

# Nielsen Analytic Consulting Capabilities

Nielsen Analytic Consulting specializes in custom-tailored solutions to address complex business issues. Drawing on weekly store-level scanning data, household panel data and utilizing sophisticated modelling capabilities, Nielsen Analytic Consulting leverages all available information to help businesses grow, while providing a competitive advantage in the marketplace.

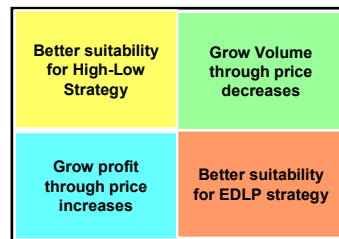
## Nielsen Price and Promotion

Nielsen Analytic Consulting Price and Promotion solutions help to determine the right pricing strategy and trade promotion tactics by examining the impact of price changes and in-store promotions on sales and profits. By using a store-level modelling approach, Nielsen has access to a robust database of stores allowing us to separate the impact of price and promotion from outside interferences such as distribution, seasonality and store differences.

Our consultants use a customized approach to each project, working to design a tailored solution unique to the business objective.

### Key Issues Addressed:

- Understand what will happen to sales and profitability with an everyday price change.
- Develop optimal trade plans to maximize sales and profits through recommendations on discount level, promotion type and frequency of activity.
- Set the right Price and Promotion strategy by brand and simulate 'what if' scenarios.



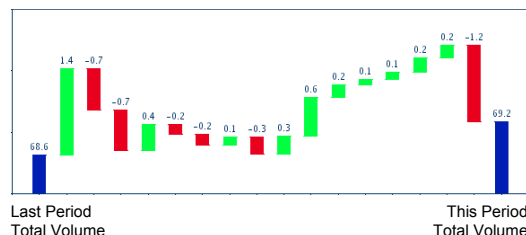
Portfolio Price & Promotion Strategy

## decisionSMART™ Business Assessor

decisionSMART™ Business Assessor provides a quick, accurate and consistent method for understanding why sales volume has changed. This application decomposes sales volume across a dozen "due to" drivers with each driver representing the change in volume specifically due to a marketplace condition. This is a web-based application that uses on-going data updates from MarketTrack combined with the precision of Analytic Consulting's store-based Price and Promotional models.

### Key Issues Addressed:

- Understand what marketplace conditions are driving the changes in sales volume.
- Evaluate the impact of marketing and trade initiatives on sales

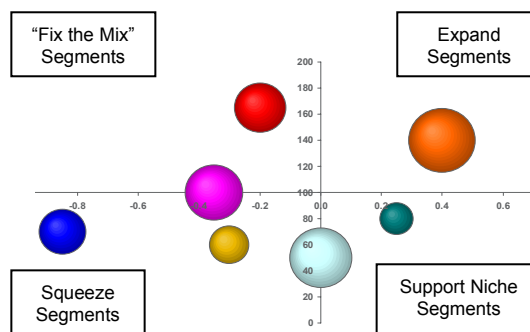


## Assortman

Assortman is designed to solve manufacturer or retailer issues regarding the management of category assortment. The analysis uses incremental benefit and sales rates to identify the recommended assortment at the regional or account level. It is a segmented approach to category assortment solutions in order to understand current assortment development and saturation issues, ensuring the right product balance on shelf. By identifying which segments are both over-developed and underdeveloped and subsequently adjusting the product mix, more consumers will shop the category and revenue will be maximized.

### Key Issues Addressed:

- Evaluate the assortment opportunity for aisles, categories, segments and brands
- Determine the correct number of items to carry across categories, segments and brands
- Identify the gaps in the market, distribution opportunities and how to persuade retailers to support brands
- Simulate how adding or dropping items will shift dollar volume within the category.



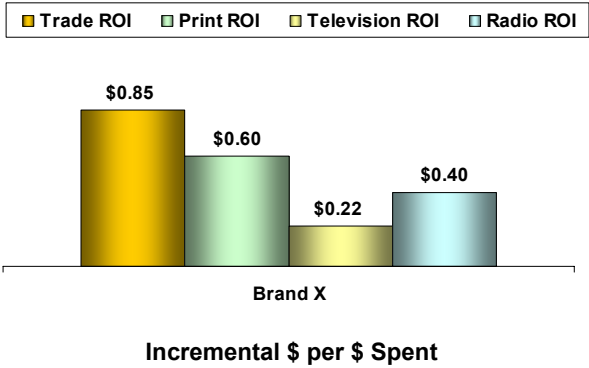
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## Consumer Marketing Mix

Consumer Marketing Mix is designed to help quantify volume contribution and to identify ways for improving ROI of the marketing elements: TV, coupons, internet, consumer promotions, trade etc.

**Key Issues Addressed:**

- Tie spending to payback performance and determine how to optimize the marketing budget by understanding which programs generated the highest ROI
- Allocate marketing funds to the best vehicles to improve brand performance
- Identify which trade marketing programs work best and avoid those that don't by separating impact due to discounting and trade merchandising activity
- Through Spectra, assess which consumer lifestyle or life stage responds best to each marketing program and how to better target them going forward.

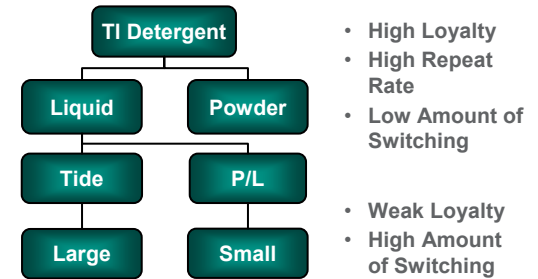


## Market Structure (Consumer Decision Tree)

Market Structure enables the manufacturer or retailer to understand how the consumer shops the category by knowing what attributes of a product/brand drive their purchases. The analysis helps to evaluate shelf alignment for the category given consumer preferences while identifying where a brand exists in the competitive framework relative to other brands.

**Key Issues Addressed:**

- Assess which brands most closely compete with each other
- Identify a suitable advertising strategy by looking at consumer behaviours and preferences
- Organize and plan promotions around characteristics of the category that are important to consumer
- Understand and identify areas of opportunity within the market currently unmet by your brand, e.g. New product or line extension

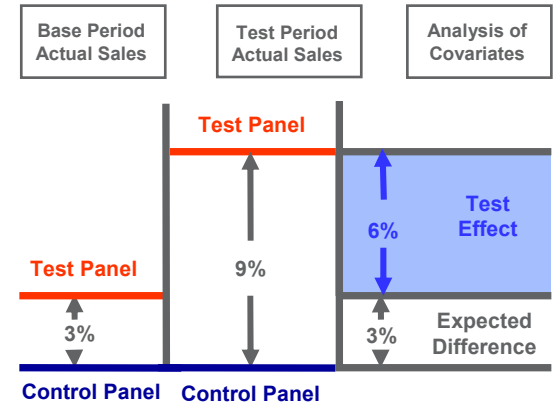


## Matched Panel Testing

Matched Panel Testing is used to evaluate the impact and effectiveness of a manufacturer's proposed program before it is launched on a wide-scale. Stores within test and control panels are tightly matched against each other and through statistical analyses, differences in pre-period sales; pricing and promotional activities are controlled for in order to accurately measure the impact of the testing variable, e.g. TV, radio, in-store promotions, merchandising, samplings, etc.

**Key Issues Addressed:**

- Measure sales lift and ROI of a program
- Avoid costly investments and minimize risk by accurately assessing the effect of a program on a small scale before rolling it out



For more information contact your Nielsen representative or visit [www.nielsen.com](http://www.nielsen.com)

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