



Price & Promo Optimisation

At a glance

Client: A chilled desserts category leader in the UK. Their brand is 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.

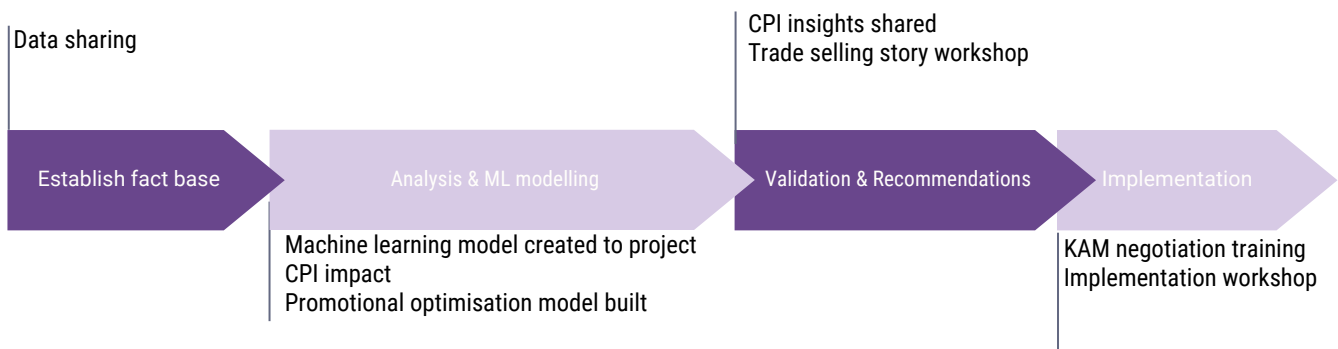
CHALLENGES

1. Operating in a competitive market with lots of players
2. They had not put through cost price increase for many years but were feeling the pressure due to significant commodity increases
3. frequent, deep promotions had driven revenue at the expense of profitability and brand equity

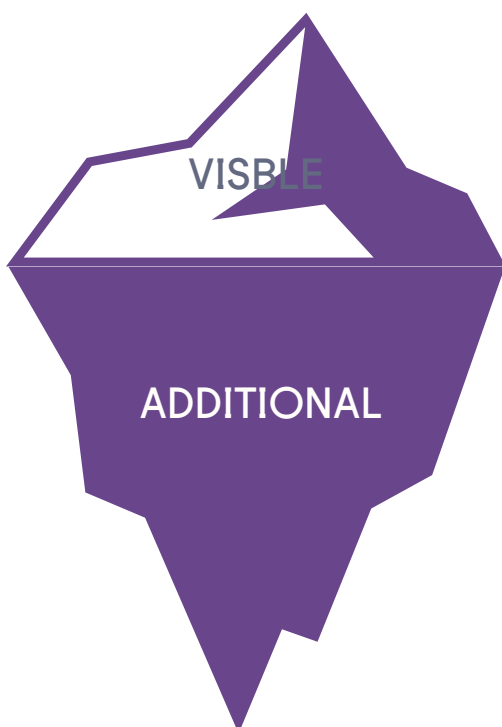
SOLUTIONS

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), leveraging Acumen Invest for analysis.

ROADMAP



BENEFITS



Tangible Outcomes:

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 Acumen Invest to run 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 KAMs. The implementation phase set the KAMs up for future success

3

IMPROVED CUSTOMER COLLABORATION

Through user training with Acumen Invest, the client was able to easily go to customers with evidence of how newly proposed promotional mechanics were mutually beneficial.