Confronting Trade Promotion Fragmentation - Trade Promotion Study 2016

Description: For more than 20 years, we have surveyed manufacturers and retailers about the biggest bucket of manufacturer marketing budgets and the lever retailers consider most important for driving purchases. As we reviewed prior reports, the same challenges seem to persist 20 years on. Like the late Yogi Berra said, “It’s déjà vu all over again.” See if you can guess if the excerpts to the right are from 1996 or 2016.

All four are from the earlier study - and at first glance it seems little has changed. Many manufacturers still feel they spend too much on trade promotion, especially in an environment of low to no top line growth and increasing use of zero-based budgeting. Temporary price reductions (TPRs) are still the most common promotion and produce the lowest lift. Both manufacturers and retailers spend considerable resources on trade promotion evaluation, but plenty of questions remain. And the organization pendulum tends to swing every five years or so between centralized and decentralized, effectiveness versus efficiency and highly standardized to largely customized. Is it possible little has changed?

This industry study, coupled with extensive trade promotion project work with leading manufacturers and retailers, confirms much in fact has changed. Although opportunities remain, we are optimistic about the state of CPG trade promotion.

Manufacturers are quite passionate about developing data-driven promotion strategies, better leveraging shopper insights to make promotions more effective and efficient, and measuring the short- and long term impact of promotion on brands and categories.

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