



acumen Pack Price Architecture

At a glance

Client: A major player in the beer category in the UK.

Objective: Develop a pack price architecture strategy to drive efficiency and return across the business.

Challenges

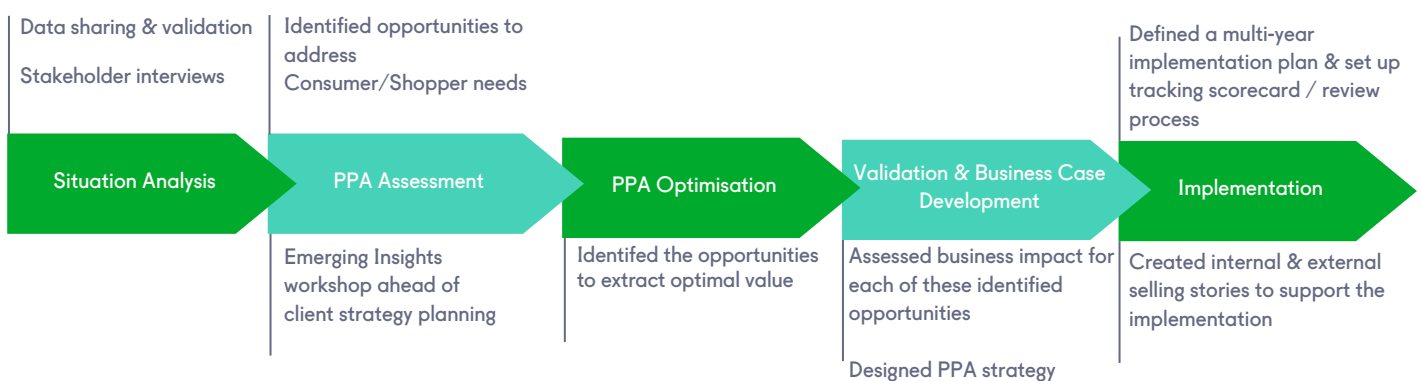
1. Broad set of SKUs set against significant cost price inflation and a relatively low margin per litre
2. UK business keen to build profitability back into a commoditised sector but lacking the resource and expertise to make recommendations to reshape their portfolio to support this
3. Client needed to accelerate the initial emerging insights phase of the project to steer their strategy planning, which was taking place 6 weeks after project commencement.

Solutions

We designed the project around three key deliverables:

- Driving simplicity, extracting more value and better meeting consumer occasions
- Assessing feasibility of PPA recommendations
- Developing a roadmap for delivery

Roadmap



Benefits



Tangible Outcomes:

+27%

Gross Profit % Annualised Benefits from PPA Project indexed vs Start Point

12 Weeks

All outputs delivered in 12 weeks, including accelerated emerging insights for internal strategy planning timings

"Strong on time delivery. Very responsive and easy to deal with."

Client feedback

Additional Benefits:

1

Provided specific guidance on removing sub-optimal SKUs and promotions

2

Provided deep analysis of shopper behaviours and switching tendencies, so areas of strength and weaknesses are known

3

Aligned pack sizes to occasions and identified consumer trends, leveraging momentum for "triple win" outcomes

4

Focussed, channel-appropriate range restructure, providing clear "good – better- best" signposting to shoppers