



let in the goodness

GLOBAL BRAND PLATFORM



# CONSISTENT COMMUNICATION

## WITH THE GLOBAL BRAND PLATFORM

The Global Brand Platform sets Arla up for success to champion core brand values and hero products, enabling consistent communication across markets in a consumer-centric way.



# SHARE & RE-USE

## EASY

The technical capabilities of the platform facilitate the sharing and reusing of content, executions and assets, thus helping to reduce costs and to increase speed to market.

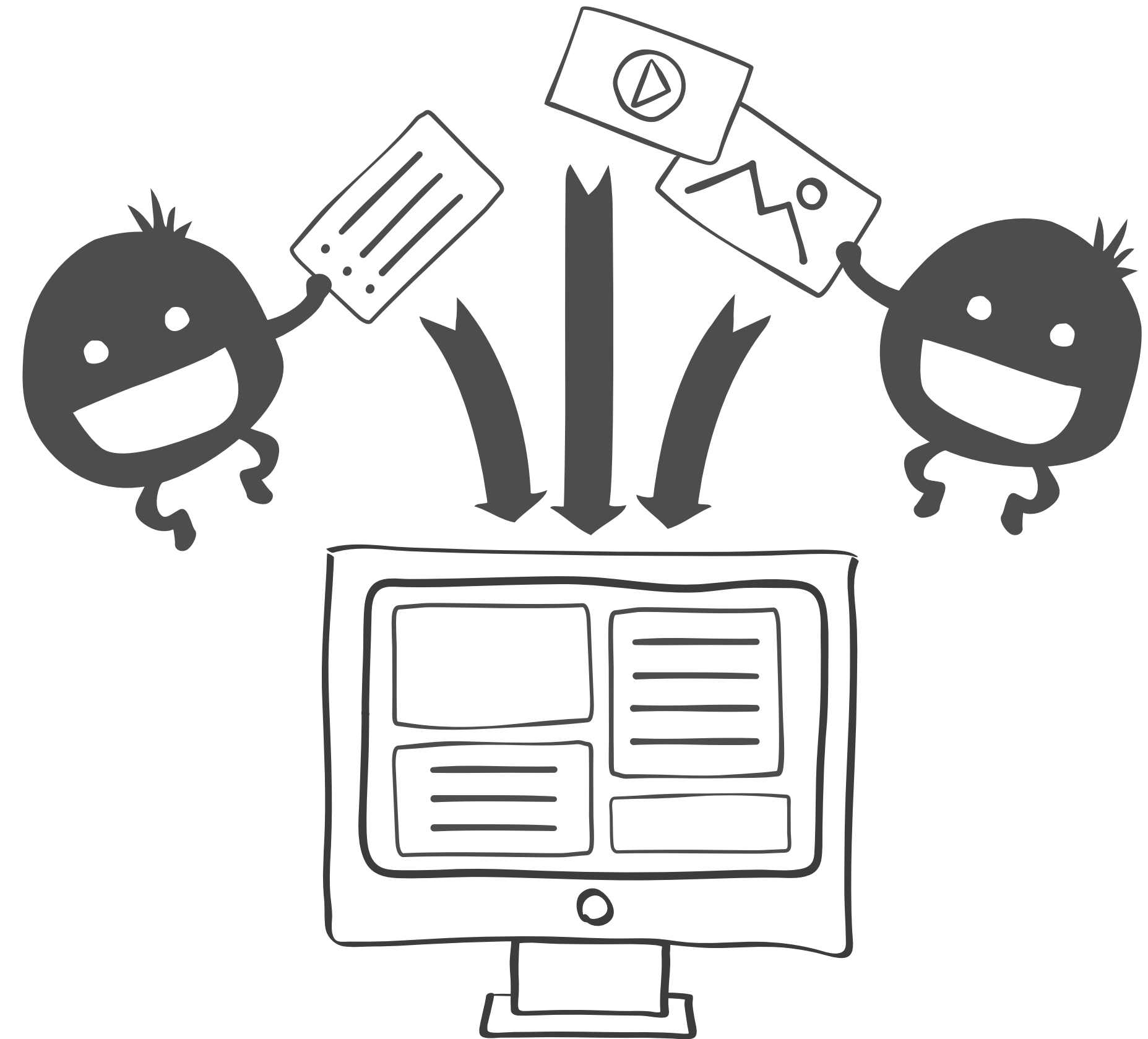




# CENTRALLY MANAGED

## CMS

The Global Arla Brand Platform runs on EPiServer CMS and its technical development is managed centrally by Global Digital and selected partners.





# CONSTANT DEVELOPMENT

## AND NEW FEATURES

The platform is constantly being enhanced by new features and building blocks, so we can meet our customers with great communication built on a solid technical foundation.

Feedback from local markets is always taken into account when developing new functionalities or updating existing ones.



### Closer to Nature™

Arla® has over 130 years of professional dairy experience, developed a unique quality programme, Arla Gaarden, to ensure consistently high quality milk. Pursuing a concept of "Closer to Nature™", Arla® is one of the leading dairy companies in Europe. This organic milk is sourced from a selected group of farms, ensuring that every drop of organic milk is pure and natural.

Arla® 拥有超过130年专业乳品经验，形成了独有的质量体系 Arla Gaarden，始终坚持 "Closer to Nature™" 理念，保证其牛奶的高品质。Arla® 如今已经发展成为欧洲乳业领军者之一，其奶源来自丹麦特别甄选地区的有机牧场。



In accordance with Arla's global governance model, all digital executions under the Arla brand umbrella should be built within the Global Arla Brand Platform.





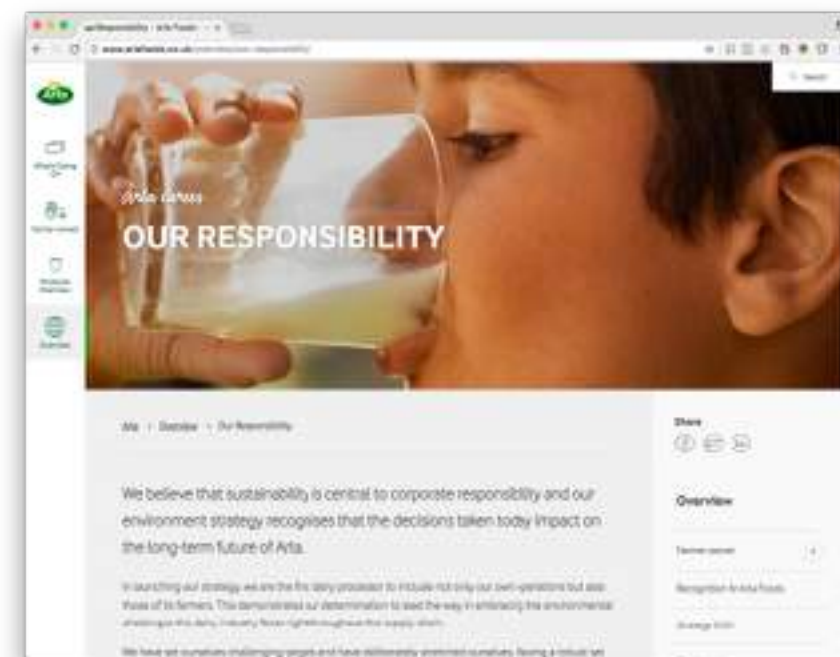
By utilizing the Global Brand Platform we are ensured an overall consistent visual communication which **resonates with our brand** personality: An open, colourful and vibrant brand that is inspirational, friendly, optimistic and honest.



The available photos on the Global Brand Platform ensures a correct use of photographic style: Photos which captures real life as it happens allowing natural imperfections to be part of the storytelling.



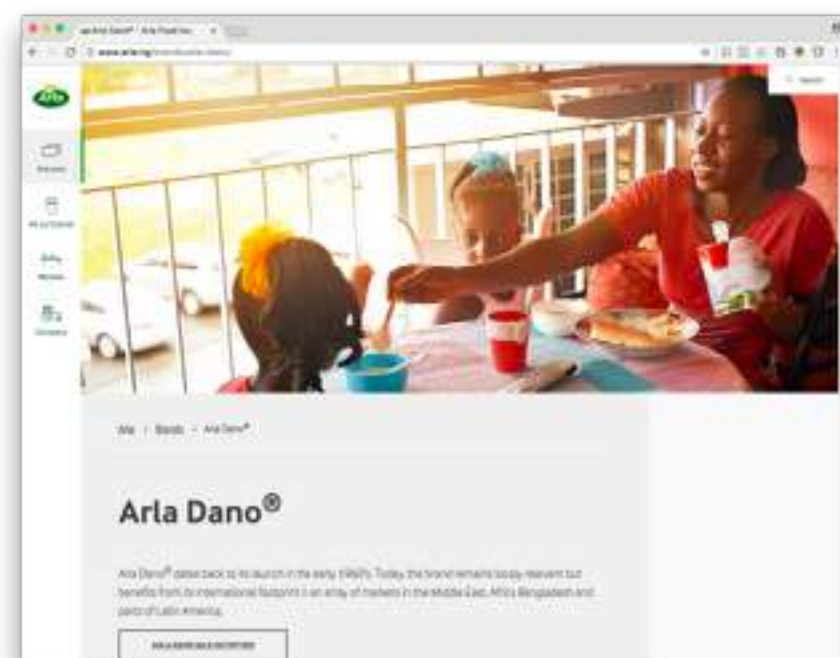
Germany



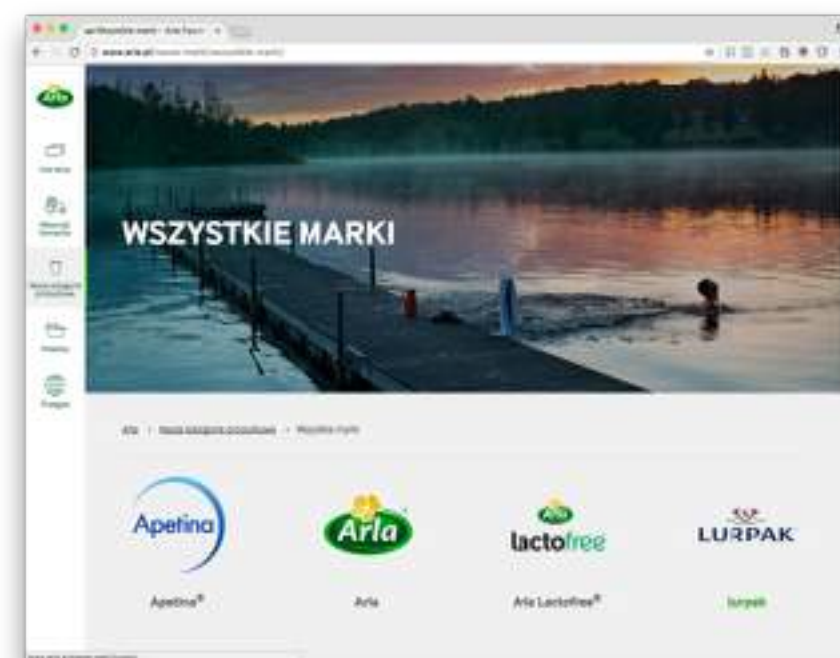
United Kingdom



Sweden



Nigeria



Poland



Denmark







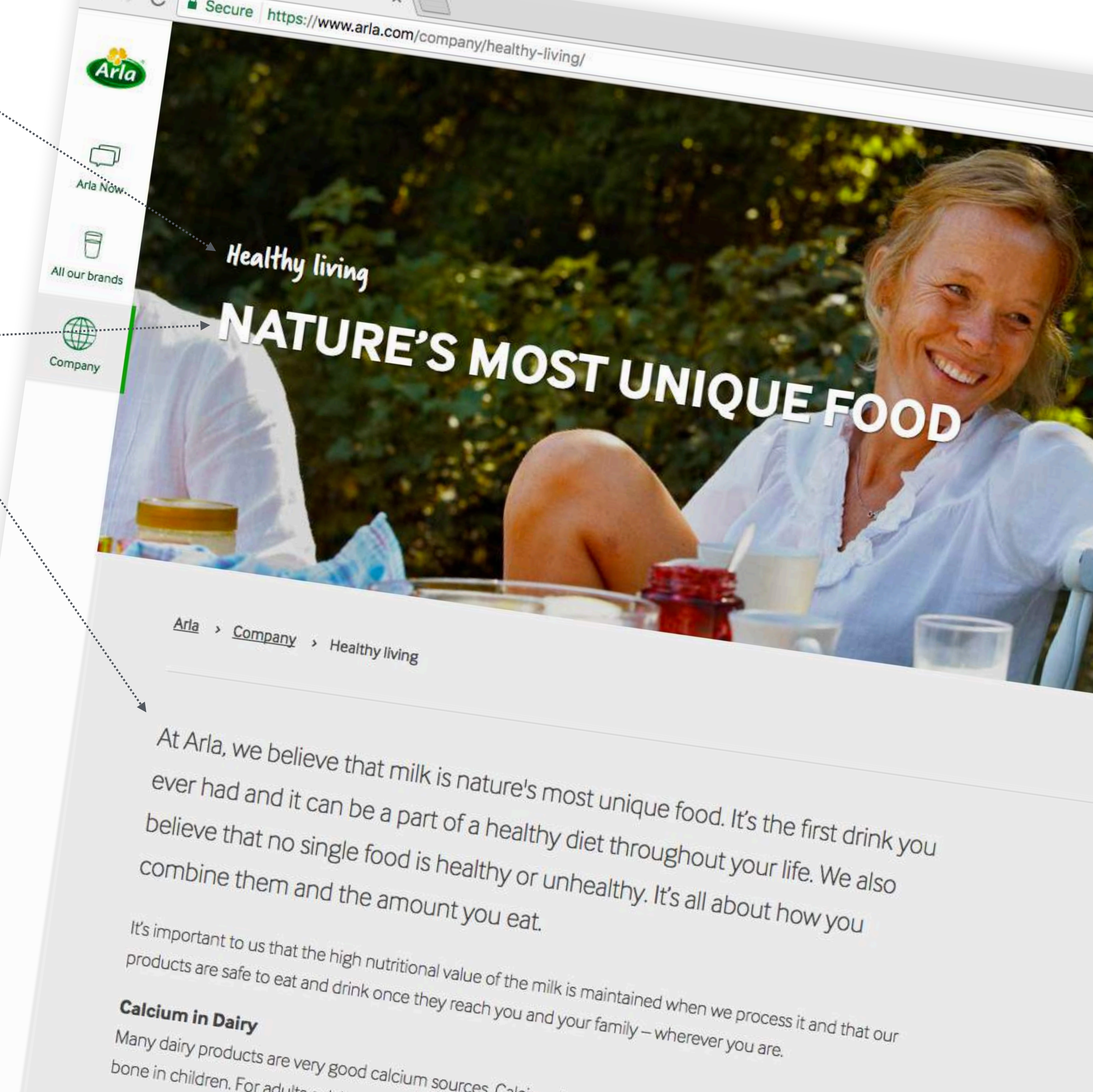
## Emmascript

Emmascript is a classic hand written italic font that breaks up the visual tension between headlines and is friendly and inviting to read.

## Arla Interface

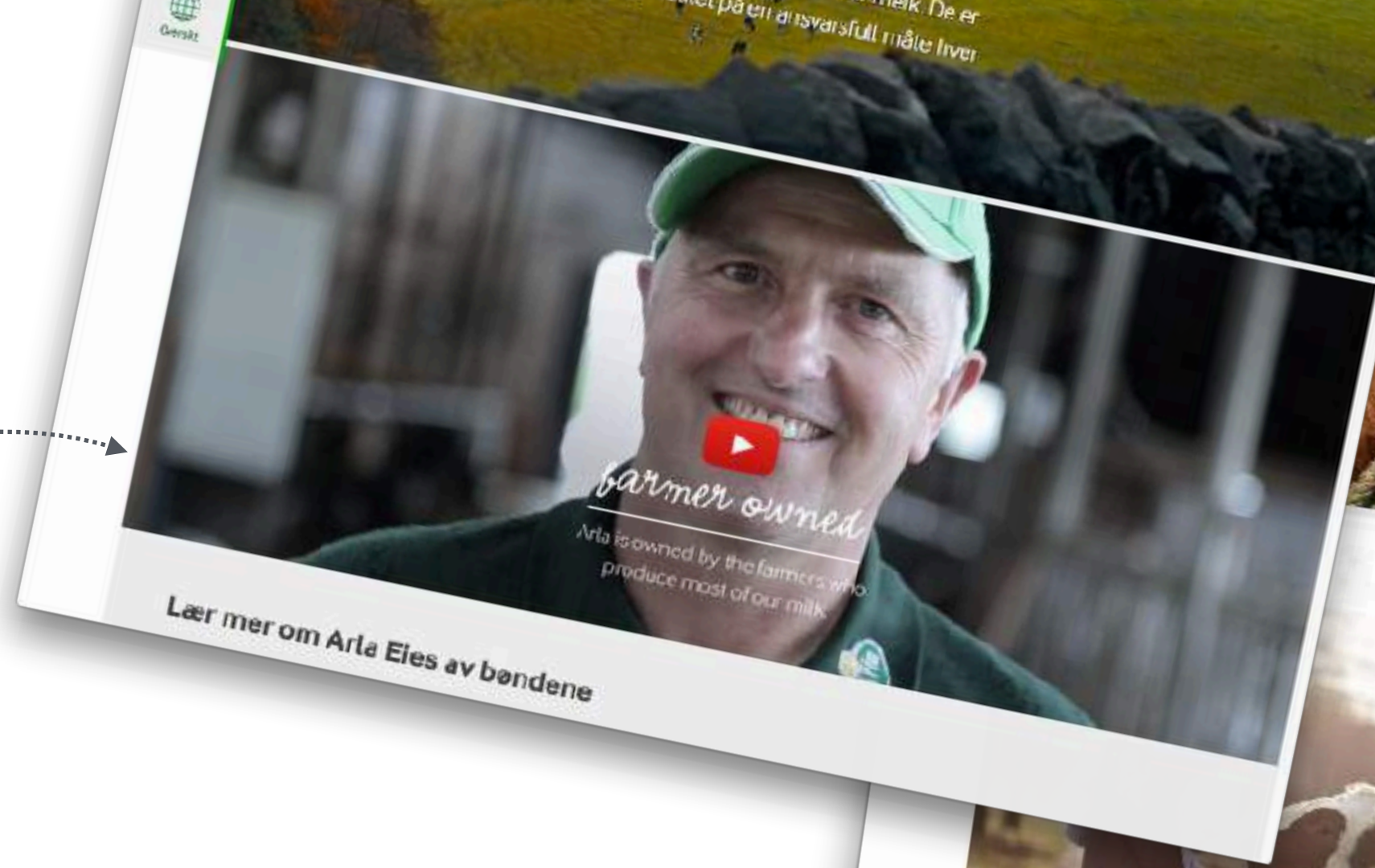
Font specifically designed for on-screen readability.

The Global Brand Platform is furthermore controlled by CSS (Cascading Style Sheets) so correct use of typeface is built directly into the platform. The fonts in use are specifically chosen for on-screen readability and crispness.





Video deck

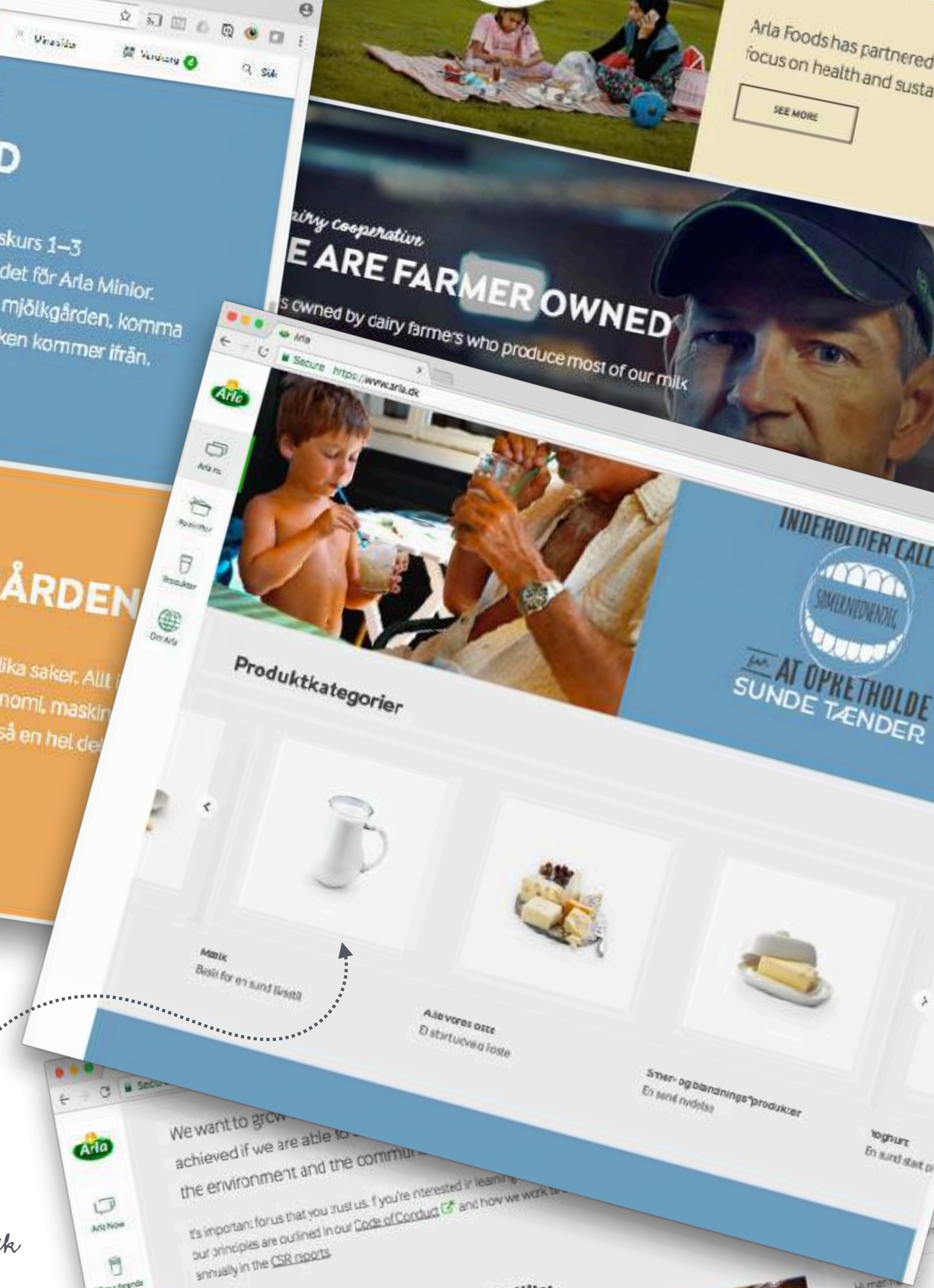


The platform comes with a vast array of easy-to-use digital building blocks – so every communicative and creative need is catered for.

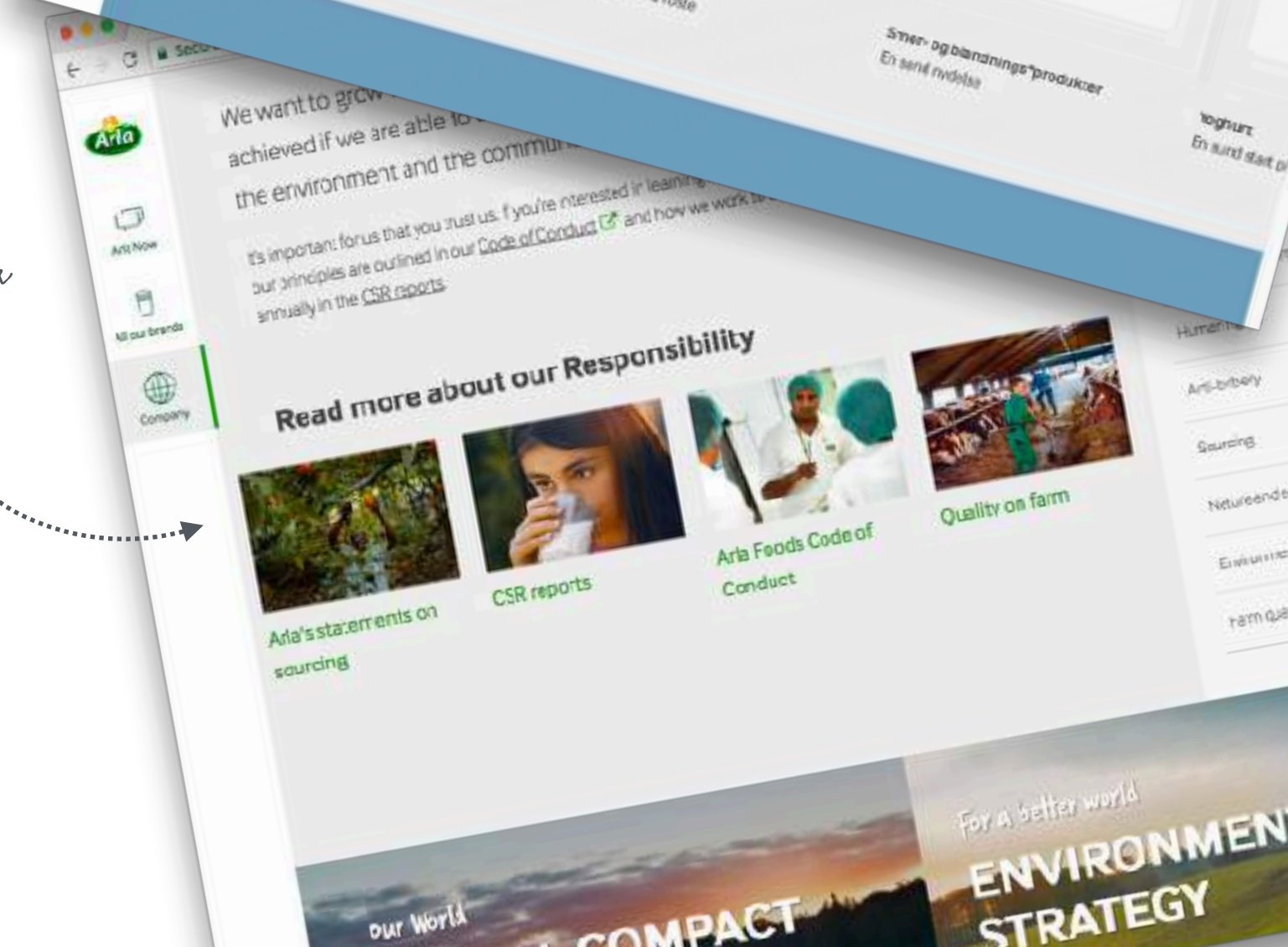
Split deck



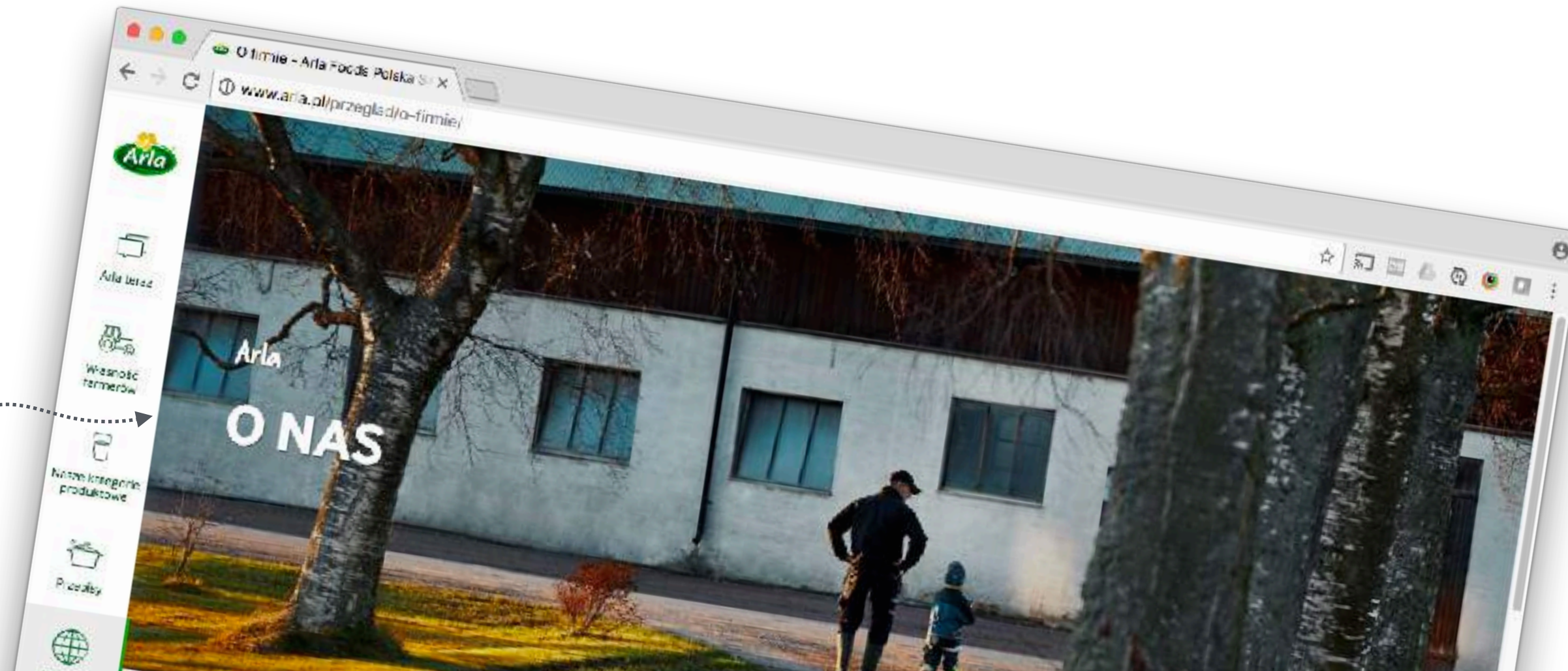
Slider



Inspirational deck



Hero deck





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# GLOBAL ASSETS





Working within the platform allows us to connect to and learn from what has already been developed and proven to work elsewhere in the organisation – and then use this as a building block to push forward whatever the installment is:

Infographics with health claims cleared by Arla Legal...





**FARMER OWNED**  
We are farmer-owned, which means when you buy any Arla product, you know you are helping support our farmers and their families.

*farmer owned*  
Arla is owned by the farmers who produce most of our milk.

United Kingdom

# ...Farmer Owned content

**EJET AF LANDMÆND**  
ARLA ER LANDMÆNDSEJET  
I Arla er vi et af de landmænd, der leverer vores mælk. Hver gang du køber et Arla-produkt, sætter du vores landmænd.

**MØD VORES EJERE**  
Danmark har vi ca. 2.800 landmænd, og ikke to er ens. Men alle arbejder de for at levere mælk af høj kvalitet produceret på en ansvarlig måde.

[LÆS MERE OM VORES LANDMÆND](#)

Denmark

**EIES AV BØNDENE**  
Arla er eid av bønder som produserer mesteparten av vår melk. De er oppleitt av å produsere melk av høy kvalitet på en ansvarlig måte hver dag.

*farmer owned*  
Arla is owned by the farmers who produce most of our milk.

Norway

**WŁASNOŚĆ FARMERÓW**  
Arla jest własnością farmerów, którzy produkują większość naszego mleka. Są to ludzie, dla których codziennie wytworzenie wysokiej jakości mleka w odpowiedzialny sposób jest pasją.

*farmer owned*  
Arla is owned by the farmers who produce most of our milk.

Poland



...or advanced website content as  
**THE MIGHTY MILKBAR**

THE ARLA  
**MIGHTY MILKBAR.**  
 DRINK YOUR MILK  
 & BE MIGHTY

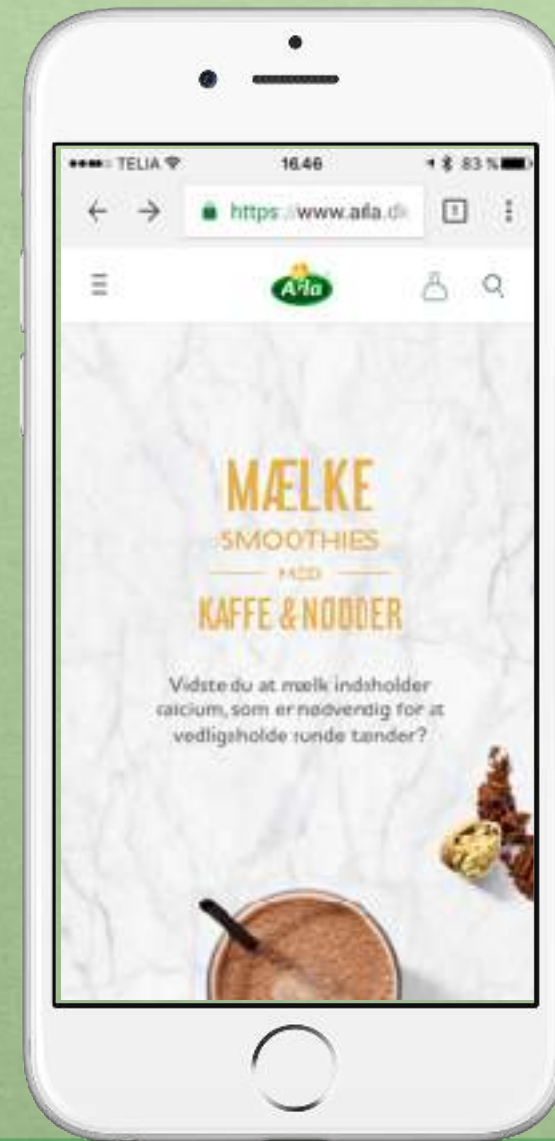
Global



West Africa

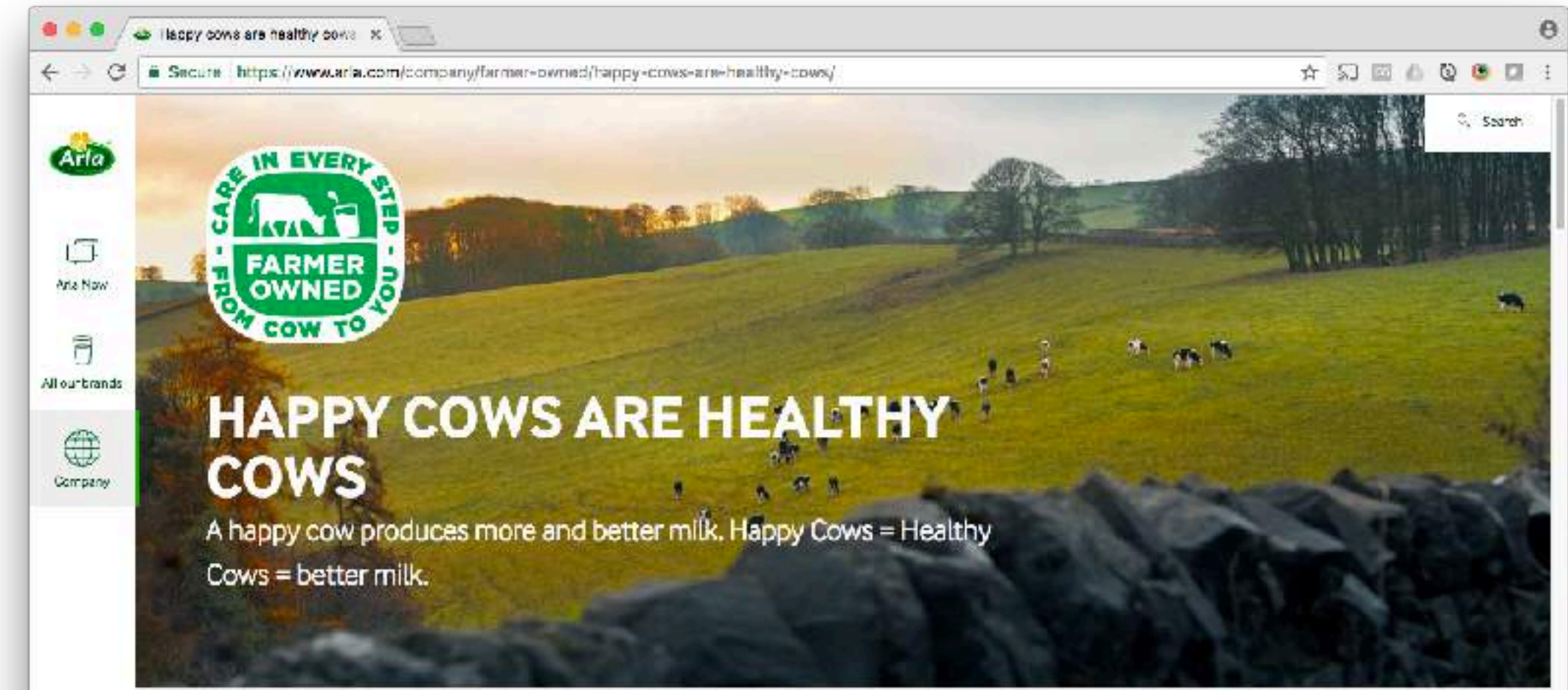


Denmark





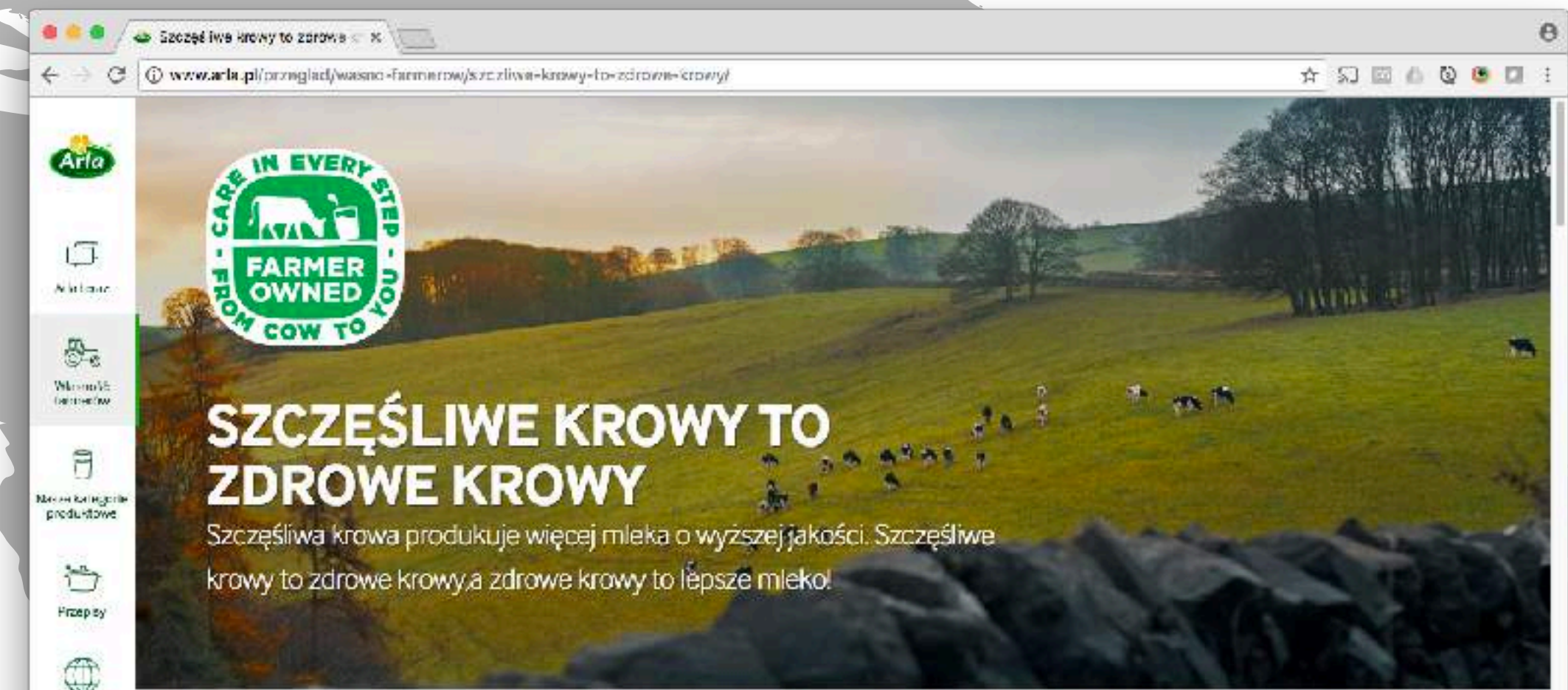
The platform enables easy translation and localization of global content deliveries.



English

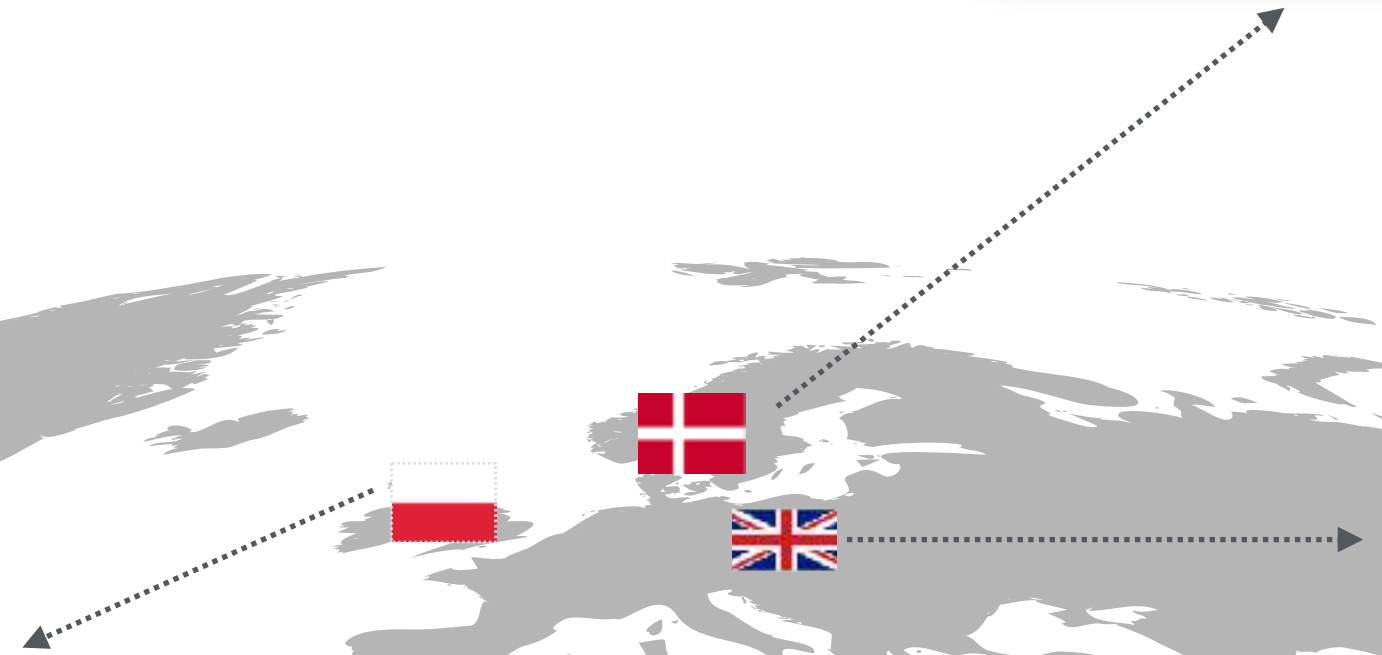
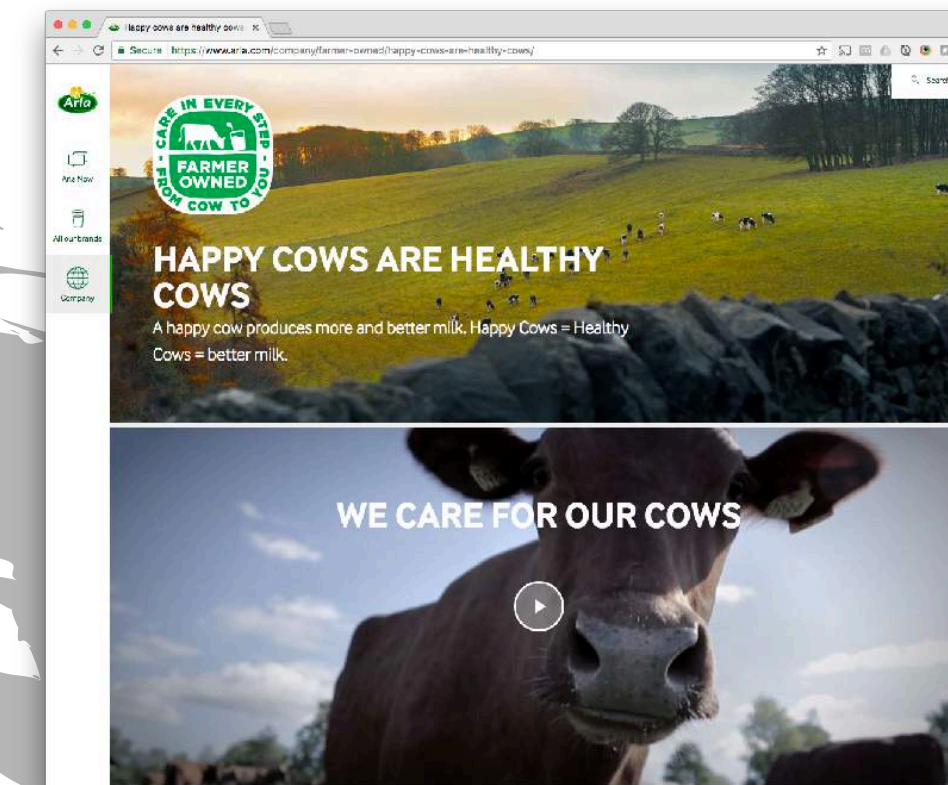
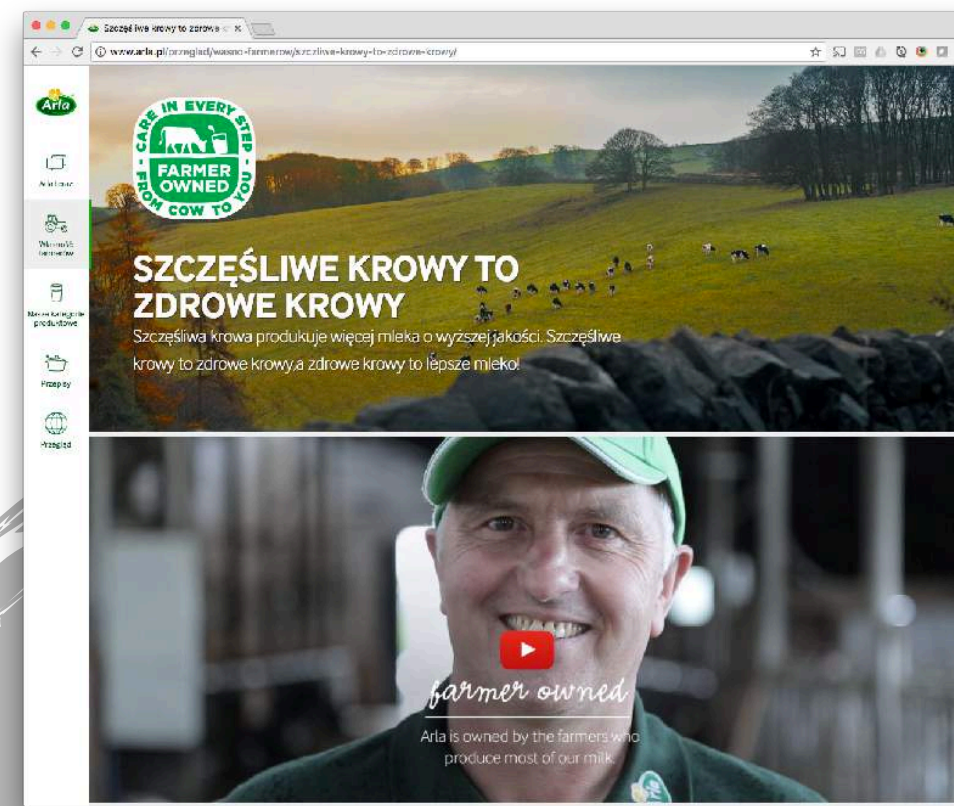
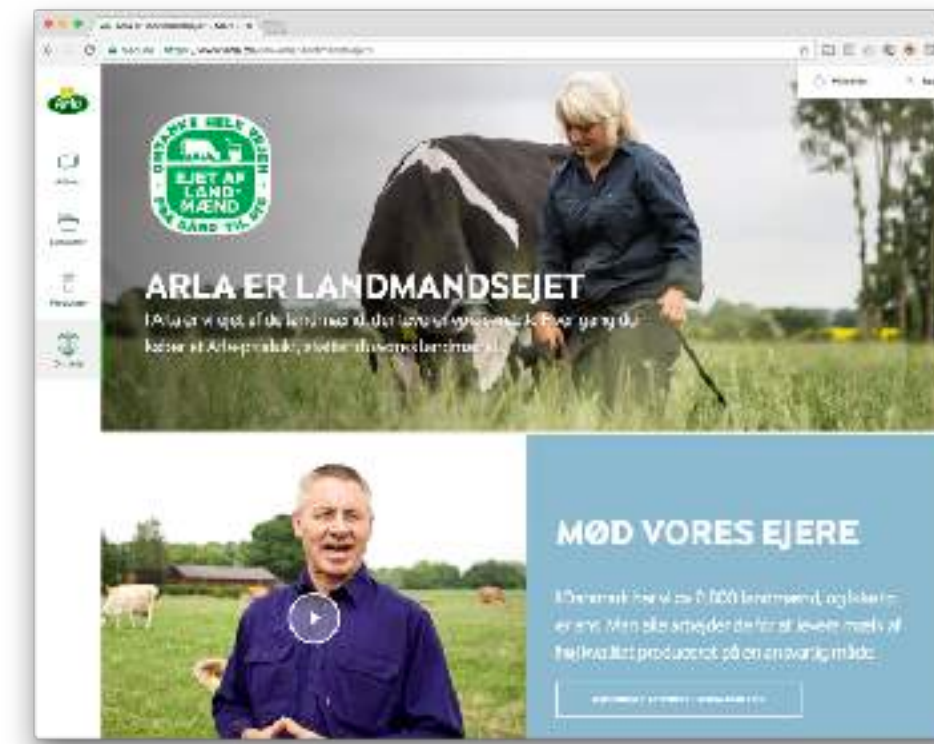


Polish





But still respects local and regional market requirements for adapted content and alternative takes on copy and use of images.







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BEST IN CLASS  
TECHNOLOGY



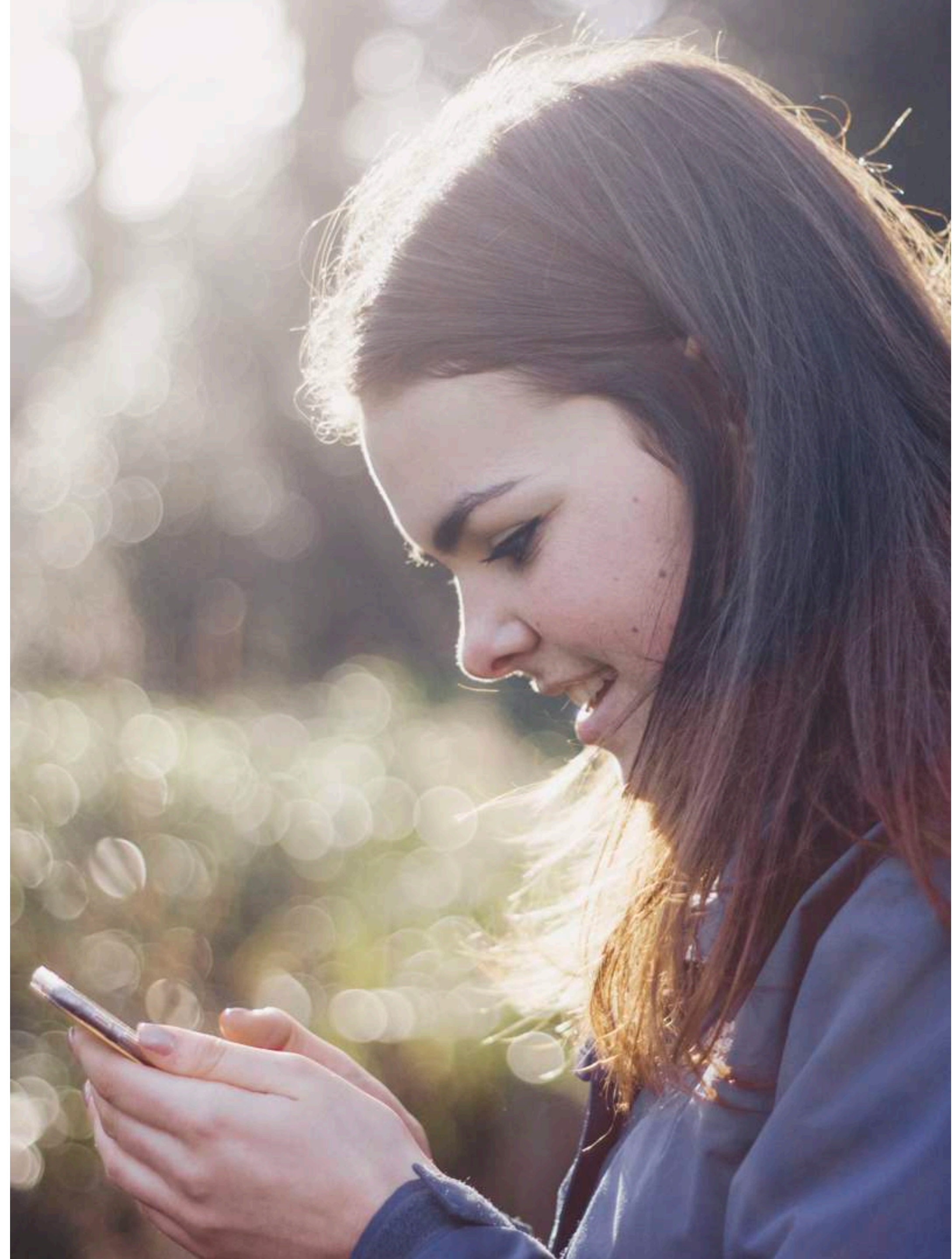


# THE TECH LANDSCAPE

## MOBILE RULES THE WORLD

Even though there are regional and target group differences it should come as no surprise that mobile rules the web. We spend most of our online time browsing the internet or using social media on our smartphones.

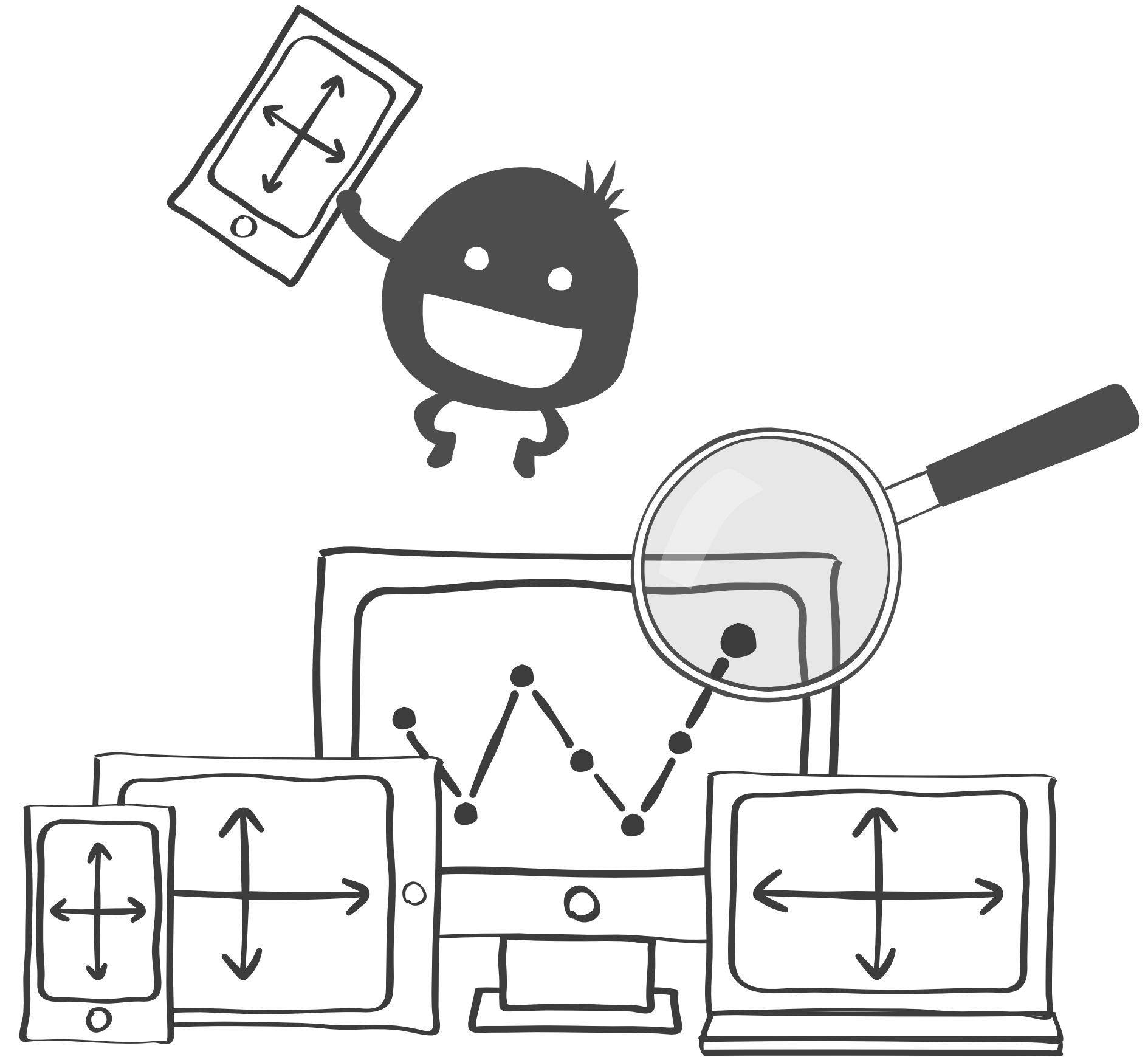
As internet access has changed so has our behavior online, and we're spending twice as much time online as we did five years ago.

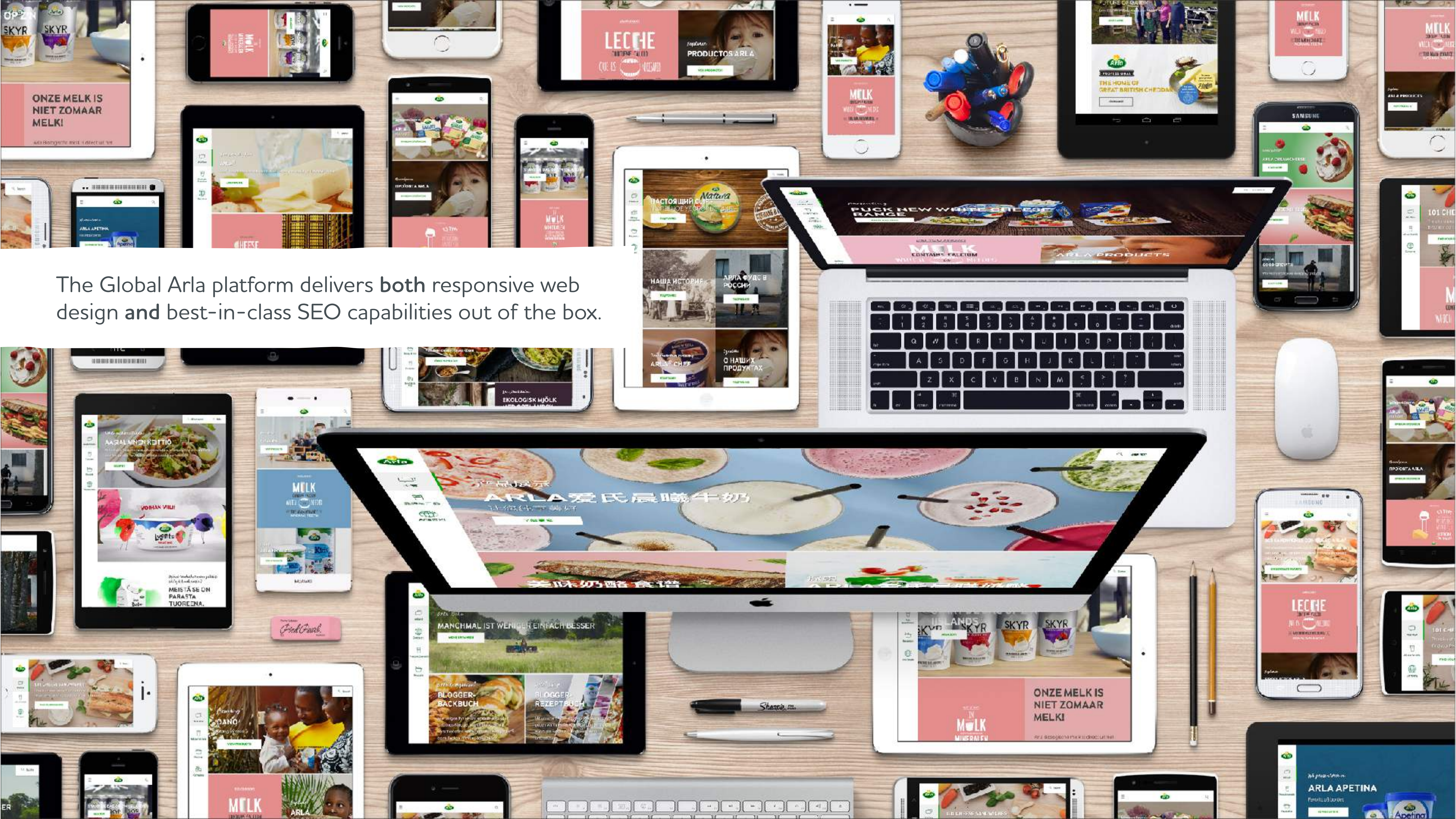


# ADAPTIVE INTERFACE

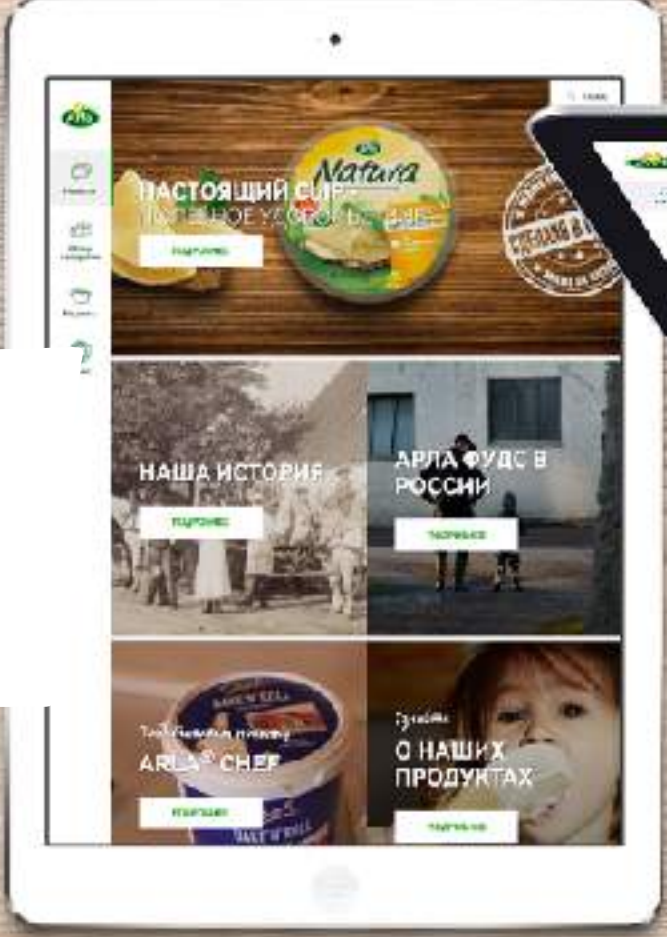
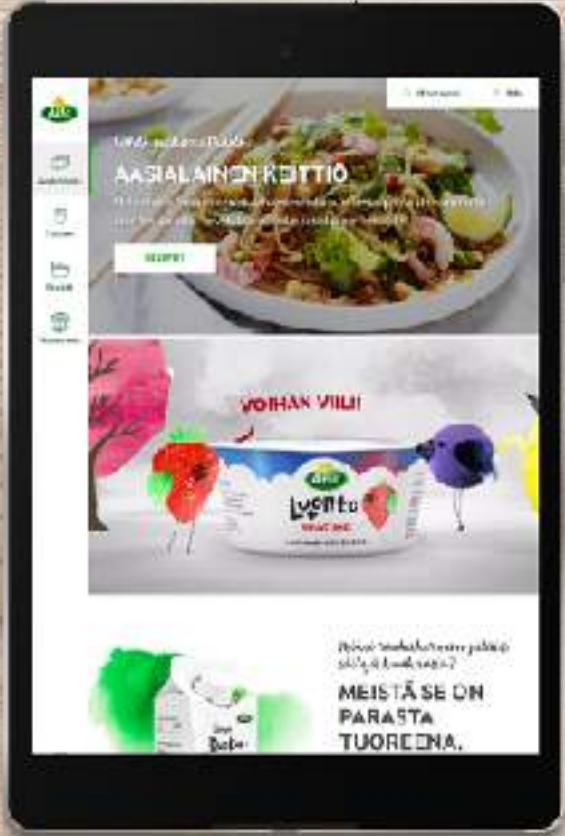
## FOR THE MODERN USER

We are directed to much of the content we read online via search engines and social media recommendations. Therefore it is key that websites are optimized for search engines (SEO) and adapts to the responsive design pattern.





The Global Arla platform delivers both responsive web design and best-in-class SEO capabilities out of the box.





# SOCIAL MEDIA SHARING FOR EVERY MARKET

As social media is one of the most prominent communication channels it is vital our content looks good when being shared – and that sharing is close at hand. The Global Brand Platform comes with all the social sharing capabilities out of the box whatever the market: Facebook, Twitter and LinkedIn, VKontakt (Russia) or Sina Weibo, Douban, RenRen or QZone (China).

China has:  
*Sina Weibo*  
*Douban*  
*QZone*  
*RenRen*

Russia has:  
*Facebook*  
*Twitter*  
*LinkedIn*  
*VKontakt*

Most markets has:  
*Facebook*  
*Twitter*  
*LinkedIn*





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# TRACKING AND DATA MANAGEMENT



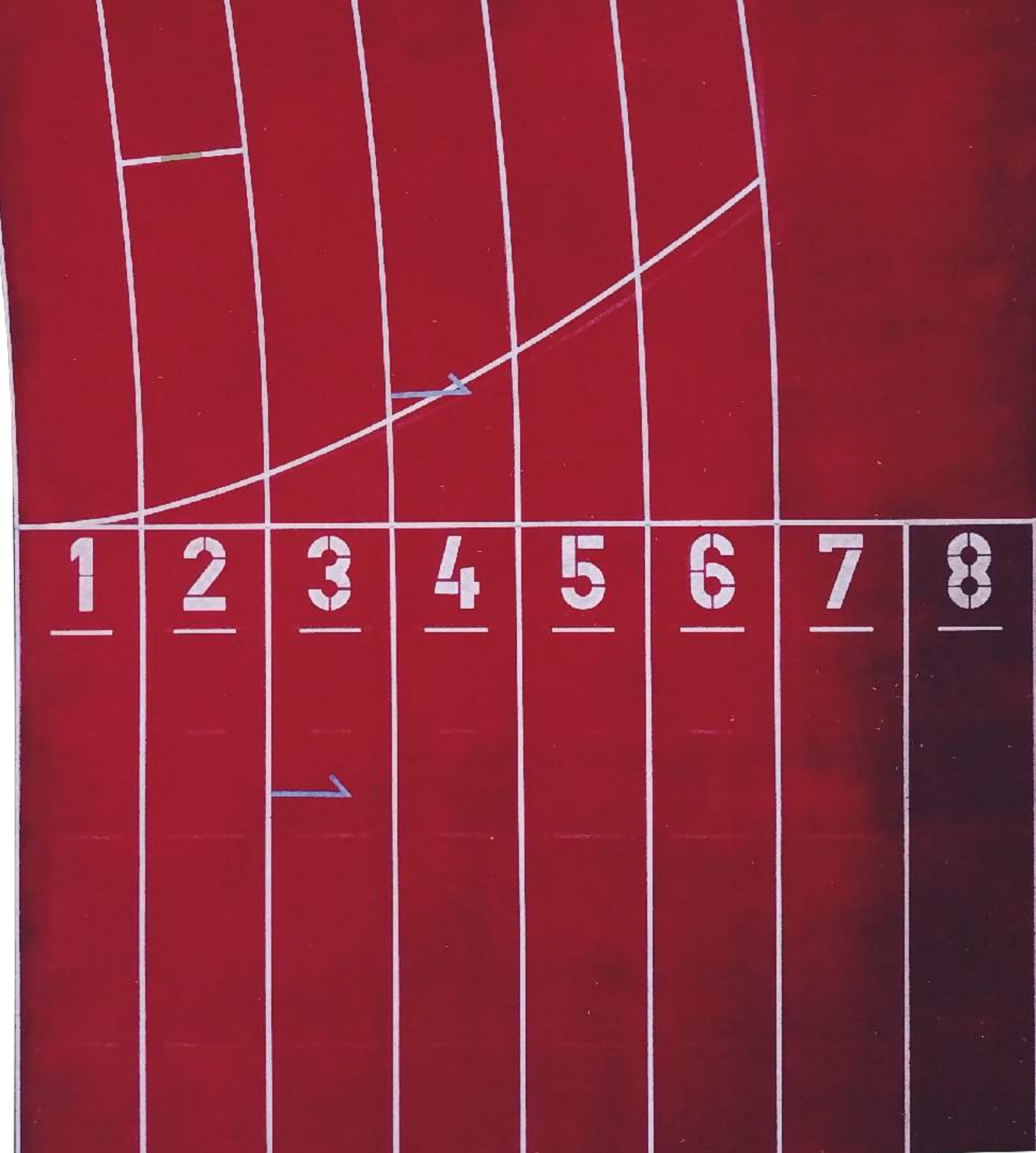


# TRACKING OUT OF THE BOX

## HOW DO WE PERFORM?

Communicating in the digital sphere is blessed with a vast amount of metrics and possible insights. The global platform ensures that tracking and data management is in place.

Having those insights we get to know the success of both individual campaigns and the overall performance of the platform: Are we engaging our users? Do they like what they see and experience? Do they share the content?





# FRESH DATA IN THE ARLA DATAZINE

All collated data are gathered in the Arla Datzine, where trackings are measured towards our KPI's for Reached, Responded, Engaged and Connected users.

**Arla Datzine** beta

Story archive Guidelines Tools FAQ Targets Admin Contact

Arla CASTELLO Germany

**REACHED** AMAZING, KEEP GOING  
1,508,269 IMPRESSIONS THIS WEEK -55.55%  
21% OF TARGET (YCAR)

**RESPONDED** WOW, FANTASTIC WORK  
17,557 USERS RESPONDED THIS WEEK 4.6%  
23% OF TARGET (YCAR)

**ENGAGED** YOU'RE A DIGITAL NINJA  
37,902 USERS ENGAGED THIS WEEK 109.48%  
52% OF TARGET (YCAR)

**CONNECTED** KEEP IMPROVING  
77 NEW CONNECTED THIS WEEK -50.96%  
14% OF TARGET (YCAR)

**REACHED THIS MONTH**  
The percentage indicates how close you are to reaching this month's Reached target  
137%

**THIS WEEK'S NUMBER**  
68.081  
Facebook Page Impressions (organic). This means 142% more than last week.

**SUB-BRANDS PERFORMANCE**  
Reached (01 Mar - 13 Mar)  
Arla Me...  
Kærgår...  
Fanaaro  
Skyr  
Buko  
0 500K 1.2M 1.8M 2.4M

**ONE DIGITAL TRUTH**  
Improve performance with data iteration January 09, 2017  
21,822,354  
19,770,054

**SHARE AND STEAL**  
ESSENS  
STOR SMAG  
January 10, 2017

**Datzine is live – see the video introduction here!**  
Global Digital Director, Thomas Heilskov introducing the Datzine...  
See video

**Arla Masterbrand makes the largest contribution from sub-brands**  
Let's see where the Arla numbers come from when we look at the individual sub-brands  
From the 10 sub-brands, only 5 contributed to Arla's reached KPI. Arla Masterbrand adds the most to Arla's performance. The biggest share of Arla Masterbrand comes from SOCIAL: Facebook paid page Impressions at 97.74%  
Take a look at the Benchmarks Between Channels chart to see

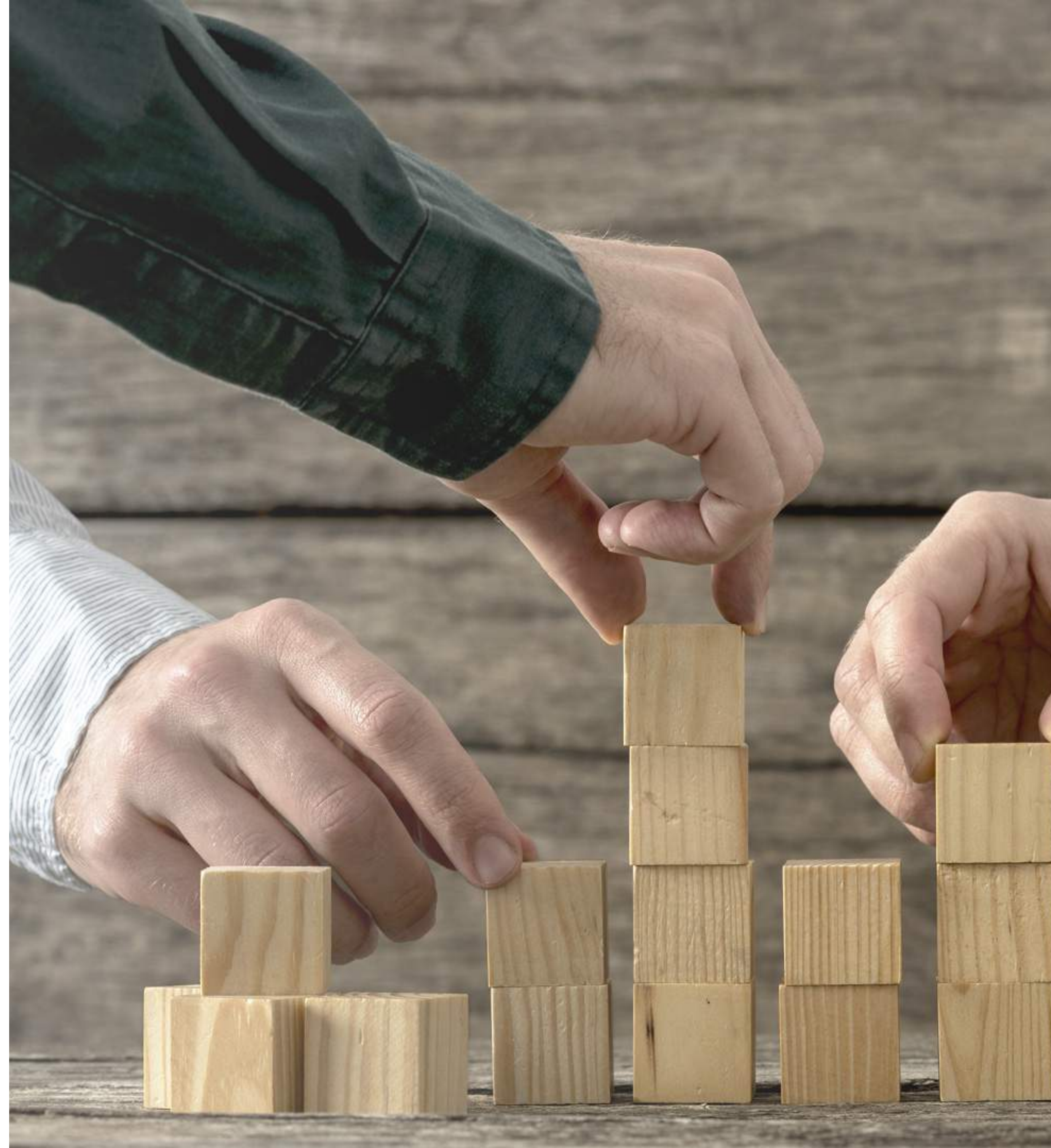




# CUSTOM TRACKING

## WITH GOOGLE TAG MANAGER

Since Google Tag Manager is installed on all sites running under The Global Brand Platform, it is very easy to set up custom event tracking if a campaign requires special reporting.





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# USER SEGMENTS AND PROFILES





# USER PROFILES

## THE WAY TO A MORE ENGAGING RELATIONSHIP

By utilizing user profiles we can establish a closer and more engaging connection with our users. We can serve them relevant content based on their specific profile, and better cater for their specific personalities and online behavior.





# USER PROFILES

## AVAILABLE ON THE PLATFORM

The platform is continuously building profiles of users of the website.

This data should be used for optimizing existing content on the website as well as for developing future content.





# E-MAIL MARKETING

## READY ON THE PLATFORM

The Apsis E-mail marketing suite is available and enabled on the platform.

It allows all markets to gather permissions and emails via signup forms and easily run email marketing campaigns and branded newsletters.

The administration of permissions and insights to signups are controlled via the Apsis dashboard.



WANT TO SIGN UP  
TO OUR NEWSLETTER?

\* Indicates required

Email Address \*

First Name \*

Last Name \*

Subscribe



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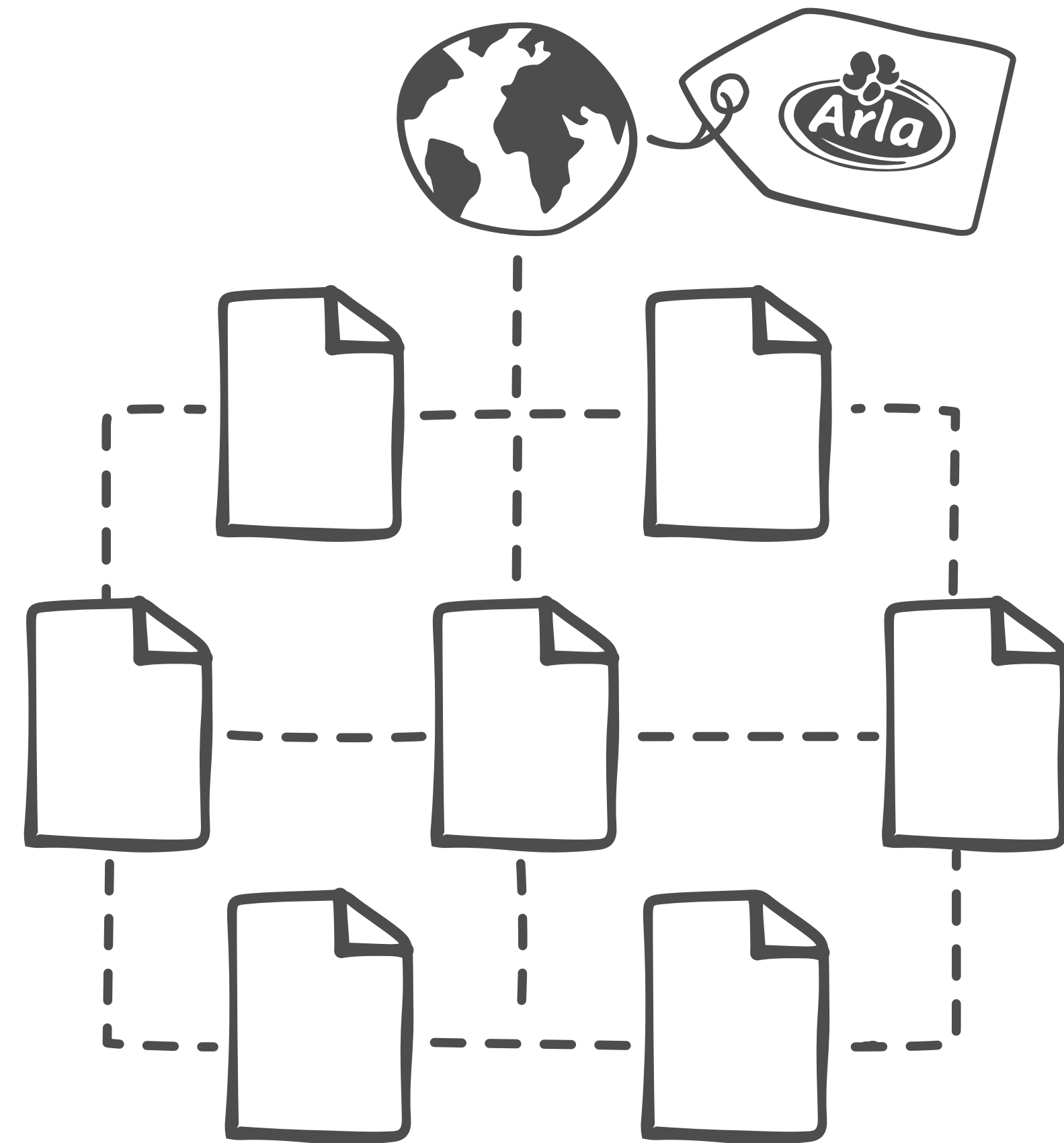
REDUCED COSTS





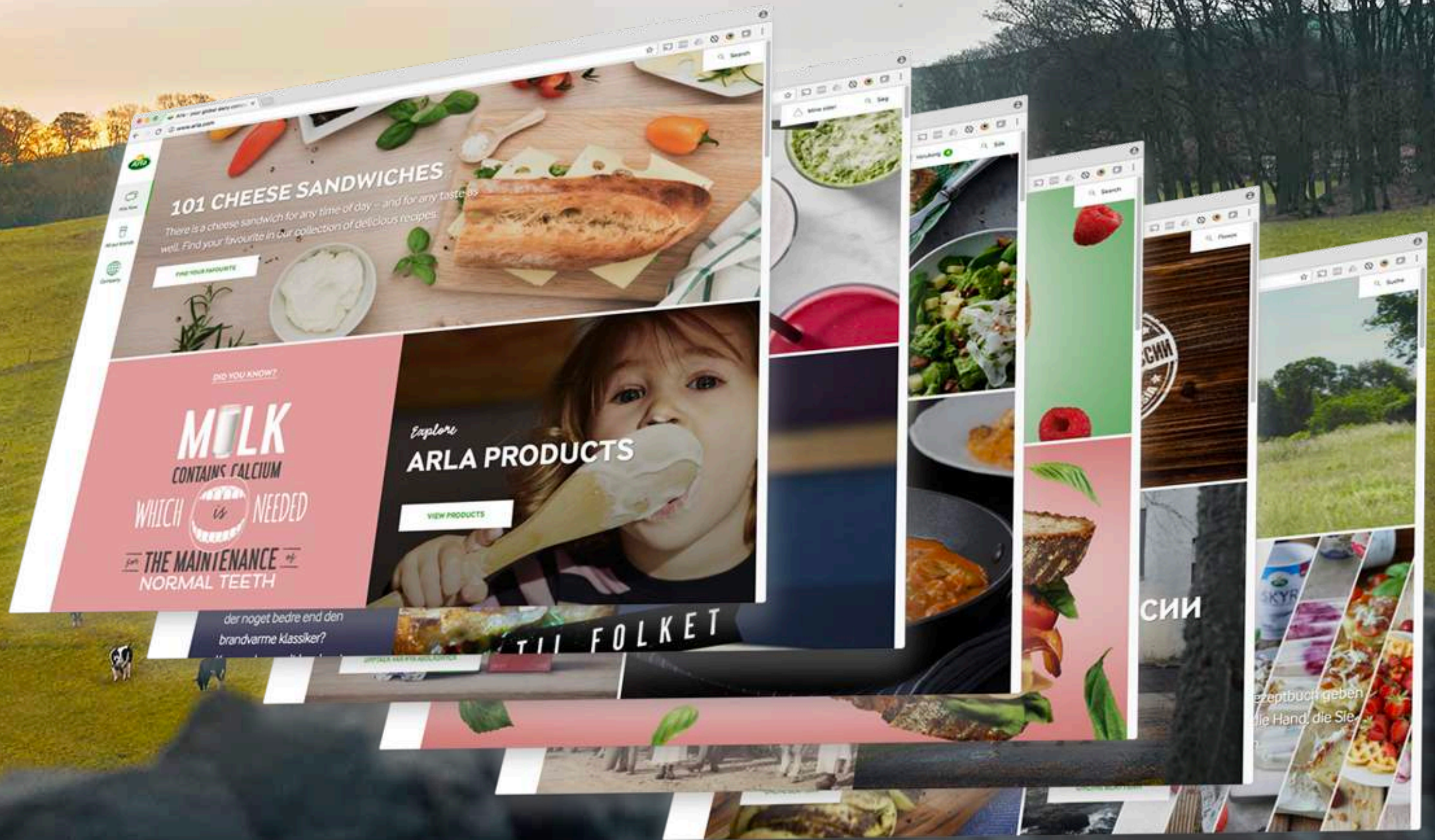
All technical infrastructure is paid for and maintained by Global.

This means there are no expenses for local markets in terms of the technical management of the website. Hosting, backup, monitoring and performance management is covered.





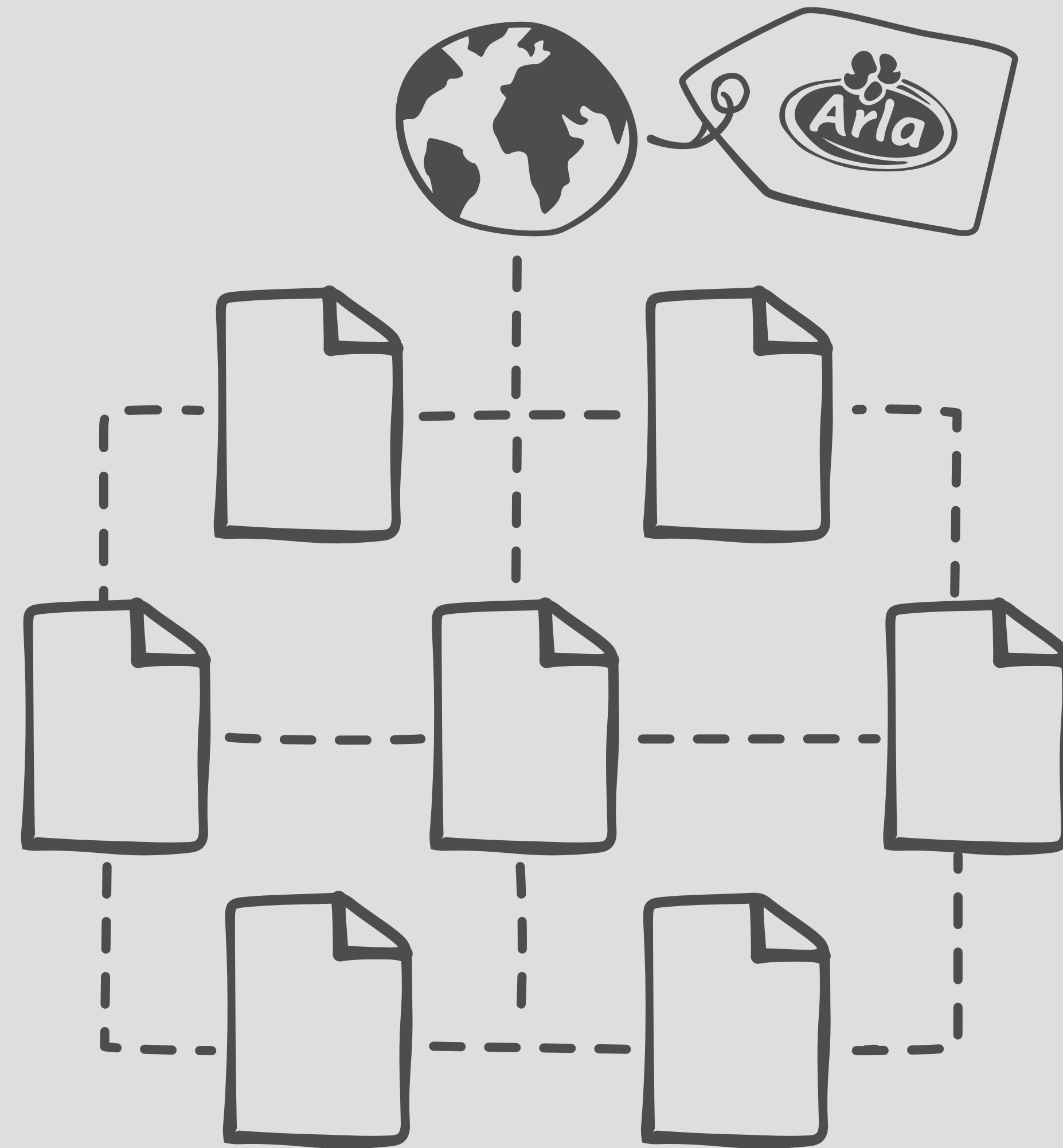
# OVERVIEW







The Arla TDE currently runs on **7 EPiServer instances.**



ARLAFOODS.CO.UK



Version English  
ISO en-GB



ARLAFOODS.DE



Version German  
ISO de



ARLA.NG



Version French  
ISO fr-NG



WA.ARLA.COM



Version French  
ISO fr-WA



ARLA.PH



Version English  
ISO en-PH



ARLA.DK



Version Danish  
ISO da



ARLA.SE



Version Sweden  
ISO se



ARLA.FI



Version Finnish  
ISO fi



ARLA.RU



Version Russian  
ISO ru-RU



ARLAFOODS.GR



Version Greek  
ISO el-GR



ARLA.COM



Version English  
ISO en



ARLA.TT



Version English  
ISO en-TT



ARLA.NL



Version Dutch  
ISO nl



ARLAFOODS.ES



Version Spanish  
ISO es



ARLAUSA.COM



Version English  
ISO en-US



ARLA.MX



Version Spanish  
ISO es-MX



ARLA.PL



Version Polish  
ISO pl



ARLAFOODS.CA



Version English  
ISO en-CA



ARLA.COM.CN



Version Chinese  
ISO zh-CN



ARLAFOODSINGREDIENTS.COM



Version English  
ISO en



MEA.ARLA.COM



Version English  
ISO en

Version Arabic  
ISO ar-AR



*EPI* = EPI Server instance

Global = Global website

Regional = Regional website





The EpiServer installations contain a common core codebase, which controls the Arla TDE. An additional 40+ packages run on the platform and control specific functionalities which run on a set of the of the EpiServer instances. They could be different from instance to instance (ie. The Milkbar) or similar (ie. Sitemap or Search).





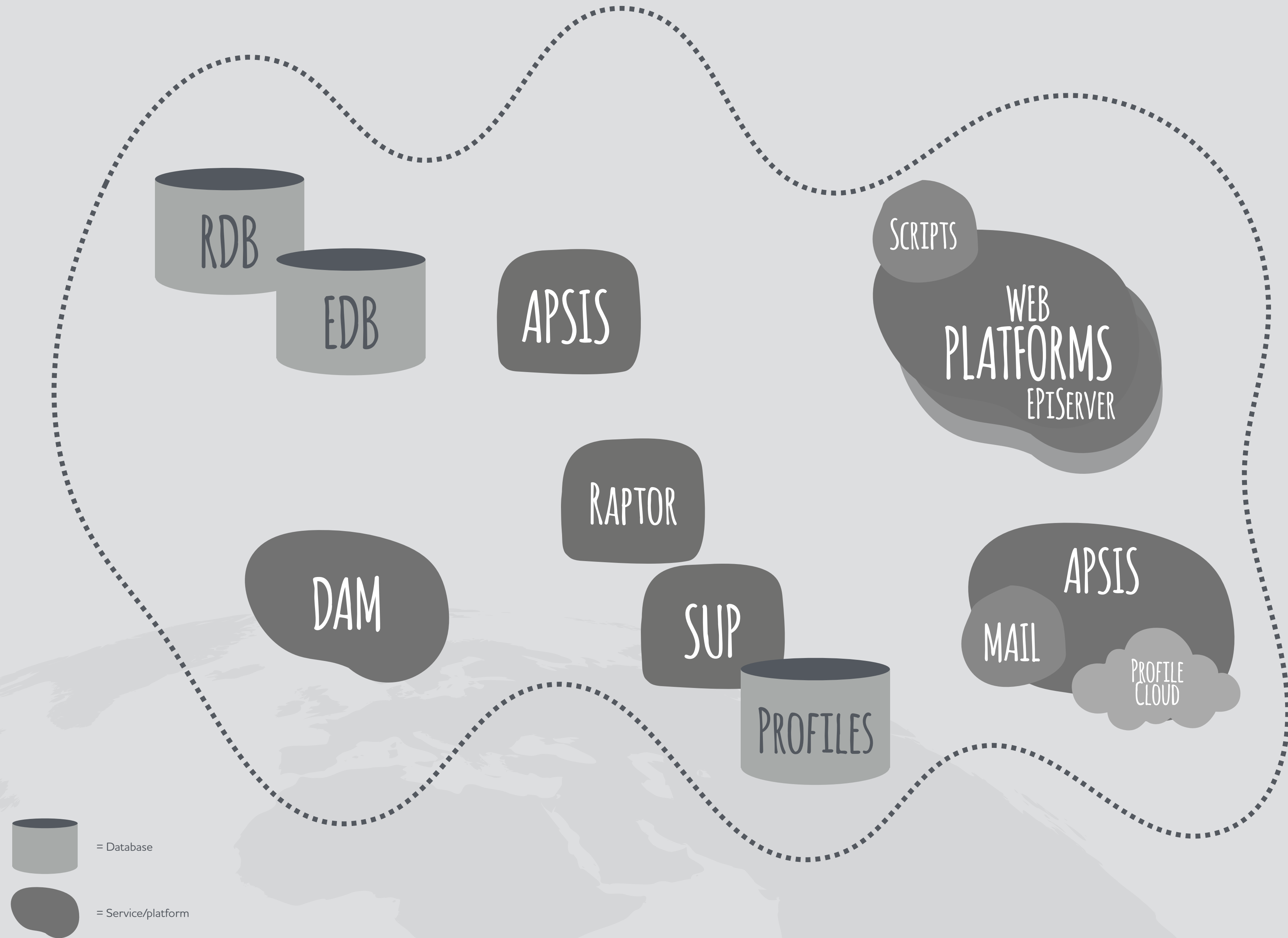
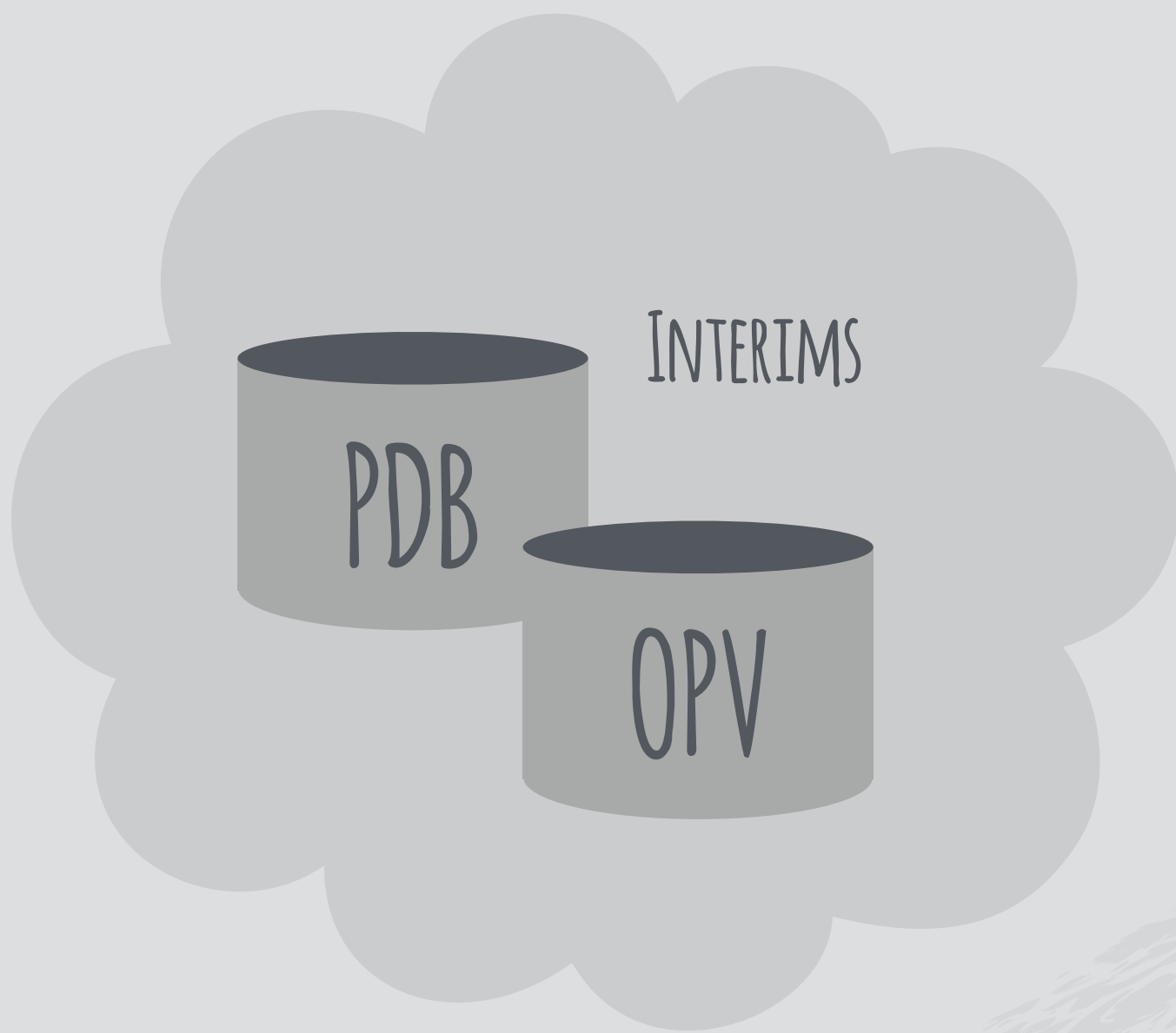
Besides the core EPiServer setup a number of services and applications are running (or are in the pipeline of being implemented) across installations.

These services and applications are described on the following pages.





# SIMPLIFIED OVERVIEW OF TECH SETUP





## Services and applications on the Arla TDE

RDB

**Purpose:** Recipe platform used by the kitchens to develop new recipes, and compose weekly menus, foodboxes etc.

**Responsibility:** Holds recipe master data (descriptions, ingredients & assets) as well as curated lists of recipes (e.g. in the form of a menu or a foodbox), and serves these to multiple touch points (web, app).

**Implementation strategy:** Depends on solution, either as direct integration via REST based services.

EDB

**Purpose:** "Encyclopedia database".

**Responsibility:** Platform for managing generic content with possible reuse across touch points (ingredients facts, how-tos & generic guides, etc.).

**Implementation strategy:** TBD, REST or search based interaction would make sense

SUP

**Purpose:** Global user repository & authentication mechanism.

**Responsibility:** Facilitates user creation & login (via Arla login or social). Holds user master data, and all user specific preferences which is to be made available across touch points (profile, lists, ratings..). This is a one stop shop for all user specific information known to Arla.

**Implementation strategy:** Standalone solution running in Azure. REST based integration.



## Services and applications on the Arla TDE

### APSYS PRO

**Purpose:** E-mail marketing platform  
**Responsibility:** Holds mailing lists & mail templates used by the web platforms. Dispatches both planned communication (e.g. newsletters, meal plans), as well as event based notifications (e.g. job postings).  
**Implementation strategy:** A combination of SOAP and REST based API integration

### APSYS PROFILE CLOUD

**Purpose:** Platform for harvesting user behaviour and profile segmentation across the user journey  
**Responsibility:** Harvest data to be used across multiple channels and touch points, create user segmentation for use as visitor group based content segmentation, export profile data to 3rd party sources. Ability to independently trigger content injection e.g. user for the KK meal club.  
**Implementation strategy:** EPiServer plugin & script based integration. SUP integration for profile merging to be initiated on first login per touch point.

### RAPTOR

**Purpose:** Recommendation engine used for recipe recommendations  
**Responsibility:** Tracks popularity and relationships between recipes and uses this to generate personalized recipe recommendations and personal meal plans.  
**Implementation strategy:** REST based API interaction

### EPISERVER FIND

**Purpose:** Main search engine on the web platforms.  
**Responsibility:** Indexes the Arla web platforms, and auxiliary services which should be searchable (RDB, EDB, Wordpress).  
**Implementation strategy:** Plugs directly into EPiServer, but a REST layer could be applied to expose e.g. search driven lists to other touch points. (RDB pushes recipe changes directly to the Find index).

### GOOGLE TAG MANAGER

**Purpose:** Script management & injection.  
**Responsibility:** Overall container for tracking and JavaScript injection on the sites.  
**Implementation strategy:** JavaScript directly on the site.

### GOOGLE ANALYTICS

**Purpose:** Usage tracking.  
**Responsibility:** Collects usage data, and functions as reporting platform.  
**Implementation strategy:** Injected using Tag Manager.



## Services and applications on the Arla TDE

HOTJAR

**Purpose:** User testing - observing users' interaction with the website.  
**Responsibility:** Samples user visits, and records user behaviour to be used for optimization purposes. Currently in use on arla.se.  
**Implementation strategy:** JavaScript.

DAM

**Purpose:** Global Digital Asset Management  
**Responsibility:** Holds all digital assets created by Marketing in one place to enable maximum reuse  
**Implementation strategy:** TBD, may not be directly integrated in the external web platforms, but could be integrated to PIM and RDB for managing asset references

DISQUS

**Purpose:** Enable user engagement through comments  
**Responsibility:** Holds and serves user comments to recipes  
**Implementation strategy:** JavaScript embedded on the recipe page, but likely to be changed to API interaction