

**Let's
talk about
what's
possible.™**

Brand Advocate Program

FY22



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WELCOME!!!!



Agenda



New Hire Timeline & Update



Program Overview Refresher



Onboarding Preparations



MDF Collection



Next Steps



Questions/Discussion

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Hiring Timeline & Update



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Program Overview Refresher



Brand Advocate Program Details

Best Buy's Brand Advocate Program is focused on the enhancement of the quality, quantity, and delivery speed of your product data. This program is only offered to key strategic partners as an opportunity for advanced collaboration while bringing your products to market with Best Buy. As a member, you will have a dedicated brand resource who is focused on new product submissions, optimization of existing information, and enhancement of the end-to-end customer experience.

Improved **quality** of data

Accuracy
Completeness
Accountability
Data standard adherence

Increased **quantity** of data

Images
Videos
Documents
Attributes

Speed to market for

New product creation
Requested updates/backfill
Large scale projects
Multi-channel enhancements
Customer Experience Optimization

Performance Management

Incremental insights & analytics
Exclusive reporting suite
Competitive analysis
Increased data availability

Dedicated Best Buy resource



Brands Participating in the program consistently see a +5% or greater increase in Key Customer Experience Metrics*



Brand Advocate Program Support

Foundational Support

- Manage new product set-up and on-site expert for PDM tool
- Execute pre-launch QA of product data and content
- Understand new technology and new features to facilitate and support product taxonomy recommendations
- Lead audit and backfill efforts (content, images, videos, documents)
- Support Complete Your Purchase/Vendor Series/Variations/Step-Up Tools

Brand and Category Optimization

- Enhancement of content to drive search results
- Support of project-based work to drive business results
- Assist in maximizing both customer and employee-facing tools (fact tags, CoreBlue)
- Drive vendor involvement and support for category priorities
- Leverage Customer Insights to provide recommendations for optimization
- Understand Vendor and Best Buy Marketing Priorities and Strategies to optimize product information provide support for launches and campaigns
- Provide product data support for retail, ECC and IHA training and tools

Reporting

- Provide exclusive standard suite of reports
- Offer analysis, insights to provide recommendations
- Leverage Ad-Hoc/Project-based reporting



Exclusive Suite of Reports

Your Brand Advocate will run, analyze and provide a variety of reports specific to your brand. With this, they will manage against data health (attributes, images, videos, etc.), measure against performance expectations, report out impact of actions, and provide recommendations for increased enhancement.

Weekly Reports

- Dotcom SKU Performance Metrics
- Brand Advocate Project Status

Monthly Reports

- Overall Brand Advocate Status
- Dotcom Site Traffic and Content KPIs
- Dotcom Customer PDP Engagement
- Top Brand Search Terms on bestbuy.com
- Attribute, Image and Video Fill Rates

Ad-Hoc Reporting

- Identify and facilitate ad-hoc reporting based on project needs



Brand Advocate Program Phases

Phase One

- Onboard employee, vendor, and internal partners
- Establish and present baselines (KPIs, competitive analysis)
- Align cross-functionally on initial roadmap of deliverables

Months 1 - 3

Phase Two

- Execute & deliver against prioritized deliverables
- Measure improvement against KPIs
- Complete bi-annual deliverables and analysis

Months 3-6

Phase Three

- Maintain/improve performance against KPIs
- Complete annual deliverables and analysis
- Align and prioritize next set of deliverables
- Evaluate ability to expand into additional categories

Months 6-12 & beyond

Management of foundational product data to optimize the customer experience



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Vendor Onboarding Preparations



Vendor Onboarding Preparation



| Prep: | Notes |
|--|--|
| Determine Vendor Contacts | Account Manager, Sales, Marketing, Digital/Channel, Product Content, etc. |
| Company and Brand Overview: Industry and Customer Insights Current Assortment, NPI & transition schedule Product guides | Sharing and review of materials to understand brand strategy, industry, tech and product features etc. |
| Determine which areas BA will support (item/content) | Support can vary for new SKU set up as well as ongoing SKU maintenance |
| Identify initial priorities and focus areas | Wish list items, pain points, key focus areas, gaps |
| Determine plan for BA to access to brand assets: Best Buy Box.com Share-site, direct access to content locker/site/asset library | Shared source for BA access to product and content |
| Review upcoming meeting rhythms that the BA can start to be included in | Ecommerce, Marketing, QBR/Planning meetings etc. |



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MDF Collections



MDF Collections



- Submitted to vendor partner via Merch Analyst (MA) at the end of Best Buy's Fiscal Quarter
 - › MDF collection will included exact amount to be collected as well as agreement for reference
- Where BA is supporting multiple categories, determine if funding should be collected for program in total, or if funding needs to be broken out by product category (class)
- Quarter (Q3) will be prorated based Brand Advocate start date in role

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Next Steps



Next Steps



- BA Manager to keep the team apprised on hiring progress
- BA Manager to send out introduction e-mail once Brand Advocate is hired
- Vendor to complete onboarding prep
- BA Manager to set up kick-off meeting with Brand Advocate and vendor team contacts
 - › Review of internal onboarding plan
 - › Review of phases
 - › Review of vendor onboarding approach
- Brand Advocate to schedule weekly TBs with applicable Vendor contacts
- BA Manager and Brand Advocate to schedule alignment meeting to for an overview of baseline KPIs, discuss and align on focuses and priorities for first 3 months

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Questions & Discussion ?

