

# BOARDWALK PROMOTION PLANNING (BPP)

## COLLABORATION, ALIGNMENT & ANALYTICS

### The Key to Successful TPO

A focus on digital transformation and getting to 100% digital is increasingly fundamental to competitive advantage in the CPG industry. It can spark innovation in business processes while collaboration between all value chain participants can more effectively shape business strategies. For companies up and down the CPG value chain, now is the time to take a fresh look at their planning processes including trade promotions, pricing, CPFR, commodity sourcing, and supplier collaboration. Increased complexity in the value chain is putting pressure even on well-run planning processes, making accurate forecasting and product promotion more difficult.

**BPP** is used to collaboratively manage promotions, pricing, volume, mix. Using BPP, TPO teams will be able to integrate actuals, plan, volume, trade spend and other data from Accenture CAS, POS, market data, and other systems into the planning environment that works seamlessly across data environments and supports collaborative joint business planning across the entire value chain. BPP utilizes at its core a highly collaborative technology platform and the state-of-the-art analytics engine that predicts base and lift volumes with a high level of accuracy.

### BPP **ADVANTAGES**

- ✔ More time for planning; by removing tedious, manual work and enabling process steps better suited to working in Excel, planners are more effectively able to manage the joint business/trade plan moving planning cycles from weeks to hours/on-demand.
- ✔ Better TPM support for account managers; each see only their accounts and can now build a promo plan from the ground up with broad scenario testing capabilities such as manipulating the number of weeks for each promo.

Now using BPP, planners can proactively develop and adjust account promo across internal teams which can have a significant impact on the top line revenue.

| Promoted Package  | Measure                | W6              | W7   | W8              |
|-------------------|------------------------|-----------------|--|-----------------|
| Goodies Package 1 | Event Offer (Promo)    | Buy 1 get 1 50% | Buy 2/ for \$6                                 | Every Day Value |
|                   | Predicted Volume Units | 75,172          | 106,356  | 63,666          |
|                   | Adjusted volume %      |                 |  |                 |
|                   | Adjusted Volume Units  | 75,172          | 106,356  | 63,666          |
|                   | Adjusted Lift %        | 113.20%         | 201.64%  | 80.56%          |
|                   | Weekly Base Units      | 35,260          | 35,260   | 35,260          |
| Super Goodies     | Event Offer (Promo)    | Every Day Value | Boardwalk: Value changed from 34,260 to 35,260 |                 |
|                   | Predicted Volume Units | 5               |  | 56,487          |



# PROMO PLANNING AT CPG COMPANIES

## KEY SUCCESS CRITERIA

- ✓ Trade efficiency gains of 3-5%

## BUSINESS NEEDS

- ✓ Data Consistency and accuracy across account teams: Legacy process was ad-hoc and inconsistent across different teams. BPP allows accounts to plan an entire year while increasing confidence in financial targets as well as forecasting accuracy
- ✓ Provides a consolidated view of entire plan to look for opportunities across the entire market



## VALUE PROPOSITION

- BPP allows account teams to prescriptively plan their trade calendars across the entire portfolio, utilizing a statistical model to better predict volume along with better visibility to financial metrics
- Embedded strategic trader principles using your business language allows account managers to quickly target the right weeks for promotion rather than simply repeating prior year
- Scenario Planning
- Internal and Customer Financial Reports

## UNFORSEEN BUSINESS BENEFITS

- Trade optimization leveraging advanced analytics
- Better oversight/rollup of trade planning across all accounts
- Increased confidence in financial targets from account teams
- Increased accuracy in volume forecasting

## CONTACT US



650.618.6200



[www.boardwalktech.com](http://www.boardwalktech.com)



[info@boardwalktech.com](mailto:info@boardwalktech.com)