

What takes to be a Marketer in UFS



Living UFS IDENTITY

(balancing the ECE mindset with Chefmanship)*

1



Being part of UFS BUSINESS

(UFS skills common to all roles and new IDC skills for selected roles)

2



Mastering UNILEVER and UFS MARKETING

(holistic marketer that can develop innovations and projects and execute them locally)

3

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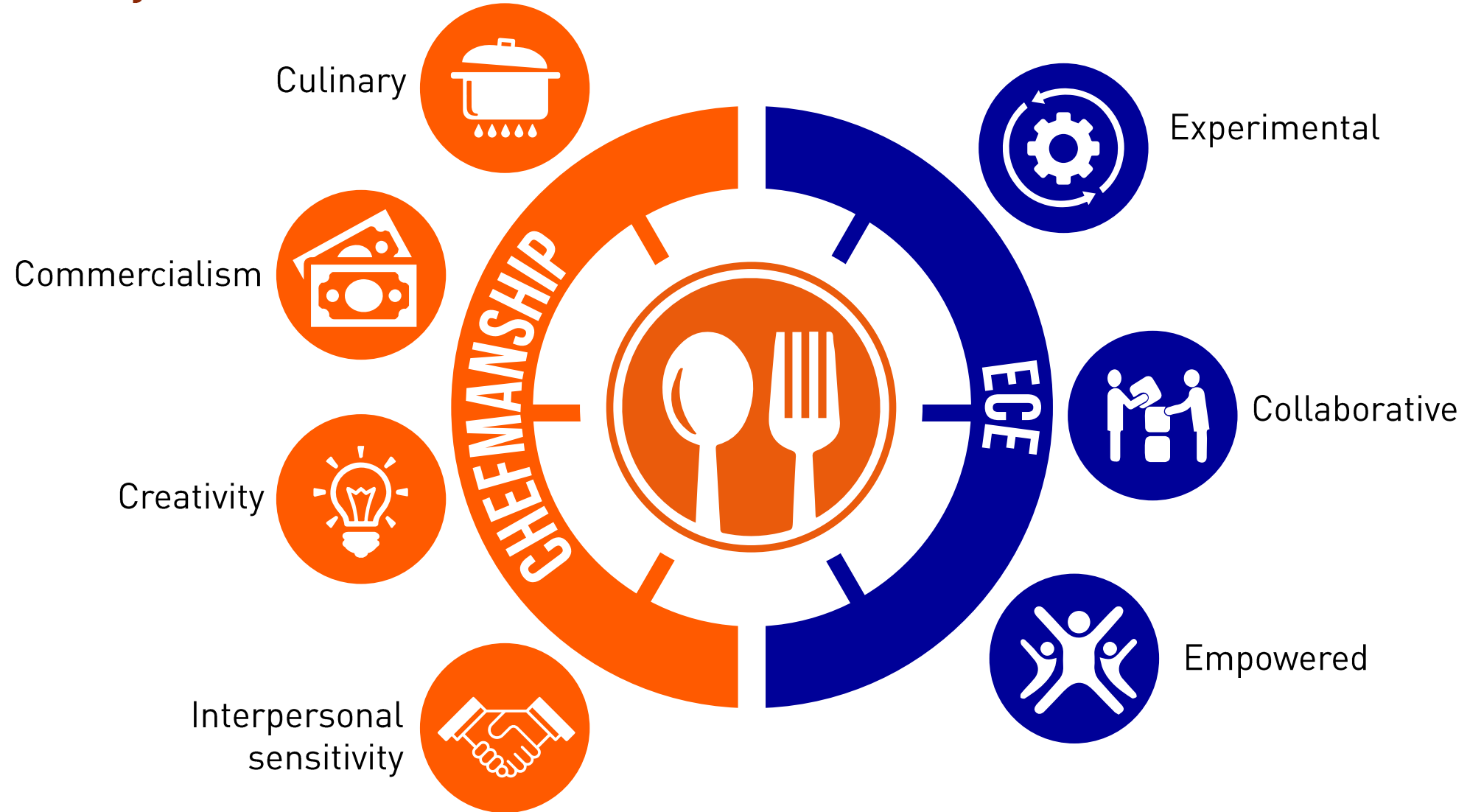


Mastering UNILEVER and UFS MARKETING

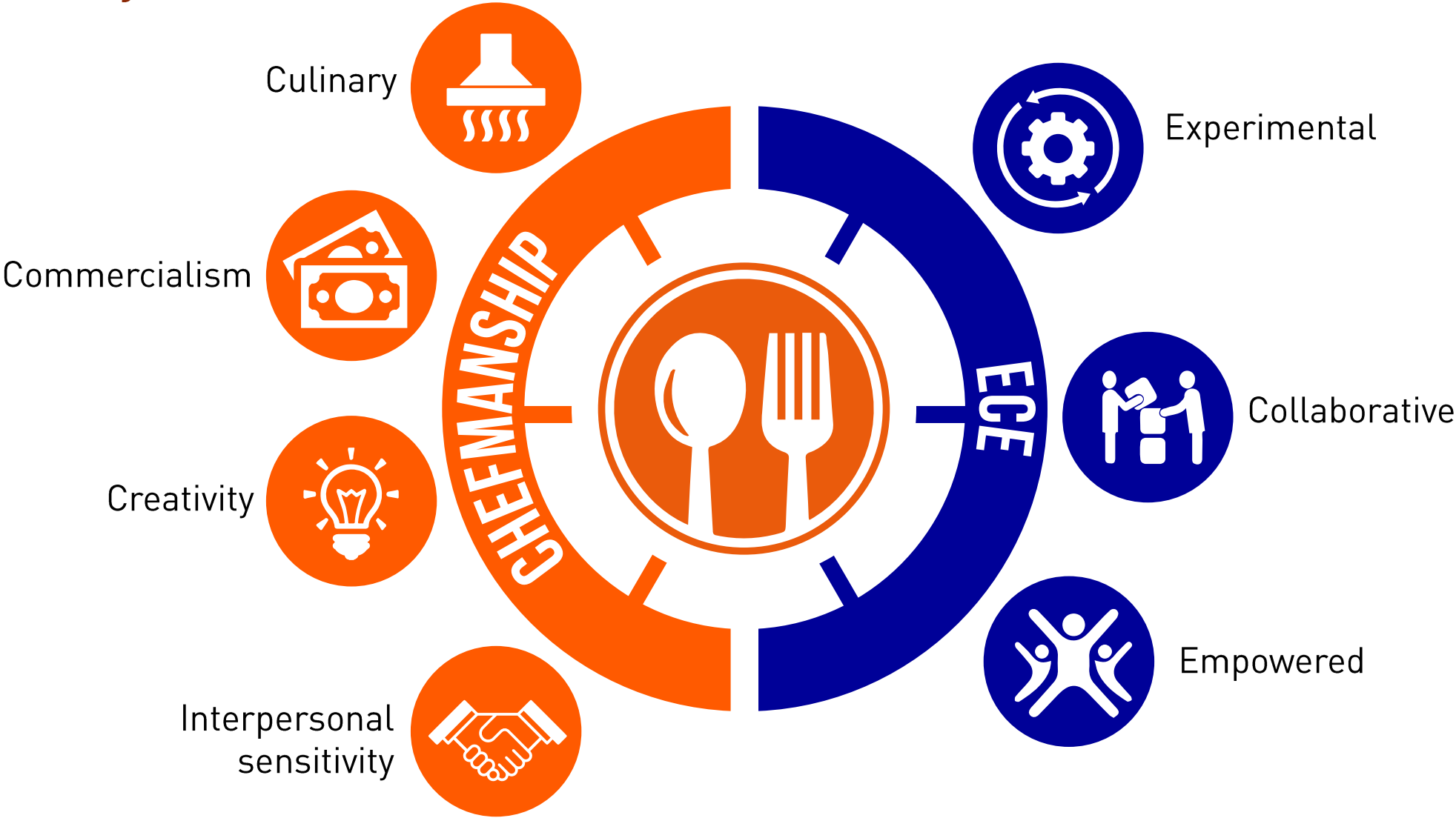
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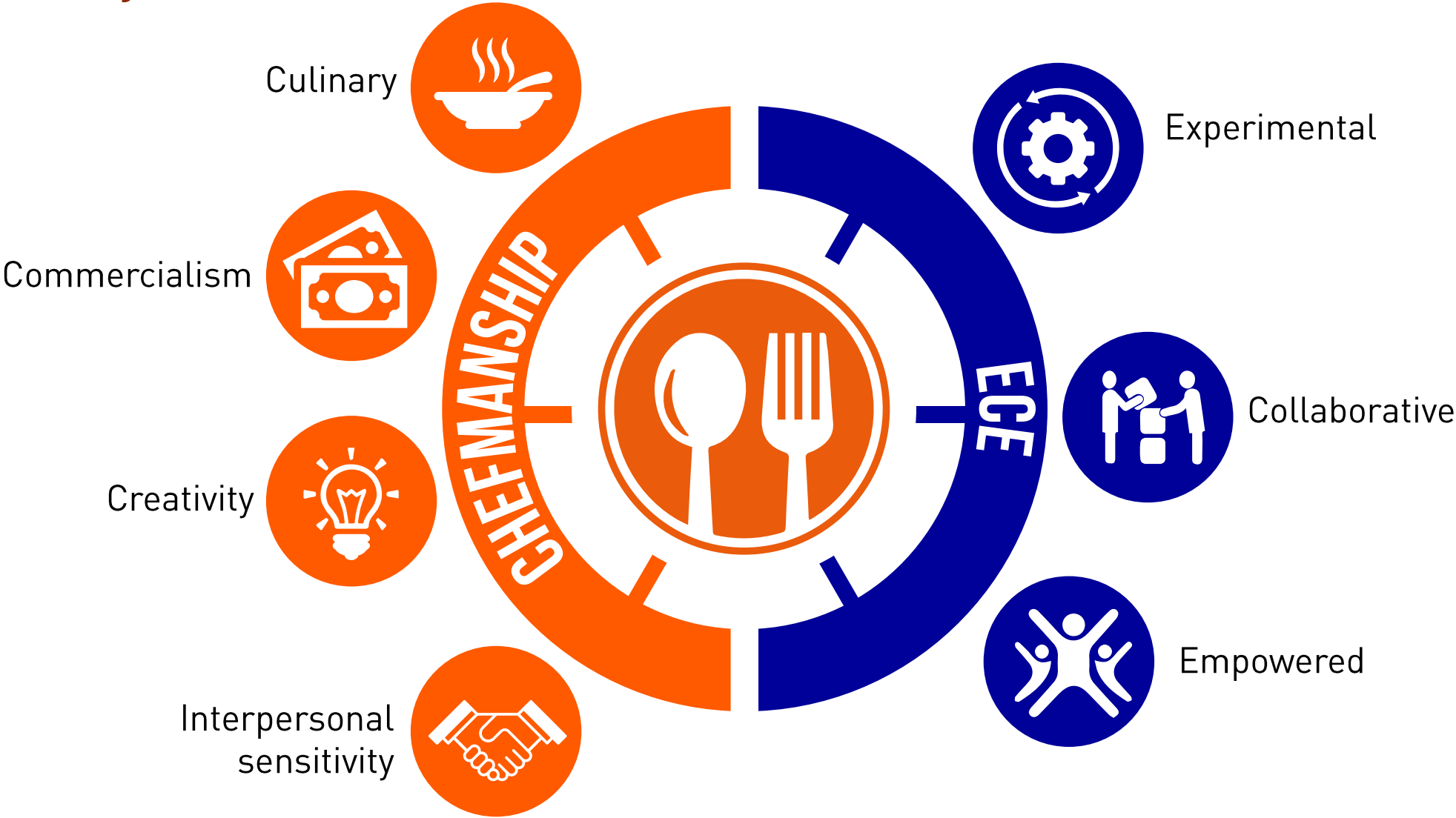
UFS Identify



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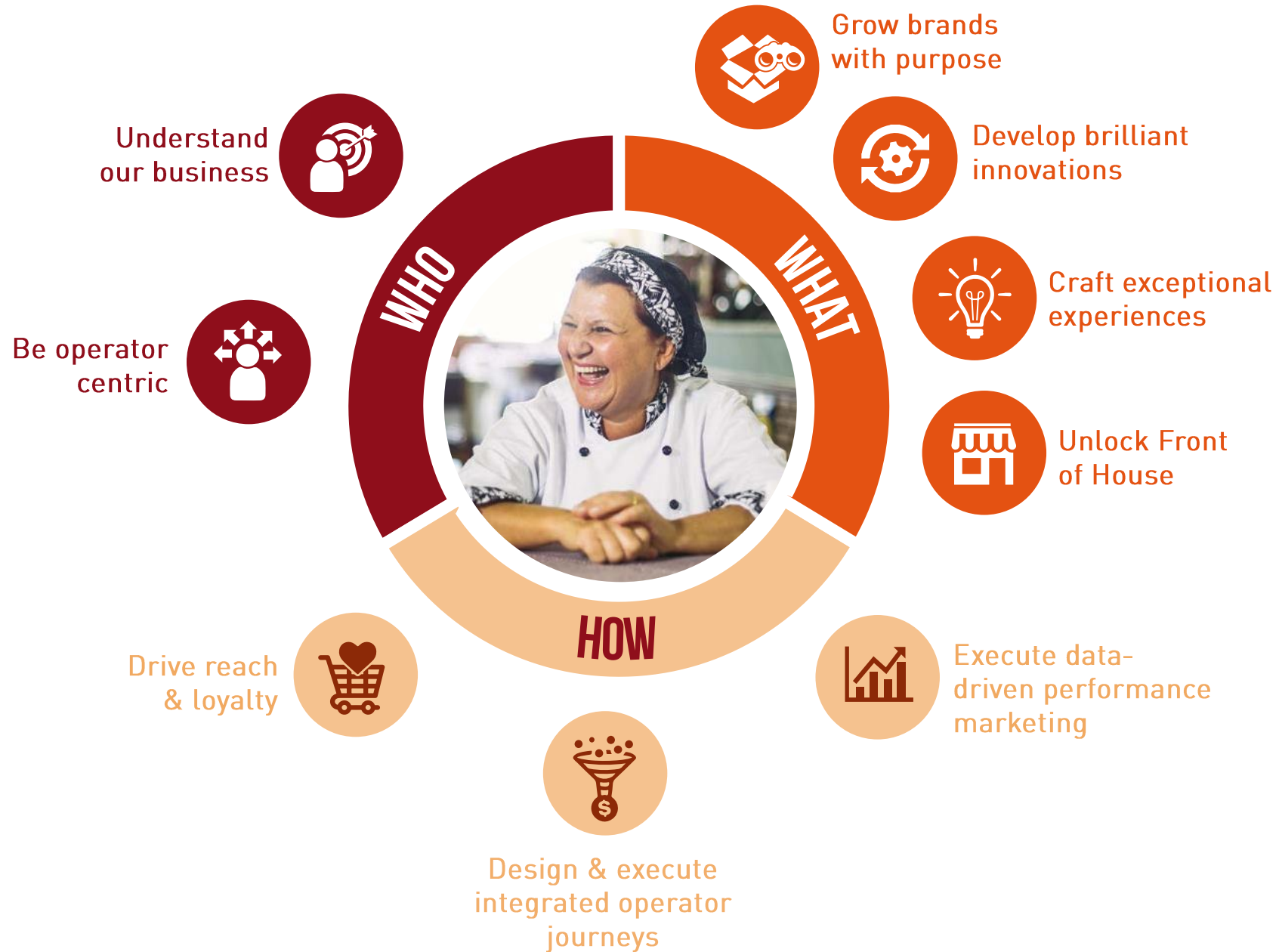


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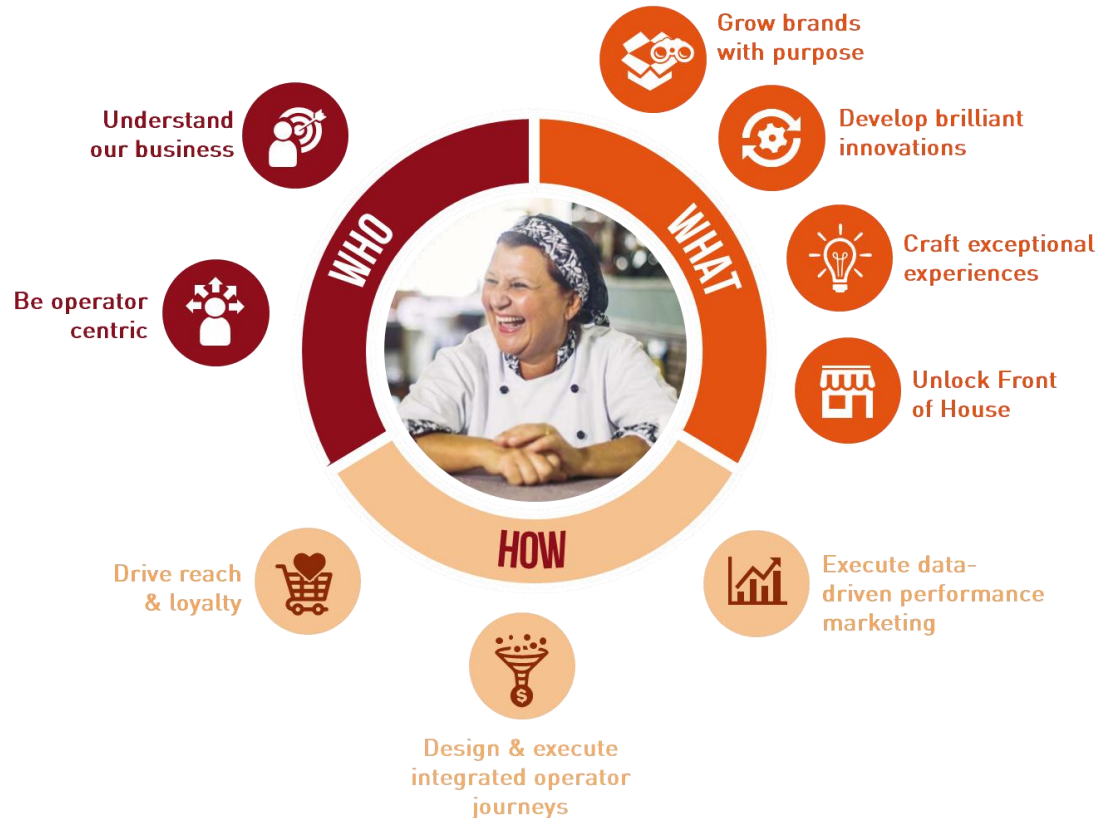








UFS Marketing Skills (proposal)



BE OPERATOR CENTRIC

Develops continuously a deep and shared understanding of the needs of our operators (Rosanas and Tearesas) and the guests they serve

UNDERSTAND OUR BUSINESS ENVIRONMENT

Understands the market trends and our business model. Uses that understanding to craft a Strategic growth plan (BSP & BFG) and execute it within OCTs and OCCs

GROW BRANDS WITH PURPOSE

Bauilds and develops our brands and mixes aligned with each brand strategy to leverage on deep operator and consumer needs

DEVELOP BRILLIANT INNOVATIONS

(Co-)Creates with cross-functional teams impactful and fast solutions that meet chef's needs, and drive sustainable growth

CRAFT EXCEPTIONAL EXPERIENCES

Crafts impactful experiences (products, services, activations) that truly 'Free chefs to love what they do' and 'Keeps diners coming back'

UNLOCK FRONT OF HOUSE

Understands deeply the needs and behaviours of guests, to build brand equity, generate revenue and influence consumer choices through connected journeys (BOH-FOH-COH)

EXECUTE DATA-DRIVEN PERFORMANCE MARKETING

Uses data to segment and target audiences based on patterns, behaviours and trends. Tracks constantly performance and uses test-and-learn to optimize it

DESIGN & EXECUTE AN INTEGRATED OPERATOR JOURNEY

[Anneke's input needed] Plans and executes integrated operator journeys using online and offline touchpoints to move operators from acquisition to retention [break these into 2?]

DRIVE REACH & LOYALTY

[Anneke's input needed] Makes it 'Easy to buy' by improving the visibility and availability of products and sales activities online and connects O2O (online to offline) in trade and alternative routes to market to drive loyalty.

