



## 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 a 10% price increase.

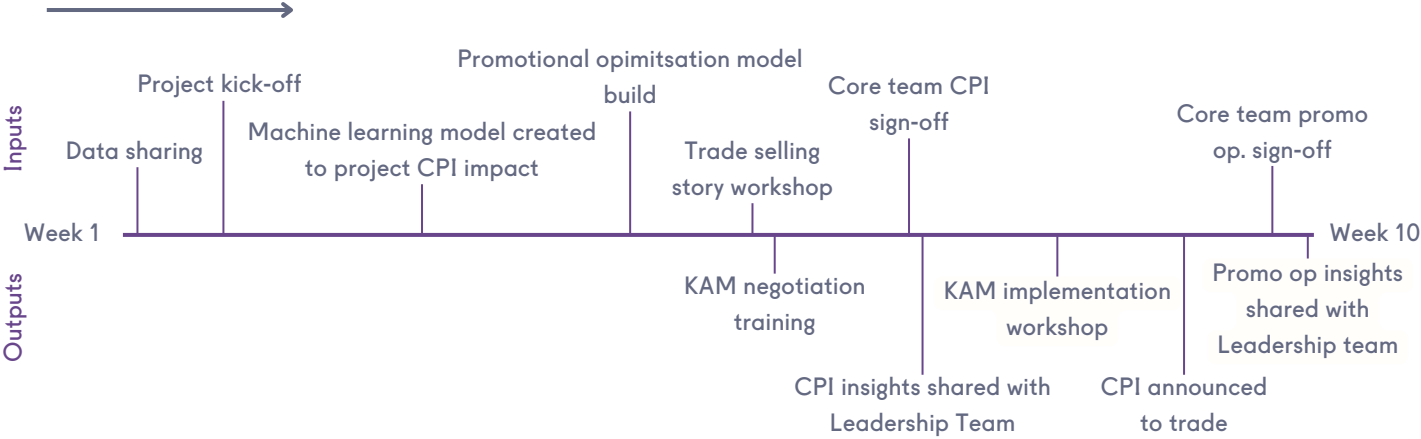
## Challenges

- 1. Operated in a competitive market with a large number of players
- 2. They had not put through a cost price 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) for analysis.

## 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  
Leveraging analysis on historic data sets led to significant time savings vs previous manual efforts.
- 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 implementation phase set the KAMs up for future success.
- 3** Improved Customer Collaboration  
Through user training, the client was able to easily go to customers with evidence of how newly proposed promotional mechanics were mutually beneficial.