



Hi.

GREY

June 2018

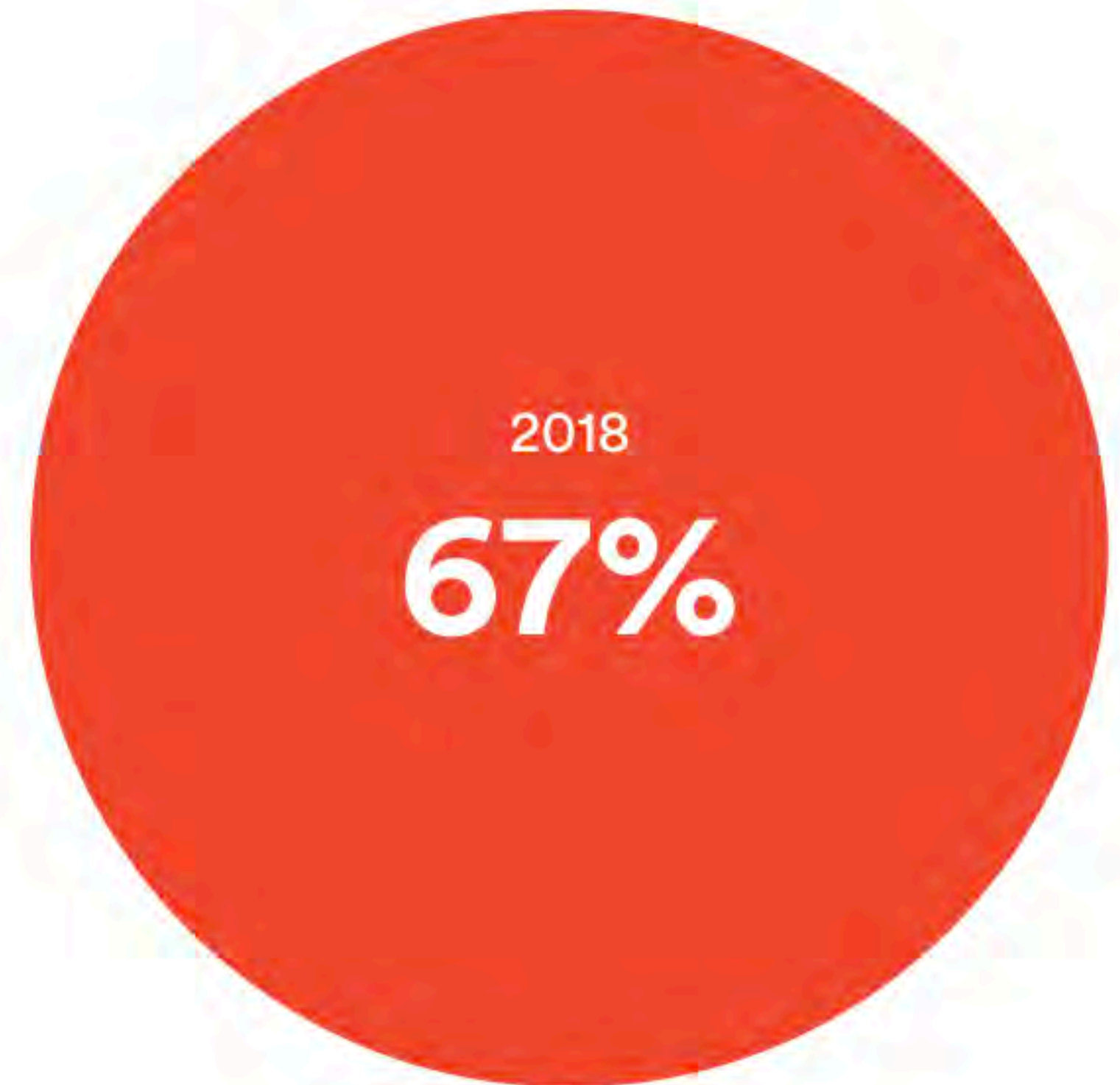
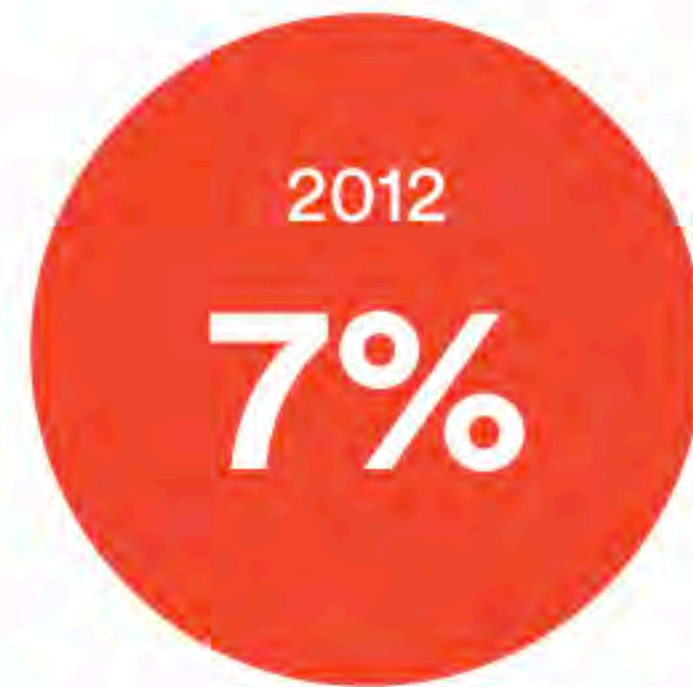
Advancing the Message: Salt in the Media

Alex Morrison
President, Grey West

Advancing the Message: Salt in the Media



Positive Salt Headlines



FAMOUSLY EFFECTIVE

Ideas that create or draft off
culture to drive business



Our Global Network

4 3 2 OFFICES
1 5 4 CITIES
9 6 COUNTRIES
5,000 EMPLOYEES

AMERICAS

Argentina	Panama*
Brazil	Peru
Canada	Puerto Rico
Chile	Trinidad & Tobago*
Colombia	United States
Costa Rica*	Uruguay
Dominican Republic	Venezuela
Ecuador*	
El Salvador*	
Guatemala*	
Honduras*	
Mexico	
Nicaragua	

EUROPE, MIDDLE EAST & AFRICA

Albania	Czech Rep*
Austria	Denmark
Baltics	Egypt
Belgium	Estonia*
Belarus	Finland*
Benin	France
Bosnia & Herzegovina	Germany
Botswana*	Ghana*
Bulgaria	Greece
Cameroon	Hungary
Congo	Iceland
Croatia	Iraq*
Cyprus	Israel

Italy	Netherlands
Ivory Coast*	Nigeria
Jordan	Norway
Kazakhstan	Poland
Kenya	Portugal
Kuwait	Qatar
Latvia	Romania
Lebanon	Russia
Lithuania*	Rwanda*
Luxembourg	Saudi Arabia
Macedonia	Senegal
Mauritius	Serbia
Morocco	Slovenia

South Africa
Spain
Sweden
Switzerland
Tunisia*
Turkey
Ukraine
United Arab Emirates*
United Kingdom
Uzbekistan*
Zambia*
Zimbabwe*

ASIA PACIFIC

Australia	Taiwan*
Bangladesh	Thailand
China/Hong Kong	Vietnam
India	
Indonesia	
Japan	
Malaysia	
New Zealand	
Pakistan*	
Philippines	
Singapore	
South Korea	
Sri Lanka	



Recent Accolades



**NORTH AMERICAN
NETWORK OF THE
YEAR 2015 & 2016**

**GREY NEW YORK
U.S AGENCY OF
THE YEAR 2016**

**GREY NEW YORK
RANKED #2 AGENCY IN
THE WORLD 2015 & 2016**



**2016 GRAND
EFFIE**

GREY TORONTO

**2015 EURO
EFFIE AGENCY
OF THE YEAR**

GREY EMEA

**11 FINALISTS,
5 WINNERS**

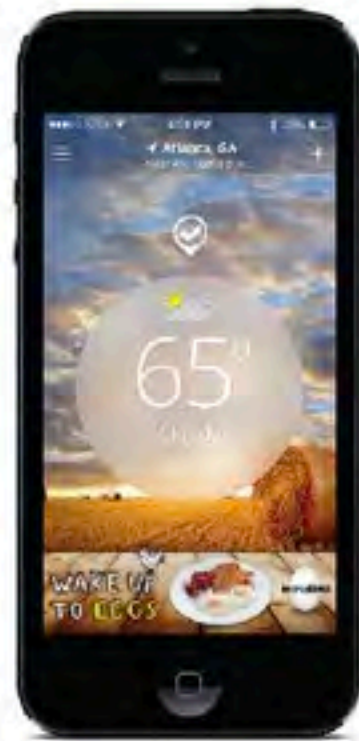
GREY NORTH AMERICA

**2014 EFFIE
AGENCY OF
THE YEAR**

GREY MEXICO

A realistic white egg is centered in the image, casting a soft shadow on the surface below it. The egg is smooth and has a natural, slightly irregular shape.

incredible!



A HALF-DOZEN REASONS WHY YOU CAN'T BEAT EGGS

1 PROTEIN

If you start your weekday with cereal or toast, instead of eggs, here's a wake-up call: Did you know eggs have 6 grams of high-quality protein? And did you know a protein-packed breakfast helps sustain mental and physical energy throughout the day? That's good news, especially if you're a body-building chaser champion.

2 GOT CHOLINE?

Eggs are rich in choline, which is a weird word but it's a "good weird" because choline promotes normal cell activity, liver function and the transportation of nutrients throughout the body. Think of it as a commuter train for vitamins and minerals.

3 ZERO CARBS NO SUGAR

Eggs contain zero carbs and no sugar. That means you can start a well-rounded breakfast during the week without feeling round yourself.

4 AMINO ACIDS

Eggs have all 9 essential amino acids. Seems like a lot but remember - they ARE essential.

leucine	histidine
lysine	valine
methionine	threonine
tryptophan	isoleucine
phenylalanine	

5 MORE FOOD FOR THOUGHT

Unlike most cereals and yogurt, eggs don't come with a complicated list because they only contain one ingredient. It's called "eggs." And at 154 a serving, eggs are the least expensive source of high-quality protein.* That's right: 15¢.

6 NO GLUTEN? NO PROBLEM.

Let's not forget that eggs are naturally gluten-free. Always have been, always will be. And that's awesome because there isn't exactly a glut of gluten-free breakfast options.

INCREDIBLE, ISN'T IT?

Most cereals and yogurts can't say all this, mainly because they don't have mouths, but also because they don't have the nutrient content eggs do. So next time someone asks how you like your eggs, say you like 'em a whole heck of a lot. Wake Up To Eggs!

*Based on American Egg Board price comparison.

www.incredibleegg.org or send us an Facebook

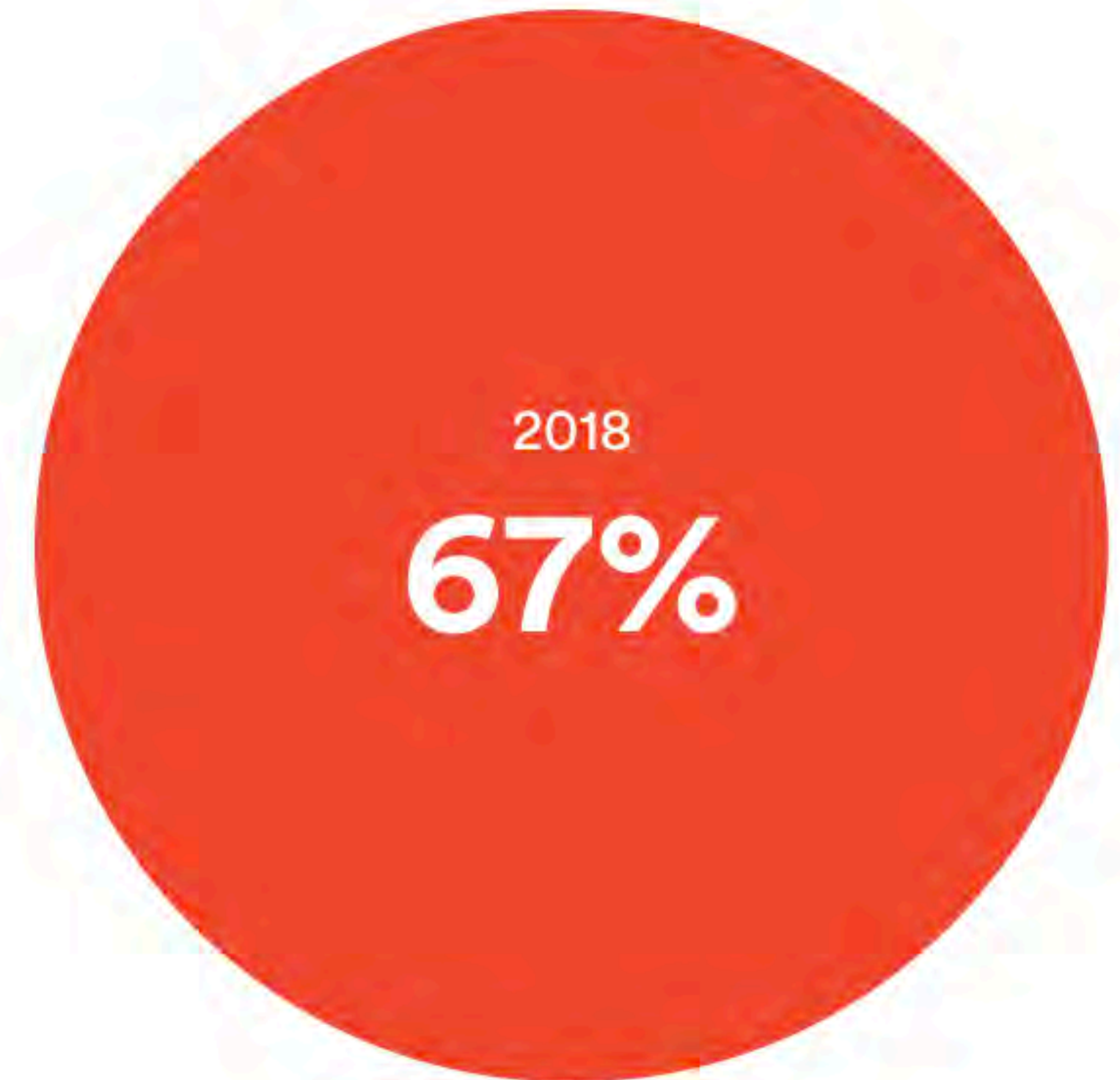
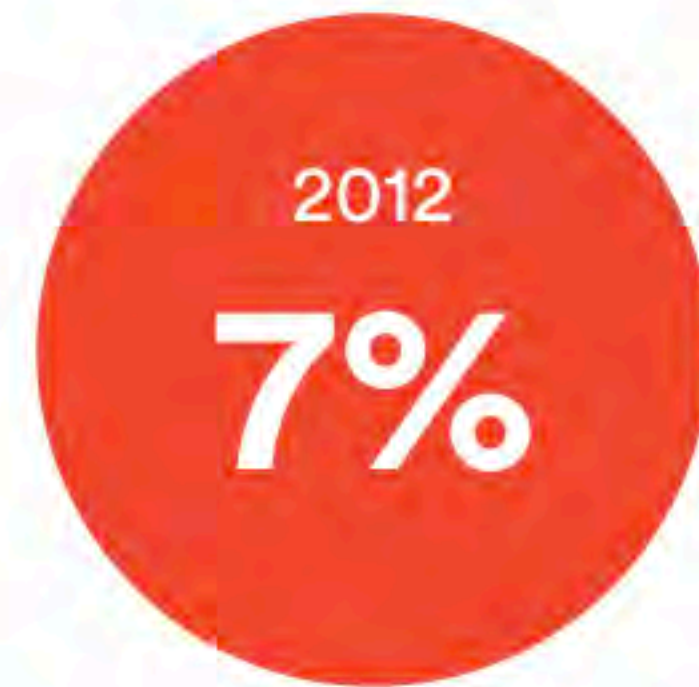


But enough about us...

Our History Together



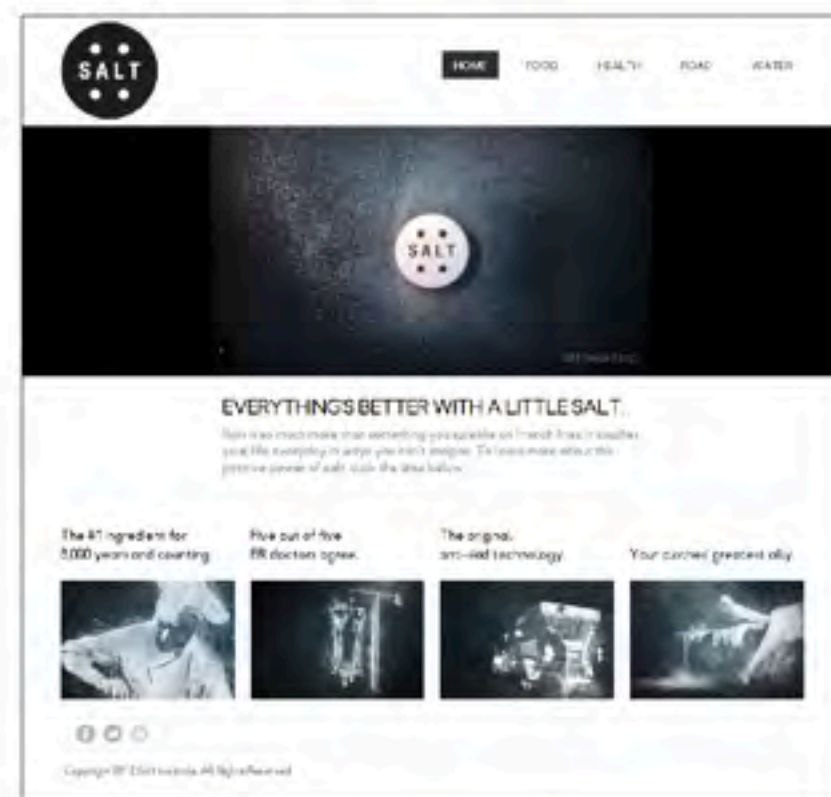
**Positive Salt
Headlines**



How We've Done It

Our History Together

2012-2013



New Brand Identity
New Website

2013-2014



New Advertising Campaign
Print
Radio
Digital Display

2015



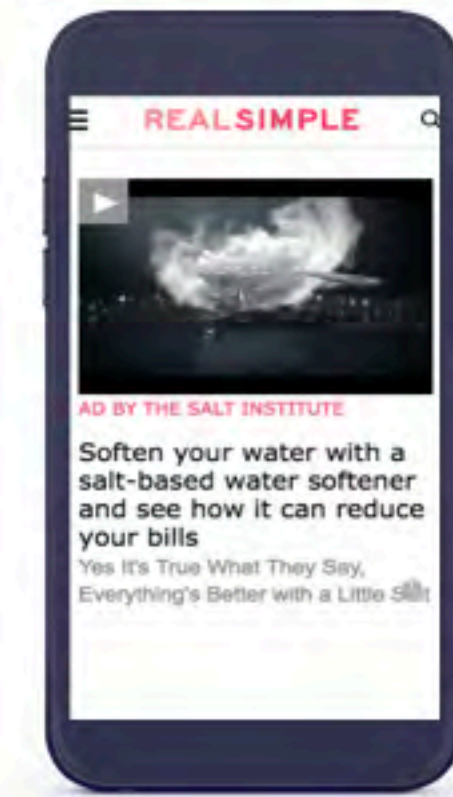
Introduce Olde Salty
Social Media
Digital Video

2016



Advocacy Content
Social Video
Native Placements

2017



Social
Native
Radio

Salt Brand Campaign Architecture

Our Communications Objective

Demonstrate the many benefits of salt

Our Creative Platform

Everything's better with a little salt

Our Messaging Pillars

ROAD
SAFETY

WATER
SOFTENING

FOOD
USAGES

HEALTH
BENEFITS

GENERAL
APPLICATIONS

Objectives and Messaging Strategy

ROAD SALT

- Expand awareness for The Salt Institute's road safety and economic benefit messaging in key road salt markets.
- **Messaging:** Salting icy roads reduces road closures and traffic accidents making roads safer for commerce and the public.

WATER SOFTENING

- Expand awareness for The Salt Institute's messaging on the negative effects of hard water in key hard water markets.
- **Messaging:** Salt-based water softeners prolong the life of pipes and home appliances while making your laundry / dishes cleaner and your hair & skin feel softer.

FOOD / HEALTH

- Expand awareness for The Salt Institute's food and health benefit and science messaging in key legislative environments.
- **Messaging:** Salt does more for you than improve the flavor of your meals. It is a vital ingredient for good health.

GENERAL MESSAGING

- Continue to nurture and grow appreciation for the history and value of salt, and the many ways salt is used in everyday life.
- **Messaging:** Road Salt, Water Softening, Health, Cooking, and Salt Hacks, History and Fun Facts.

2018 Campaign Overview

2018 Media Strategy Overview

CONTINUE

Social and Native digital video are strong performers and are effective

A national radio network buy provides great reach across all key markets

OPTIMIZE

Focus Native digital on general Salt messaging

Focus targeting of digital video on Facebook to those most engaged in 2017

Expand radio markets

EXPLORE

Explore new ways to use native to amplify positive salt news

Explore campaign ideas for the 2018 World Salt Awareness Week

Explore campaign ideas for the 2018 World Salt Symposium

Digital Video

Digital Video



Objective

Educate the audience that “everything is better with a little salt”

Flight

January, February, April, May, August – December

Approach

Paid promotion of Salt Art video

Targeting

Total US – A35 – 65+

Suggested Post



Olde Salty

Sponsored (demo) · 🌐

👍 Like Page ...

Everything is better with a little salt.



👍❤️😮 3.2K

482 Comments 1.1K Shares 1.9M Views

👍 Like

💬 Comment

➦ Share



Radio

Radio

Expand into new radio markets.

Messaging	Markets	Flight
Road Salt	Northeast & Midwest markets (MA, VT, NY, NH, MI, WI, OH, MN, IL) Additions: NJ markets	January-February & December
Hard Water	AZ, WI, MN Additions: MI and other hard water states	April, May, August, September, October
Food/Health	Atlanta and DC Additions: MI, OH	February, March, September, October, November

Hard Water Radio



Objective

Generate awareness of the benefits of
Salt-based water softener

Markets

AZ, WI, MN, MI

Flight

4/2 – 5/27

Impressions

62,993,600





Road Salt Radio

Objective

Generate awareness of the benefits of road salt where road safety is top of mind during winter storms across the Midwest

Markets

Northeast/Midwest (MA, VT, NY, NH, MI, WI, OH, MN, IL, NJ)

Flight

Heavy up January & December to capitalize on winter weather

Impressions

32,283,000



Q1 Radio Performance & Learnings

111,997,600

Gross Impressions

4,699

Total Spots

Learning

Radio continues to be flexible and efficient in reaching key markets nationally and locally

Digital

Event - World Salt Awareness Week

Hijack the WASH World Salt Awareness Week

Steal the WASH attention prior to and during World Salt Awareness Week in March

Celebrate the benefits of Salt with Salt messaging pillars

Refute WASH messaging

Occupy radio and digital platforms with refutation messages



The forgotten killer.

75% of the salt we eat is hidden in the food we buy.
Check the label and switch to less salt! #eatlesssalt

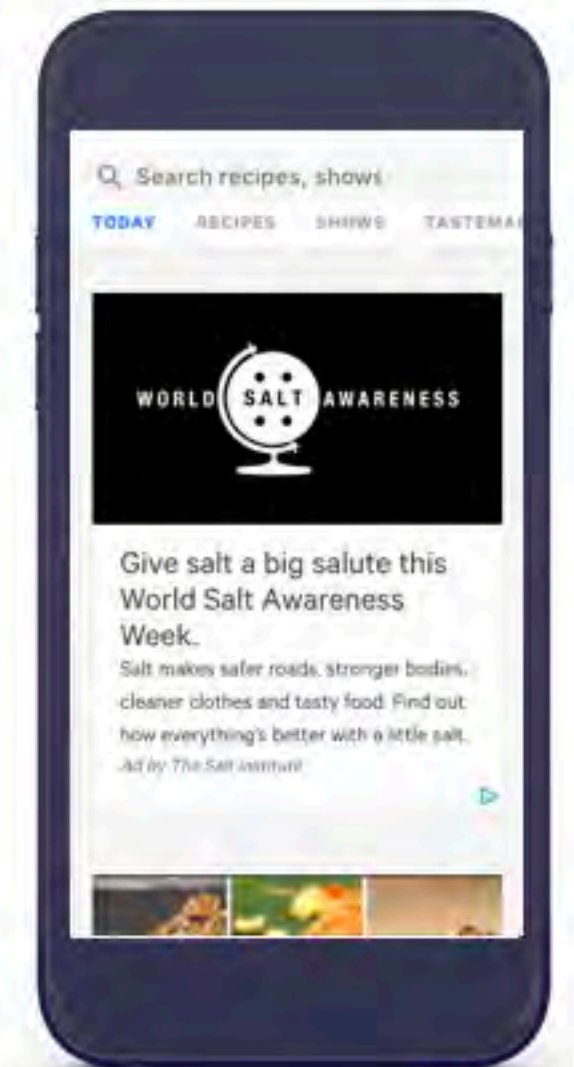
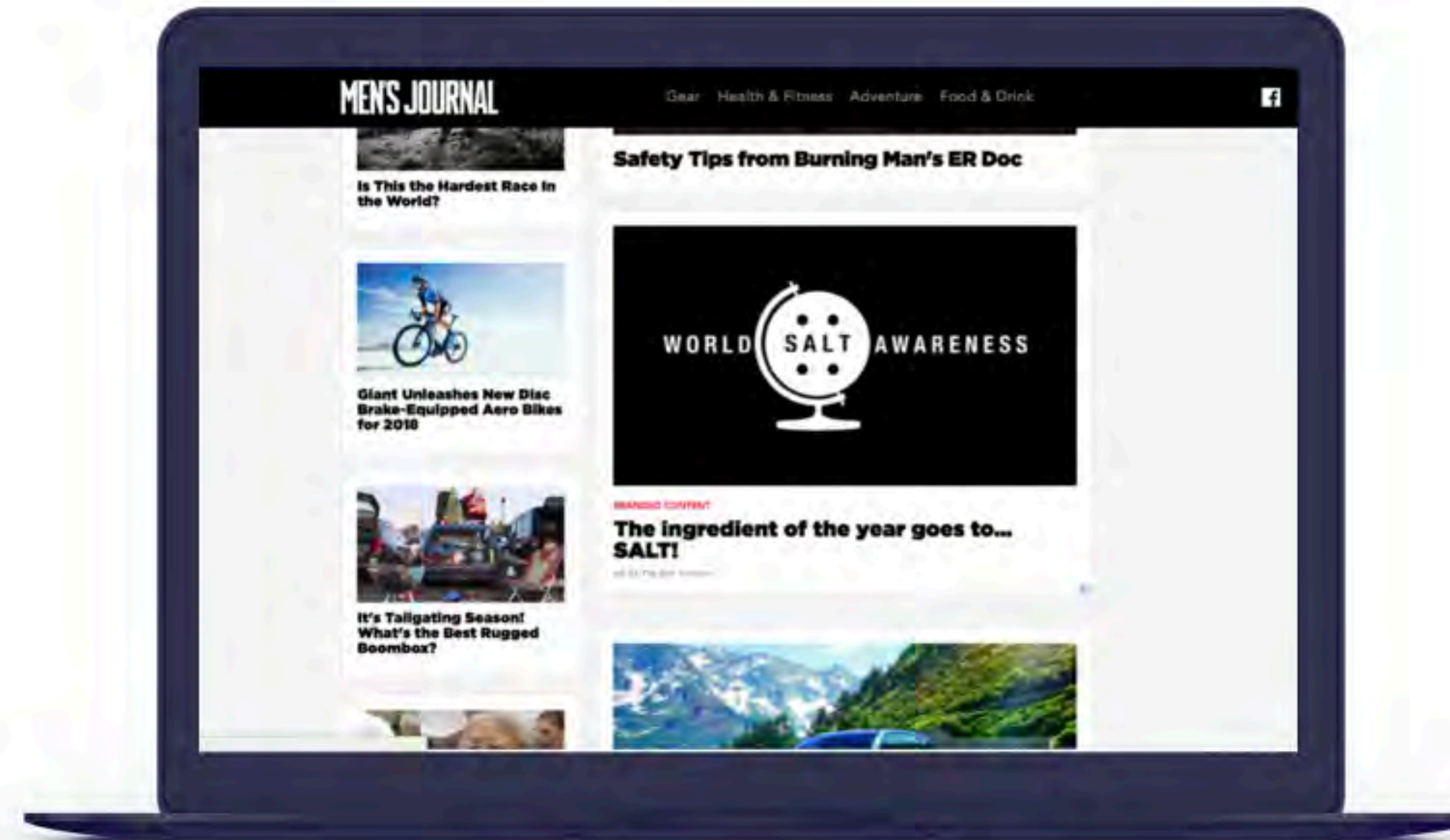
WASH
World Action on Salt & Health

World Salt Awareness Week
20-26 March 2017

To find out how to eat healthily visit
www.worldactiononsalt.com

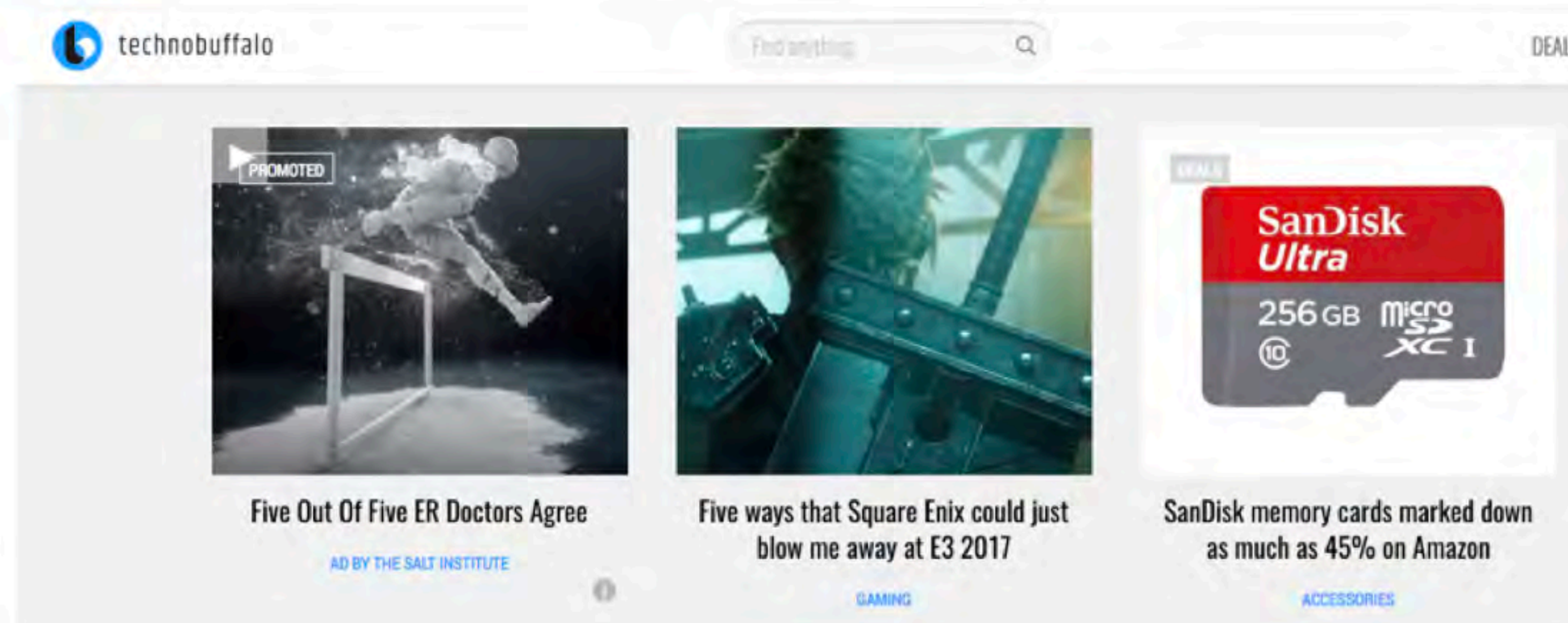
Grey is a registered trademark of Grey Advertising

World Salt Awareness Week



Digital: Ongoing

Sharethrough messaging is focused on **General benefits** with an emphasis on health, as 2017 performance showed creative related to health generates higher engagement rates.



Digital: Ongoing



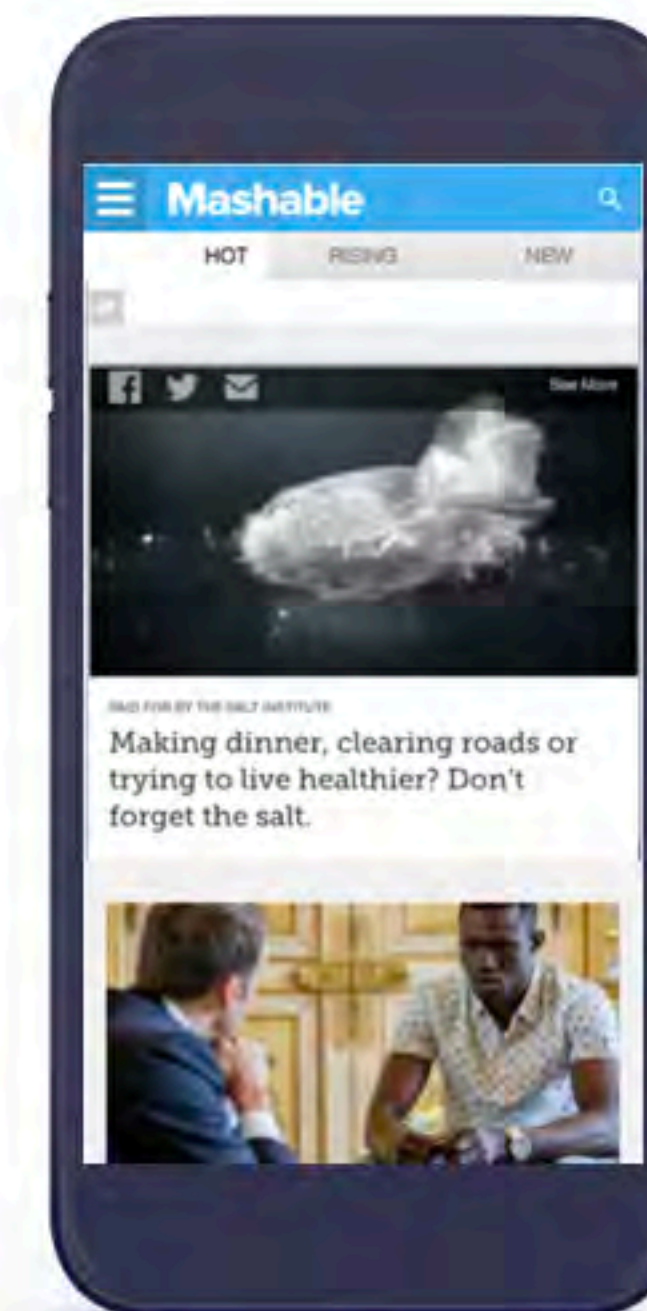
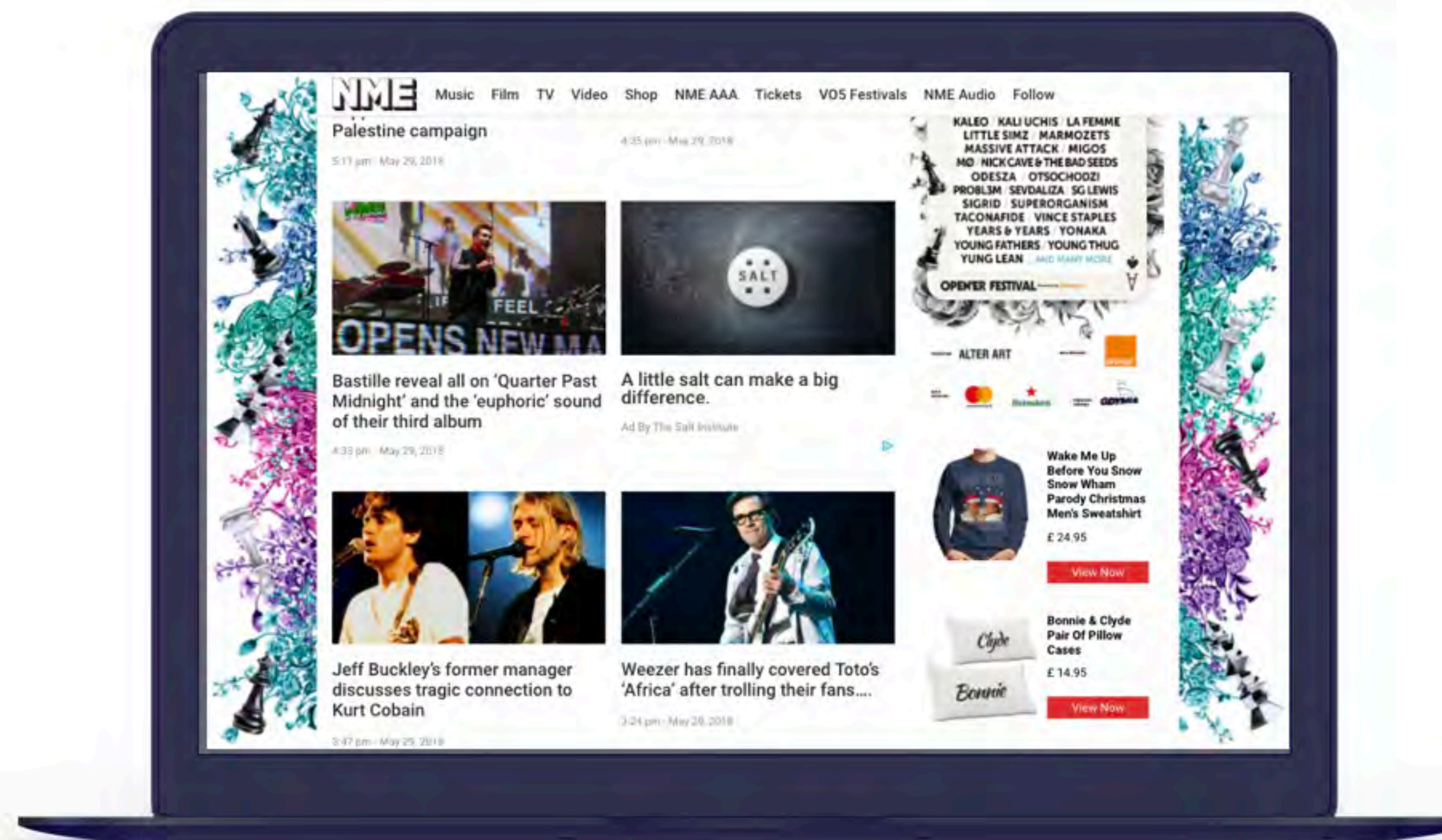
sharethrough

General Objective

Generate awareness of the benefits of salt

General Flight

January, February, March



Digital: Ongoing



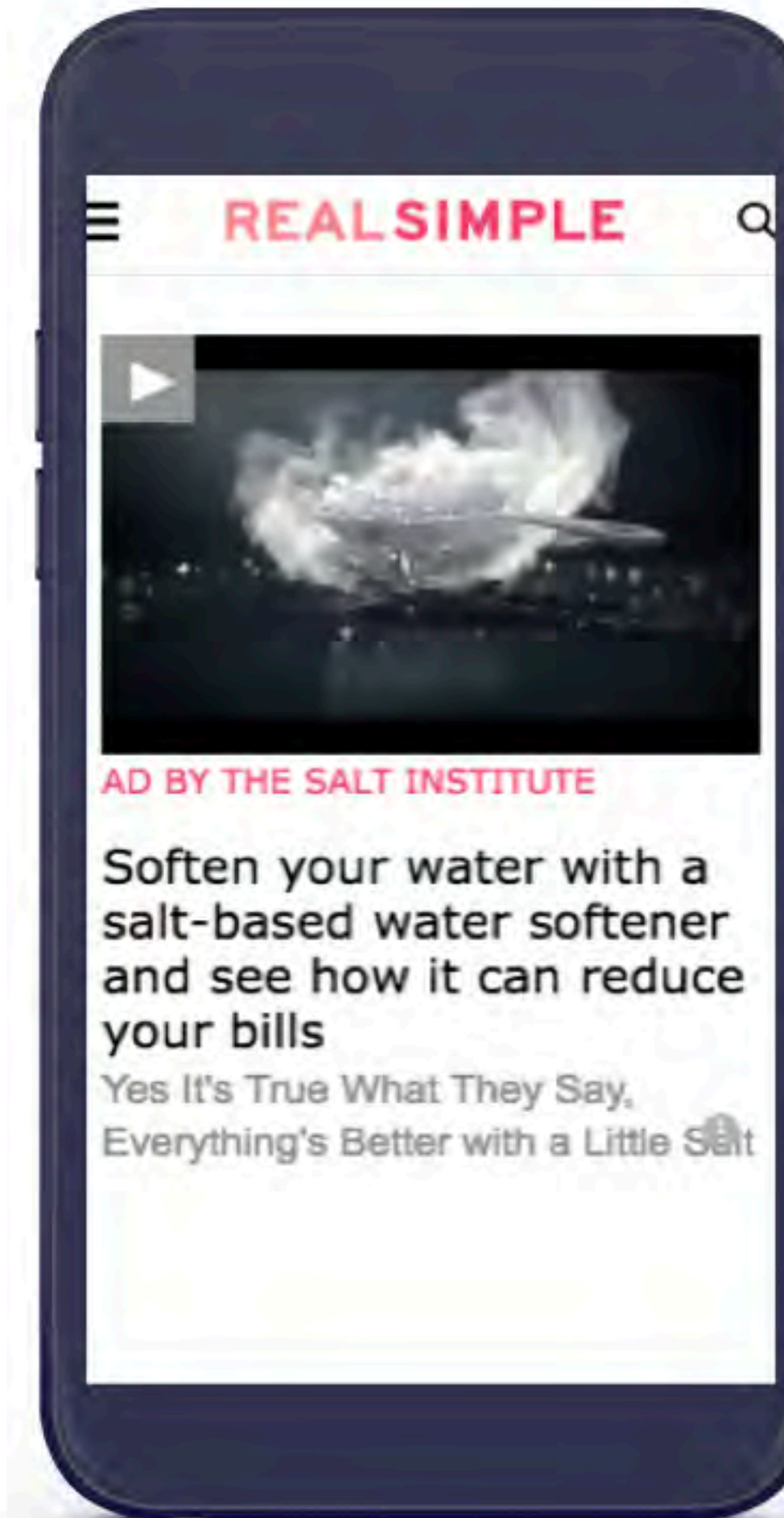
sharethrough

Hard Water Objective

Generate awareness of the benefits of salt-based water softeners

Hard Water Flight

April, May, August, September



Event – World Salt Symposium

Promote the 2018 World Salt Symposium

Reach scientists and health professionals

Post event share content from the event on digital platforms



Q1 Digital/Social Performance & Learnings



1,728,878

Impressions

.52%

CTR

722,712

Video Views

Learning

Communications around World Salt Awareness Week proved to be the most effective, and Q1 Video Completion Rates (VCR) across platforms were at the high end of benchmark averages.

In Summary

Q1 Takeaways



Westwood One

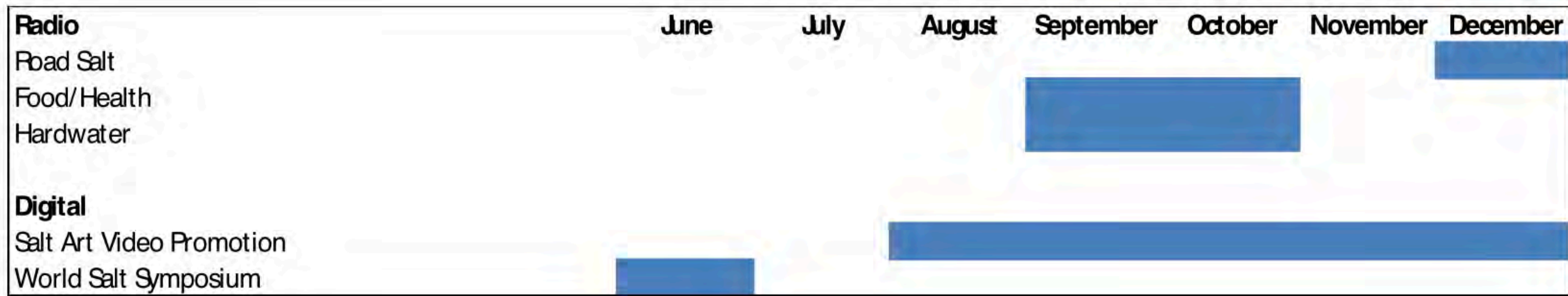


sharethrough



Radio	Native	Digital Video
Radio continues to be efficient in delivering reach to key markets with 16.3M approximated impressions in Q1 2018	Placements around World Salt Awareness Week performed most strongly during the Q1 2018 period.	Delivered an 11% video completion rate amongst those who engaged with the video

2018 Remaining Media



Changing the Conversation about Salt.

Thank You