



How Kellogg Has Stayed Ahead of the Demand for Product Content Transparency

CASE STUDY

Kellogg & 1WorldSync: A Long Standing Partnership

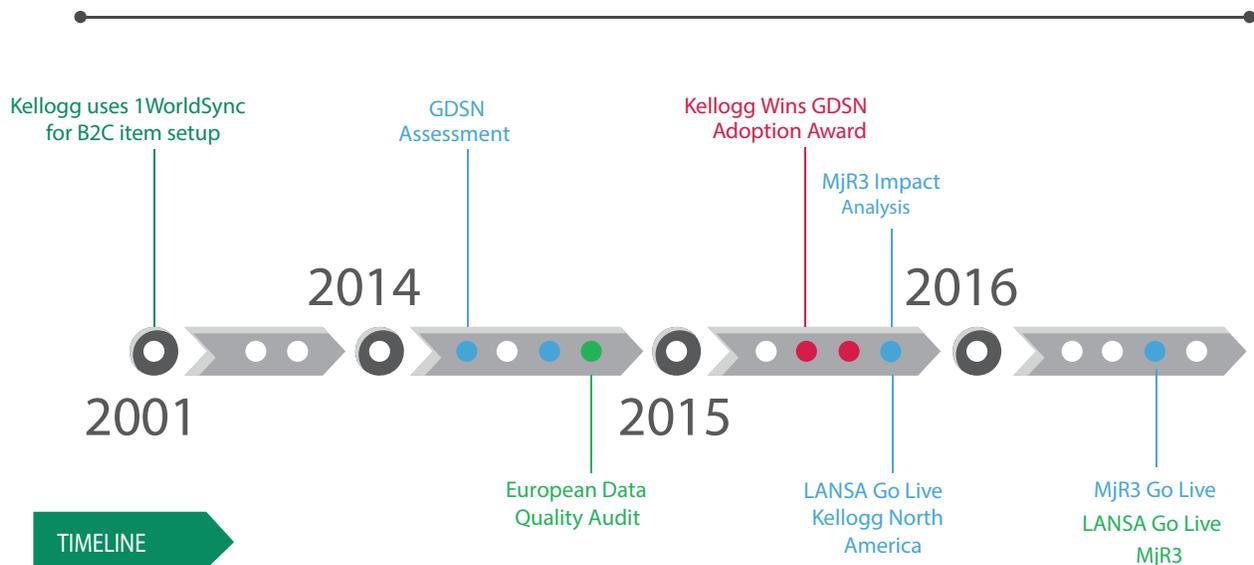
88% of consumers say that detailed product content is extremely or very important to their purchasing decision. (Google Shopping Guide, 2016).

Accurate, rich and timely product content is critical in the path to purchase from discovery to delight. Today's consumers immediately turn to their mobile devices when contemplating making a purchase. A wealth of information is a mere tap away via our smartphone apps and a poor experience can be easily replaced with another viable option a click away.

"Consumers expect more transparency from brands and having accurate data allows us to evolve how we engage with consumers on digital and social platforms whether we are marketing en masse or having one-on-one conversations," said Rick Wion, Senior Director, Consumer Engagement, Kellogg Corporate Communications.

No one understands this evolution more than the Kellogg Company, who has been producing nutritious and delicious food products across the globe for decades. Since 2001, Kellogg has worked with 1WorldSync to help synchronize product content to retailers, ensuring accurate information and efficient item setup so that consumers could purchase the products they desired. In more recent years, this partnership has strengthened as the organizations work together to meet the increasing consumer demand for product information and transparency.

The Evolution of Kellogg and 1WorldSync Partnership



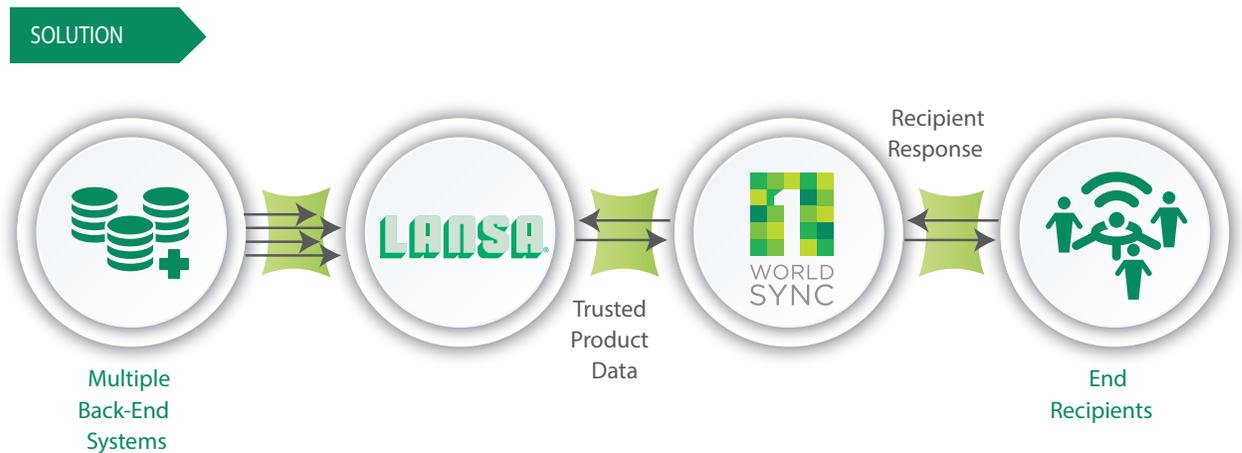
1WorldSync & LANSA: Extended Global Reach, Robust Capabilities, Added Value

Starting in 2014, 1WorldSync and LANSA worked in tandem to help Kellogg establish a single repository for their product content.

1. Kellogg streamlined their internal processes and provided real-time syndication with the Global Data Synchronization Network (GDSN) via 1WorldSync.
2. 1WorldSync provided thought leadership, data mapping services, subject matter expertise and project management throughout the course of the implementation and deployment.
3. Upon completion of the configuration, LANSA Data Sync Direct became the central aggregation point for Kellogg’s internal systems. The solution was leveraged to improve data quality through the integrated GDSN standards based Rules Validation Engine. This provided automated data transformations to support industry mandates.
4. The 1WorldSync Product Information Cloud platform then exchanged and distributed the authenticated, enriched product content to Kellogg’s trading partners.

This model was successful in meeting the EU-1169 Regulatory Mandate within a very tight timeline and paved the way for Kellogg to stay ahead of consumer demand for product content transparency.

“Transparency is important for Kellogg. Thanks to 1WorldSync, we can deliver product information to our customers and consumers in a reliable and useful way. With this information, we are able to engage in more meaningful conversations with our consumers and delight them with the information they desire,” said Todd Hufford, Director, Global Digital Operations and Enablement, Kellogg Company.





Facing the Next Challenge: GDSN Major Release 3

The GDSN Major Release 3 (MjR3) rollout in May 2016 was the next step in Kellogg's journey to expand product content transparency. This included the ability to provide richer product content, meet the growing retail and consumer demands, and support industry-specific functionality.

With these changes, Kellogg once again enlisted the help of the 1WorldSync Professional Services team to ensure the enhancements to their systems and their data were ready. As part of these services, 1WorldSync provided the following:

- **Impact Analysis:** 1WorldSync performed a review of all affected attributes within MjR3 relative to Kellogg's target markets. With Kellogg supporting over 200 attributes and multiple countries within North America and Europe, it was a crucial activity to ensure business continuity was in place.
- **Configuration and Data Migration:** Analysis to the existing systems, as well as updates to the layouts and screens in their LANSAs Data Sync Direct system for the affected attributes was also important. The 1WorldSync team worked with LANSAs to ensure the user experience was as seamless as possible. When data migrations and updates were needed, 1WorldSync provided recommendations to Kellogg on how to tackle each of these, and collaborated with all parties closely as they moved to go-live.
- **Enhanced Automation:** Within this phase of work, 1WorldSync also helped Kellogg to make process improvements to existing workflows in order to bypass time-consuming manual processes and to synchronize data more efficiently.
- **Continued Education and Support:** As time progressed, the GDSN community identified needed updates to the MjR3 requirements themselves. Throughout the lifecycle of these changes, 1WorldSync worked closely with LANSAs and Kellogg to ensure all parties were educated and always up-to-date with the latest information and understood the impacts.

"The teams from 1WorldSync and LANSAs have been instrumental in helping us reach our goals with a tight deadline and many moving parts. Major Release 3 confirmed we made the proper decision in choosing the LANSAs software solution and this was supported by the best team," said Dave Saunders, IT Director, Global Commercial Business Solutions, Kellogg Company.

Kellogg Delivers Rich Trusted Product Content Anytime, Everywhere

With the help of LANSAs and 1WorldSync's partnership in driving transparency efforts, in 2015, Kellogg jumped 10 spots from 2014 to take the #1 position in the Reputation Institute's 2015 ranking of America's 50 most reputable consumer products companies (Marketing Daily 2015). "Kellogg has focused on health and nutrition and creating quality products, but in its conversations with consumers, it also showcases its commitment to sustainable agriculture practices, childhood nutrition and open and transparent labeling," said Brad Hecht, Chief Research Officer at the Reputation Institute.

Kellogg was also awarded the 'Power of 1' Award from 1WorldSync for GDSN Adoption in 2015. The award was given in recognition of Kellogg's significant impact on driving adoption and implementation of data synchronization through the GDSN. Kellogg's data quality initiative was developed to ensure that complete and consistent product information is delivered to retailers, food service partners, and distant sale retailers recipients requiring support for the EU-1169 Food Regulation.



About Kellogg

At Kellogg Company (NYSE: K), we strive to make foods people love. This includes our beloved brands – Kellogg's®, Keebler®, Special K®, Pringles®, Kellogg's Frosted Flakes®, Pop-Tarts®, Kellogg's Corn Flakes®, Rice Krispies®, Cheez-It®, Eggo®, Mini-Wheats® and more – that nourish families so they can flourish and thrive. With 2016 sales of \$13 billion and more than 1,600 foods, Kellogg is the world's leading cereal company; second largest producer of crackers and savory snacks; and a leading North American frozen foods company. And we're a company with a heart and soul, committing to help create 3 billion Better Days by 2025 through our Breakfasts for Better Days global purpose platform. To learn more, visit www.KelloggCompany.com or www.OpenforBreakfast.com and follow us on Twitter @KelloggCompany, YouTube and on our Social K corporate blog.

About 1WorldSync

1WorldSync™ is the leading provider of product content solutions, enabling more than 25,000 global companies in over 60 countries to share authentic, trusted content with customers and consumers, empowering intelligent choices for purchases, wellness, and lifestyle decisions. Through its technology platform and expert services, 1WorldSync provides solutions that meet the diverse needs of the industry. 1WorldSync is the only product content network provider and GDSN Data Pool to achieve ISO Certification 27001. For more information, please visit www.1worldsync.com

About LANSA

LANSA is a leading provider of business process integration and data synchronization software. LANSA's product suite spans the entire supply chain process with solutions for GDSN participation, Product Information Management and Data Quality. LANSA is a Solution Provider for many GS1 Member Organizations worldwide and is a leading 1WorldSync Solution Provider. LANSA is working with market category leaders include COTY, Del Monte Foods, Godiva, Hain Celestial, Hunter Fan and Pernod Ricard. Established in 1987, LANSA supports thousands of companies around the world with its products and services. For more information, please visit www.lansa.com/pim or contact us at 630-874-7000.

Contact Us

Learn how your company can work with Professional Services for your Product Information Management needs.

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