

What impact do different promotional levers have?



PepsiCo case study

The challenge: How can we ensure our promotions truly compete?

i Salty Snacks category is a **promotionally driven** category with a heavy concentration of sales across frequent promoted weeks

i PepsiCo needed to understand the impact of different **promotional drivers** and improve the ROI of their **trade spend**

Approach 1

The Smith's Snackfood Company (TSSC) engaged Quantum to leverage Woolworths customer data to identify the key drivers of promotional uplift and key detractors

Findings 2

- ✓ When on deep discount, Brand 1 requires additional promotional support to offset the diminishing revenue impact
- ✓ Promotion depth of the first and second substitutes have a detrimental impact on the focal brand's units sold in that week

Actions 3

- ✓ TSSC navigated the data to understand the role of each promotion in terms of category incrementality
- ✓ TSSC redesigned the category promotional calendar with the objective of growing category incrementality across all promotions



The outcome

\$ TSSC accounts for the impact of multipliers and detractors in their promotional planning

💡 A new promotional program for the category was implemented

For further support contact



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