

MOVING TO MODERN CPG



VIDEO SCRIPT

[INTRO QUESTION / NO VO]: HOW CAN YOU GROW?

In the Consumer Packaged Goods industry

Traditional business just passed its shelf life.

The mighty are falling,

While the nimble are thriving.

Consumers are checking out experiences

That are convenient and personalised.

To win in this New world:

You've got to Move to Modern CPG.

Commit to new relationships,

Interacting with customers on their terms.

Create experiences that delight consumers,

When and where they want them.

Embrace Fast Innovation,

Giving your enterprise the agility

to adapt to the market and capture value.

Harness technology and data to compete as a Leader in the New.

The time to pivot your business is now.

Get ready to Move to Modern.