



acumen

# Promotion Optimisation & Pack Price Architecture (PPA)

## At a glance

Client: A global healthcare leader, operating in a competitive market and running aggressive promotions, seeks to drive profitable market share growth through promotion optimisation.

Objective: To redesign multi-channel pack price architecture to help improve net profit.

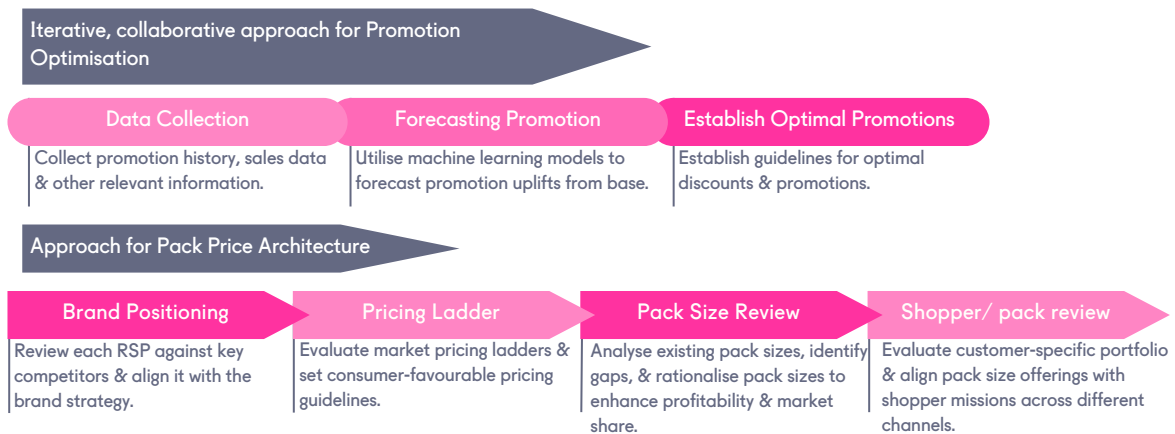
## Challenges

1. Rationalising the SKU range and tailoring it to different channels.
2. Managing pricing tensions across cross-channels.
3. Maximising the value derived from the catalogue and shelf display.
4. Improving ROI for promotional activities.

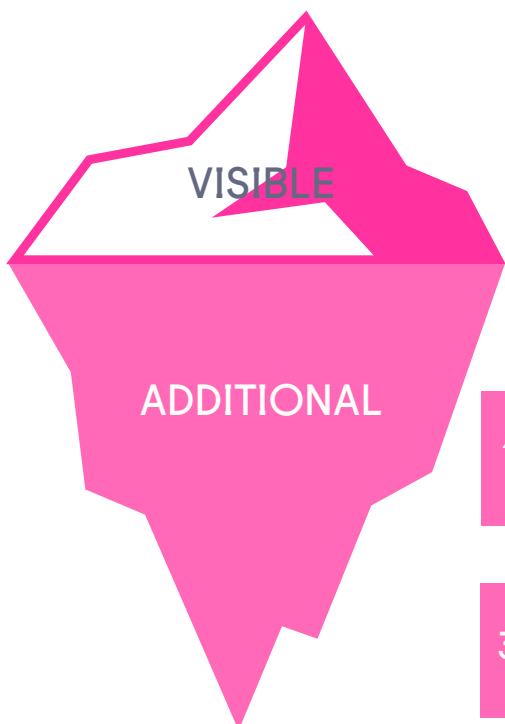
## Solutions

We implemented a holistic pack-price architecture and promotional strategy to ensure profitable growth of market share.

## Roadmap



## Benefits



### Tangible Outcomes:

**8%**  
Promo plan margin improvement in grocery

**\$722K**  
Profit from PPA

**\$683K**  
Profit from promotional optimisation

**99**  
Price adjustments and new pack introductions

### Additional Benefits:

**1** Alignment to shopper & pricing strategy  
The range was reset at the channel level, aligning it with shopper and pricing strategy.

**2** Comprehensive pricing architecture  
Pricing architecture was introduced to cover the existing range and NPD.

**3** New Promotional Guidelines  
300 new promotion guidelines were delivered at the SKU/ customer level.

**4** Halo model forecasting  
The "Halo" model was utilised to forecasts the impact of the catalogue on SKUs and categories.