



**Fusing Digital and
Trade Strategies
to Drive
Mutual Growth**

*“Taking your TPM TPO
and Advanced Analytics
Capabilities to the Next Level”*

**What it Takes to Fuse Digital and Trade
Promotions for Today’s Shopper, and
how Trading Partners are Winning**
- Matt Campbell, Managing Director

accenture > consulting



**Tom Burkemper - Sr. Director
DMM – Beverages, Walgreen's**



**Tim Heil – VP Sales
Dean Foods**



**Paul Keller - Sr. Director of
Sales Capabilities -
PepsiCo**



**Matt Campbell
Managing Director,
Accenture**

Ron Johnson may have thought that promotions would go away...

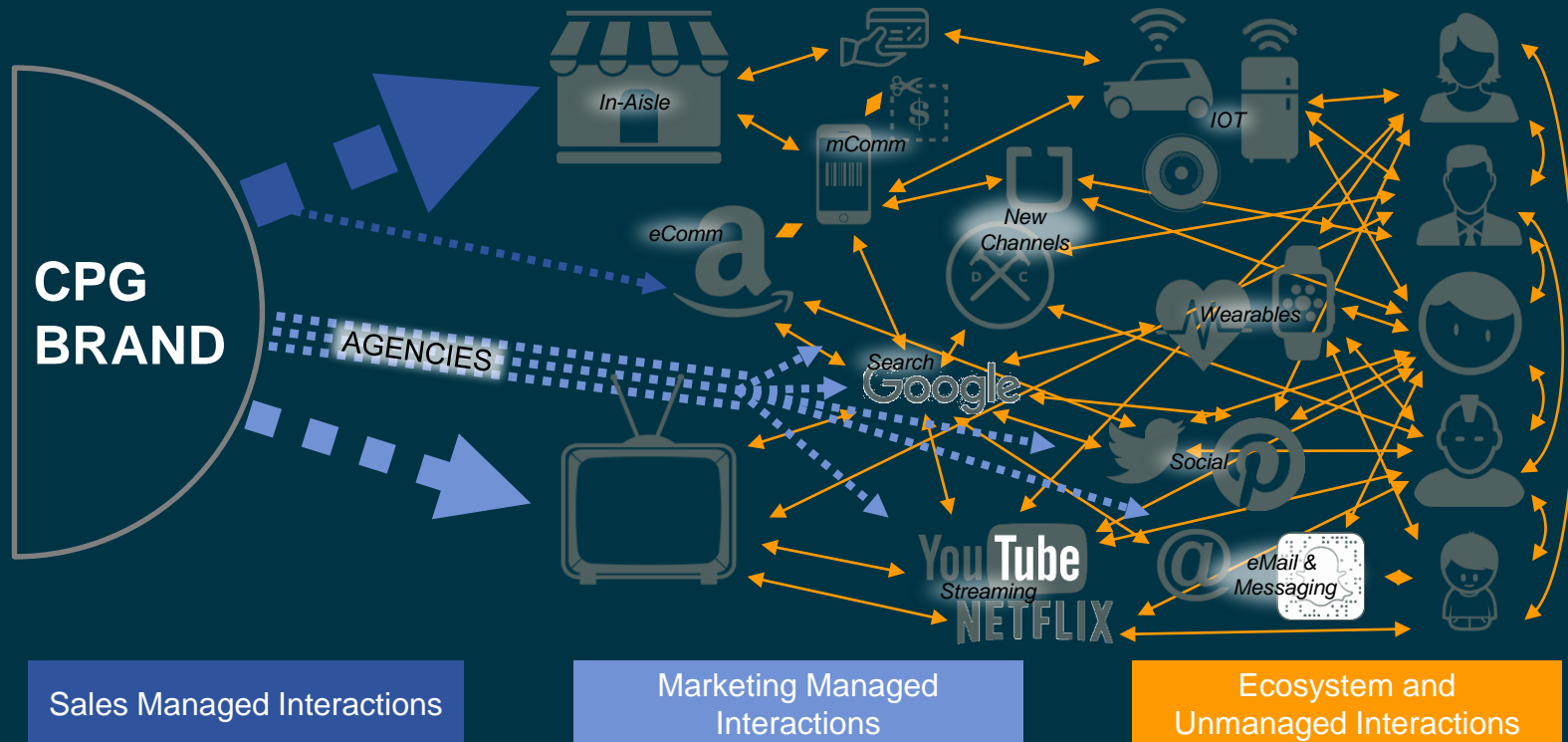


People Crave Promotions.



“It’s the thrill of the hunt, not the buying. If it was just about buying, we’d all go to Amazon and take what was offered...[consumers] love to shop and deals are what make the game worth playing.”

Consumer engagement has grown in complexity directly impacting the path to purchase



A man with short brown hair and a light beard, wearing black-rimmed glasses and a blue button-down shirt. He is looking upwards and to the left with a thoughtful expression, his right hand resting on his chin. The background is a dark teal gradient.

So What Is The New Challenge?

1. New Influences
2. New Players
3. New Ways of Working

#1 New Influences

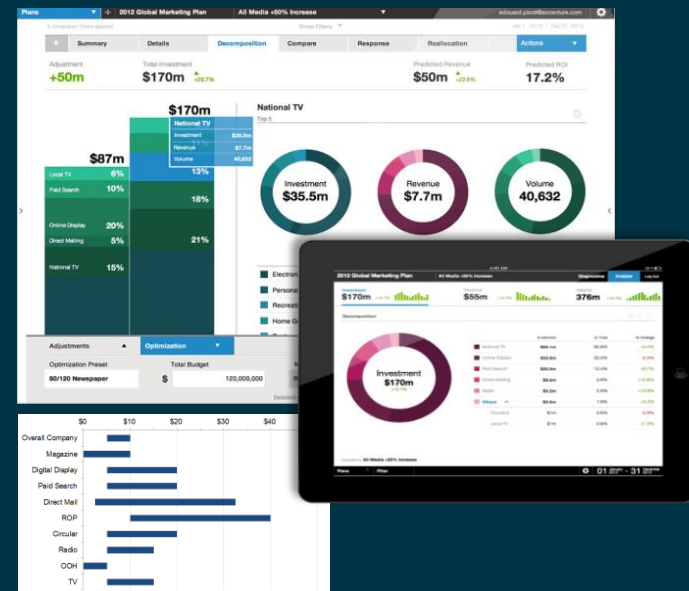
Influence on Purchase

Promotion offers influence on purchasing



Q: For those purchasing behavior, which one will affect your choice

ROI by Channel



#2 New Players

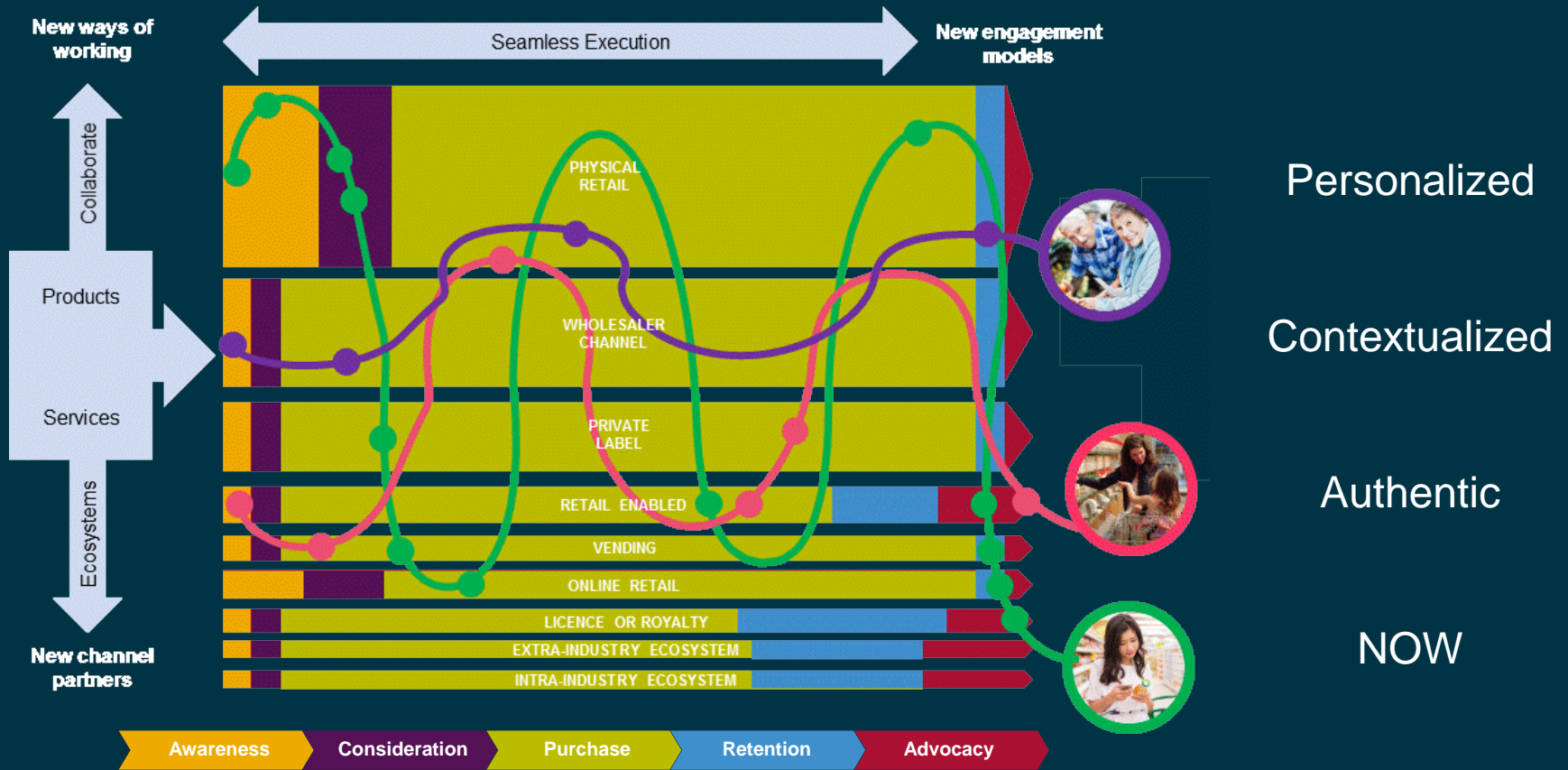
	Value Chain					Value		Examples (Platforms in Bold)
	DEVELOP	MAKE	DISTR.	RETAIL	CONSUME	Current	Future	
Top Business Models	Physical Retail					\$\$\$	↘	Walmart
	Wholesaler Channel					\$\$\$	↘	C&S Wholesale Grocers
	Private Lbl.					\$\$\$	↗	Tesco Finest
	Licence/ Royalty					\$\$\$	↗	Hit Entertainment
	Online Retail					\$	↗	Amazon, FlipKart , Walmart.com
	Direct to Consumer					\$	↗	Nespresso, Humarashop , Mary Kay
	Vending					\$	↗	Coca Cola, Benefit Cosmetics, Briggo
	Retail Enabled					\$	↗	M&M, Lego
	Subscription (Automatic)					\$	↗	Dollar Shave, Pact Coffee
	Subscription (Discovery)					\$	↗	Birchbox, OhhMyBox, Ipsy DeluxeBox.pe
	Extra-Industry Ecosystem					\$	↗	Swash (Whirlpool/P&G-Tide)
	Sharing Economy					\$	↗	Pley, Yerdle, Rent the Runway
	Intra-Industry Ecosystem (On-demand)					\$	↗	Styleseat, Glamsquad, Bonappetour, Blue Apron, Feastly



It reflects both volume and value

#3 New Ways of Working

Delivering a differentiated brand promise in the new normal trade



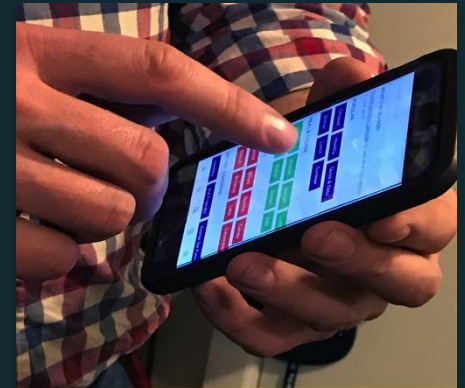
LETS LOOK AT SOME INSIGHTS THAT CUT ACROSS



Grocery shopping is an activity that is deeply embedded into the fabric of daily life

- Grocery shopping fulfills basic human needs
- These days, people seem to do it all the time
- People grocery shop whether they like it or not
- The nature of grocery retail is evolving
- Grocery technology is evolving, too
- The different mindsets that drive grocery decisions cut across both online and offline channels

I have a Safeway app, so I check out weekly specials I can add on my card, so when I go check out everything is included. Usually I save quite a bit of money by doing that. Also I've got Big Brother watching what I buy over and over and over again and usually get one-off saving opportunities there.
- TRAVIS, 40, SEATTLE



A dark, low-key photograph of a person's hands holding a smartphone. The person is wearing a dark, textured long-sleeved shirt. The background is dark and out of focus. The text 'How do I retool to win?' is overlaid in the center in a white, sans-serif font.

How do I retool to win?

BETTER INSIGHTS ARE REQUIRED TO DRIVE TOPLINE GROWTH AND MARGINS

KEY DECISIONS TO UNLOCK GROWTH

Strategic

What are the right Country, Channel, Category, combinations to grow ?

What is the right mix between my Marketing and Trade Spend?

Tactical day by day

What are the best Commercial Levers by channels, customers and PoS to focus on?

- ✓ What is the optimal mix of **products** and **assortments** I should have?
- ✓ What is the best **price to win** with the shoppers in a given store and online?
- ✓ How can I optimize my **trade spend** to grow?
- ✓ How am I **executing** in store?
- ✓ Is my **point of sale** material effective?