

LEADING CPG MANUFACTURER IDENTIFIES \$35MM BY OPTIMIZING RETAILER DISPLAYS



THE CAMPAIGN DETAILS

ADVERTISER: *North America CPG Manufacturer*

SOLUTION: *Nielsen Marketing ROI*

GOAL: *Client looking to optimize in-store displays, drive additional retailer sell-in and quantify display return on investment (ROI)*

SUMMARY: *Nielsen provided a best in-class measurement of display effectiveness, leveraging 3D retailer schematics to quantify display ROI and build a story that would allow sell-in to retailers*

RESULTS: *Identified over \$35MM in display opportunity for client*

KEY TO WIN: *For a holistic -- yet simple -- story-focused deliverable, unify third party with first party data in close collaboration with your vendor and client teams*

NIelsen IDENTIFIES \$35MM IN DISPLAY OPPORTUNITY FOR LEADING CONSUMER PACKAGED GOODS BRAND

Leading CPG manufacturer in North America was looking to optimize their in-store display setup to drive additional dollars to the company and overall category. The manufacturer looked to Nielsen Marketing ROI for this analysis to create an integrated story using marketing mix modeling.

The Nielsen team ran a custom store-level model to quantify display ROI by specific display location. The team developed detailed 3D retailer schematics and a solid retailer sell-in story that drove change across the client's five major retail channels.

As a result, Nielsen Marketing ROI uncovered display opportunities, representing \$35MM for the leading CPG manufacturer.

RETAILER SELL-IN STORY STRENGTHENED WITH SIMPLE HIGH IMPACT DOLLAR OPPS AND 3D RETAILER SCHEMATICS

Dollar Opportunity by Recommendation



Move 20% from non-confectionary to front end alley



Shift 20% from rear of store to checkouts and entrance



Shift 10% from product A to B



Shift 20% from all other beverages to XYZ snacks



KEY BENEFITS

1.

Custom 3D retailer schematics provided immediate visualization of display best practice to client and retailers

2.

Nielsen leveraged client sales team retailer “what-if scenarios” to construct display optimization simulations using audit data and incremental display \$ from store-level models

3.

Simple action-item-by-action-item \$ opportunity and retailer sell-in story simplified the deployment of results by the client sales team



THE RESULTS

1.

Client research team leveraged 3D schematics to develop in-store retailer guide for the future, identifying best in-class display locations

2.

Client received over \$35MM in display opportunities, many of which required no net-increase but simple moves within store to optimize display placement

3.

Retailer A implemented Nielsen’s recommended display strategy and saw immediate ROI, with \$9.0MM possible expansion across food retailers

WHY NIELSEN MARKETING ROI?

Using the most granular statistical analyses available to understand past trends and predict the future effect of marketing tactics on sales, Nielsen Marketing ROI solutions help you unlock your data to make smarter decisions when investing your next marketing dollar.

To learn more, visit nielsen.com/MarketingROI or contact us at MarketingROI@nielsen.com.

