

Converting Strategy to Market Leadership



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Shoppers remain cautious and continue to economize. Competition among CPG manufacturers and retailers remains fierce and collaboration is a work in progress. New channels are emerging that threaten traditional relationships with the shopper. Pricing and promotion strategies often become misaligned with shoppers' needs even as their needs change. Marketing practices are rapidly evolving as digital campaigns increasingly dominate traditional ones.

Yet beyond these challenges lie opportunities. Innovative manufacturers are creating new products that meet changing consumer needs, keeping their products and brands relevant, as well as leveraging new and traditional media to reach shoppers in new ways. Retailers are refining store layouts and selections to appeal to an increasingly diverse shopper base. They are expanding on the success of store brands with ever more choices of quality, packaging, portion sizes and price points.

Behind these innovations are superior strategy and activation, built on a foundation of outstanding information, analysis, and a sound understanding of the mind of the shopper.

Superior Expertise

Symphony Consulting works with senior management teams at leading CPG and retail companies on these highly strategic issues. The practice focuses on four key areas: strategic pricing and promotion, growth and innovation, shopper marketing, and sales and channel management.

Symphony Consulting's most frequently implemented projects include:

Strategic pricing and promotion –

Reducing unproductive trade spending and reallocating funds to consumer marketing and innovation, optimizing trade calendars to re-direct spending to winning accounts, rationalizing price and trade strategies to improve competitive position, as well as optimizing price-pack architecture and assortments across multiple channels

Growth and innovation –

Identifying potential new product segments, attractive adjacencies and M&A opportunities; refreshing and expanding brand footprints to increase relevancy among target shopper groups

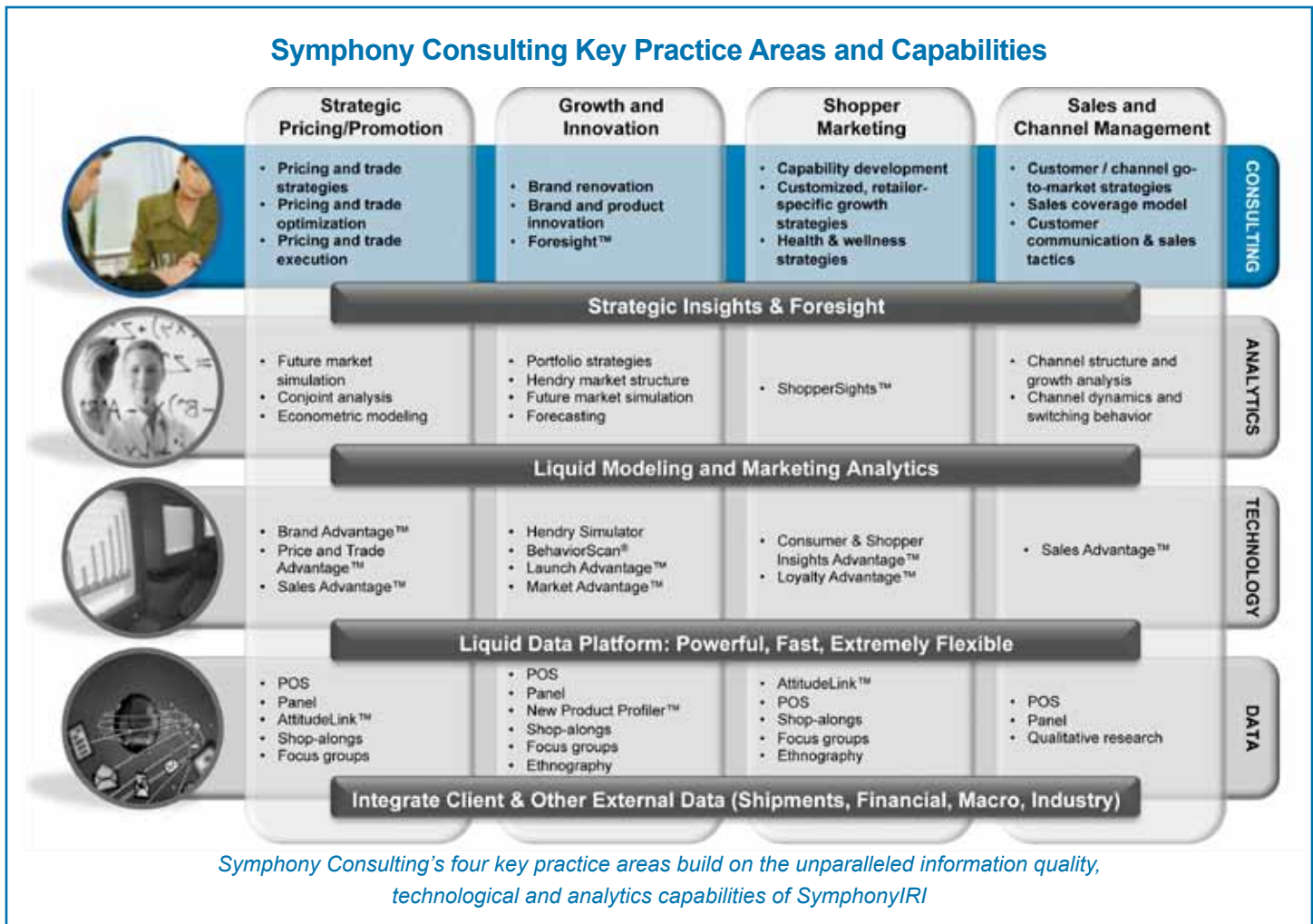
Shopper marketing –

Uncovering opportunities to drive category growth jointly with specific retailers as well as building capabilities and organizing customer teams to generate and operationalize deeper consumer and shopper insights

Sales and channel management –

Identifying high-potential shopper groups and generating strategies designed to maximize manufacturer and retailer share of wallet; optimizing opportunities in emerging value channels for major manufacturers

Symphony Consulting is the trusted partner of senior management to drive profitable growth by combining our distinctive consulting expertise in marketing and sales with SymphonyIRI's granular and proprietary data, technology assets and advanced analytics.



Management Experience

- Symphony Consulting partners bring an average of 20 years experience to each engagement – each with a passion for working with clients to deliver differentiated results in the market
- Partners and senior managers drawn from successful careers at well-known consulting firms, including Accenture, Booz & Co., Boston Consulting Group, McKinsey & Co. and Oliver Wyman
- Practice members have worked with more than 50 of the world's most iconic brands
- Engagement experience includes more than 100 projects in driving profitable growth, strategic pricing, promotion strategy, sales and channel management, sales force execution, product development, branding, segmentation, shopper loyalty and marketing ROI

About SymphonyIRI

Symphony Consulting is a business unit of SymphonyIRI Group, Inc., the global leader in innovative solutions and services for driving revenue and profit growth in CPG, retail and healthcare companies. Symphony Consulting clients benefit from strategic recommendations built on the foundation of SymphonyIRI's unparalleled market data and analytical solutions.



To Learn More:

Contact KK Davey, Managing Director
or log on to www.SymphonyIRI.com

KK Davey, PhD
Managing Director
Krishnakumar.Davey@SymphonyIRI.com
+1 732 713 3446


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