SUCCESSFUL PRODUCTS
START AND END WITH YOUR
CUSTOMER

SHOPPER INSIGHTS

PRODUCT EXECUTION

Define Competitive Strategy
- Plan product placement in context to competitors
- Consider layout, signage, and shelf talkers

Define Merchandising Plan
- Define layout per store
- Use planograms for shelf category

- Capture the shopper's experience
- Drive design inputs with shopper behavior
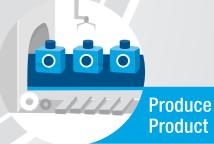- Use insight to increase winning at FMOT

Obtain Actionable Insights

Consider Shopper Experience
- Simulate the path to purchase
- Capture shopper mission
- Look at qualitative attractiveness and basket selection
- Collaboration with customers (retailers)

Design Packaging
- **25%** of the time, CPG companies work with outdated information
- **60%** of CPG companies say outdated information has led to delayed time to market

Develop Product
- **36%** of CPG development time is wasted on non-value added work, taking away from innovation
- **67%** of CPG companies would like to use that non-value added time to improve product quality

Manage Supply Chain
- **64%** of CPG companies say communicating changes is a top challenge when working with 3rd parties
- **71%** of CPG companies say it takes a few days or more for 3rd parties to send design data after making changes
- Lots of risk information is outdated

Produce Product
- **56%** report it takes more than 2 days to get updated data to the entire team
- **45%** say outdated information results in rework

CONNECT

It is not easy competing in today's market.

CPG companies need to balance conflicting business drivers:

81%	57%	55%	53%	51%
Higher Quality	Higher Performance	Lower Prices	Faster to Market	Greater Innovation*

*Percent of CPG companies who report this is a requirement for competitive differentiation

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Top Performers Rely on Real Time Updates | Top Performers are 90% more likely to use real time updates | Imagine the possibilities if you could connect customer insights with product execution in real time

Tech-Clarity