

acumen Price & Promo Optimisation

At a glance

Client: A chilled desserts category leader in the UK responsible for driving category growth by 92%.

Objective: The business wanted to renew their focus on premiumisation and value growth. The goal was to successfully implement an ambitious price increase.

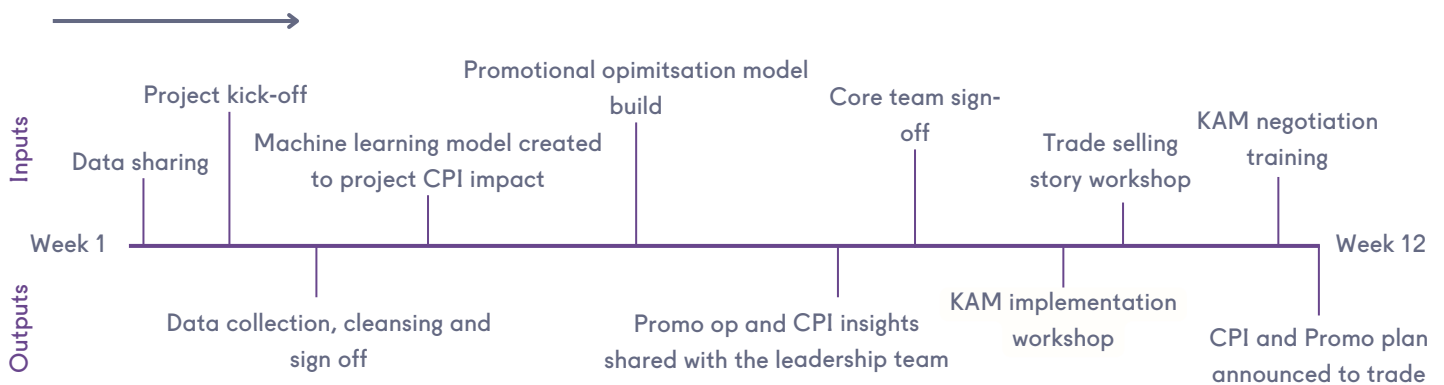
Challenges

1. Operated in a very competitive market with a large number of players
2. They had not put through a cost price increase in 10 years which was causing a year on year drain on profits
3. Frequent deep promotions had driven revenue at the expense of profitability and brand equity

Solutions

The project focused on key accounts and key SKUs where competitor data was present. We split the deliverables into three workstreams: price optimisation, promo optimisation and KAM implementation.

Project Roadmap



Benefits

22%

Margin improvement opportunity identified through promo op

£3M

Annual margin opportunity through CPI & promo optimisation

10%

CPI realised through robust modelling & KAM implementation

Additional Benefits:

1

Time Saved

Introduced a new process for analysing promo data and optimising the plan.

2

Empowered Team

Having not put through a CPI in 10 years, this was a new exercise for some of the Key Account Manager (KAMs). The project set the KAMs up for future success.

3

Improved Customer Collaboration

A new and more collaborative way of working with customers through capability building and negotiation training (triple win principle).