & Q4 Seasonal Events Sell Sheet New!
- Piggly Wiggly Q3 & Q4 Seasonal Events Sell Sheet New!

WAKEFERN

- Wakefern Case Study Library: Off-Platform Media, Paid Social
- 2023 ShopRite Back to School One-sheet + Email Outreach

PUBLIX

Brandsite Case Study - Publix Branded / Inmar Branded

New!

Publix Emerging Brands Offer Media Case Study - Publix Branded / Inmar Branded



GENERIC RETAILER MATERIALS

We recently presented category specific info to Dollar General across key focus categories. The purpose was to share thought starters and ideas based on industry/macro trends, retailer specific basket analysis/co-affinities, and shopper behavior. Hopefully you can use some of this great information to repurpose for your retailers - Pet / Baby /



Toys / Cold, Cough, Flu & Allergy

CORPORATE MARKETING

Questions about this page? Get in touch:

AM

Alexandra Matthews amatthews@a.ki

Legend:





G-Drive Link

SalesForce Campaign

AWARDS

Aki Won a Digiday Award



Aki has been named the winner of a 2023 Digiday Media Award for "Best Use of Video with Nature Valley.



- See more about the award
- See more about the campaign

Aki Won 2 Hermes Awards



Aki won a gold and a platinum Hermes Award for our work with Nature Valley and Primal Kitchen.





See more about the award

Monthly Aki Award went to Constellation Brands



Every month we honor one of our partners with an Aki Award on LinkedIn. The June Award for "Collaboration" went to Constellation Brands' Jackie Burke.





Nominate your client for next month's award

PRESS

New Services of the Control of the C

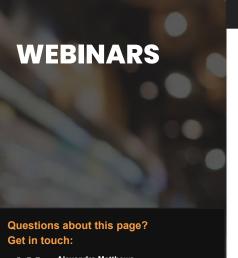
Aki Technologies Continues Awards Momentum, This Time with Nature Valley

This release includes the details of our recent awards momentum, which is validated with a client quote from General Mills' Nature Valley.





WEBINARS



AM

Alexandra Matthews amatthews@a.ki

NH

Nicole Henry nicole.henry@inmar.com

PM

Peggy Milbrandt pm@a.ki

Legend:







SalesForce Campaign







Upcoming Webinar: July 20th

Attention Economy Adweek Webinar

Join Nicole Henry, Risa Crandall and Yolanda Angulo of Mondelez for this webinar event centered around reaching consumers despite shortened attention spans.

Register here

Share on LinkedIn

Upcoming Webinar: July 27th

How to Score Big

Join this webinar to learn best practices on sports marketing strategies from industry experts at Molson Coors, Spark Foundry and our own Risa Crandall.

Register here

Recent Webinar: June 27th-30th

Unlock the Power of Personalization in Tourism

Vivian Murr recently with the CEO of Paradise Advertising to discuss how to utilize personalized marketing strategies to rise above the sea of sameness in tourism marketing and inspire people to take action.

Watch the webinar

EVENTS & VIDEOS

Questions about this page? Get in touch:

AM

Alexandra Matthews amatthews@a.ki

NH

Nicole Henry nicole.henry@inmar.com

PM

Peggy Milbrandt pm@a.ki

Jeff Kepler jeff.kepler@a.ki

Legend:





Highspot Link



G-Drive Link



SalesForce Campaign

EVENTS & VIDEOS



Upcoming Event: July 11th-12th

Commerce Week 2023

Commerce Week workshop. PepsiCo and Risa Crandall will participate in a workshop session. Email Alexandra Matthews for additional details.

Register here

VIDEOS



Case Study: Gatorade

PepsiCo recently hosted their internal Innovation Day where they showcased their partner success stories. Aki was invited to share our Path to 70 campaign success.







Press Quote: Nature valley

We launched a new video series on LinkedIn to share our client testimonials.

New!



CREATIVE **SOLUTIONS SPOTLIGHT**

Questions about this page? Get in touch:



David Sanderson dts@a.ki

Legend:









CREATIVE

Production by THE NUMBERS

- **150** IOs
- **33** RFPs
- 847 Creative Units

Recent Creative PRODUCTION

Dog Fish Head | Bounty | Combos |FD | Kraft | Monster | Kellogg's | Rockstar | Lonestar | Truly | WI Dells

BIG WINS thanks in part to stellar creative

\$526K - Rocket

\$350K - Legoland

\$319K - Permissible Brands

\$215K - Schweppes

\$200K - Michelob

\$200K - GoGo squeeZ

\$169K - Wrangler

\$148K - Legoland

\$100K - Kraft Singles



