

# 4 | P&G everyday: bargain hunters have three different options to get their deals directly from P&G

The screenshot shows the 'Save Me...' website interface. At the top, it says 'Save Me... time, effort and money' with a 'Savings: \$ 3 3' indicator. Below this, it asks 'How would you like to save today?' and lists six options:

- Print-At-Home Coupons:** Love the classic coupon clipping experience? You'll just need a computer with a printer. [Click, print, save >](#)
- Shopper Card Coupons:** Trying to save time and money? Instantly add coupons from your mobile to your retailer's loyalty card. [Get coupons on the go >](#)
- Buy Online Now for Less:** Exclusive savings on products delivered to your door. Choose a retailer to see the latest deals. [Shop >](#)
- Get P&G Samples for Free:** Like to try before you buy? Get samples of P&G products delivered to your home for free. [Get Samples >](#)
- P&G brandSAVER:** A booklet of P&G product coupons distributed monthly in most Sunday newspapers. [Find your newspaper >](#)
- "Everything Else" Coupons:** Good for free hugs, a morning treat or some much needed me-time. [Download now >](#)

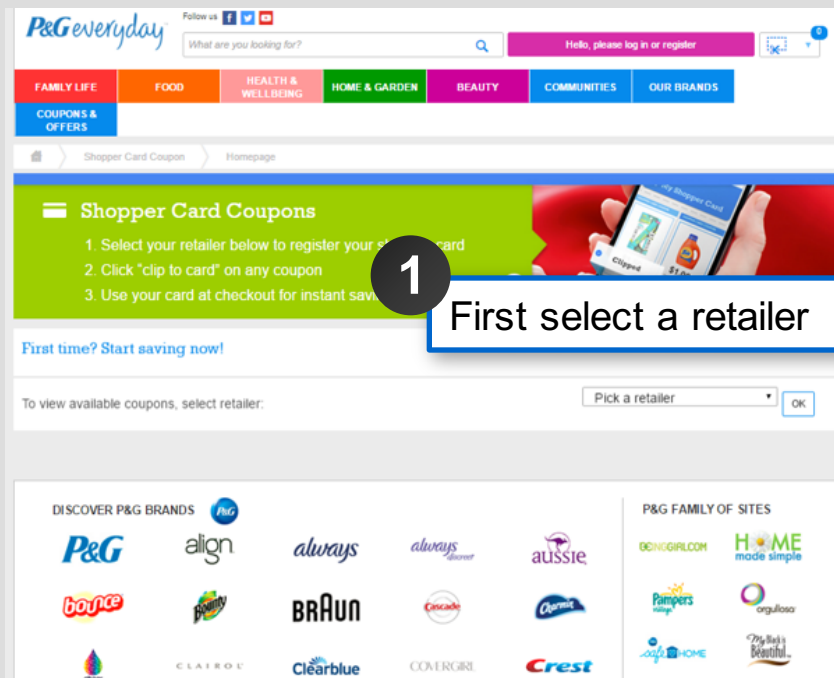
Coupons are consolidated on the site for customers to **print at home** to be used during in-store checkout

Customers with **shopper cards** for specific retailers can 'clip' the coupon online and have it added to their cards

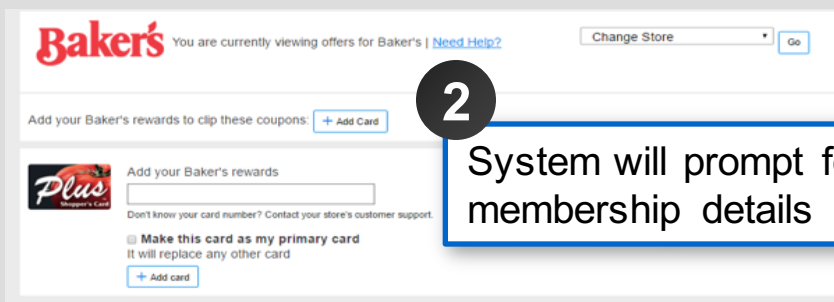
P&G offer **free samples** for customers who sign up as a BzzAgent in return for their feedback and reviews

P&G also compiles all their coupons in a **booklet (P&G brandSAVER)** distributed in most Sunday newspapers

# 4 P&G partners with retailers directly so customers can add the coupons directly to their retailer card through the 'Shopper Card' program

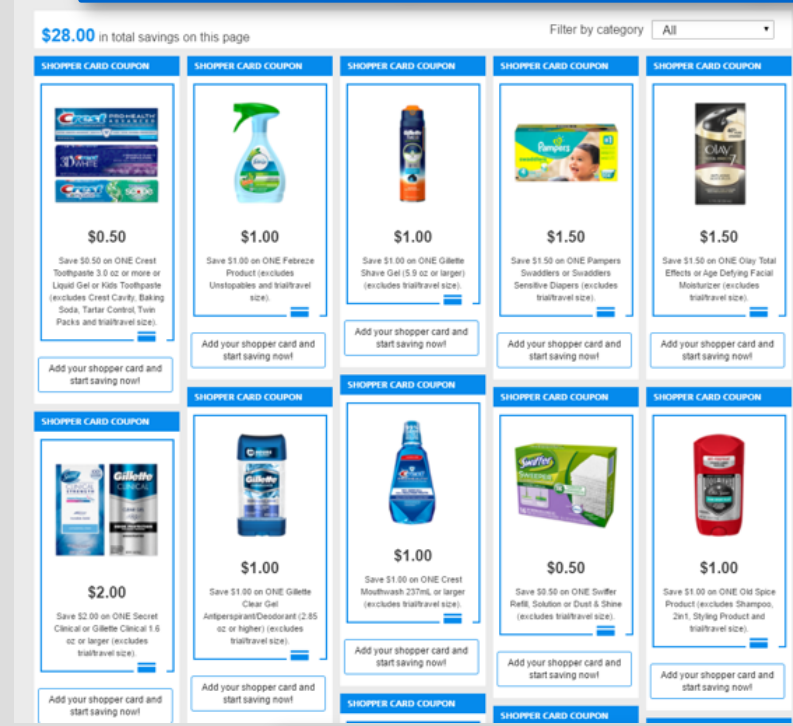


1 First select a retailer



2 System will prompt for membership details

3 Results will show coupons specific to that retailer and potential total savings



4 Customers chose the coupon they want, 'clip' it and it will be added to their retailer account for use in-store

# 5 | Second machine age: inference engines taking over, controlling what the shopper sees and how he/she take choices

**Before cookies:** based on what is selling well

### What Other Customers Are Looking At Right Now

**In product screen:** based on items bundled together

### Frequently Bought Together

### Customers Who Bought This Item Also Bought

**Before signing in:** based on browsing history

### More Items to Consider

**After adding item(s) to cart:** cross category items based on your cart and wish list

**After signing in:** based on search & purchase ...

...with option to improve future recommendations

☆☆☆☆☆  
 This was a gift  
 Don't use for recommendations

**After purchase:** Recommendations based on your order ..... and email follow ups about new, complementary items

# 5 Second machine age: new forms of sales stimulation are coming, exploring the area of 1:1 offering



## “Incomplete offers” to drive promotional uplift

## Reminders of “forgotten” items

**Incomplete offers in your trolley**

<p><b>Offer</b></p> <p>Life 3+*</p> <p>Chicken Breast Chunks essential Waitrose 400g</p> <p><b>Buy 2 for £7</b></p> <p>Last bought: 17/06/11</p>	<p><b>Offer</b></p> <p>Life 4+*</p> <p>Ocado Trimmed Fine Beans 300g</p> <p><b>Buy 2, save £1</b></p> <p>Last bought: 12/06/11</p>	<p><b>Offer</b></p> <p>Life 1w+*</p> <p>Yeo Valley Organic Fat Free Blueberry Yogurts 4 x 120g</p> <p><b>Buy 2 for £3</b></p> <p>Last bought: 17/06/11</p>
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**Did you forget?**

<p><b>Offer</b></p> <p>Life 3+*</p> <p>Ocado Fairtrade Bananas 7 per pack</p> <p><b>Buy 2 for £2.50</b></p> <p>Last bought: 04/01/12</p>	<p><b>Offer</b></p> <p>Life 1w+*</p> <p>Columbian Blacktail Free Range Eggs Medium W... 6 per pack</p> <p><b>Save 33%, was £1.52</b></p> <p>Last bought: 20/10/11</p>
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*Fresh Direct reports 10% basket uplift for customers using this feature*

## “Switch and save” to improve margin






## Tailored special offers

Products in your trolley	Switch to these and save
<p>Large Pineapple Waitrose 350g</p> <p>Price per 100g: 76.9p</p> <p>1 @ £2.69</p> <p><b>Total: £2.69</b></p>	<p><b>Save 20p or 15p / 100g</b></p> <p>Ocado Prepared Pineap... 400g</p> <p>Price per 100g: 62.3p</p> <p>1 @ £2.49</p> <p><b>Total: £2.49</b></p> <p>Don't show me this switch again</p>

**Special offers you might like**

<p><b>Offer</b></p> <p>Life 4+*</p> <p>Green Celery Hearts Pack Waitrose</p> <p><b>Offer price £1, was £1.44</b></p>	<p><b>Offer</b></p> <p>Life 3+*</p> <p>Cooks' Ingredients Large Bunch of Aromatic Coriande... 90g</p> <p><b>Bigger Pack, Better Value!</b></p>
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# 5 Glimpse of the new era: new rules will require different approach to eCategory management, including promotions

	Old playbook	New playbook
 <b>Assortment</b>	Physical constraints and a 'pay to play' assortment	Endless aisle combined with 'performance-based' assortment
 <b>Merchandising</b>	Basic product content (e.g. product images, copy)	Interactive product content (e.g. videos, buying guides) and intensified online partnerships
 <b>Pricing</b>	Consistent pricing across all channels	Dynamic pricing across all channels
 <b>Promotions</b>	Planned, chain wide offers	Personalized 1:1 offers based on individual shopper preferences
 <b>Trade funds</b>	Support the stores	Deliver an omnichannel experience
 <b>Content</b>	Circular driven	Customers are loudest voice, with curation possible

# 5 | So the final question: How ready are we and how to address the changes in the right way?

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