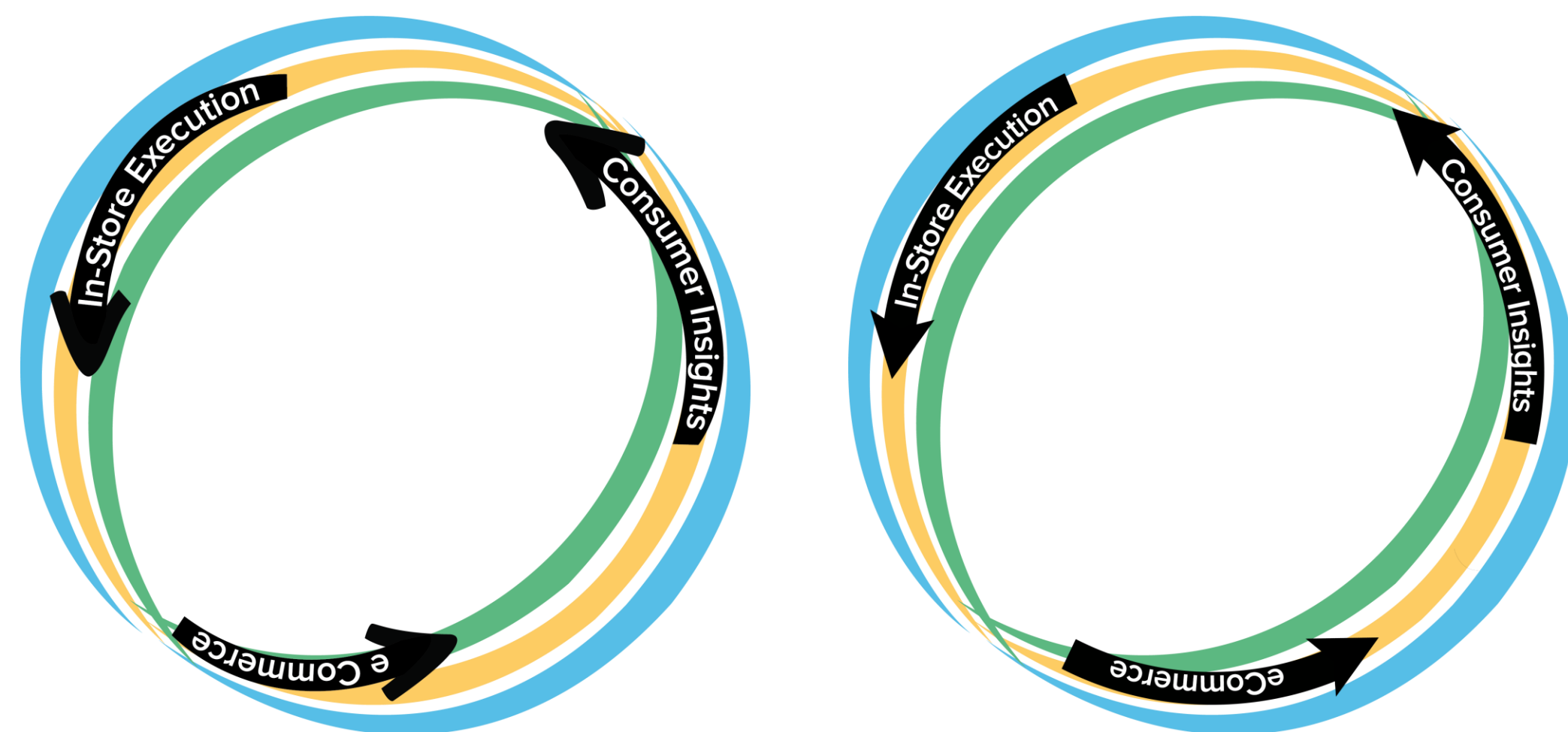


FIELD AGENT[®]

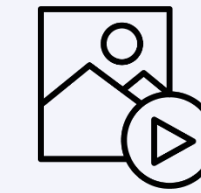
CANADA

360° Innovation Booster



What is 360° Innovation Booster?

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



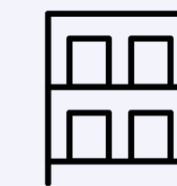
Photos & Videos



Distribution and Display Checks



Price Checks



Retail Pipelines Subscription



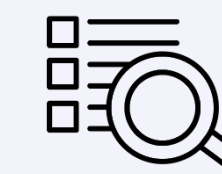
Ratings & Reviews



Buy & Try



Reporting



And More

Overall Innovation Metrics



Distribution



% of stores w/ secondary display



Average star rating



T2B OSAT score



T2B value score



T2B repurchase score

In-Store Execution



Distribution by Retailer

Distribution Summary: Cocoa Pebbles

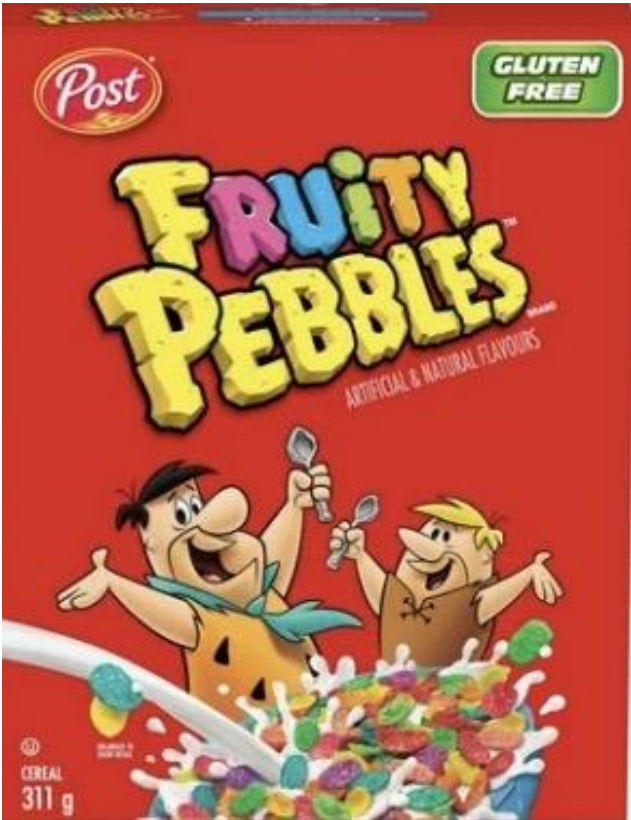
FDD: Feb 1, 2022

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



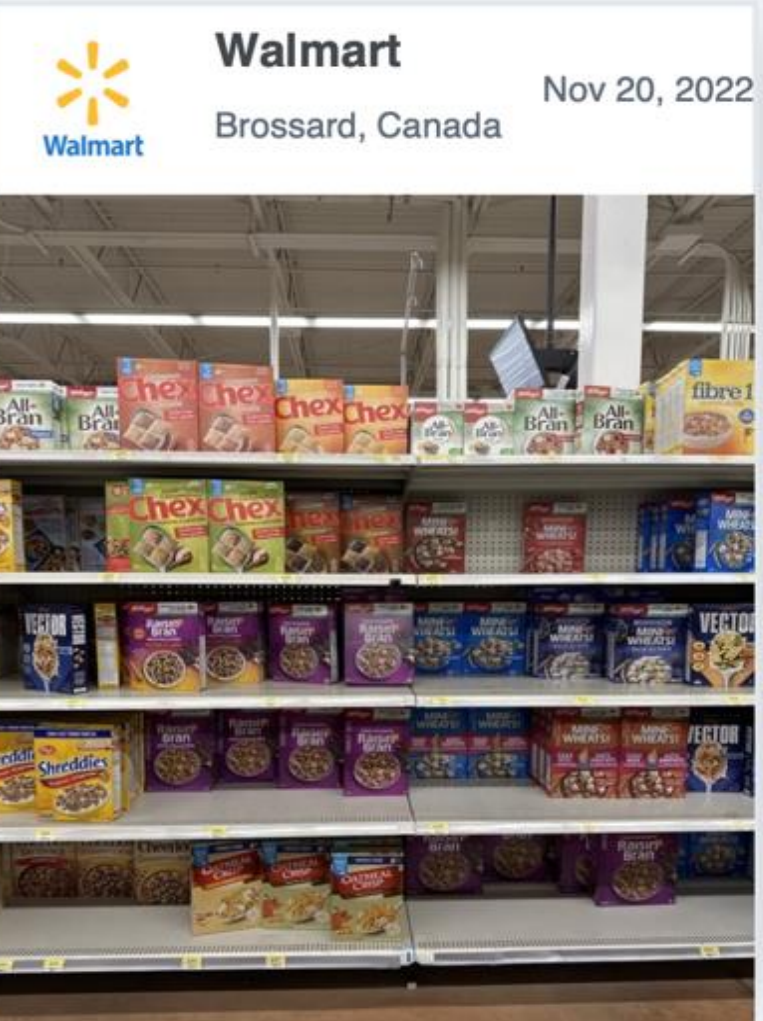
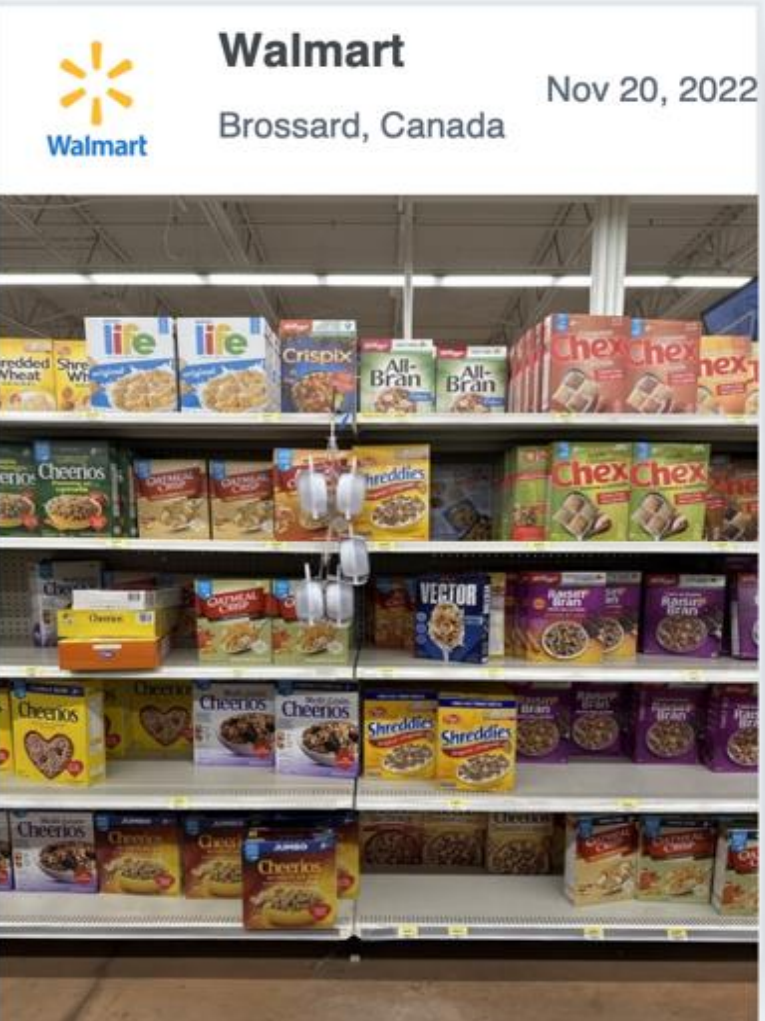
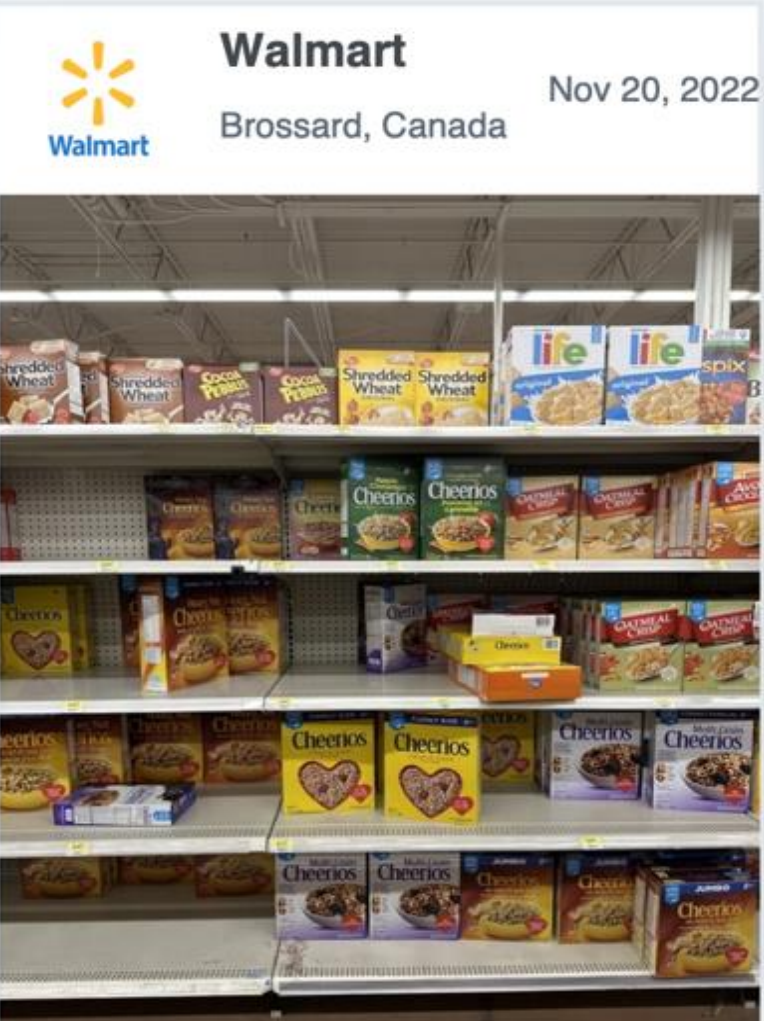
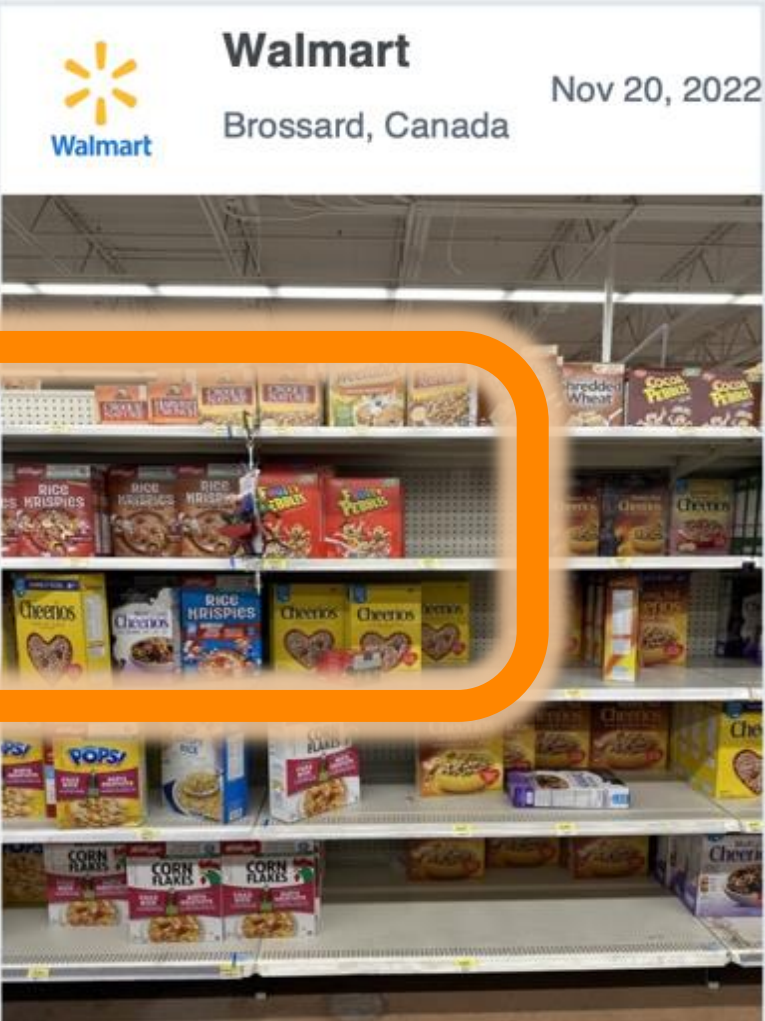
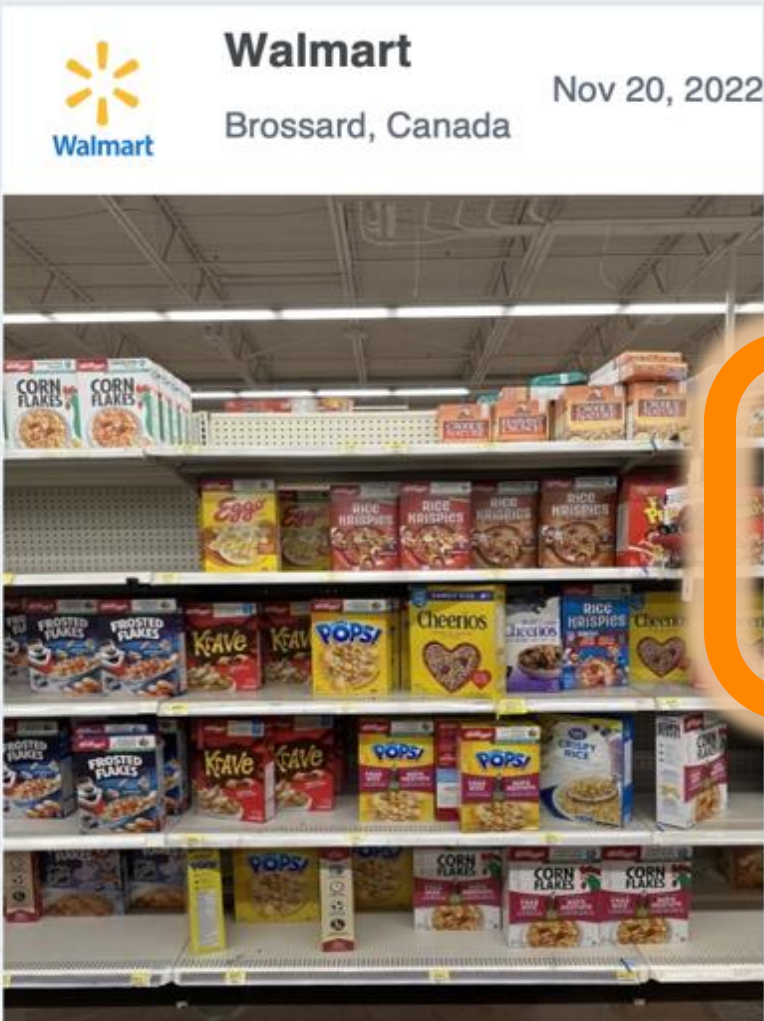
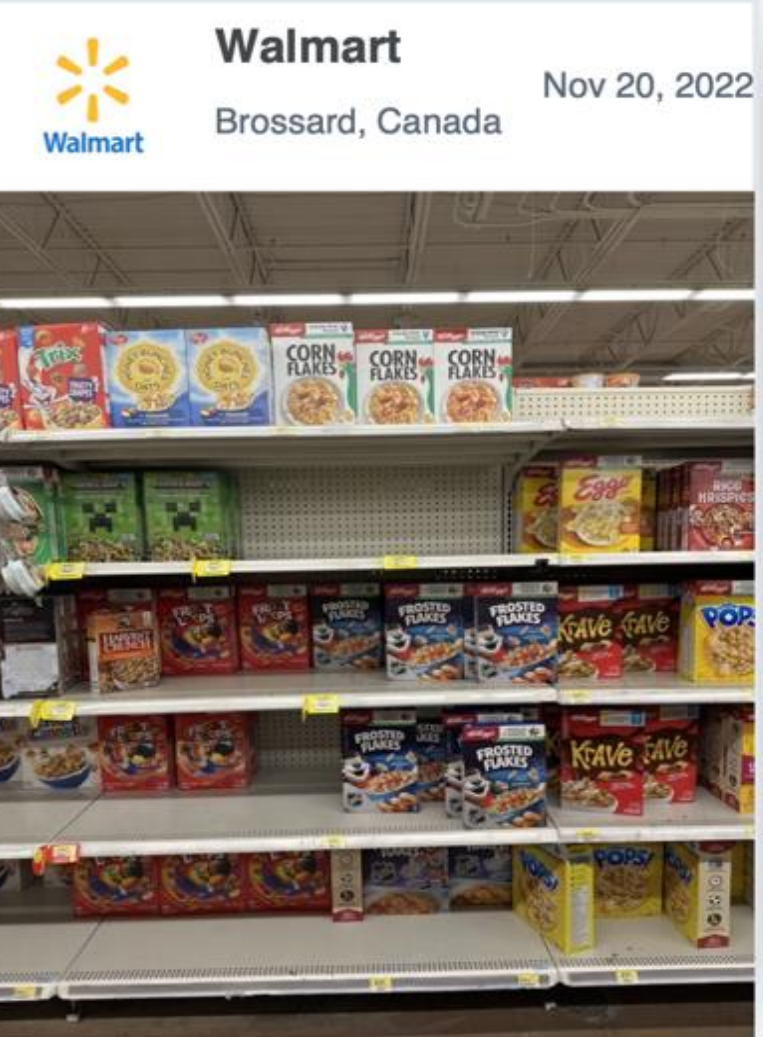
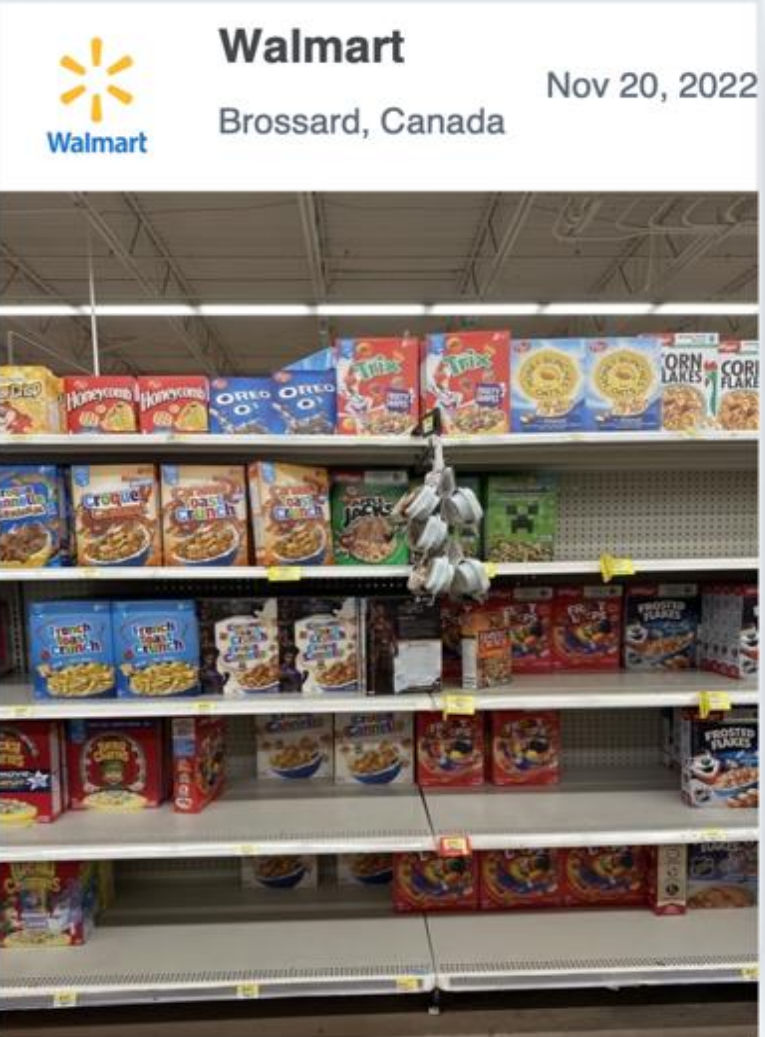
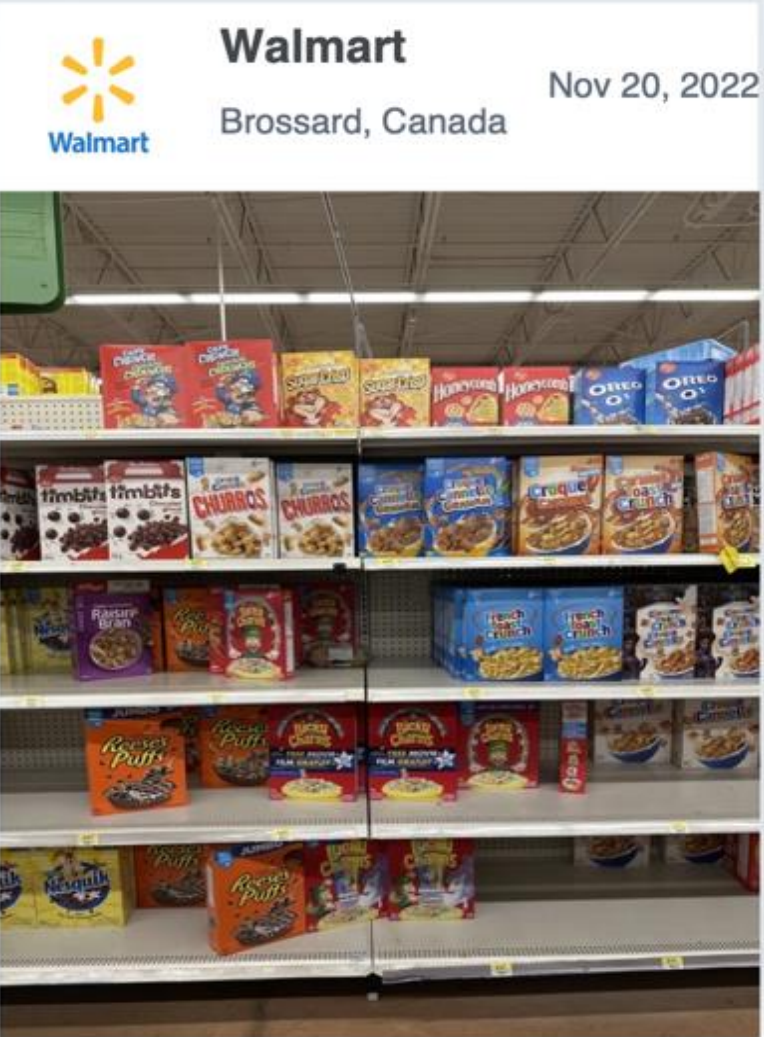
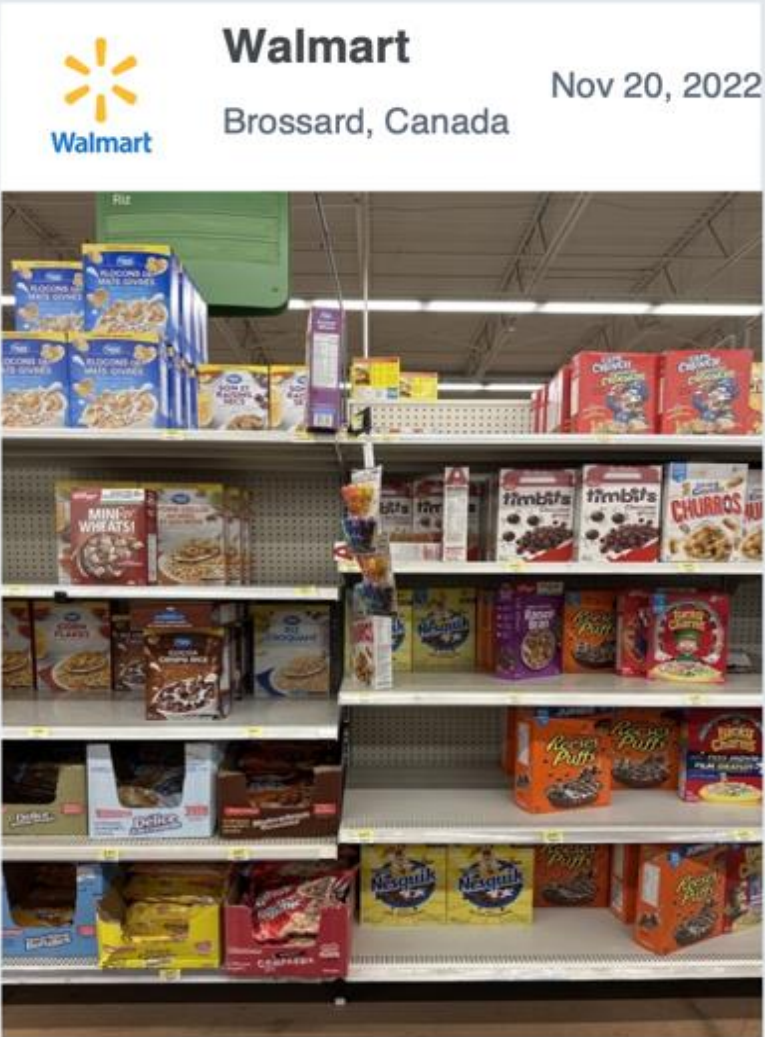
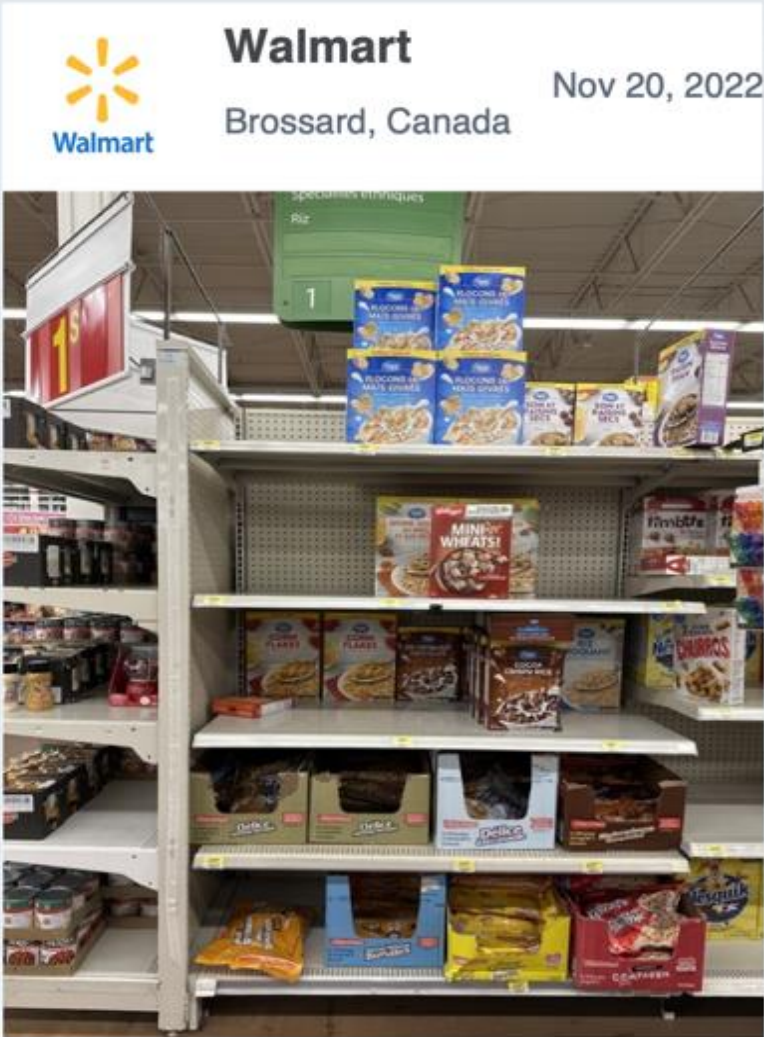
Distribution by Retailer

Distribution Summary: Fruity Pebbles FDD: Feb 1 2022			
Retailer	Locations	Distribution	Achievement
Walmart	64	55	75%
RCSS	24	18	75%
No Frills	12	12	100%
Loblaws	12	9	75%
Rexall	12	9	75%
Shoppers Drug Mart	48	25	66%
Sobeys	48	44	98%
Metro	24	22	99%
Safeway	12	9	75%
Save-On-Foods	24	21	85%
Total:	400	344	83%

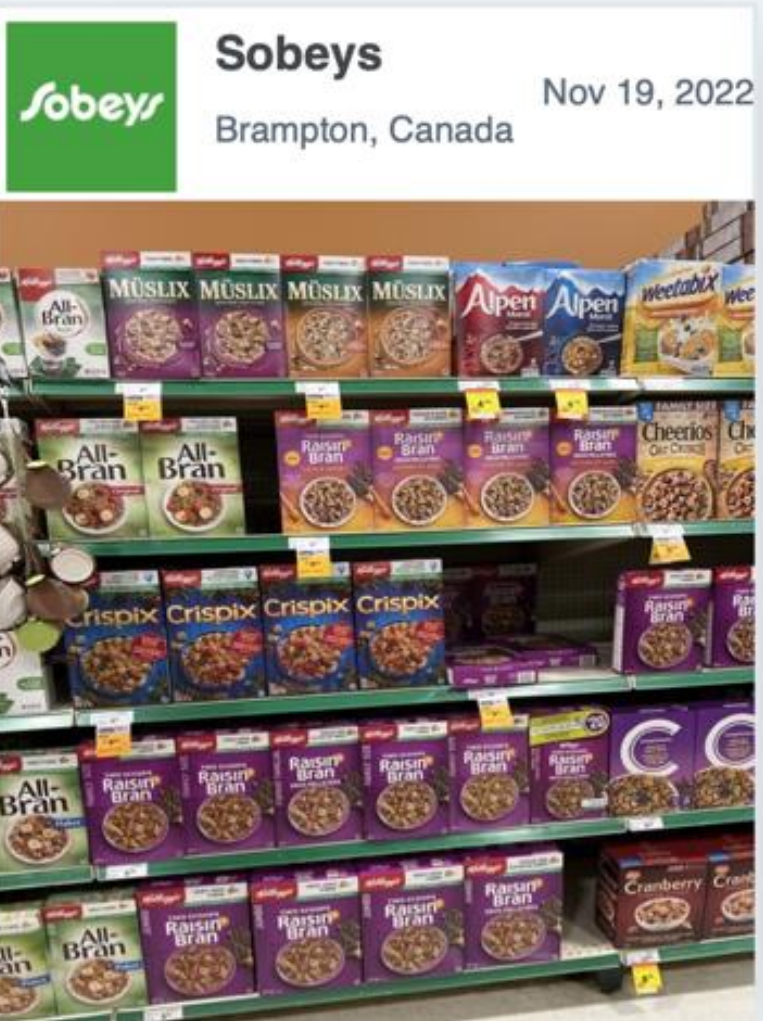
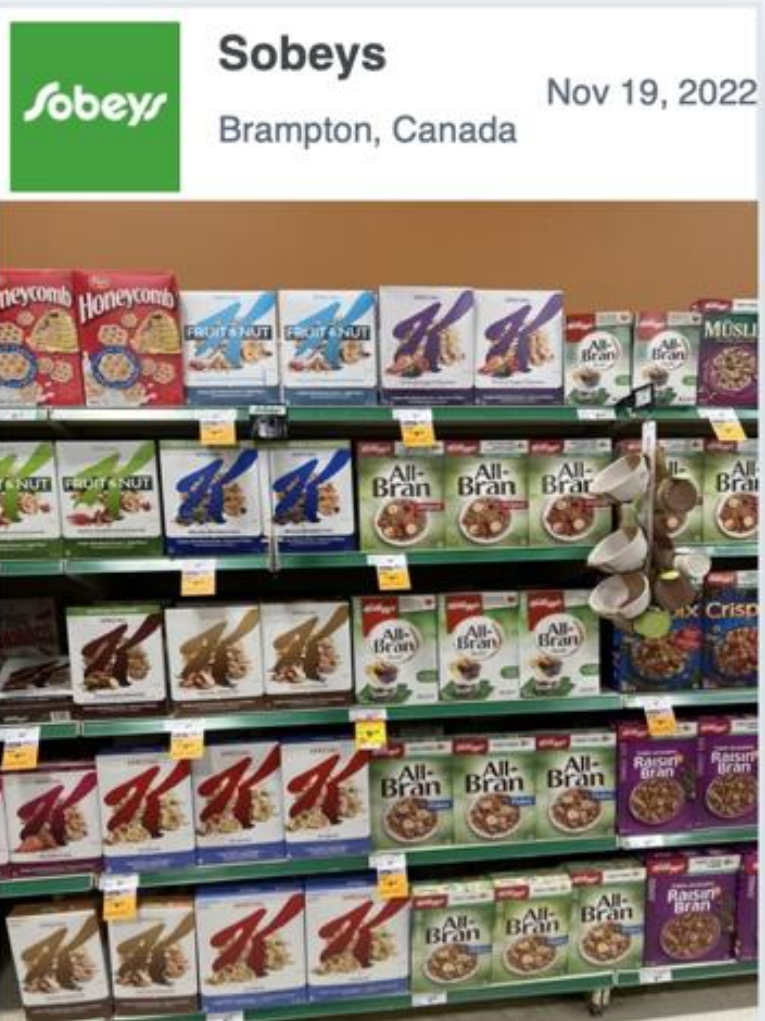
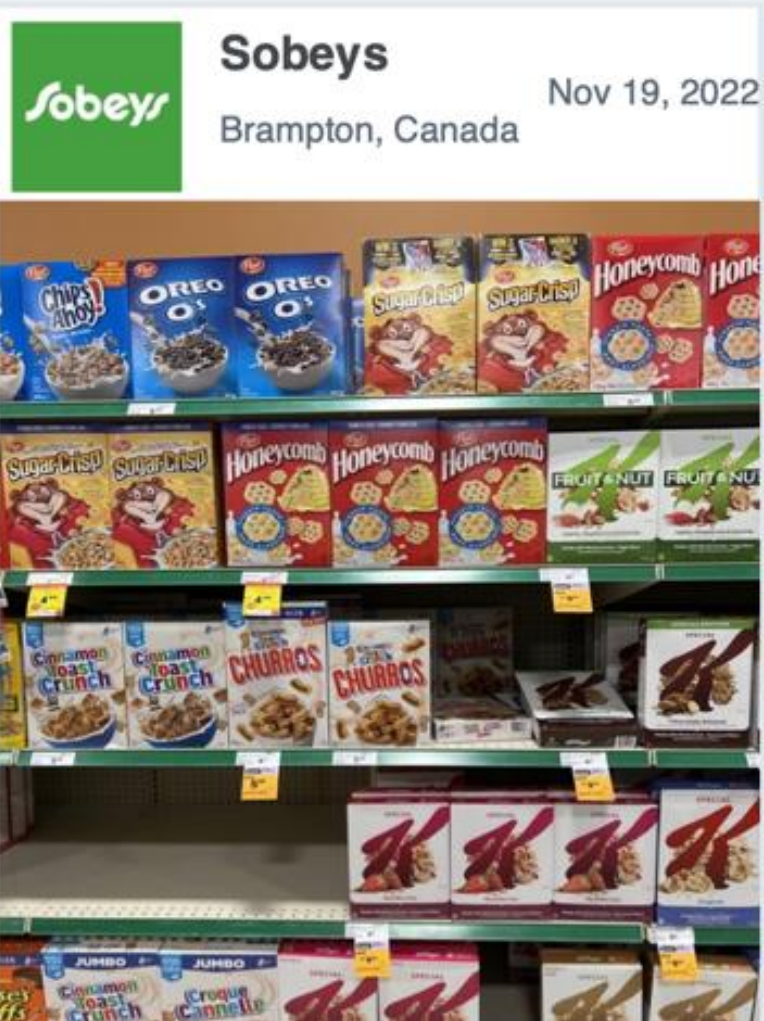
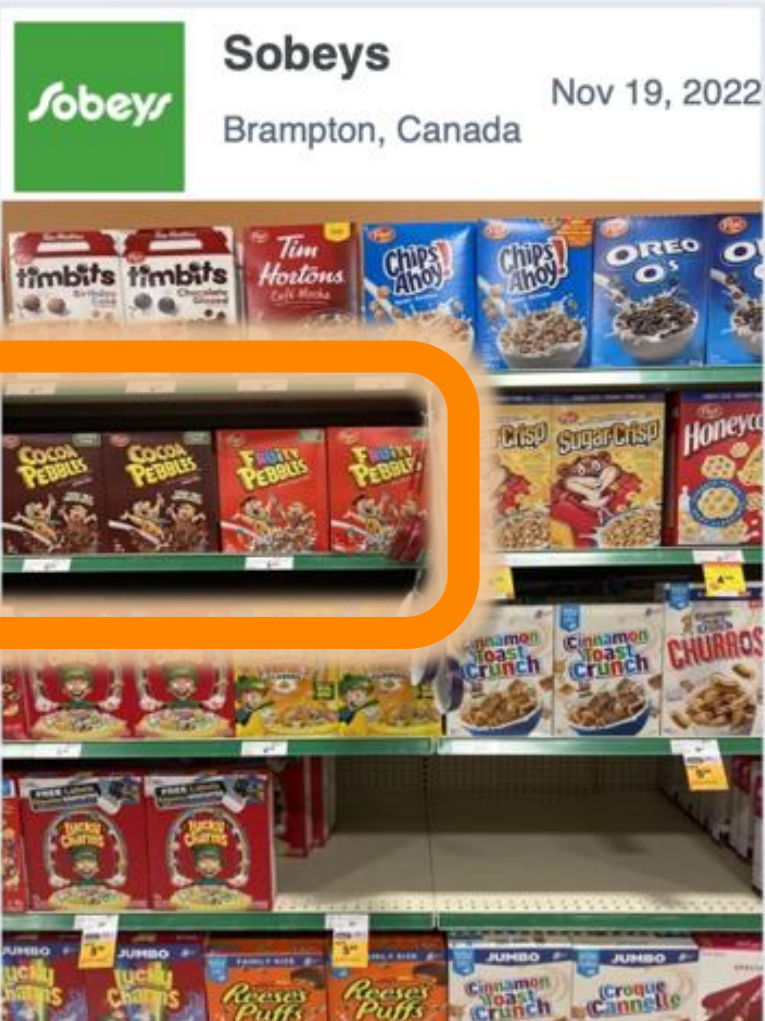
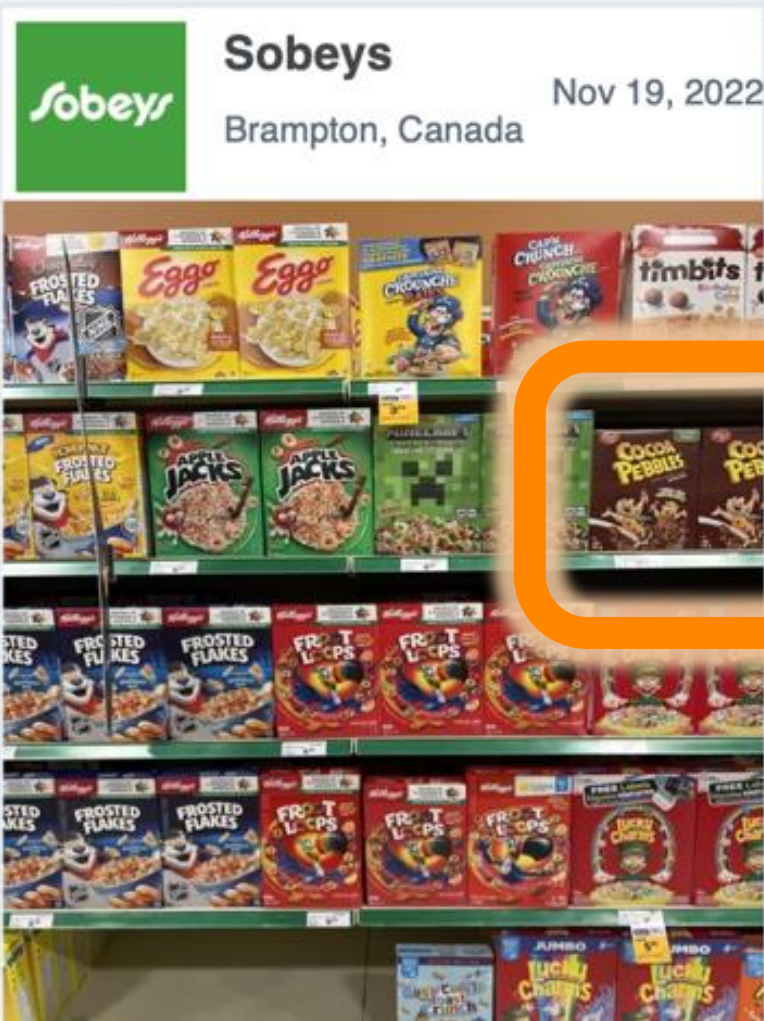
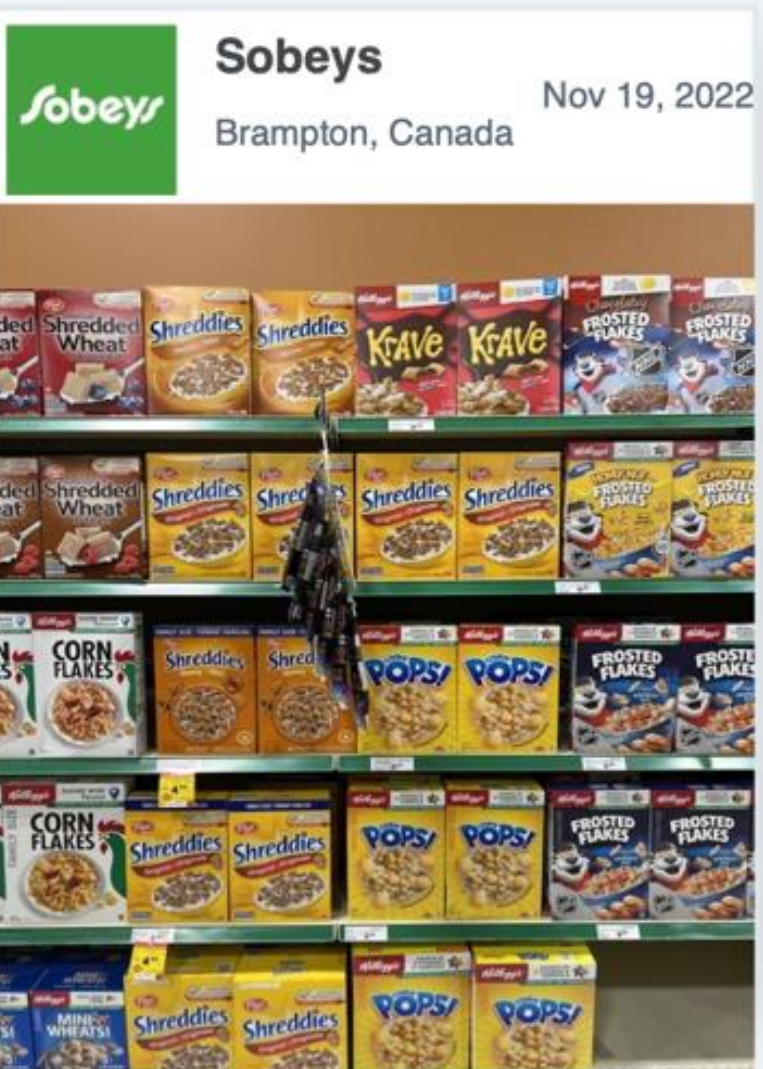
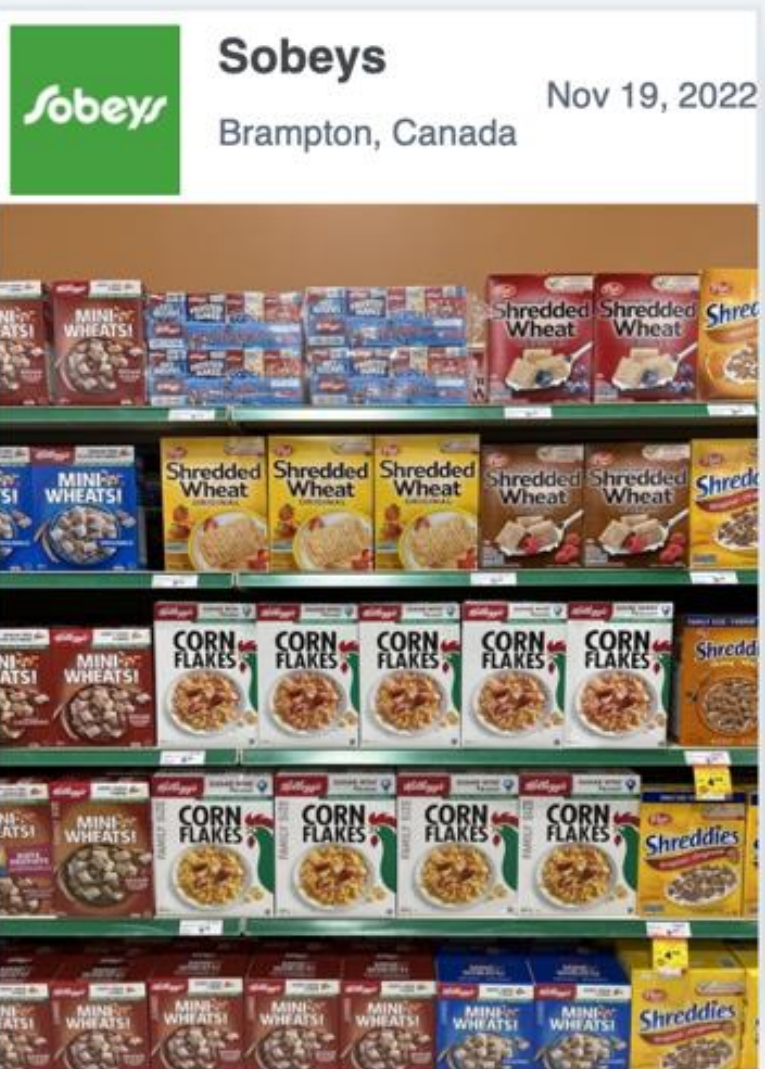
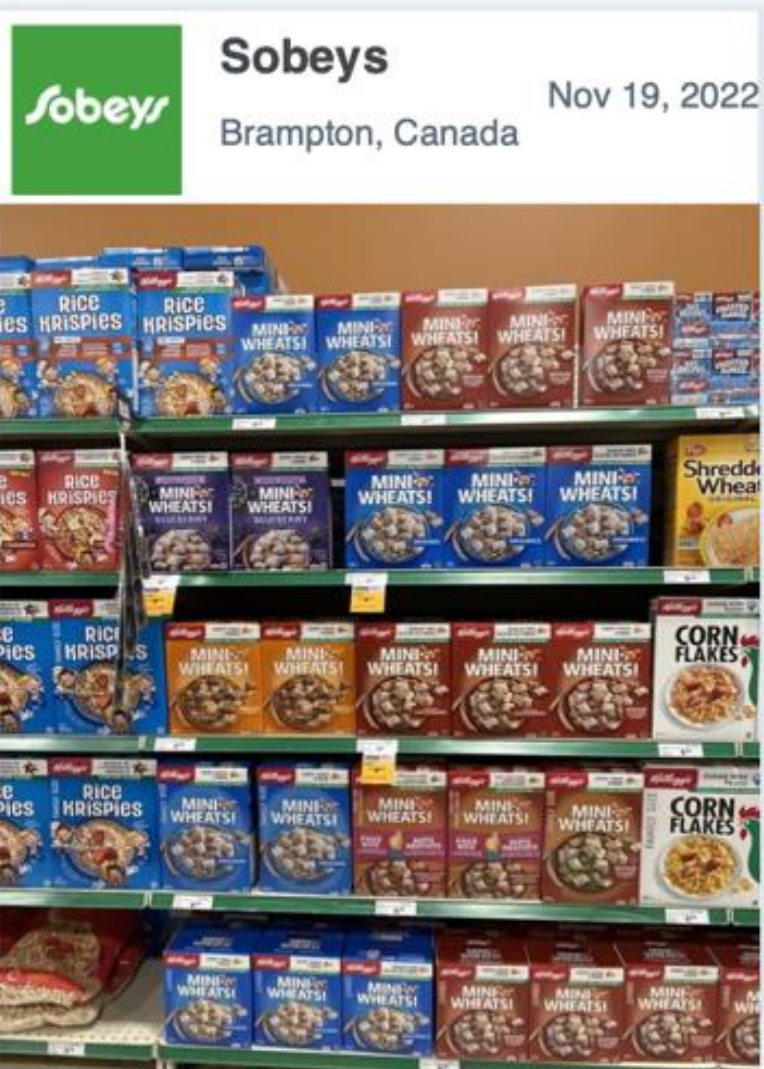


Note: Representative sample of 400 retail locations across Canada

Walmart Planogram



Sobeys Planogram



Atlantic Superstore Planogram

Atlantic Superstore
Nov 20, 2022
Charlottetown, Canada



Atlantic Superstore
Nov 20, 2022
Charlottetown, Canada



Atlantic Superstore
Nov 20, 2022
Charlottetown, Canada



Atlantic Superstore
Nov 20, 2022
Charlottetown, Canada



Atlantic Superstore
Nov 20, 2022
Charlottetown, Canada



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Atlantic Superstore
Nov 20, 2022
Charlottetown, Canada



Atlantic Superstore
Nov 20, 2022
Charlottetown, Canada



Atlantic Superstore
Nov 20, 2022
Charlottetown, Canada



Atlantic Superstore
Nov 20, 2022
Charlottetown, Canada



Food Basics Planogram

Atlantic Superstore
Nov 20, 2022
Charlottetown, Canada



Atlantic Superstore
Nov 20, 2022
Charlottetown, Canada



Atlantic Superstore
Nov 20, 2022
Charlottetown, Canada



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Atlantic Superstore
Nov 20, 2022
Charlottetown, Canada



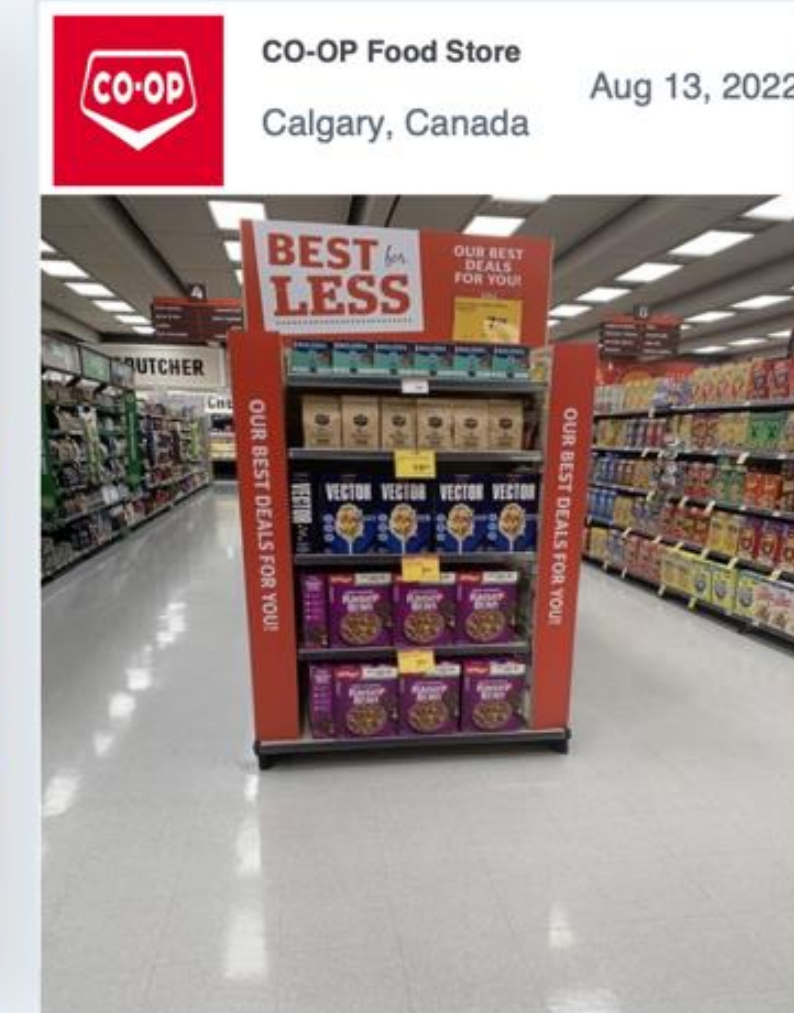
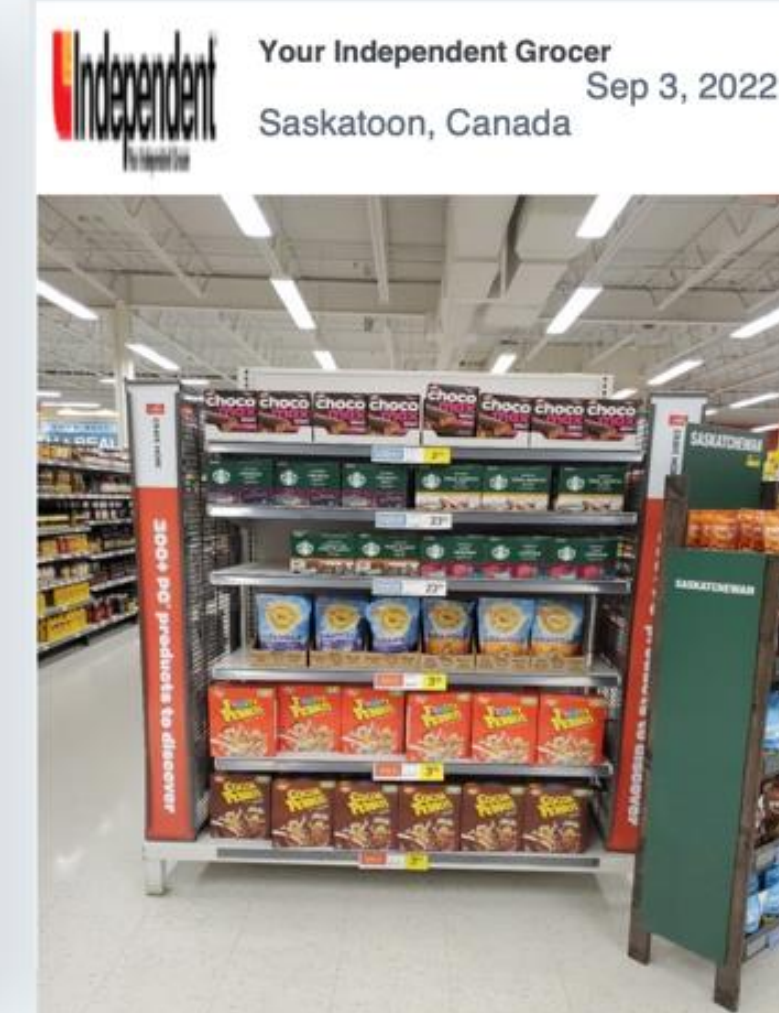
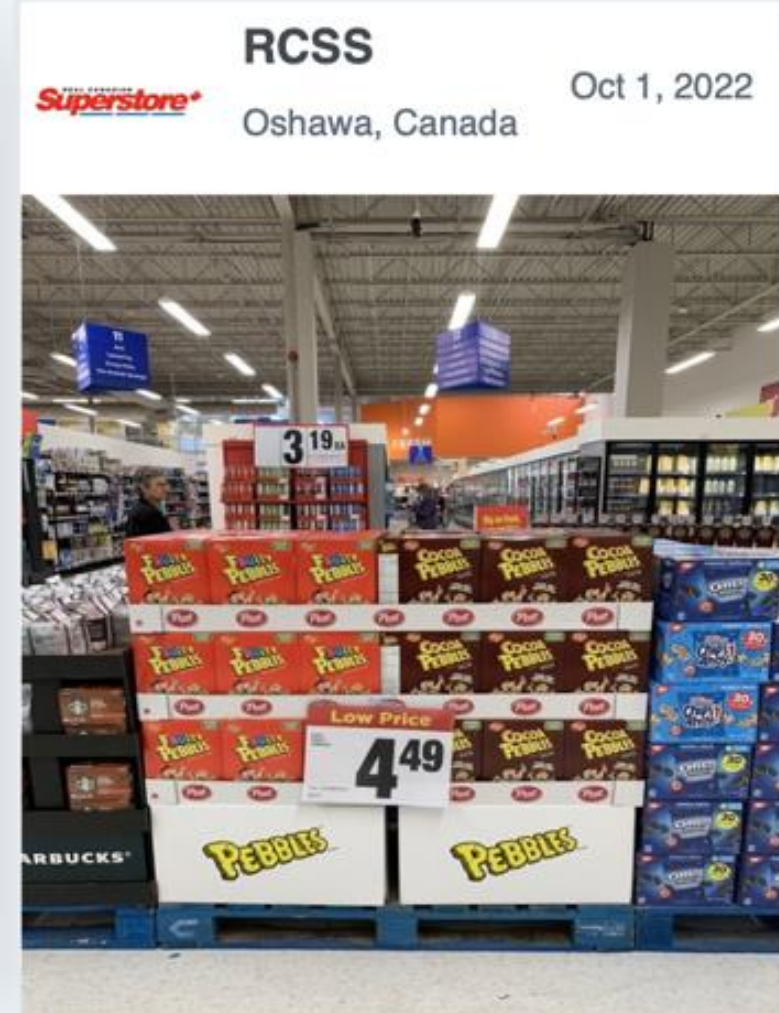
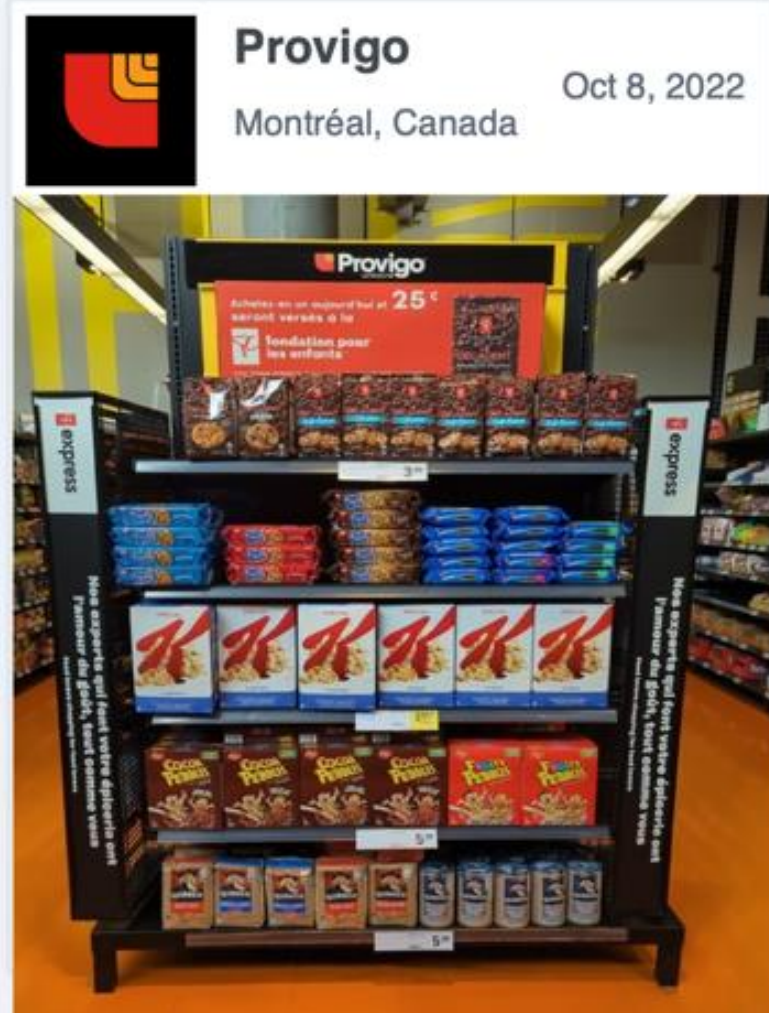
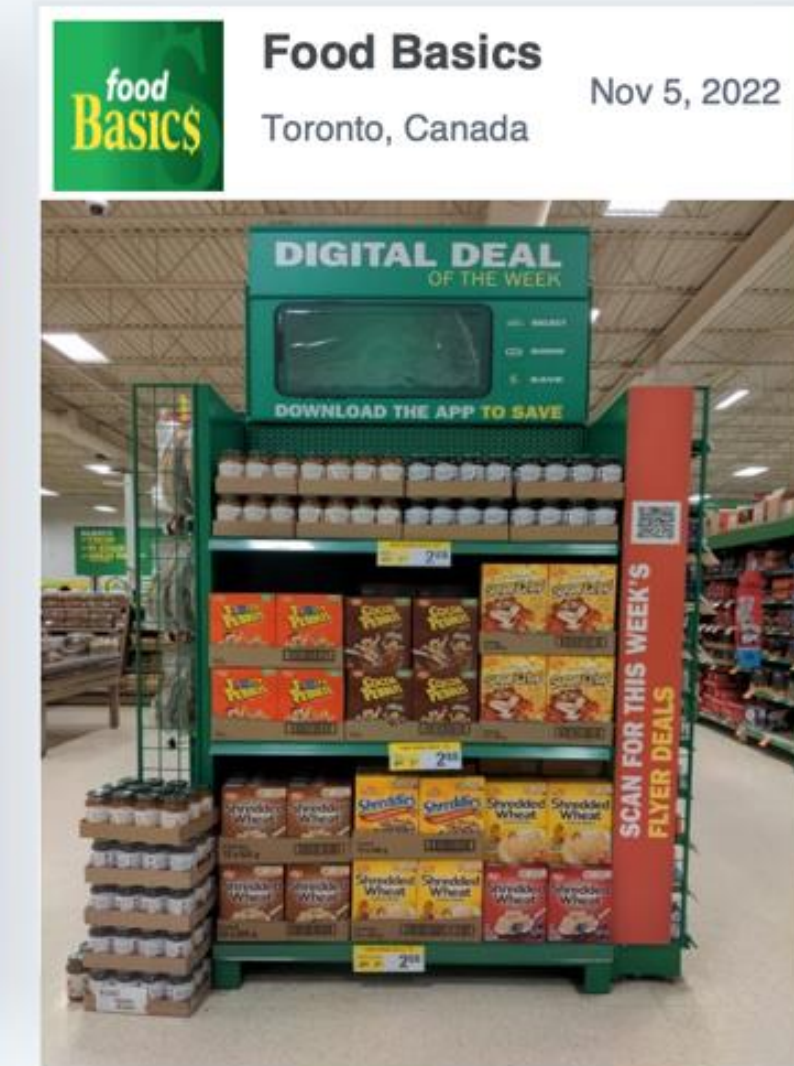
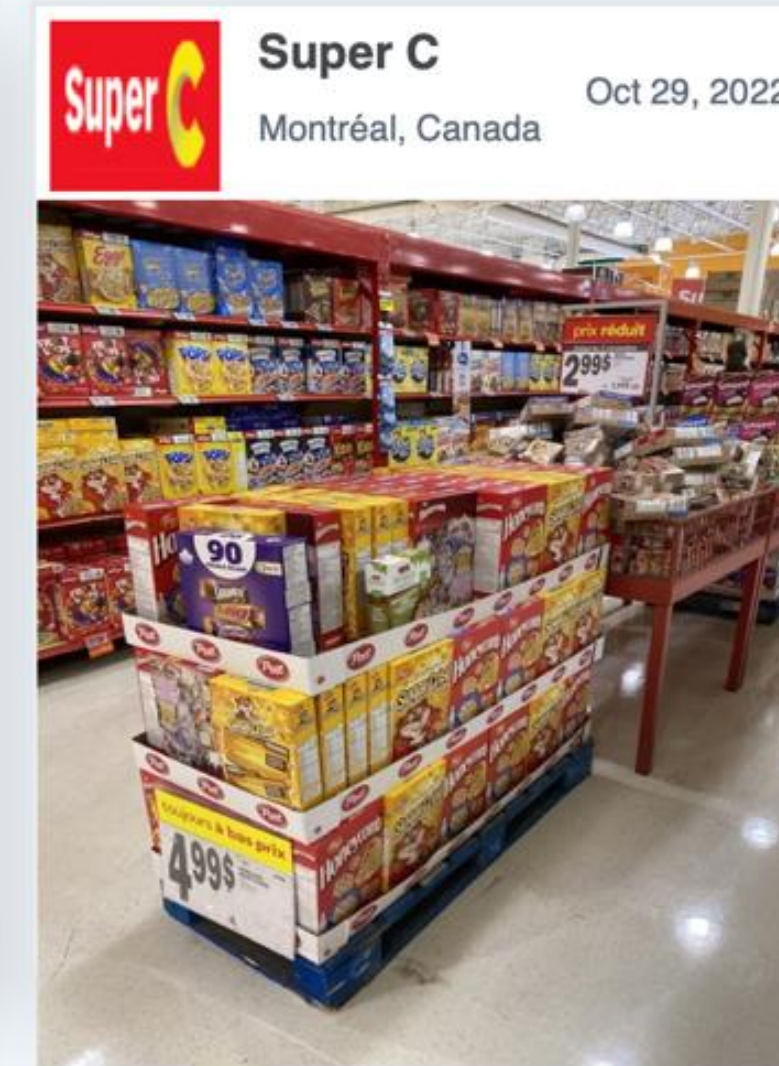
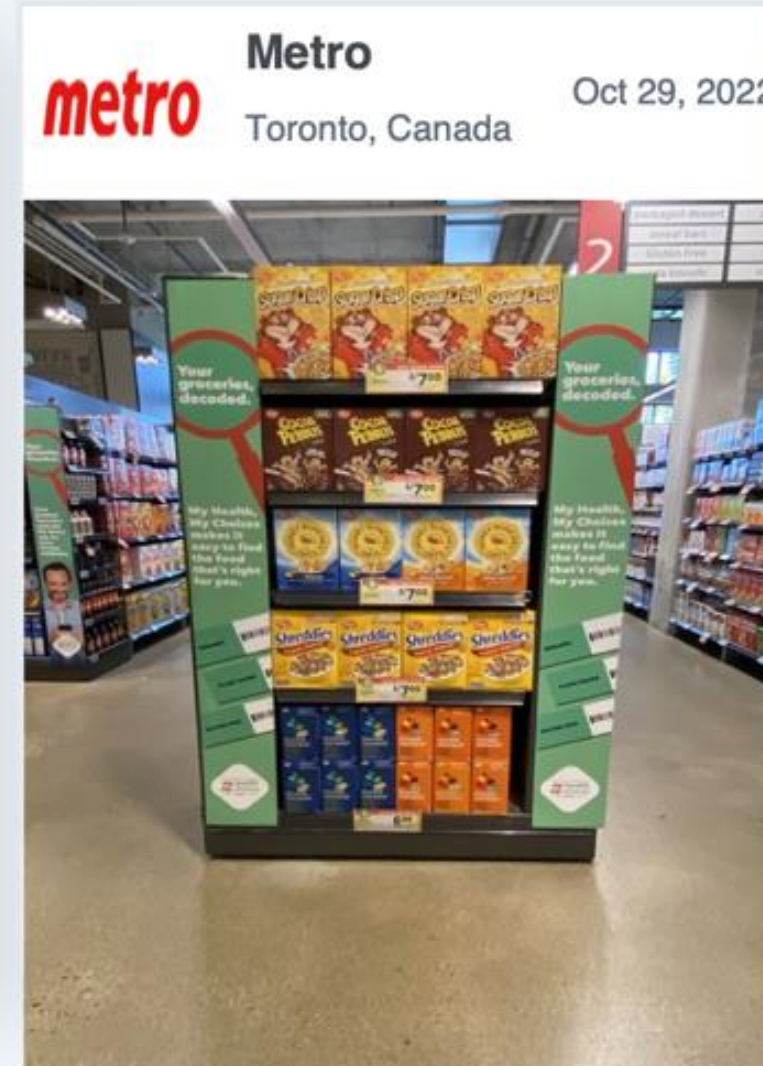
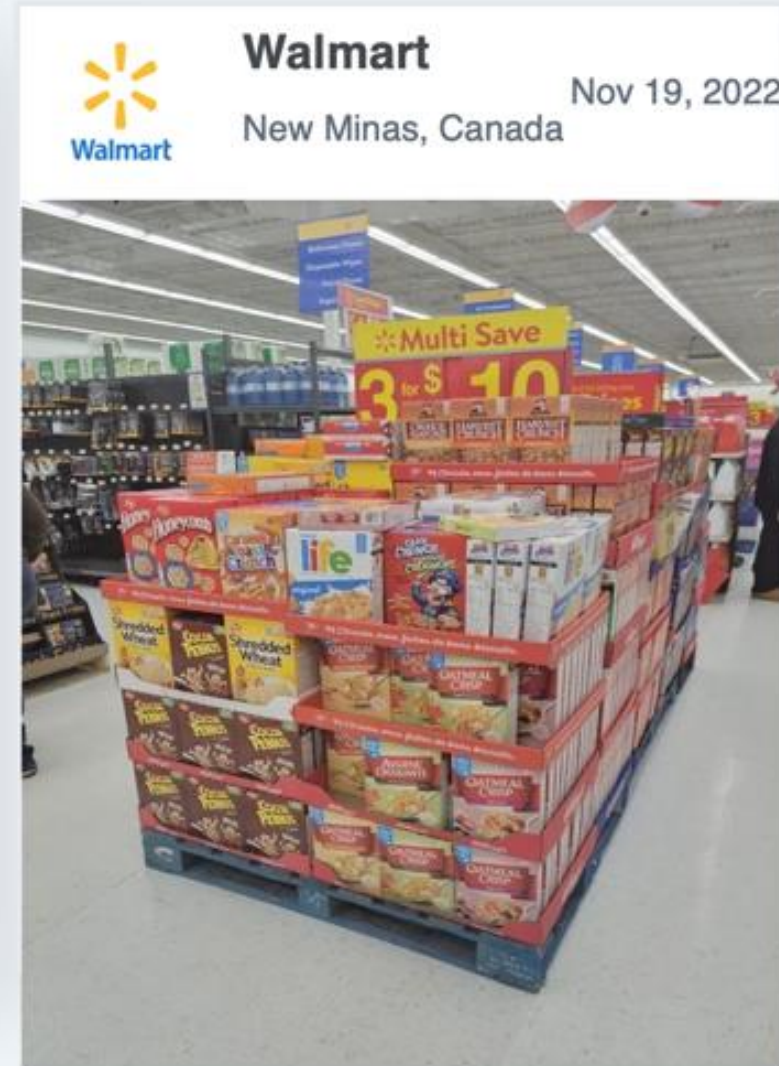
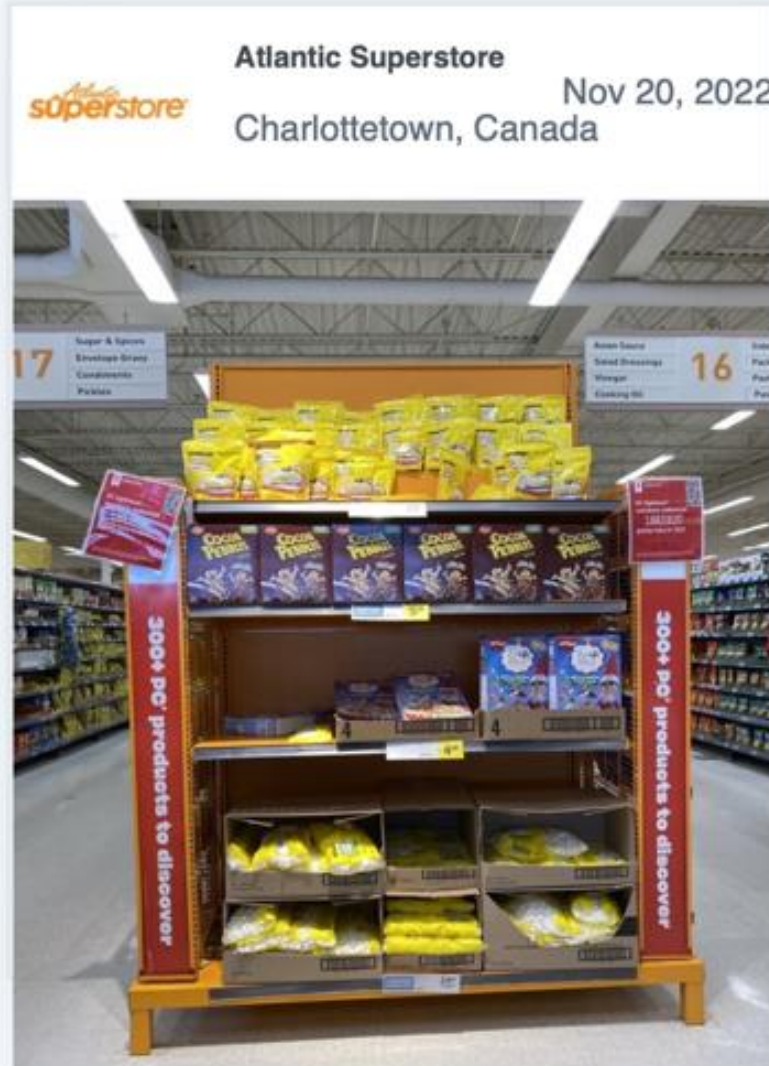
Secondary Displays by Retailer

Secondary Display Summary: Cocoa / Fruity Pebbles

FDD: Feb 1, 2022

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

Cocoa Pebbles Displays



Pricing Summary

Cocoa Pebbles Regular Selling Price by Retailer FDD: Feb 1, 2022				
Retailer	West	ON	QC	ATL
Walmart	\$2.97	\$2.97	\$2.97	\$2.97
RCSS	\$2.97	\$2.97	\$2.97	\$2.97
No Frills	\$2.97	\$2.97	\$2.97	\$2.97
Loblaws	\$3.97	\$3.97	\$3.97	\$3.97
Food Basics	N/A	\$5.49	\$5.49	N/A
IGA QC	N/A	\$5.49	\$5.49	N/A
Sobeys	\$3.97	\$3.97	\$3.97	\$3.97
Metro	\$3.97	\$3.97	\$3.97	\$3.97
Safeway	\$3.97	\$3.97	\$3.97	\$3.97
Save-On-Foods	\$3.97	\$3.97	\$3.97	\$3.97

Flyer Activity

Left Flyer:

Walmart
Jan 26 – Feb 1

Right Flyer:

RCSS
March 30 – April 5



Flyer Activity

Left Flyer:

Sobeys
Feb 2 - 9

Right Flyer:

No Frills
Feb 16 - 23



Flyer Activity

Left Flyer:

Metro
Jan 26 – Feb 1

Right Flyer:

Safeway
March 30 – April 5

Bakery

Cheese Delights

- 12 ON 100% CHEDDAR CHEESE 5⁹⁹
- 12 ON 100% CHEDDAR CHEESE 4⁴⁹
- 12 ON 100% CHEDDAR CHEESE 4⁹⁹
- 12 ON 100% CHEDDAR CHEESE 25⁹⁹

Strawberry Delight

- 12 ON 100% STRAWBERRY 17⁹⁹
- 12 ON 100% STRAWBERRY 7⁴⁹

Breakfast

- 12 ON 100% STRAWBERRY 3⁴⁹
- 12 ON 100% STRAWBERRY 4²⁹
- 12 ON 100% STRAWBERRY 3⁴⁹
- 12 ON 100% STRAWBERRY 3⁴⁹

YABBA DABBA DOO DELICIOUS

- 12 ON 100% STRAWBERRY 7⁰⁰

CANADA

- 12 ON 100% STRAWBERRY 7⁴⁹

FOR ENTERTAINING IDEAS, VISIT metro.ca

PICK 4 OR MORE AND \$AVE ON ANY RED TAG!

16⁹⁹

1⁹⁹

2⁹⁹

5⁹⁹

5⁴⁹

1⁹⁹

1⁴⁹

5⁹⁹

99^c

1⁹⁹

1⁴⁹

3⁴⁹

2⁴⁹

6⁴⁹

99^c

1⁹⁹

99^c

1⁹⁹

1⁴⁹

2⁹⁹

8⁹⁹

2⁴⁹

4⁹⁹

3⁹⁹

99^c

5⁹⁹

5⁹⁹

7⁹⁹

5⁹⁹

4⁴⁹

3⁹⁹

3⁹⁹

4⁴⁹

6⁹⁹

3⁹⁹

9⁹⁹

3⁴⁹

3⁹⁹

3⁹⁹

eCommerce Execution

What are you looking for?

Christmas Deal Days Electronics Toys Clothing Baking

Shop grocery Flyers Sign in My account

MISSISSAUGA, ON

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



Give your enamel a mineral boost

Boost natural mineral absorption for stronger, healthier enamel.

[Shop](#)

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< || ... >

'Tis the season of gifting & entertaining



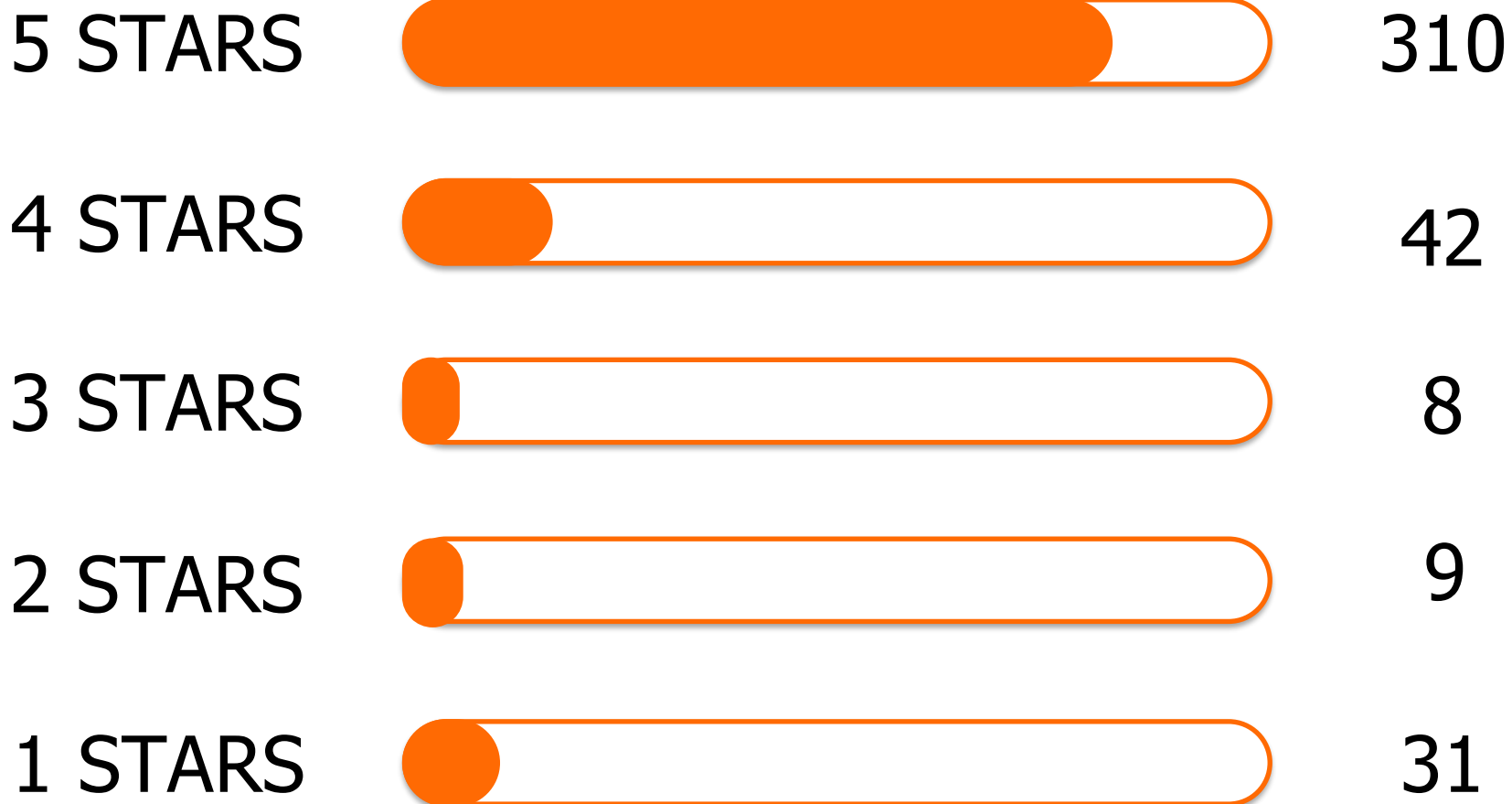
Containers & [Shop all dining &](#)

Field Agent Ratings & Reviews - Summary

OVERALL RATING AVERAGE: 4.4
TOTAL NUMBER OF REVIEWS: 50



88%
of respondents would
recommend this to a friend



Most Liked Positive Review



I buy this product 5 to 6 times a week.

Most Liked Negative Review



They ruined Fruity Pebbles



eCommerce Presence

eCommerce by Retailer FDD: Feb 1 2022					
Retailer	Price	Featured	Details	Fruity Pebbles Link:	Cocoa Pebbles Link:
Amazon.ca	\$4.47	Yes	Amazon Choice	Link box	Link box ...
walmart.ca	\$4.47	Yes	3 for \$10	Link box	Link box
Sobeys - Voila	\$6.29	No		Link box	
PC Express	\$5.49	No	No image	Link box ...	Link box ...
Save-On-Foods	\$6.49	No		Link box ...	Link box ...

eCommerce Presence - Walmart

Walmart.ca Grocery

What groceries are you looking for?

AdChoices Shop

Aisles

Easy Reorder

Weekly Flyer

Rollback

Multisaves

Mobile Check-in

Shop Walmart

Book a slot

Flyers

Sign in My account

Pickup at MOUNT PEARL, NL

Shop

Walmart.ca > Grocery > Pantry Food > Cereal & Breakfast > Family & Kids Cereals > Post Cocoa Pebbles

Ingredients: Malt, Sugar, Raisins, Cocoa, Natural Flavors, Salt, Vitamin B12, Vitamin D, Iron, Zinc, Calcium, Potassium, Magnesium, Phosphorus, Sodium, and other natural ingredients. Contains 100% whole grain wheat. No artificial colors or flavors. No trans fats. No cholesterol. No preservatives. No MSG. No gluten. No dairy. No nuts. No soy. No eggs. No fish. No shellfish. No pork. No beef. No lamb. No poultry. No seafood. No insects. No parasites. No fungi. No bacteria. No viruses. No prions. No toxins. No allergens. No carcinogens. No mutagens. No teratogens. No reproductive toxins. No developmental toxins. No neurotoxins. No hepatotoxins. No nephrotoxins. No cardiotoxins. No immunotoxins. No endocrine disruptors. No carcinogens. No mutagens. No teratogens. No reproductive toxins. No developmental toxins. No neurotoxins. No hepatotoxins. No nephrotoxins. No cardiotoxins. No immunotoxins. No endocrine disruptors.

Post

GLUTEN FREE

COCOA PEBBLES

ARTIFICIAL & NATURAL FLAVOURS with REAL COCOA

©

CEREAL

311 g

TURN'S MILK CHOCOLATEY!

Post Cocoa Pebbles

Post Foods

Post Cocoa Pebbles 311g

★★★★★ (18)

3 for \$10

View All

\$4.47

Pick up as soon as **tomorrow** at MOUNT PEARL, NL, Mount Pearl

Arrives as soon as **tomorrow**

Express available!

Quantity:

-

1

+

Add to cart

Sold by Walmart

Return policy

Nutritional information

Vegan-friendly

No lactose

No wheat

No egg

Vegetarian-friendly

No sesame

Screenshot

eCommerce Presence - Amazon

amazon.ca Deliver to Ralph Conception... A1W 5M All fruity pebble

Very Merry Deals Buy Again Gift Cards Gift Ideas Coupons Beauty & Personal Care Grocery Health & Household Books Up

Grocery Deals Bestsellers Breakfast Food Beverages & Coffee Snack Food Gourmet Gifts Whole Foods Market Natural & Organic International Foods Subscribe & Save Value Packs

Get \$7 off your first pickup order View details

Back to results



Fruity Pebbles Cereal Box of 2 Bags, 38oz/1.07kg

Brand: Post

★★★★★ 15 ratings

\$29⁹⁵ (\$27.81 / kg)

Available at a lower price from other sellers that may not offer free Prime delivery.

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

Report incorrect product information.

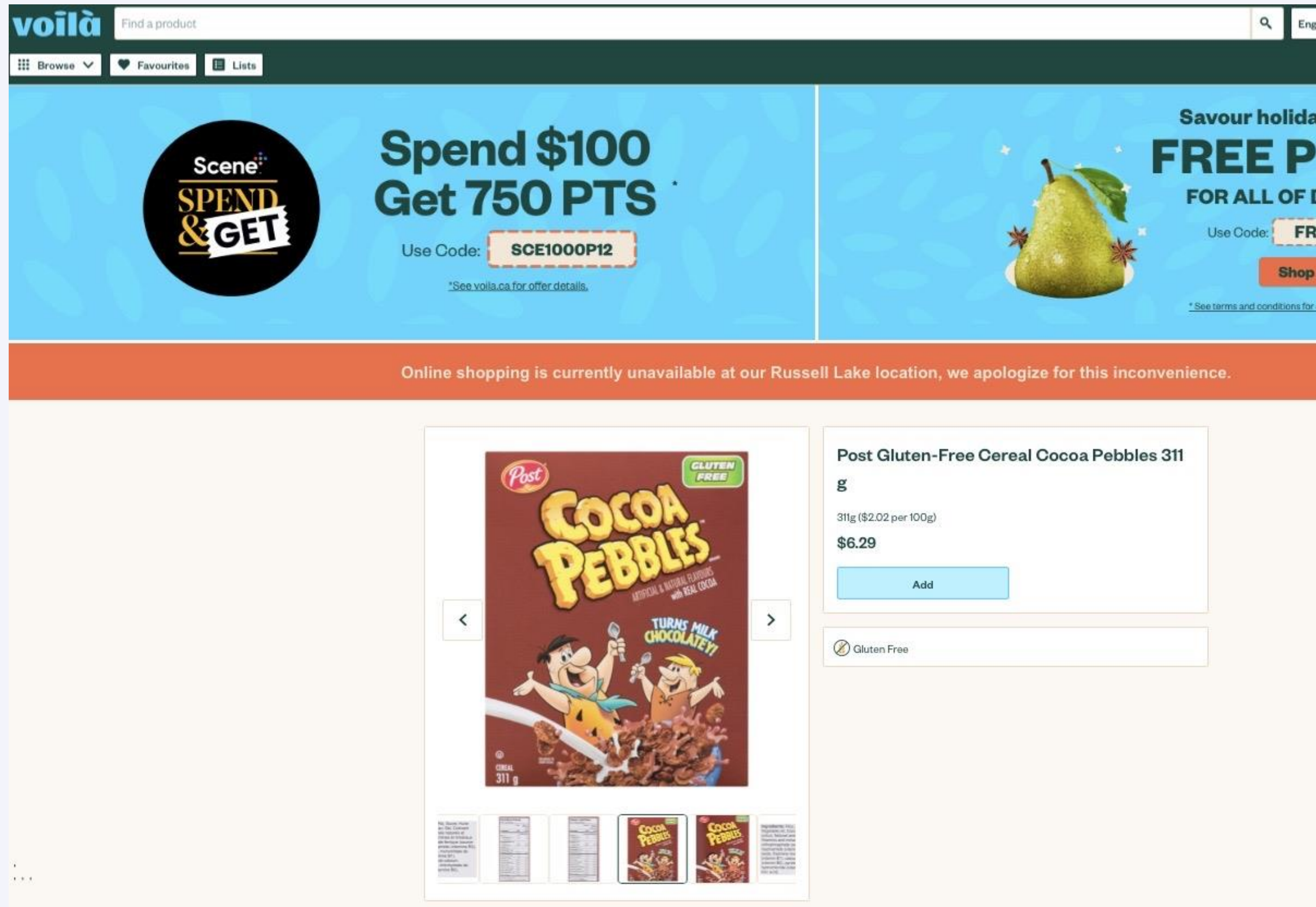


GoGo squeeZ Fruit Sauce Variety Pack, Apple, Strawberry, Peach, Banana, No Sugar Added. 90g per pouch, Pack of 20

\$16⁹⁹ prime

Sponsored

eCommerce Presence - Voila



eCommerce Presence – PC Express





more than in-store

cocoa pebbles



OGILVIE ROAD

GROCERY 

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DISCOVER 

MY SHOP 

FLYERS & DEALS 

SERVICES 

 SIGN IN

 0 \$0.00 

CHECKOUT

Brand 

Price 

Sellers 

Sponsored

Sort by

Relevance 

Eats & Treats

DENTASTIX





SHOP NOW

Sponsored

no name®



Post,
Cocoa Pebbles
(311 g)

\$5.49 ea

\$1.77 / 100g

 Prices are subject to change based on offers available at pickup time. Your total and receipt will reflect any changes.

IMAGE
COMING
SOON

eCommerce Presence – Save On Foods

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cocoa pebbles

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 **Hi Guest**
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[Past Purchases](#)  [Favourites](#)  [Cart](#)

Filter Results

Category 

☐ Cereal (1)

Brand 

☐ Post (1)



Post - Cocoa Pebbles Cereal, 1 Each

\$5.79

Add to Cart

Relevance 

Ratings & Reviews Summary

Cocoa Pebbles Online Ratings & Reviews FDD: Feb 1 2022

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

Consumer Insights



Consumer Insights – Overall Consumer Satisfaction

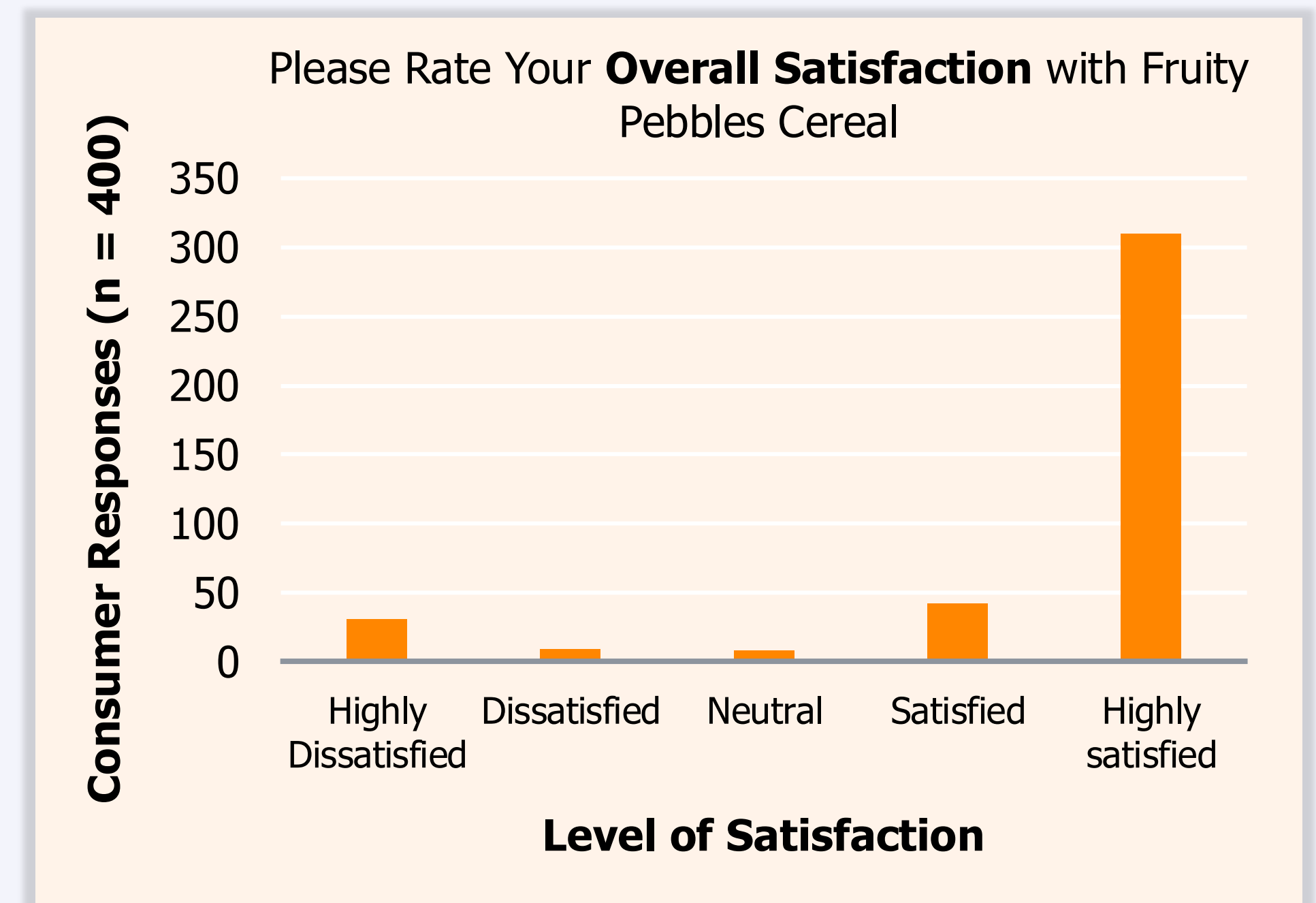
What is this measuring?



Consumer Responses:

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

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



Consumer Insights – Overall Taste

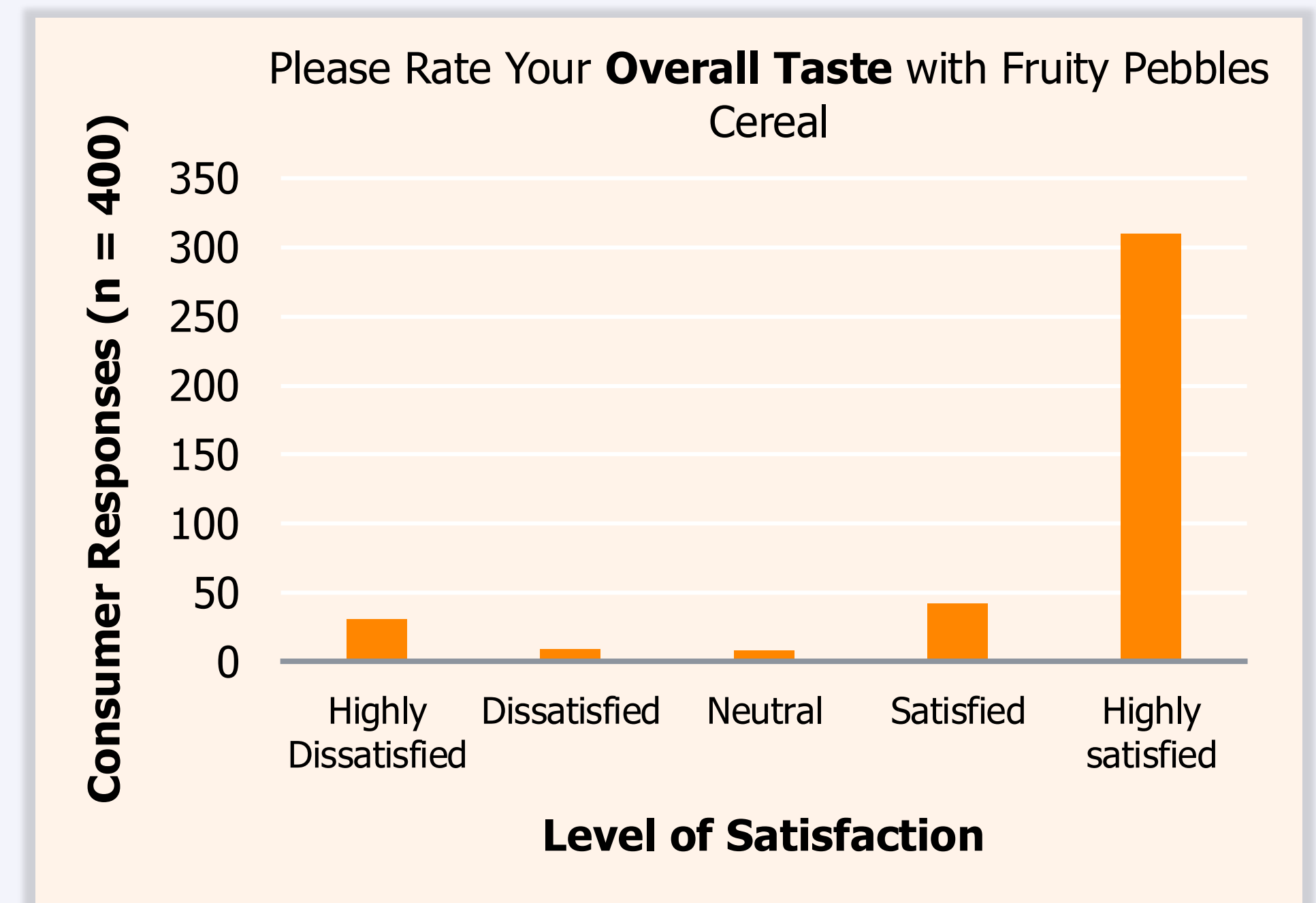
What is this measuring?



Consumer Responses:

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

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



Consumer Insights – Overall Quality

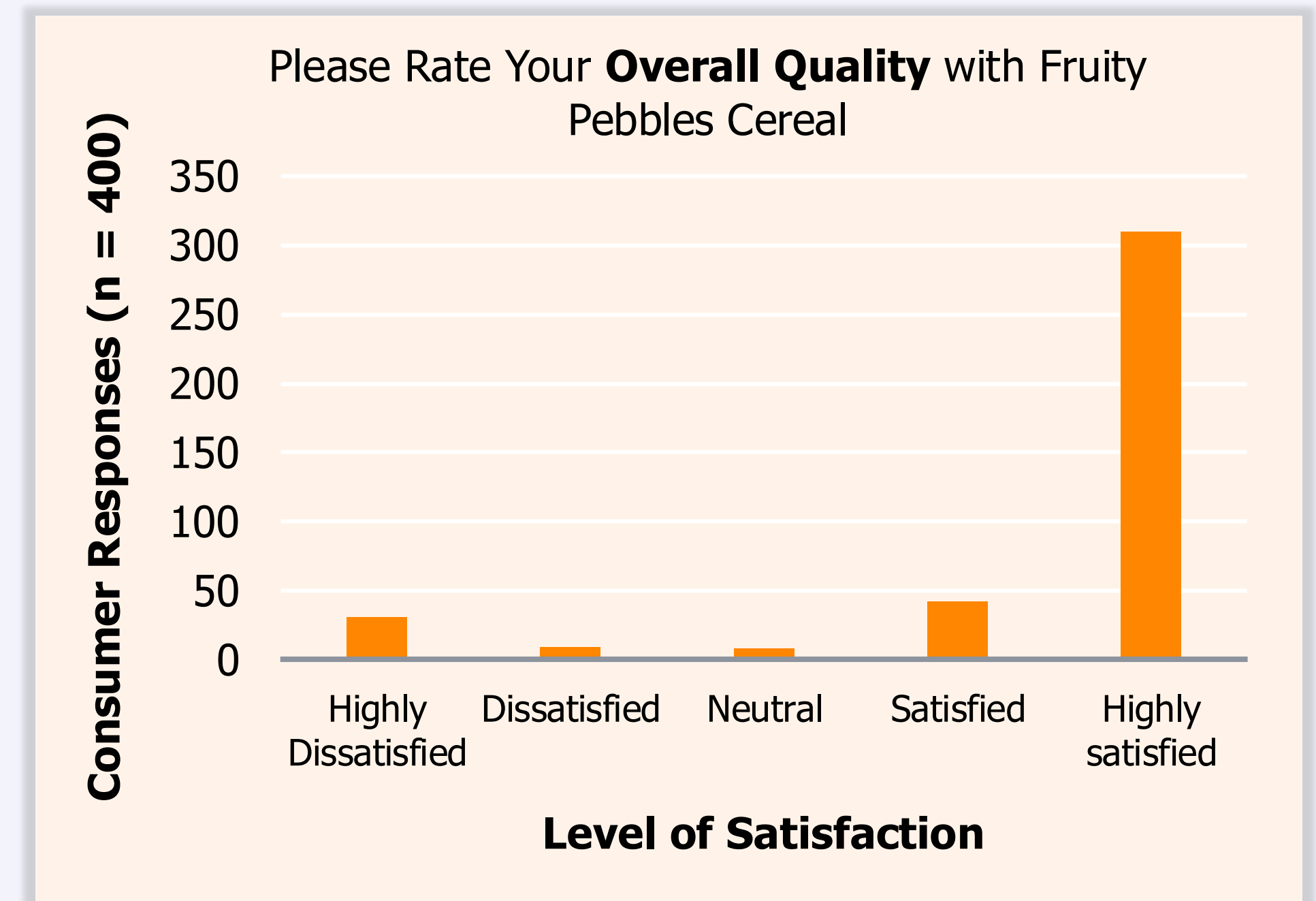
What is this measuring?



Consumer Responses:

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

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



Consumer Insights – Overall Appearance

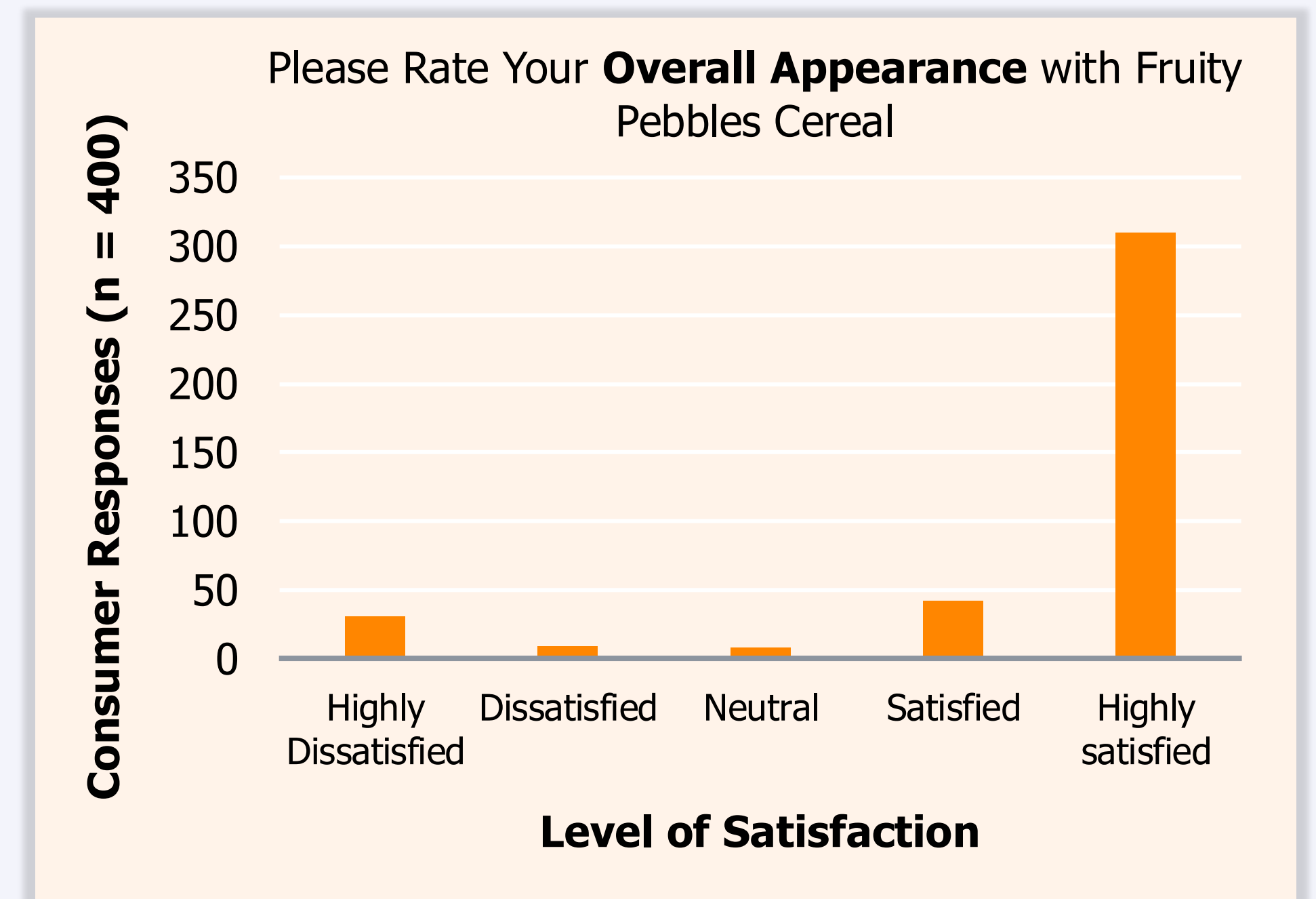
What is this measuring?



Consumer Responses:

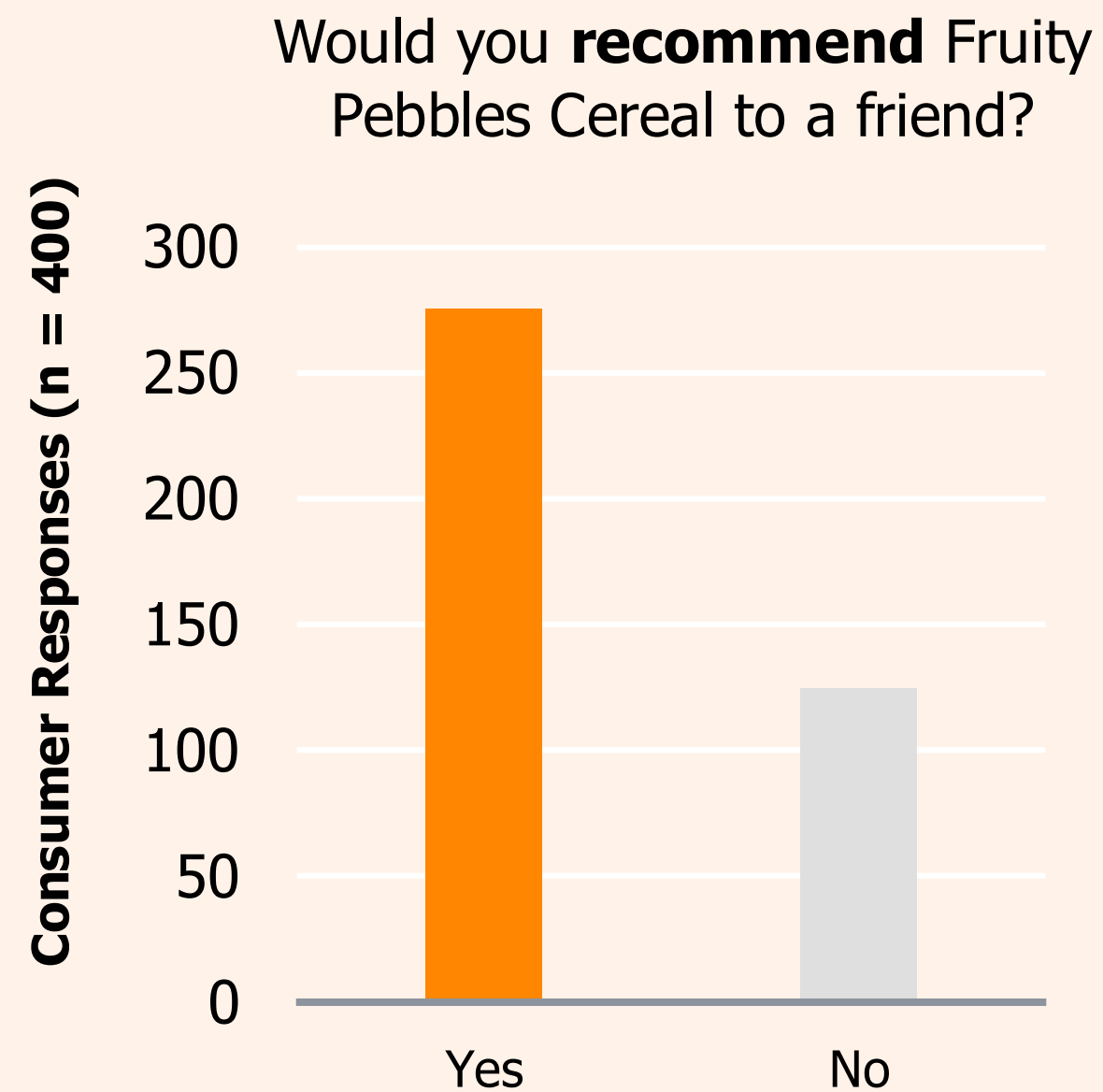
"Took me 52 years to try this cereal and I'm so sad I missed out! Sooo fruity! Great texture. Extremely sweet... but every now and then its perfect!"

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

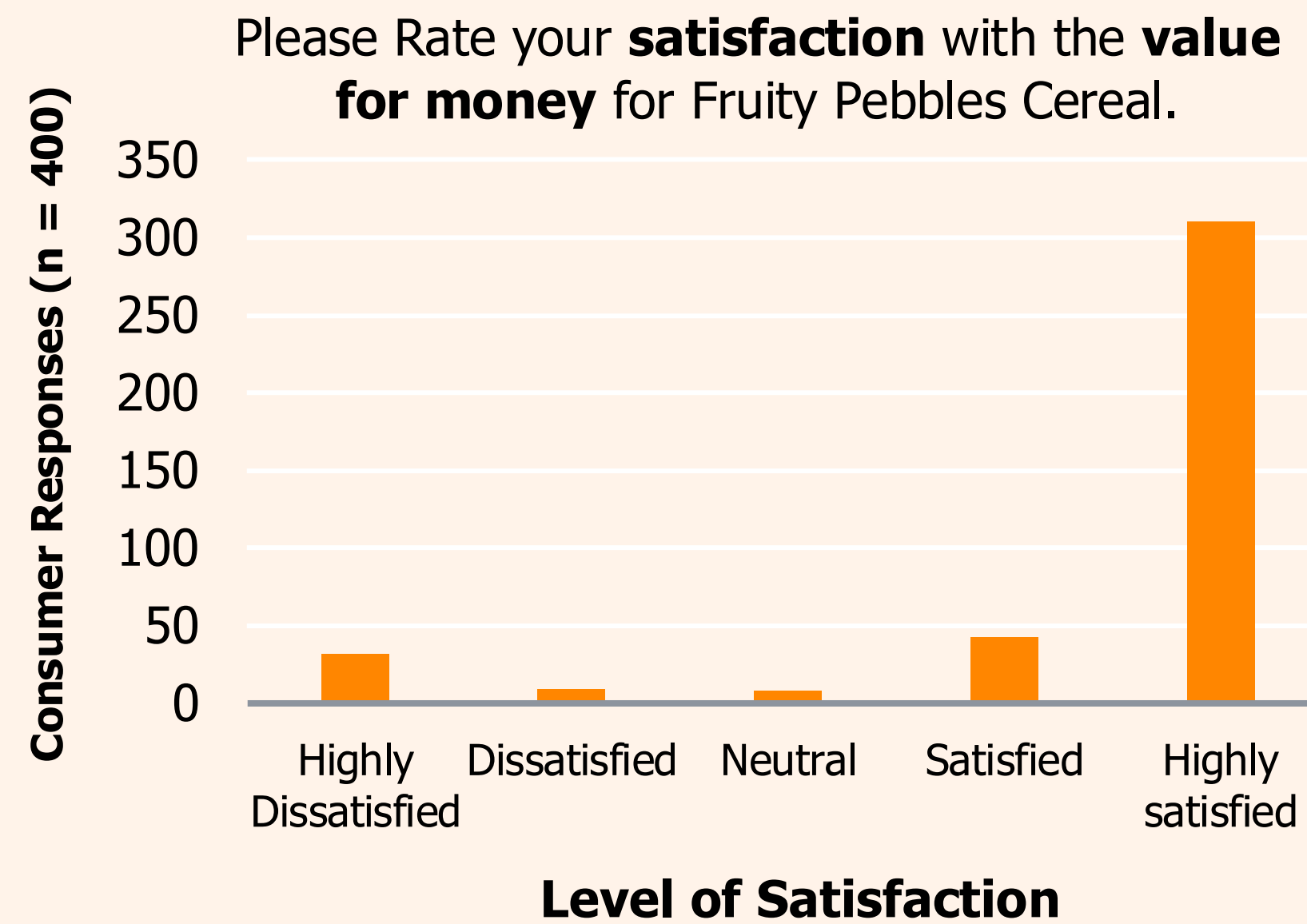


Consumer Insights

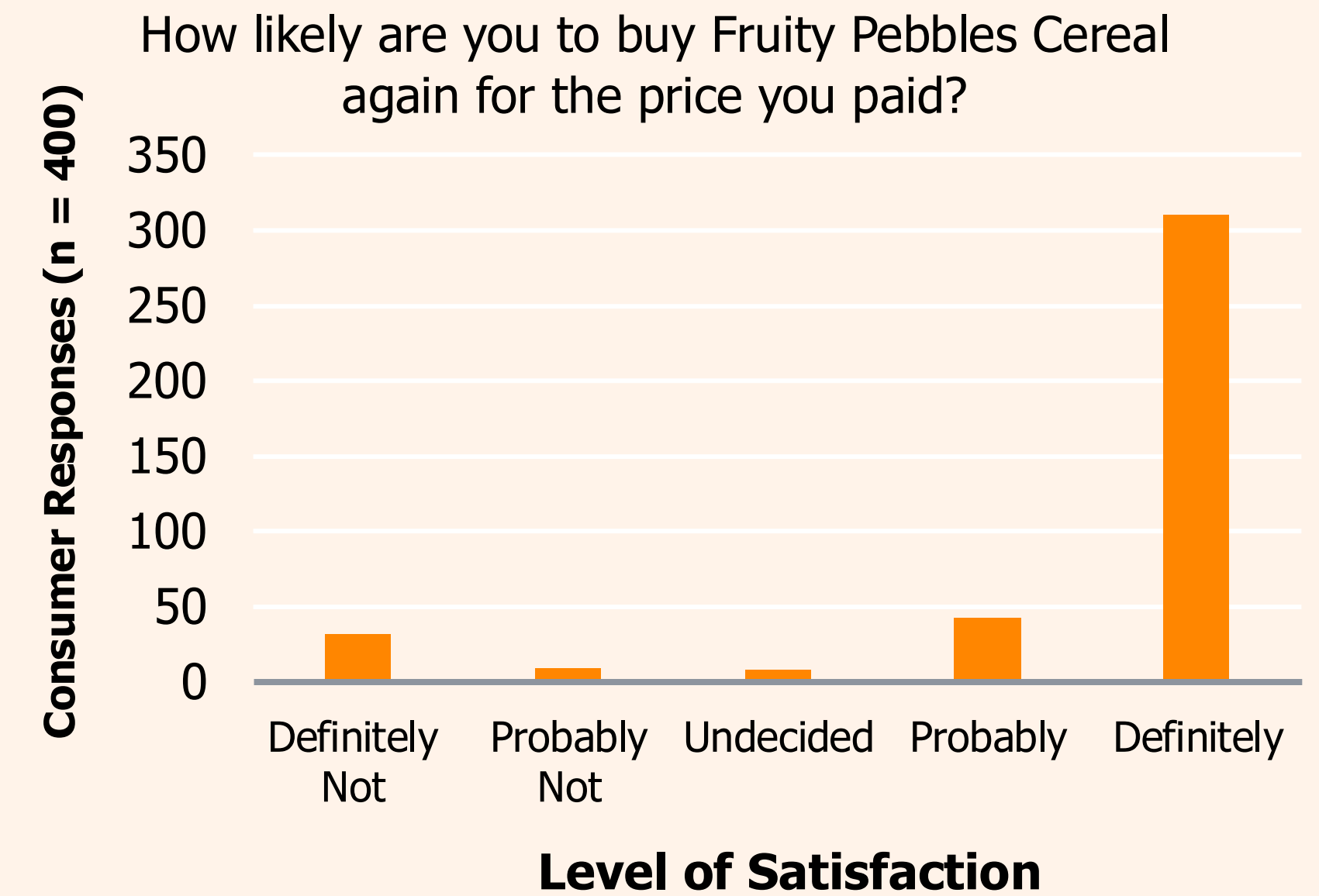
Recommendation



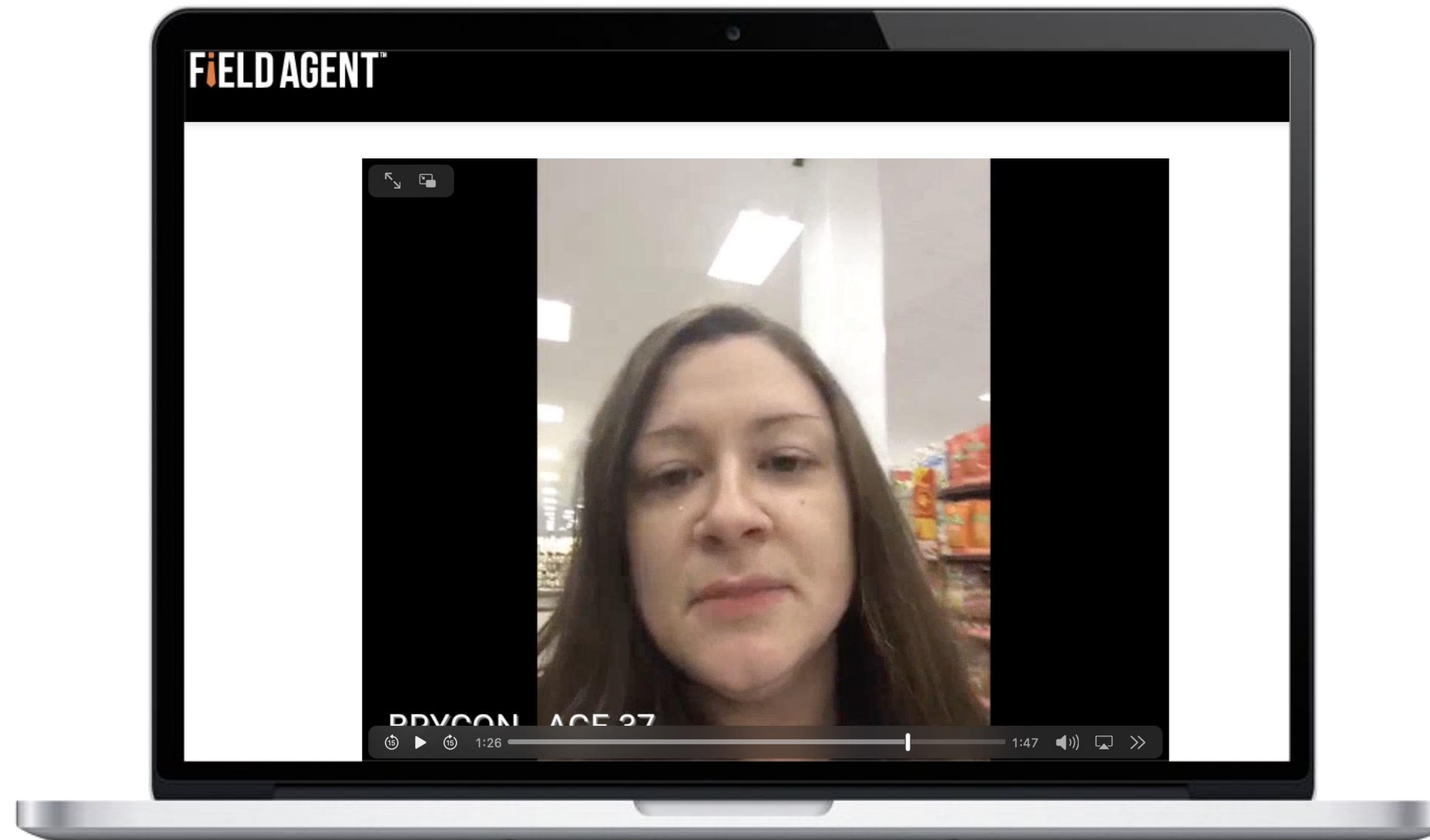
Value for Money



Repurchase Intent



Instant Reaction – Video Show Reels



Thank You!

FIELD AGENT®

