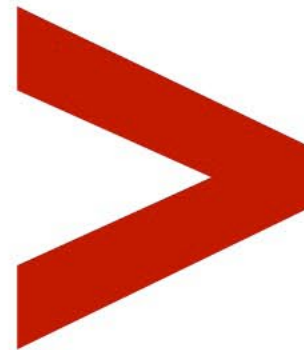
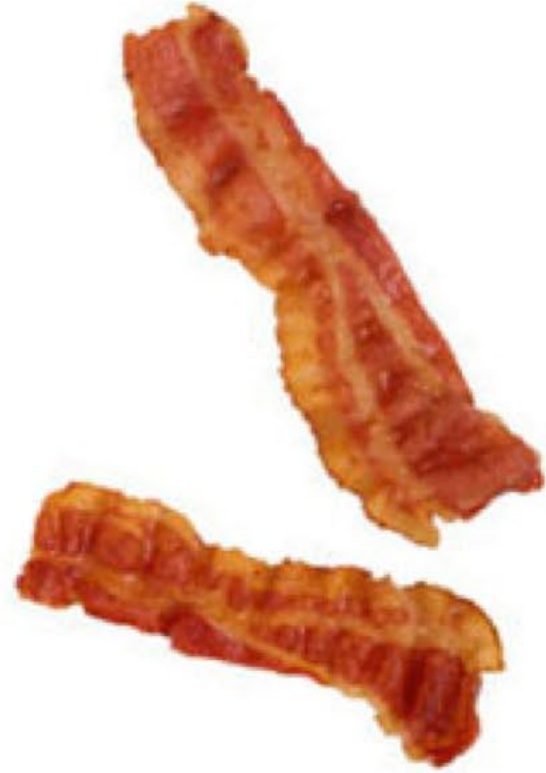


Oscar
Mayer

HOW DO YOU BACON?

March 22, 2011

Bacon is bigger than Angelina



Bacon
1.5 MM Searches
(12 month avg.)
513,000 Posts
(Nov. 2010)

Angelina Jolie
1.0 MM Searches
(12 month avg.)
85,000 Posts
(Nov. 2010)

Source: 360i Analysis of the Google Keyword Tool conducted November 2010 for a 12 month average *Based on broad match numbers

Source: 360i Analysis of the social media landscape conducted November 2010 for data spanning November 1, 2010 to November 29, 2010

Full population of posts from blogs, forums, social networks, images, video and twitter

www.360i.com

Proprietary & Confidential



But Oscar Mayer has no shelf space in the conversation



OVER 99% of Bacon conversations are unbranded

So how can we get into these conversations?

Source: 360i Analysis of the social media landscape conducted November-December 2010 for data spanning November 2009 to November 2010 "Brand Mentions within bacon conversations by # of posts" Sample size: entire population of posts, 4MM+ conversations
*includes misspellings of Oscar Mayer

HOW DO YOU BACON?

Make it all about them. Amplify the voices of serious bacon lovers and give them an engaging platform for curating their personal stories about bacon: Why they love it, how they like to cook it, and how they celebrate it.

By asking "How do you bacon?" We are able to sponsor a platform for consumer bacon dialogue and get Oscar invited into those conversations. This approach is a natural fit within our positioning of Good Mood Food.

Serious bacon lovers are responsible for 71% of conversation impressions

GOAL: GET OSCAR MAYER BRAND INTO ONLINE CONVERSATION



Oscar Mayer

This is serious bacon.
Seriously.

Oscar Mayer Bacon
it doesn't get better than this

Oscar Mayer bacon is carefully selected and hand trimmed to be the best. But don't take our word for it – take a bite.

© 2011 Kraft Foods

HOW IT WORKS

PHASE I — Giving Oscar Mayer Bacon a Voice

What better way to amplify the voices of true bacon lovers than to create the ultimate position of OM's "Chief Bacon Officer."

We begin the call-for-entry with an actual job posting for Oscar Mayer (to be paid in Bacon). Applicants begin by answering the question: "How do you bacon?" and will be asked to submit short video applications including unique recipes and an idea for their very own bacon flavor. This curated UGC content will be the conversation starter of our platform and live on OM.com.

We will narrow the pool of CBO applicants to 10 finalists. All finalists will be provided with a Flip camera and given a series of missions (e.g., demonstrate a new way to bacon in a 30 second video, share preparation or pairing tips, etc.)

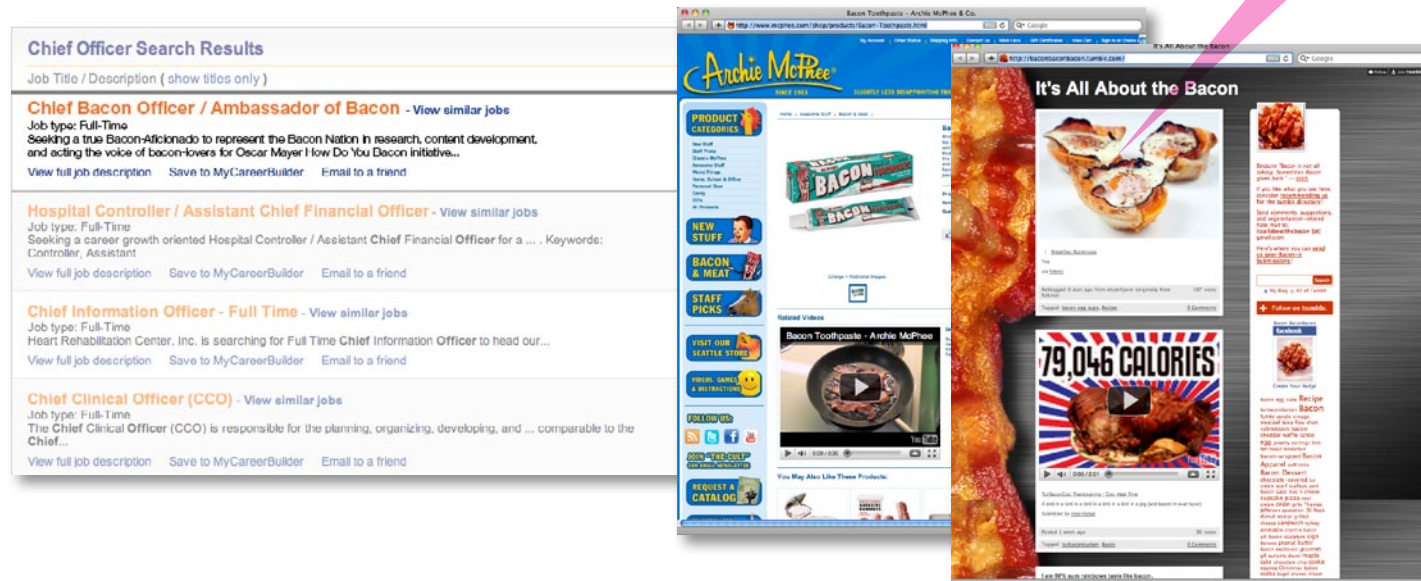
This phase utilizes job postings, social media and blogger outreach as a means to get the word out. All calls link to OM.com as the way for users to participate and view the personal bios and video entries of the 10 finalists so they can vote for their favorite.



Oscar Mayer rewards its Finalists with OM Bacon Bucks and a chance to be elected as Chief Bacon Officer, even winning free Bacon for a year and the collaboration with OM to a new Bacon product line.

HDYB Finalists become the first users to populate How Do You Bacon with non-corporate content

By tapping into an already hyper-active community, the Bacon Finalists that are selected become the first users to populate How Do You Bacon with non-corporate content—the candid voices of the bacon nation



HOW IT WORKS

PHASE II — Curating the Bacon

During this time our CBO finalists will be creating and submitting their bacon content for OM.com.

On the HDYB page on OM.com we will create a page that aggregates all OM social content related to Bacon— including user-generated content (UGC) as well as OM-created content (such as “how to” videos, recipes, etc.).

This infrastructure will allow consumers to have the same experience/interaction with the “How do you bacon?” platform regardless of where they are engaging with the brand (e.g., Facebook, OM.com).

The Facebook “like” plug-in will be incorporated throughout the infrastructure to promote sharing component.

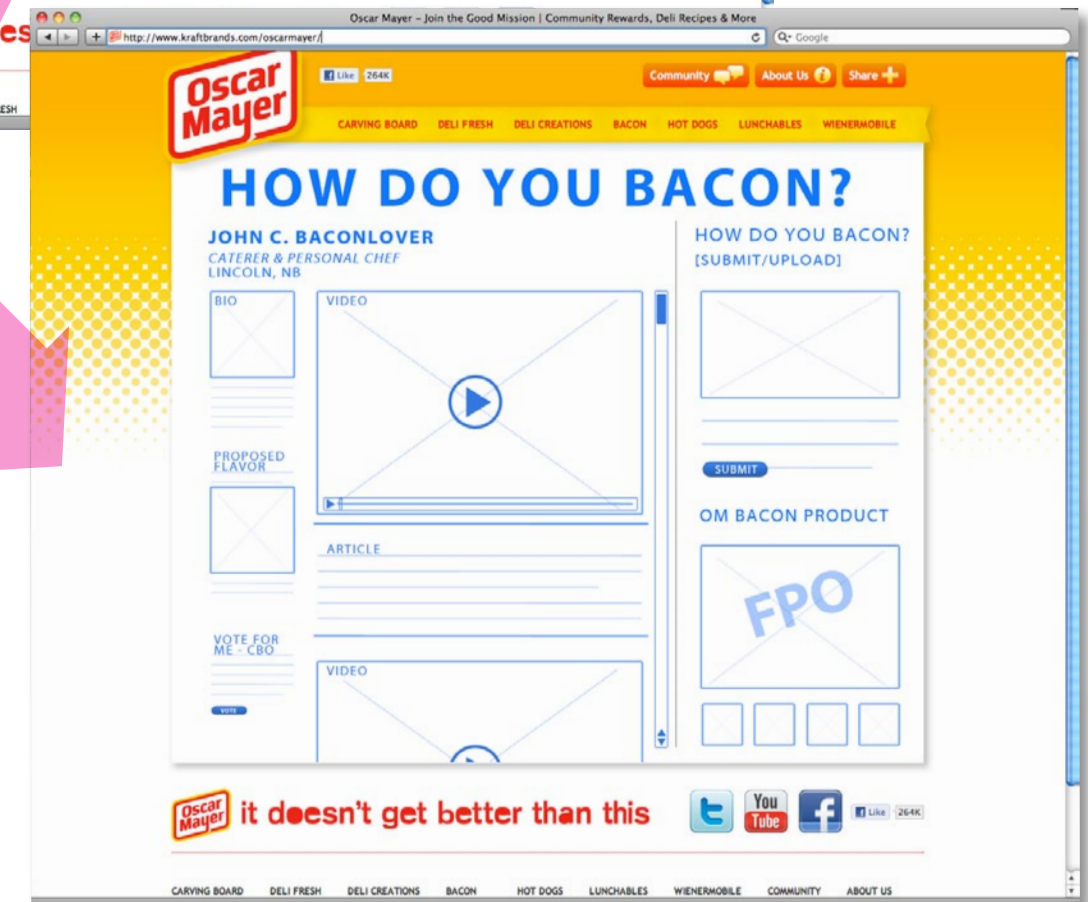


Finalists will be able to continue uploading content, posts, events and videos to How Do You Bacon hub



During Phase II, the HDYB page will feature a thumbnail and info for each top Finalist.

Upon clicking the thumbnail, the users may visit the individual's HDYB Blog, browse the Finalist's original content, and vote for their favorite as Chief Bacon Officer.



HOW IT WORKS

PHASE III — Engaging with Bacon

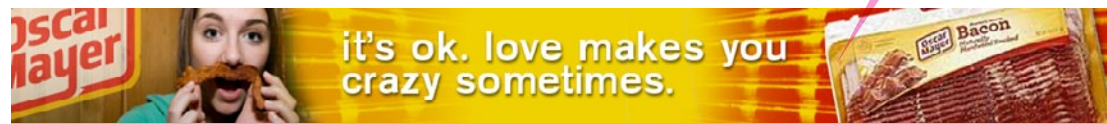
With content in place, digital display and blogger outreach will continue to drive users to the site so they can elect the Chief Bacon Officer and share how they “bacon.”

Interactive banners will give users a chance to answer the HDYB question on the spot and engage them in the conversation right where they are and provide live (but filtered) streams of bacon conversation.

At various key intervals, finalists (not community managers) will be featured to answer bacon questions via twitter feed.

As a finale, the elected Chief Bacon Officer gets the ultimate opportunity to work with Kraft Kitchens and create their very own bacon flavor. A limited batch of this bacon will be produced and sold to OM fans on Facebook.

DISPLAY



branded and product based



rich media (970x250px) with user-gen vids housed in a set foreground framework

Drives to OM.com Bacon page where users will see product info and promotion for How Do You Bacon page



Drives to How Do You Bacon, where users can see/post consumer "Taste-o-monials" and earn free product. Also allows users to submit their own ideas on how they bacon without leaving the display frame

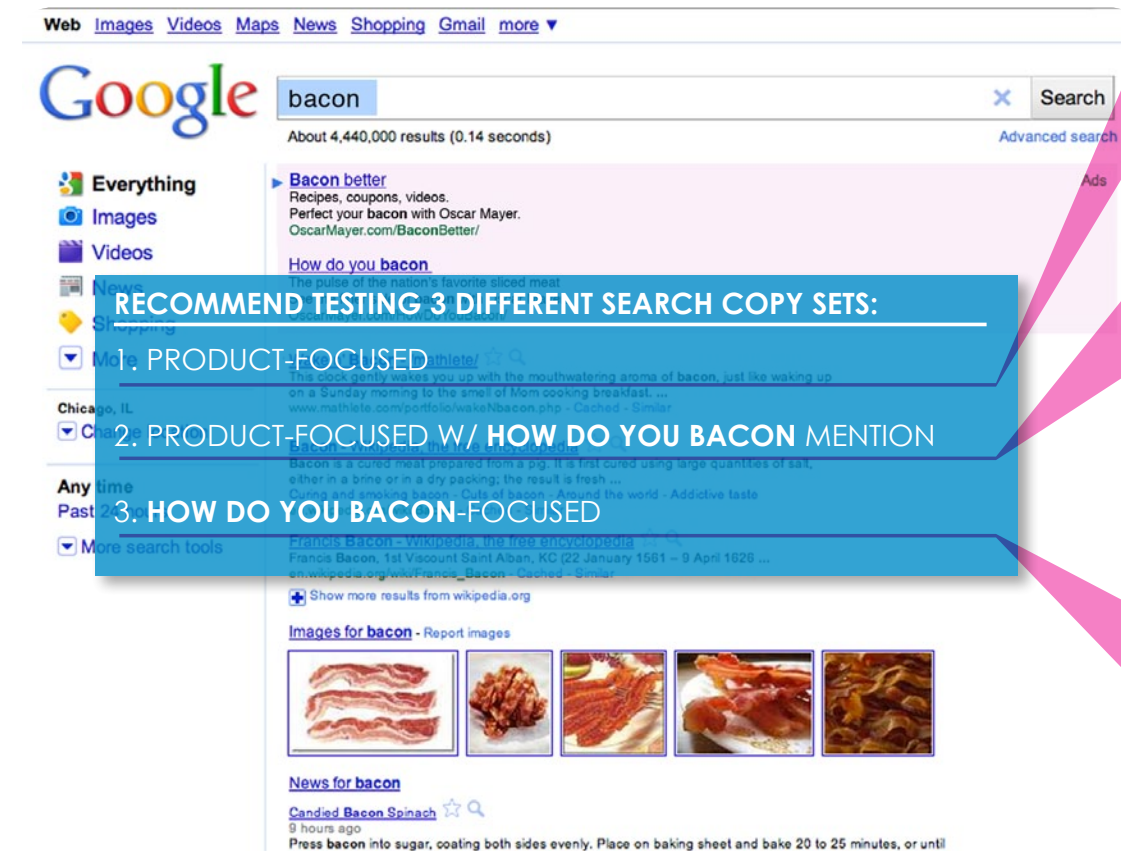


Drives to How Do You Bacon, where users can see/post consumer "Taste-o-monials" and earn free product

HOW IT WORKS

PHASE III — Engaging with Bacon

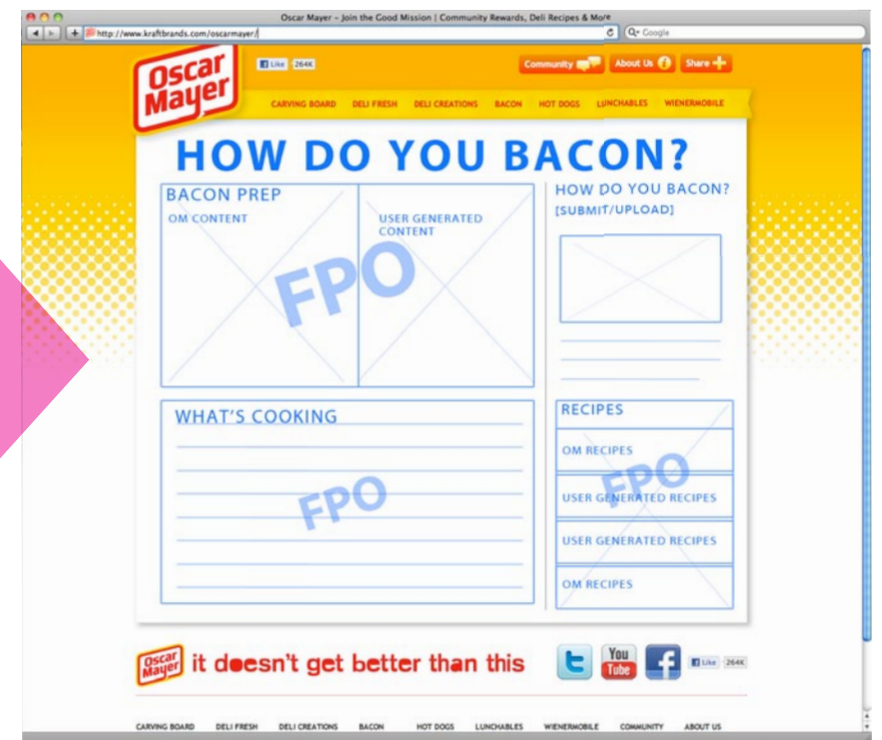
KEYWORD & AD SEARCH



Drives to OM.com Bacon page where users will see product info and promotion for How Do You Bacon page

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Drives to How Do You Bacon, where users can see/post consumer "Taste-o-monials" and earn free product



Drives to How Do You Bacon, where users can see/post consumer "Taste-o-monials" and earn free product

“HOW DO YOU BACON?” PROMOTION TIMELINE



Bacon content launches

Phase 1: Announce CBO & call for entries

Phase 2: Infrastructure & content creation

Phase 3: Promotion of CBO content & How Do You Bacon

Paid search starts

Digital display media push

OM.com

HDYB Promotion

Media