

The POI Canadian Summit

Driving Profitable
Growth North!



June 12-13, 2019 • Toronto, Ontario

Rethinking Trade Planning: The Evolution of People, Processes & Technology
An Interactive Discussion on Best Practices

WELCOME & INTRODUCTIONS



**VU
TRAN**

Industry Senior Manager
Consumer Goods & Services
Accenture



**ASHLEY
ONDRESKY**

Global IT Leader
Trade & RGM
Kimberly-Clark



**RITA
CHOI**

Director
Business Strategy Analytics
Red Bull



**MILENA
TRENTADUE**

Head of Commercial
Deployment
PMI

EVERYTHING HAS CHANGED...

THE OLD RULES NO LONGER APPLY



CONSUMER... Consumer owns brand



YOUR OFFER... Brands with purpose



CHANNELS... Integrating across business models



TECHNOLOGY... Plug-in & plug-out



COMPETITORS... Small taking a bite out of Big

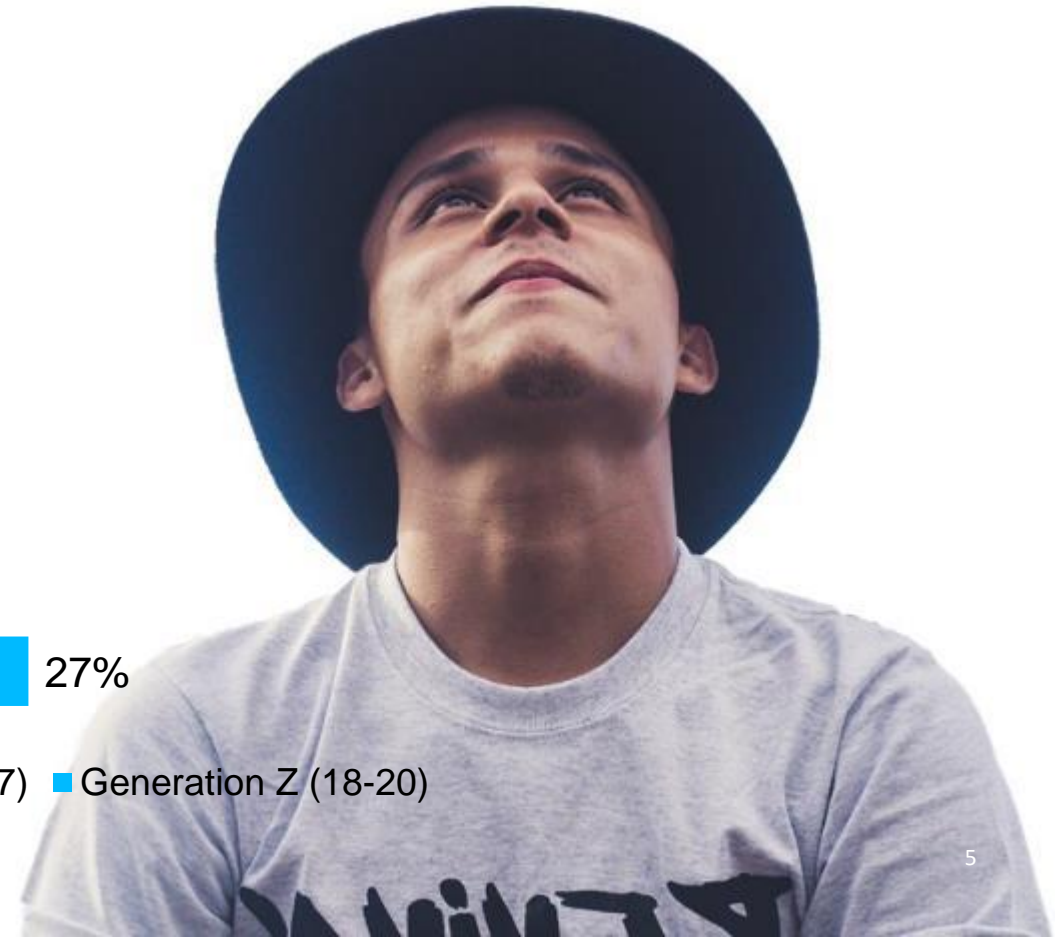
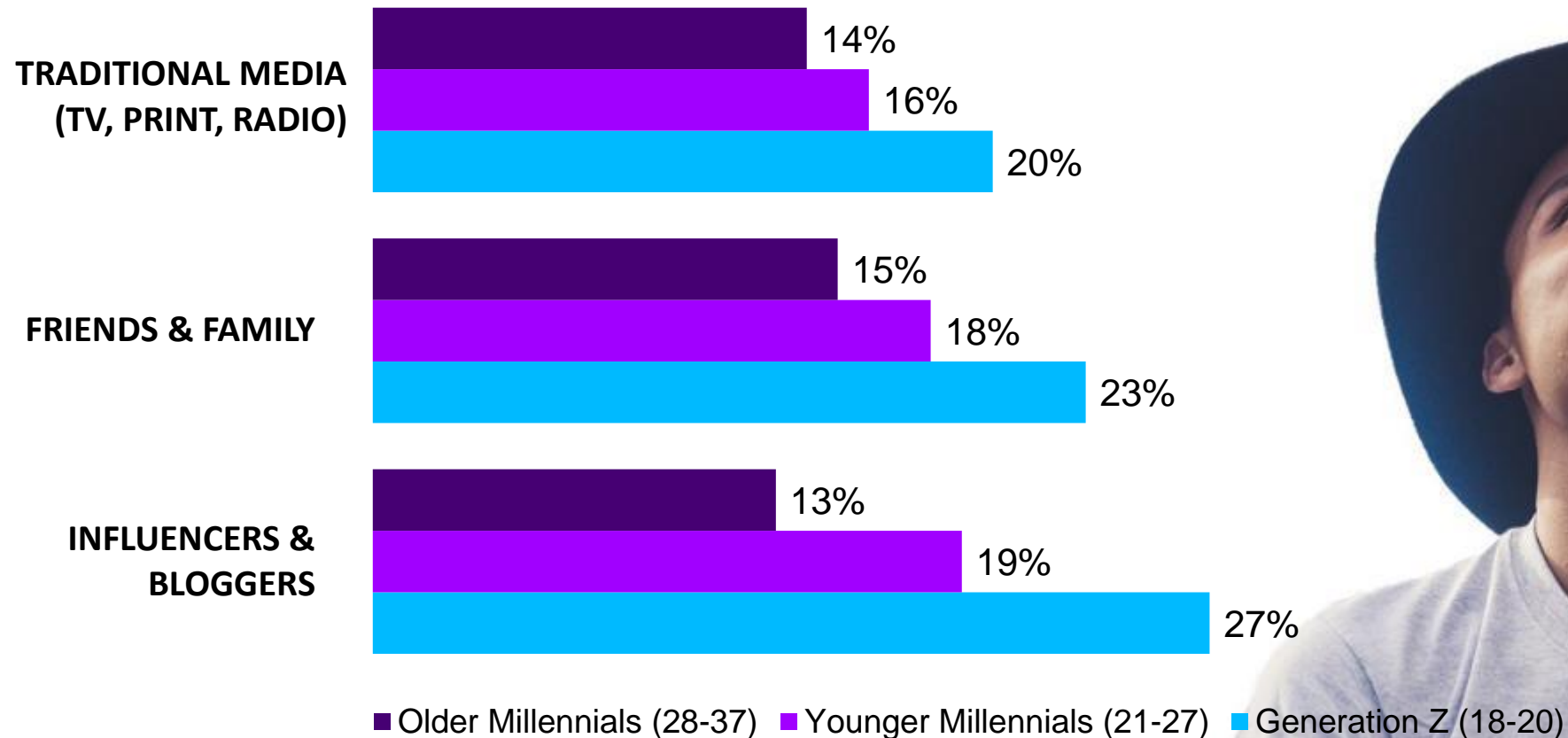
TODAY WINNING BRANDS EMBODY: AUTHENTICITY, AGILITY, AND RELEVANCE IN THE MOMENT



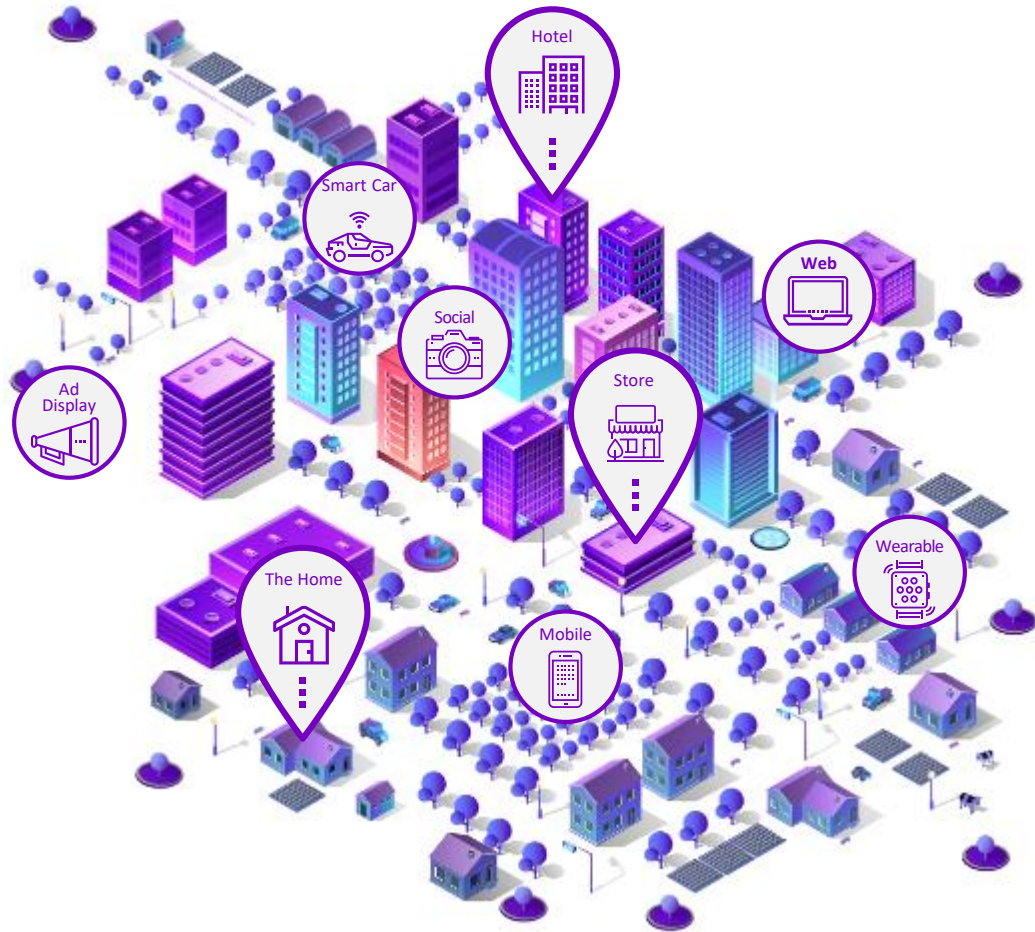
**“Millennials are not promiscuous;
They are polygamous”**

CONSUMERS HAVE NEW SOURCES OF INFLUENCE ON THEIR PURCHASE DECISIONS

HOW CONSUMERS DECIDE WHAT TO BUY



CHANNELS... COMPANIES MUST CREATE A WHOLISTIC ENGAGEMENT STRATEGY ACROSS TOUCHPOINTS AND CHANNELS



NEW POINTS OF SALE CREATED EVERYDAY



CARGO

SHIFTS FROM TRADITIONAL CHANNELS TO EXPERIENCE PLATFORMS

- Unilever footprint over 10 years
- Modern Trade: 65% to 50%
- Exp Platforms & eComm: 15% - 20%

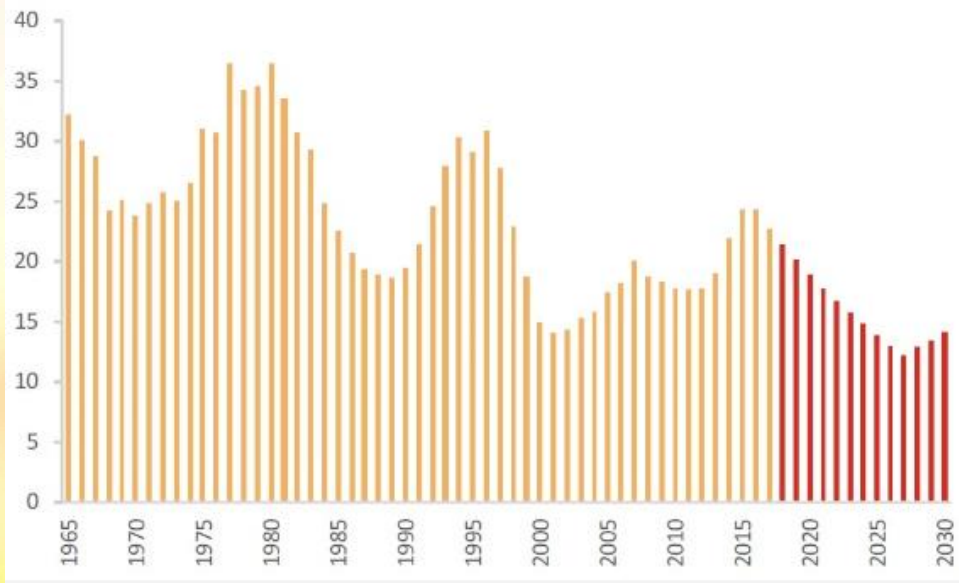
EVER INCREASING TOUCHPOINTS AND CONTENT INTRUSIONS

- Every two days we create as much information as we did from the beginning of time to 2003

ACROSS THE GLOBE WE COULD SEE THE AVERAGE COMPANY LASTING JUST 12 YEARS

Average company lifespan on S&P 500 Index in years

Chart 1: Average Company Lifespan on S&P 500 Index
Years, rolling 7-year average



Source: "Innosight analysis based on public S&P 500 data source 2018"



FUTURE VIEW

A WORLD
OF RELEVANCE @SCALE

