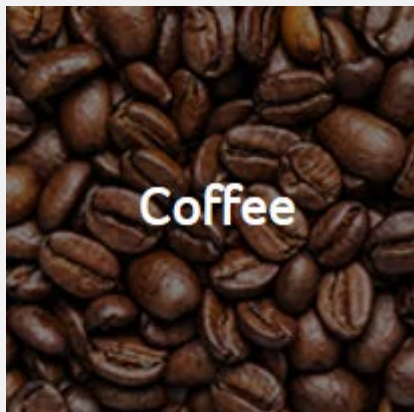




Turning Consumers into Prosumers

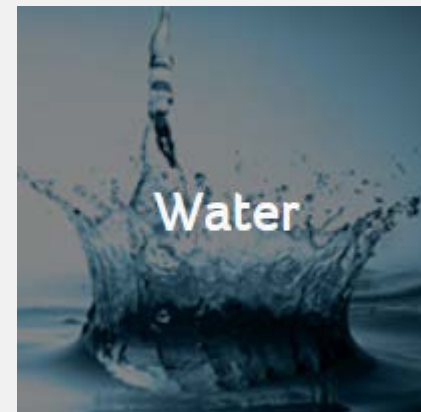
**Dr Shira Rosen
Strauss Group**



Coffee



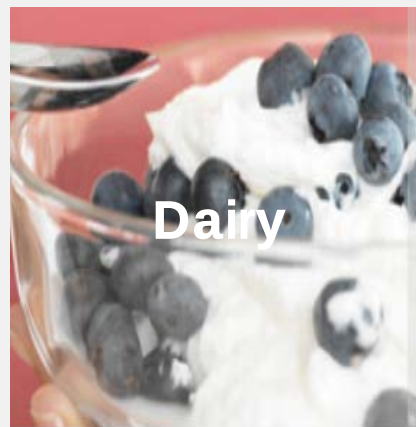
Dips & Spreads



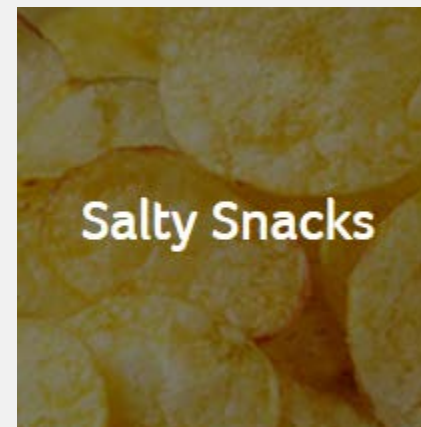
Water



Chocolate &
Confectionery



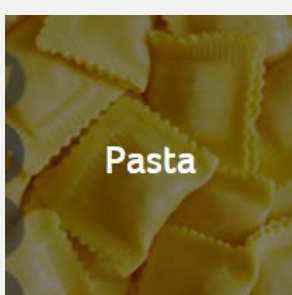
Dairy



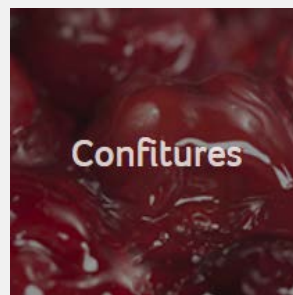
Salty Snacks



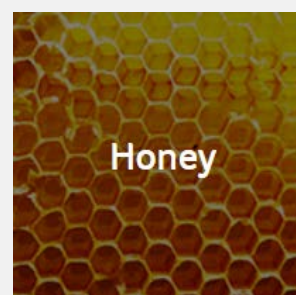
Fresh Vegetables



Pasta



Confitures



Honey



Olive oil



Creating wonder out of basic





Total Value

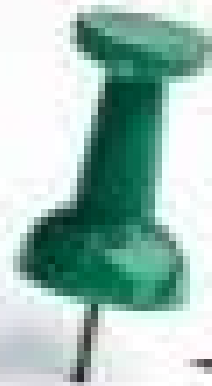
COST

Experience

Control

Utility

VALUE





Experience

Straight Ahead



Using The Box To Think Outside The Box





Playful





למסירת עדות חתונה ולמסירת עדות חתונה



סידן ✓ אבץ ✓ ויטמינים ✓ ברזל ✓ אטאלוס

אמנים

ארטיק

רק 1/2 כפית
סוכר חוסף בגביע
1/2 כפית 2.5 גרם



לנעוץ
קפיא

מכונת מומלצת



10/7 16:25 C

10/7 16:25 C

10/7 16:25 C





get addicted
BE HAPPY

CHOCOLATE SHOT

An addictive, injectable treat. Filled
with melted chocolate ganache.





מילקי



חצי...



Telling a story



+





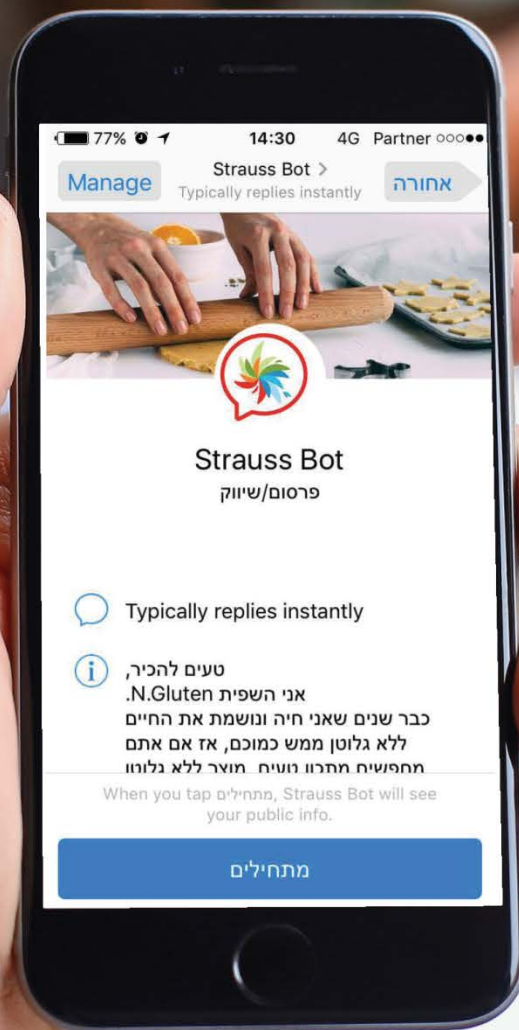


From Farm to table





Direct Assistance



Prevent Dehydration

Water.IO





**Your mom hasn't
taken her morning
pill, call her**



**Bobby didn't drink
enough today**



**Coffee capsules in
your office are over**

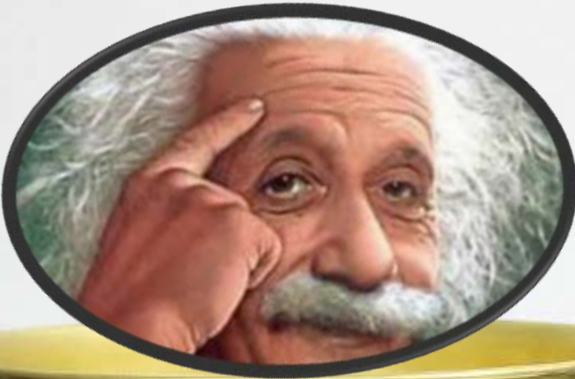


Packaging for Every age



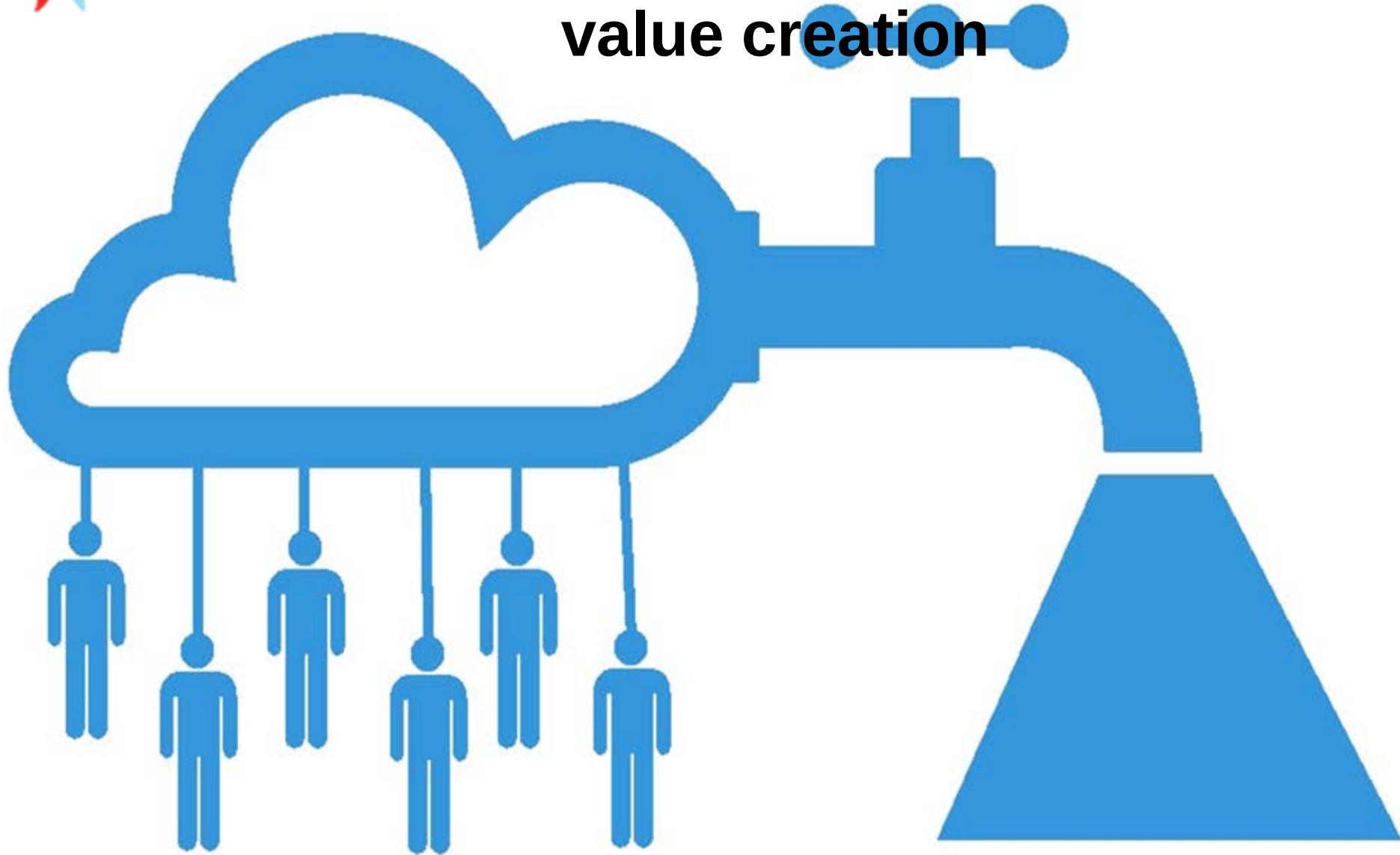


?





Activating Consumers to be part of the value creation

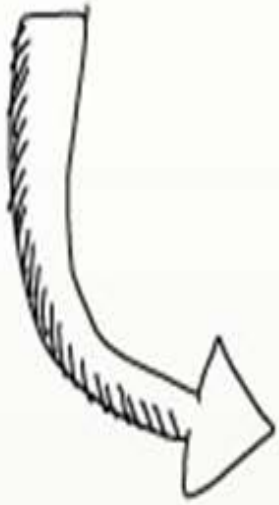




PRODUCER



CONSUMER



PROSUMER

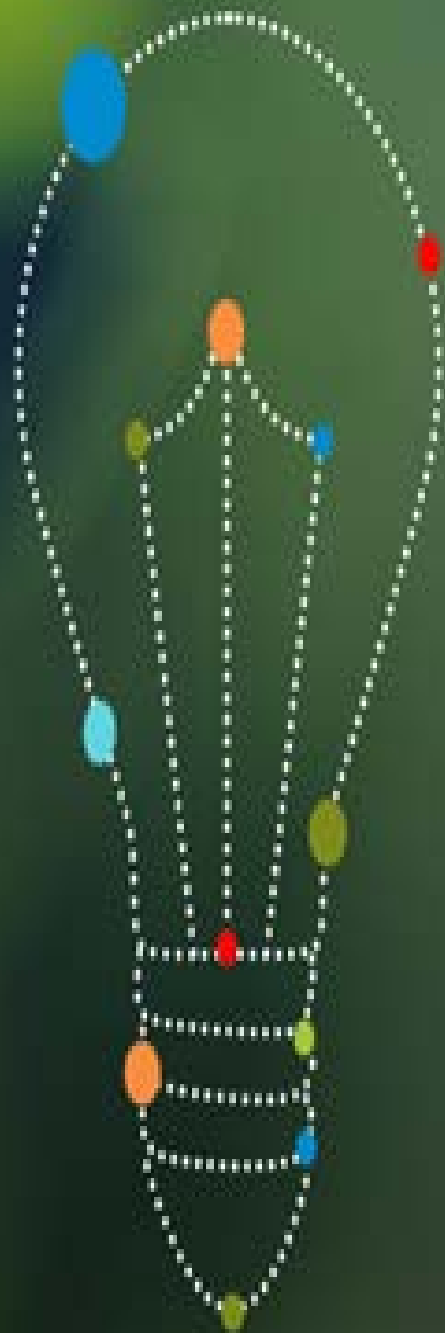






ALPHA STRAUSS CONNECTING THE DOTS

Exposing hidden drawings / solutions / new business opportunities, out of unconnected
"dots" Inventors, entrepreneurs, investors and more.





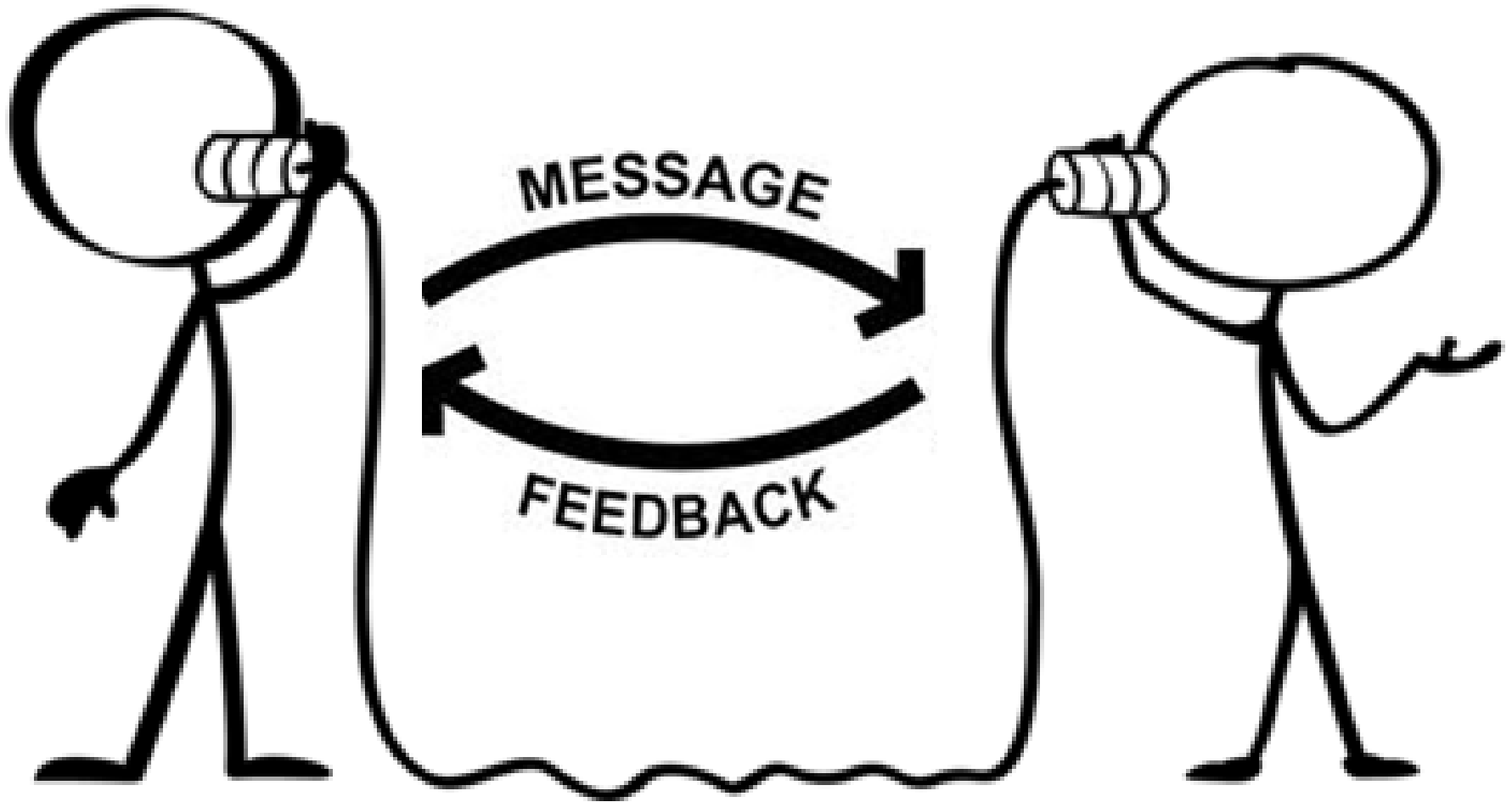
Nurturing the Community



Alpha engages in the connection between the “technology manufacturers” and venture capital funds, market service providers, government representatives, our strategic partners and more. This reflects the understanding that the creation of a FoodTech community in Israel can only occur if all players within the ecosystem take part in it.



Direct Communication





da·ta

noun: data

facts and statistics
collected together for
reference or analysis

smart

adjective: smart

having or showing a
sharp mind; intelligent



WISDOM

KNOWLEDGE

INFORMATION

DATA



The diagram features a large iceberg floating in the ocean. The visible tip of the iceberg is colored light blue and labeled 'SMALL DATA'. The much larger, submerged portion of the iceberg is colored magenta and labeled 'BIG DATA'. A dashed blue line with an upward-pointing arrow extends from the waterline to the top of the iceberg. A dashed magenta line with a downward-pointing arrow extends from the waterline down into the submerged portion of the iceberg.

SMALL DATA

BIG DATA

Only 35% of big data analytics users

35%

have the ability to share
results of their analysis via
charts, graphs, etc.

Most companies analyze a mere

12% of their data, leaving 88%
underneath the waterline.

88%

Those companies are working
with small data.



חבילות שי



ההזמנות שלי

חבילות שי

7500 ₪
חבילת פינוקי הטבע

למימוש הטבה



8500 ₪
חבילת קפה מפנקת

למימוש הטבה



צילום
חשבונית

נסיעה: 2: Hrs 21 mins Overdue

חבילת MIX גדולה



*התמונה להמחשה בלבד

פירוט המוצרים:

שוקולד פרה חלב

טבלת פסק זמן קלאסי

מיקס משפחתי מעורב

סוכריות מאסט ריבת חלב ללא סוכר לבן

מסטיק מאסט בטעמים

שמן זית כחית מעולה 650 ג' מעוצב

פריכיות אנרג'י תחתית שוקולד מריר

עד חצות ביסקוויט

סגור

WHO ELSE SHOULD
WE TARGET?



IT'S



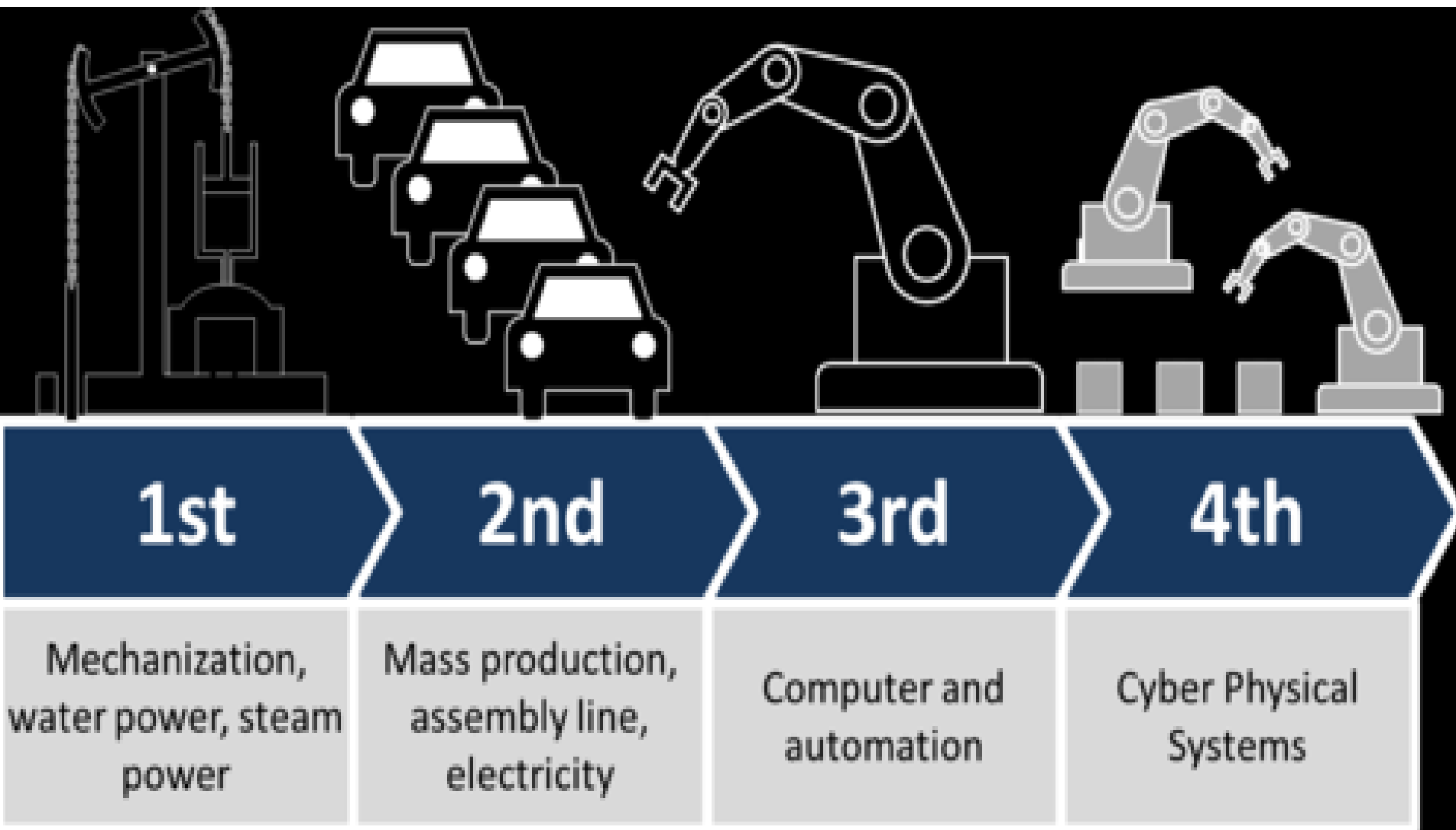
OUR AGENCY SAID THAT
IF WE WANT OUR BRAND
TO APPEAL TO MILLENNIALS,
OUR MESSAGE HAS TO BE
"AUTHENTIC."



TOM
FISH
BURNE



The Fourth Industrial Revolution



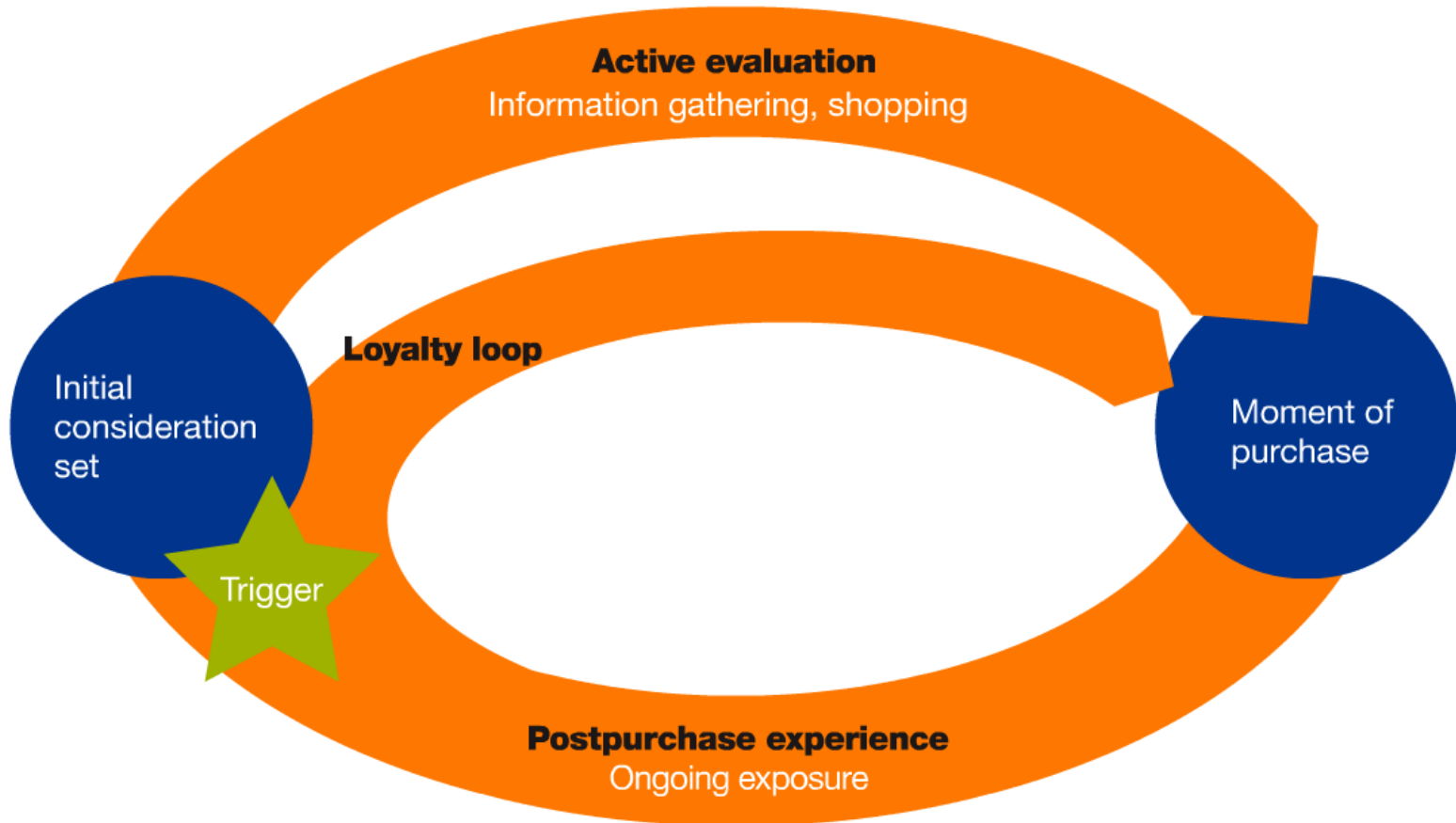


Smart Factory





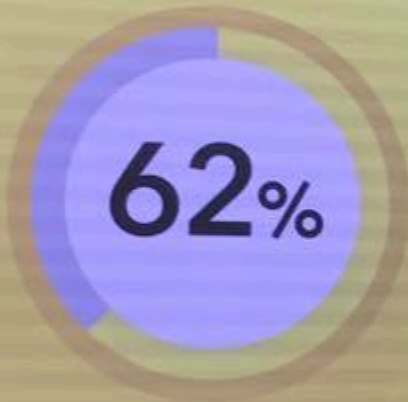
The consumer decision journey



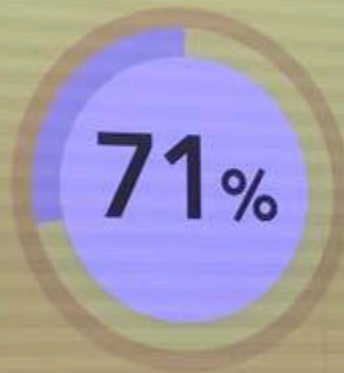


Advertising Week NYC

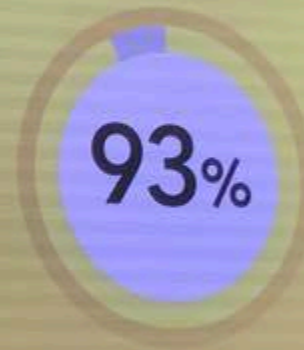
Close friends influence purchase intent



DISCOVERY
learn about new brands
from close friends



AFFINITY
say 'my close friends and
I often buy similar brands'



PURCHASE INTENT
buy or try things that close
friends recommend

Source: 2017 Sparktor study commissioned by Sparktor





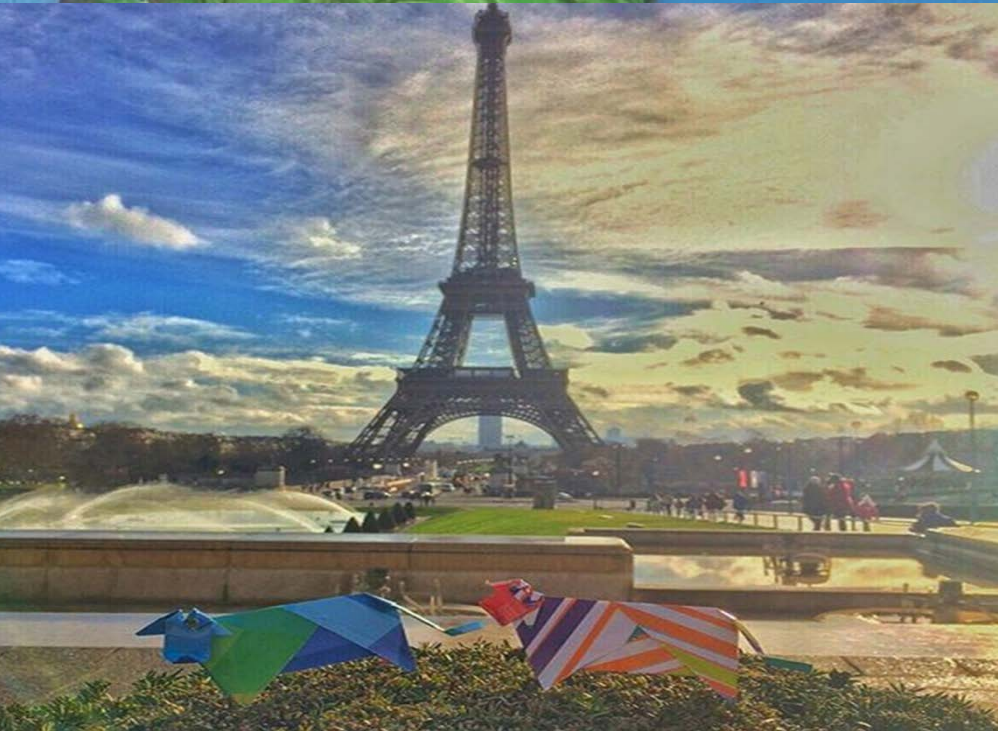
Going Viral





Sharing

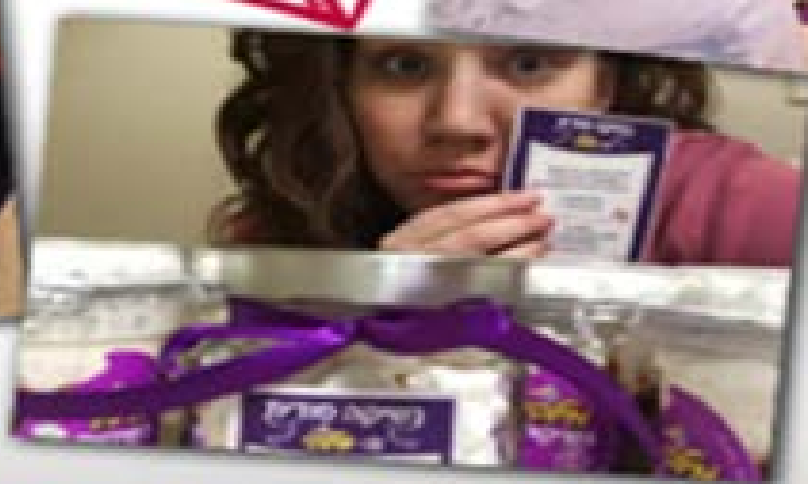








LOVE



מין
שקד









**Information
privacy**

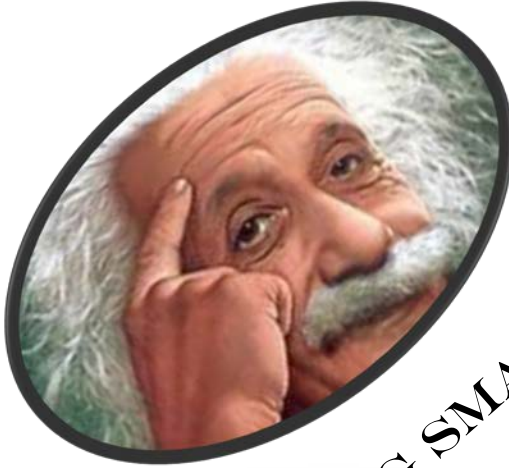
↑ Shift



Disruptive innovation



The Evolution of Packaging Role



GETTING SMARTER



-RESPOND TO FUNCTIONAL NEEDS



-A COMMUNICATION TOOL FOR POSITIONING AND BRAND IDENTITY



A PLATFORM FOR PERSONAL AND INTERACTIVE EXPERIENCE



IOP-AN ENABLER TO SMARTER AND MEANINGFULL LIFE

Crealitivity

Creating-creativity-reality



A large pile of colorful, 3D block letters in various colors (red, blue, yellow, green, purple, orange, pink) is scattered on the left side of the image. The letters are of different sizes and are piled together, creating a vibrant, textured look. The background is a rustic, light-colored wooden surface with visible grain and knots.

THANK
YOU

Dr Shira Rosen

Shira.rosen@strauss-group.com