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ON OTHER SIDE

Emily Carpin
Director, Commercial Marketing
Beam Suntory
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Chicago, IL 60654-4262



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ZCOMICS

EPISODE 1



They say he can
'sense' the savings...

EMILY!
There's an Easier
Way to Detect
New Savings...





"Hey you, haven't you ever heard of zero-based budgeting?!"

...LATER THAT DAY...



You see, it all begins with a zero base. Then, the savings start flowing in.

A FEW MONTHS LATER...



And this, my friends, is what we call a Happy Quarter.

zBudget™:
Less Waste. More Profit.

Built exclusively for shopper marketers, zBudget™ is an automated platform that makes capturing the savings of ZBB fast and simple.

EMILY: You don't need Wandering Wayne to spot new savings.

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Rachel Harris
Senior Director, US Field Marketing
Beam Suntory
222 Merchandise Mart Plz
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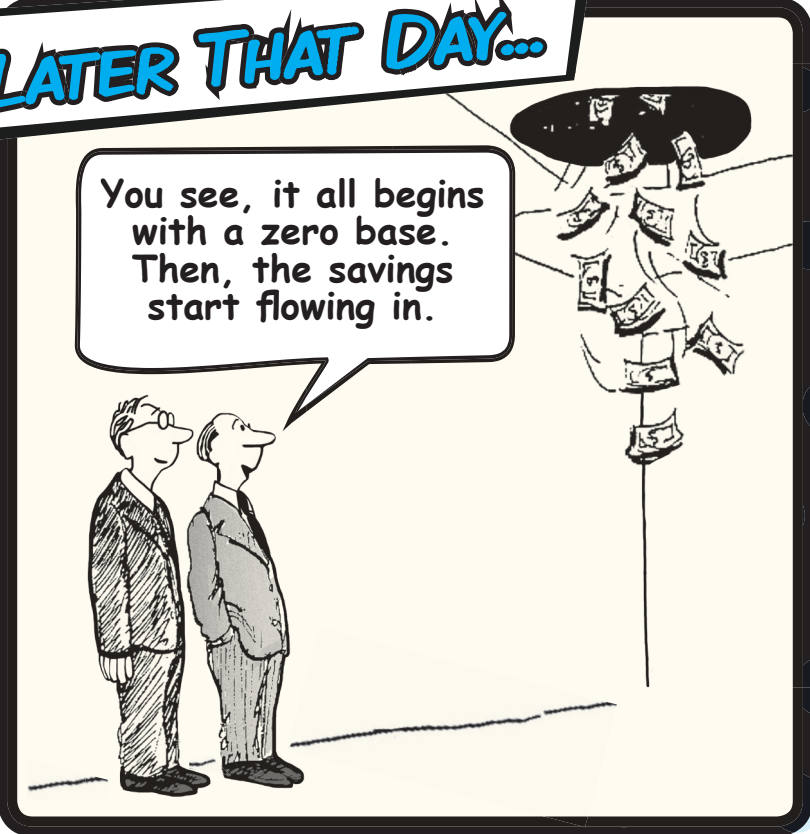
They say he can
'sense' the savings...

RACHEL,
There's an Easier
Way to Detect
New Savings...

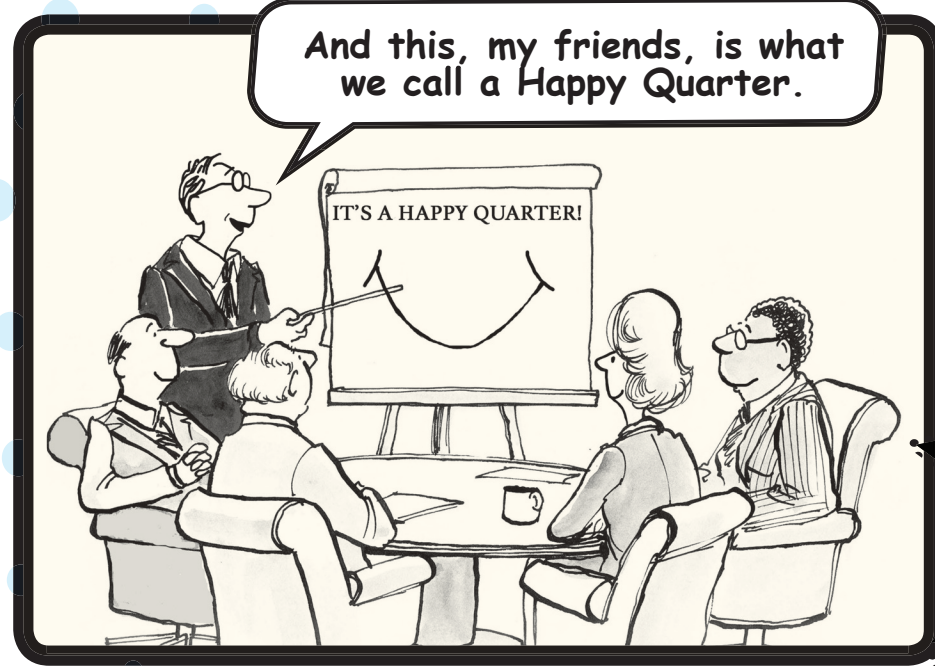




...LATER THAT DAY...



A FEW MONTHS LATER...



RACHEL
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Emily McIntyre
Senior Customer Marketing Manager
Beam Suntory
222 Merchandise Mart Plz
Ste 1600
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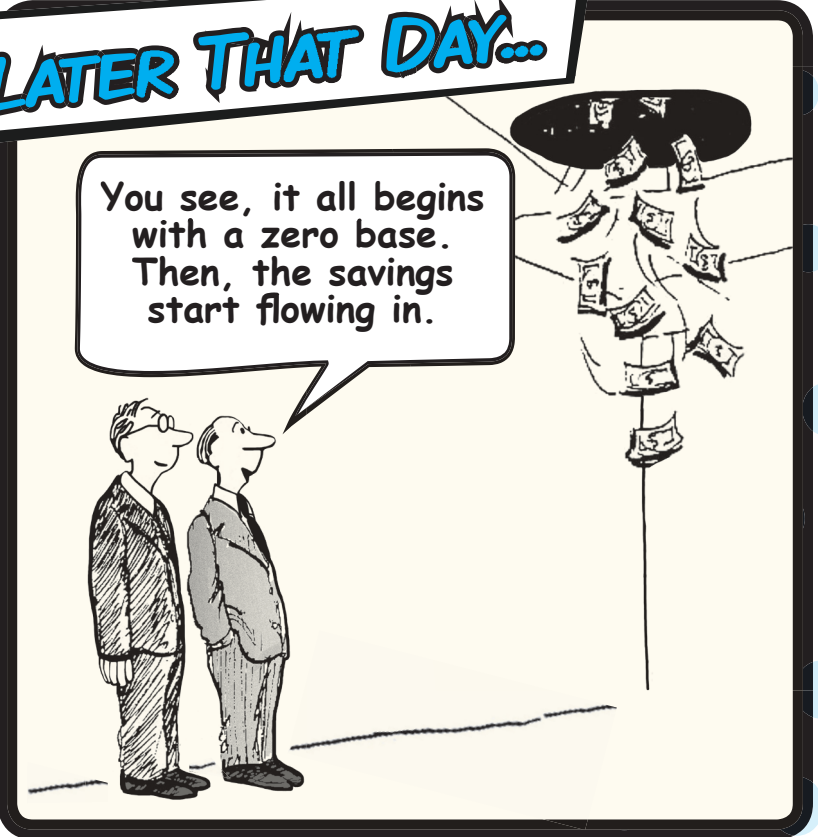
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David Cole
Shopper Marketing Manager
Wilton Brands, Inc.
535 E Diehl Rd
Ste 333
Naperville, IL 60563-7723



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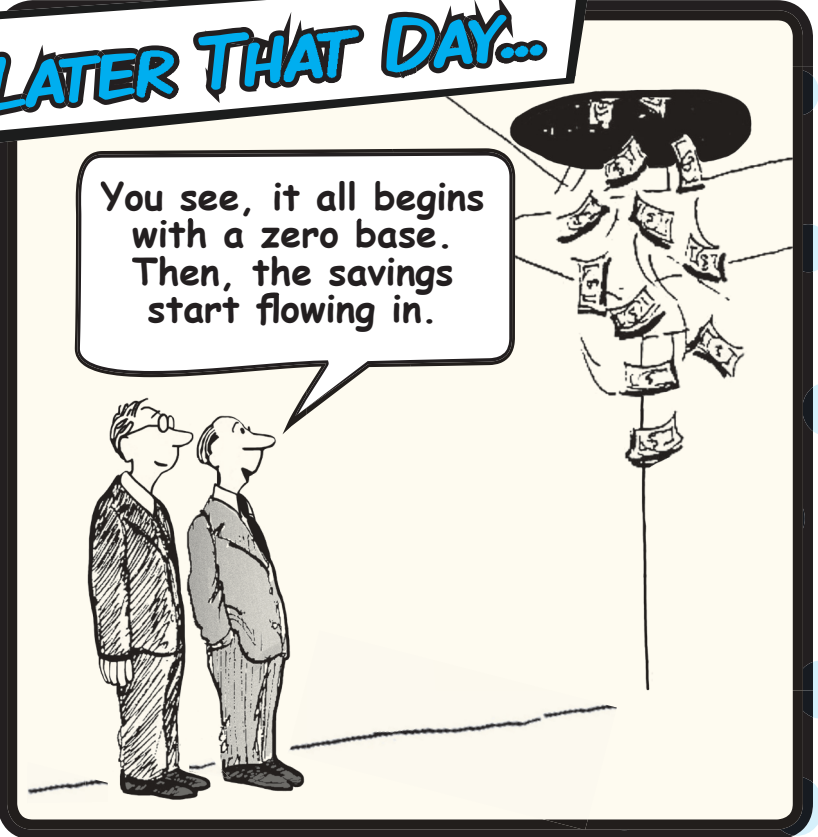
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Kathryn Konopka
Shopper Marketing Manager
Wilton Brands, Inc.
535 E Diehl Rd
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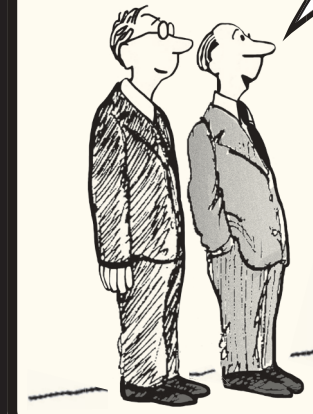




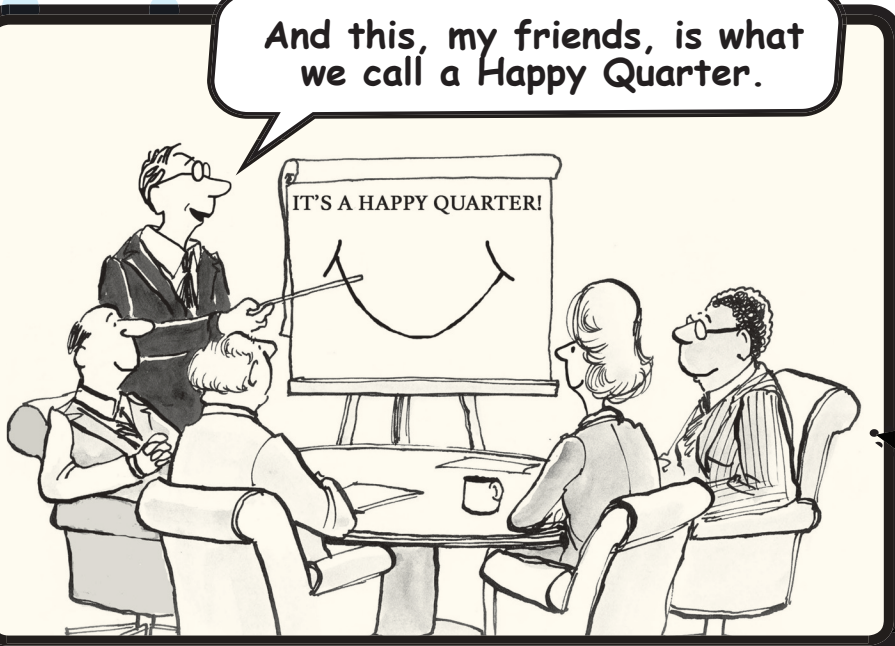
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Pat Rooney
Director of Integrated Marketing
Wilton Brands, Inc.
535 E Diehl Rd
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Richard Flores
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RICHARD,
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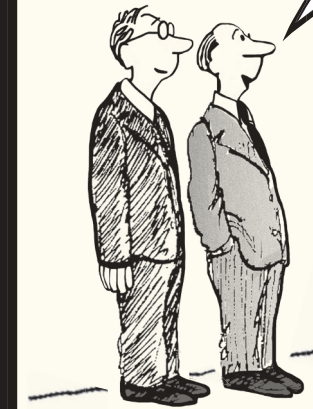
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RICHARD: You don't need Wandering Wayne to spot new savings.

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Jenna DeGreve
Channel Marketing Manager
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Atlanta, GA 30328-1606



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#4600
Blaine, WA 98230-4018



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Allison Holstein
VP, Marketing
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Beaverton, OR 97008-7166



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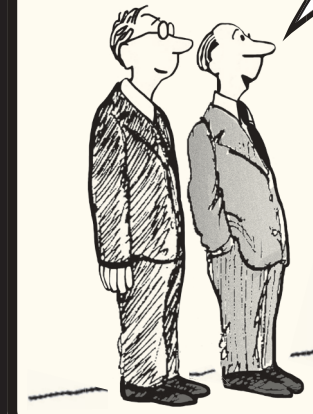




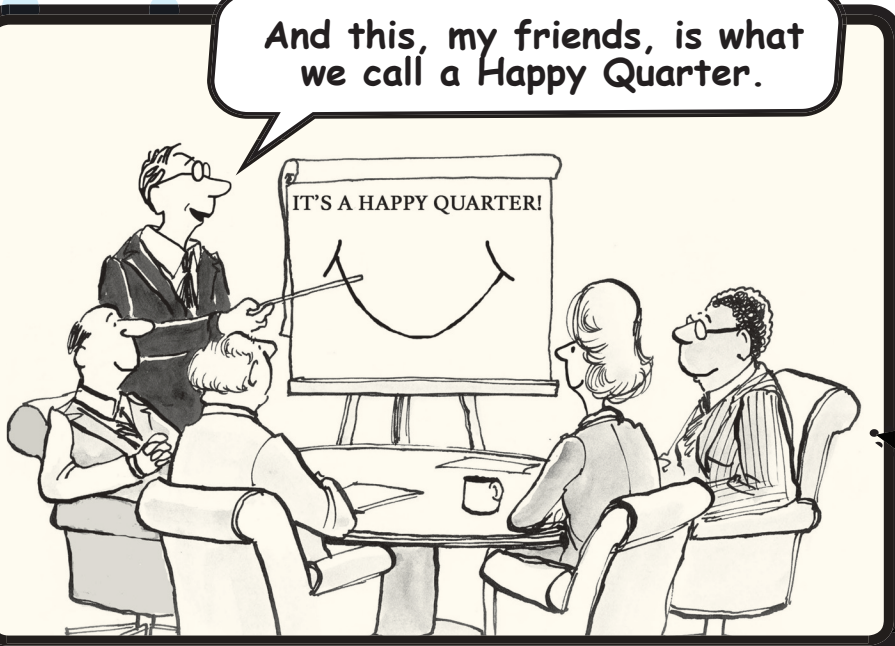
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Sarah Zollner
Senior Manager, Revenue Management & Trade Optimization
Mondelez International
10175 Iron Rock Way
Elk Grove, CA 95624-2799



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SARAH,
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John Schoenecker
National Director, Shopper Marketing
E&J Gallo Winery
600 Yosemite Blvd
Modesto, CA 95354-2760



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JOHN,
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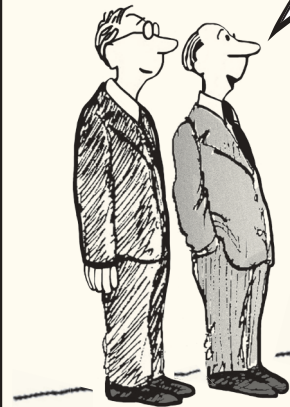
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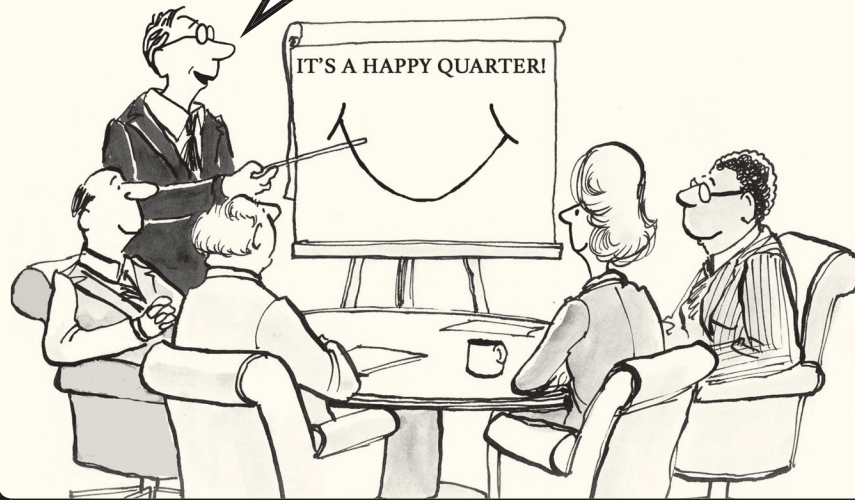
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Robert Ruijsenaars
Senior Director, Shopper Marketing
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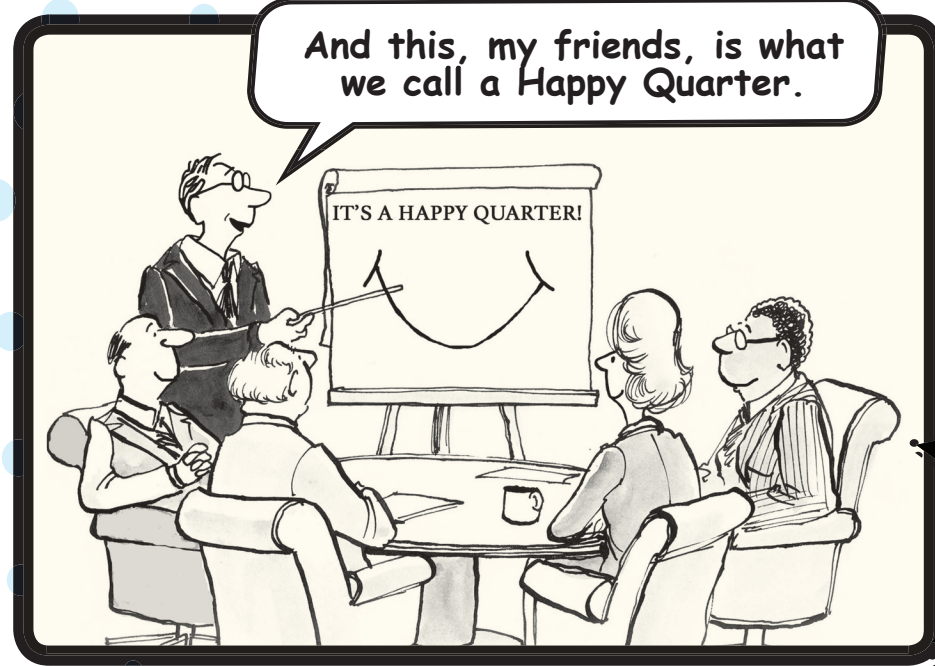
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Tina Lathrope
Vice President, Sales & Marketing
Keurig Green Mountain, Inc.
11480 Commercial Pkwy
Castroville, CA 95012-3202



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...LATER THAT DAY...



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TINA
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Bailey Doyle
Group Manager, National Shopper Marketing
The Clorox Company
1221 Broadway
Oakland, CA 94612-1871



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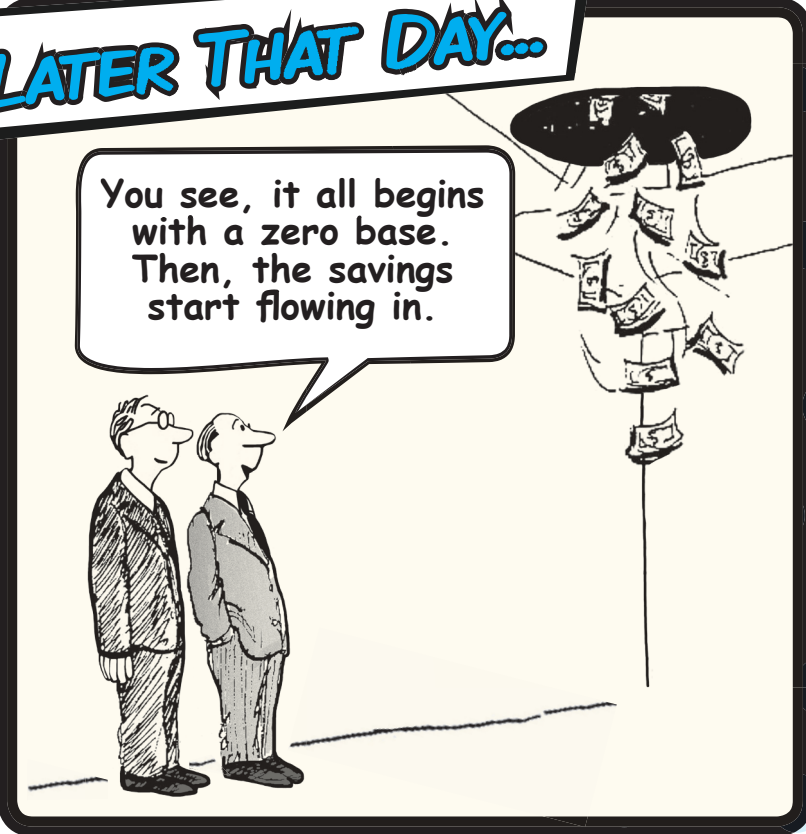
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David Cardona
Director, Shopper Marketing, CAS & Multi-Cultural Capability
The Clorox Company
1221 Broadway
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Dylan Labrie
Brand Manager, Shopper Marketing
The Clorox Company
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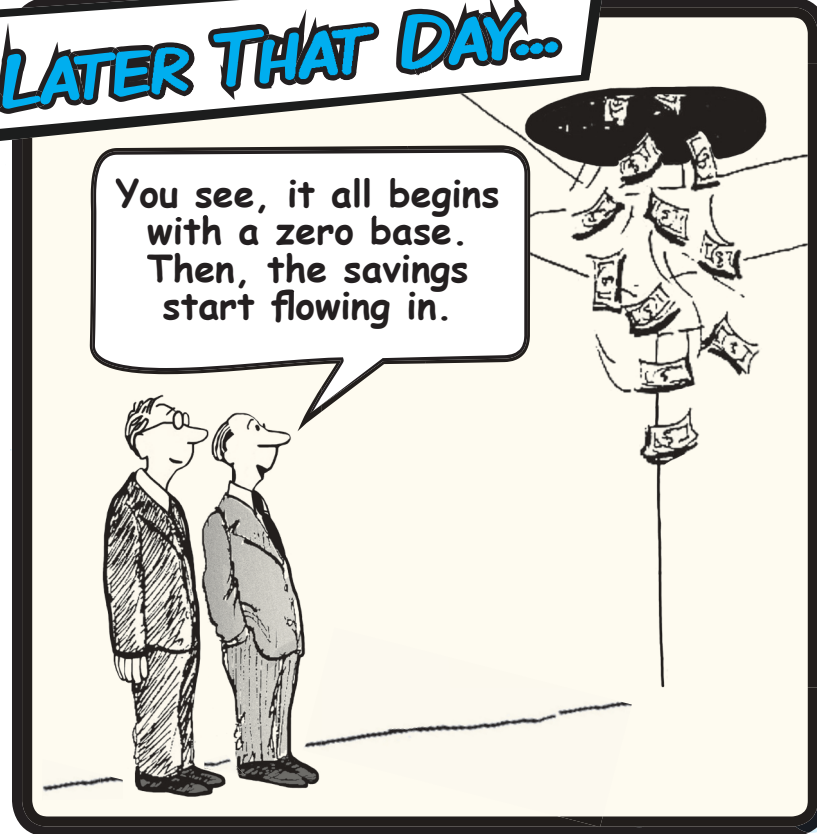


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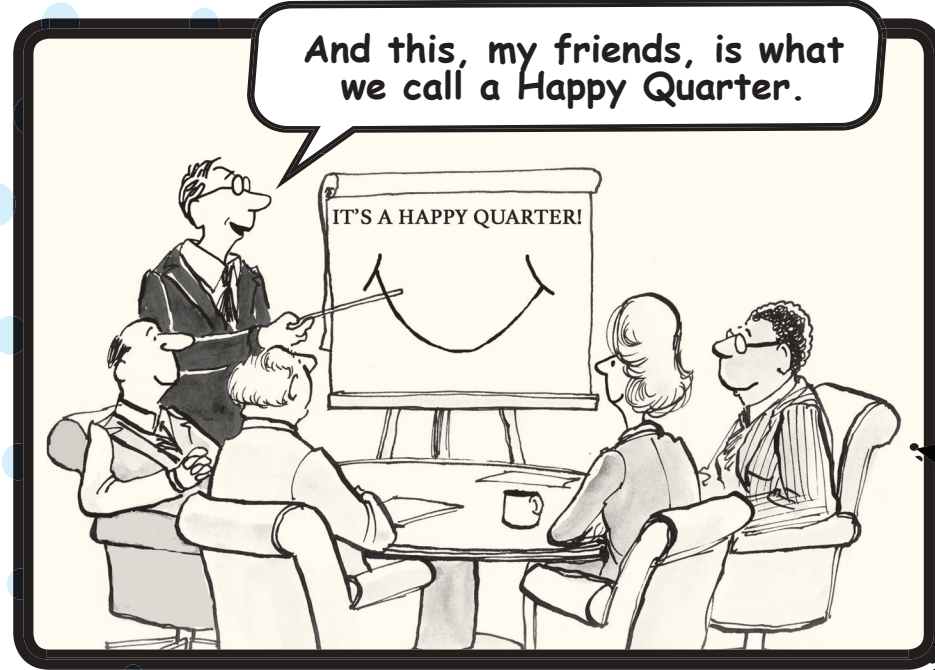
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Liz Tung
Associate Director, National Shopper Marketing
The Clorox Company
1221 Broadway
Oakland, CA 94612-1871



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Jennifer Reiner
Sr. Dir., Shopper Marketing & Category Management
Del Monte Foods, Inc
205 N Wiget Ln
Walnut Creek, CA 94598-2458



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'sense' the savings...



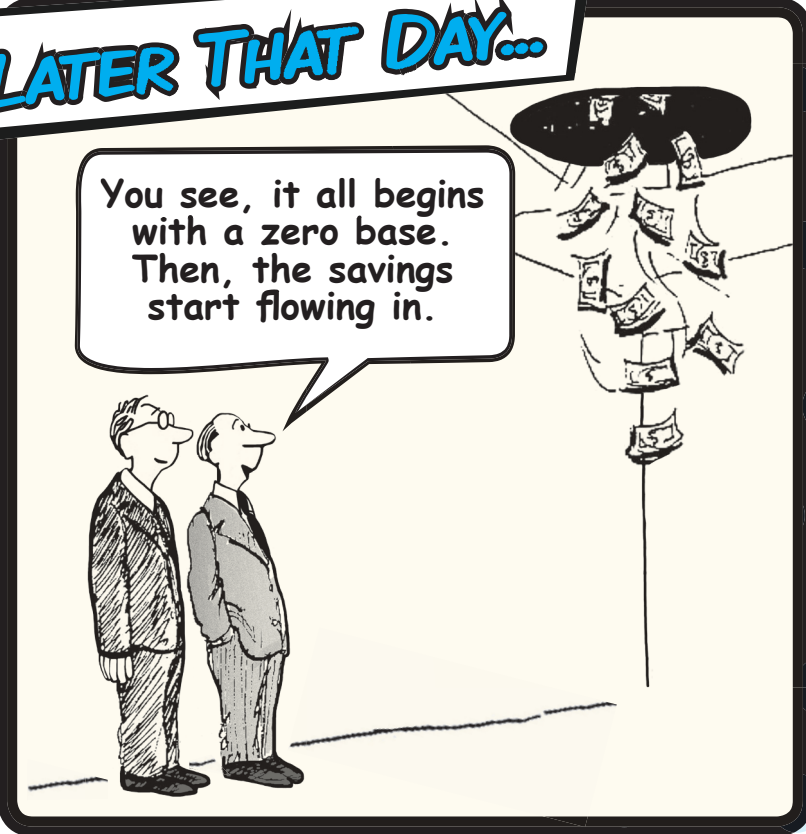
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Steve Aleksich
Sr. Manager, Shopper Marketing & Partnerships
Del Monte Foods, Inc
205 N Wiget Ln
Walnut Creek, CA 94598-2458



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They say he can
'sense' the savings...



STEVE,
There's an Easier
Way to Detect
New Savings...





...LATER THAT DAY...



A FEW MONTHS LATER...



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STEVE,
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Channel Marketing Manager
Logitech
7700 Gateway Blvd
Newark, CA 94560-1046



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They say he can
'sense' the savings...

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New Savings...





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JONATHAN,
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New Savings...





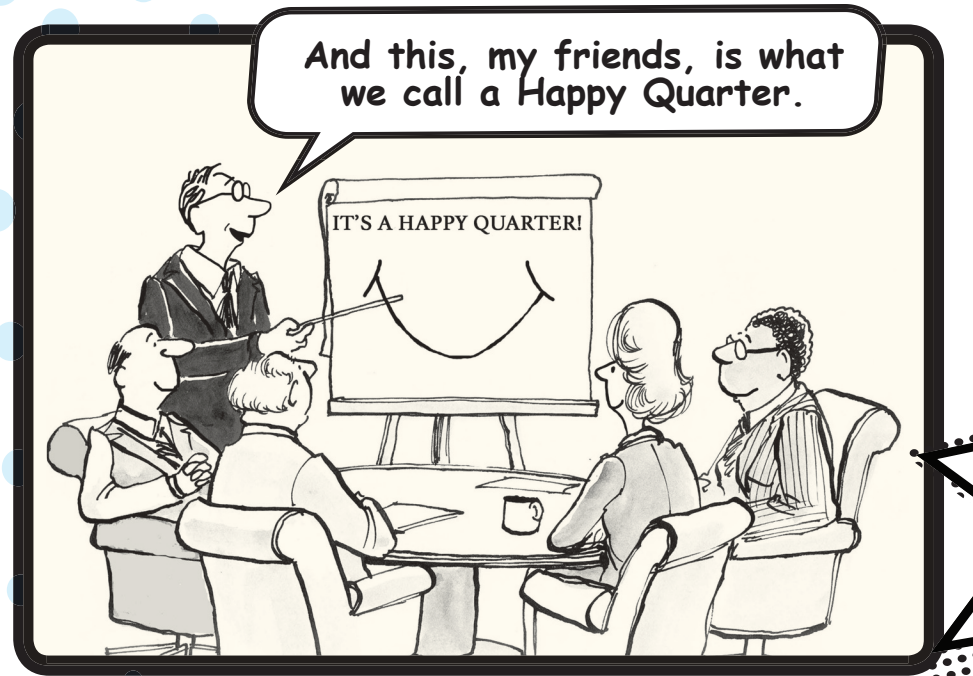
"Hey you, haven't you ever heard of zero-based budgeting?!"

...LATER THAT DAY...



You see, it all begins with a zero base. Then, the savings start flowing in.

A FEW MONTHS LATER...



And this, my friends, is what we call a Happy Quarter.

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VP, Sales & Marketing Americas
Logitech
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GREG,
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Way to Detect
New Savings...



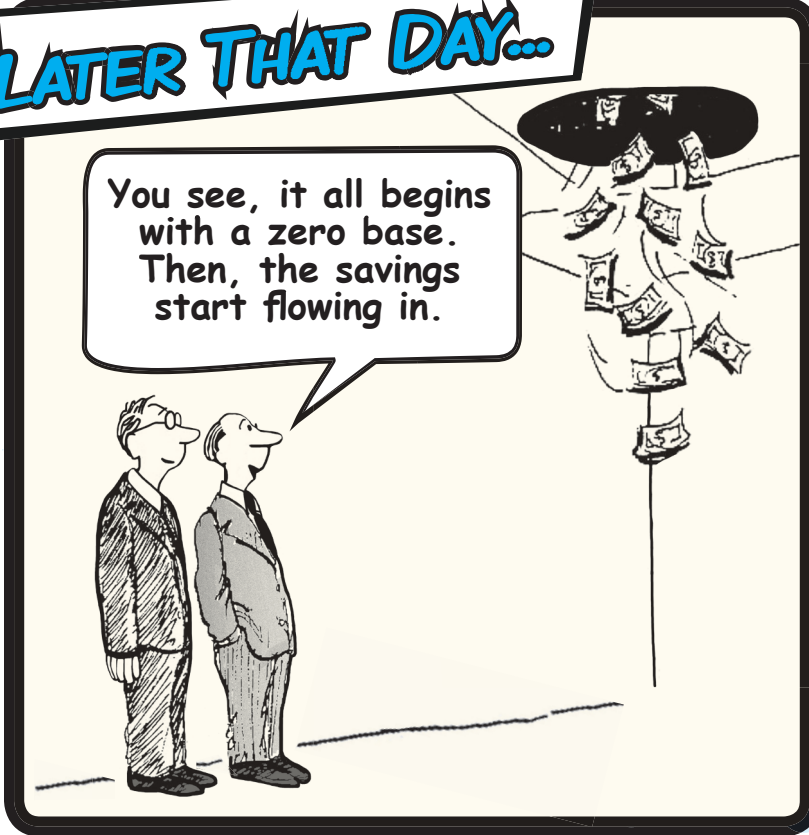


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Liz Love
Senior Promotions Manager
TREASURY WINE ESTATES
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...LATER THAT DAY...



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Brand Director- Penfolds & 19 Crimes
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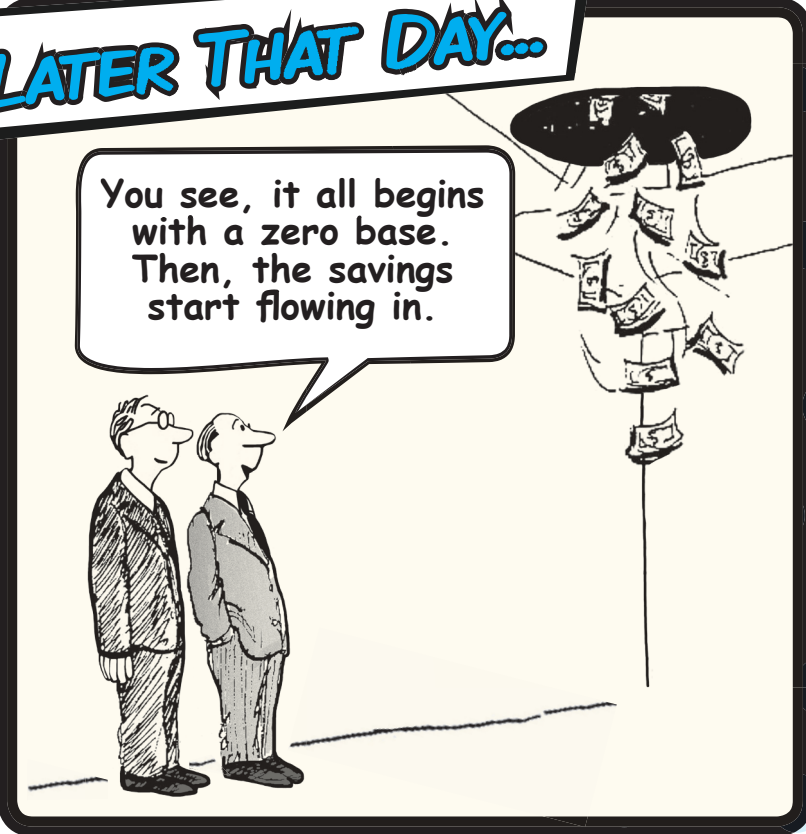
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Way to Detect
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Britni Skardoutos
Shopper Marketing Manager
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2188 Alpine Way
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Vice President of Shopper Marketing
Ajinomoto Windsor Inc.
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New Savings...





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Sara Sabin
Director, Shopper Marketing
The Happy Egg Co USA
50 Francisco St
Ste 203
San Francisco, CA 94133-2132



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...LATER THAT DAY...



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Brian Ng
Head of Marketing, Pet Specialty
Big Heart Pet Brands
1 Maritime Plz
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Andrea Sandvig
Senior Shopper Marketing Manager
Big Heart Pet Brands
1 Maritime Plz
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Dave Karraker
VP, Marketing & Communications
Campari America
1255 Battery St
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Way to Detect
New Savings...





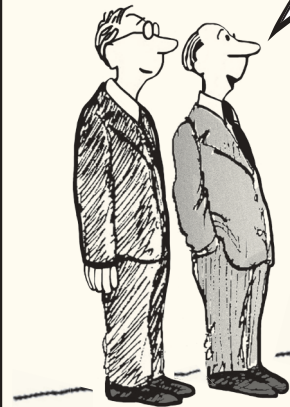
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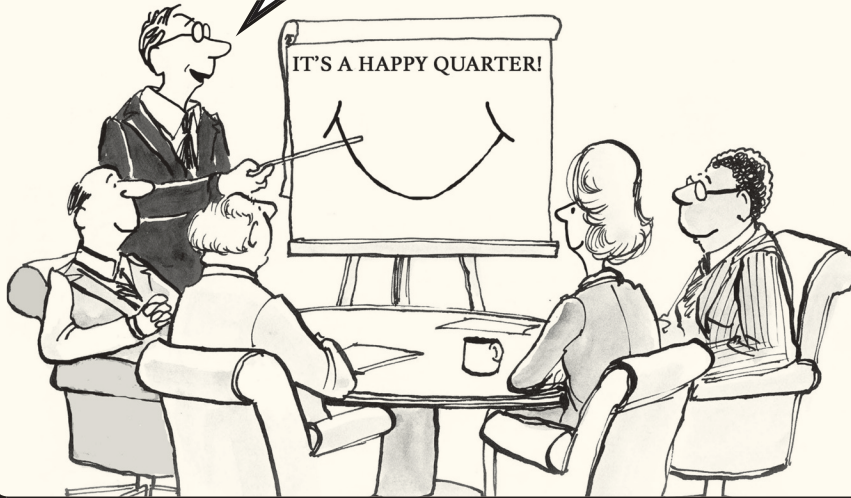
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Maria Cristina Iaselli
Senior Brand Manager
Campari America
1255 Battery St
Ste 500
San Francisco, CA 94111-1167



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They say he can
'sense' the savings...

MARIA CRISTINA.
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Way to Detect
New Savings...





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Missy Adams
Director, Shopper Marketing
Orgain, Inc.
16631 Millikan Ave
Irvine, CA 92606-5028



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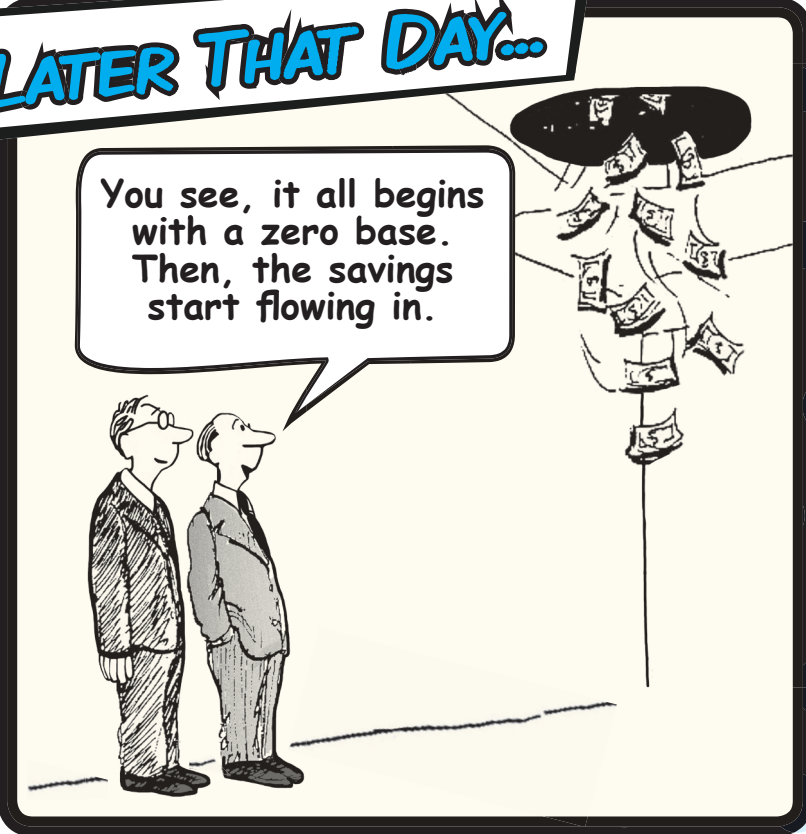
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Senior Retail Marketing, Visual Merchandising Manager
Sony Electronics
16535 Via Esprillo
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ANNE,
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Senior Director, Category Development & Insights
Bumble Bee Seafoods
280 10th Ave
San Diego, CA 92101-7406



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They say he can
'sense' the savings...



CORLISS,
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Way to Detect
New Savings...





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SVP, Marketing & Corporate Social Responsibility
Bumble Bee Seafoods
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DAVE,
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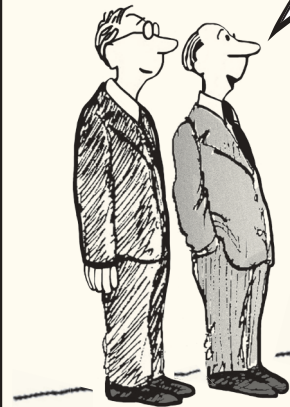
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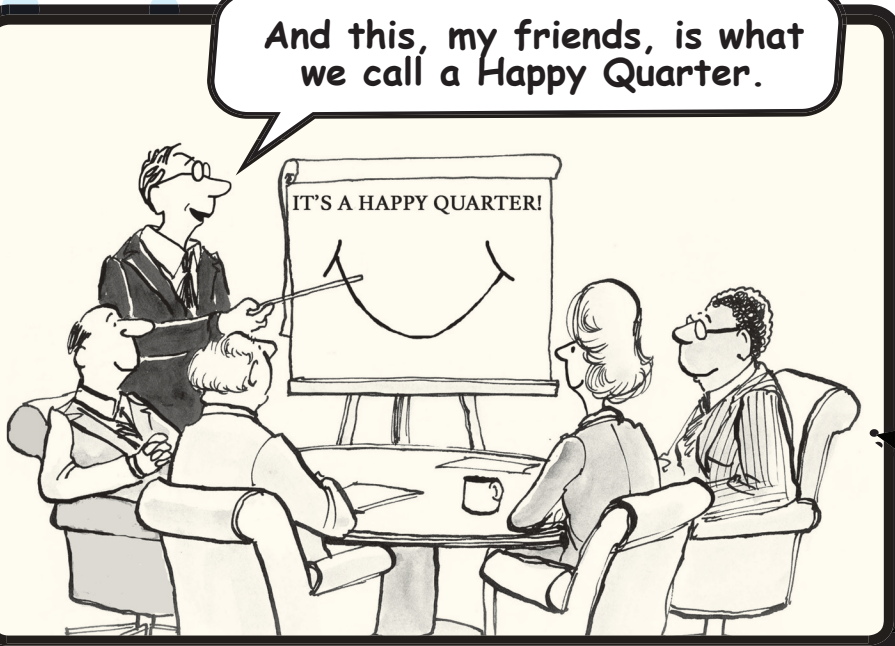
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Marty Ordman
VP, Marketing & Communications
Dole Food Company, Inc
1 Dole Dr
Westlake Village, CA 91362-7300



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MARTY:
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New Savings...





...LATER THAT DAY...



A FEW MONTHS LATER...



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Mike Wyatt
Director, Customer Development & Insights
The Wonderful Company
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Los Angeles, CA 90064-1559



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MIKE,
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Way to Detect
New Savings...





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Dahlia Reinkopf
Senior Director of Marketing
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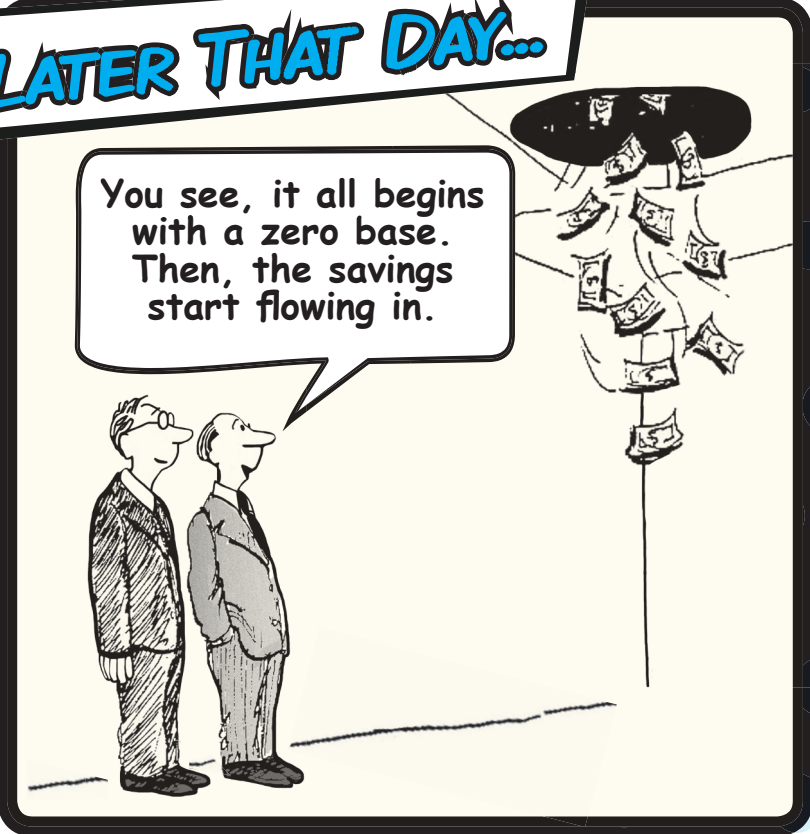
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The Wonderful Company
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AVP, Shopper Marketing
The Coca-Cola Company
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Los Angeles, CA 90021-2261



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ZCOMICS

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They say he can
'sense' the savings...

KRISTEN,
There's an Easier
Way to Detect
New Savings...





"Hey you, haven't you ever heard of zero-based budgeting?!"

...LATER THAT DAY...



You see, it all begins with a zero base. Then, the savings start flowing in.

A FEW MONTHS LATER...



And this, my friends, is what we call a Happy Quarter.

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Andrew Strolin
Vice President, Marketing
Nature's Bakery
9460 Double R Blvd
Ste 200
Reno, NV 89521-4809



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Manager, Retail & Shopper Marketing
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Scottsdale, AZ 85251-3970



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Andy Judd
Vice President of Marketing
Boulder Brands Inc.
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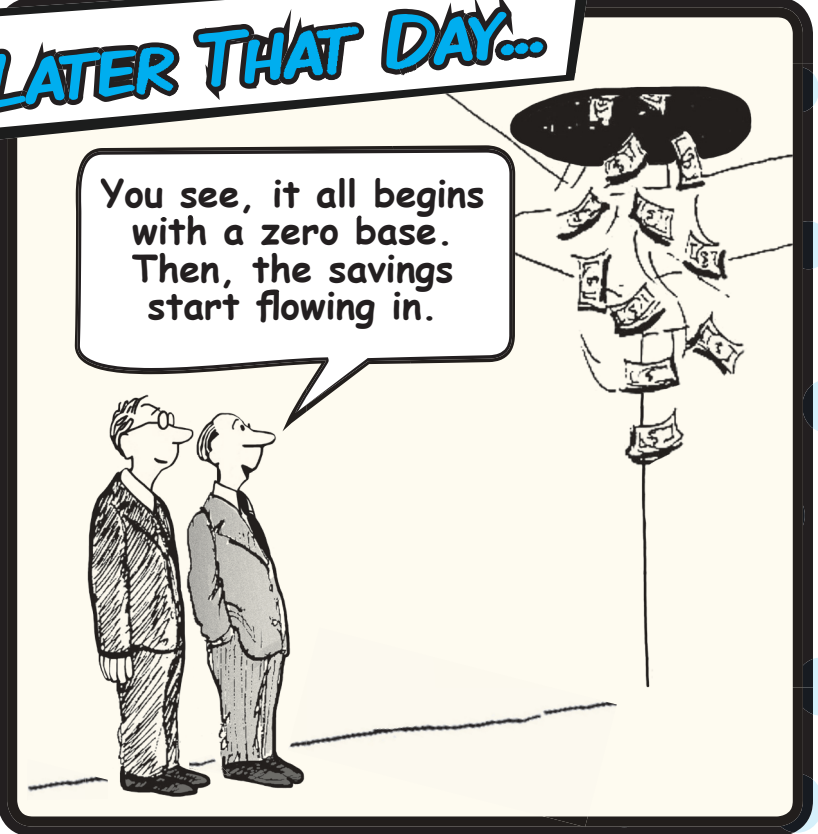
They say he can
'sense' the savings...

ANDY!
There's an Easier
Way to Detect
New Savings...





...LATER THAT DAY...



A FEW MONTHS LATER...



ANDY:
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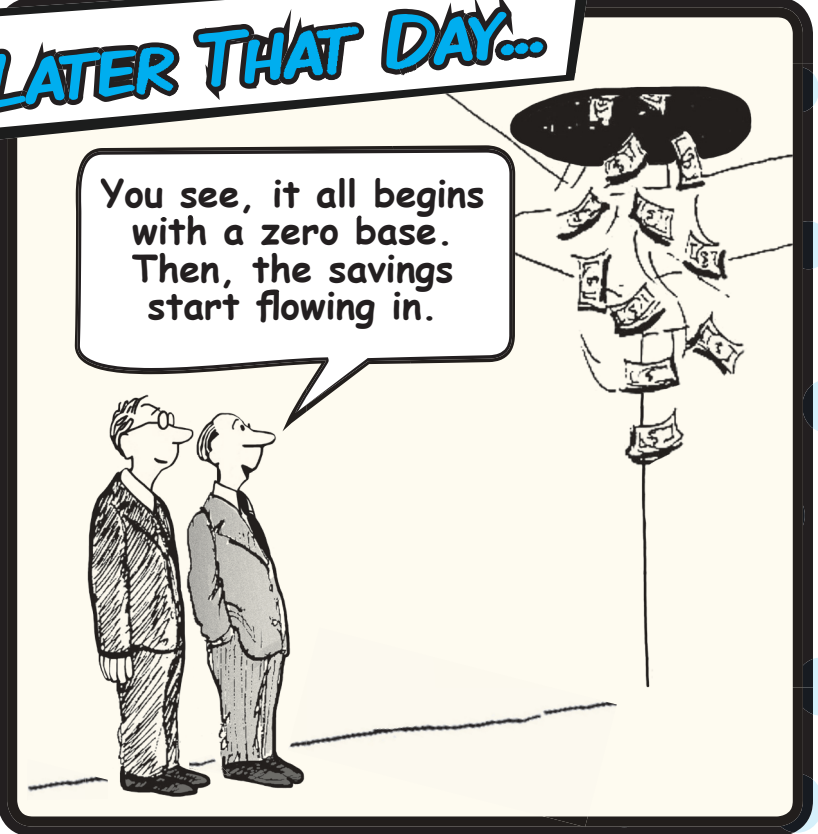
They say he can
'sense' the savings...

CAITLYN,
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...LATER THAT DAY...



A FEW MONTHS LATER...



CATLYN.
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Director, Food Service Customer Marketing
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3825 N York St
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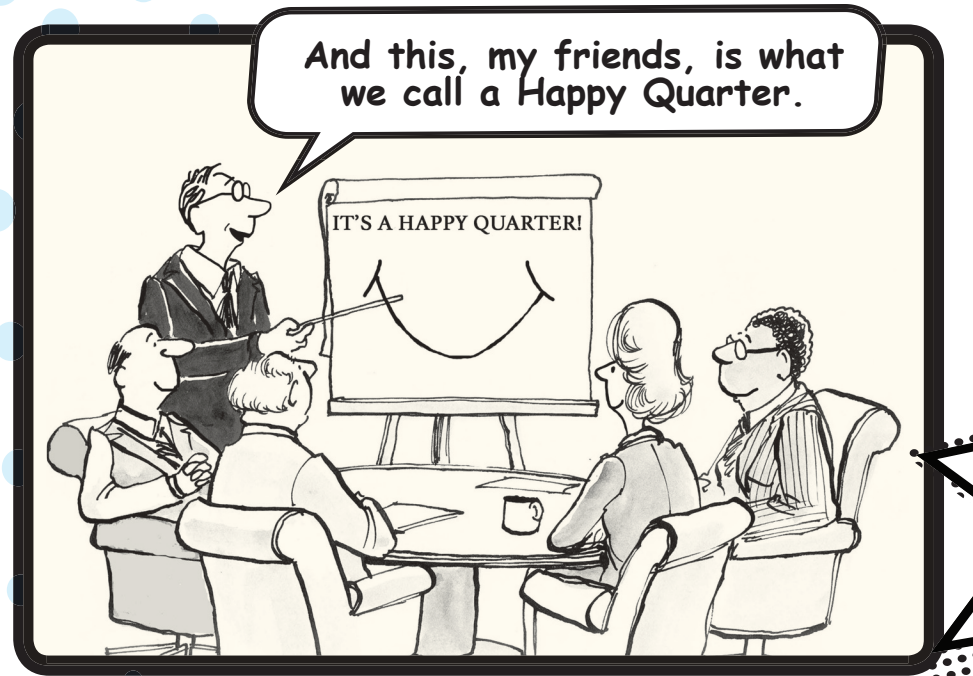




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Erin Anderson
Senior Shopper Marketing Manager
Danone North America
12002 Airport Way
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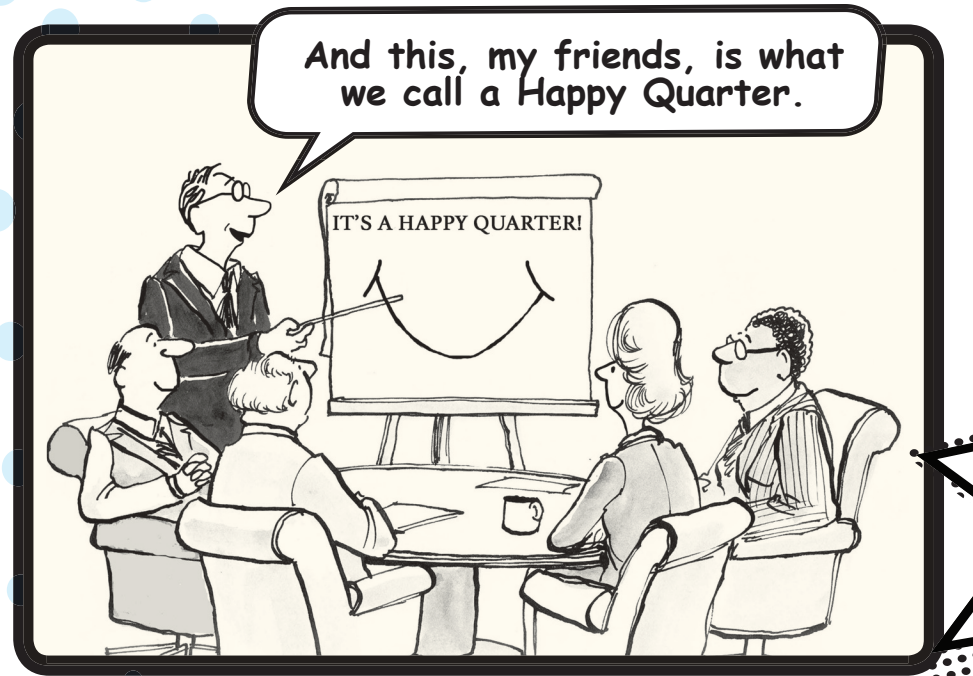




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Alfredo Gomez
Sr. Brand Manager
Riviana Foods, Inc.
2777 Allen Pkwy
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Laura Bailey
Shopper Marketing, Senior Manager
Ge Appliances
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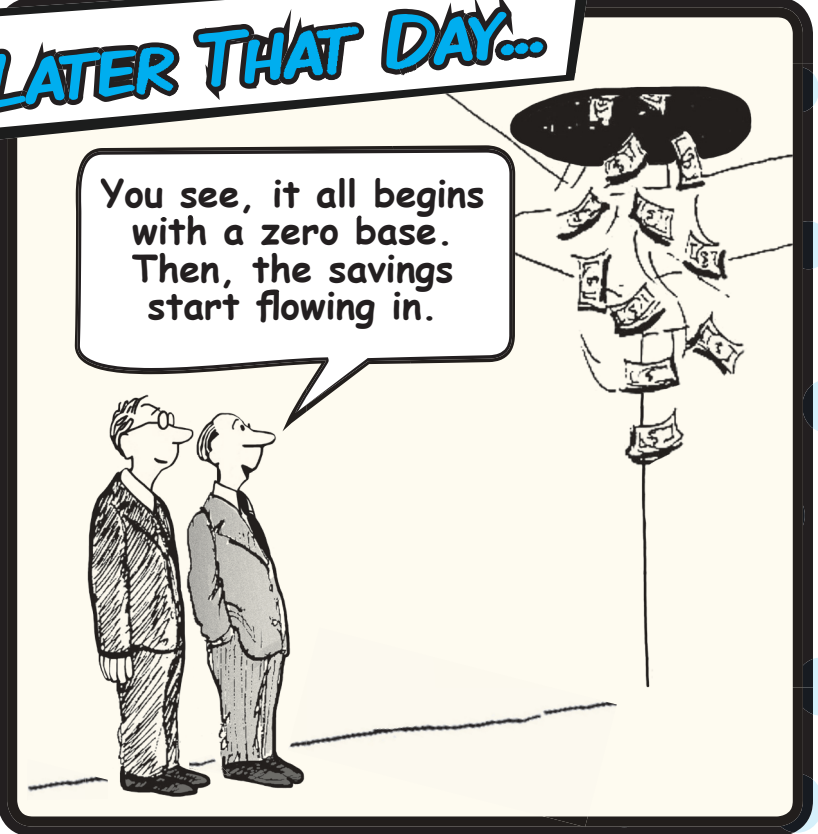


LAURA,
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...LATER THAT DAY...



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Director, Shopper Marketing
Alcon
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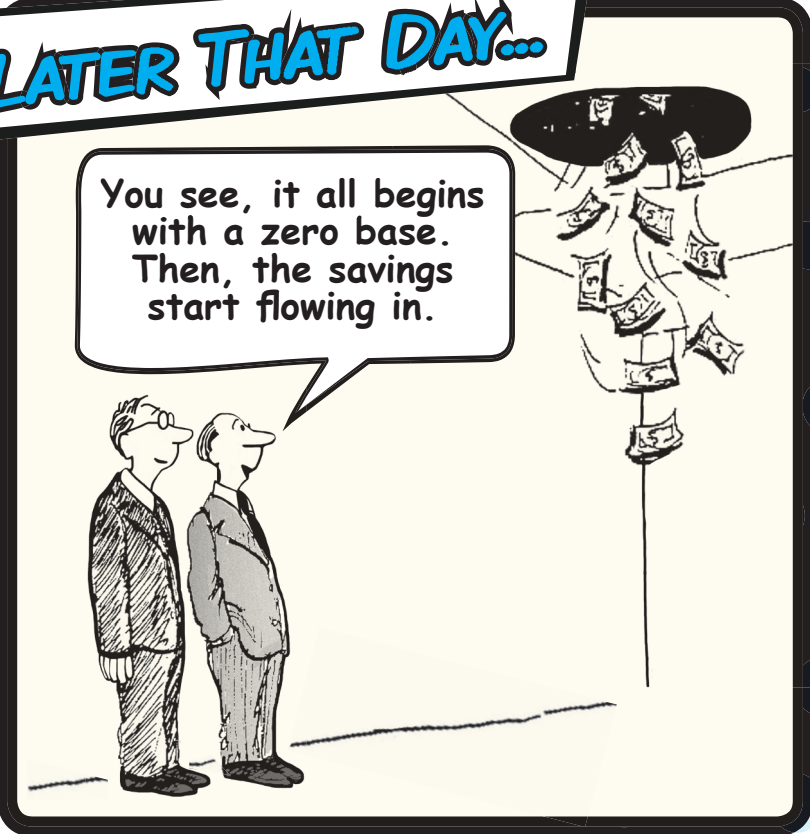
JEREMY:
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"Hey you, haven't you ever heard of zero-based budgeting?!"

...LATER THAT DAY...



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Magali Castillo
Shopper Marketing Manager
Alcon
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Lisa Praeger
Vice President, US Customer Operations
Alcon
6201 South Fwy
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Drew Allen
AVP, Shopper Marketing, Central Region
The Coca-Cola Company
6445 Lemmon Ave
Dallas, TX 75209-5794



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J.R. Allen
National Account Manager
Pernod Ricard USA
909 Lake Carolyn Pkwy
Ste 1080
Irving, TX 75039-3911



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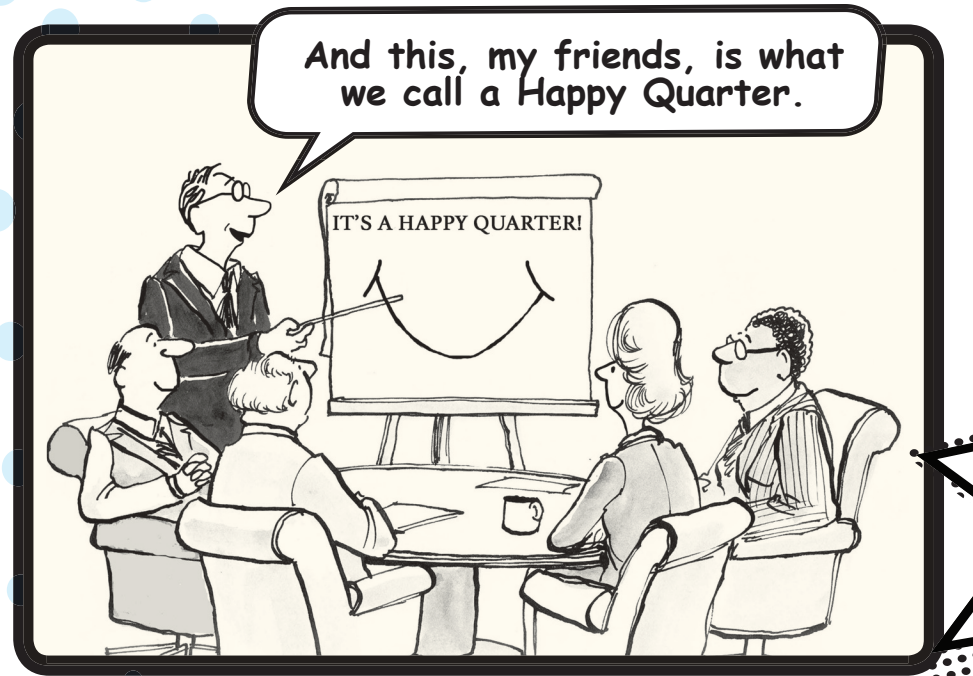




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Director Customer Solutions, Chains
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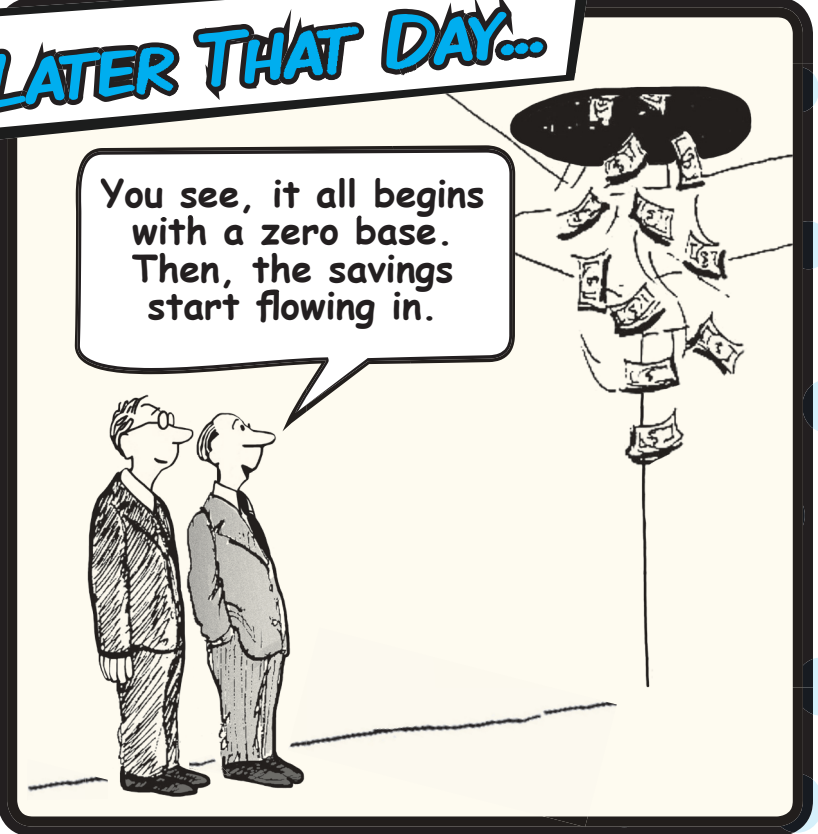


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Maduha Kulkarni
Global Sustainability Marketing, Portfolio Transformation, Sr.
Manager
Pepsico, Inc.
5600 Headquarters Dr
Plano, TX 75024-5838



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'sense' the savings...



MADUHA.
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Way to Detect
New Savings...





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...LATER THAT DAY...



You see, it all begins with a zero base. Then, the savings start flowing in.

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Marisa Perez
Vice President, Sales & Marketing
Pepsico, Inc.
5600 Headquarters Dr
Plano, TX 75024-5838



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Nicole Flavin
Senior Marketing Director
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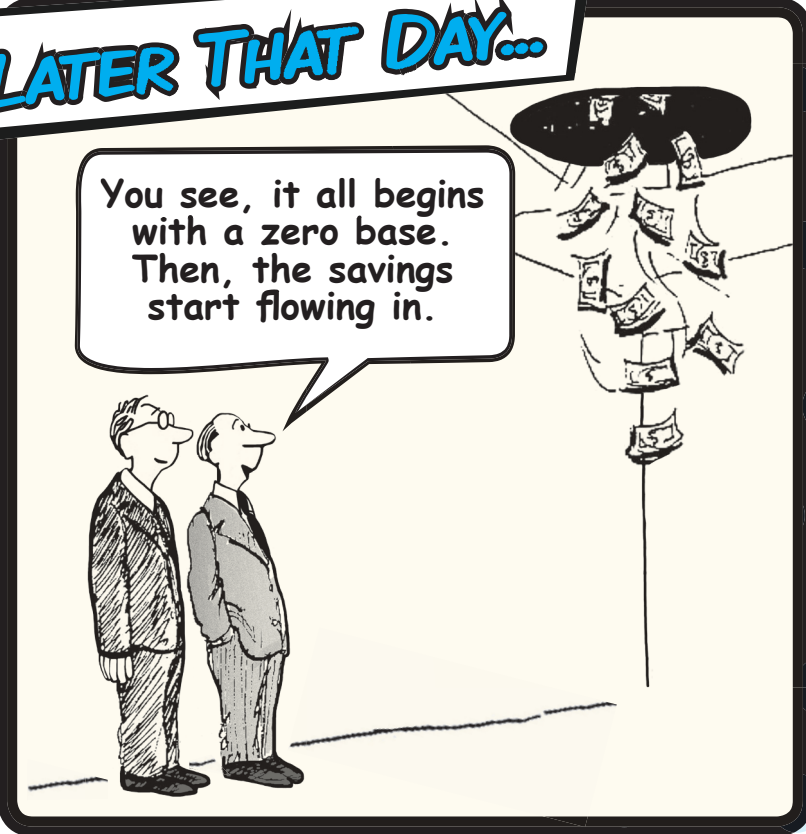
NICOLE,
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Dr Pepper Snapple Group
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Sheila Bonner
VP, Shopper Marketing, Retail Initiatives & eCommerce
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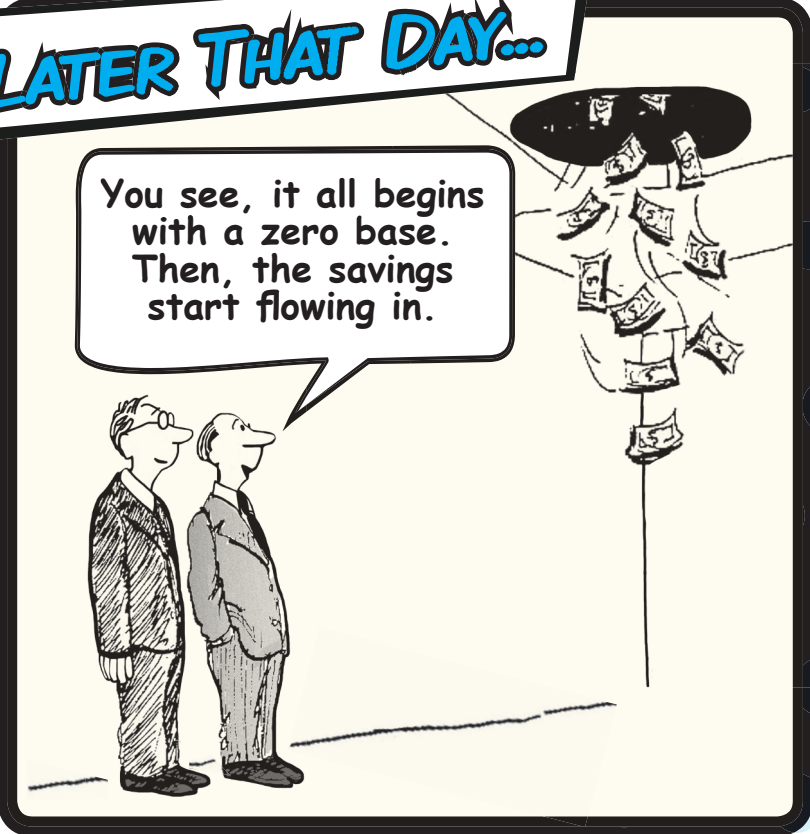
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SHEILA,
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Wendy Jean Bennett
Key Account Manager
Tyson Foods, Inc
2200 W Don Tyson Pkwy
Springdale, AR 72762-6901



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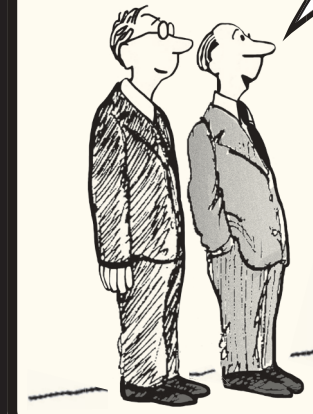




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Way to Detect
New Savings...





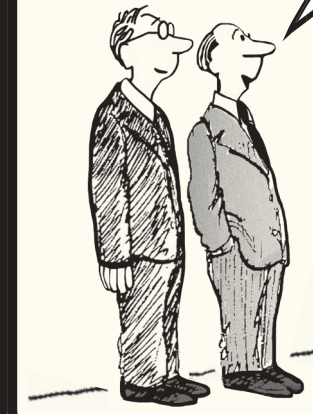
"Hey you, haven't you ever heard of zero-based budgeting?!"

KAREN,
You don't need Wandering Wayne to spot new savings.

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...LATER THAT DAY...

You see, it all begins with a zero base. Then, the savings start flowing in.



A FEW MONTHS LATER...

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Lia Skinner
Shopper Marketing Manager
Reckitt Benckiser
3350 S Pinnacle Hills Pkwy
Ste 201
Rogers, AR 72758-8799



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'sense' the savings...

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Way to Detect
New Savings...





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Shopper & Digital Marketing Manager
Mars Petcare US
597 S Horsebarn Rd
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Chaney Youngblood
Senior Shopper Marketing Manager
General Mills, Inc.
3605 W Southern Hills Blvd
Ste 300
Rogers, AR 72758-8265

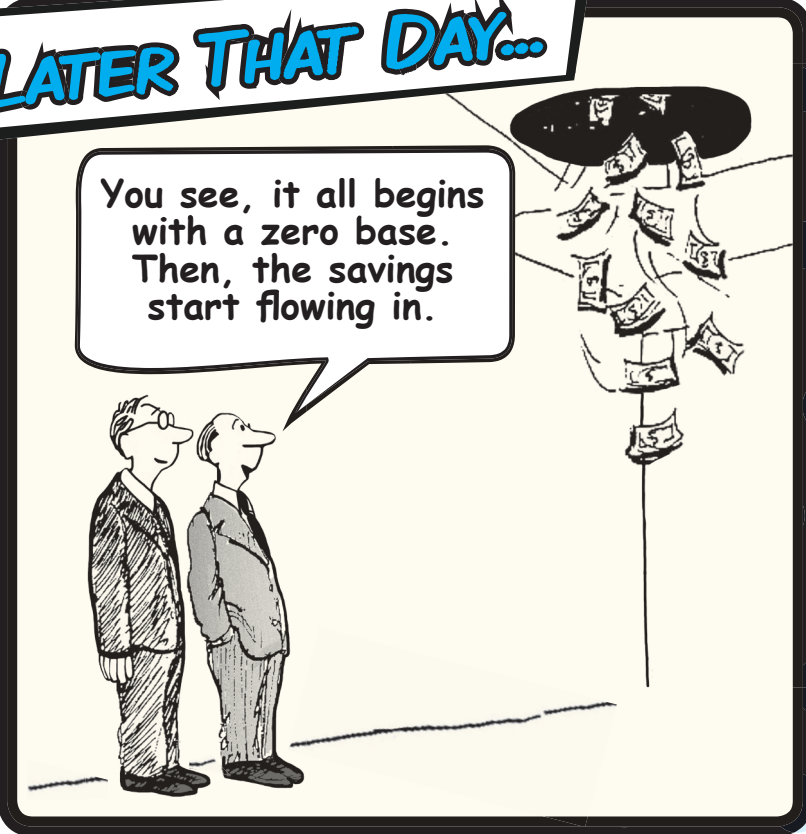


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...LATER THAT DAY...



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Shopper Marketing Manager
Johnson & Johnson
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Ste 300
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KATHERINE,
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...LATER THAT DAY...



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Kim Viccaro
Director, Shopper Insights & Shopper Marketing
Johnson & Johnson
3100 S Market St
Ste 300
Rogers, AR 72758-8259



ZCOMICS

EPISODE 1

They say he can
'sense' the savings...



KIM,
There's an Easier
Way to Detect
New Savings...





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...LATER THAT DAY...



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Shopper Marketing Manager
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Ste 300
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'sense' the savings...

NATHAN,
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New Savings...





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Jeanne Clement
Director, Shopper Marketing - Walmart Global
The Kraft Heinz Company
5509 W Pinnacle Pointe Dr
Ste A
Rogers, AR 72758-8172



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'sense' the savings...

JEANNE,
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Way to Detect
New Savings...





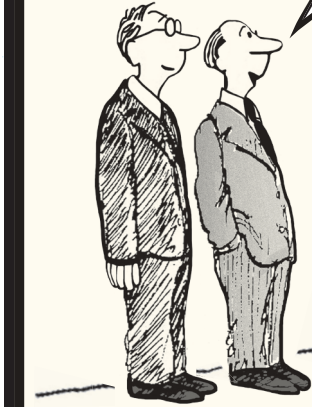
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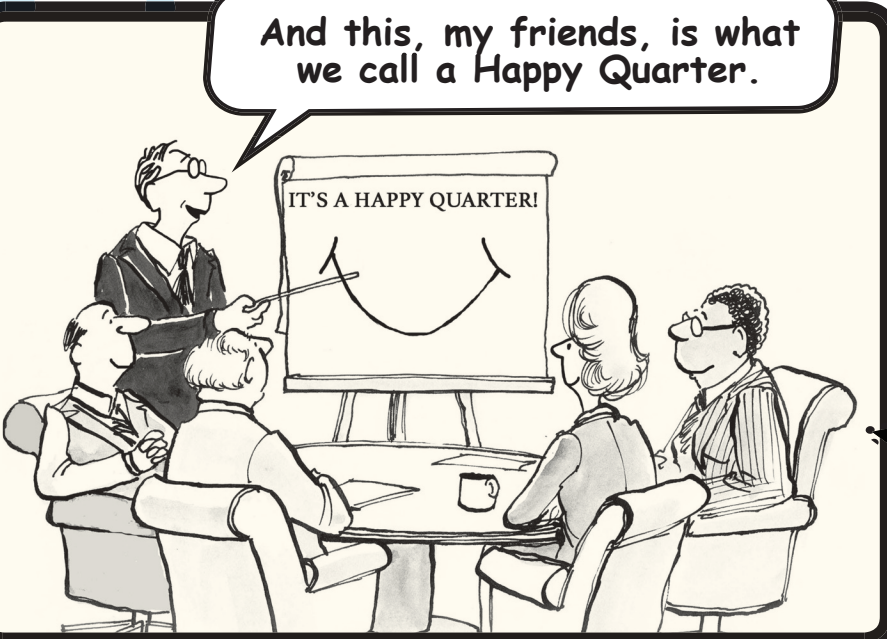
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Mike Malony
Senior Manager, Shopper Marketing
Del Monte Foods, Inc
2113 S 54th St
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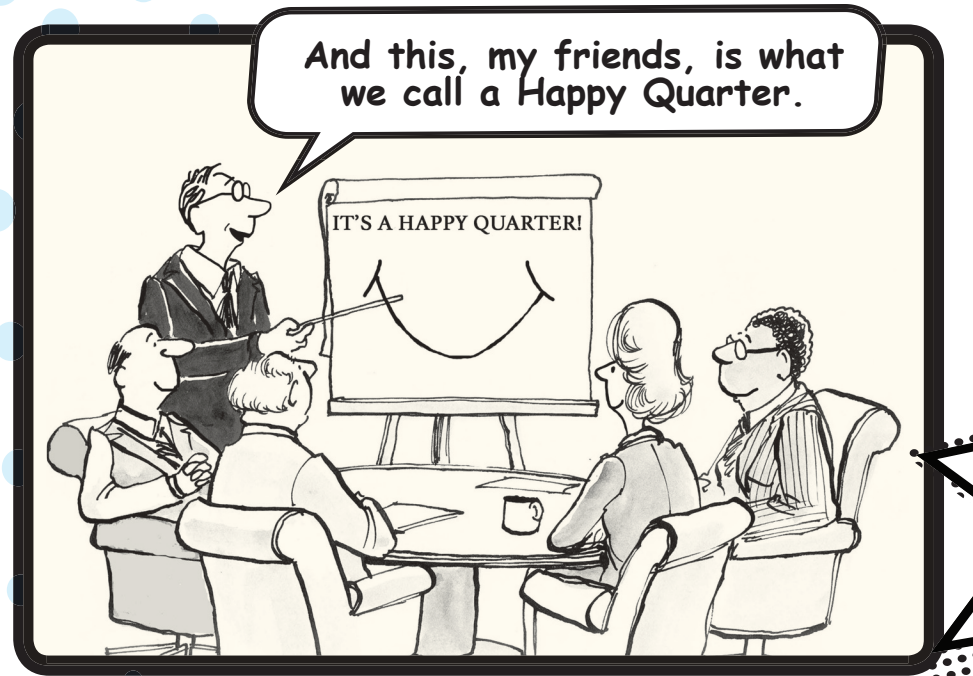




...LATER THAT DAY...



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Lisa Johnston
Senior Manager, Shopper Strategy
Henkel North America
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Rogers, AR 72758-8169



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'sense' the savings...

LISA,

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Way to Detect
New Savings...





"Hey you, haven't you ever heard of zero-based budgeting?!"

...LATER THAT DAY...



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A FEW MONTHS LATER...



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Erica Paliatsas
Shopper Marketing & eCommerce Manager
Nestle USA
3605 W Southern Hills Blvd
Rogers, AR 72758-8113



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'sense' the savings...

ERICA,
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Way to Detect
New Savings...





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...LATER THAT DAY...



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Jenella Young
Shopper Marketing Manager
Dr Pepper Snapple Group
2807 W Ajax Ave
Ste 100
Rogers, AR 72758-6232



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JENELLA.
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Way to Detect
New Savings...





...LATER THAT DAY...



A FEW MONTHS LATER...



JENELLA:
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Alisha Watkins
Shopper Marketing, COE Team Lead
Mars, Inc
3070 S Champions Dr
Ste 105
Rogers, AR 72758-1502



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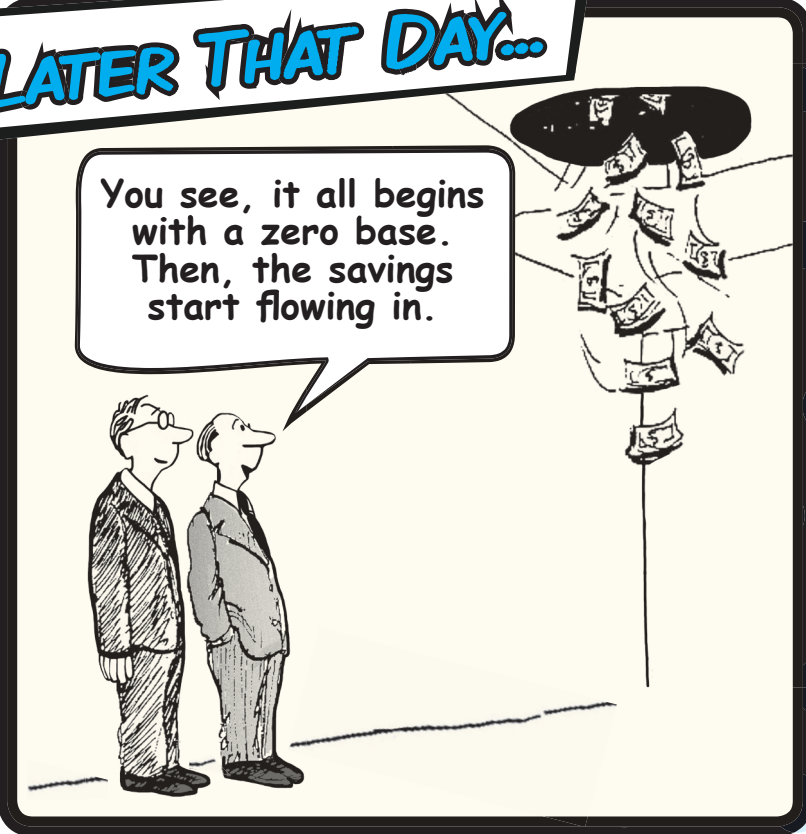
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ALLISHA,
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New Savings...





...LATER THAT DAY...



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Sarah Meyer
Customer & Trade Marketing Manager
Rich Products Corporation
1201 S Walton Blvd
Ste 201
Bentonville, AR 72712-7881



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They say he can
'sense' the savings...

SARAH,
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Way to Detect
New Savings...





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...LATER THAT DAY...



You see, it all begins with a zero base. Then, the savings start flowing in.

A FEW MONTHS LATER...



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Joseph Vizcarra
Senior Manager, Shopper Marketing
Campbell Soup Co.
3100 SW Regency Pkwy
Bentonville, AR 72712-7753



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JOSEPH,
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Retail Marketing Manager
Spectrum Brands
3101 SE Macy Rd
Bentonville, AR 72712-5782



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Suzanne Caster
Associate Shopper Marketing Manager
The Clorox Company
2200 SE 28th St
Bentonville, AR 72712-3025



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SUZANNE,
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Kim Yansen
Director, Field Shopper Marketing
Mondelez International
2035 E Bennett St
Springfield, MO 65804-1726



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'sense' the savings...

KIM,
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Way to Detect
New Savings...





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...LATER THAT DAY...



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Dedra Berg
Senior Director of Marketing
Smithfield Foods
11500 N Ambassador Dr
Kansas City, MO 64153-1151



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DEDRA,
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Marjolaine de Claviere
VP, Marketing
Russell Stover Chocolates
4900 Oak St
Kansas City, MO 64112-2927



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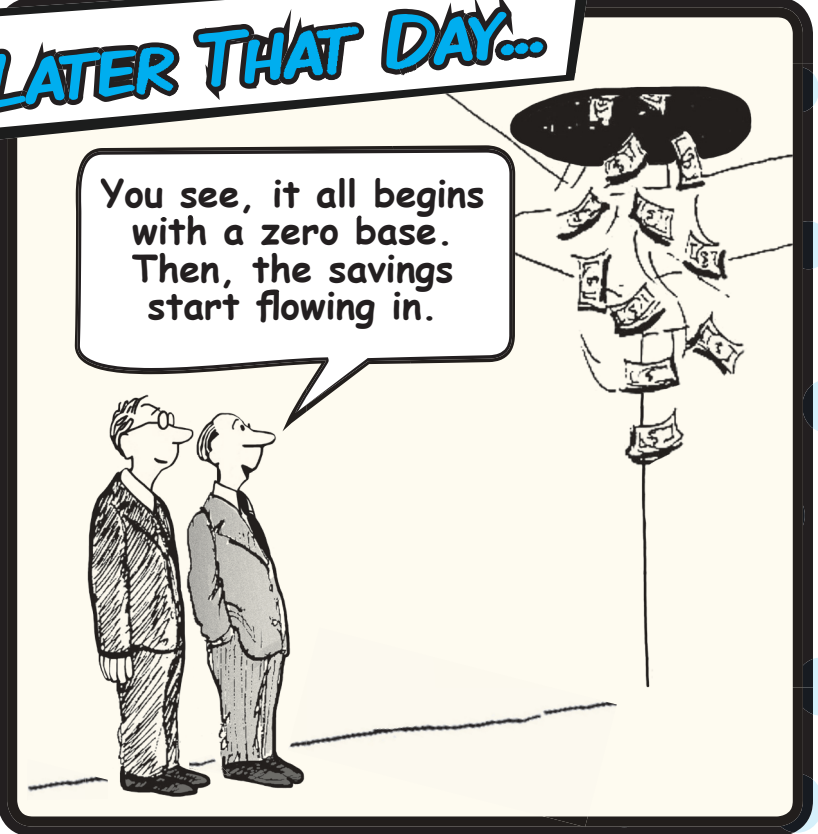
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'sense' the savings...

MARJOLAINE,
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New Savings...





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Diane Noyes
Senior Brand Manager
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Ann Herrick
Nat. Marketing Dir., Omnichannel Retail & Gift Solutions
Hallmark Cards, Inc.
2420 Pershing Rd
Kansas City, MO 64108-2501



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'sense' the savings...



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Way to Detect
New Savings...





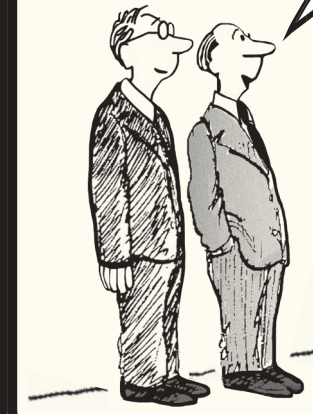
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ANN.
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Rebecca Smith
Director, Brand Strategy
Hallmark Cards, Inc.
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'sense' the savings...

REBECCA,
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Way to Detect
New Savings...





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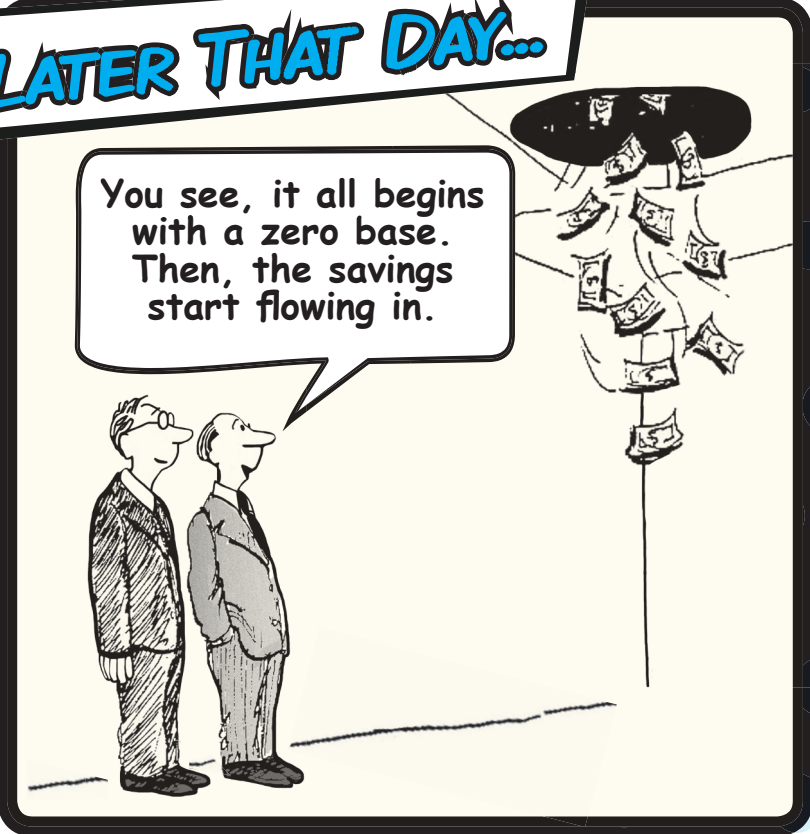


TRACY.
There's an Easier
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New Savings...





...LATER THAT DAY...



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LISA.

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VP & Managing Director, Shopper Marketing
Nestle Purina North America
1 Checkerboard Sq
Saint Louis, MO 63164-1000



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New Savings...





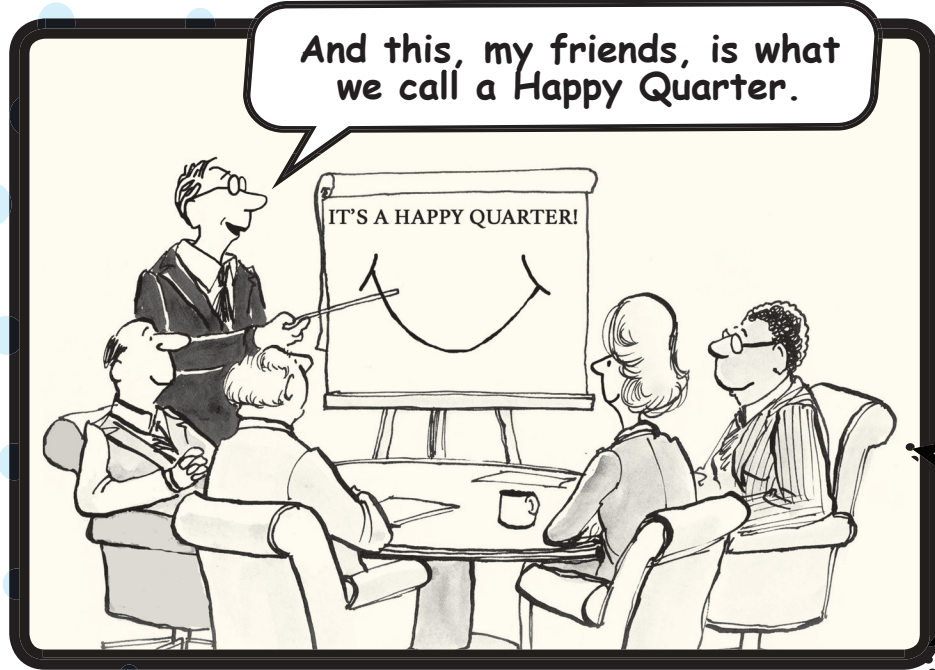
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...LATER THAT DAY...



You see, it all begins with a zero base. Then, the savings start flowing in.

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Julie Christides
Senior Manager, Category & Shopper Insights
Energizer
533 Maryville University Dr
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JULIE,
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Shopper Marketing Manager
Energizer
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GAIL.
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Rachel Smith
Assistant Vice President, Customer Marketing & Planning
The Coca-Cola Company
7400 N Oak Park Ave
Niles, IL 60714-3818



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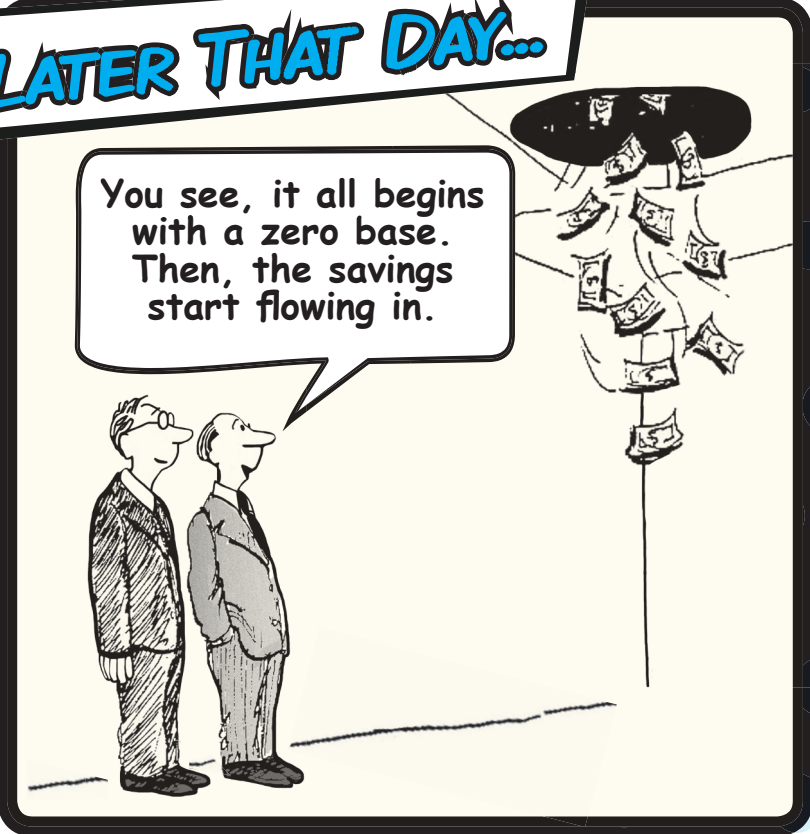


RACHEL,
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...LATER THAT DAY...



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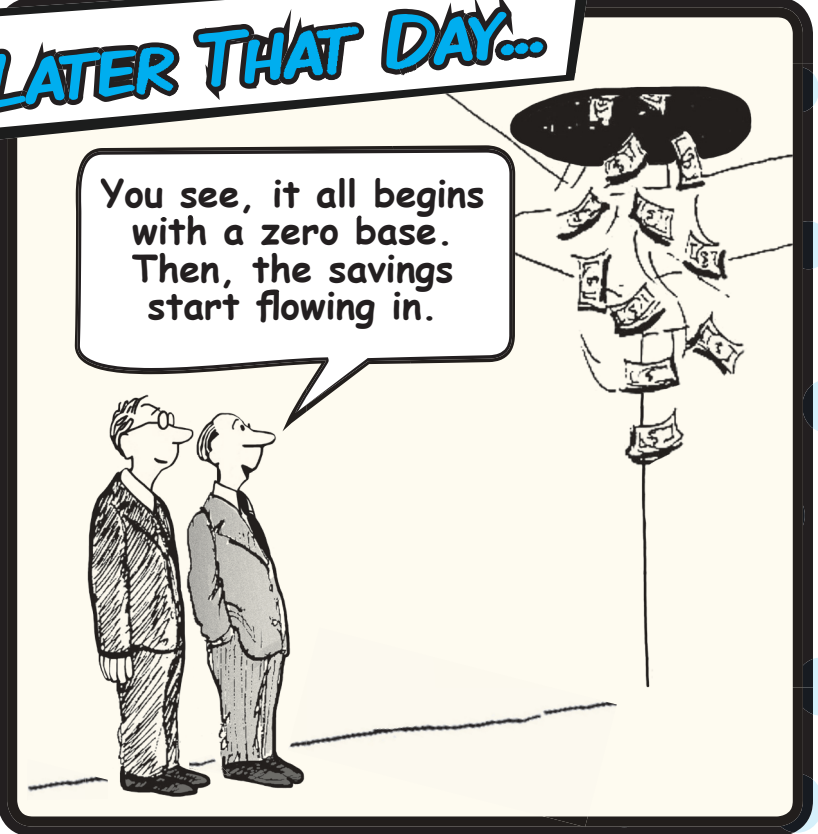
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Katie Schiavone
Senior Director, Shopper Marketing Programs, NAN Brands
Pepsico, Inc.
555 W Monroe St
Fl 1
Chicago, IL 60661-3700



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EPISODE 1

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KATIE,
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Shopper Marketing Manager
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MIKE,
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Way to Detect
New Savings...





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...LATER THAT DAY...



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William Langford
Senior Director, Shopper Marketing, C & G and Dollar
Pepsico, Inc.
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Chicago, IL 60661-3700



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They say he can
'sense' the savings...



WILLIAM,
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Way to Detect
New Savings...





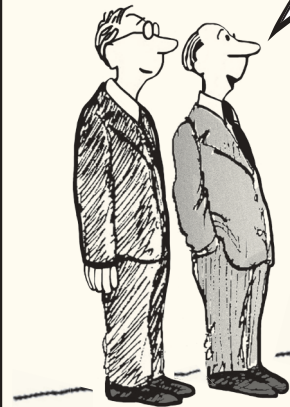
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WILLIAM,
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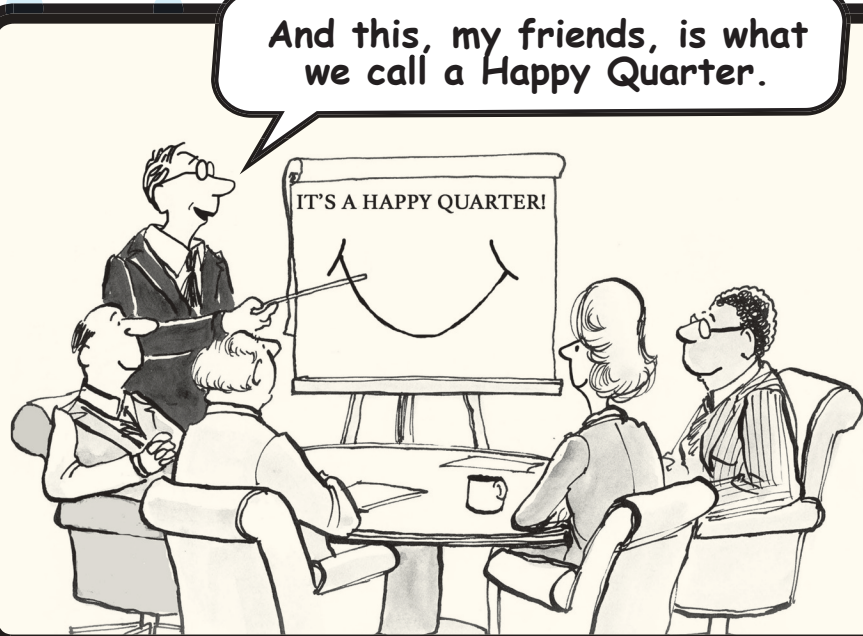
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Amy Dragland-Johnson
Dir., Shopper Marketing & Nat. Consumer Promotions Marketing
Sc Johnson & Son, Inc.
550 W Washington Blvd
Chicago, IL 60661-2595



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'sense' the savings...

AMY.
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Kelley Walczak
Category Manager, Channel Activation
The Wm. Wrigley Jr. Company
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Chicago, IL 60654-2802



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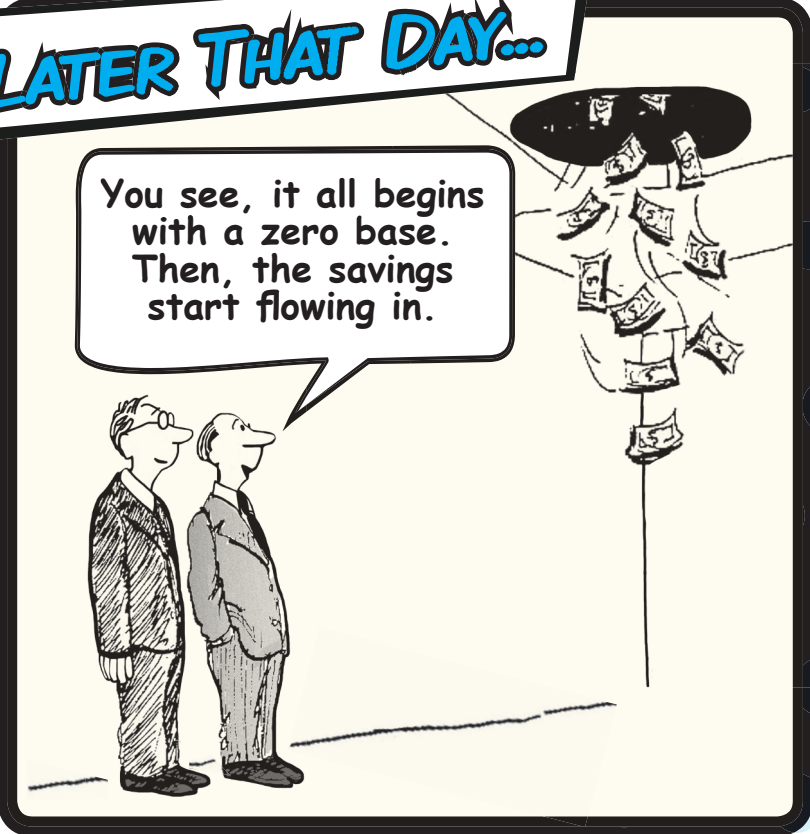


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Lena Lewis
Team Lead, Shopper Marketing & Consumer Promotions
The Wm. Wrigley Jr. Company
600 W Chicago Ave
Chicago, IL 60654-2802



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LENA.
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Shopper Marketing Manager
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Director, Shopper Marketing
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Chicago, IL 60654-1010



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AARON,
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Way to Detect
New Savings...





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...LATER THAT DAY...



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Julie Nargang
VP, Marketing & Innovation
Azteca Foods Inc.
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Craig Kinnison
Senior Manager, Shopper Marketing
Kellogg Company
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Chicago, IL 60628-3826



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CRAIG,
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New Savings...





...LATER THAT DAY...



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Katherine Tai
Manager, Strategic Merchandising & Mix
Tyson Foods, Inc
4201 S Ashland Ave
Chicago, IL 60609-2305



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New Savings...





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Jennifer Bentz
SVP, Insights & Innovation
Tyson Foods, Inc
400 S Jefferson St
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Chicago, IL 60607-3812



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JENNIFER,
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New Savings...





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S. Sally Grimes
President, Retail
Tyson Foods, Inc
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New Savings...





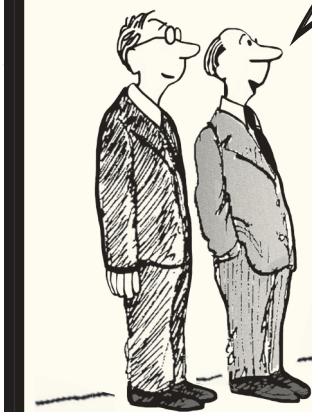
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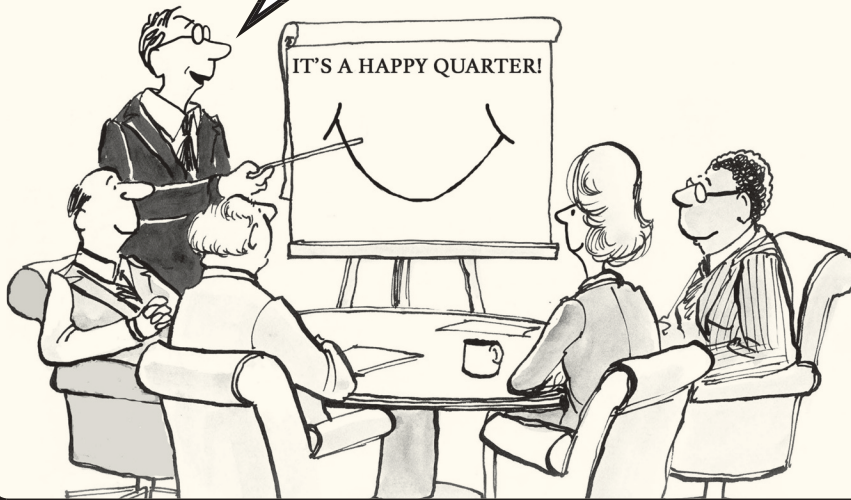
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Donna Callahan
Customer Marketing Manager
Millercoors
250 S Wacker Dr
Ste 800
Chicago, IL 60606-5888



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They say he can
'sense' the savings...

DONNA,
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Way to Detect
New Savings...





...LATER THAT DAY...



A FEW MONTHS LATER...



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National Account VP
Millercoors
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Vice President, Brand Marketing
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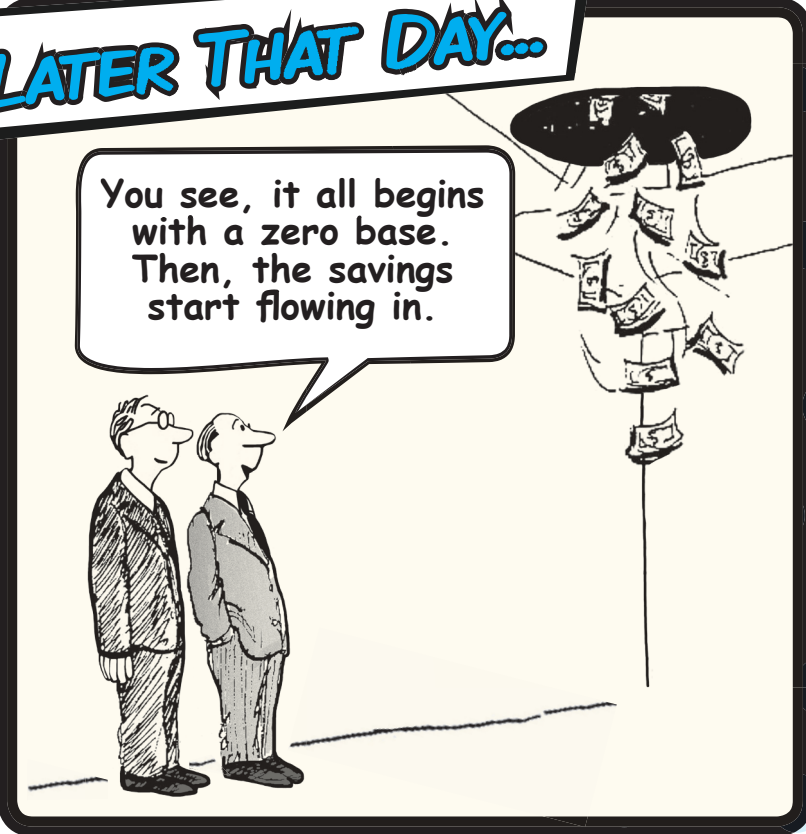
ASHLEY!
There's an Easier
Way to Detect
New Savings...





"Hey you, haven't you ever heard of zero-based budgeting?!"

...LATER THAT DAY...



You see, it all begins with a zero base. Then, the savings start flowing in.

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Jason Alving
Shopper Marketing Director, ALB/SAF
Constellation Brands
Mid Continental Plaza
55 E Monroe St
Chicago, IL 60603



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Eric Gibson
Senior Manager, Shopper Marketing
Smithfield Foods
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Debbie Zefting
Director of Shopper Strategy & Engagement
Barilla America
885 Sunset Ridge Rd
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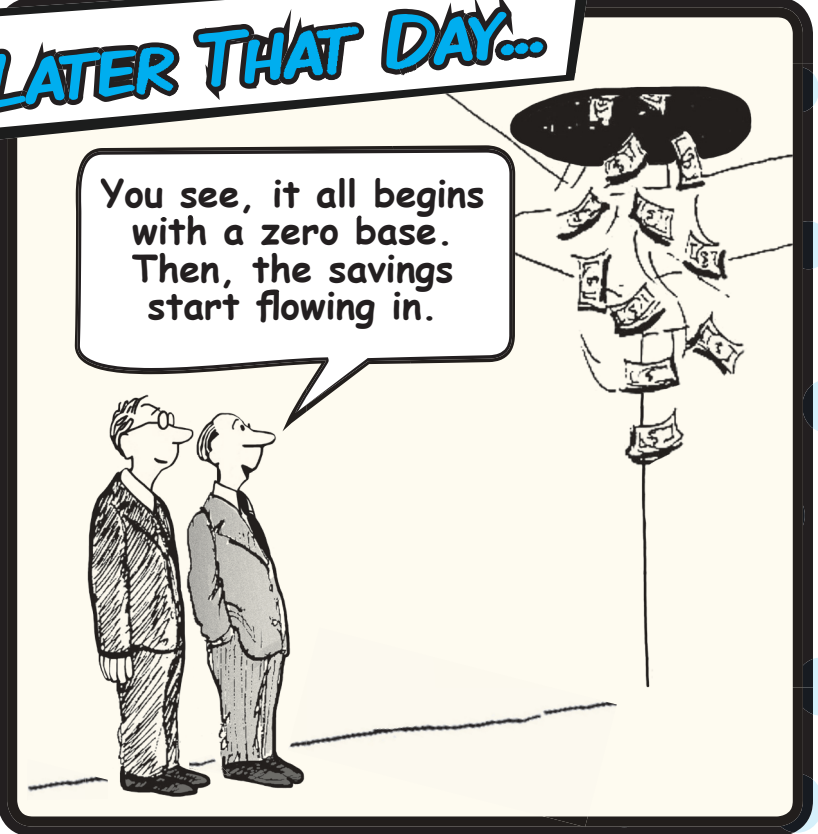
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Kimberly Humann
Shopper Marketing Manager
Barilla America
885 Sunset Ridge Rd
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KIMBERLY,
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Lisa Needman
Promotions Manager
Reynolds Consumer Products
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Rebecca Bemrich
Shopper Marketing Program Manager
Reynolds Consumer Products
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Jennifer Giles
Sr. Manager, Shopper Marketing
Pfizer
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Lake Forest, IL 60045-2513



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JENNIFER,
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New Savings...





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Chris Ann DAlessandro
VP, Sales & Customer Marketing, North American & Global
Accounts
World Kitchen LLC
9525 Bryn Mawr Ave
Ste 300
Rosemont, IL 60018-5252



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CHRIS ANN,
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Kathy Clark
Director of Brand Marketing, Corelle
World Kitchen LLC
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Rosemont, IL 60018-5252



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Anne Martin
Customer Director, Shopper Marketing
Mondelez International
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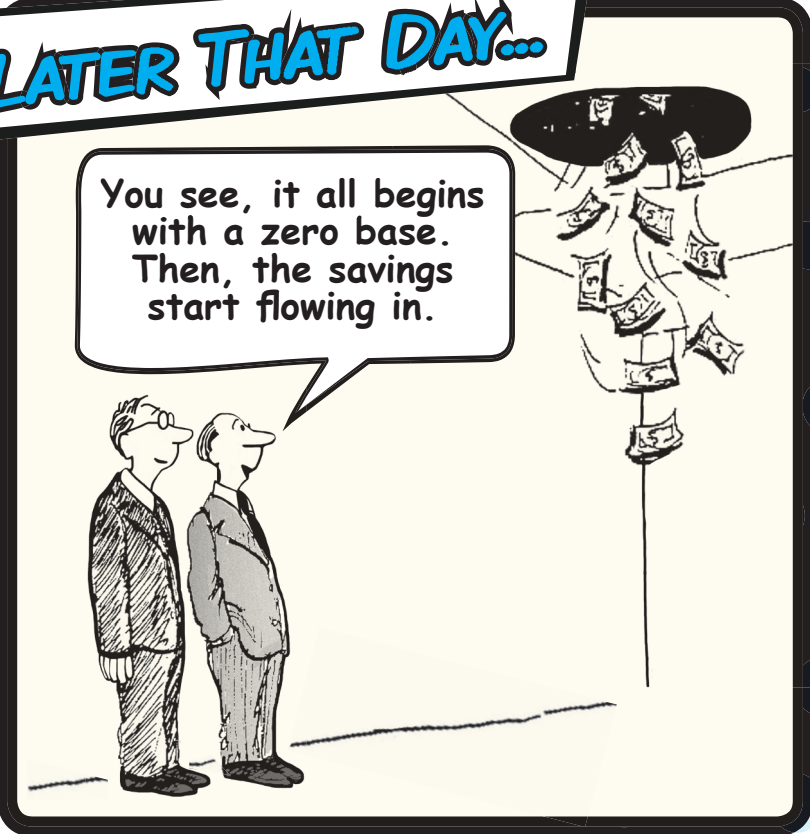
ANNE,
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Tim Cofer
EVP & Chief Growth Officer
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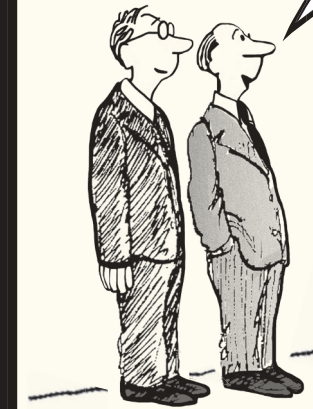
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Dana Anderson
SVP & Chief Marketing Officer
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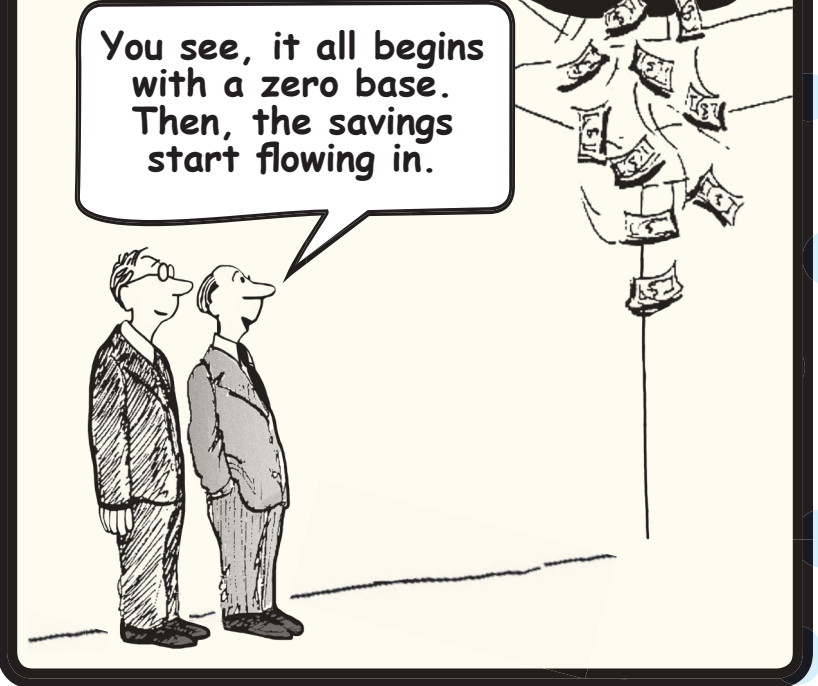
DANA.
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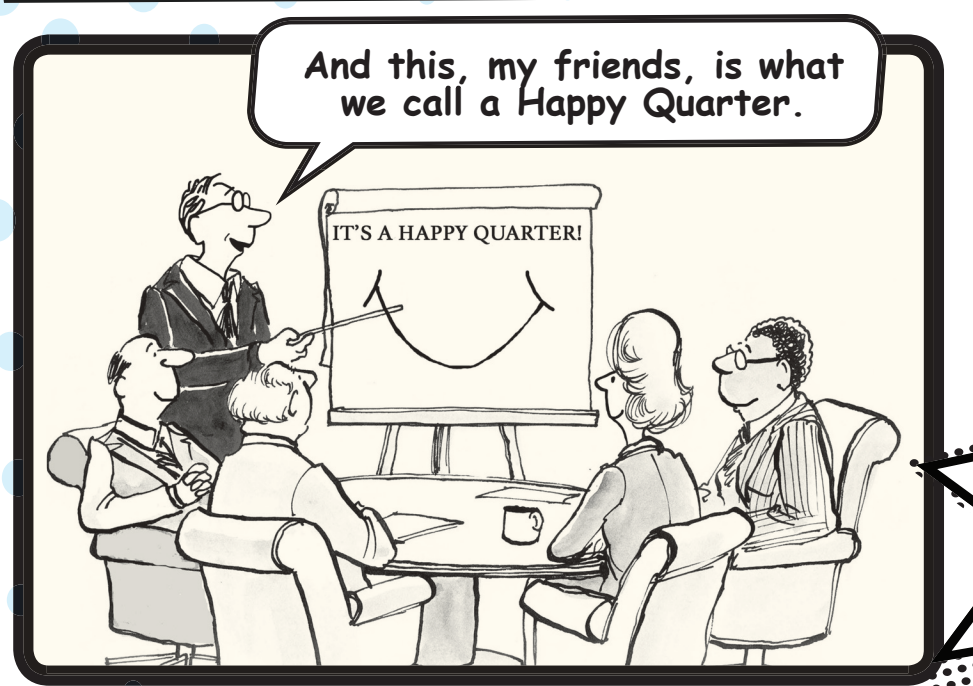
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Danielle Norwood
Senior Director, Marketing
Vtech Electronics
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Ashley Brandt
Director of Marketing
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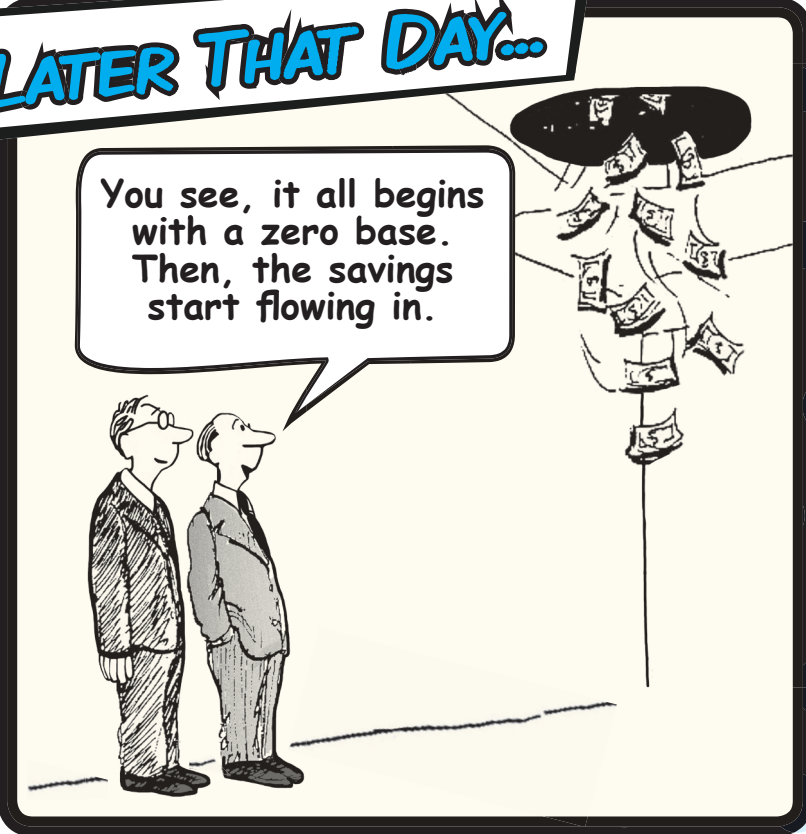
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Rory Bidinger
Brand Advocacy & Marketing Manager
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Ste 200
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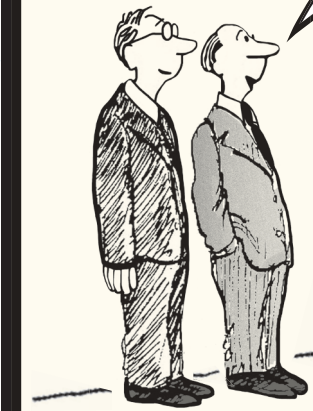




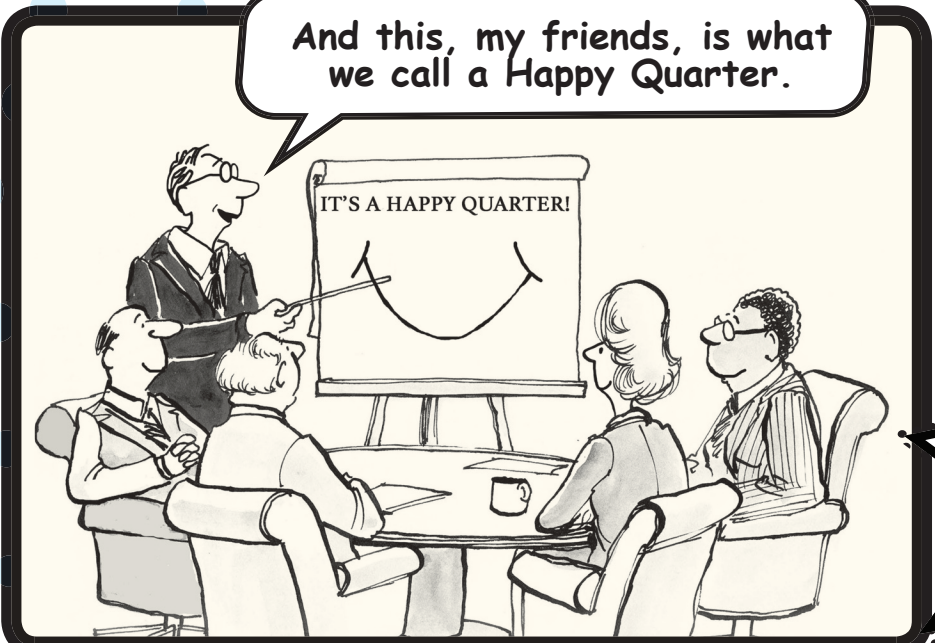
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Timothy Hertle
Shopper Marketing Manager
Abbott Nutrition
12215 60th Pl N
Minneapolis, MN 55442-1266



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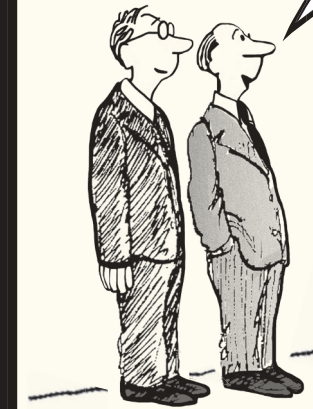
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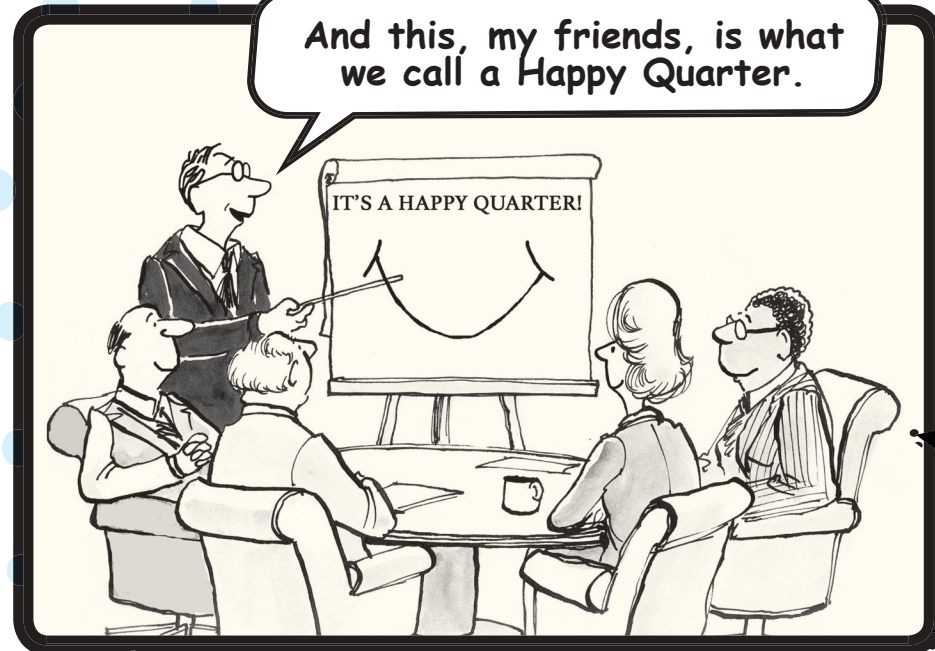
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Chris Witham
Director, Category Strategy & Insights
The Hershey Company
950 Nicollet Mall
Ste 280
Minneapolis, MN 55403-2049



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Scott Dunkley
Director, Shopper Marketing
The Hershey Company
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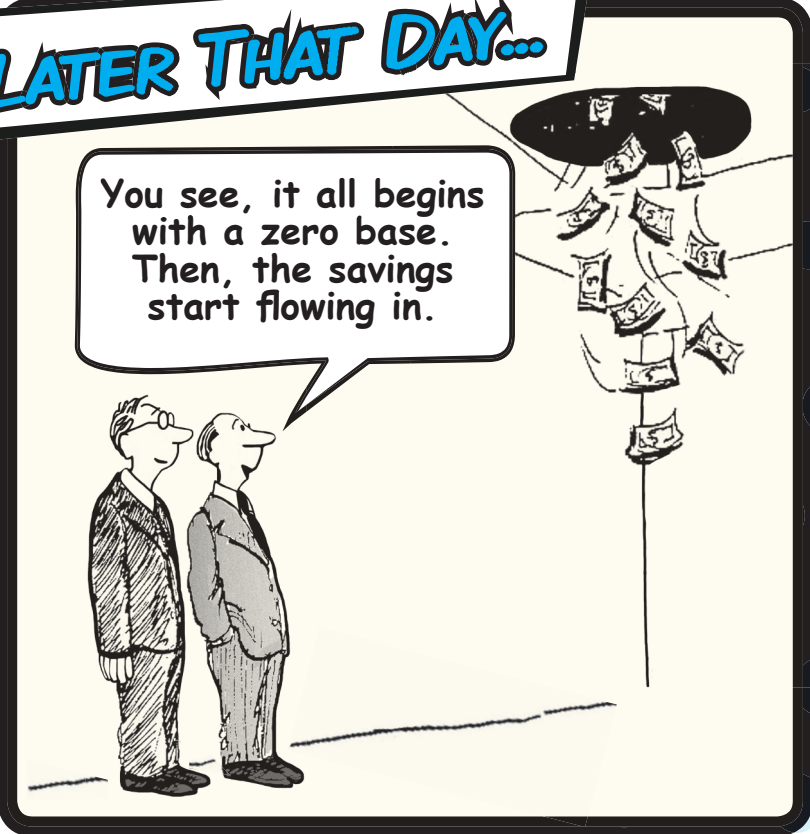


SCOTT,
There's an Easier
Way to Detect
New Savings...





...LATER THAT DAY...



A FEW MONTHS LATER...



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spot new savings.

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JEFF,
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Elishaa Summers
Shopper Marketing Manager
Mars, Inc.
800 Lasalle Ave
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Minneapolis, MN 55402-2053



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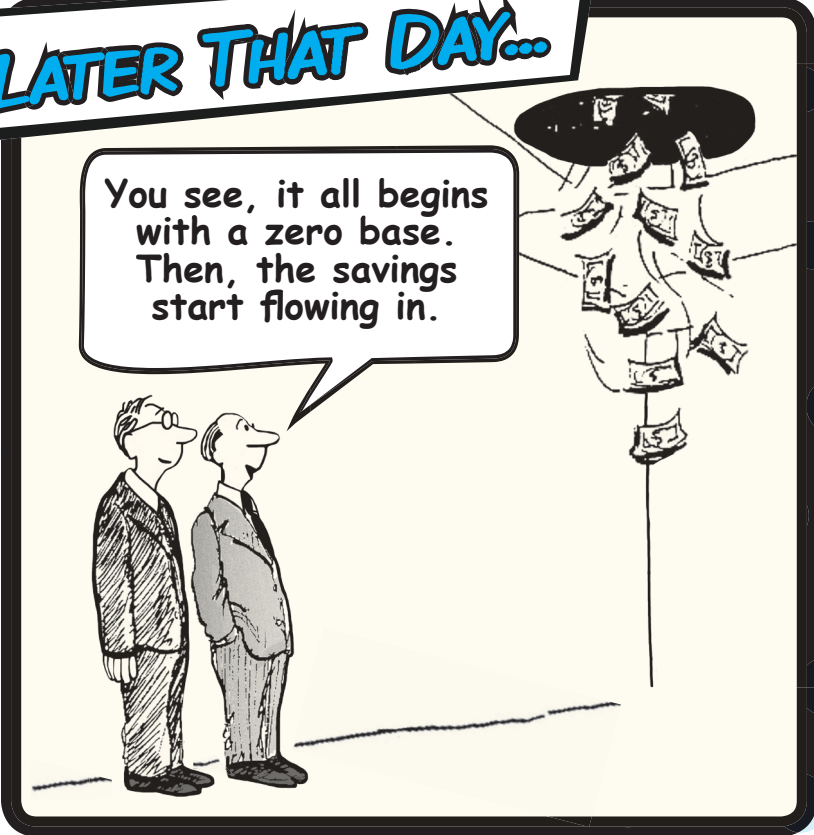
EUSHAA.
There's an Easier
Way to Detect
New Savings...





"Hey you, haven't you ever heard of zero-based budgeting?!"

...LATER THAT DAY...



You see, it all begins with a zero base. Then, the savings start flowing in.

A FEW MONTHS LATER...



And this, my friends, is what we call a Happy Quarter.

IT'S A HAPPY QUARTER!

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Heather Campain
National Director, Shopper Marketing & Insights
Johnson & Johnson
800 Nicollet Mall
Ste 3000
Minneapolis, MN 55402-2023



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HEATHER,
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...LATER THAT DAY...



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Senior National Account Manager
Kao USA Inc.
10248 Antlers Rdg
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KATHY,
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New Savings...





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Shopper Marketing Manager
Dr Pepper Snapple Group
553 Fairview Ave N
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JENNIFER,
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New Savings...





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Dir., Integrated Marketing Communication & Shopper Marketing
Post Consumer Brands
20802 Kensington Blvd
Lakeville, MN 55044-8052



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CHRIS,
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Way to Detect
New Savings...





...LATER THAT DAY...



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Paul Reppenhagen
SVP, Marketing & Strategy
Post Consumer Brands
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VP, Marketing
Post Consumer Brands
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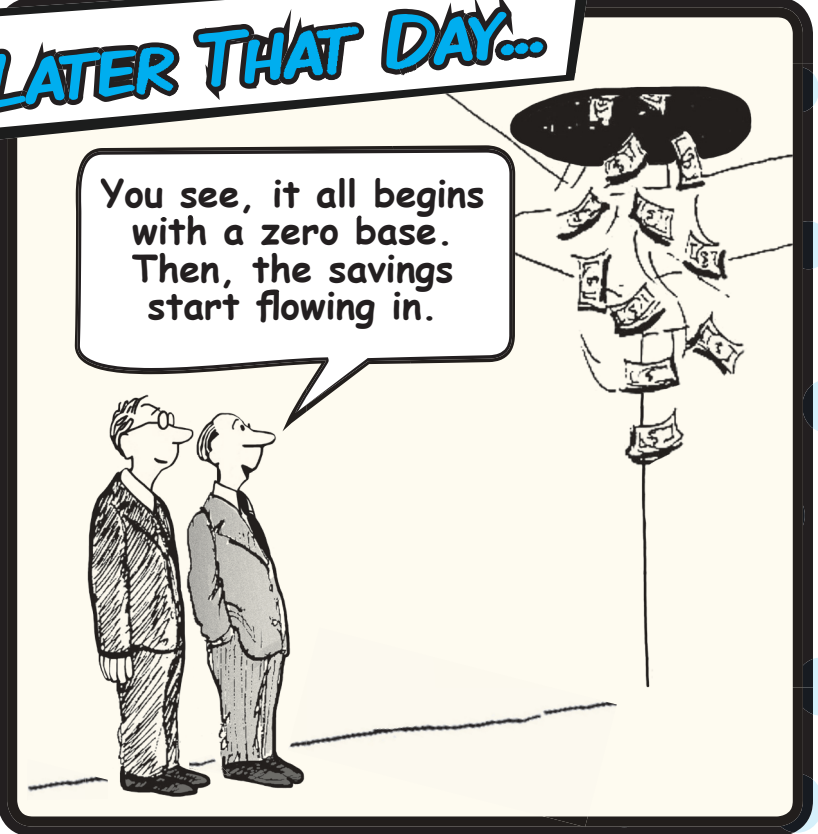


ROXANNE,
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A FEW MONTHS LATER...



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Ryan Cunha
Shopper Marketing Programs Manager
Organic Valley
1 Organic Way
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Vice President, Brand Marketing
Organic Valley
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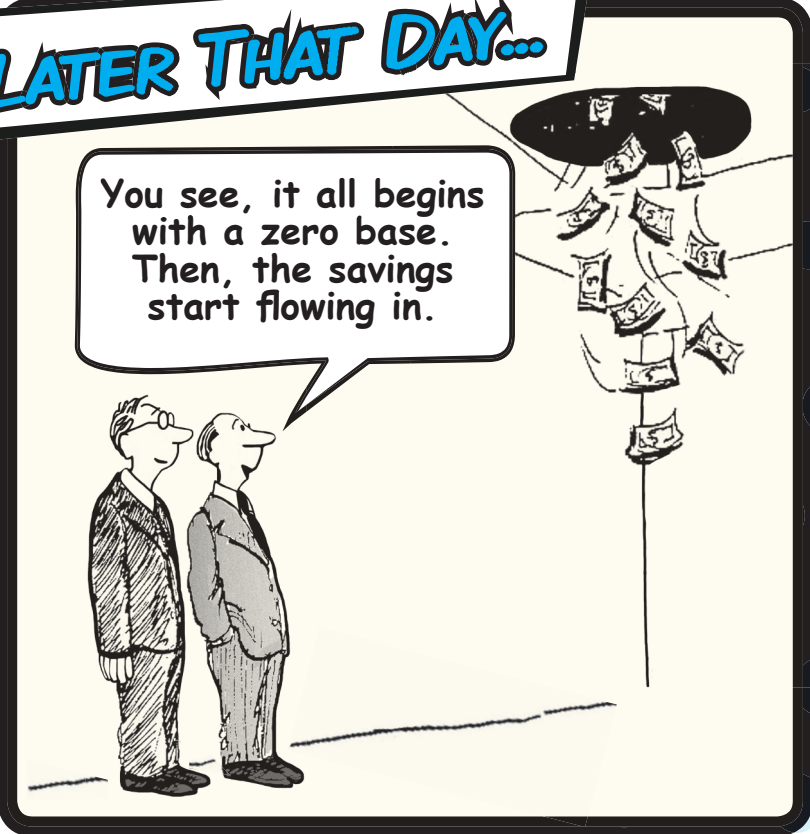
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LEWIS,
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Way to Detect
New Savings...





...LATER THAT DAY...



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Kathryn Horkan
Program Manager, Merchandising
Spectrum Brands
3001 Deming Way
Middleton, WI 53562-1431



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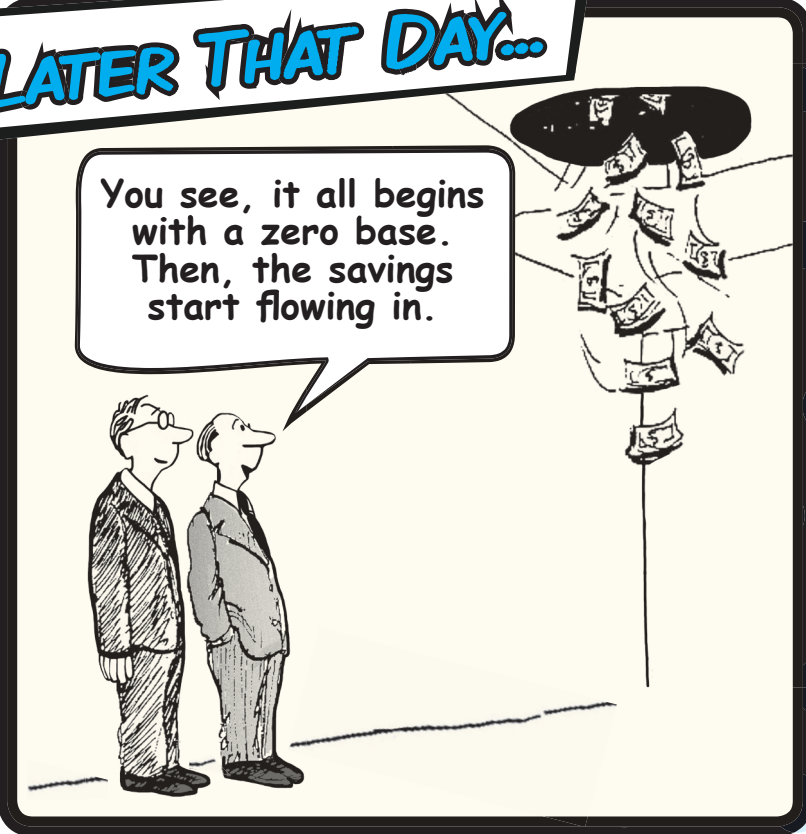


KATHRYN,
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Karen Formico
VP, Marketing
Andis Company
1800 Renaissance Blvd
Sturtevant, WI 53177-1700



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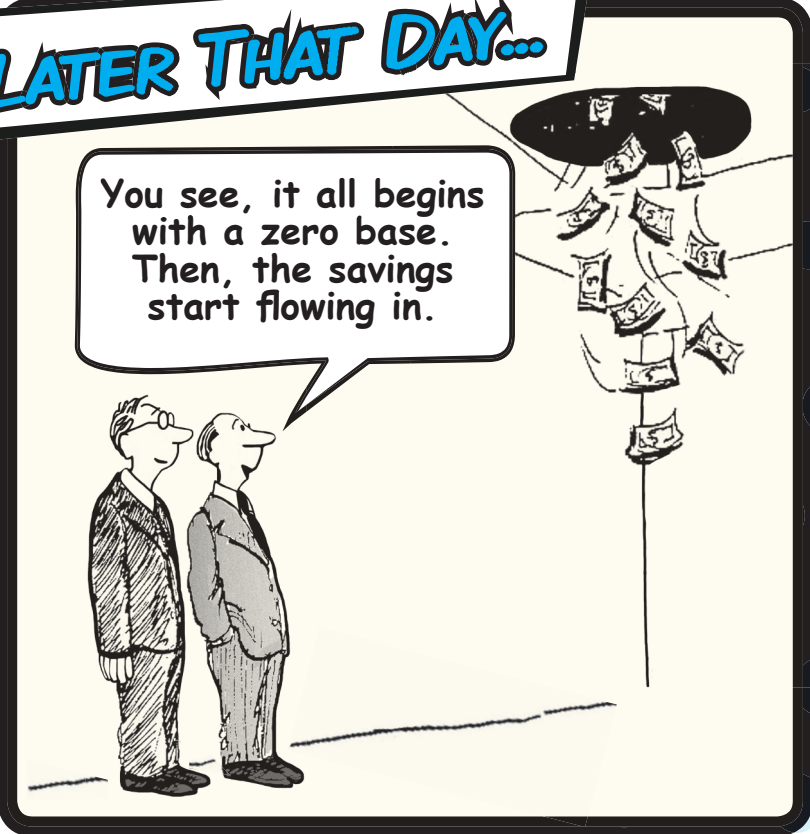


KAREN,
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Shopper Marketing Manager
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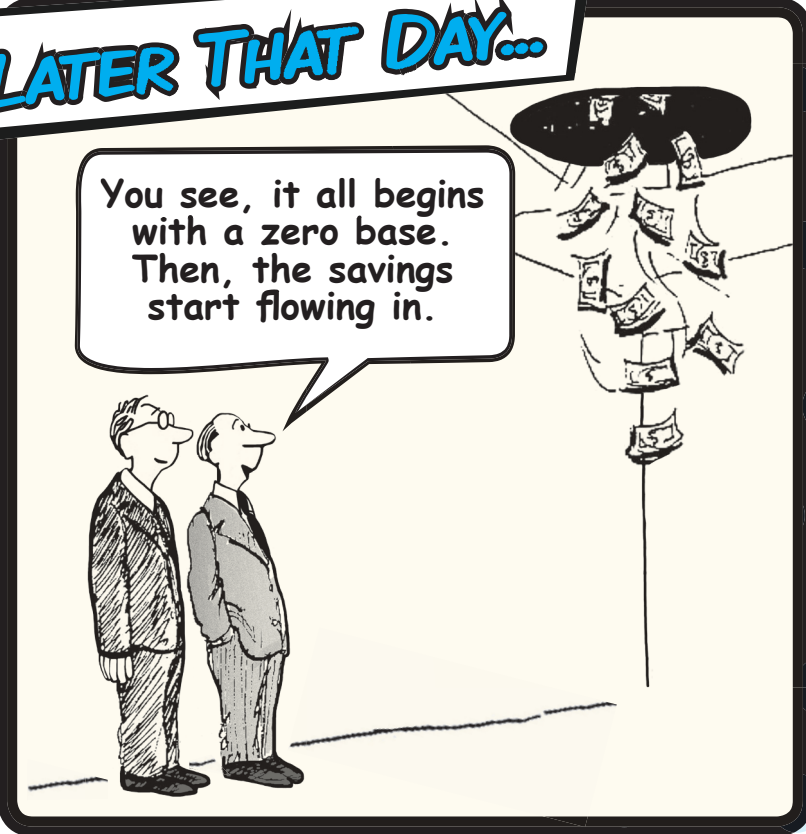
STEPHANIE,
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Way to Detect
New Savings...





"Hey you, haven't you ever heard of zero-based budgeting?!"

...LATER THAT DAY...



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Cindy Mattingly
Customer Shopper Marketing Manager
Sargento Foods
1 Persnickety Pl
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CINDY!
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New Savings...





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Senior Shopper Marketing Manager
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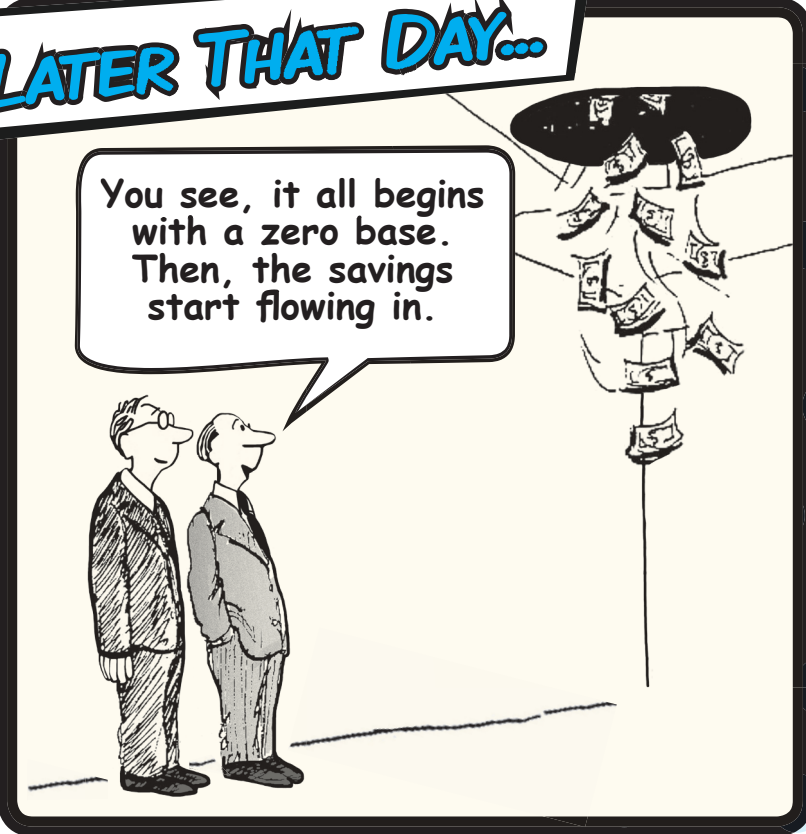
NICOLE,
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New Savings...





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John Stanwood
Senior Marketing Manager, Strategic Channels
Sargento Foods
1 Persnickety Pl
Plymouth, WI 53073-3544



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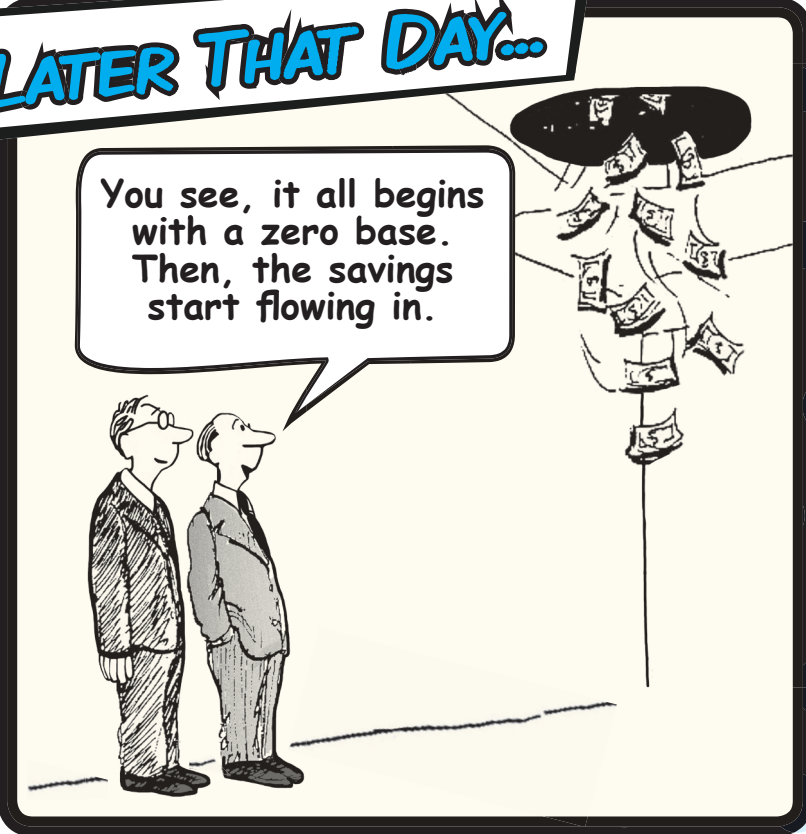


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Paulius Birutis
Senior Brand Manager, Retail Marketing
Boar's Head Brand
284 Roost Ave
Holland, MI 49424-2032



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Kristin Wesolowski
Director, Integrated Promotions
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Kellogg Company
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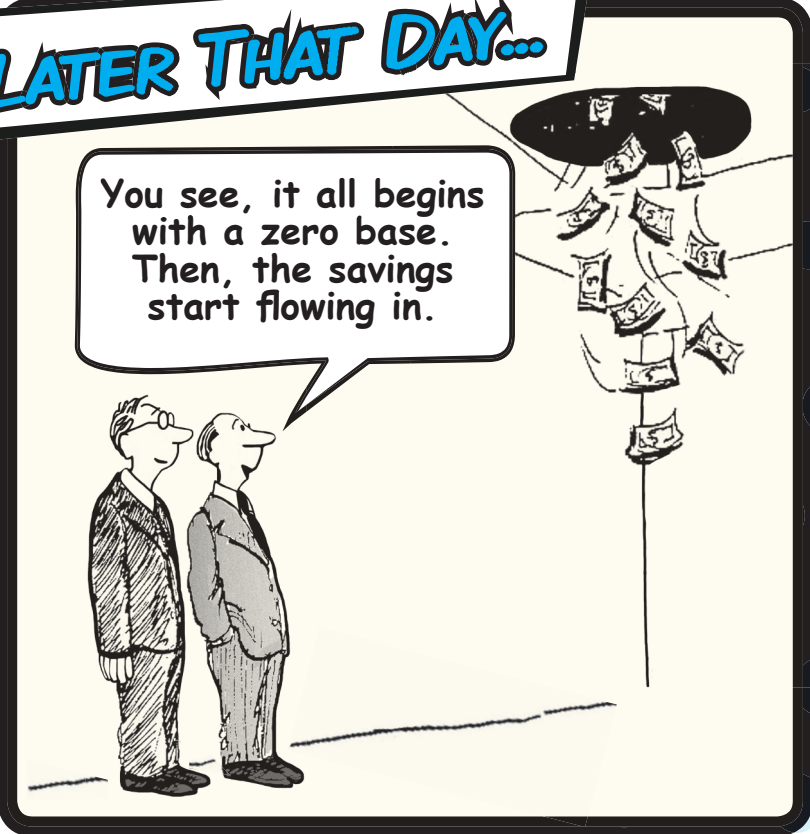
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Stacey Ring-Sanders
VP, Category Strategy & Development
Kellogg Company
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Cassandra Moe
Shopper Marketing Manager
Heartland Food Products Group
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ZCOMICS

EPISODE 1



They say he can
'sense' the savings...

CASSANDRA,
There's an Easier
Way to Detect
New Savings...





"Hey you, haven't you ever heard of zero-based budgeting?!"

...LATER THAT DAY...



You see, it all begins with a zero base. Then, the savings start flowing in.

A FEW MONTHS LATER...



And this, my friends, is what we call a Happy Quarter.

zBudget™:
Less Waste. More Profit.

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CASSANDRA:
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Bob Howard
Vice President, Retail Marketing
Advancepierre Foods, Inc.
9990 Princeton Glendale Rd
West Chester, OH 45246-1116



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Way to Detect
New Savings...

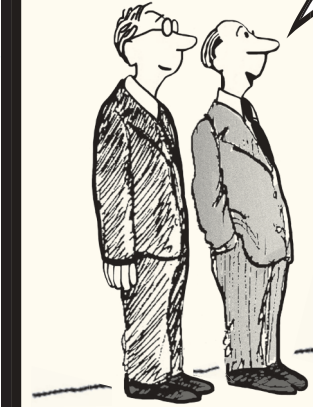




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Courtney Strickler
Shopper Marketing Manager
Dr Pepper Snapple Group
1115 Regina Graeter Way
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COURTNEY!
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New Savings...



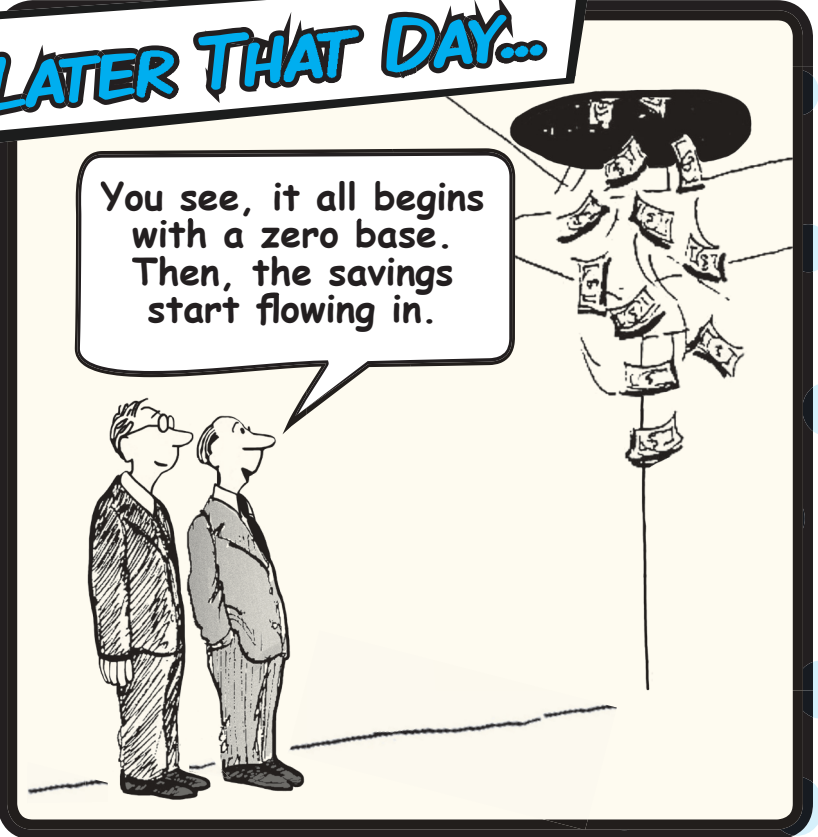


"Hey you, haven't you ever heard of zero-based budgeting?!"

COURTNEY:
You don't need Wandering Wayne to spot new savings.

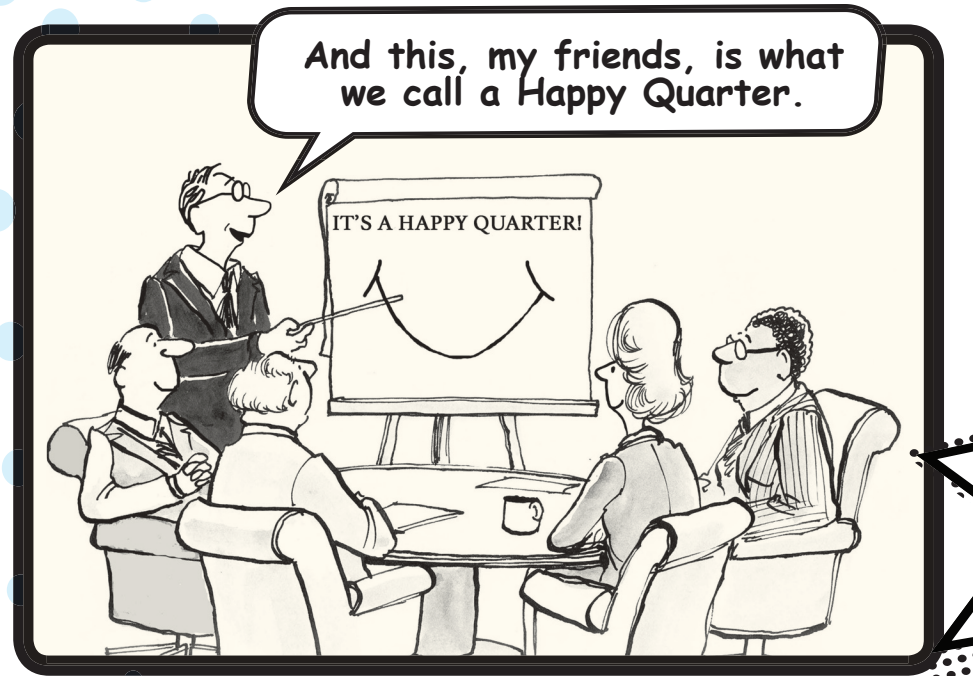
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Insights & Category Management Leader
Kao USA Inc.
2535 Spring Grove Ave
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DIANE,
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...LATER THAT DAY...



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Kao USA Inc.
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Capability Manager, Shopper Marketing
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2 Procter and Gamble Plz
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JENNIFER,
There's an Easier
Way to Detect
New Savings...





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...LATER THAT DAY...



You see, it all begins with a zero base. Then, the savings start flowing in.

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Matt Barresi
Brand Director, North America Selling & Market Operations
Procter & Gamble
2 Procter and Gamble Plz
Cincinnati, OH 45202-3315



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EPISODE 1



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'sense' the savings...

MATT,
There's an Easier
Way to Detect
New Savings...





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Brand Manager, Shopper Marketing
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Michelle Nachtweih
National Account Director
Heineken USA
1014 Vine St
Cincinnati, OH 45202-1141



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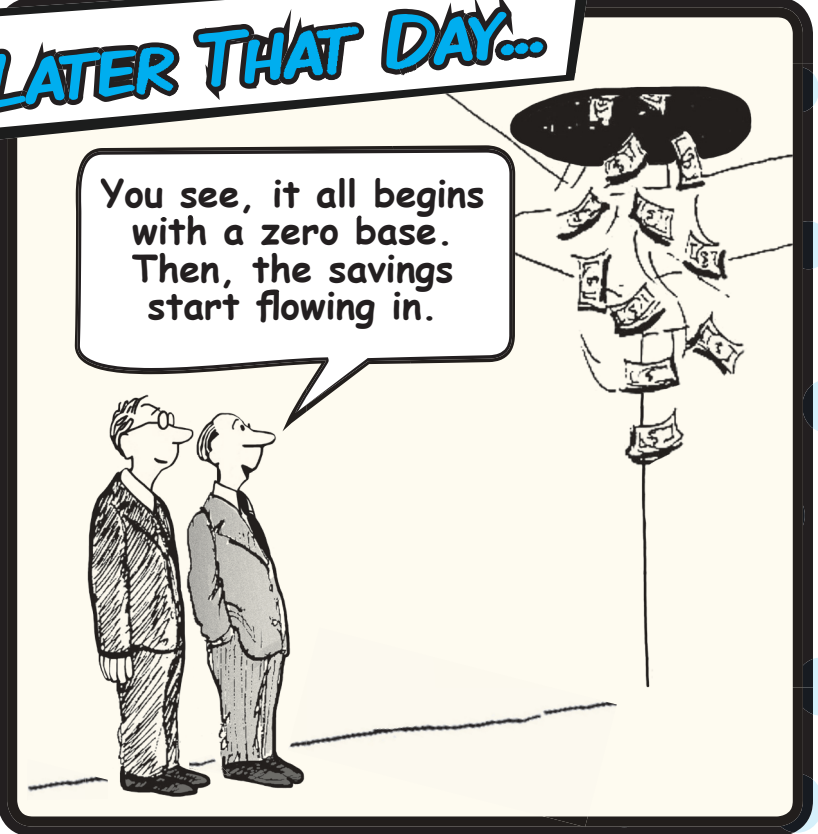
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'sense' the savings...

MICHELLE,
There's an Easier
Way to Detect
New Savings...





...LATER THAT DAY...



A FEW MONTHS LATER...



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Alison Porterfield Allen
Senior Shopper Marketing Manager, Brand Integration
The J.M. Smucker Company
1 Strawberry Ln
Orrville, OH 44667-1298



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'sense' the savings...



ALISON,
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Way to Detect
New Savings...





...LATER THAT DAY...



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The J.M. Smucker Company
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LIZ,
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Way to Detect
New Savings...





...LATER THAT DAY...



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David Williams
Global Marketing Director
Gojo Industries, Inc
1 Gojo Plz
Ste 500
Akron, OH 44311-1085



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DAVID,
There's an Easier
Way to Detect
New Savings...





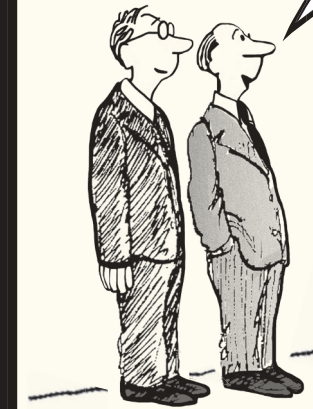
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DAVID,
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Jeffery Buysse
Sales & Marketing VP, Digital Demand Activation
Gojo Industries, Inc
1 Gojo Plz
Ste 500
Akron, OH 44311-1085



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JEFFERY,
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Kim Gaebelein
Senior Marketing Director
Bil-Jac Foods, Inc.
3337 Medina Rd
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KIM.
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Way to Detect
New Savings...





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Mary Colleen Hershey
Vice President, Consumer & Marketplace Insights
Nestle USA
30003 Bainbridge Rd
Solon, OH 44139-2290



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MARY COLLEEN,
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Sr. Manager, Shopper Marketing
Abbott Nutrition
585 Cleveland Ave
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ADRIANNE,
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Way to Detect
New Savings...





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...LATER THAT DAY...



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Steven Higgins
Director, Sales Development & Shopper Marketing
Abbott Nutrition
585 Cleveland Ave
Columbus, OH 43215-1755



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STEVEN,
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...LATER THAT DAY...



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Kellee Miller
Director, Shopper Marketing
Dole Food Company, Inc
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Ste 320
Erlanger, KY 41018-3972



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Tina Brockett
Shopper Marketing Manager
Dole Food Company, Inc
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Ste 320
Erlanger, KY 41018-3972



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TINA.
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Way to Detect
New Savings...





...LATER THAT DAY...



A FEW MONTHS LATER...



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Marcus Baffoe-Bonnie
Director, Retail Marketing
Tempur Sealy International
1000 Tempur Way
Lexington, KY 40511-1386



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MARCUS,
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Way to Detect
New Savings...





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...LATER THAT DAY...



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John Desmarais
Director, Marketing
Ge Appliances
4000 Buechel Bank Rd
Louisville, KY 40225-0001



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JOHN,
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...LATER THAT DAY...



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Director, Marketing
Ge Appliances
4000 Buechel Bank Rd
Louisville, KY 40225-0001



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Way to Detect
New Savings...

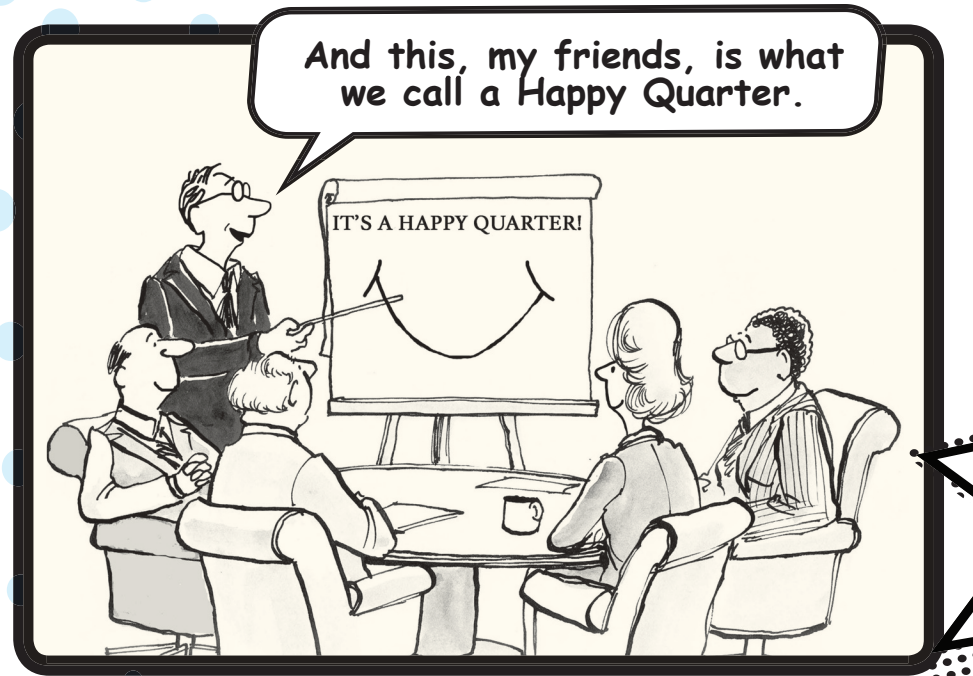




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A FEW MONTHS LATER...



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Customer Marketing Manager
Brown-Forman Corporation
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Louisville, KY 40210-1038



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They say he can
'sense' the savings...

AMY.
There's an Easier
Way to Detect
New Savings...





...LATER THAT DAY...



A FEW MONTHS LATER...



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AMY:
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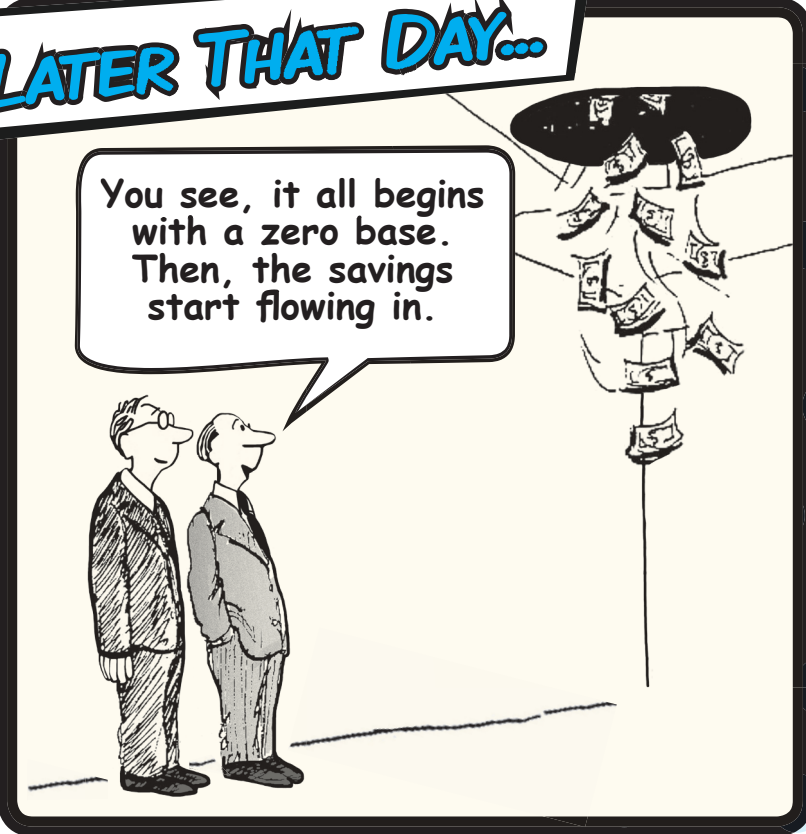
LOREN,
There's an Easier
Way to Detect
New Savings...





"Hey you, haven't you ever heard of zero-based budgeting?!"

...LATER THAT DAY...



You see, it all begins with a zero base. Then, the savings start flowing in.

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Channel Portfolio Manager
Brown-Forman Corporation
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MARY BETH,
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Customer Marketing Manager
Brown-Forman Corporation
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SARA.
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Way to Detect
New Savings...





...LATER THAT DAY...



A FEW MONTHS LATER...



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Katherine McIntosh
Brand Manager
Bush Brothers & Company
1016 E Weisgarber Rd
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'sense' the savings...

KATHERINE,
There's an Easier
Way to Detect
New Savings...

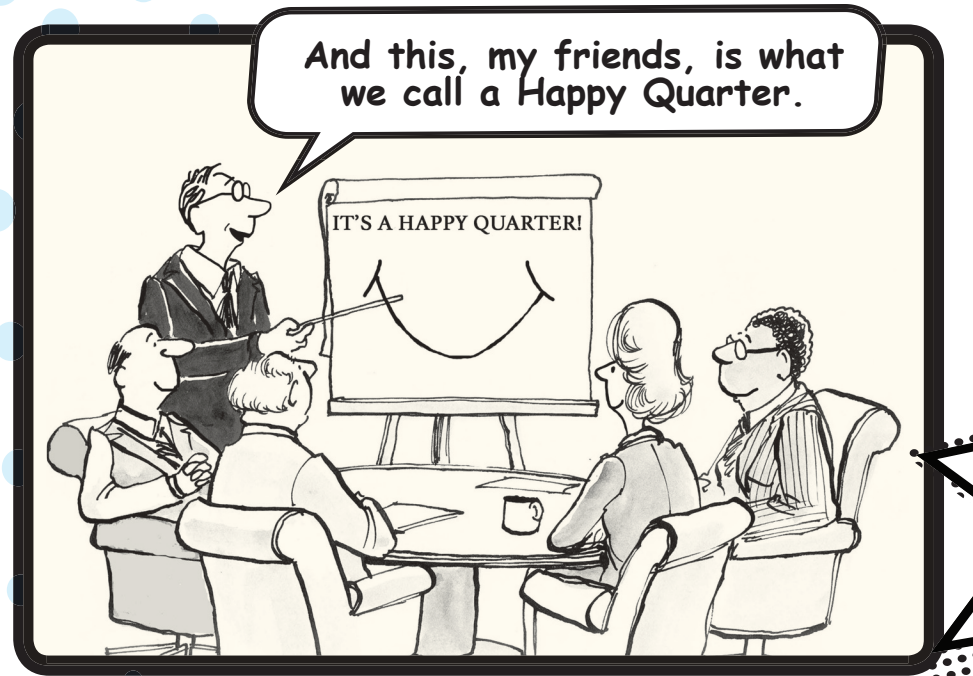




...LATER THAT DAY...



A FEW MONTHS LATER...



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Scott Leland
VP & Director of Marketing
Bush Brothers & Company
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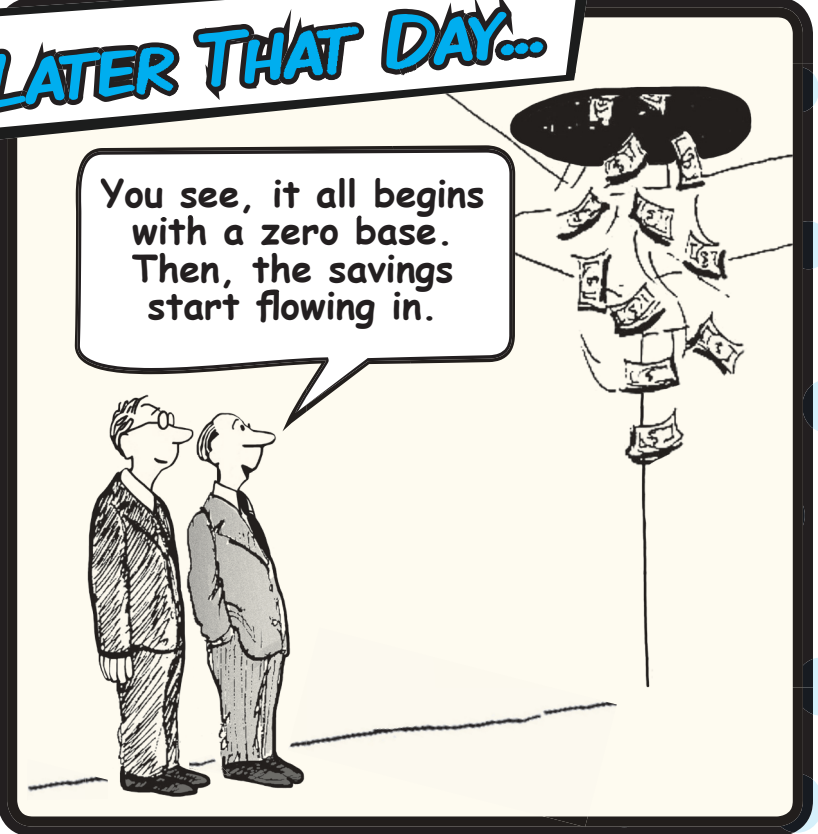
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'sense' the savings...

SCOTT,
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Way to Detect
New Savings...





...LATER THAT DAY...



A FEW MONTHS LATER...



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Barry Anthony
Director of Marketing
McKee Foods Corporation
10260 Mckee Rd
Collegedale, TN 37315



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BARRY,
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Way to Detect
New Savings...





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Aldo Castellanos
Category Insights Analyst & Shopper Marketing Strategist
McKee Foods Corporation
10260 Mckee Rd
Collegedale, TN 37315



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'sense' the savings...



ALDO,
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Tyler Beck
Brand Manager
Procter & Gamble
25 Century Blvd
Ste 202
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New Savings...





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Susan Bennett
Customer Marketing Manager
Mars Petcare US
315 Cool Springs Blvd
Franklin, TN 37067-1632



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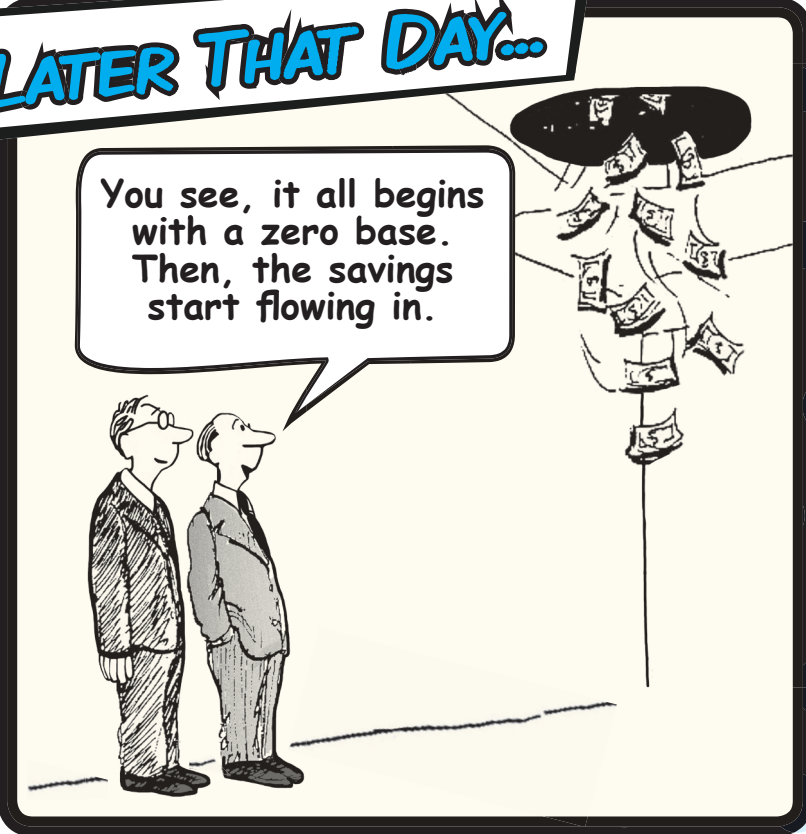
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SUSAN,
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Marketing Director
Mars Petcare US
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MELODIE,
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Way to Detect
New Savings...





...LATER THAT DAY...



A FEW MONTHS LATER...



MELODIE,
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Carlos Giraldo
SVP, Marketing & Innovation
Boar's Head Brand
1819 Main St
Ste 800
Sarasota, FL 34236-5926



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CARLOS,
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Jordan Krawll
Director of Shopper Marketing
Bacardi U.S.A., Inc
2701 S Le Jeune Rd
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JORDAN,
There's an Easier
Way to Detect
New Savings...





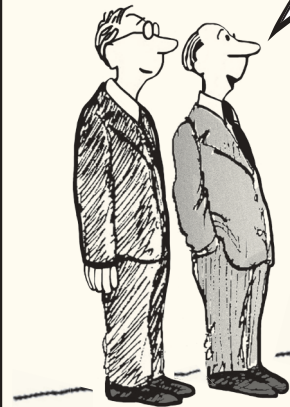
"Hey you, haven't you ever heard of zero-based budgeting?!"

JORDAN: You don't need Wandering Wayne to spot new savings.

All you need is a zero-based budgeting approach and our zBudget™ platform to put it into action!

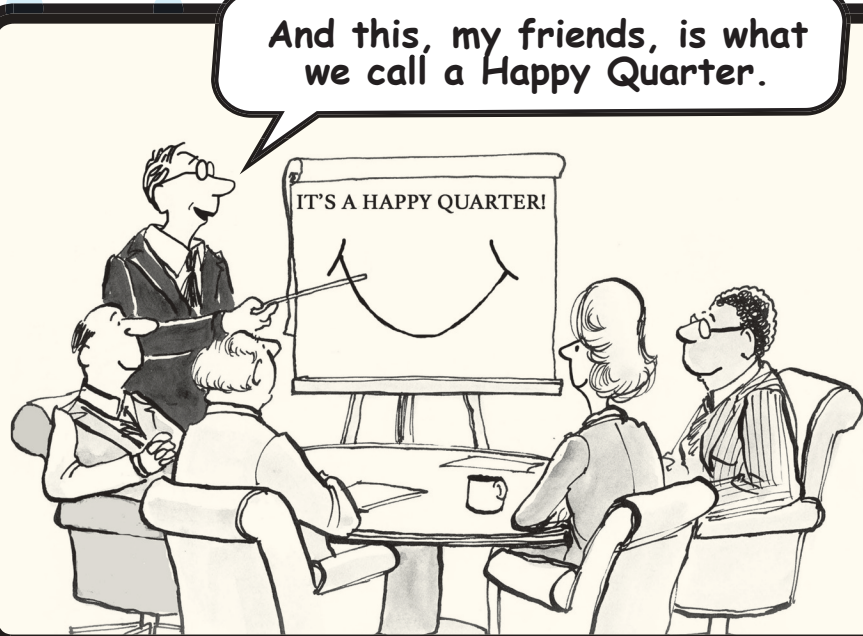
...LATER THAT DAY...

You see, it all begins with a zero base. Then, the savings start flowing in.



A FEW MONTHS LATER...

And this, my friends, is what we call a Happy Quarter.



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Lorran Brown Cosby
Senior Director, Channel Strategy & Marketing
Bacardi U.S.A., Inc
2701 S Le Jeune Rd
Coral Gables, FL 33134-5809



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'sense' the savings...



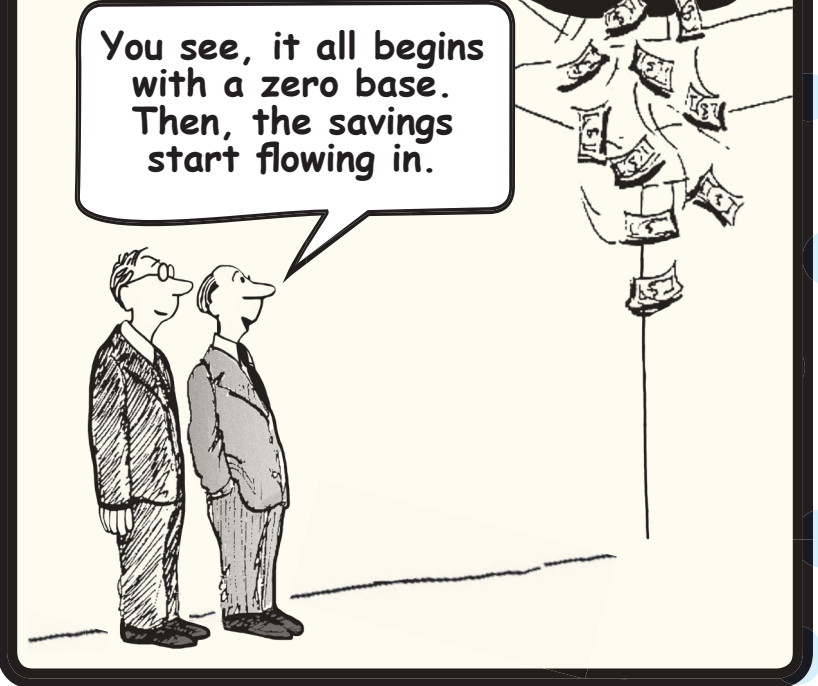
LORRAN,
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Kimberly Miller
Director of Customer Marketing, Home Centers
Central Garden & Pet
1280 Atlanta Hwy
Madison, GA 30650-2065



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'sense' the savings...



KIMBERLY,
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Way to Detect
New Savings...



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Clare Schueren
Vice President of Marketing
Central Garden & Pet
1280 Atlanta Hwy
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Jillian Mount
Shopper Marketing Manager
Good2GROW, Inc.
2859 Paces Ferry Rd SE
Ste 2100
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JILLIAN,
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New Savings...





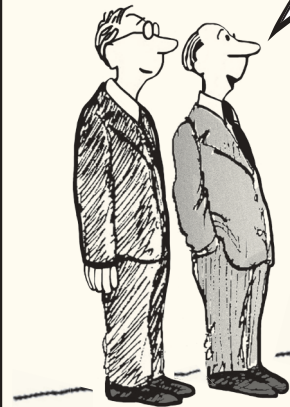
"Hey you, haven't you ever heard of zero-based budgeting?!"

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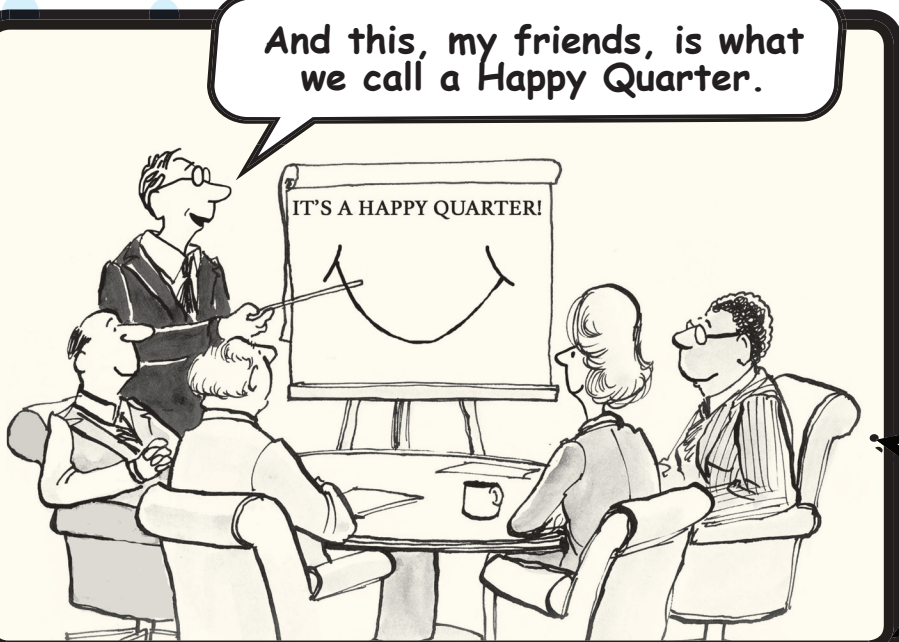
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Todd Benjamin
Senior Shopper Marketing Manager
Newell Brands
6655 Peachtree Dunwoody Rd
Atlanta, GA 30328-1606



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They say he can
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TODD,
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Way to Detect
New Savings...





...LATER THAT DAY...



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Senior Brand Manager
Newell Brands
6655 Peachtree Dunwoody Rd
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KRISTAN,
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New Savings...





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...LATER THAT DAY...



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Monica Tyler
Director, Brand Marketing
Newell Brands
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MONICA,
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New Savings...





...LATER THAT DAY...



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MONICA
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Alessandra Cascino
Senior Manager, Pillar Programs
The Coca-Cola Company
1 Coca Cola Plz NW
Atlanta, GA 30313-2499



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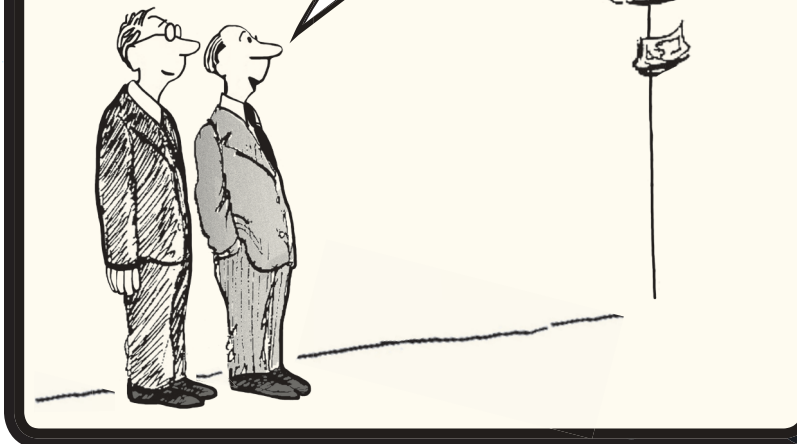




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Karyn Froseth
Director, Shopper Strategy
The Coca-Cola Company
1 Coca Cola Plz NW
Atlanta, GA 30313-2499



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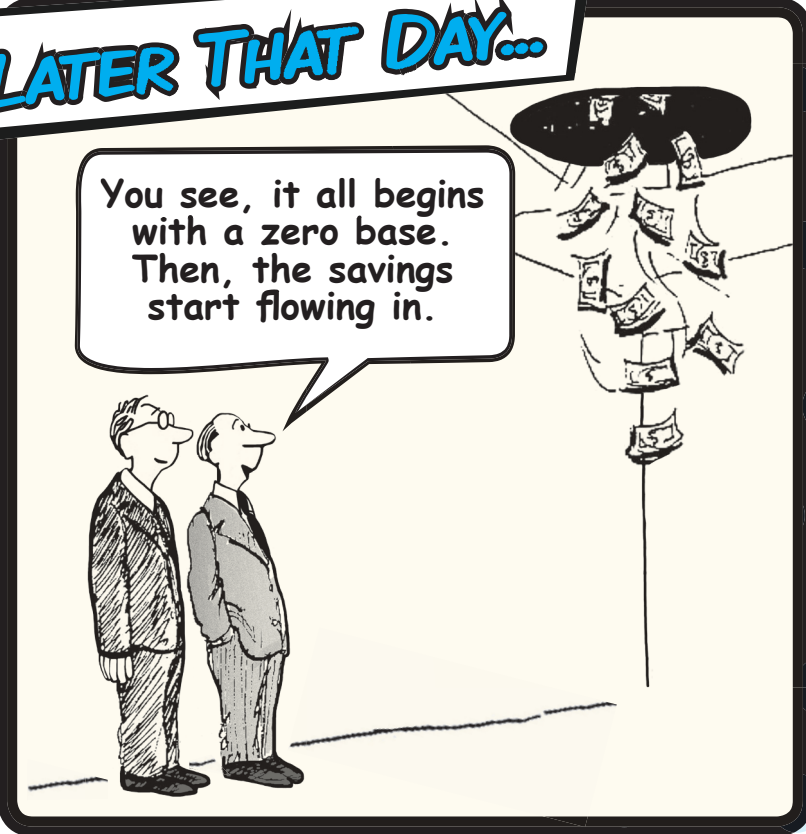
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They say he can
'sense' the savings...

KELLY:
There's an Easier
Way to Detect
New Savings...





...LATER THAT DAY...



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'sense' the savings...

LYNWOOD,
There's an Easier
Way to Detect
New Savings...





"Hey you, haven't you ever heard of zero-based budgeting?!"

...LATER THAT DAY...



You see, it all begins with a zero base. Then, the savings start flowing in.

A FEW MONTHS LATER...



And this, my friends, is what we call a Happy Quarter.

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Director, Shopper Strategy & Innovation
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'sense' the savings...

NICOLE,
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'sense' the savings...

SUMMER.
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Way to Detect
New Savings...





...LATER THAT DAY...



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133 Peachtree St NE
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DREW,
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Way to Detect
New Savings...





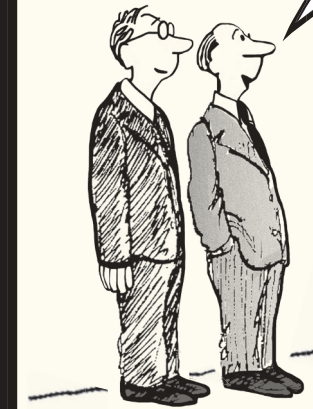
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Laura Knebusch
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Georgia-Pacific LLC
133 Peachtree St NE
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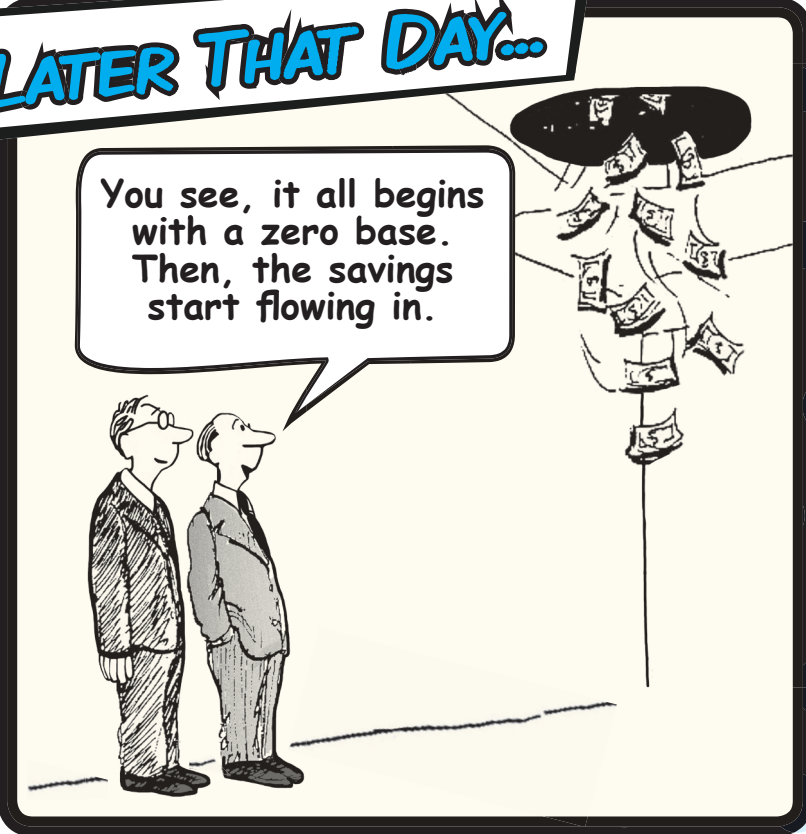


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...LATER THAT DAY...



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Georgia-Pacific LLC
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RICHARD,
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Shopper Marketing Manager
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Eric Van De Wal
VP, Marketing and Innovation
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Way to Detect
New Savings...





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Director, Shopper Marketing
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Katie Carmichael Catlin
Director, Category Management & Retail Services
Spectrum Brands
307 Oates Rd
Ste F
Mooresville, NC 28117-6985



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They say he can
'sense' the savings...



KATIE,
There's an Easier
Way to Detect
New Savings...



...LATER THAT DAY...



A FEW MONTHS LATER...



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Kyle Lock
Senior Director, Retail Marketing
Butterball
1 Butterball Ln
Garner, NC 27529-5971



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They say he can
'sense' the savings...

KYLE,
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Way to Detect
New Savings...





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...LATER THAT DAY...



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MICHELLE,
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Way to Detect
New Savings...





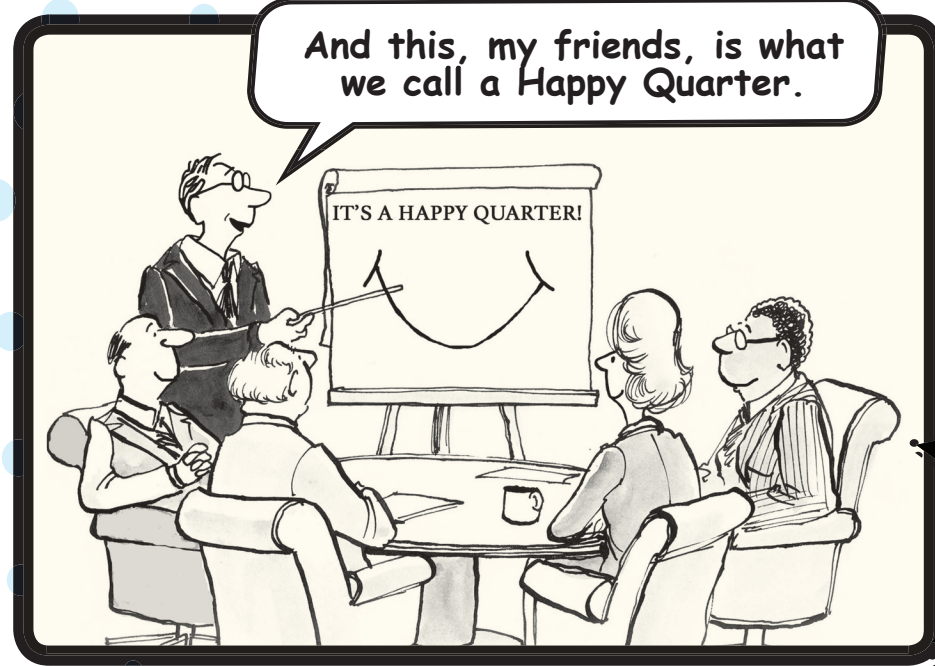
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Susan Lambert
Director of Shopper Marketing & Customer Insights
Massimo Zanetti Beverage USA
1200 Court St
Portsmouth, VA 23704-3642



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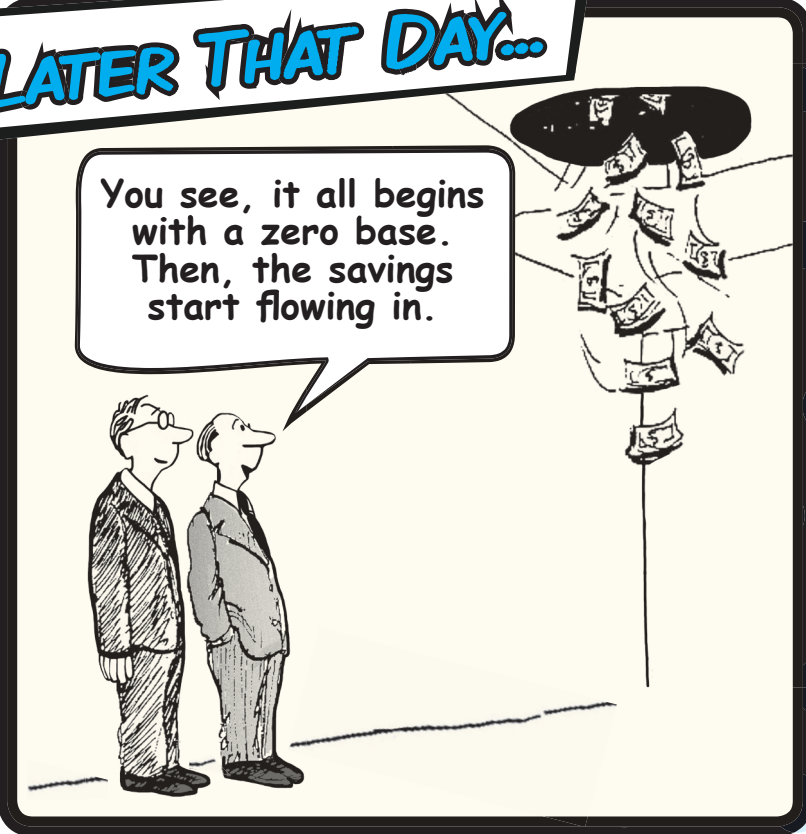


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Smithfield Foods
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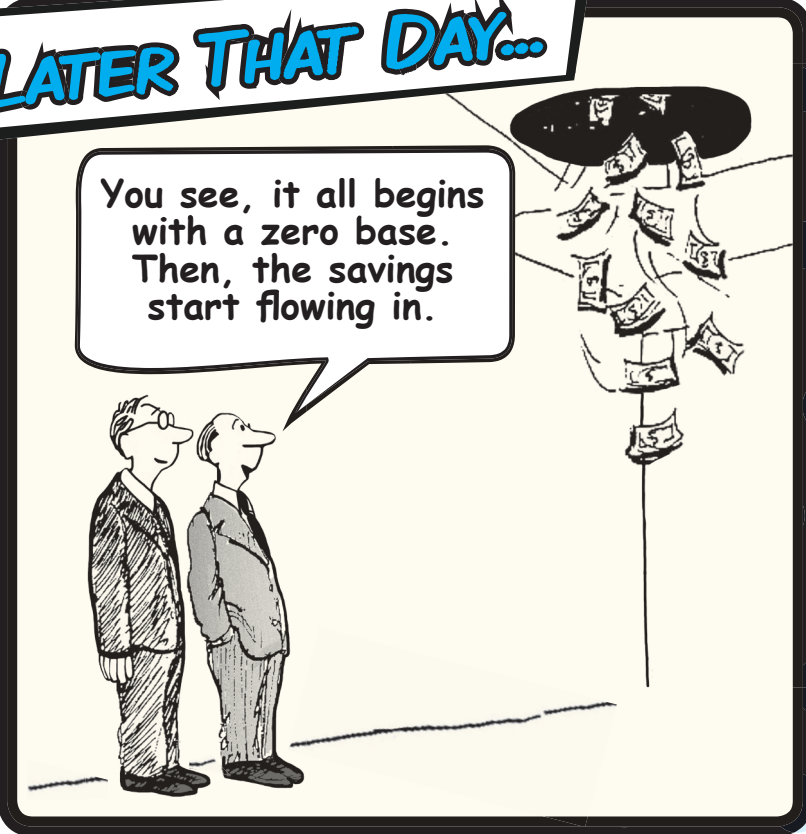
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MEGAN,
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Senior Director, Brand Marketing
Smithfield Foods
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MICHAEL,
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New Savings...





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...LATER THAT DAY...



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Brittany Thacker
Director, Retail Channel Marketing
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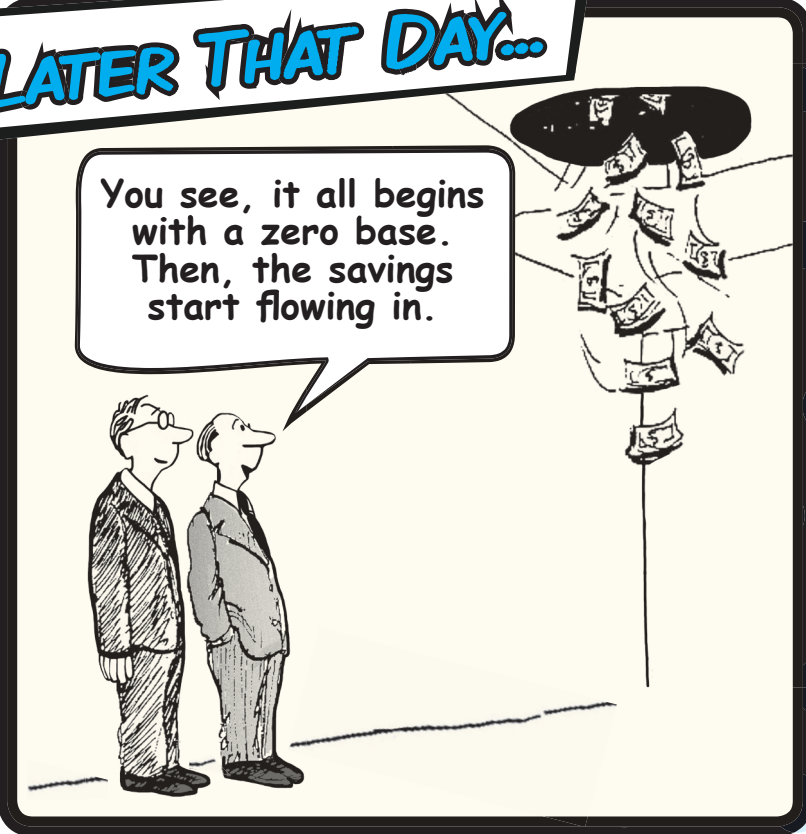
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Vice President of Marketing
Stanley Black & Decker, Inc.
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Eric Bernstein
VP, Channel Marketing, Enterprise Solutions, & Event Marketing
Stanley Black & Decker, Inc.
701 E Joppa Rd
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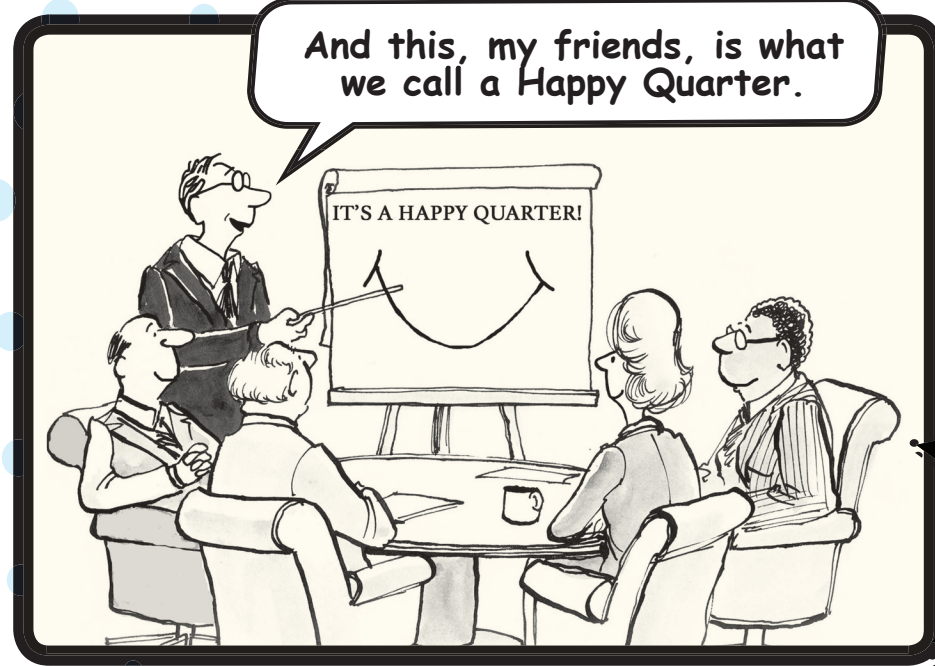
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Andrea DeLeon
Senior Director of Marketing
Kao USA Inc.
100 N Charles St
Fl 15
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Donna Bressler
Shopper Marketing, Senior Manager
McCormick & Company
18 Loveton Cir
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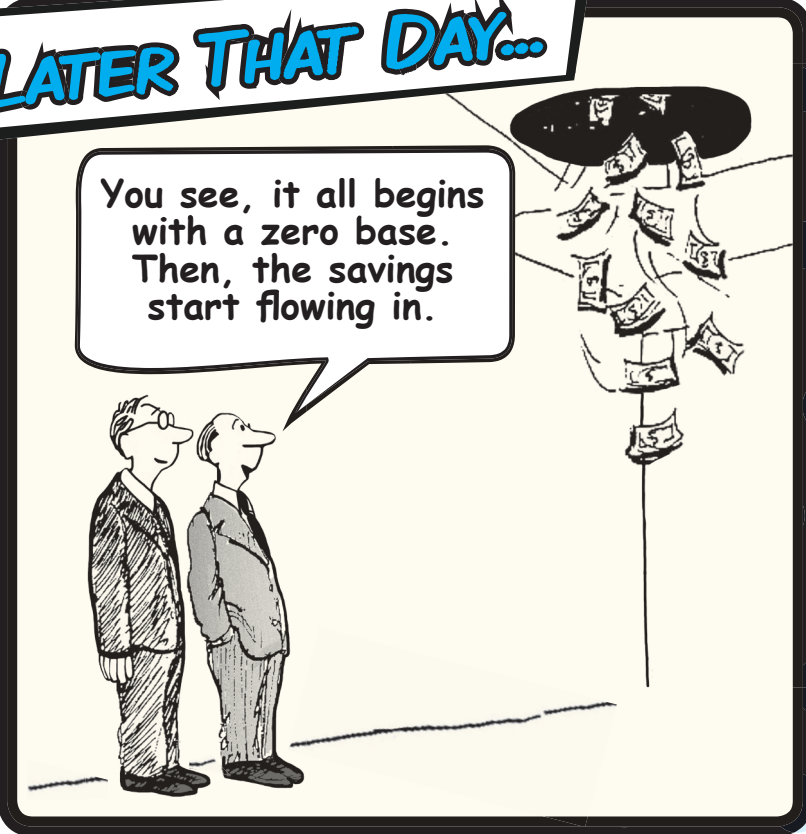
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DONNA, You don't need Wandering Wayne to spot new savings.

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Carolyne Klug
Shopper Marketing Manager, Strategic Food
Glaxosmithkline
709 Swedeland Rd
1539
King Of Prussia, PA 19406-2711



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They say he can
'sense' the savings...

CAROLYNE,
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Way to Detect
New Savings...





...LATER THAT DAY...



A FEW MONTHS LATER...



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Chief Marketing Officer
First Quality Enterprises
601 Allendale Rd
King Of Prussia, PA 19406-1417



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Kara Snyder
Brand Manager
First Quality Enterprises
601 Allendale Rd
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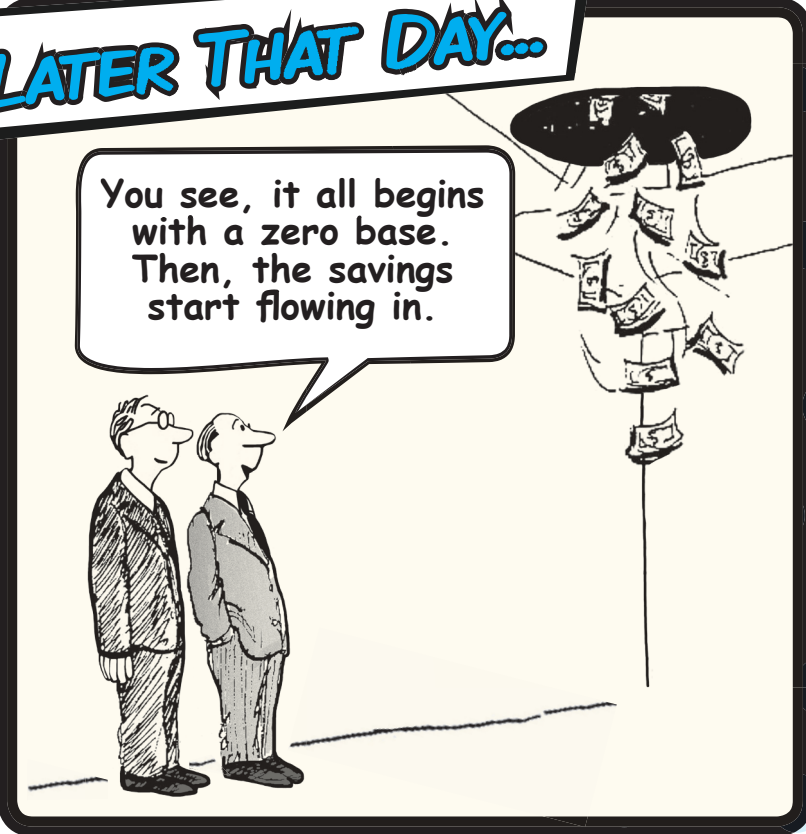
KARA.
There's an Easier
Way to Detect
New Savings...





"Hey you, haven't you ever heard of zero-based budgeting?!"

...LATER THAT DAY...



You see, it all begins with a zero base. Then, the savings start flowing in.

A FEW MONTHS LATER...



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Senior Director, Retail Health & Shopper
Johnson & Johnson
7050 Camp Hill Rd
Fort Washington, PA 19034-2210



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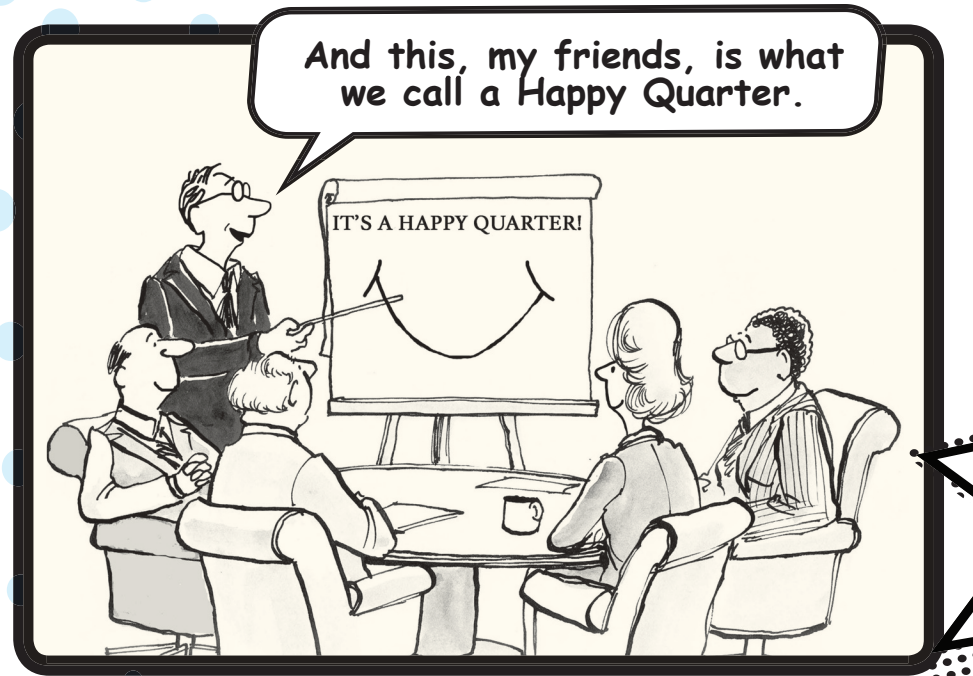




...LATER THAT DAY...



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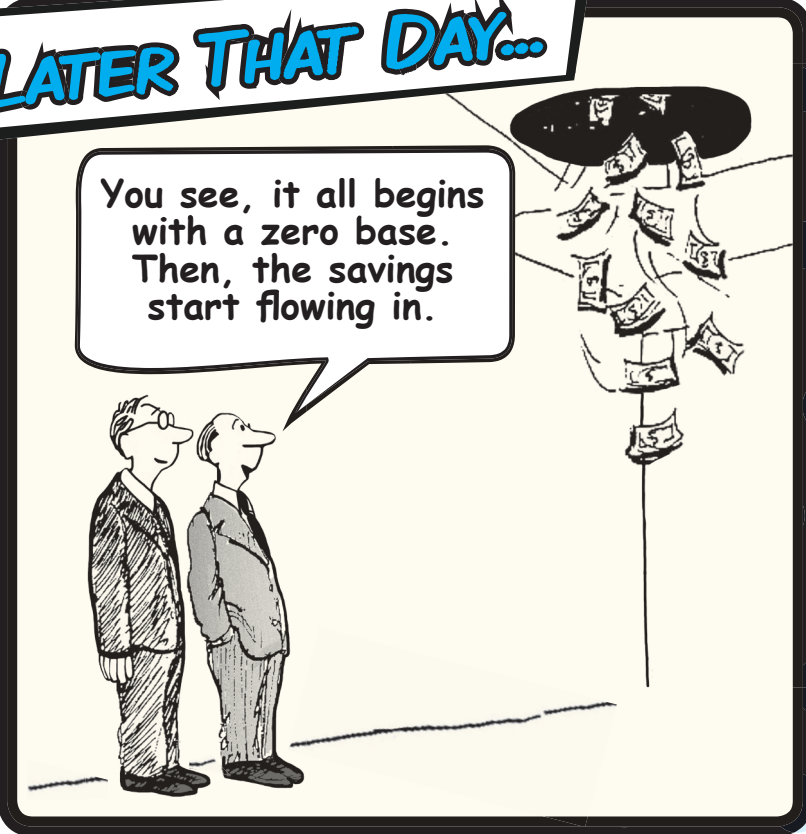
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'sense' the savings...

TANVI!
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Robin Clokey
Director, Global Portfolio Marketing
Crayola LLC
1100 Church Ln
Easton, PA 18040-5999



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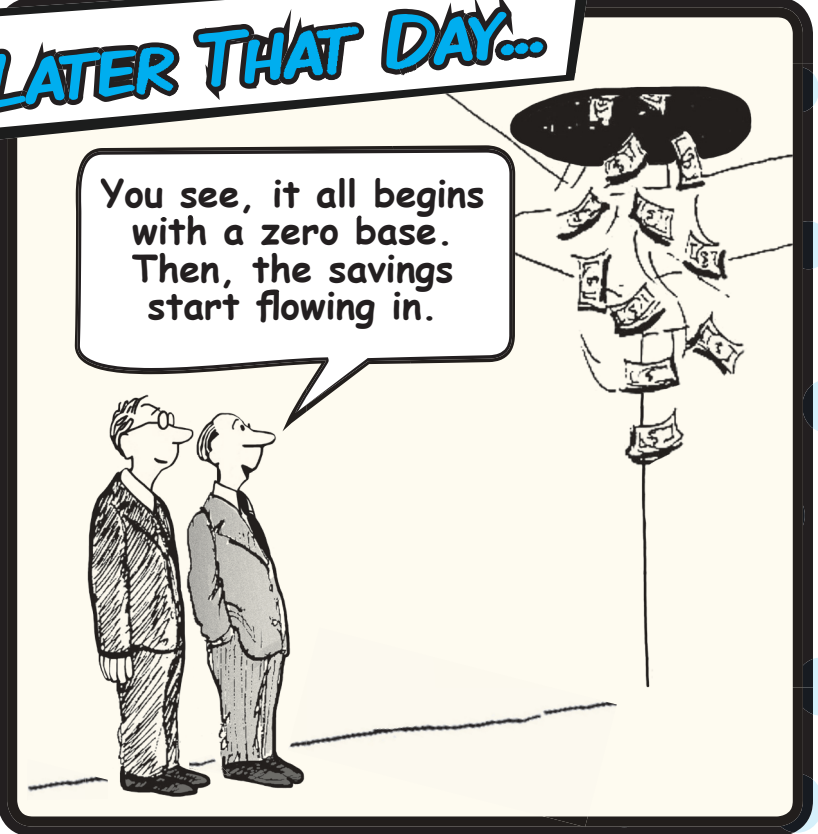


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Mimi Dixon
Customer Development & National Activation Leader
Crayola LLC
1100 Church Ln
Easton, PA 18040-5999



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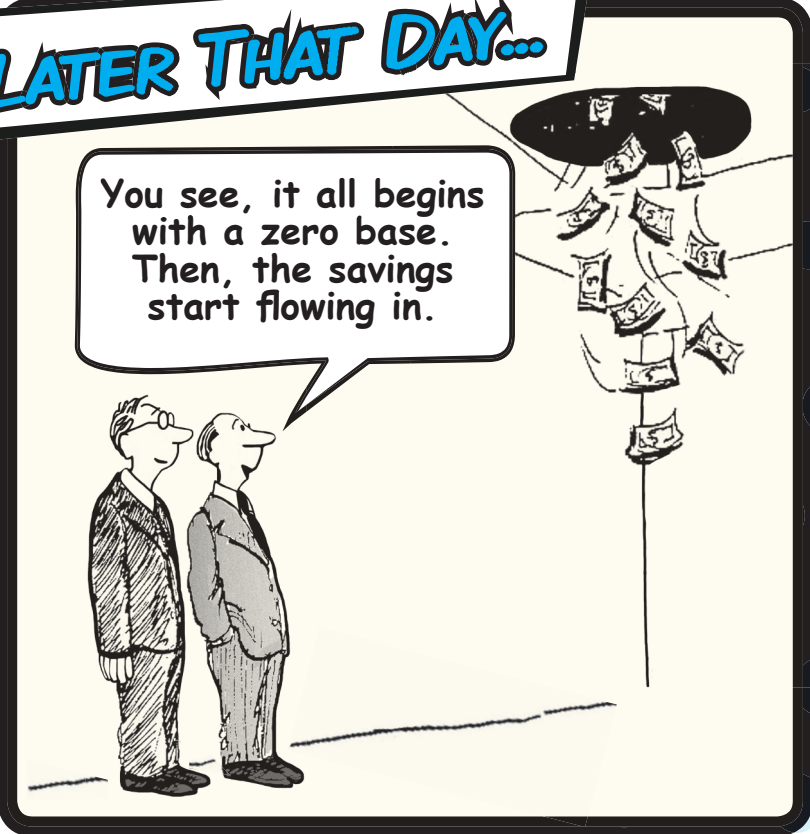


MIMI!
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Way to Detect
New Savings...





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Rick Stringer
VP, Customer Solutions
Crayola LLC
1100 Church Ln
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'sense' the savings...

RICK,
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Way to Detect
New Savings...





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...LATER THAT DAY...



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Stacey Kegel
Shopper Marketing & Innovation Lead
Riviana Foods, Inc.
85 Shannon Rd
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STACEY,
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Director, Channel & Shopper Marketing
Das Companies, Inc
724 Lawn Rd
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DEREK,
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Way to Detect
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Dale Clark
Senior Director, Sales Strategy & Shopper Engagement
The Hershey Company
100 Crystal A Dr
Hershey, PA 17033-9790



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EPISODE 1



DALE,
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Way to Detect
New Savings...





...LATER THAT DAY...



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Frank Sheehe
Global Retail & Merchandise Manager
The Hershey Company
100 Crystal A Dr
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FRANK.
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Way to Detect
New Savings...





...LATER THAT DAY...



A FEW MONTHS LATER...



FRANK
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Jan Grinstead
Senior Brand Manager, Easter & Holiday Seasons
The Hershey Company
100 Crystal A Dr
Hershey, PA 17033-9790



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They say he can
'sense' the savings...



JAN.
There's an Easier
Way to Detect
New Savings...





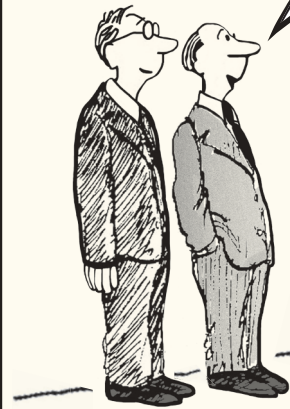
"Hey you, haven't you ever heard of zero-based budgeting?!"

JAN,
You don't need Wandering Wayne to spot new savings.

All you need is a zero-based budgeting approach and our zBudget™ platform to put it into action!

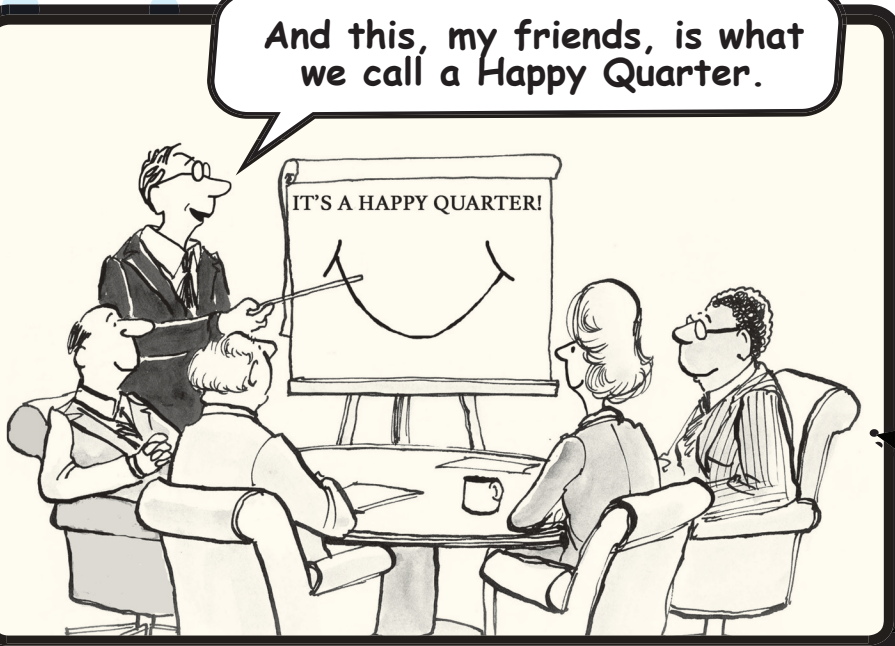
...LATER THAT DAY...

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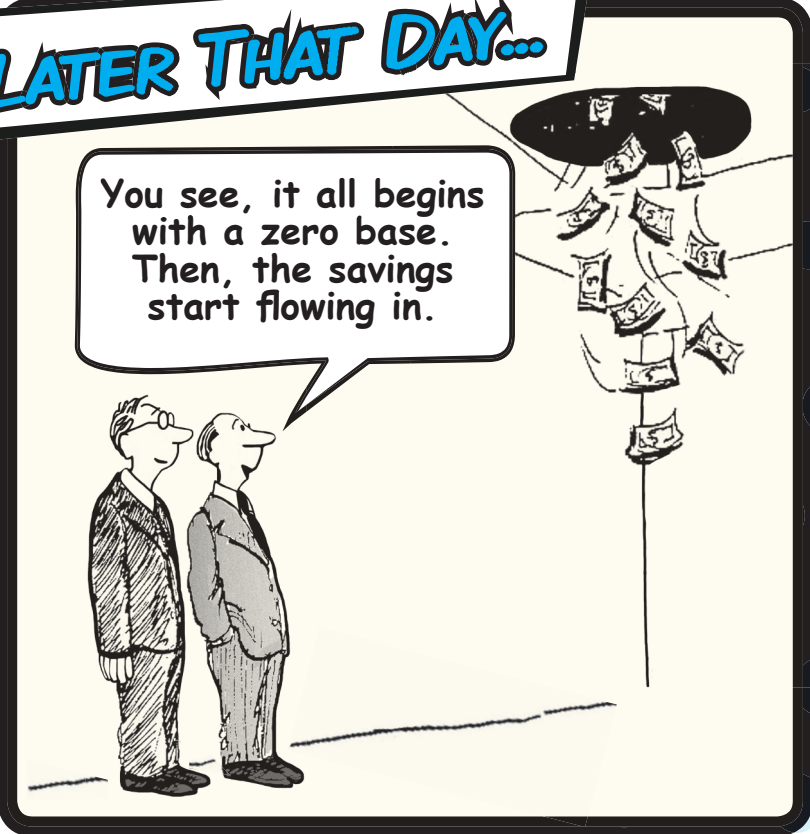
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'sense' the savings...

OSCAR,
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Way to Detect
New Savings...





...LATER THAT DAY...



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Account Manager, Grocery
Mars, Inc.
295 S Brown St
Elizabethtown, PA 17022-2192



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ADRIENNE,
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Shopper Marketing Manager
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Lisa Zellefrow
Manager, Category Management & Insights
Del Monte Foods, Inc
375 N Shore Dr
Pittsburgh, PA 15212-5836



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Katie Long
Marketing Manager
Grainful
950 Danby Rd
Ste 180
Ithaca, NY 14850-5663



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Way to Detect
New Savings...





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A FEW MONTHS LATER...



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Wandering Wayne to
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Kimberly O'Brien
Shopper Marketing Manager
Rich Products Corporation
1 Robert Rich Way
Buffalo, NY 14213-1701



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KIMBERLY,
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New Savings...





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Deanne McDonell
Senior Marketing Manager, Customer & Shopper Marketing
Rich Products Corporation
1 Robert Rich Way
Buffalo, NY 14213-1701



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'sense' the savings...



DEANNE,
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Karina Crain
Senior Brand Manager
Chobani
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Blaine Bringham
SVP, Marketing & Merchandising
The Colgate-Palmolive Company
461 Nott St
Schenectady, NY 12308-1812



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Dana Barba
AVP, Shopper Marketing
The Coca-Cola Company
5840 Borden Ave
Flushing, NY 11378-1106



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Way to Detect
New Savings...





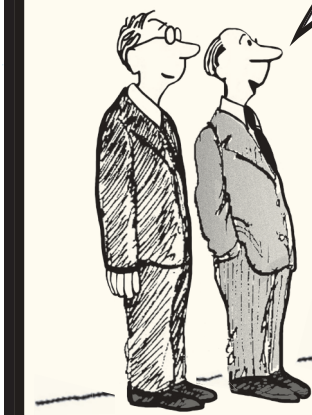
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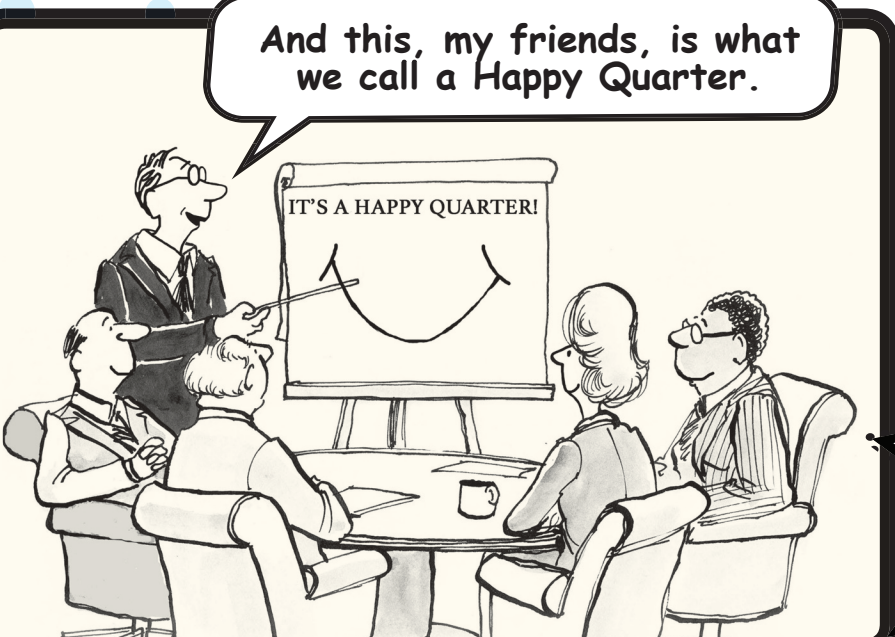
...LATER THAT DAY...

You see, it all begins with a zero base. Then, the savings start flowing in.



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Senior Shopper Marketing Manager
The Coca-Cola Company
5840 Borden Ave
Flushing, NY 11378-1106



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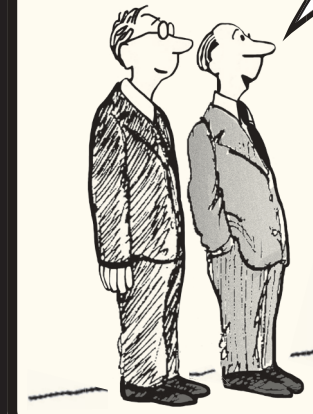




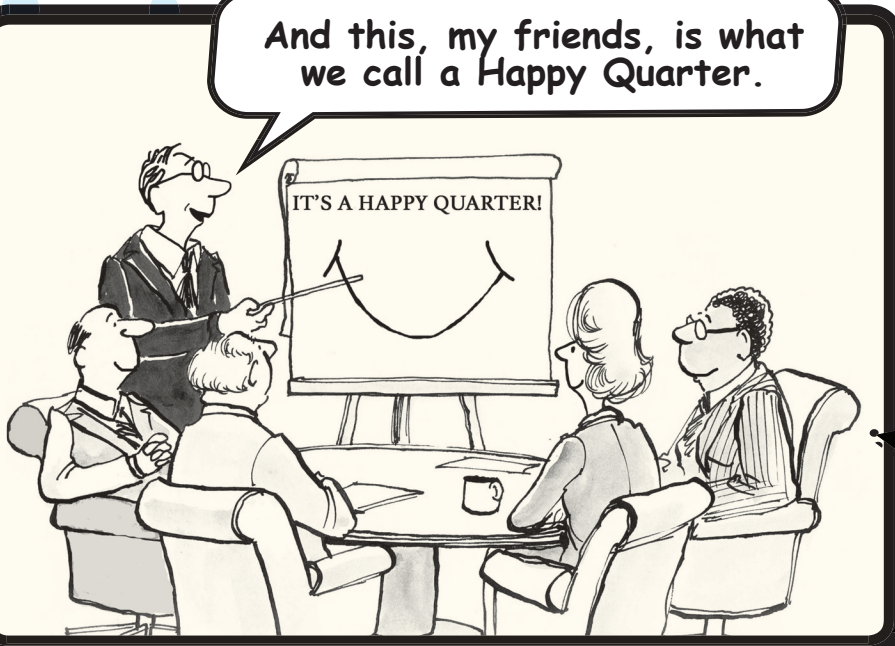
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Shopper Marketing Manager
Sabra Dipping Company
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New Savings...





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Marketing Director
Sabra Dipping Company
777 Westchester Ave
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Commercial Marketing Manager
Heineken USA
360 Hamilton Ave
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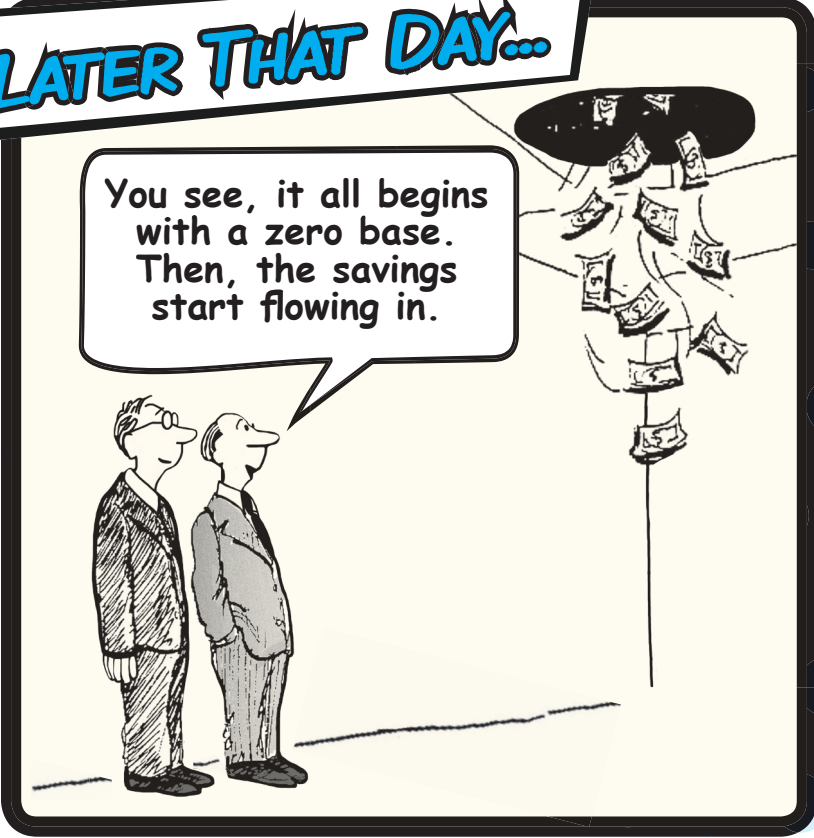
BARBARA,
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Way to Detect
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Laurie Margolus
Commercial Marketing Manager, Process & Communication
Heineken USA
360 Hamilton Ave
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LAURIE,
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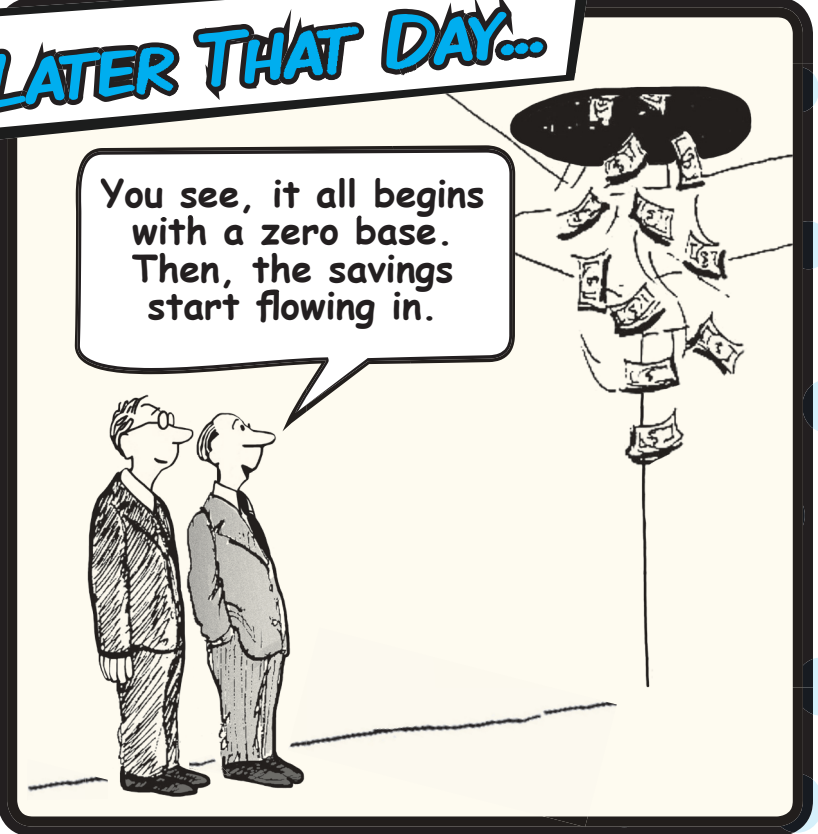
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Customer Marketing Manager
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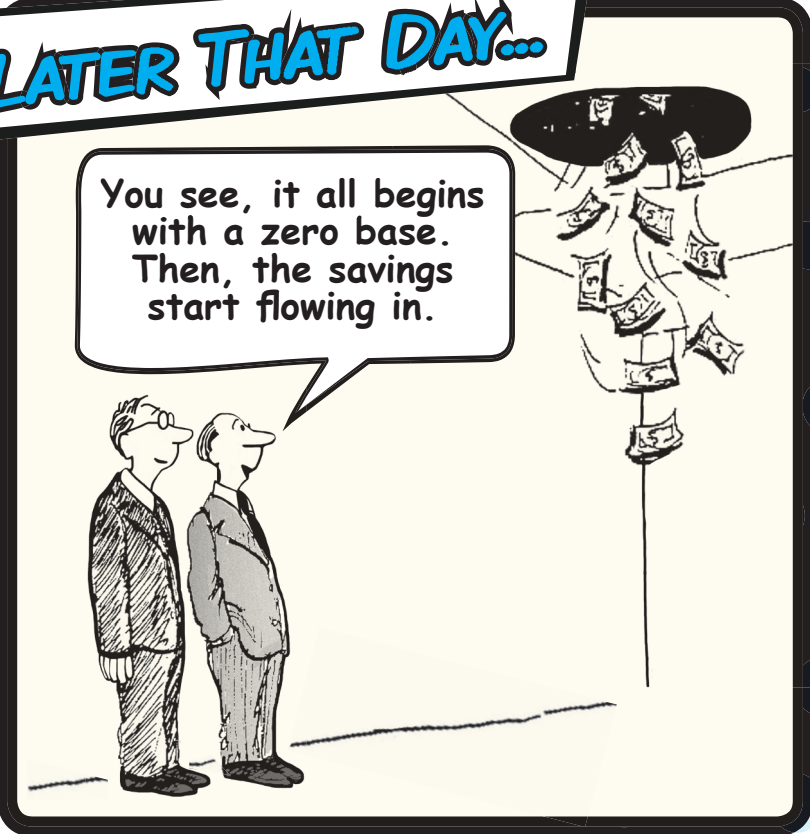
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Amy Spiridakis
Senior Director, Retail Brand Activation
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700 Anderson Hill Rd
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Brian Kelly
Senior Director of Merchandising & Execution
Pepsico, Inc.
700 Anderson Hill Rd
Purchase, NY 10577-1444



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BRIAN,
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Way to Detect
New Savings...





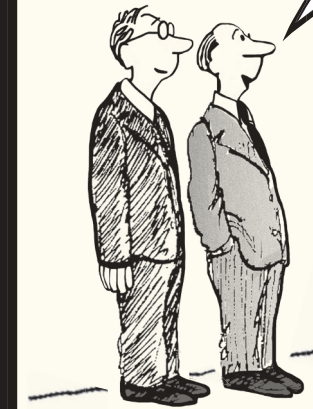
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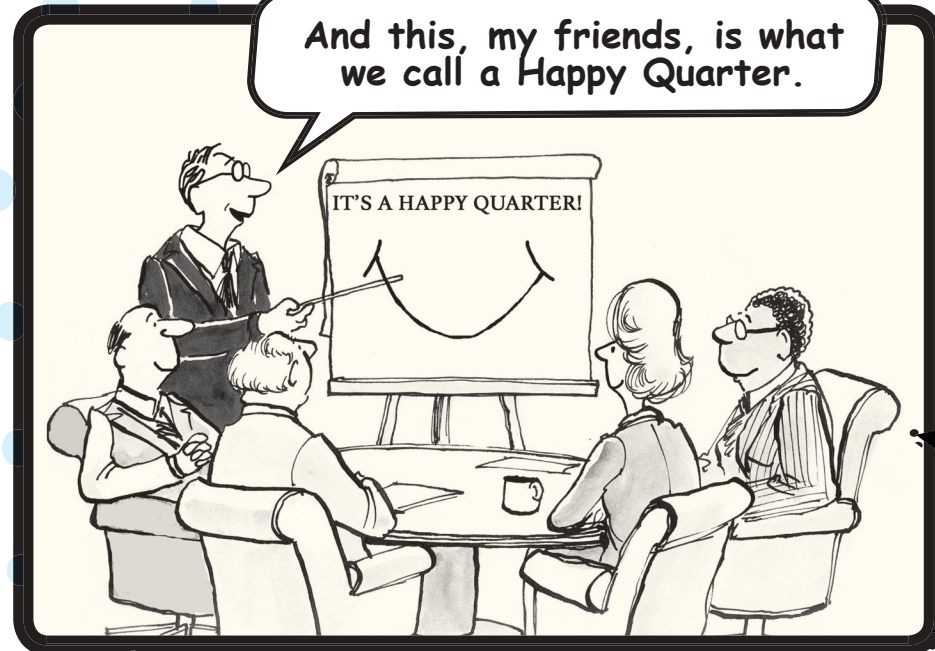
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Esperanza Teasdale
Senior Director, Shopper Marketing
Pepsico, Inc.
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Justine Stefanou
Senior Brand Manager
Pernod Ricard USA
250 Park Ave
Ste 17A
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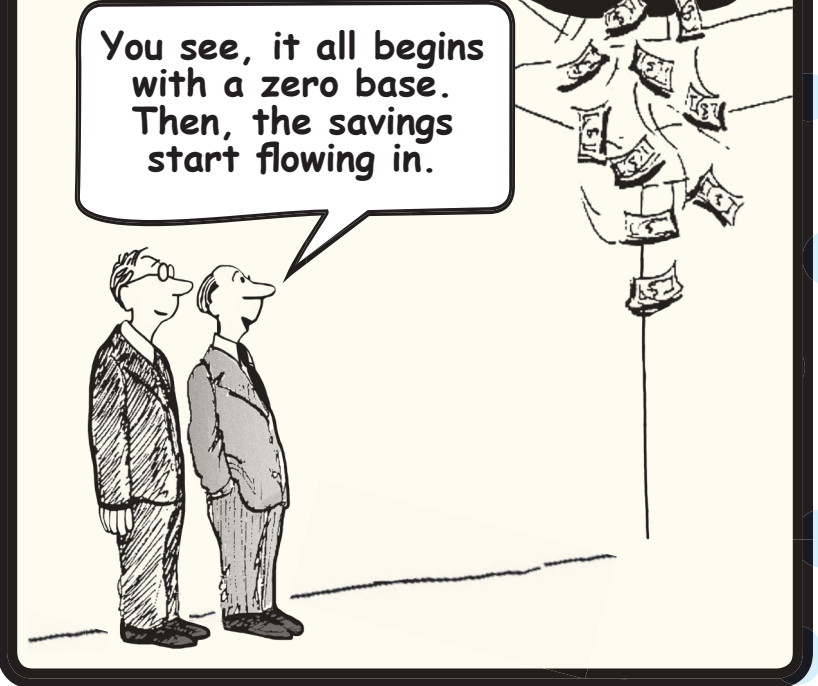
JUSTINE,
There's an Easier
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New Savings...





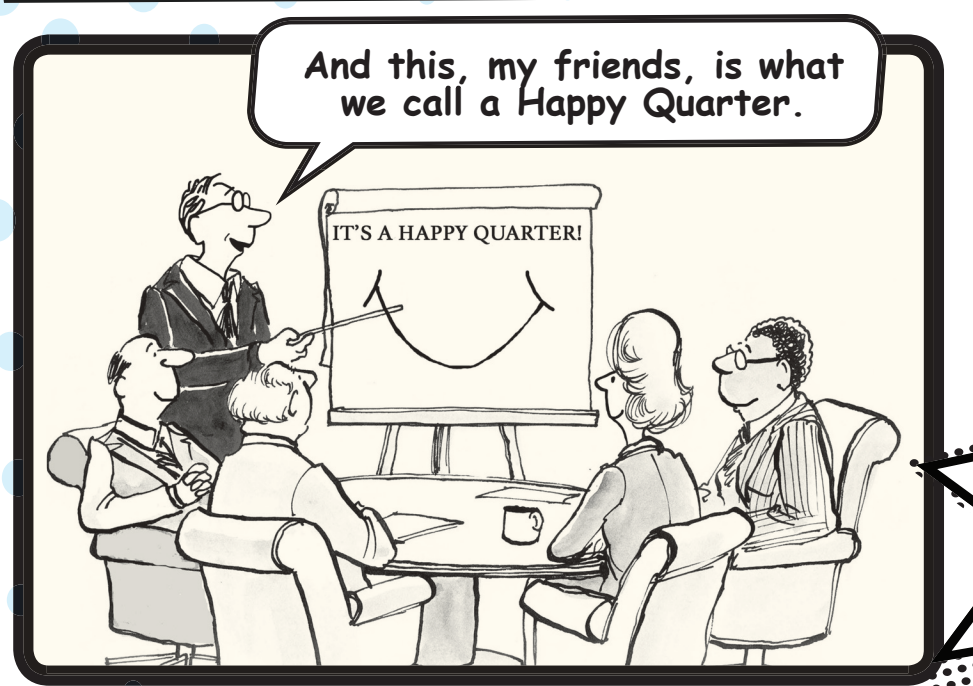
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Dipika Hemdev
Brand Manager, Shopper Marketing
The Colgate-Palmolive Company
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Director, Shopper Marketing
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WW Director, Marketing Strategy & Effectiveness
The Colgate-Palmolive Company
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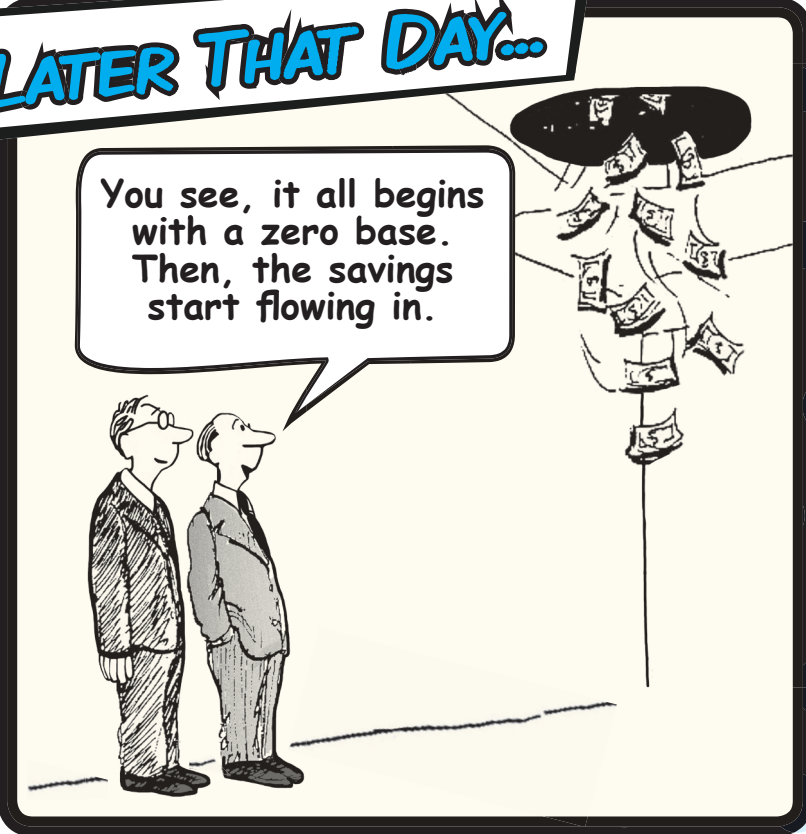
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WW Director, Retail Marketing & Shopper Marketing
The Colgate-Palmolive Company
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New York, NY 10022-7499



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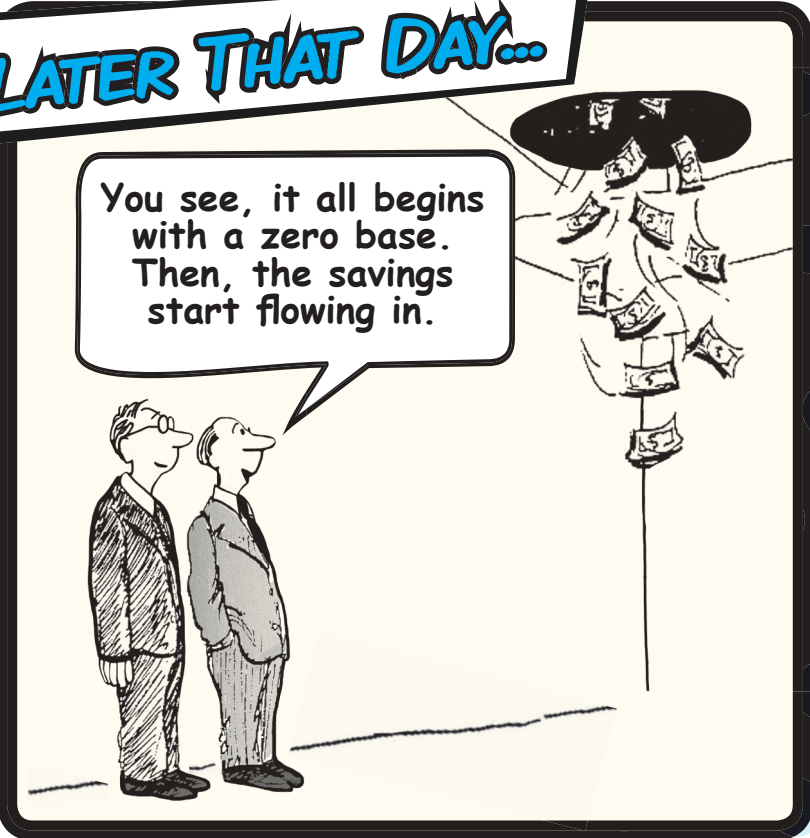


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Senior Manager, Shopper Marketing
Kind Snacks
PO Box 705
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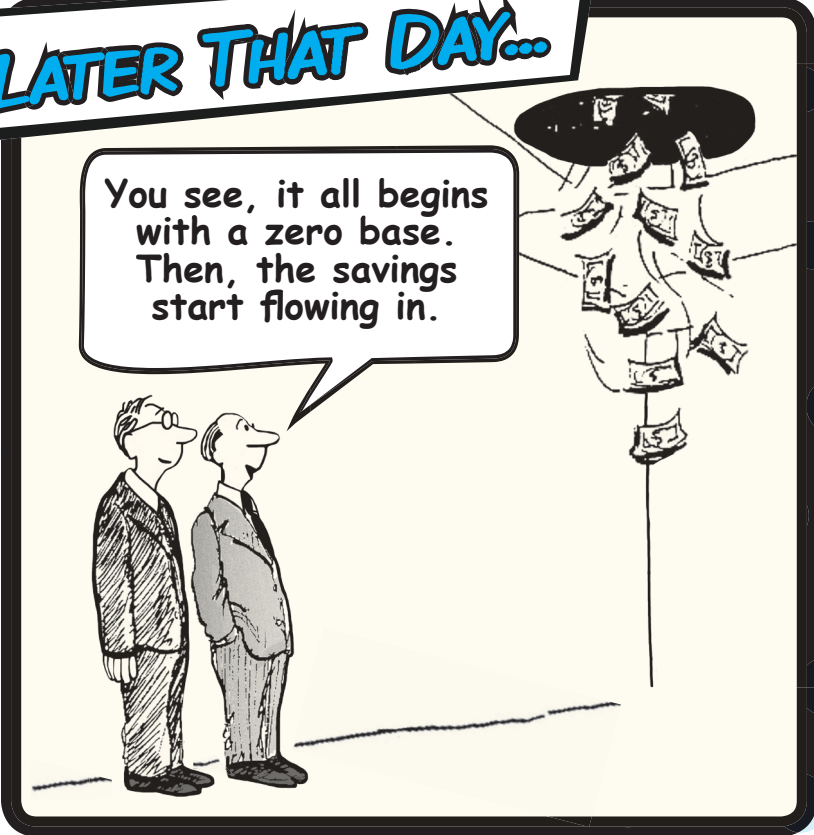
JENNY,
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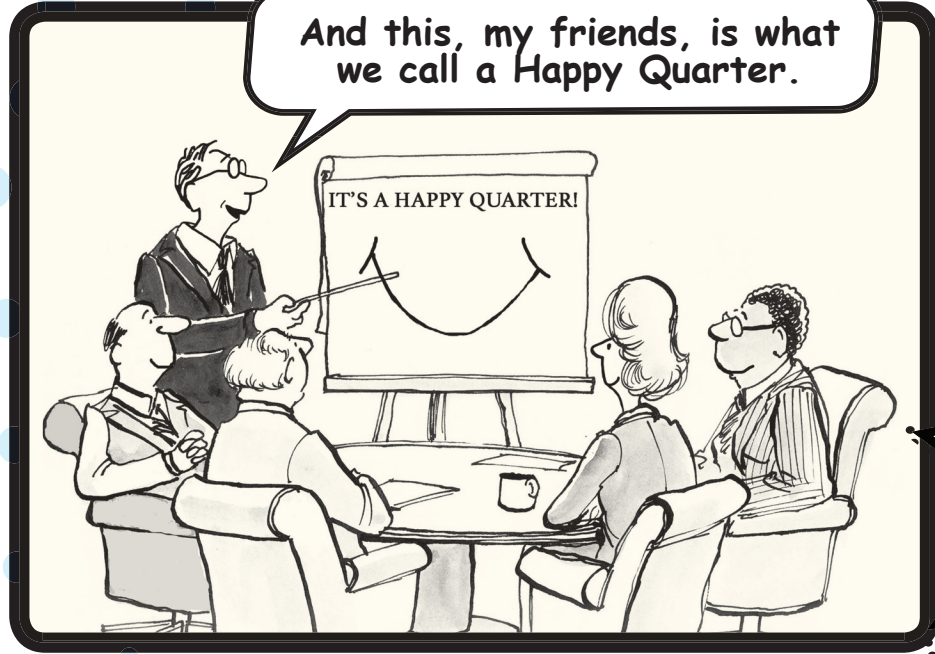
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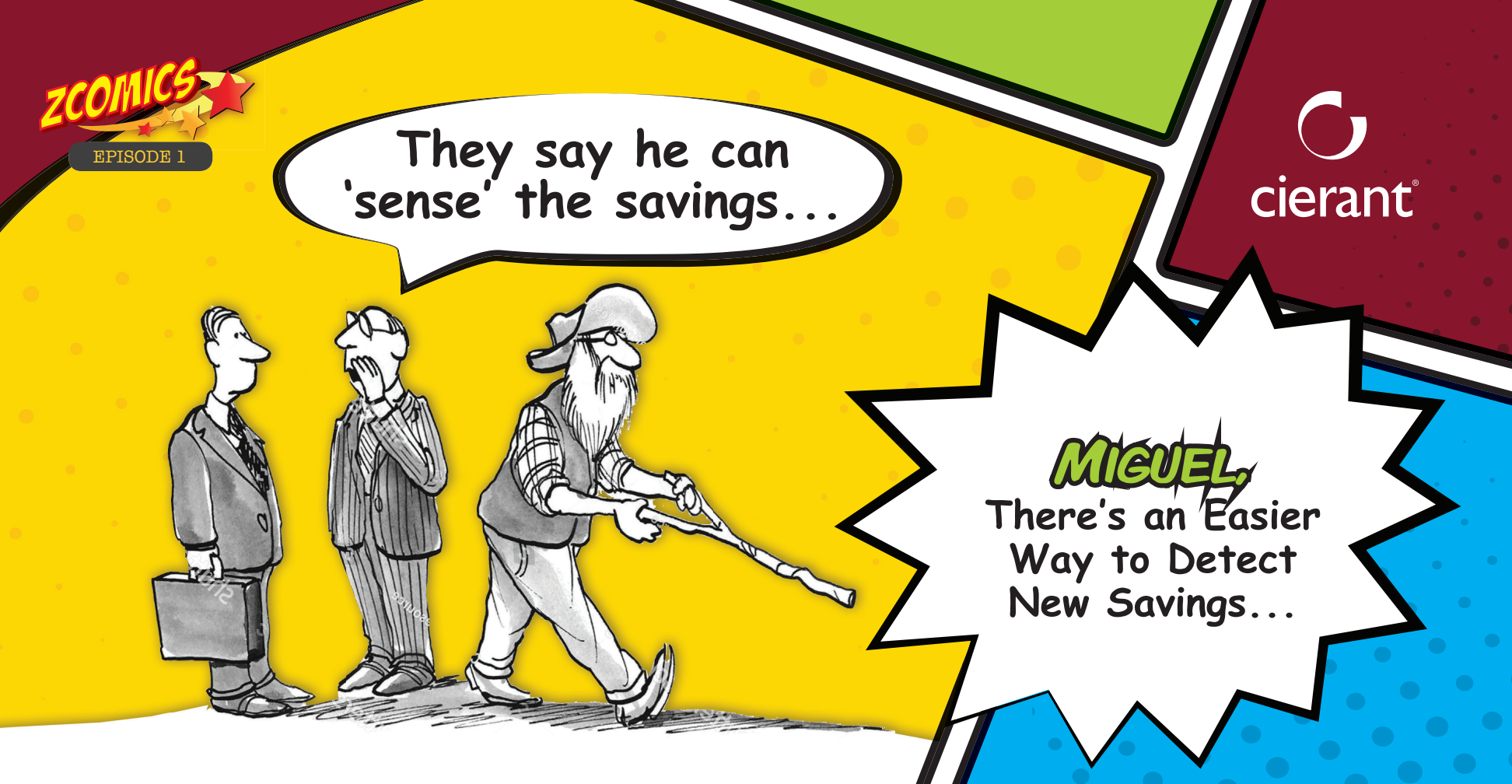
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Miguel Leal
EVP, Marketing
Kind Snacks
PO Box 705
New York, NY 10018-0012



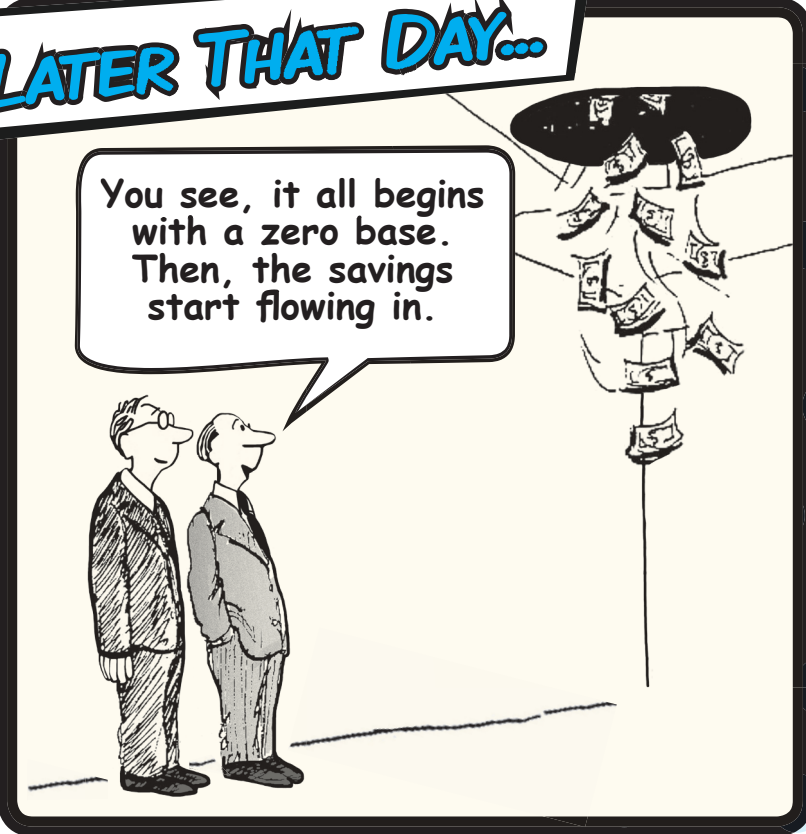
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Chandra Coleman
Vice President, US Marketing
Coty Inc
1 Park Ave
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Sonia Dalvi
Dir., Consumer Journey & Integrated Mktg Comm.
Chobani
200 Lafayette St
New York, NY 10012-4079



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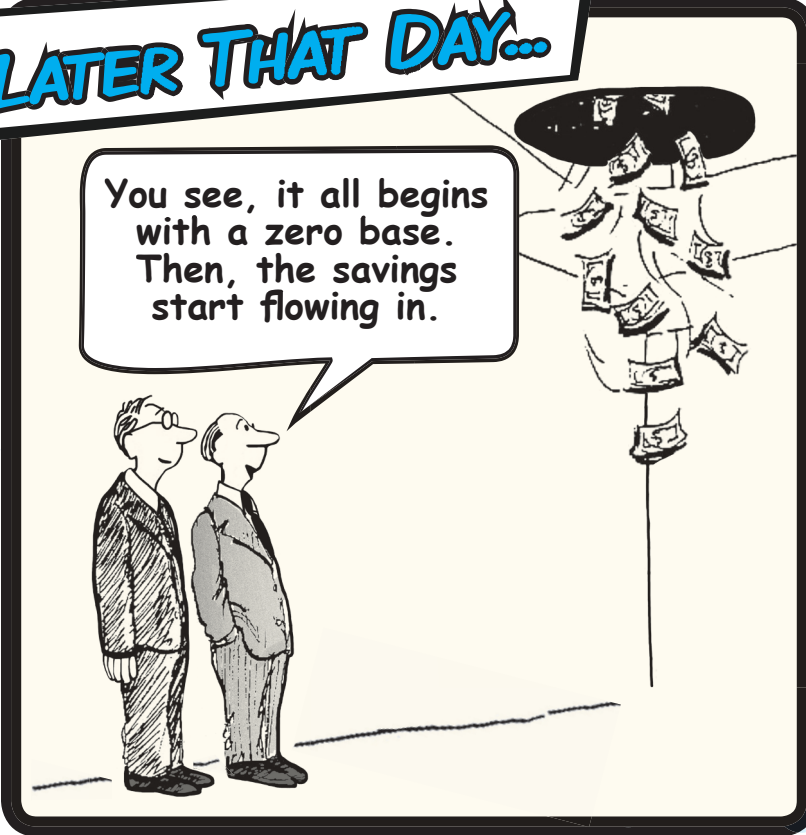


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Peter McGuinness
Chief Marketing, Commercial & Demand Officer
Chobani
200 Lafayette St
New York, NY 10012-4079



ZCOMICS

EPISODE 1

They say he can
'sense' the savings...



PETER,
There's an Easier
Way to Detect
New Savings...





...LATER THAT DAY...



A FEW MONTHS LATER...



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Less Waste. More Profit.

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PETER: You don't need Wandering Wayne to spot new savings.

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Crystal Black Davis
Vice President of Marketing / Deputy to the President
Loacker USA
90 Broad St
Ste 402A
New York, NY 10004-3501



ZCOMICS

EPISODE 1

They say he can
'sense' the savings...



CRYSTAL!
There's an Easier
Way to Detect
New Savings...





"Hey you, haven't you ever heard of zero-based budgeting?!"

...LATER THAT DAY...



You see, it all begins with a zero base. Then, the savings start flowing in.

A FEW MONTHS LATER...



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Alison Kolterjohn
VP, Customer Marketing
Revlon
1 New York Plz
New York, NY 10004-1901



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They say he can
'sense' the savings...



ALISON,
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Way to Detect
New Savings...





...LATER THAT DAY...



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Kelly Roses
Senior Global Brand Manager
Revlon
1 New York Plz
New York, NY 10004-1901



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They say he can
'sense' the savings...

KELLY:
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Way to Detect
New Savings...





...LATER THAT DAY...



A FEW MONTHS LATER...



KELLY:
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Christina Ragazzini
Director, Retail Innovation & Promotional Development
L'Oreal
10 Hudson Yards
New York, NY 10001-2157



ZCOMICS

EPISODE 1

They say he can
'sense' the savings...



CHRISTINA,
There's an Easier
Way to Detect
New Savings...



"Hey you, haven't you ever heard of zero-based budgeting?!"

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L'Oreal
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New York, NY 10001-2157



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JASMINE,
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Way to Detect
New Savings...





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Deanna Maestas
Sr. Dir., Global Shopper Marketing & Customer Strategy
Johnson & Johnson
1 Johnson and Johnson Plz
New Brunswick, NJ 08933-0002



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'sense' the savings...



DEANNA,
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Way to Detect
New Savings...





...LATER THAT DAY...



A FEW MONTHS LATER...



DEANNA
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STEVEN,
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Way to Detect
New Savings...



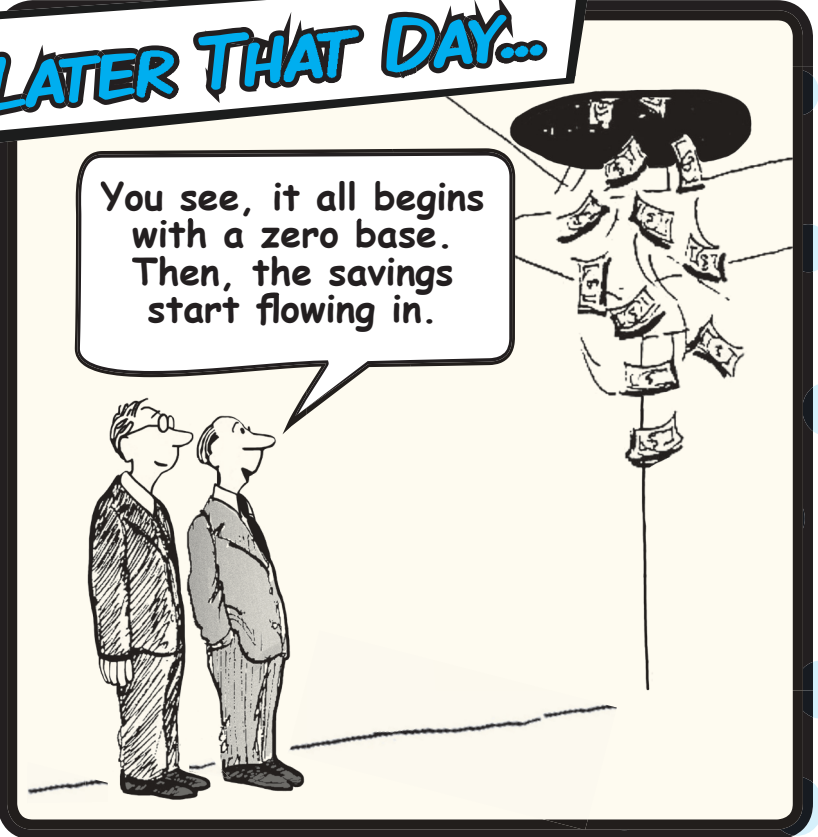


"Hey you, haven't you ever heard of zero-based budgeting?!"

STEVEN: You don't need Wandering Wayne to spot new savings.

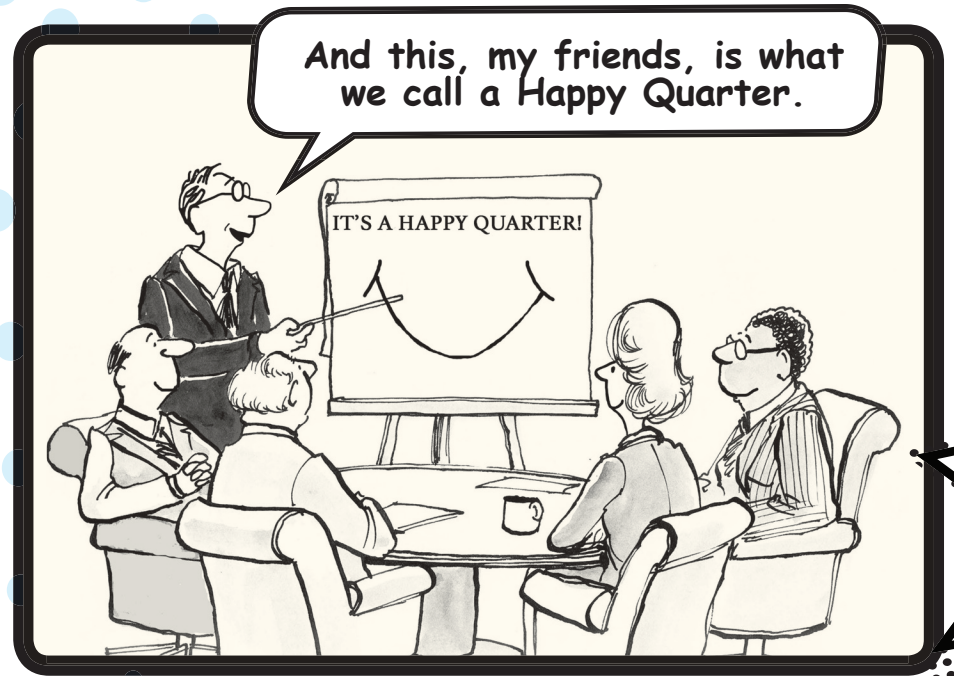
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Yasmeen Stewart-Spotwood
Consumer Promotions Manager
Johnson & Johnson
425 Nj-18
Piscataway, NJ 8854



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...LATER THAT DAY...



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Cindy Manzo
Manager, Marketing Services
Church & Dwight Co., Inc
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They say he can
'sense' the savings...

CINDY!
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Way to Detect
New Savings...





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CINDY: You don't need Wandering Wayne to spot new savings.

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...LATER THAT DAY...



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Chief Financial Officer
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They say he can
'sense' the savings...



RICHARD,
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Way to Detect
New Savings...





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Amanda Lampietro
Senior Shopper Marketing Manager
Bai Brands
1800 E State St
Trenton, NJ 08609-2013



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They say he can
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AMANDA,
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Way to Detect
New Savings...





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...LATER THAT DAY...



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Kat Haddon
Director of Retail Activation
Bai Brands
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KAT,
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...LATER THAT DAY...



A FEW MONTHS LATER...



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KAT.
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Louis Tursi Jr.
EVP, Sales & Customer Marketing
Church & Dwight Co., Inc
469 N Harrison St
Princeton, NJ 08540-3597



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LOUIS,
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...LATER THAT DAY...



A FEW MONTHS LATER...



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Greg Shewchuk
Chief Commercial & Marketing Officer
Campbell Soup Co.
1 Campbell Pl
Camden, NJ 08103-1799



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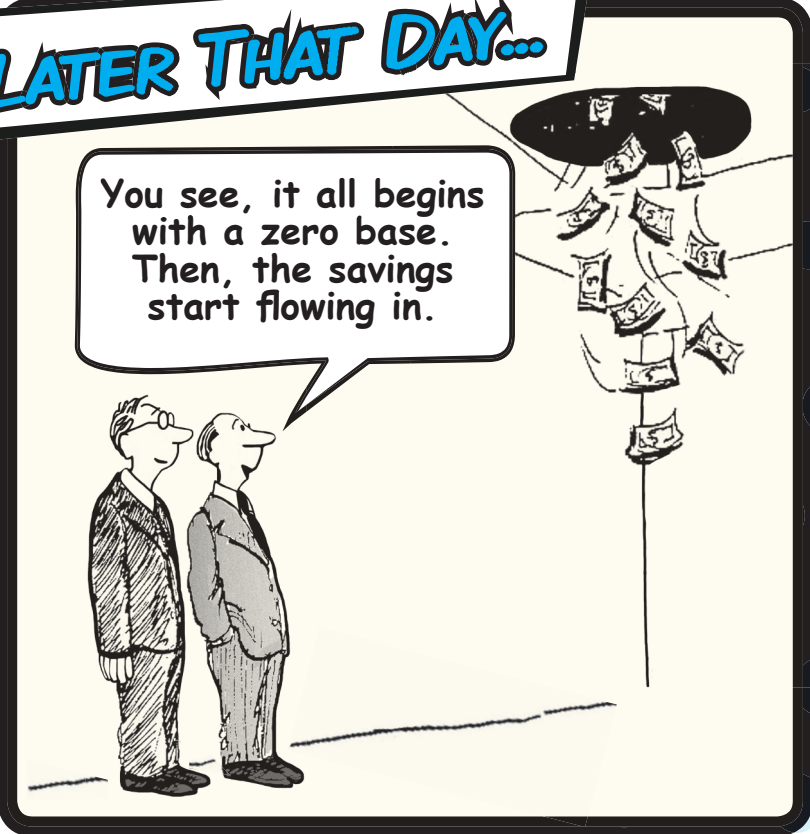
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GREG,
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Christian Ardito
Senior Marketing Manager, Soup & Broth
Campbell Soup Co.
1 Campbell Pl
Camden, NJ 08103-1799



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VP, Integrated Marketing Solutions
Bayer
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Whippany, NJ 07981-1544



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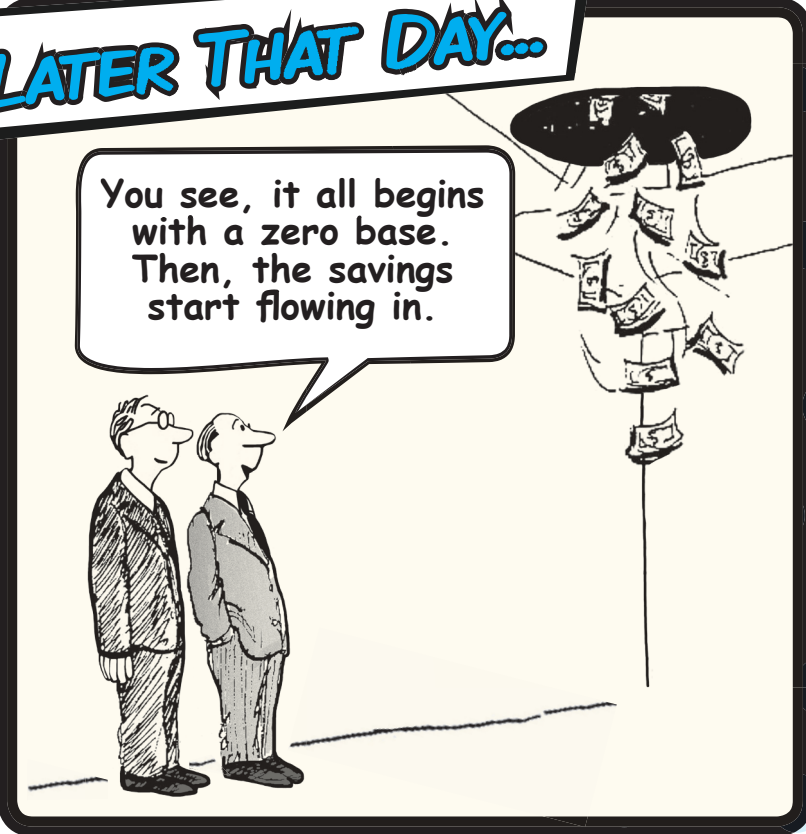
CHRISTINA,
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...LATER THAT DAY...



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Dominique Bruno
Shopper Marketing Manager
Bayer
100 Bayer Blvd
Whippany, NJ 07981-1544



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New Savings...

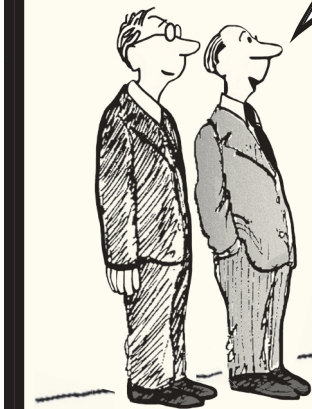




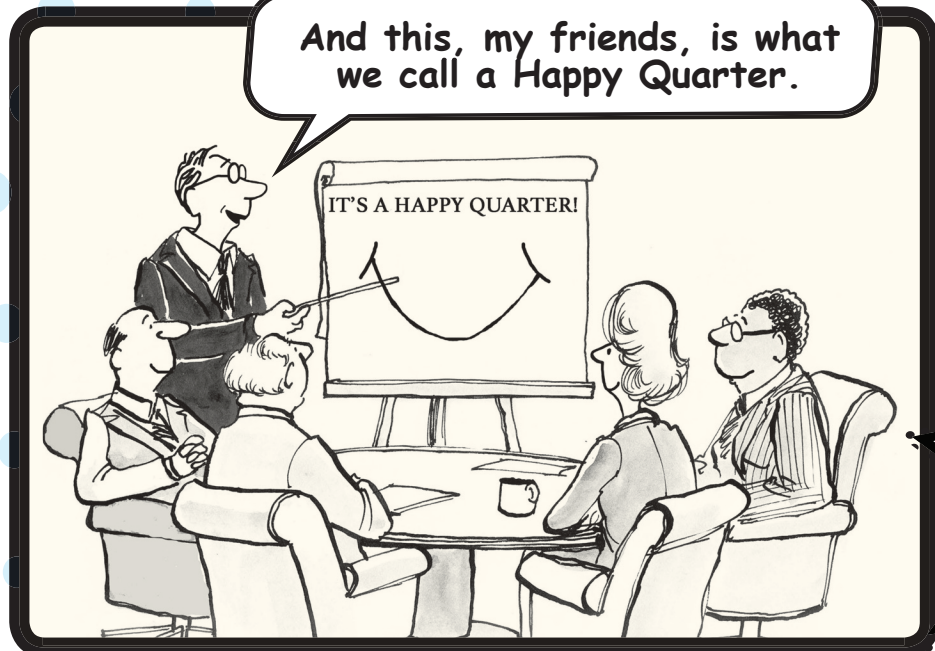
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Liza Rexhaj
Customer Director, Shopper Marketing
Mondelez International
100 Deforest Ave
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STEVE,
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Director, Shopper Merchandising Solutions
Mondelez International
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Berta De Pablos- Barbier
VP, Marketing
Mars Chocolate North America
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Hackettstown, NJ 7840



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BERTA.
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Way to Detect
New Savings...





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Shopper Marketing Team Leader
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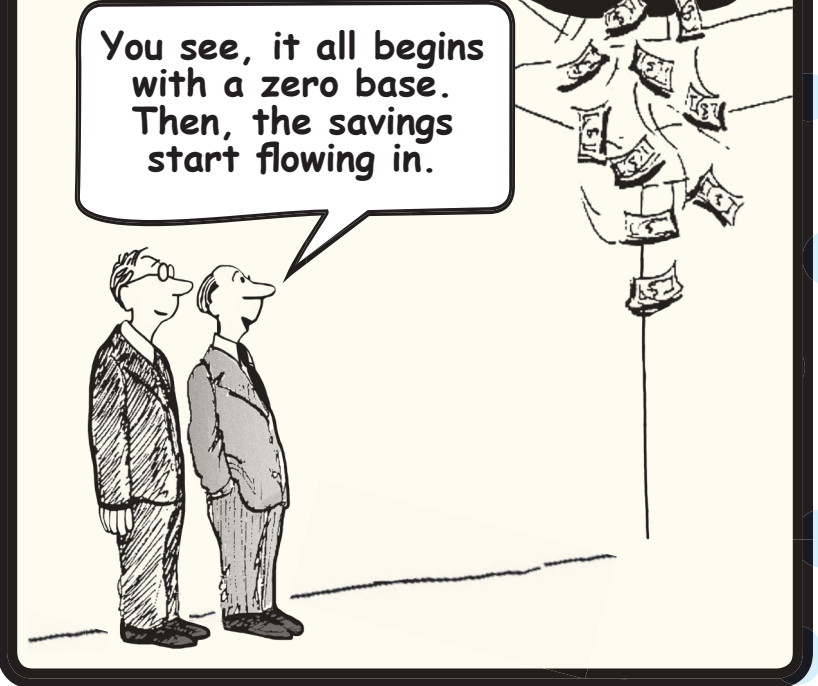
SUE,
There's an Easier
Way to Detect
New Savings...





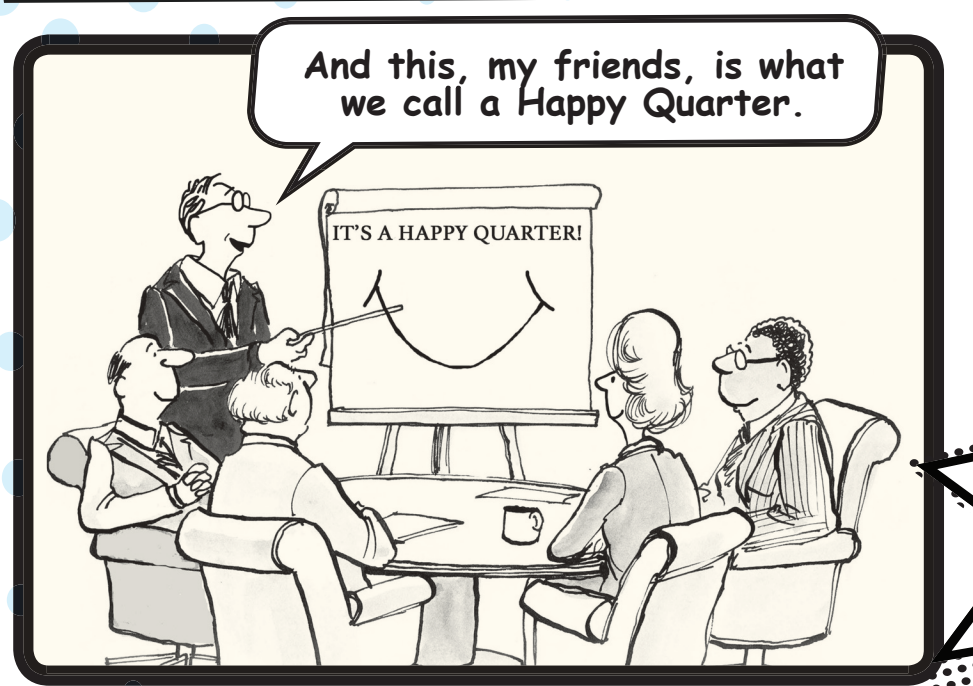
"Hey you, haven't you ever heard of zero-based budgeting?!"

...LATER THAT DAY...



You see, it all begins with a zero base. Then, the savings start flowing in.

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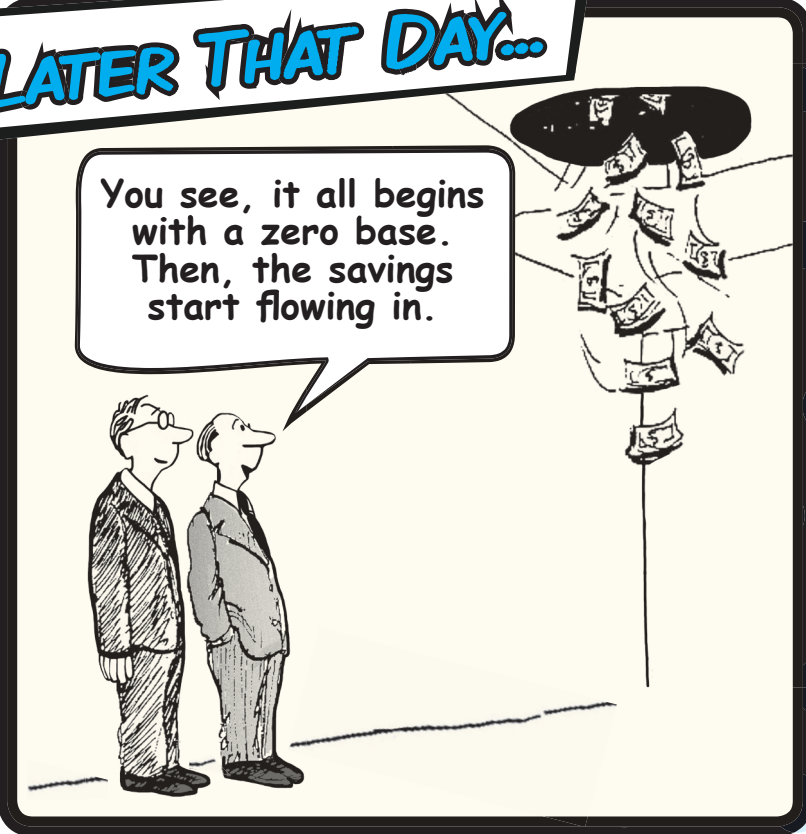


RACHEL,
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Global Director, Retail & Shopper Marketing
Glaxosmithkline
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Newark, NJ 07102-2834



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DANIEL,
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Way to Detect
New Savings...





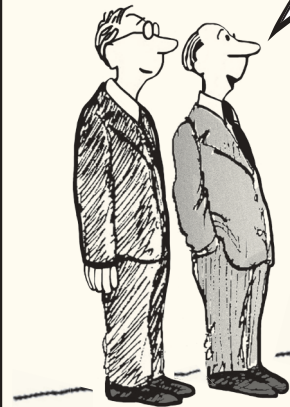
"Hey you, haven't you ever heard of zero-based budgeting?!"

DANIEL,
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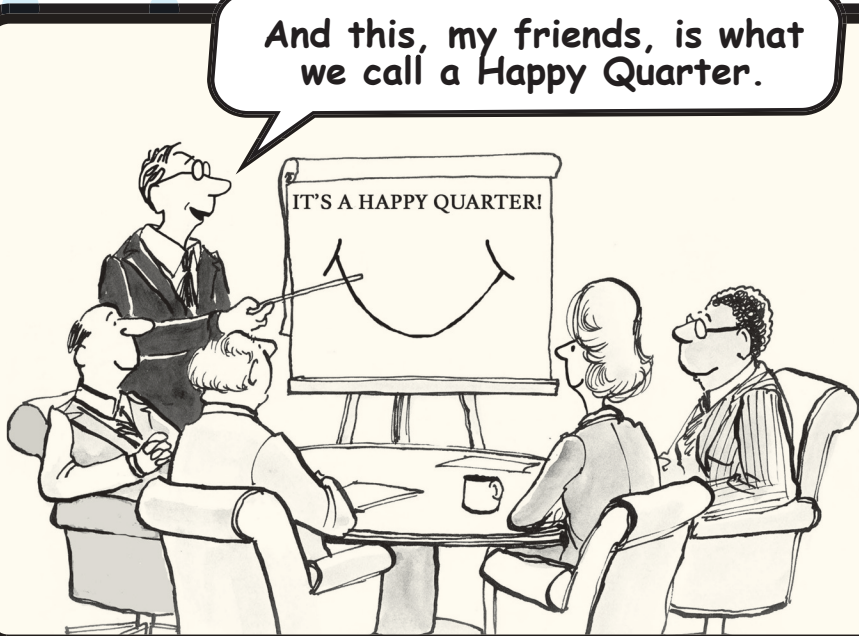
...LATER THAT DAY...

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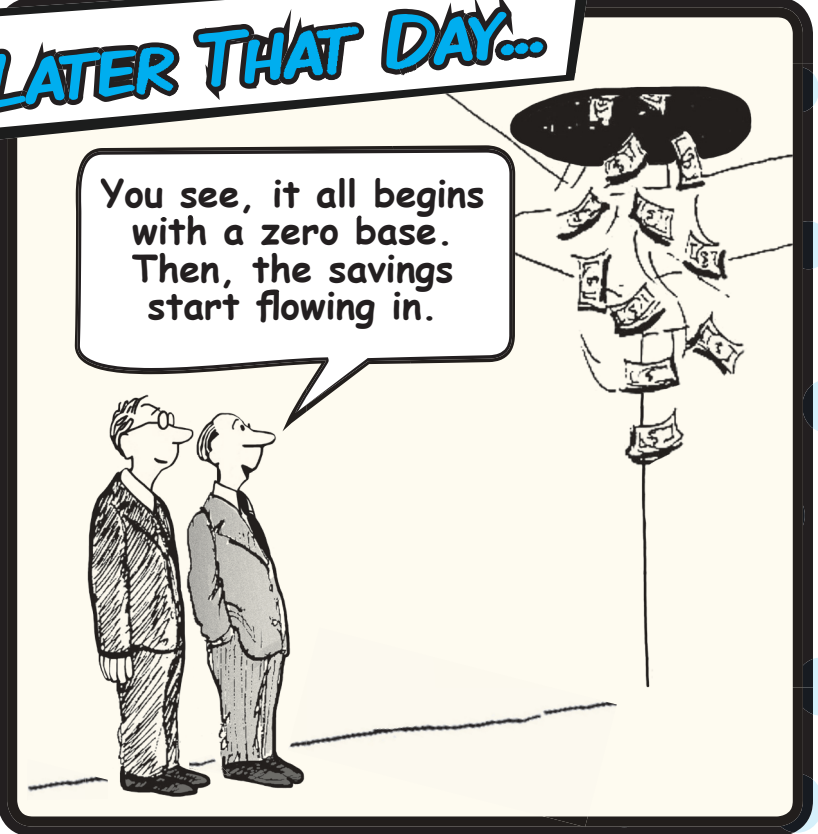


ANDREW,
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Way to Detect
New Savings...





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DOROTHY,
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...LATER THAT DAY...



A FEW MONTHS LATER...



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'sense' the savings...



STEPHEN,
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Way to Detect
New Savings...





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...LATER THAT DAY...



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Category Marketing Manager, Brand, Trade, & Shopper
Marketing
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Ste 101
Parsippany, NJ 07054-1133



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'sense' the savings...



CHRISTIAN,
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Way to Detect
New Savings...





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Senior Manager, Shopper Marketing
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KERI.
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BRIAN,
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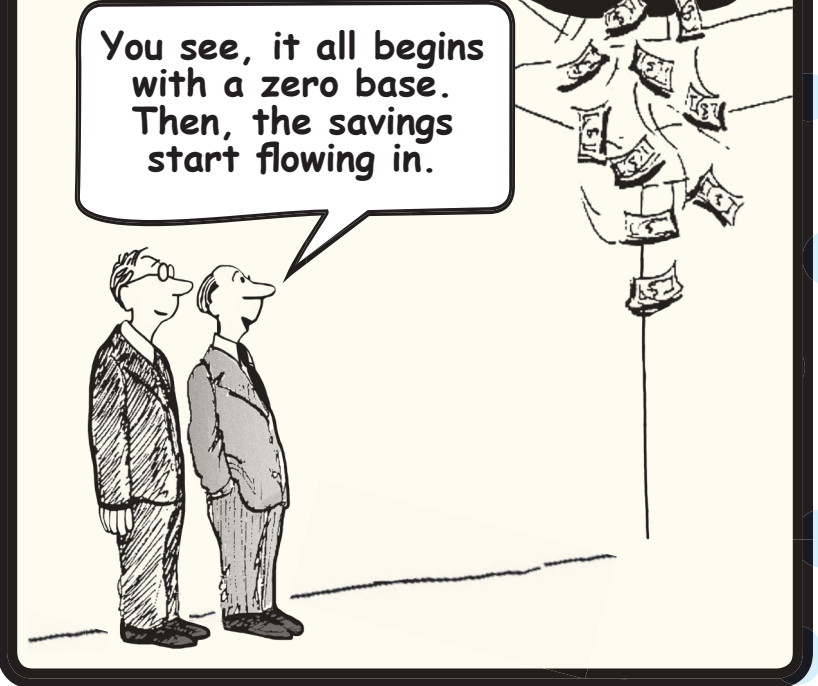
CRAIG,
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Team Leader, Shopper Marketing
Henkel North America
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Vice President, Digital & Consumer Activation
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KEN,
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Vice President, Marketing USA
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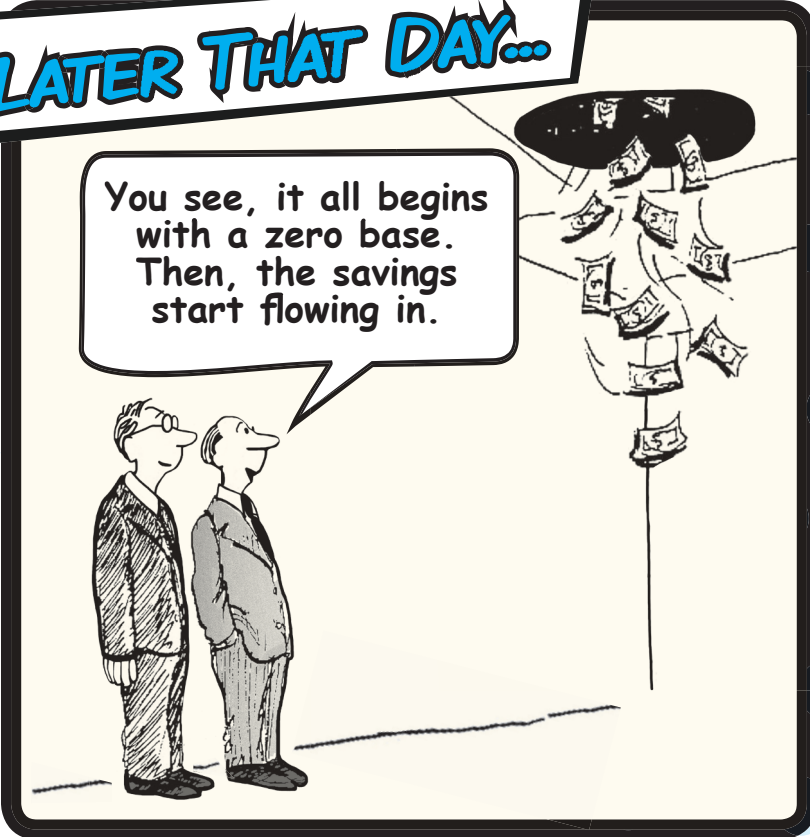
MAURICIO,
There's an Easier
Way to Detect
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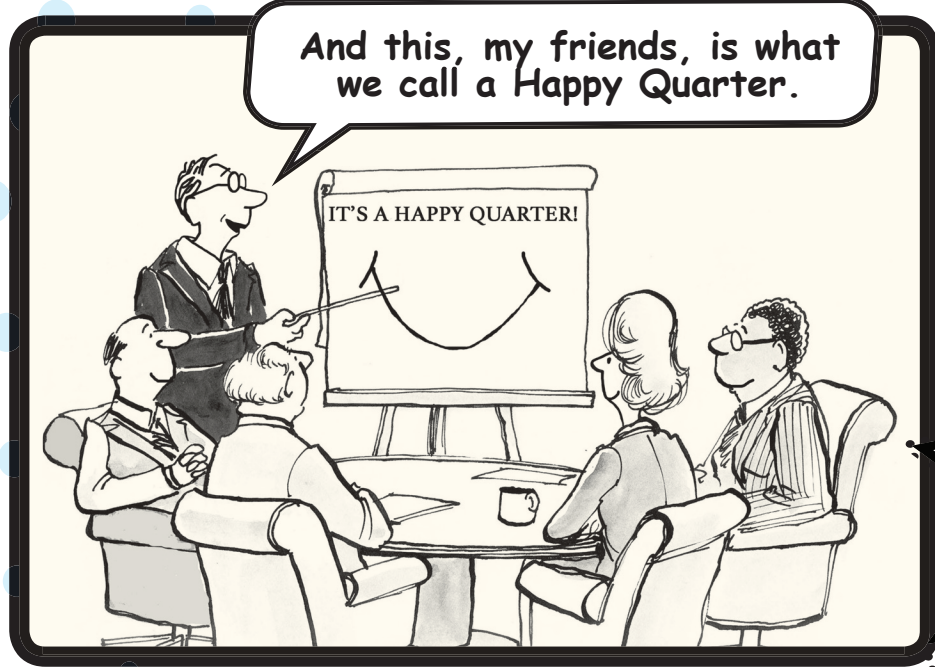
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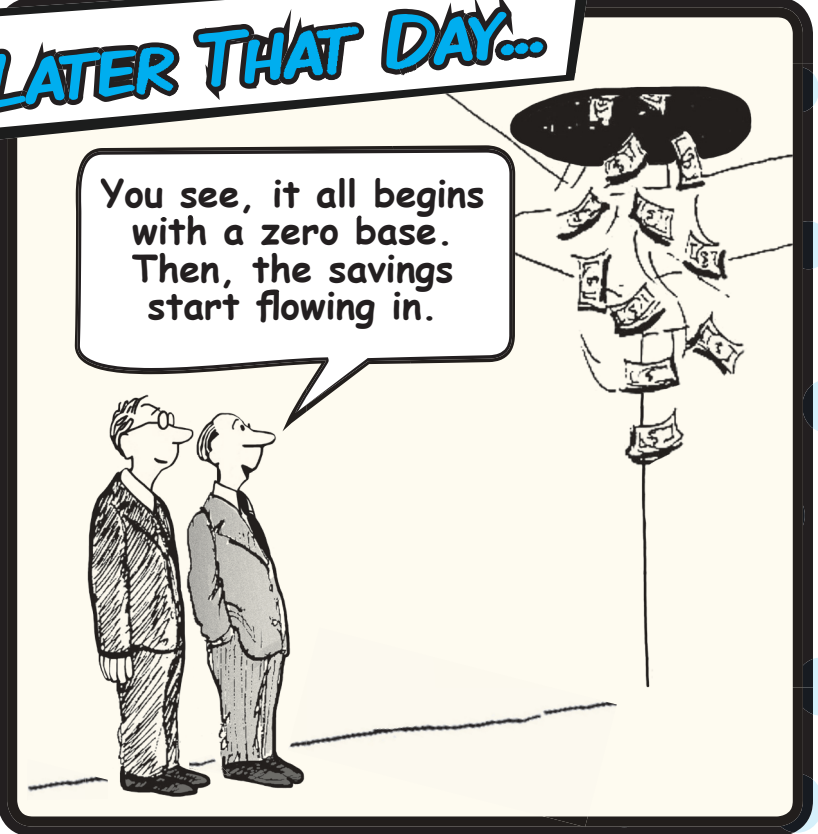
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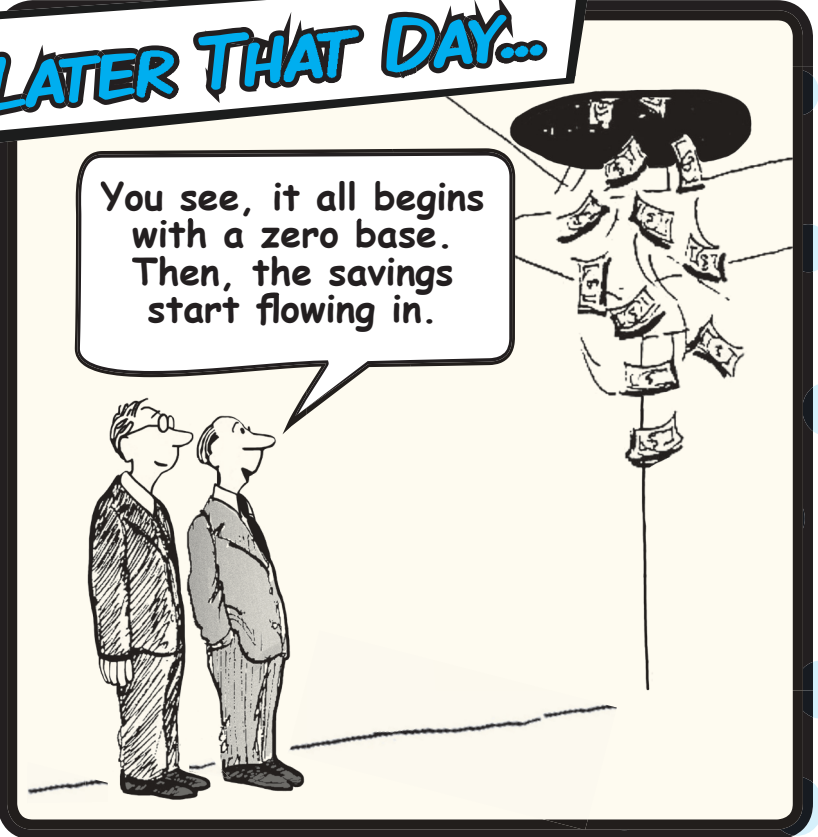


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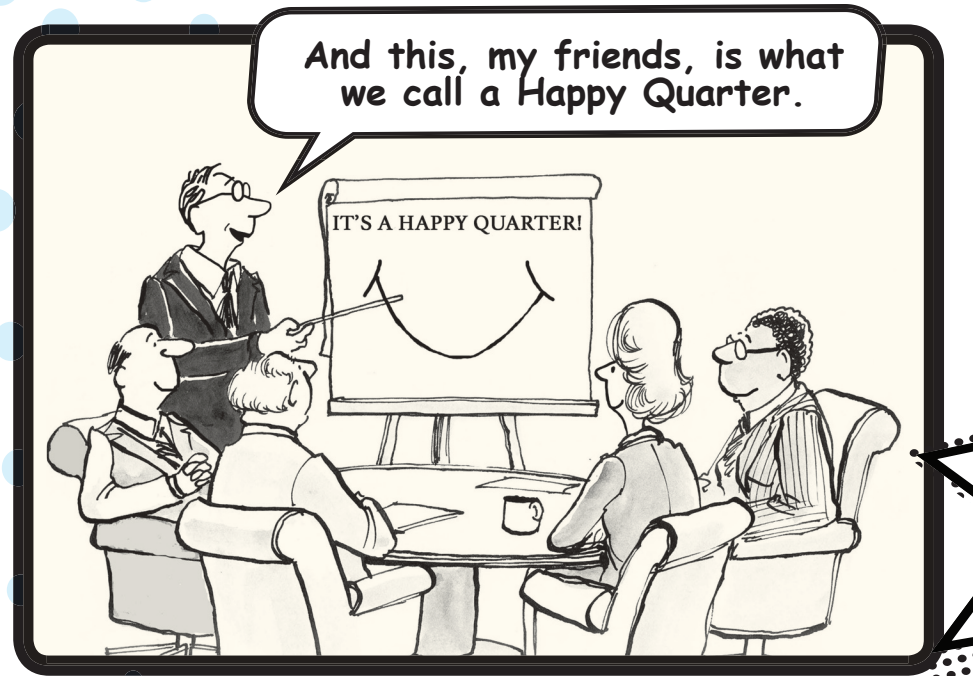
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Marketing Manager
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MARISSA,
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Way to Detect
New Savings...





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VP Client Solutions
Cierant Corporation
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New Savings...





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Way to Detect
New Savings...





...LATER THAT DAY...



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Graphic Designer
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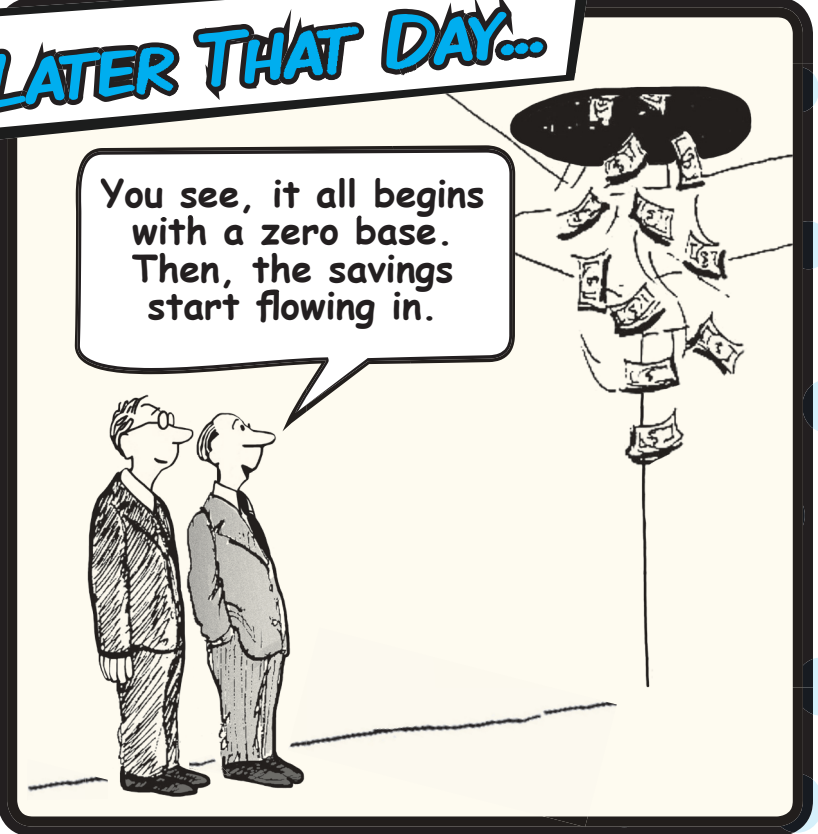
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MICHELLE,
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Way to Detect
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They say he can
'sense' the savings...

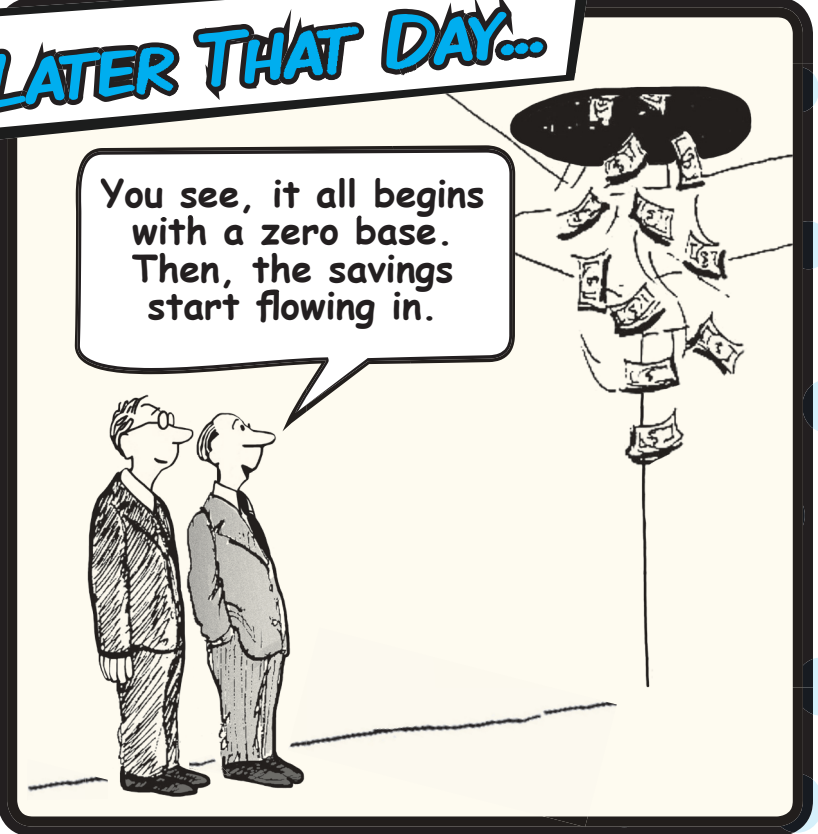


JAMES,
There's an Easier
Way to Detect
New Savings...





...LATER THAT DAY...



A FEW MONTHS LATER...



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JAMES
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Lisa Cioban
President & COO
Cierant Corporation
112 Great Brook Rd
New Milford, CT 06776-3050



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They say he can
'sense' the savings...

LISA,

There's an Easier
Way to Detect
New Savings...





"Hey you, haven't you ever heard of zero-based budgeting?!"

...LATER THAT DAY...



You see, it all begins with a zero base. Then, the savings start flowing in.

A FEW MONTHS LATER...



And this, my friends, is what we call a Happy Quarter.

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Director, Shopper Marketing
Edgewell Personal Care
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Ste 400
Shelton, CT 06484-6228



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'sense' the savings...

BETH,
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Michael Law
Senior Director, Customer Strategy & Planning
Edgewell Personal Care
6 Research Dr
Ste 400
Shelton, CT 06484-6228

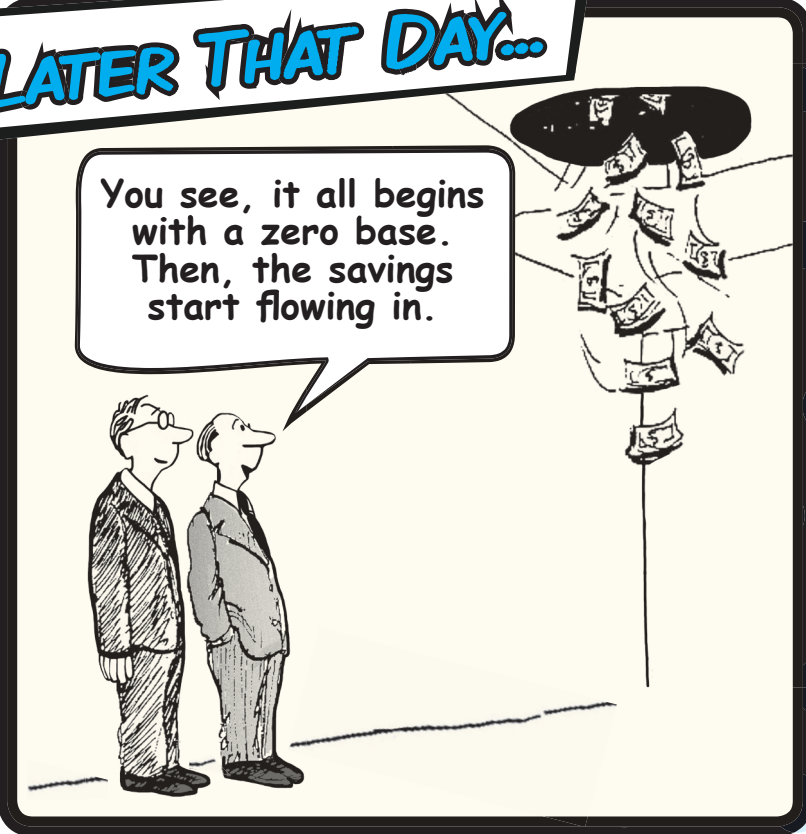


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...LATER THAT DAY...



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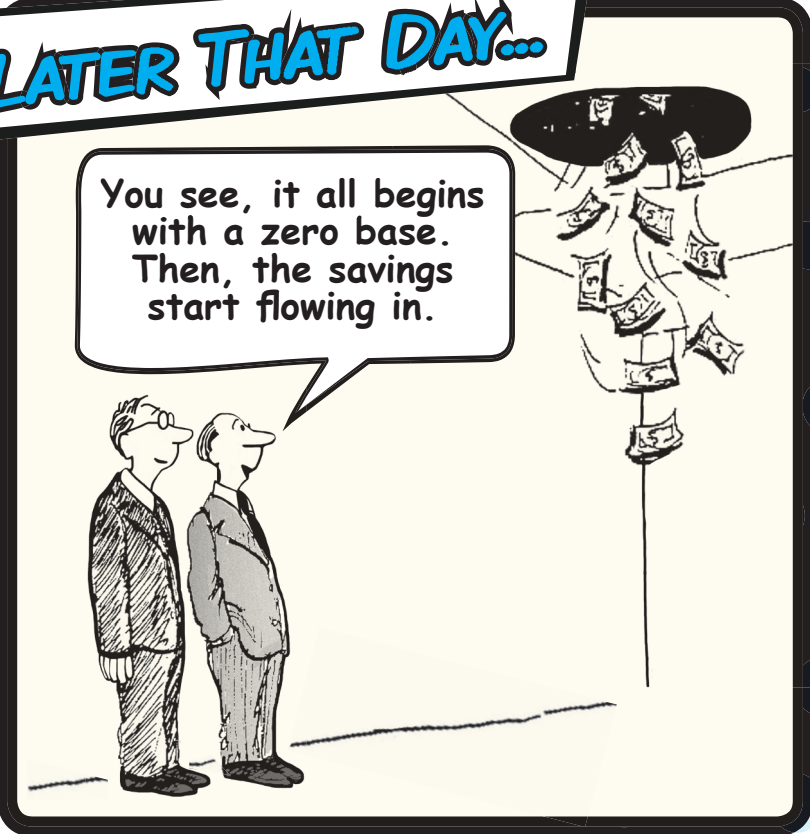
NICOLE,
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Adria Boyle
Director, Marketing
Stanley Black & Decker, Inc.
1000 Stanley Dr
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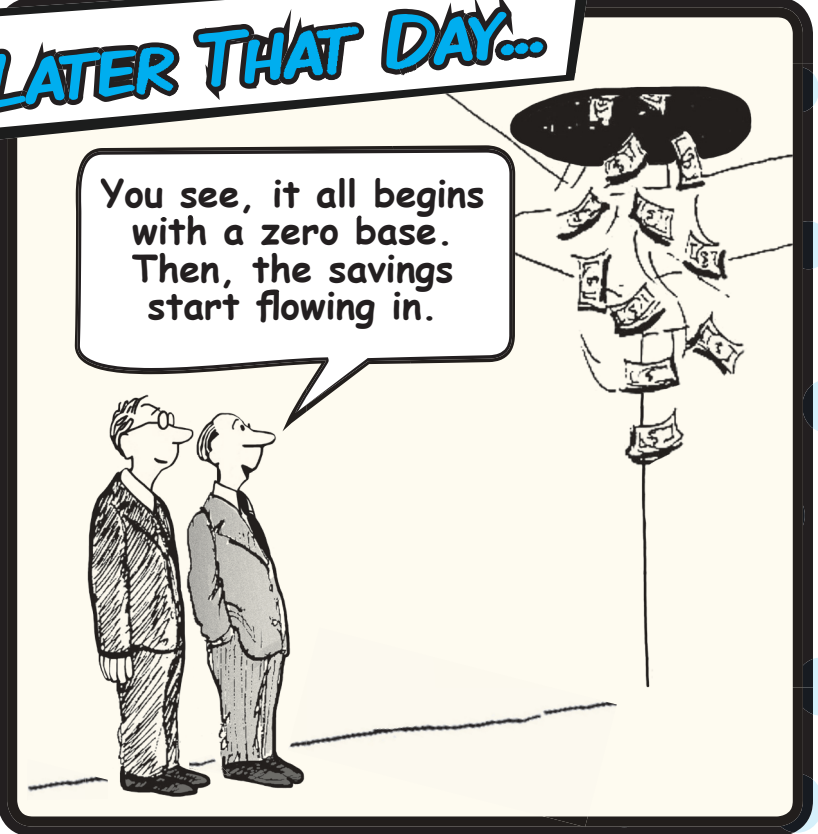
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ADRIA,
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Mike Simpson
Vice President, Global Corporate Brand Marketing
Stanley Black & Decker, Inc.
1000 Stanley Dr
New Britain, CT 06053-1675



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'sense' the savings...



MIKE,
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Way to Detect
New Savings...





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Robert Bousquet
Shopper Marketing & Retail Innovation Manager
Keurig Green Mountain, Inc.
33 Coffee Ln
Waterbury, VT 05676-8900



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'sense' the savings...



ROBERT,
There's an Easier
Way to Detect
New Savings...





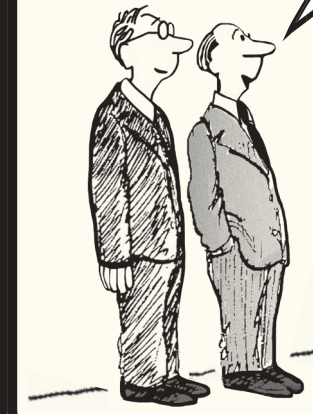
"Hey you, haven't you ever heard of zero-based budgeting?!"

ROBERT, You don't need Wandering Wayne to spot new savings.

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T.J. Freedman
Shopper Marketing Manager, CVS
The Colgate-Palmolive Company
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'sense' the savings...

T.J.
There's an Easier
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New Savings...





"Hey you, haven't you ever heard of zero-based budgeting?!"

T.J.
You don't need Wandering Wayne to spot new savings.

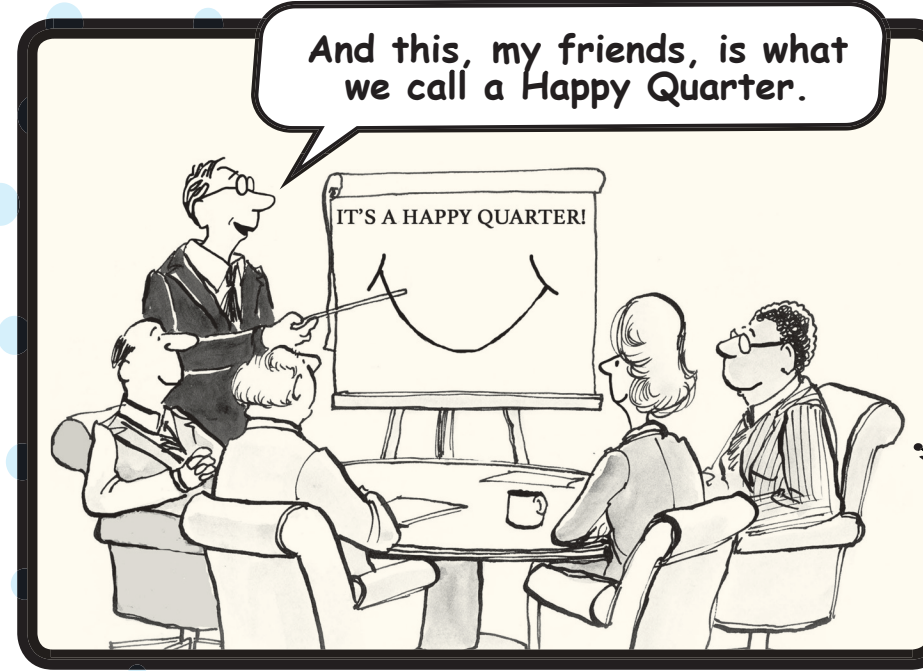
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Elise Morgan
Shopper Marketing, CVS Team
Pfizer
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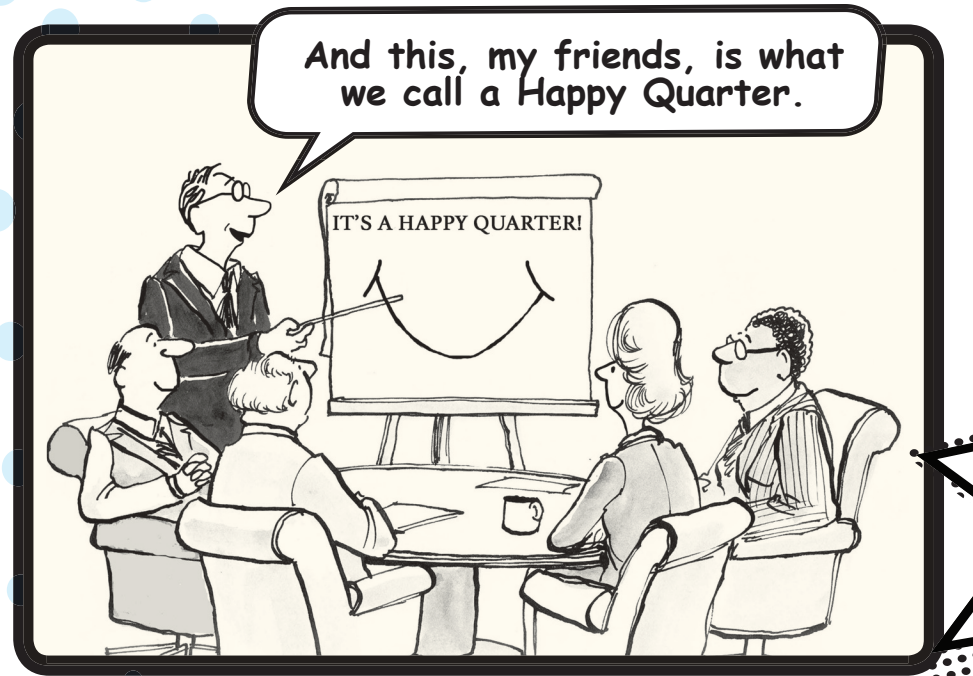




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John Lynch
VP, Head of U.S. Marketing
Reebok International Ltd
1895 J W Foster Blvd
Canton, MA 02021-1099



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Catie Briscoe
Global Retail Marketing Manager
Bose Corporation
100 The Mountain Rd
Framingham, MA 01701-8863



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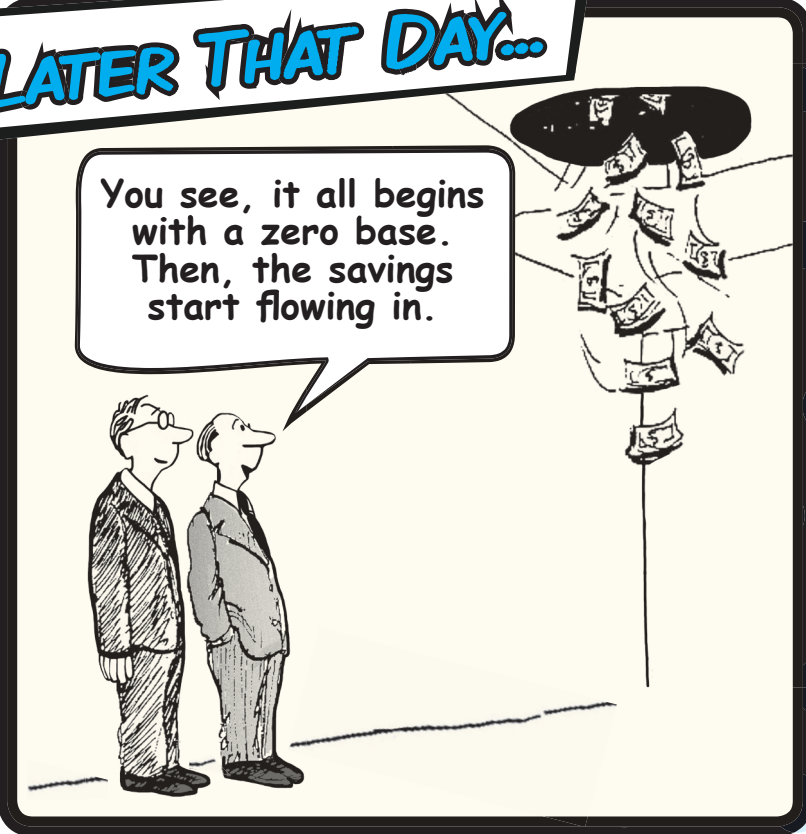
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