

LOOMA AT-SHELF MAKER STORIES

2018 SUMMARY OF FINDINGS



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SALES PERFORMANCE SUMMARY

CRAFT BEER TOP PERFORMERS:

- ▶ Carolina Brewery
- ▶ Lonerider
- ▶ Wicked Weed

+82.5%

MEDIAN CAMPAIGN LIFT:
CRAFT BEER

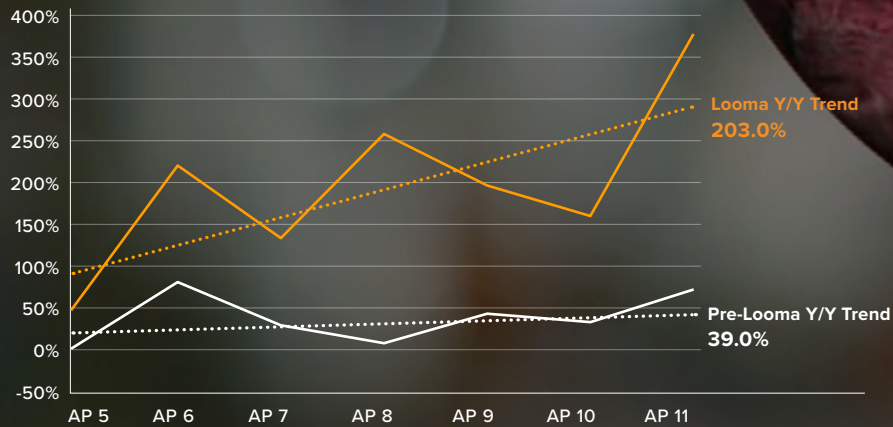
+188.0%

MEDIAN CAMPAIGN LIFT:
WINE

WINE TOP PERFORMERS:

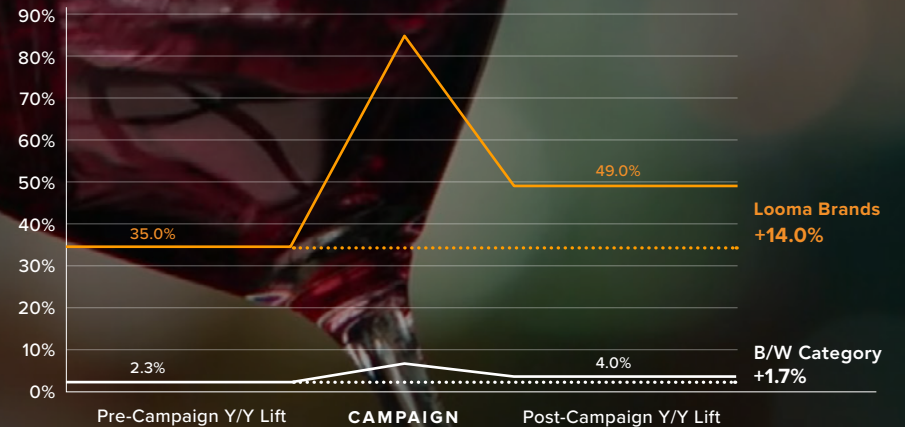
- ▶ Line 39
- ▶ Josh Reserve
- ▶ 1,000 Stories

LOOMA VS. PRE-LOOMA Y/Y TREND



Looma Incremental Y/Y Trend: **164.0%**

SUSTAINED LIFT ANALYSIS



Looma Incremental Sustained Lift: **12.3%**

CONSUMER RESEARCH FINDINGS

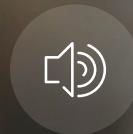
Consumers who view a Looma tablet are **54.6%** more likely to perceive Harris Teeter as moderately to very innovative



73% of consumers are moderately to much more likely to watch Looma films after understanding Looma's purpose



28% of consumers have watched a Looma film for some length of time



64% of consumers say that audio is the variable that has most drawn them to a Looma tablet

STORY VARIABLES MOST CORRELATED TO SALES PERFORMANCE



HUMAN CENTRICITY



MESSAGE SIMPLICITY



MUSIC ENERGY



VULNERABILITY QUOTIENT



OPERATIONAL TRANSPARENCY