Achieving Mutual Growth through
Data Centered Collaboration

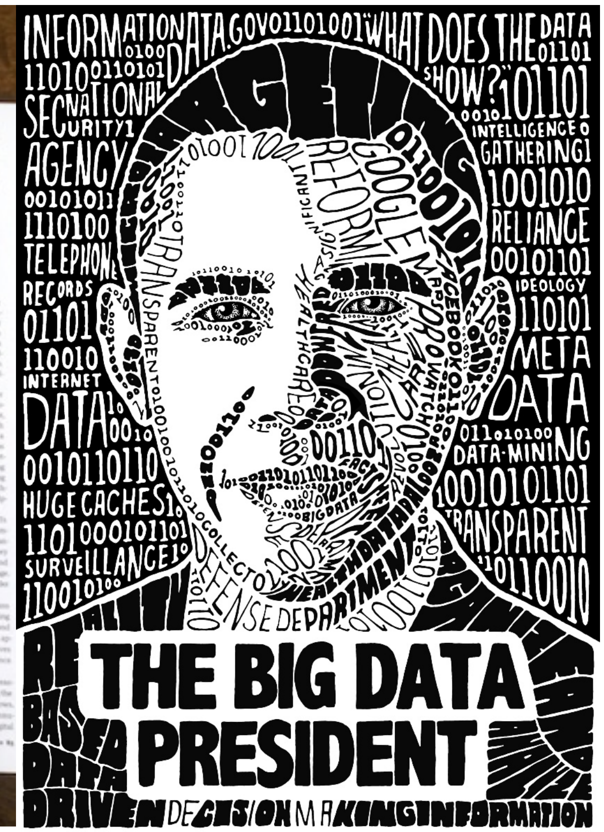
POI
PROMOTION OPTIMIZATION INSTITUTE

LEVERAGING COMPETITIVE MARKET AND MEDIA DATA TO UNDERSTAND YOUR MARKETING PERFORMANCE

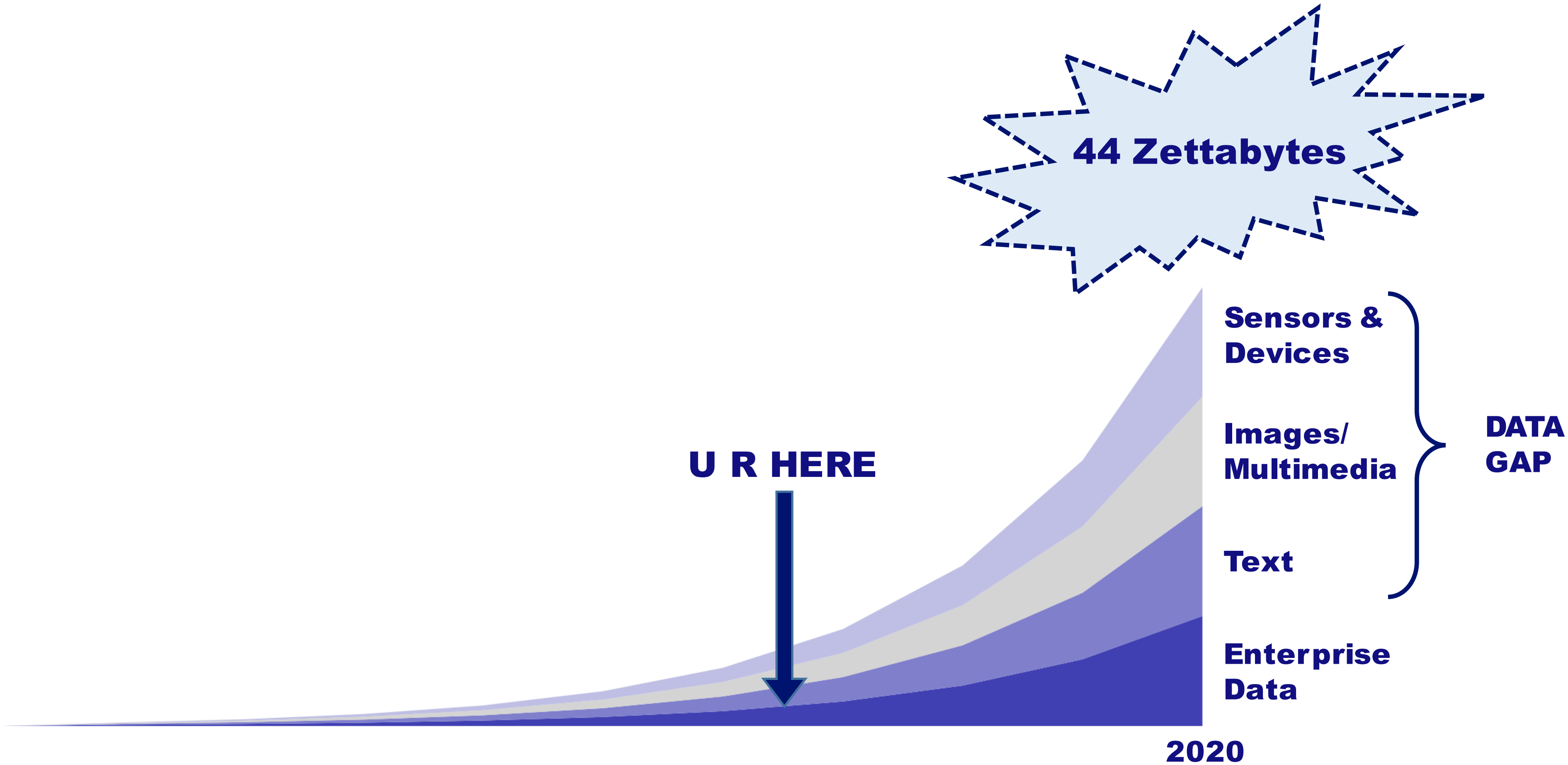
Promotion Optimization Institute • Fall Summit 2016 • Dallas, TX

we are a global Skin Care company.

a new marketing reality.



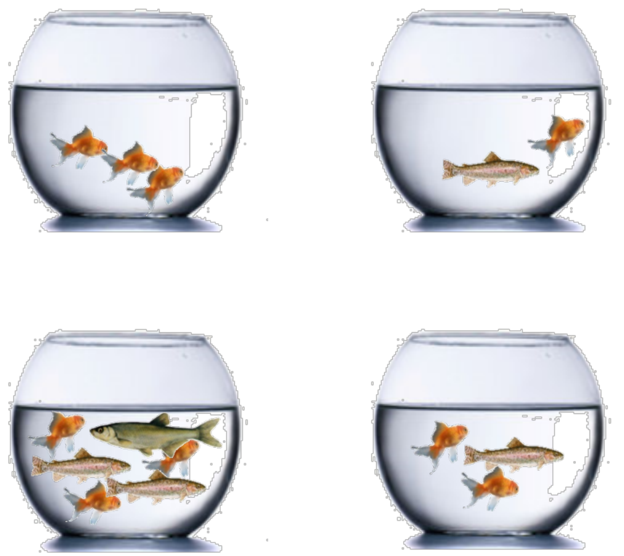
huuuaaa... it‘s BIG.



do the un$exy analytics first.

SOCIAL ANALYTICS

DECISION SCIENCE



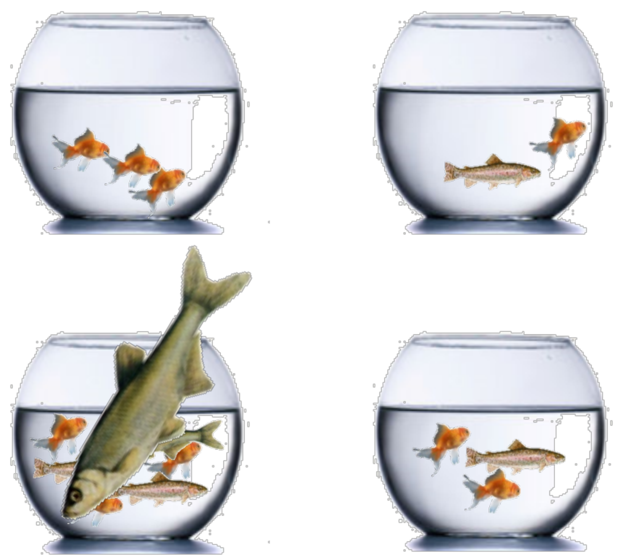
PERFORMANCE MEASUREMENT

DATA EXPLORATION

do the un$exy analytics first.

SOCIAL ANALYTICS

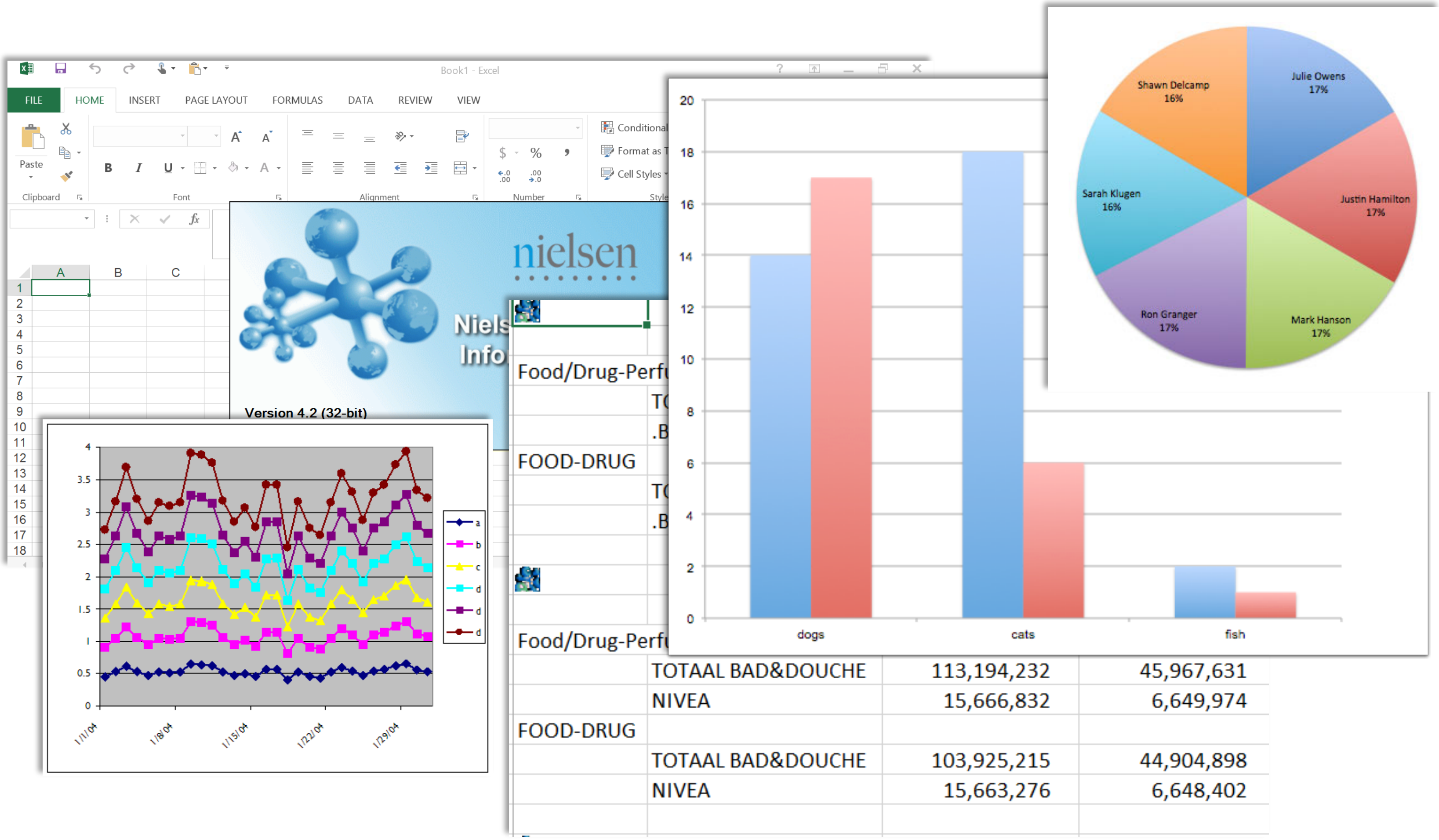
DECISION SCIENCE



PERFORMANCE MEASUREMENT

DATA EXPLORATION

less this.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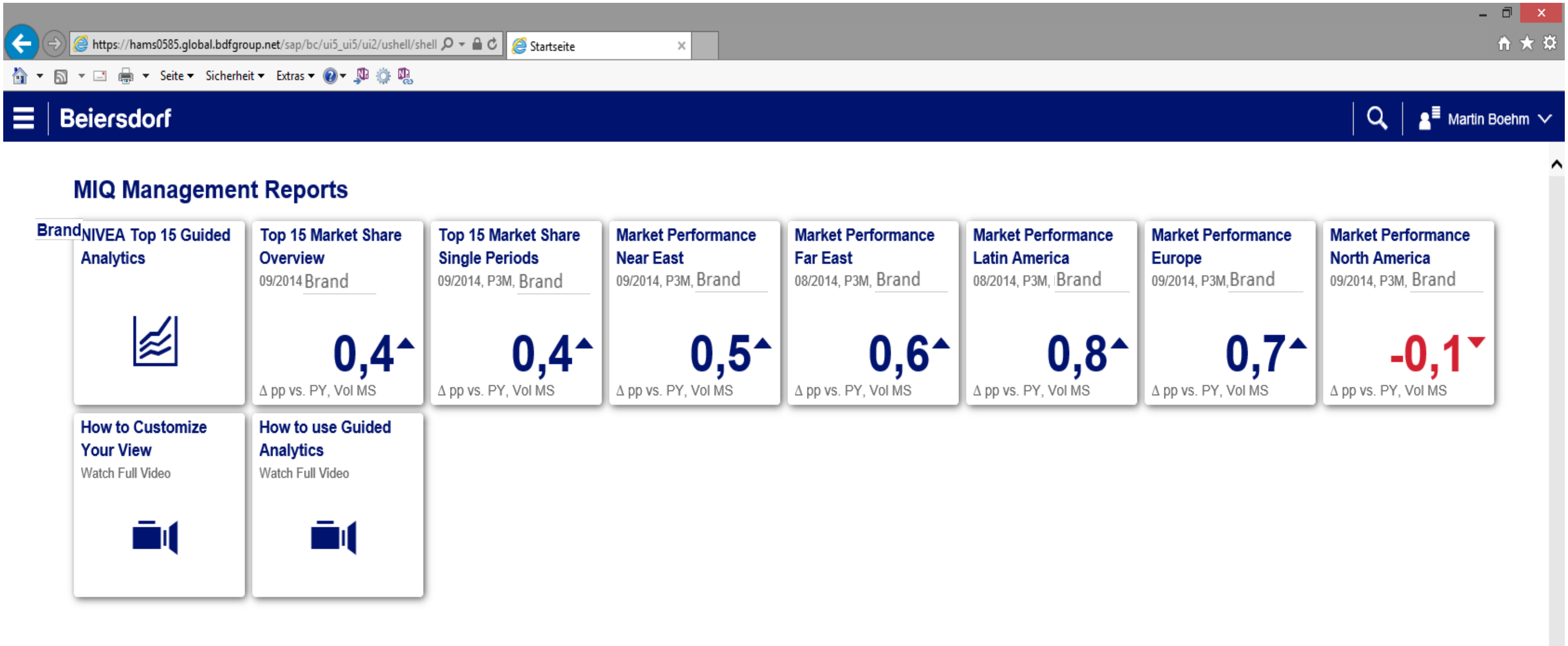
Cell Styles
nielsen
Version 4.2 (32-bit)
Food/Drug-Perf
FOOD-DRUG
Food/Drug-Perf
TOTAAL BAD&DOUCHE 113,194,232 45,967,631
NIVEA 15,666,832 6,649,974
FOOD-DRUG
TOTAAL BAD&DOUCHE 103,925,215 44,904,898
NIVEA 15,663,276 6,648,402
dogs
cats
fish
Shawn Delcamp 16%
Julie Owens 17%
Sarah Klugen 16%
Justin Hamilton 17%
Ron Granger 17%
Mark Hanson 17%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Sicherheit
Extras
Beiersdorf
Martin Boehm
MIQ Management Reports
Brand
NIVEA Top 15 Guided Analytics
Top 15 Market Share Overview
09/2014 Brand
0,4
Δ pp vs. PY, Vol MS
Top 15 Market Share Single Periods
09/2014, P3M, Brand
0,4
Δ pp vs. PY, Vol MS
Market Performance Near East
09/2014, P3M, Brand
0,5
Δ pp vs. PY, Vol MS
Market Performance Far East
08/2014, P3M, Brand
0,6
Δ pp vs. PY, Vol MS
Market Performance Latin America
08/2014, P3M, Brand
0,8
Δ pp vs. PY, Vol MS
Market Performance Europe
09/2014, P3M, Brand
0,7
Δ pp vs. PY, Vol MS
Market Performance North America
09/2014, P3M, Brand
-0,1
Δ pp vs. PY, Vol MS
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Watch Full Video
How to use Guided Analytics
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Beiersdorf | Martin Boehm

Top 15

NIVEA

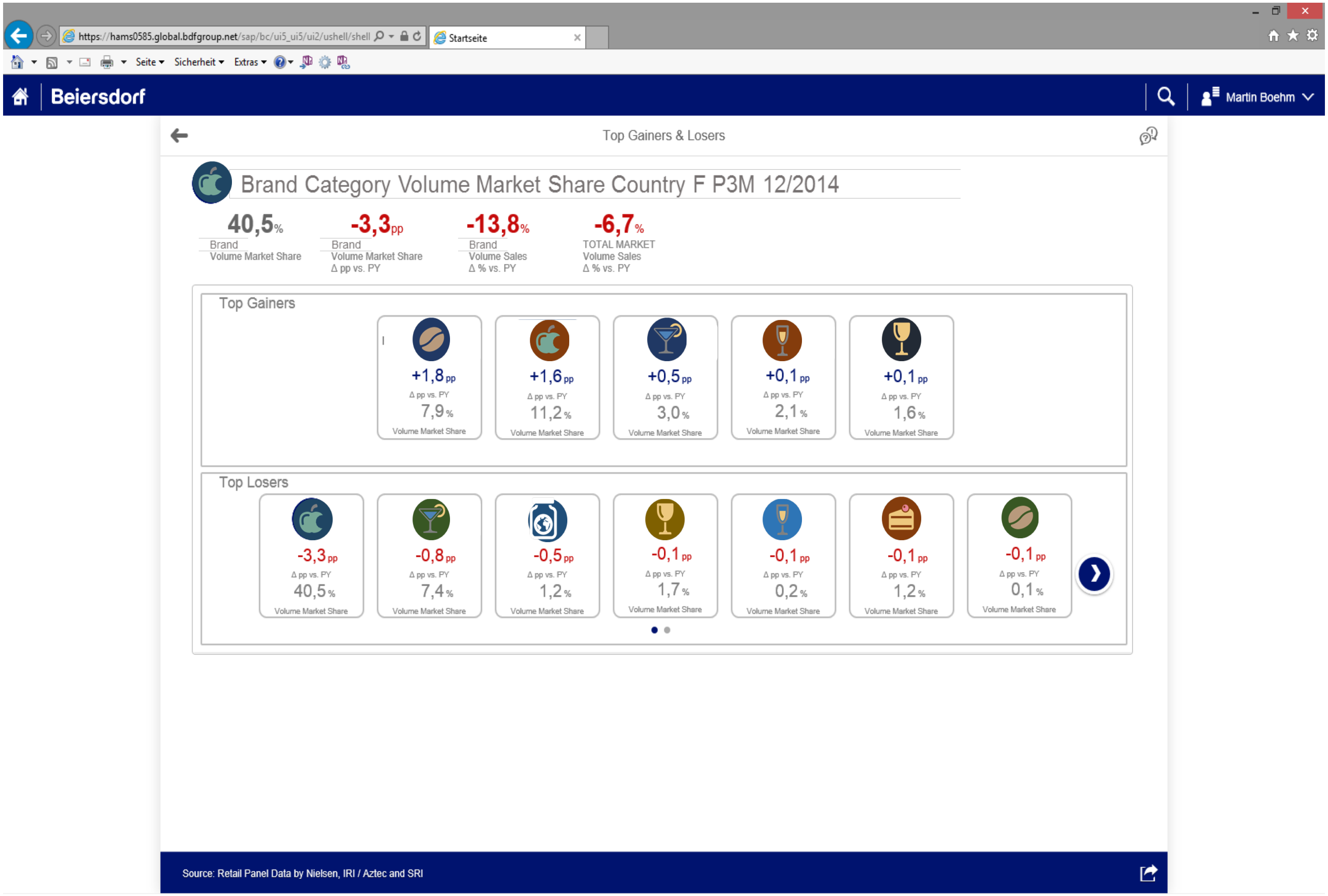
Volume Market Share P3M 12/2014

Volume Market Share (P3M)

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

Source: Retail Panel Data by Nielsen, IRI / Aztec and SRI

Top 15 Report | Bridging Report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Top Gainers & Losers
Brand Category Volume Market Share Country F P3M 12/2014
40,5%
Brand
Volume Market Share
-3,3pp
Brand
Volume Market Share
Δ pp vs. PY
-13,8%
Brand
Volume Sales
Δ % vs. PY
-6,7%
TOTAL MARKET
Volume Sales
Δ % vs. PY
Top Gainers
+1,8 pp
Δ pp vs. PY
7,9 %
Volume Market Share
+1,6 pp
Δ pp vs. PY
11,2 %
Volume Market Share
+0,5 pp
Δ pp vs. PY
3,0 %
Volume Market Share
+0,1 pp
Δ pp vs. PY
2,1 %
Volume Market Share
+0,1 pp
Δ pp vs. PY
1,6 %
Volume Market Share
Top Losers
-3,3 pp
Δ pp vs. PY
40,5 %
Volume Market Share
-0,8 pp
Δ pp vs. PY
7,4 %
Volume Market Share
-0,5 pp
Δ pp vs. PY
1,2 %
Volume Market Share
-0,1 pp
Δ pp vs. PY
1,7 %
Volume Market Share
-0,1 pp
Δ pp vs. PY
0,2 %
Volume Market Share
-0,1 pp
Δ pp vs. PY
1,2 %
Volume Market Share
-0,1 pp
Δ pp vs. PY
0,1 %
Volume Market Share
Source: Retail Panel Data by Nielsen, IRI / Aztec and SRI

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Drivers Market Share Change

Brand Category Volume Market Share Country F P3M 12/2014

11,2%	+1,6pp	+8,5%	1,2MPCS	2,22EUR	-2,9%
Brand Volume Market Share	Brand Volume Market Share Δ pp vs. PY	Brand Volume Sales Δ % vs. PY	Brand Volume Sales	Brand Avg. Price	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

Source: Retail Panel Data by Nielsen, IRI / Aztec and SRI

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

Source: Retail Panel Data by Nielsen, IRI / Aztec and SRI

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Beiersdorf
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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 %
Avg. Price	1,94 EUR	-6,3 %
Wght. Distribution	30,0 %	+16,0 pp
Percentage of Brand Volume Sales	12,6 %	+5,4 %
Brand Volume Sales	1,2 MPCS	+8,5 %

Source: Retail Panel Data by Nielsen, IRI / Aztec and SRI

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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 %

Source: Retail Panel Data by Nielsen, IRI / Aztec and SRI

https://hams0585.global.bdfgroup.net/sap/bc/ui5_ui5/ui2/ushell/shell

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Product Fact Sheet

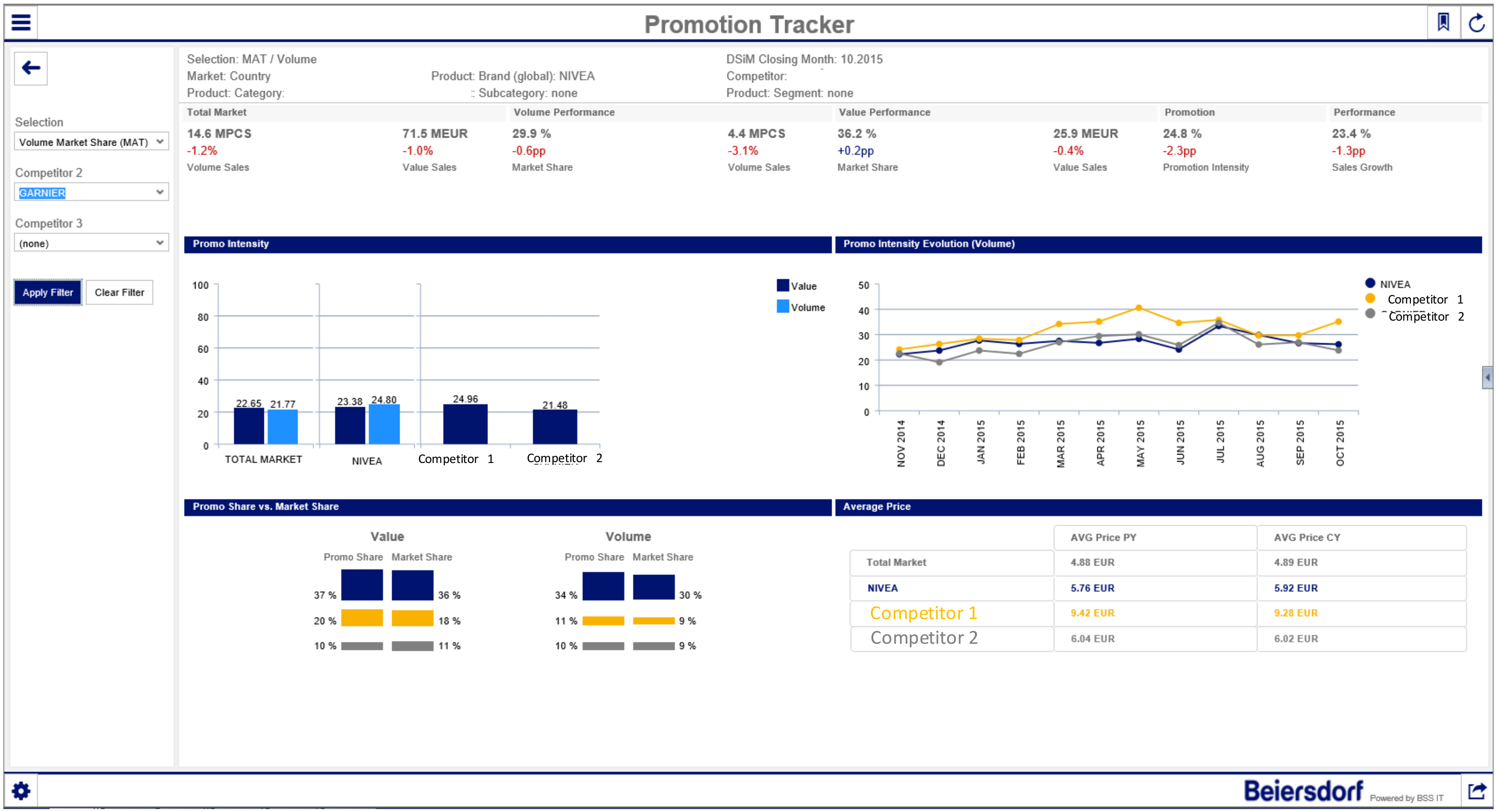
Product Category Volume Market Share Country F P3M 12/2014

Key Facts | Price | Distribution

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

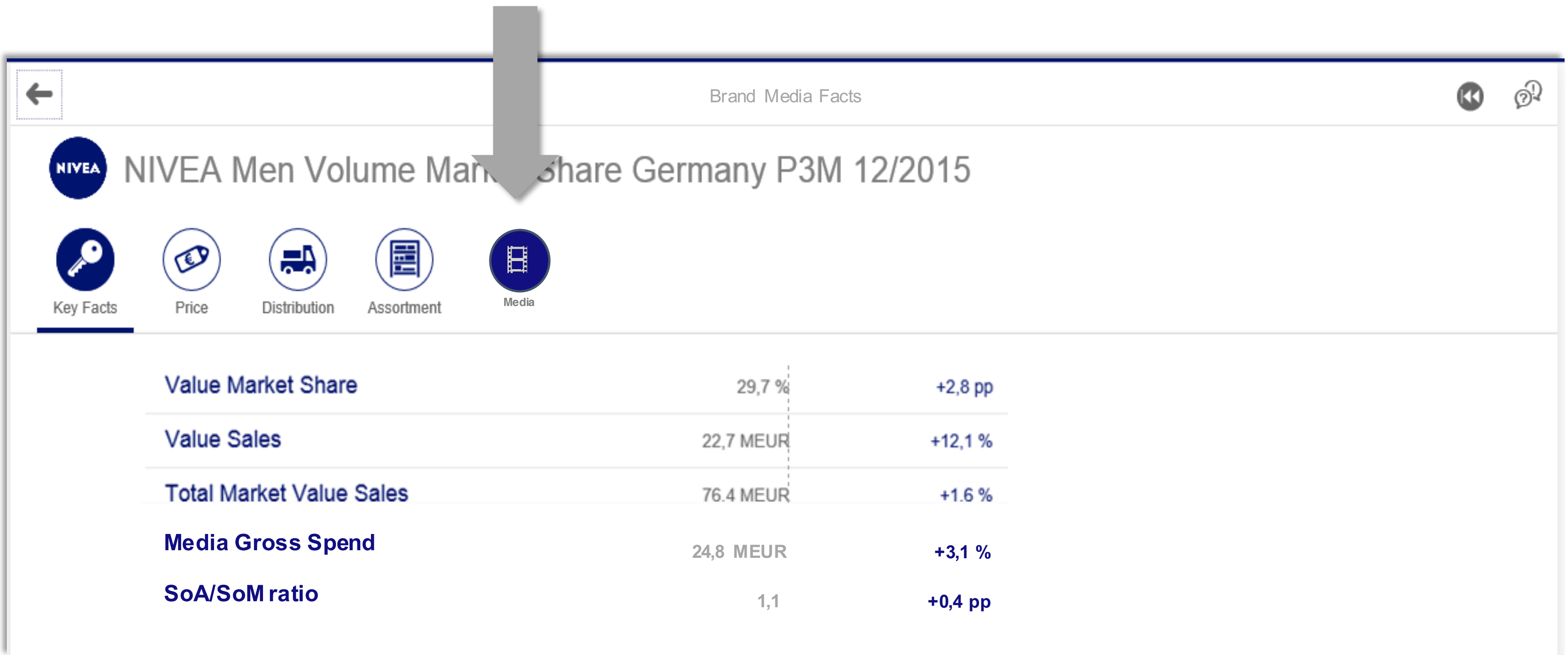
Source: Retail Panel Data by Nielsen, IRI / Aztec and SRI

promo.

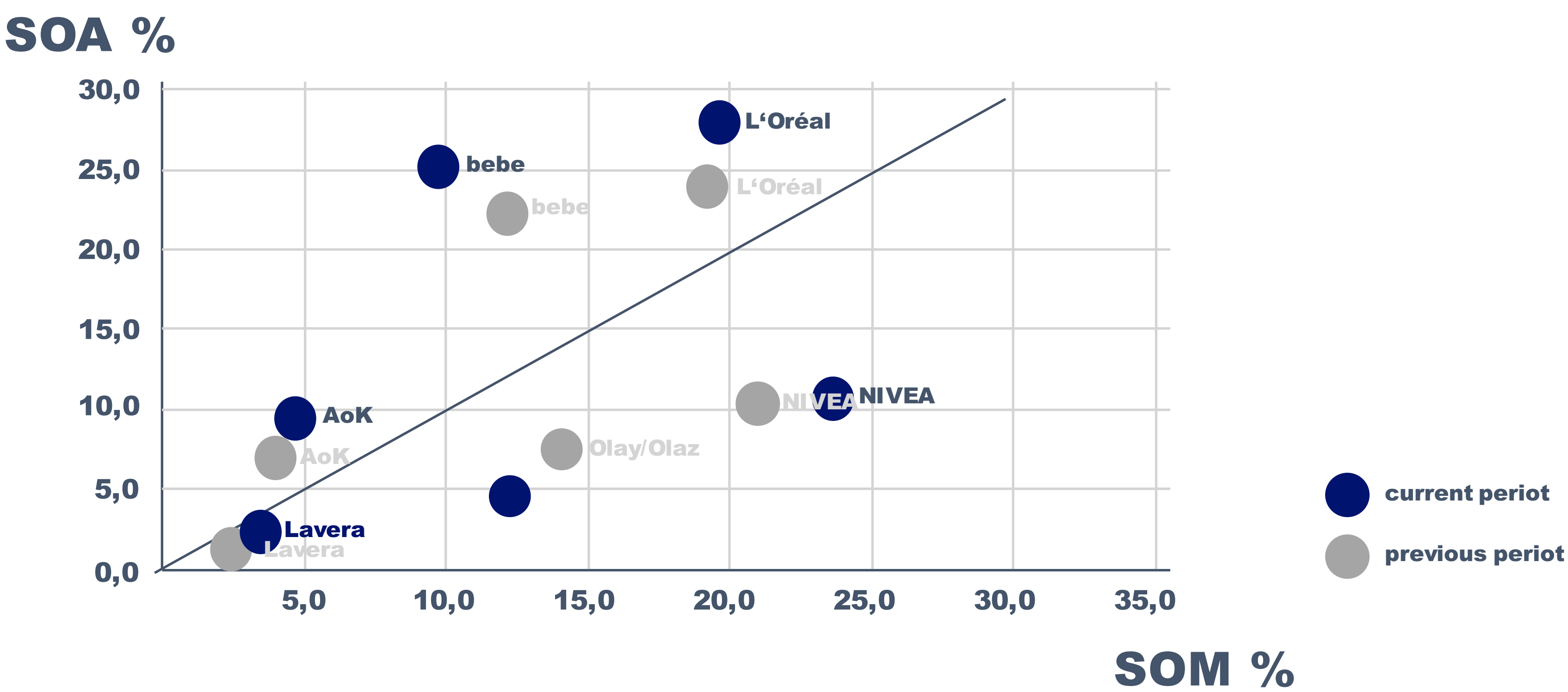


Promotion Tracker
Selection
Volume Market Share (MAT)
Competitor 2
GARNIER
Competitor 3
(none)
Apply Filter
Clear Filter
Selection: MAT / Volume
Market: Country
Product: Brand (global): NIVEA
Product: Category:
: Subcategory: none
DSiM Closing Month: 10.2015
Competitor:
Product: Segment: none
Total Market
14.6 MPCS
-1.2%
Volume Sales
71.5 MEUR
-1.0%
Value Sales
Volume Performance
29.9 %
-0.6pp
Market Share
4.4 MPCS
-3.1%
Volume Sales
Value Performance
36.2 %
+0.2pp
Market Share
25.9 MEUR
-0.4%
Value Sales
Promotion
24.8 %
-2.3pp
Promotion Intensity
Performance
23.4 %
-1.3pp
Sales Growth
Promo Intensity
Value
Volume
22.65 21.77
23.38 24.80
24.96
21.48
TOTAL MARKET
NIVEA
Competitor 1
Competitor 2
Promo Intensity Evolution (Volume)
NIVEA
Competitor 1
Competitor 2
NOV 2014
DEC 2014
JAN 2015
FEB 2015
MAR 2015
APR 2015
MAY 2015
JUN 2015
JUL 2015
AUG 2015
SEP 2015
OCT 2015
Promo Share vs. Market Share
Value
Promo Share
Market Share
37 %
36 %
20 %
18 %
10 %
11 %
Volume
Promo Share
Market Share
34 %
30 %
11 %
9 %
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

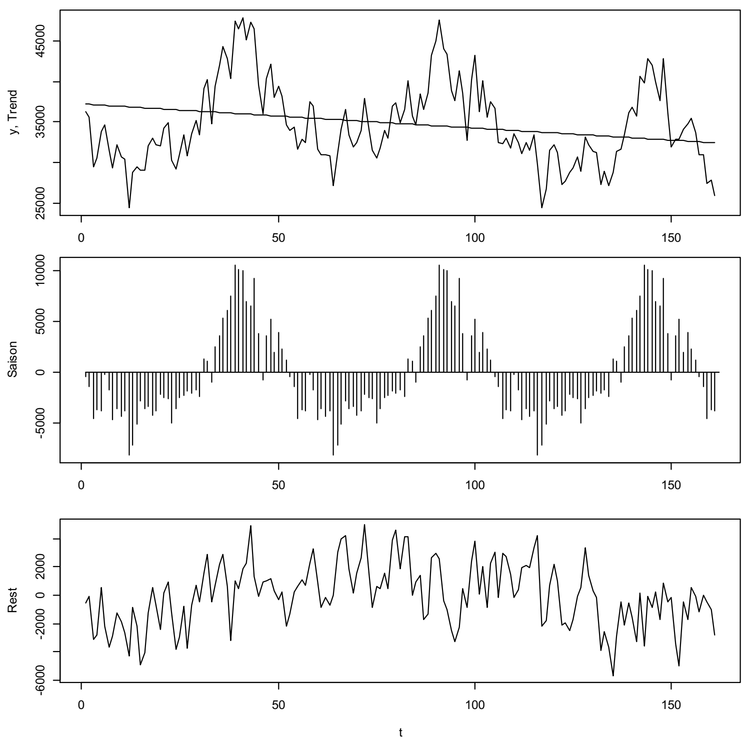
media.


Brand Media Facts
NIVEA
NIVEA Men Volume Mar
Share Germany P3M 12/2015
Key Facts
Price
Distribution
Assortment
Media
Value Market Share 29,7 % +2,8 pp
Value Sales 22,7 MEUR +12,1 %
Total Market Value Sales 76.4 MEUR +1.6 %
Media Gross Spend 24,8 MEUR +3,1 %
SoA/SoM ratio 1,1 +0,4 pp

soa/som dev.


SOA %
30,0
25,0
20,0
15,0
10,0
5,0
0,0
5,0
10,0
15,0
20,0
25,0
30,0
35,0
SOM %
L'Oréal
bebe
L'Oréal
bebe
NIVEA
NIVEA
AoK
Olay/Olaz
AoK
Lavera
Lavera
current periot
previous periot

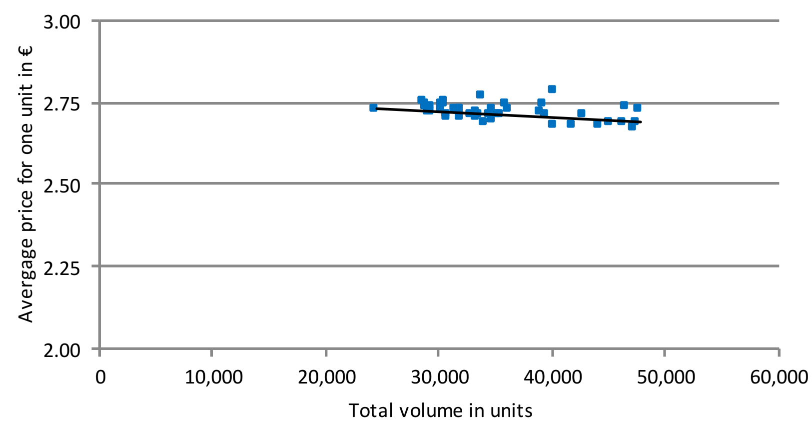
price elasticity.



Linear Trend

Effect of Seasonality

Unexplained rest



feed the data harmonization monster.

powerful backend.

Data Provider

- Plan Data Deliveries
- Data Delivery Monitor

Full control of your data deliveries

Global Market Data Provider

- Define Consolidation
- Define Extrapolation
- Define Time Split
- Define Weighting Factors

Define your time split

Global Market Data Supervisor

- Manage Publishing Groups
- Release Data for Global Reporting
- Publish Data
- Location Work Items
- Process Monitor

Release & publish according to your schedule

Product Harmonization User

- Product Work Items
- Product Worklist
- Map Products
- Mass Change of Harmonized Products
- Search Source Products
- Define Allowed Product Attributes
- Derive Harmonized Product Attributes

Map & harmonize your data

global whitebook.

GLOBAL
WHITE BOOK
>> DEFINITION OF THE NIVEA RELEVANT
GLOBAL CATEGORIES

Published: September 20

Category Overview

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

across

>50

countries.

across
multiple
data sources.