

KANTAR CONSULTING

# LIGHTNING TALK

APRIL 4, 2019







A wide-angle photograph of a vast field of red poppies in full bloom. The field stretches to the horizon under a dramatic sunset sky with a bright sun low on the horizon, casting a golden glow. The sky is filled with wispy clouds, and a single contrail from an aircraft is visible in the upper right. The overall mood is serene and inspiring.

**KANTAR**

We use

**TECHNOLOGY** and **DATA**

to inspire our

**CLIENTS, PEOPLE** and **SOCIETY**

to **CREATE** and **FLOURISH** in an

**EXTRAORDINARY WORLD**





We SUPPORT YOU  
to successfully run your

COMMERCIAL  
TRANSFORMATIONAL  
PROGRAMS





## Understanding, anticipating and shaping CHANGE



A photograph of a person's lower half as they walk through a grocery store aisle. The person is wearing light-colored trousers and dark sneakers with white laces. They are holding a bright green plastic shopping basket with a silver handle. The background shows shelves stocked with various products, including bottles and boxes, slightly out of focus.

# Equipping your organization to excel with RETAIL PARTNERS & SHOPPERS








# Delivering the right ROI to STAKEHOLDERS



# Making your PEOPLE FLOURISH



REVENUE GROWTH MANAGEMENT	SHOPPER INSIGHTS	TRADE FUNDS OPTIMIZATION	TPx				
ECOMMERCE	RETAIL EXECUTION	BUSINESS PLANNING	ASSORTMENT OPTIMIZATION	DIAGEO	MARS	★ HEINEKEN	
RETAIL INSIGHTS	VIRTUAL REALITY	DISTRIBUTOR MANAGEMENT	CATEGORY MANAGEMENT				L'ORÉAL








**KANTAR**

**TPx**





REVENUE GROWTH MANAGEMENT	SHOPPER INSIGHTS	TRADE FUNDS OPTIMIZATION	TPx				
ECOMMERCE	RETAIL EXECUTION	BUSINESS PLANNING	ASSORTMENT OPTIMIZATION	DIAGEO	MARS	★ HEINEKEN	
RETAIL INSIGHTS	VIRTUAL REALITY	DISTRIBUTOR MANAGEMENT	CATEGORY MANAGEMENT				L'ORÉAL








The background of the slide is a dark, slightly blurred photograph of a string of colorful flags (red, yellow, blue, white) and small white lights hanging from a building. The flags are strung diagonally across the frame.

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ASSORTMENT  
OPTIMIZATION

*P&G*

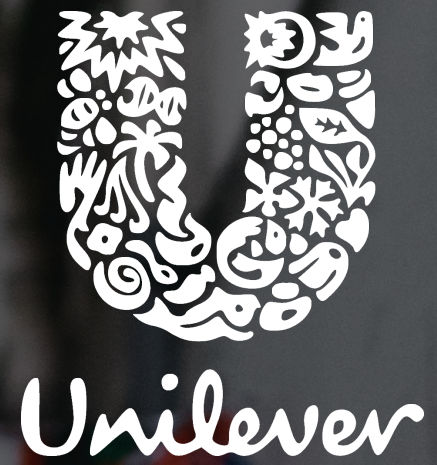


REVENUE GROWTH MANAGEMENT	SHOPPER INSIGHTS	TRADE FUNDS OPTIMIZATION	TPx				
ECOMMERCE	RETAIL EXECUTION	BUSINESS PLANNING	ASSORTMENT OPTIMIZATION	DIAGEO	MARS	★ HEINEKEN	
RETAIL INSIGHTS	VIRTUAL REALITY	DISTRIBUTOR MANAGEMENT	CATEGORY MANAGEMENT				L'ORÉAL








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CATEGORY  
MANAGEMENT





REVENUE GROWTH MANAGEMENT	SHOPPER INSIGHTS	TRADE FUNDS OPTIMIZATION	TPx				
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RETAIL INSIGHTS	VIRTUAL REALITY	DISTRIBUTOR MANAGEMENT	CATEGORY MANAGEMENT				L'ORÉAL








# KANTAR

RETAIL EXECUTION





REVENUE GROWTH MANAGEMENT	SHOPPER INSIGHTS	TRADE FUNDS OPTIMIZATION	TPx				
ECOMMERCE	RETAIL EXECUTION	BUSINESS PLANNING	ASSORTMENT OPTIMIZATION	DIAGEO	MARS	★ HEINEKEN	
RETAIL INSIGHTS	VIRTUAL REALITY	DISTRIBUTOR MANAGEMENT	CATEGORY MANAGEMENT				L'ORÉAL








**KANTAR**

**RETAIL INSIGHTS**

*gaf*



REVENUE GROWTH MANAGEMENT	SHOPPER INSIGHTS	TRADE FUNDS OPTIMIZATION	TPx				
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RETAIL INSIGHTS	VIRTUAL REALITY	DISTRIBUTOR MANAGEMENT	CATEGORY MANAGEMENT				L'ORÉAL








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**ASSORTMENT  
OPTIMIZATION**



**PEPSICO**



REVENUE GROWTH MANAGEMENT	SHOPPER INSIGHTS	TRADE FUNDS OPTIMIZATION	TPx				
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KANTAR

DISTRIBUTOR  
MANAGEMENT

*Kellogg's*



REVENUE GROWTH MANAGEMENT	SHOPPER INSIGHTS	TRADE FUNDS OPTIMIZATION	TPx				
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**VIRTUAL  
REALITY**

**MARS**



REVENUE GROWTH MANAGEMENT	SHOPPER INSIGHTS	TRADE FUNDS OPTIMIZATION	TPx				
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**KANTAR**

**BUSINESS  
PLANNING**

**L'ORÉAL**



REVENUE GROWTH MANAGEMENT	SHOPPER INSIGHTS	TRADE FUNDS OPTIMIZATION	TPx				
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# CUSTOMERS + KANTAR + Microsoft

RETAIL  
EXECUTION

DISTRIBUTOR  
MANAGEMENT

MACHINE  
LEARNING

RETAIL  
INSIGHTS

TPx

CATEGORY  
MANAGEMENT

NATURAL  
LANGUAGE

VIRTUAL  
REALITY

BUSINESS  
PLANNING

AI

PRESCRIPTIVE ANALYTICS  
ASSORTMENT  
OPTIMIZATION

SHOPPER  
INSIGHTS

IMAGE  
RECOGNITION

RAO



# KANTAR

Make your best BETTER

Be your best FASTER

Be your best EASIER

Be your best MORE OFTEN

**TRANSFORM YOUR BEST**





# ENABLING REVENUE & PROFIT GROWTH BY DELIVERING MORE WITH LESS





# Transformation Humanized

## A 5 Step “Quest For Best”

By Bryan Gildenberg

Come to our booth to get a copy of our brand new White Paper!





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THANK YOU