

# POI Global Promotion Optimization Summit



*Big Data*  
*Pricing TPO*  
*Retail Execution*  
*Mobility TPM*

## Collaborating to Win with Customer 1<sup>st</sup> Promotions

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Global Capability MD – Price & Promotions  
dunnhumby

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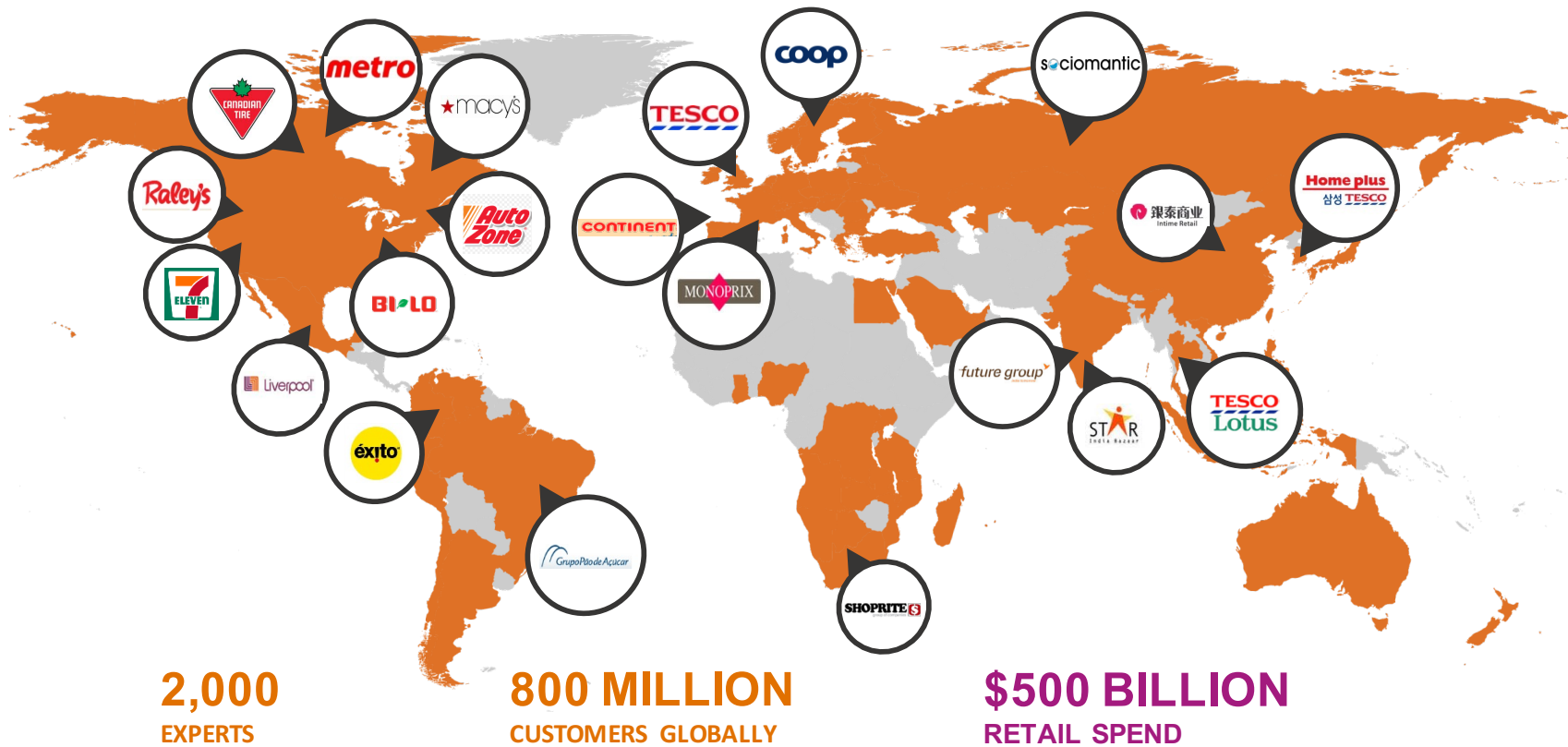


dunnhumby





# The benefits of a global view



# dunnhumby Approach

## **PARTNER VALUE CREATION**

**PROPOSITION:** grow like for like sales and net margin via better decisions throughout the business

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**PROPOSITION:** partner to provide the unique customer data asset to suppliers through customer reporting and analysis service

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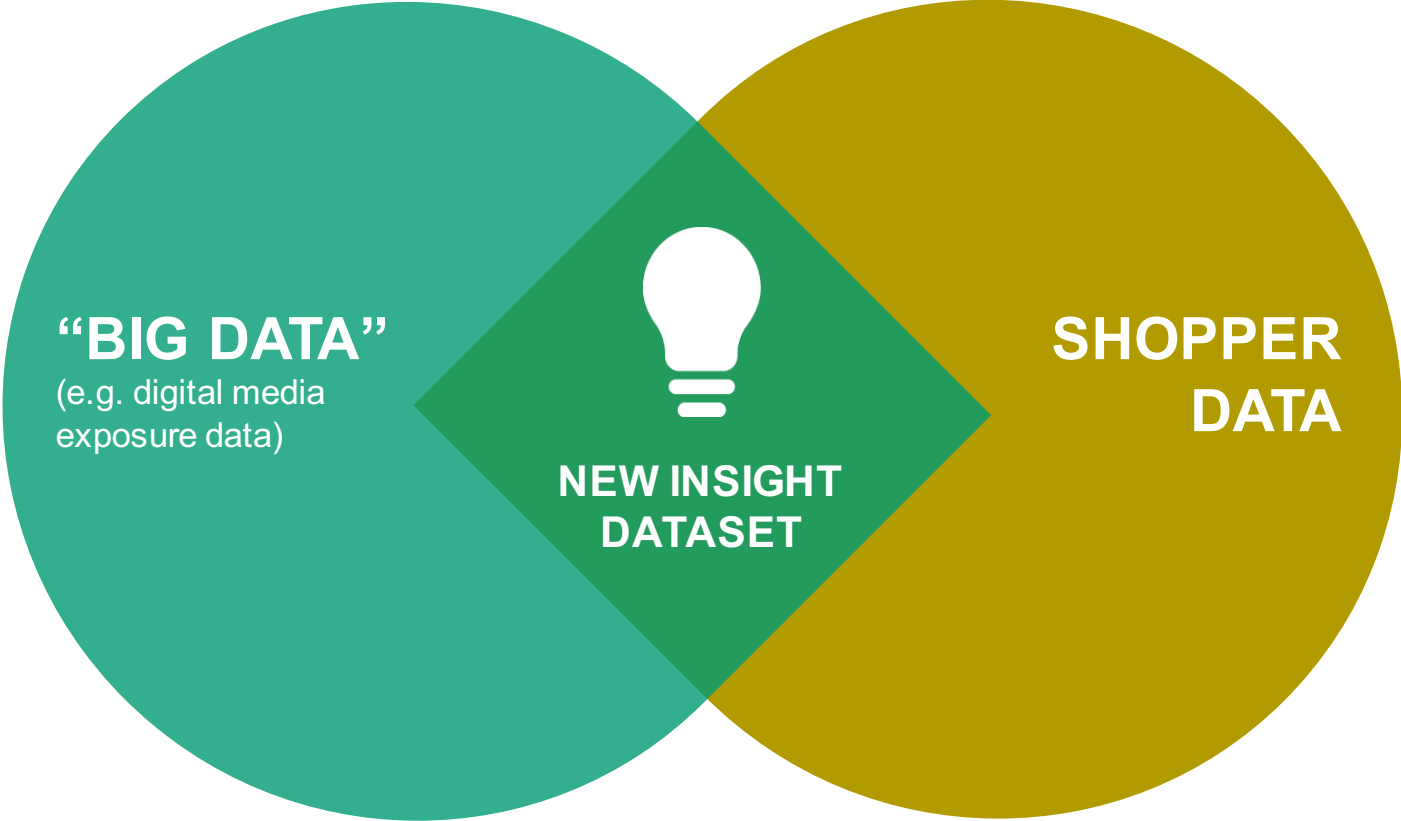
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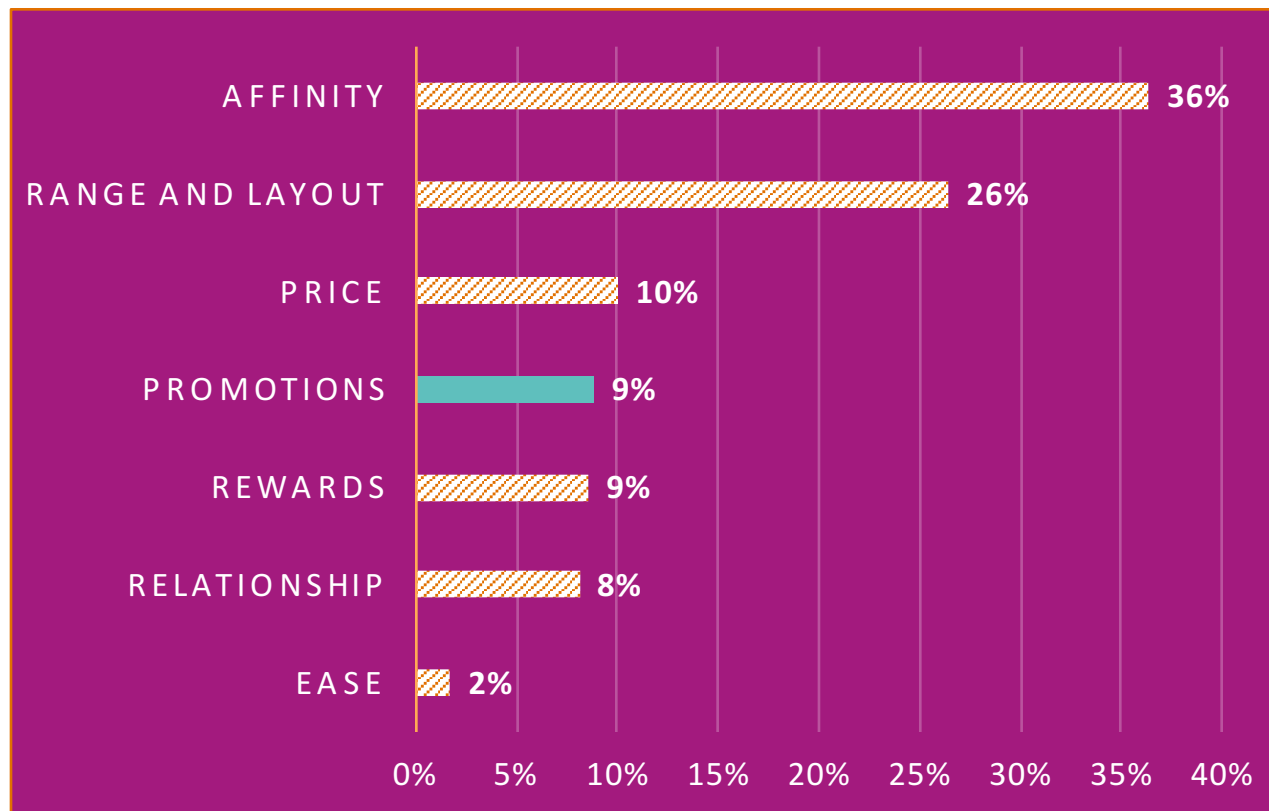
## MEDIA TO SUPPLIERS

**PROPOSITION:** partner to provide targeted communications (statement and interest mailings etc.) and in store media to suppliers

# Customer Science

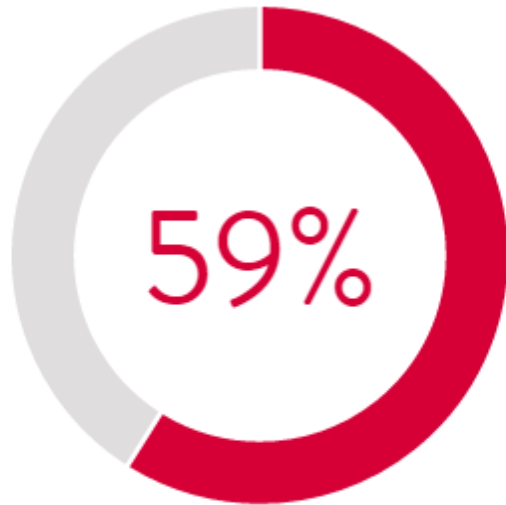


# How Important are Promotions to Consumers?





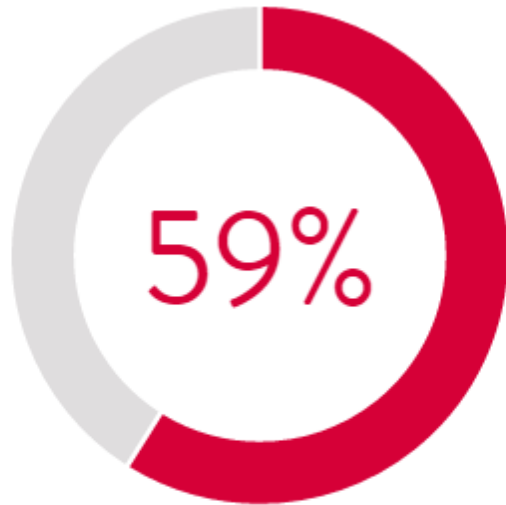
## Promotions aren't working...



*OF PROMOTIONS GLOBALLY  
DON'T BREAK EVEN*

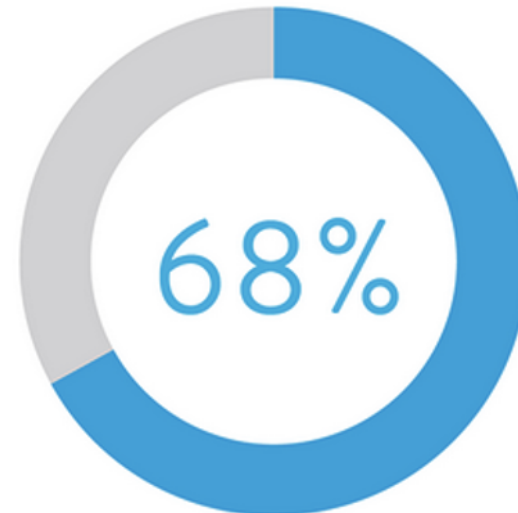
Source: The Nielsen Company 2015

Pricing isn't either....



*OF PROMOTIONS GLOBALLY  
DON'T BREAK EVEN*

Source: The Nielsen Company 2015



*OF PRICING INITIATIVES  
ARE ONLY 'SOMEWHAT' EFFECTIVE  
OR 'NOT EFFECTIVE AT ALL'*

Source: RSR Pricing 2015: Learning To Live In A Dynamic, Promotional World

# How are we doing?

Dale Hagemeyer, POI...

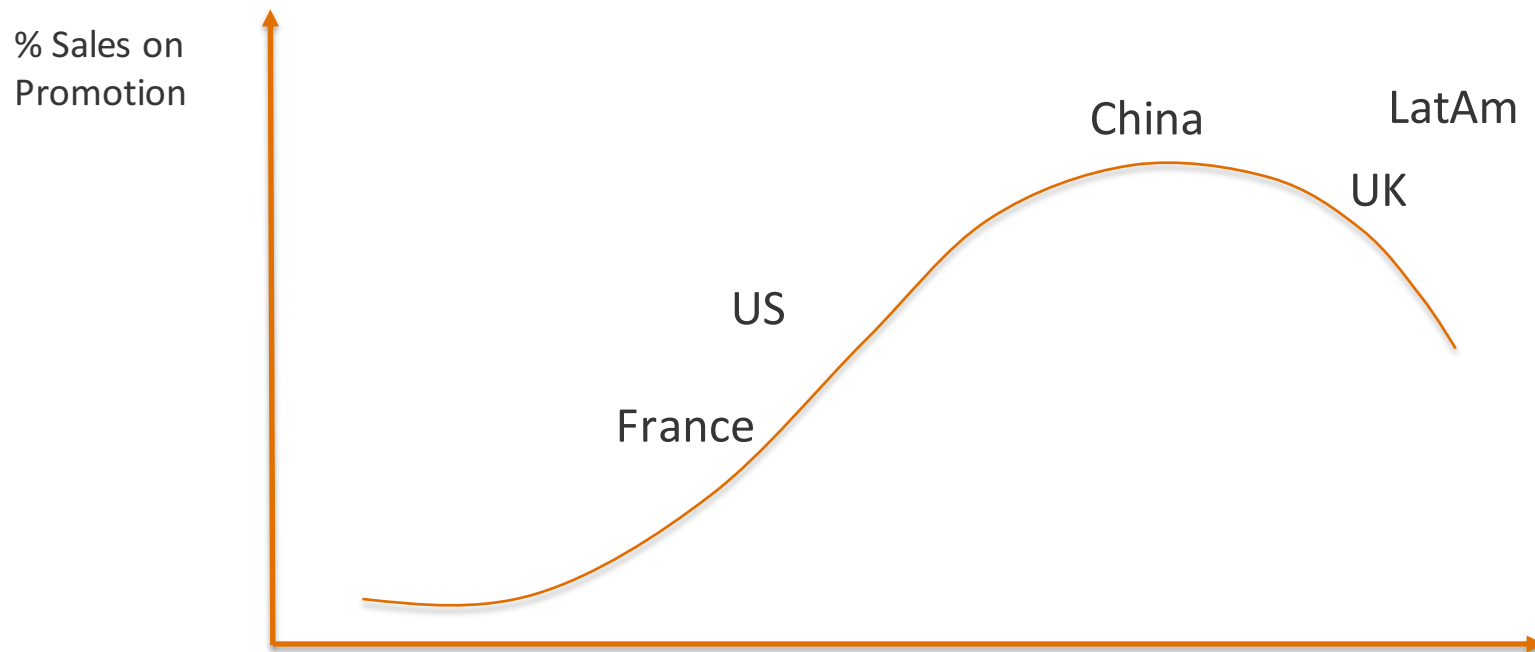
“Progress on Promotional Effectiveness has been anaemic over the last decade”

A photograph of a duck and its ducklings walking on a sandy beach. The duck is on the left, and the ducklings are following it in a line. The scene is lit with warm, golden light, suggesting sunrise or sunset. The background shows soft sand dunes.

**Follow the vendor**

**Follow the competitor**

# Global Promotions Trends



# GPA in Brazil

**CONHEÇA OS PASSOS DA ECONOMIA EXTRA:**

**LEVE 1**  
unidade  
**E GANHE 20% DE DESCONTO**

**LEVE 2**  
unidades  
**E GANHE 50% DE DESCONTO NA 2ª UNIDADE**

**LEVE 3**  
unidades  
**E PAGUE 2 É GRÁTIS**

Preço Normal: **R\$ 1,00**

**LEVE 1** por: **R\$ 0,80** **OU** **LEVE 2** por: **R\$ 0,75** **OU** **LEVE 3** por: **R\$ 0,66**

But here we are....

aisles of **savings**

<p><b>\$4.49</b> Foghorn Country Blend Coffee 11 or 12 oz cans \$6.99</p>	<p><b>\$2.49</b> <b>MUST BUY 4</b> Central Mills Selected Cereals 12.5 oz boxes <b>\$6.99</b></p>	<p><b>10/\$10</b> Zorain's Rice Muesli 5.7 oz packages</p>	<p><b>4/\$3</b> Well Quality Vegetables or Beans Selected 4.25 to 15.5 oz cans</p>	<p><b>4/\$9</b> Kraft Home Style Vegetables, Dinner, Skillet or Casserole 10.5 oz cans</p>	<p><b>HALF PRICE!</b> English Muffins 11 oz 12 pack</p>
<p><b>\$4.49</b> Foghorn Gourmet Coffee 11 or 12 oz cans</p>	<p><b>2/\$5</b> Kirkland's Pop Tarts 12 oz boxes</p>	<p><b>\$1.79</b> Well Quality Fruit Cups 3.5 oz cups</p>	<p><b>10/\$10</b> Hunt's Beans 15.5 oz cans</p>	<p><b>2/\$4</b> Marathon Instant Lunch 3.5 oz packets</p>	<p><b>2/\$2</b> Well Quality Sandwich Bread 24 slices</p>
<p><b>2/\$4</b> Well's Chilies 12 oz cans</p>	<p><b>2/\$5</b> Kirkland's Special K Bars 12 oz boxes</p>	<p><b>89¢</b> Well Quality Pudding Cups 3.5 oz cups</p>	<p><b>10/\$10</b> Statens Chunk Light or White Tuna 5 oz cans</p>	<p><b>10/\$10</b> Hunt's Ketchup 12 oz bottles</p>	<p><b>89¢</b> On the Border Salsa 12 oz jars</p>
<p><b>2/\$5</b> Lucky Leaf Apple Juice 12 oz cans</p>	<p><b>\$1.79</b> Well Quality Wheat Bread 24 slices</p>	<p><b>\$5.99</b> Power Pan Peanut Butter 16 oz jars</p>	<p><b>2/\$3</b> Campbell's Chunky Soups 14.5 oz cans</p>	<p><b>\$1.99</b> Well Quality White Vinegar 32 oz bottles</p>	<p><b>\$1.79</b> Well Quality Salsa 12 oz jars</p>

**snack time**

<p><b>2/\$5</b> Mission Kettle Chips 5.5 oz bags</p>	<p><b>2/\$6</b> On the Border Salsa 12 oz jars</p>	<p><b>4/\$10</b> Santitas Family Packs 2.25 to 12 oz packages</p>	<p><b>\$2.99</b> Chips Ahoy Cookies 12 to 15.25 oz cans</p>	<p><b>\$3.99</b> Well Quality Purified Water 24 count 16.9 oz bottles</p>	<p><b>4/\$11</b> Pepsi Products or Flavor Scent 12 count 12 oz cans</p>
<p><b>\$1.99</b> Well Quality Cheese Curds 12 oz bags</p>	<p><b>\$1.99</b> Kirkland's Cheez-Its 12 oz boxes</p>	<p><b>\$2.99</b> Nutrena Granolas 12.5 oz boxes</p>	<p><b>3/\$5</b> Twizzlers 11 to 16 oz packages</p>	<p><b>2/\$4</b> Doritos Spring Water 16.9 oz bottles</p>	<p><b>3/\$12</b> Coke Products 12 count 12 oz cans</p>
<p><b>5/\$5</b> Well Quality 4" Snick Pies 12 oz cans</p>	<p><b>\$2.69</b> PopCicle Popsicles 12 count 3.5 oz cans</p>	<p><b>\$4.99</b> Nutrena Single Serve Trays 12 count 2.5 oz cans</p>	<p><b>2/\$7</b> Fruite's or Hershey's 12 count 1.5 oz cans</p>	<p><b>MUST BUY 10</b> <b>10/\$5</b> Purified Water 48 count 16.9 oz bottles</p>	<p><b>\$4.99</b> Pomero Drinks 12 count 16.9 oz cans</p>