



KANTAR

Kantar Lightning Talk

POI Canadian Summit

Toronto, June 12th 2019

Ed Bishop, RGM & Commercial CoE

Consulting Division, Kantar

We use **TECHNOLOGY, CONSULTING** and **INSIGHTS**
to support our **CLIENTS** to be successful in our changing world
and to help them switching on **GROWTH**

Our practice areas support our **focus on growth**



Predicting Growth

Futures



Finding Growth

Strategy



Delivering Growth

Brand, Innovation



Enabling Growth

Organization



Optimizing Growth

ROI

Key Solutions:

Trends Activation Program
Futurecasting

GrowthFinder
Enhanced Visual Analytics

Whole-Business
Innovation
Purpose Journey

Marketing Organization
Design
Marketing Academy

Global Media Allocation
Brand Valuation

Retail, Channel and
Shopper
Insights (Custom,
Syndicated)

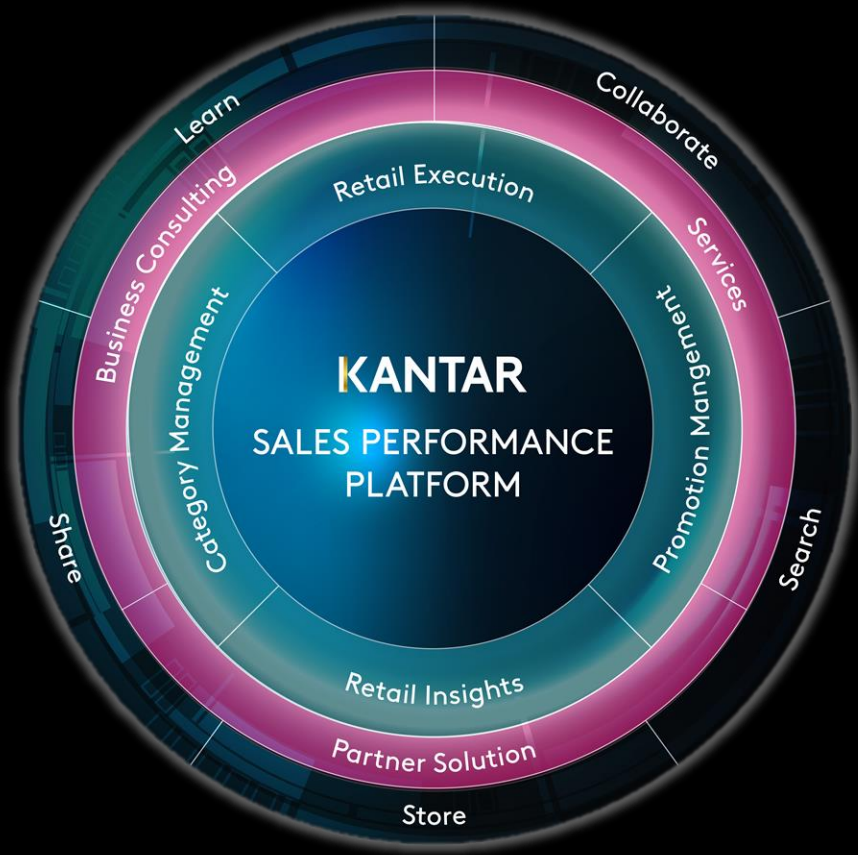
Category Growth Strategy
Customer Growth
Platforms

Assortment/Space
Optimization
Portfolio Optimization

Sales Organization
Performance
Sales Academy

Trade Promotion
Optimization
Retail Execution

Our platform and approach enables revenue and profit growth



TPx	Revenue Growth Management	Category Management	E-Commerce & Digital
Promo Funds Optimization	Distributor Management	Assortment Optimization	Shopper Insights
Business Planning	Retail Execution	Virtual Reality	Retail Insights

Some **Customers** on our Technology Offer



MARS

CAMPARI



Beiersdorf

Kellogg's

FERRERO

DIAGEO



L'ORÉAL

Mondelēz
International

KraftHeinz

Coca-Cola

Orkla

gaf

JDE

★ **HEINEKEN**

 **PEPSICO**





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Thank You

Steve Le Rhun

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