



**PRODUCTION PROUDLY PRESENTS:**

**LEVERAGING  
COMPETITIVE MARKET AND MEDIA DATA  
TO UNDERSTAND  
YOUR MARKETING PERFORMANCE**

**we are a global Skin Care company.**



**Eucerin<sup>®</sup>**

**la prairie**  
SWITZERLAND

# a new marketing / sales reality.

## MARKETING TECHNOLOGY LUMAscape

The LUMAscape is a comprehensive grid of marketing technology logos. It is organized into several main categories:

- Email Optimization:** Includes logos for MailChimp, Constant Contact, and others.
- Integrated Mktg Mgmt:** Includes logos for Oracle, Salesforce, and others.
- Sales & Marketing:** Includes logos for HubSpot, Marketo, and others.
- Marketing Modeling:** Includes logos for Bluebird, and others.
- DB Mktg:** Includes logos for Akamai, and others.
- Social Marketing Management:** Includes logos for Hootsuite, Sprout Social, and others.
- Social Publishing Platforms:** Includes logos for Buffer, and others.
- Social Promotion Platforms:** Includes logos for Social Amplifier, and others.
- Visualization:** Includes logos for Tableau, and others.
- Sales Mktg BI:** Includes logos for Domo, and others.
- Data Warehouses:** Includes logos for Amazon Redshift, and others.
- Marketing Data:** Includes logos for Segment, and others.
- Website Personalization & Optimization:** Includes logos for Optimizely, and others.
- Real-time:** Includes logos for Braze, and others.
- AR/MV Testing:** Includes logos for UserTesting, and others.
- Landing Pages:** Includes logos for Unbounce, and others.
- E-Commerce Technology:** Includes logos for Shopify, and others.
- Online Video Players:** Includes logos for JW Player, and others.
- DAM:** Includes logos for Box, and others.
- Web Analytics:** Includes logos for Google Analytics, and others.
- Website Creation & Mgmt:** Includes logos for WordPress, and others.
- Feedback / Surveys:** Includes logos for SurveyMonkey, and others.
- Community:** Includes logos for Yammer, and others.
- Social Content & Forums:** Includes logos for Disqus, and others.
- Mobile Web:** Includes logos for AMP, and others.
- Social Login/Sharing:** Includes logos for OAuth, and others.
- Gamification:** Includes logos for BunchBall, and others.

**LUMA** logo at the bottom left. A legend indicates that a square icon denotes an acquired company. The footer text reads: "© LUMA Partners LLC 2013".

**MARSA TECH  
REVOLUTION**

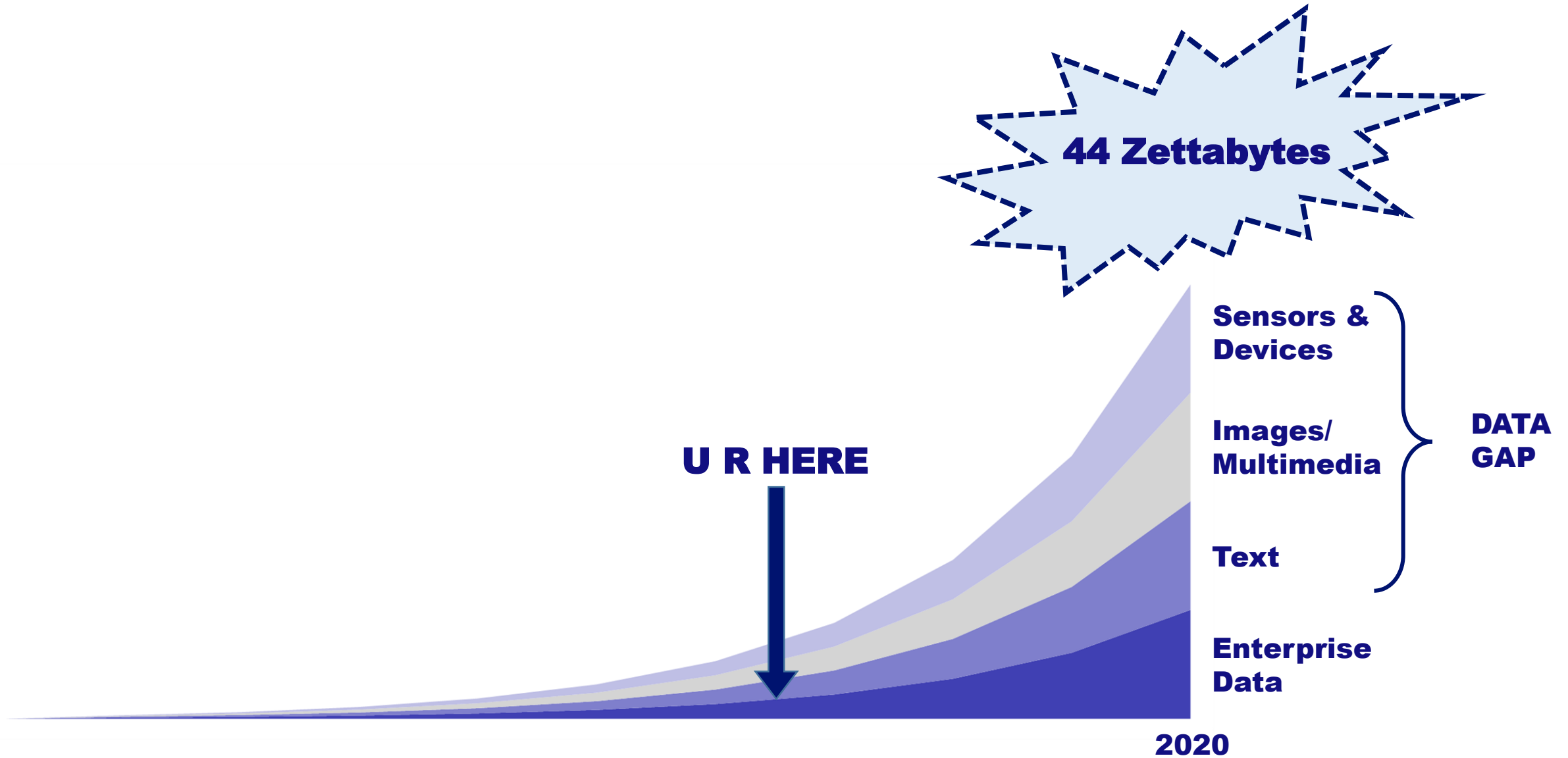


**CMO OR T?**



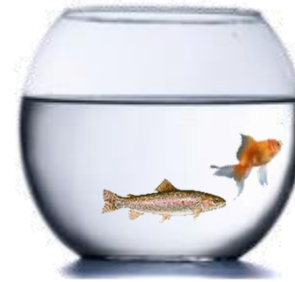
**INFINITE  
DATA**

# huuuaaa... it's BIG.



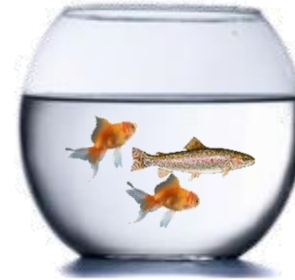
# let's get started...but how?

**SOCIAL  
ANALYTICS**



**DECISION  
SCIENCE**

**PERFORMANCE  
MEASUREMENT**



**DATA  
EXPLORATION**

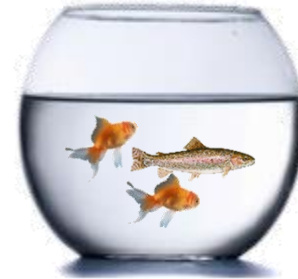
# do the un\$exy analytics first.

**SOCIAL  
ANALYTICS**



**DECISION  
SCIENCE**

**PERFORMANCE  
MEASUREMENT**



**DATA  
EXPLORATION**



# do your homework first!



- no aggregated data available – vast number of different databases & formats
- data in different formats, Excel, PPT – offline, (paper) based studies, Excel consolidation
- no integration of historical & actual data

- No integration of offline/online KPIs in consolidated dashboards (“operational blindness”)
- no consolidated, one-view on data and results across departments and channels (ATL/BTL/Digital)
- no cross-analytics – e.g. NPS with campaign uplift

- consumer insights mostly via classical way with market studies, focus groups, customer safaris (paper-based)
- market data mostly Nielsen and (yearly) Brand Health Tracking, MillwardBrown or interviews of sales team
- hurdle to derive „so what’s” from different data sources

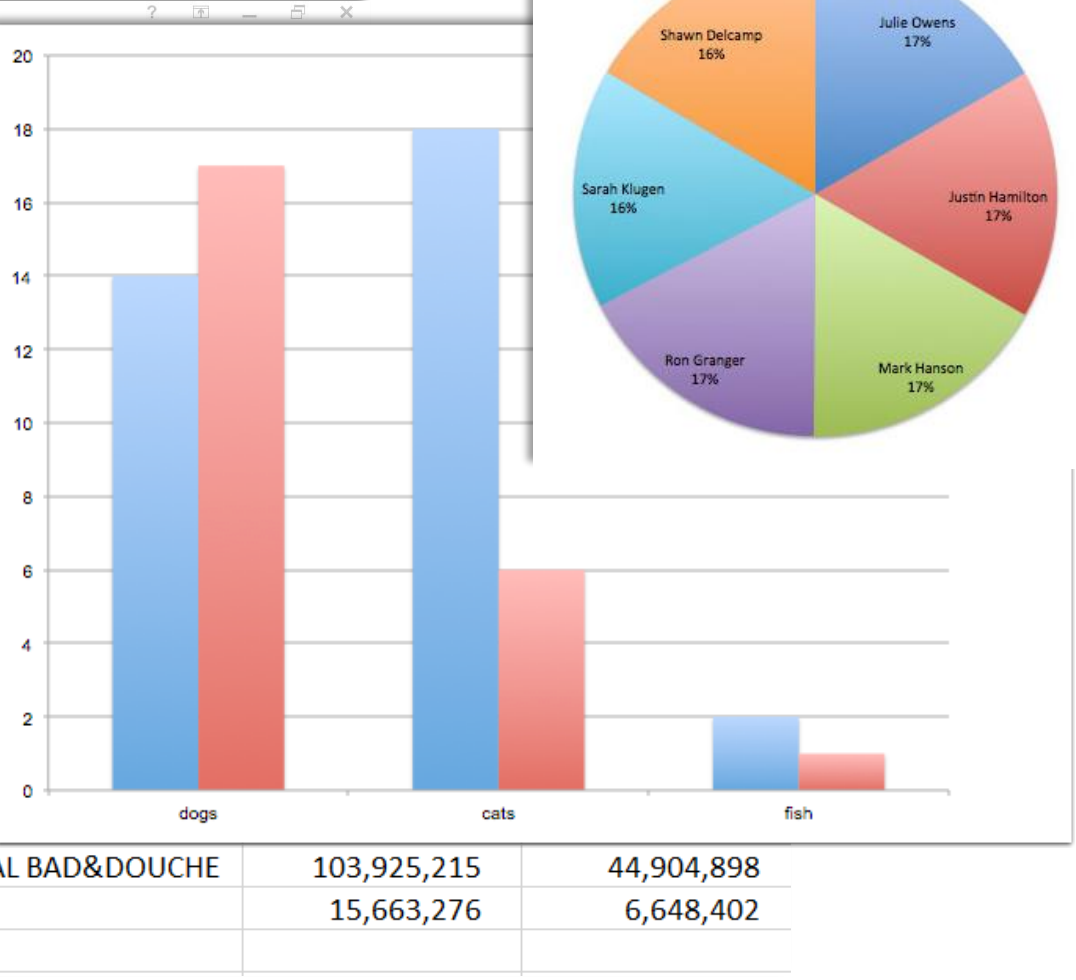
- lack of usage of IT tools, e.g. for brand planning, marketing resource management, asset management, budgeting, KPI
- UX important for usage

- Marketing Mix Modeling by external partners such as media agency, Nielsen, Yougov Brand Tracker or tool providers/agencies such as AnalyticPartners .. or not used at all
- hardly any cause-effect relationships omni-channel (newsletter & POS) and competitors



# less this.

The screenshot shows the Microsoft Excel interface. The spreadsheet contains a chemical structure image labeled "Version 4.2 (32-bit)". Below the image is a line chart with five data series labeled 'a' through 'e'. The x-axis represents dates from 1/11/04 to 1/29/04, and the y-axis represents values from 0 to 4. The chart shows fluctuating data points for each series over time.





# creating a global platform.

The screenshot shows a web browser window displaying the SAP HANA dashboard for Beiersdorf. The browser address bar shows the URL: [https://hams0585.global.bdfgroup.net/sap/bc/ui5\\_ui5/ui2/ushell/shell](https://hams0585.global.bdfgroup.net/sap/bc/ui5_ui5/ui2/ushell/shell). The page header includes the Beiersdorf logo on the left and the SAP HANA logo on the right, along with a search icon and the user name 'Martin Boehm'. The main content area is titled 'MIQ Management Reports' and contains several report cards. The first row includes: 'Brand Top 15 Guided Analytics' with a line chart icon; 'Top 15 Market Share Overview' (09/2014 Brand) with a value of 0,4^; 'Top 15 Market Share Single Periods' (09/2014, P3M, Brand) with a value of 0,4^; 'Market Performance Near East' (09/2014, P3M, Brand) with a value of 0,5^; 'Market Performance Far East' (08/2014, P3M, Brand) with a value of 0,6^; 'Market Performance Latin America' (08/2014, P3M, Brand) with a value of 0,8^; 'Market Performance Europe' (09/2014, P3M, Brand) with a value of 0,7^; and 'Market Performance North America' (09/2014, P3M, Brand) with a value of -0,1^ (in red). The second row contains two video thumbnails: 'How to Customize Your View' and 'How to use Guided Analytics', both with 'Watch Full Video' text and a video camera icon.

| Report Title   | Value | Change |
|--|-------|--------|
| Brand Top 15 Guided Analytics                            | -     | -      |
| Top 15 Market Share Overview (09/2014 Brand)             | 0,4   | ^      |
| Top 15 Market Share Single Periods (09/2014, P3M, Brand) | 0,4   | ^      |
| Market Performance Near East (09/2014, P3M, Brand)       | 0,5   | ^      |
| Market Performance Far East (08/2014, P3M, Brand)        | 0,6   | ^      |
| Market Performance Latin America (08/2014, P3M, Brand)   | 0,8   | ^      |
| Market Performance Europe (09/2014, P3M, Brand)          | 0,7   | ^      |
| Market Performance North America (09/2014, P3M, Brand)   | -0,1  | ^      |

Top 15

Volume Market Share P3M 12/2014

Volume Market Share (P3M) ▾

|              | Category 1                            | Category 2                            | Category 3                            | Category 4                            | Category 5                            | Category 6                            | Top 6                                 |
|--------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
|              | Volume & pp<br>Market vs. PY<br>Share | Volume & pp<br>Market vs. PY<br>Share | Volume & pp<br>Market vs. PY<br>Share | Volume & pp<br>Market vs. PY<br>Share | Volume & pp<br>Market vs. PY<br>Share | Volume & pp<br>Market vs. PY<br>Share | Volume & pp<br>Market vs. PY<br>Share |
| Country A    | 26,6 <b>-0,3</b>                      | 11,0 <b>+0,2</b>                      | 17,1 <b>-1,9</b>                      | 23,7 <b>+2,0</b>                      | 19,9 <b>+1,9</b>                      | 14,2 <b>+0,4</b>                      | 17,6 <b>+0,6</b>                      |
| Country B    | 25,6 <b>+0,7</b>                      | 15,7 <b>-7,3</b>                      | 21,2 <b>-1,2</b>                      | 20,6 <b>+1,1</b>                      | 15,0 <b>+0,4</b>                      | 4,5 <b>-0,2</b>                       | 15,1 <b>-0,0</b>                      |
| Country C    | 28,3 <b>+3,4</b>                      | 14,0 <b>+1,5</b>                      | 24,5 <b>-2,5</b>                      | 23,7 <b>+2,8</b>                      | 14,1 <b>+2,3</b>                      | 9,0 <b>+0,4</b>                       | 14,9 <b>+1,4</b>                      |
| Country D    | 33,9 <b>+1,6</b>                      | 21,2 <b>-0,3</b>                      | 28,3 <b>+0,6</b>                      | 10,7 <b>+0,4</b>                      | 8,4 <b>+0,2</b>                       | 3,5 <b>+1,5</b>                       | 11,3 <b>+0,8</b>                      |
| Country E    | 7,1 <b>+0,6</b>                       | 3,6 <b>-0,7</b>                       |                                       | 24,4 <b>-0,9</b>                      | 15,4 <b>-0,7</b>                      | 11,6 <b>+0,7</b>                      | 11,2 <b>-0,4</b>                      |
| Country F    | 40,5 <b>-3,3</b>                      | 19,5 <b>-2,0</b>                      | 23,9 <b>-2,9</b>                      | 14,2 <b>+0,4</b>                      | 20,9 <b>-0,0</b>                      | 9,8 <b>-0,2</b>                       | 20,2 <b>-0,9</b>                      |
| Country G    | 14,9 <b>-0,9</b>                      | 5,7 <b>-0,7</b>                       | 20,6 <b>+4,7</b>                      | 48,7 <b>+0,1</b>                      | 52,0 <b>+3,5</b>                      |                                       | 22,3 <b>+0,4</b>                      |
| Country H    | 4,4 <b>-0,0</b>                       | 2,6 <b>-0,2</b>                       |                                       | 18,2 <b>-1,1</b>                      | 22,5 <b>-2,9</b>                      |                                       | 4,9 <b>-0,3</b>                       |
| Country I    | 33,2 <b>-1,8</b>                      | 6,6 <b>-0,4</b>                       | 5,5 <b>+1,3</b>                       | 18,7 <b>-0,9</b>                      | 21,5 <b>+2,8</b>                      | 12,9 <b>+0,4</b>                      | 17,2 <b>+0,2</b>                      |
| Country J    | 6,7 <b>-0,2</b>                       |                                       |                                       | 5,2 <b>+0,4</b>                       |                                       | 2,8 <b>-0,2</b>                       | 4,4 <b>-0,1</b>                       |
| Country K    | 18,7 <b>+2,6</b>                      |                                       | 16,1 <b>+1,9</b>                      | 4,9 <b>+0,6</b>                       |                                       | 1,9 <b>+1,5</b>                       | 7,1 <b>+1,6</b>                       |
| Country L    | 19,8 <b>+0,6</b>                      | 7,0 <b>+0,2</b>                       | 13,2 <b>+0,2</b>                      | 29,3 <b>+2,3</b>                      | 11,9 <b>+1,6</b>                      |                                       | 13,5 <b>+0,9</b>                      |
| Country M    | 26,2 <b>+1,6</b>                      | 19,8 <b>+2,5</b>                      | 28,4 <b>+3,0</b>                      | 22,2 <b>+1,0</b>                      | 19,4 <b>+0,8</b>                      | 14,7 <b>+0,6</b>                      | 19,7 <b>+1,2</b>                      |
| Country N    | 42,0 <b>-0,4</b>                      | 37,8 <b>-0,7</b>                      | 39,0 <b>-2,0</b>                      | 25,7 <b>+0,1</b>                      | 29,2 <b>-1,1</b>                      | 31,2 <b>+1,7</b>                      | 33,5 <b>-0,2</b>                      |
| Country O    | 33,8 <b>+6,1</b>                      | 15,8 <b>+2,3</b>                      | 6,1 <b>-2,3</b>                       | 26,5 <b>+1,5</b>                      | 13,3 <b>+2,3</b>                      |                                       | 16,8 <b>+2,6</b>                      |
| Total Top 15 | 18,2 <b>+0,0</b>                      | 7,4 <b>-0,1</b>                       | 19,4 <b>-0,4</b>                      | 18,9 <b>+0,9</b>                      | 17,5 <b>+1,2</b>                      | 7,7 <b>+0,6</b>                       | 13,0 <b>+0,4</b>                      |








← Top Gainers & Losers ?





### Brand Category Volume Market Share Country F P3M 12/2014

|   |   |   |   |
|---|---|---|---|
| <b>40,5%</b><br>Brand Volume Market Share | <b>-3,3pp</b><br>Brand Volume Market Share<br>Δ pp vs. PY | <b>-13,8%</b><br>Brand Volume Sales<br>Δ % vs. PY | <b>-6,7%</b><br>TOTAL MARKET Volume Sales<br>Δ % vs. PY |
|---|---|---|---|

#### Top Gainers

|  |   |  |  |  |
|--|---|--|--|--|
| <br><b>+1,8pp</b><br>Δ pp vs. PY<br>7,9%<br>Volume Market Share | <br><b>+1,6pp</b><br>Δ pp vs. PY<br>11,2%<br>Volume Market Share | <br><b>+0,5pp</b><br>Δ pp vs. PY<br>3,0%<br>Volume Market Share | <br><b>+0,1pp</b><br>Δ pp vs. PY<br>2,1%<br>Volume Market Share | <br><b>+0,1pp</b><br>Δ pp vs. PY<br>1,6%<br>Volume Market Share |
|--|---|--|--|--|

#### Top Losers

|   |  |  |  |  |  |  |
|---|--|--|--|--|--|--|
| <br><b>-3,3pp</b><br>Δ pp vs. PY<br>40,5%<br>Volume Market Share | <br><b>-0,8pp</b><br>Δ pp vs. PY<br>7,4%<br>Volume Market Share | <br><b>-0,5pp</b><br>Δ pp vs. PY<br>1,2%<br>Volume Market Share | <br><b>-0,1pp</b><br>Δ pp vs. PY<br>1,7%<br>Volume Market Share | <br><b>-0,1pp</b><br>Δ pp vs. PY<br>0,2%<br>Volume Market Share | <br><b>-0,1pp</b><br>Δ pp vs. PY<br>1,2%<br>Volume Market Share | <br><b>-0,1pp</b><br>Δ pp vs. PY<br>0,1%<br>Volume Market Share |
|---|--|--|--|--|--|--|



Drivers Market Share Change



Brand Category Volume Market Share Country F P3M 12/2014

11,2%

Brand Volume Market Share

+1,6pp

Brand Volume Market Share Δ pp vs. PY

+8,5%

Brand Volume Sales Δ % vs. PY

1,2MPCS

Brand Volume Sales

2,22EUR

Brand Avg. Price

-2,9%

Brand Avg. Price Δ% vs. PY



Key Drivers

Volume Market Share cum. Δ pp vs. PY



New Products 2 Items

+0,4 pp



Price

NA



Distribution 5 Items

+1,9 pp



Other Drivers 1 Item

+0,1 pp



Key Products

Brand Category Volume Market Share Country F P3M 12/2014



Top Products - Distribution

| Root Cause | Product Name                                  | Volume Market Share [%] | Δ pp vs. PY [pp] | Avg. Price [EUR] | Δ pp vs. PY [pp] | Wght. Distribution [%] | Δ pp vs. PY [pp] |   |
|------------|---|-------------------------|------------------|------------------|------------------|------------------------|------------------|---|
|            | Product XYZ STD ESS NUTR 250 CREMA IDRAT.NUTR | 1,4                     | +0,7             | 1,94             | -6,3             | 30                     | +16              | > |
|            | Product XYZ STD ESS NUTR 250 CREMA IDRAT.NUTR | 1,4                     | +0,5             | 2,76             | -4,2             | 34                     | +8               | > |
|            | Product XYZ STD ESS NUTR 250 CREMA IDRAT.NUTR | 0,9                     | +0,3             | 1,83             | -6,1             | 30                     | +14              | > |
|            | Product XYZ STD ESS NUTR 250 CREMA IDRAT.NUTR | 0,7                     | +0,2             | 0,98             | +2,1             | 23                     | +9               | > |
|            | Product XYZ STD ESS NUTR 250 CREMA IDRAT.NUTR | 0,6                     | +0,2             | 1,79             | -3,3             | 21                     | +6               | > |



Product Fact Sheet



Product Category Volume Market Share Country F P3M 12/2014



Key Facts



Price



Distribution

|                                  |            |               |
|----------------------------------|------------|---------------|
| Volume Market Share              | 1,4 %      | +0,7 pp       |
| Volume Sales                     | 145,8 TPCS | +90,5 %       |
| Value Market Share               | 0,8 %      | +0,4 pp       |
| Value Sales                      | 282,2 TEUR | +78,4 %       |
| <b>Avg. Price</b>                | 1,94 EUR   | <b>-6,3 %</b> |
| Wght. Distribution               | 30,0 %     | +16,0 pp      |
| Percentage of Brand Volume Sales | 12,6 %     | +5,4 %        |
| Brand Volume Sales               | 1,2 MPCS   | +8,5 %        |





Product Fact Sheet

Product Category Volume Market Share Country F P3M 12/2014

Key Facts | Price | Distribution

|                            |          |        |
|----------------------------|----------|--------|
| Price Index                | 55       | -1     |
| Avg. Price                 | 1,94 EUR | -6,3 % |
| Total Market Average Price | 3,53 EUR | -4,2 % |

Product Fact Sheet

 Product Category Volume Market Share Country F P3M 12/2014

-  Key Facts
-  Price
-  **Distribution**

|                     |        |          |
|---------------------|--------|----------|
| Num. Distribution   | 5,0 %  | +3,0 pp  |
| Wght. Distribution  | 30,0 % | +16,0 pp |
| Distribution Factor | 6,0    |          |

promo.

📖 🔄

Promotion Tracker

Selection: MAT / Volume  
Market: Country  
Product: Category

Selection: **Volume Market Share (MAT)**

Competitor 2: **GARNIER**

Competitor 3: **(none)**

**Apply Filter** **Clear Filter**

Product: Brand (global): NIVEA  
: Subcategory: none

DSIM Closing Month: 10.2015  
Competitor:  
Product: Segment: none

14.6 MPCS  
**-1.2%**  
Volume Sales

71.5 MEUR  
**-1.0%**  
Value Sales

29.9 %  
**-0.6pp**  
Market Share

4.4 MPCS  
**-3.1%**  
Volume Sales

36.2 %  
**+0.2pp**  
Market Share

25.9 MEUR  
**-0.4%**  
Value Sales

24.8 %  
**-2.3pp**  
Promotion Intensity

23.4 %  
**-1.3pp**  
Sales Growth

**Promo Intensity**

| Category     | Value | Volume |
|--------------|-------|--------|
| TOTAL MARKET | 22.65 | 21.77  |
| NIVEA        | 23.38 | 24.80  |
| Competitor 1 | 24.96 |        |
| Competitor 2 | 21.48 |        |

**Promo Intensity Evolution (Volume)**

**Promo Share vs. Market Share**

**Value**

| Category     | Promo Share | Market Share |
|--------------|-------------|--------------|
| NIVEA        | 37 %        | 36 %         |
| Competitor 1 | 20 %        | 18 %         |
| Competitor 2 | 10 %        | 11 %         |

**Volume**

| Category     | Promo Share | Market Share |
|--------------|-------------|--------------|
| NIVEA        | 34 %        | 30 %         |
| Competitor 1 | 11 %        | 9 %          |
| Competitor 2 | 10 %        | 9 %          |

**Average Price**

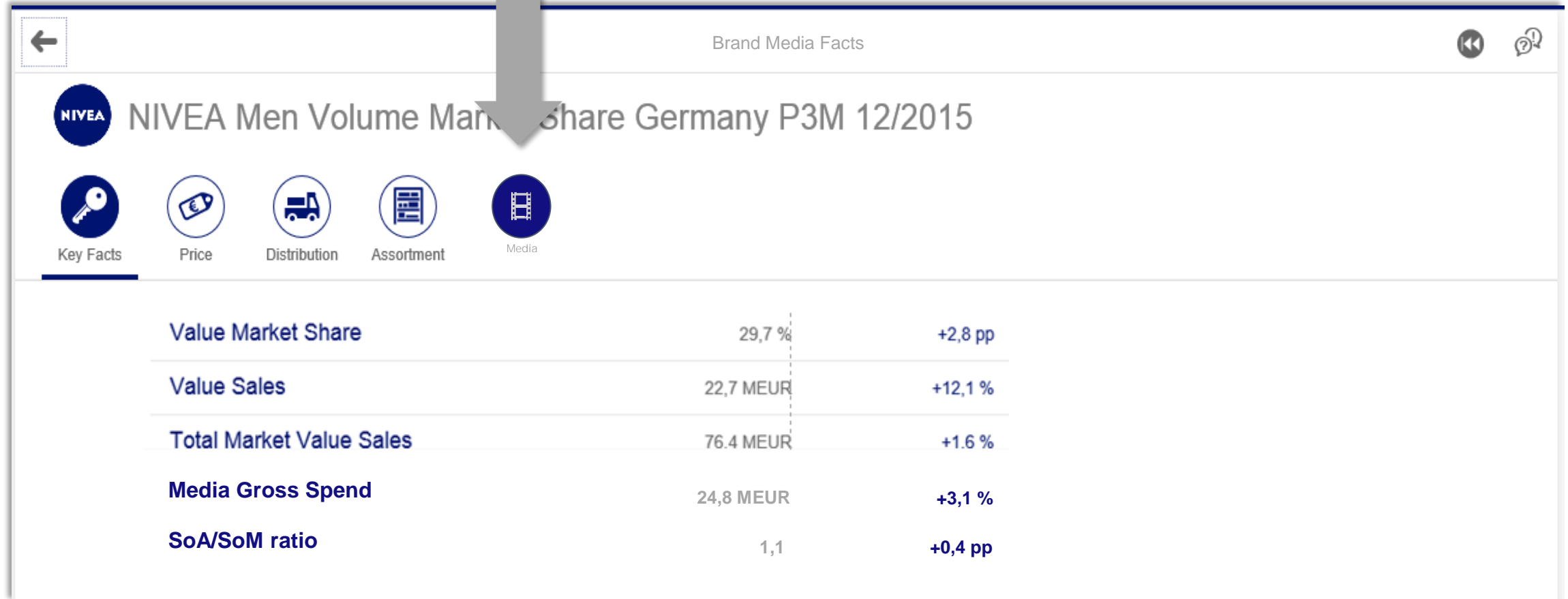
|              | AVG Price PY | AVG Price CY |
|--------------|--------------|--------------|
| Total Market | 4.88 EUR     | 4.89 EUR     |
| NIVEA        | 5.76 EUR     | 5.92 EUR     |
| Competitor 1 | 9.42 EUR     | 9.28 EUR     |
| Competitor 2 | 6.04 EUR     | 6.02 EUR     |

⚙️

Beiersdorf Powered by BSS IT

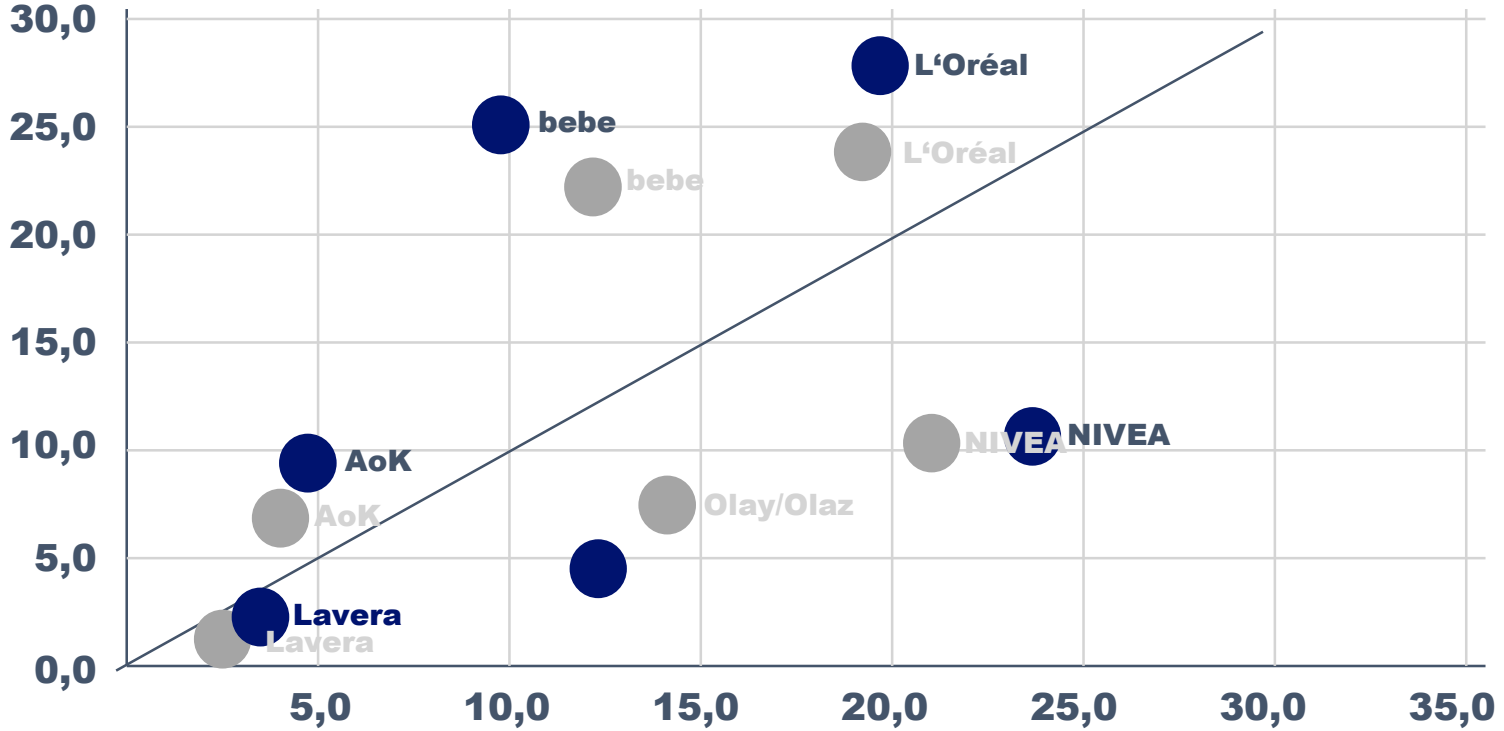
🔗

# media.



# soa/som dev.

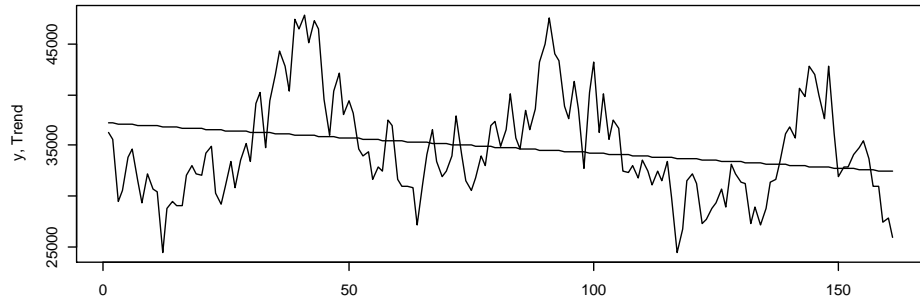
**SOA %**



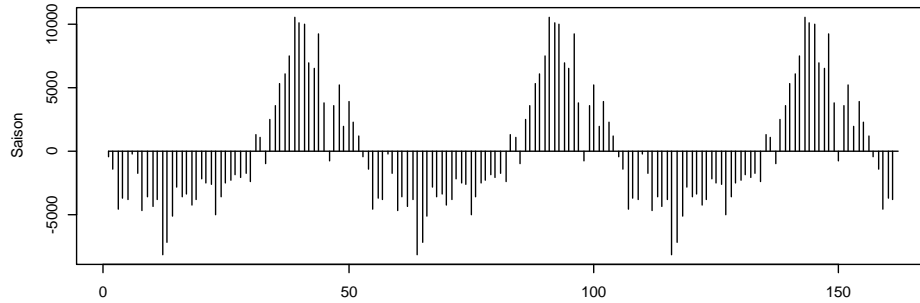
- current periot
- previous periot

**SOM %**

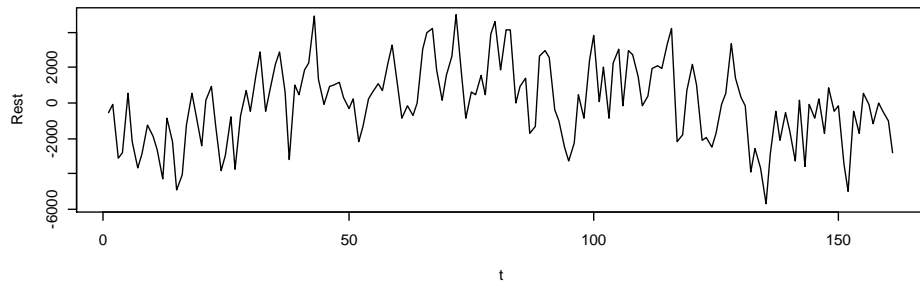
# price elasticity.



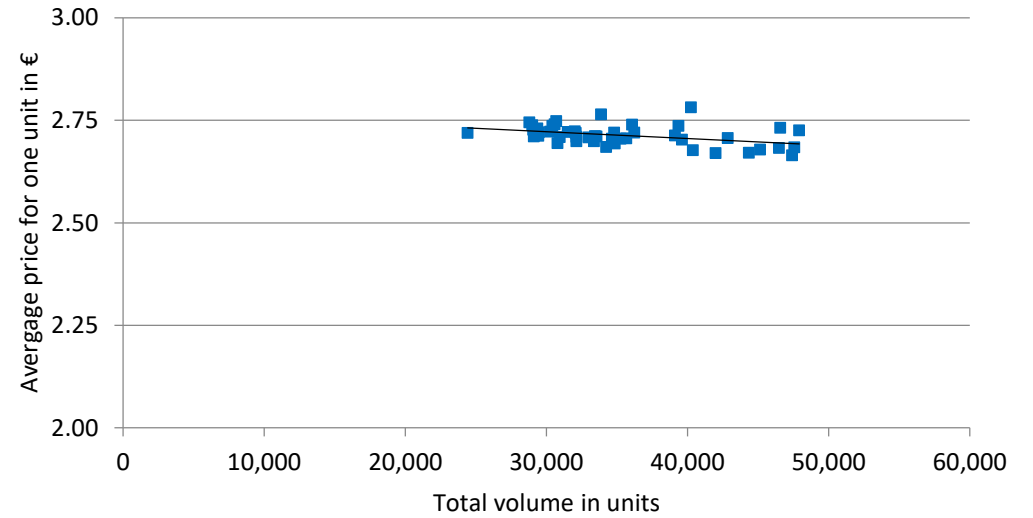
Linear Trend



Effect of Seasonality

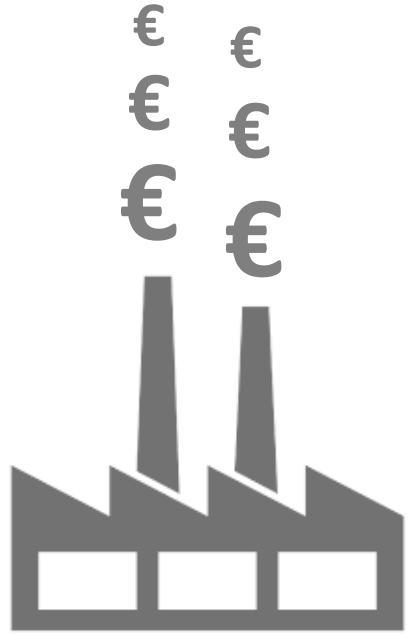


Unexplained rest





# the predictive factory.



SAP BusinessObjects Predictive Analytics

Model Version

Home / Fraud Claims / Fraud

Version 1

Close Results

Auto Arrange

Settings

Component

Name: HANA Auto Classification

Alias: HANA Auto Classification

Input Information

Target Variable: IS\_FRAUD

Explanatory Variables: All (15)

Output Information

REPORTS SUMMARY DATA GRID

Overview

Model Performance

Predictive Power: 76.3%

Prediction Confidence: 88.4%

Target Key Frequency

Validation: 88% Estimation: 89%

Maximum Smart Variable Contributions

|                      |        |
|----------------------|--------|
| BODILY_INJURY_AMOUNT | 41.28% |
| INCOME_CATEGORY      | 12.3%  |
| AGE                  | 12.2%  |
| PROPERTY_DAMAGE      | 11.34% |
| PAYMENT_METHODCD     | 6.54%  |

HANA Auto Classification Flowchart:

```

    graph LR
      DEMO[DEMO] --> HANA_Filter[HANA Filter]
      DEMO --> HANA_Partition[HANA Partition]
      HANA_Partition --> HANA_Auto_CL[HANA Auto CL]
      HANA_Partition --> HANA_Native_B[HANA Native B]
      HANA_Partition --> HANA_C4_5[HANA C4.5]
      HANA_Auto_CL --> HANA_Auto_CL_2[HANA Auto CL]
      HANA_Native_B --> HANA_Native_B_2[HANA Native B]
      HANA_C4_5 --> HANA_C4_5_HA[HANA C4.5 HA]
      HANA_Auto_CL_2 --> HANA_Model_C[HANA Model C]
      HANA_Native_B_2 --> HANA_Model_C
      HANA_C4_5_HA --> HANA_Model_C
      HANA_Filter --> EXT_GLMNet[EXT GLMNet]
      EXT_GLMNet --> EXT_GLMNet_2[EXT GLMNet_2]
  
```

SAP HANA

Model

Active Version 1

Notifications

- Task Run Succeeded: Task MonthlyRetrain finished successfully. 28 minutes ago
- Task Run Succeeded: Task MonthlyRetrain finished successfully. 2 hours ago
- Task Run Succeeded: Task MonthlyRetrain finished successfully. 2 hours ago
- Task Run Succeeded: Task Importation des modèles finished successfully. 2 hours ago

Version 1 Retraining Occurrences (4)

Prediction Confidence

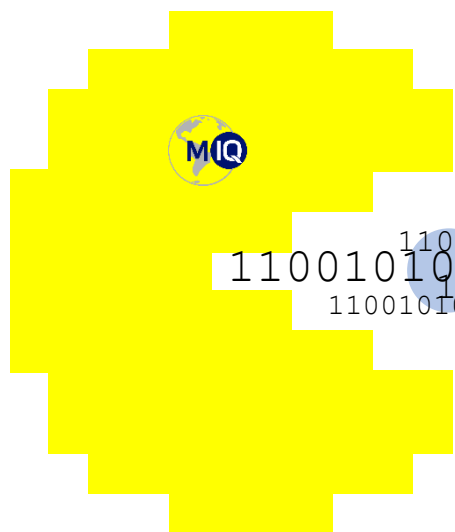
| Training Date   | Prediction Confidence |
|-----------------|-----------------------|
| 7/20/16 1:54 PM | ~90                   |
| 7/20/16 1:57 PM | ~92                   |
| 7/20/16 1:58 PM | ~85                   |
| 7/20/16 3:24 PM | ~90                   |

Variable Count

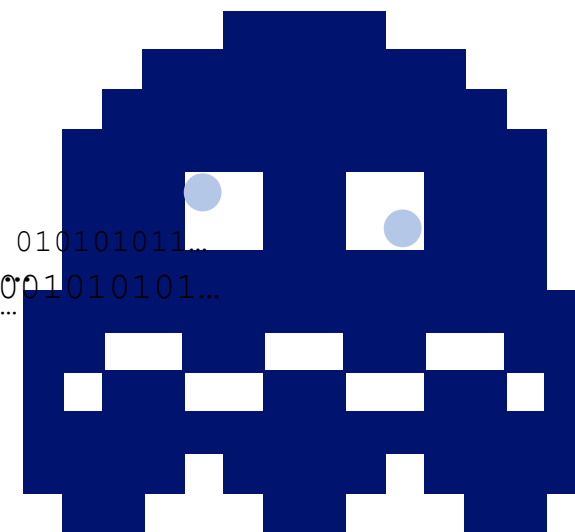
Row C

Dismiss All

# feed the data harmonization monster.



11001010101... 010101011... 010101010101111... 1101010... 11001010101... 010101011...  
11001010101... 010101011... 010101010101111... 1101010... 11001010101... 010101011...  
11001010101... 010101011... 010101010101111... 1101010... 11001010101... 010101011...



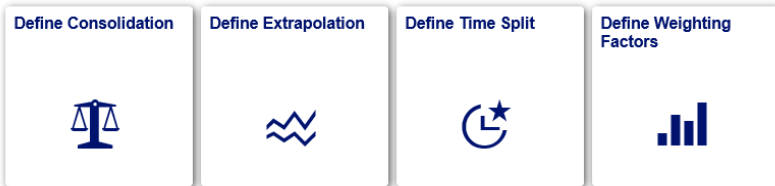
# powerful backend.

## Data Provider



**Full control of your data deliveries**

## Global Market Data Provider



**Define your time split**

## Global Market Data Supervisor



**Release & publish according to your schedule**

## Product Harmonization User



**Map & harmonize your data**

# so non-digital.

>> Chapter 1  
Benefit for you

>> Chapter 2  
Structure & Content of  
Delivery

>> Chapter 3  
Product

>> Chapter 4  
Market

>> Chapter 5  
Fact

>> Chapter 6  
Time

GLOBAL  
WHITE BOOK

>> DEFINITION OF THE GLOBAL MARKET

## Category Overview

| CATEGORY                 | SUB-CATEGORY  | SEGMENT   |
|--------------------------|---|---|
| 1. Hand Body             | 1.1 Hand<br>1.2 Body APC                              | 1.1 Hand<br>1.2.1 Body<br>1.2.2 APC   |
| 2. Face                  | 2.1 Face Care<br>2.2 Face Cleansing                   | 2.1 Face Care<br>2.2 Face Cleansing   |
| 3. Baby                  | 3.1 Baby Care<br>3.2 Baby Cleansing<br>3.3 Baby Wipes | 3.1 Baby Care<br>3.2 Baby Cleansing<br>3.3 Baby Wipes   |
| 4. Sun                   | 4.1 Protection<br>4.2 After Sun                       | 4.1 Protection<br>4.2 After Sun   |
| 5. <u>Men</u>            | 5.1 Men Face Care<br>5.2 After Shave<br>5.3 Shaving   | 5.1.1 Men Moisturizer<br>5.1.2 Men Cleansing<br>5.2 After Shave<br>5.3 Shaving                            |
| 6. Deo                   | 6.1 Female Unisex<br>6.2 Male                         | 6.1 <u>Female Unisex</u><br>6.2 Male  |
| 7. <u>Body Cleansing</u> | 7.1 Bath Shower<br>7.2 Soap<br>7.3 Intimate           | 7.1.1 Bath<br>7.1.2 Shower<br>7.2 Soap<br>7.3 Intimate  |
| 8. Hair                  | 8.1 Hair Care<br>8.2 Hair Styling                     | 8.1.1 Shampoo<br>8.1.2 Conditioner<br>8.1.3 Treatment<br>8.2.1 Gel Cream Wax<br>8.2.2 Foam<br>8.2.3 Spray |
| 9. Lip                   | 9. Lip  | 9. Lip  |

Published: September 2014

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GLOBAL  
WHITE BOOK

>> DEFINITION OF THE NIVEA RELEVANT  
GLOBAL CATEGORIES

Published: September 2014

**across**

**> 50**



**countries.**

nielsen  
.....



IRi  
Growth delivered.

KANTAR MEDIA

imshealth™

Aztec  
Australia



Nielsen  
Media Research

AccuWeather

DataOrbis

**across  
multiple  
data sources.**



**five new**  
**global attributes.**



# product lines/benefits.



# packaging form/texture.



# gender.



**male**



**female**



**data  
scientist**

# at a granular level.

## SOURCE

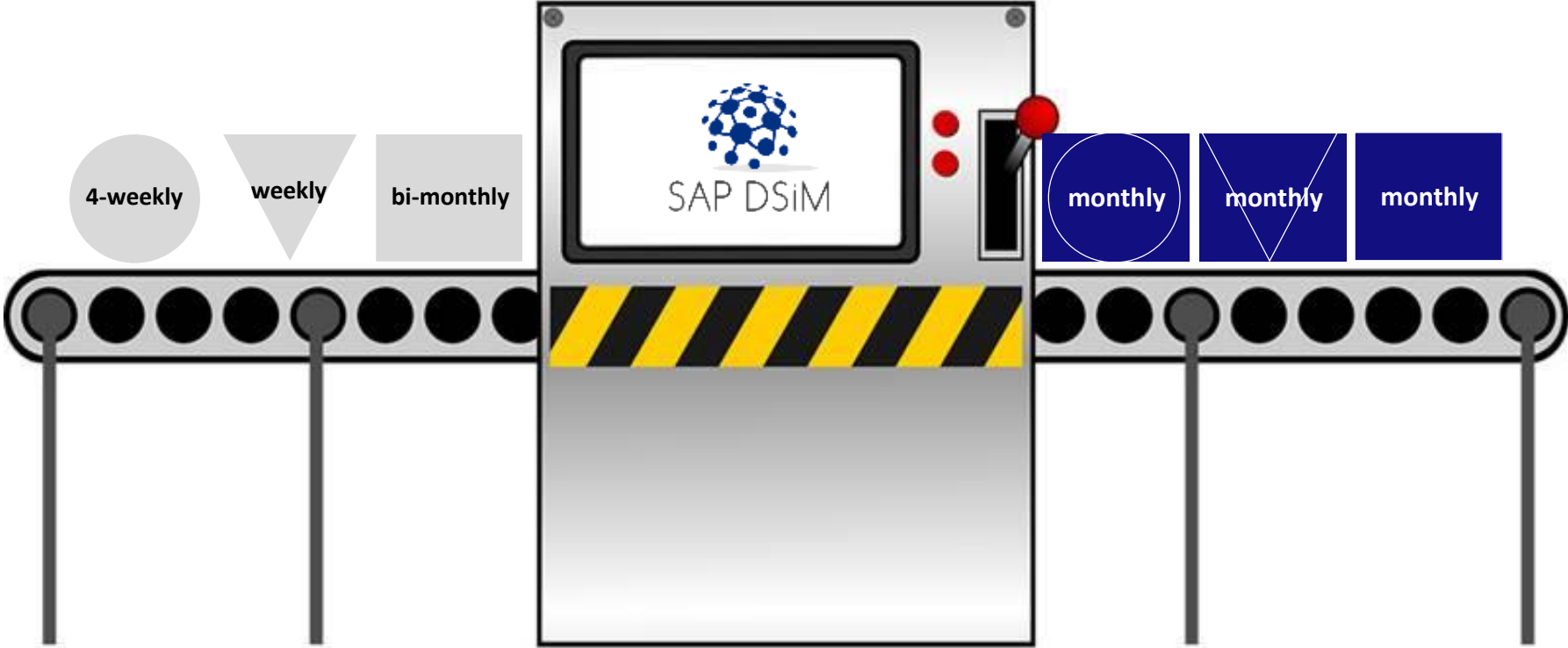
|         |  |
|---------|--|
| Hungary | Nivea S.S.Keny.Kr.B.Milk Szb.F.250ml   |
| UK      | Nivea Body Triple Actn Cndtnng Ltn Body  |
| France  | NIVEA LAIT DOUCEUR HYDRATANT LAIT  |
| Germany | BDF NIVEA BODY SOFT MILK LOT 250 ML  |
| Italy   | BDF NIVEA BODY ESS ALTRI 400 FLUIDA VELLI ANTE<br>CORPO BURRO DI KARITE' P.SEC 1 |
| Poland  | NIVEA BDF L.Body Milk sk.wr.rum.mie.B400   |
| USA     | NV B LT D VE 8.4OZ   |

## GLOBAL



Smooth Milk  
250ml

# consistent time period.





# consistent time period.



nielsen

weekly



nielsen

4-weekly



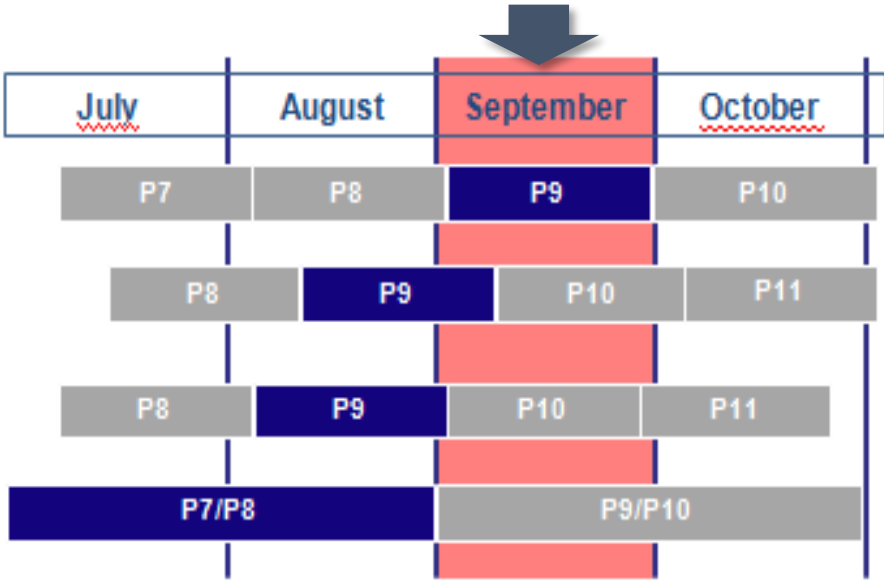
nielsen

4-weekly



nielsen

bi-monthly



**P** = published period

# what's in 4us.

**REDUCES HARMONIZATION  
EFFORTS**



**REDUCES ANALYTICS  
EFFORTS**



**PROVIDES NEW  
VIEWPOINTS & CLAIMS**



# sf

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**“Talk business, do not talk IT”**

**Strong involvement of business users**

**Full support of top management**

**“Less is more”**

**A dedicated, small team**

