

1 THINK VALUE NOT PRICE

- Value perception is key for A-brands
- Avoid price dumping



2 MAKE SURE YOUR PRODUCT IS AVAILABLE WHEN ADVERTISED

- Get the timing of your promotions spend right to maximize sales and ROI
- Understand distribution reach and competitive product launches



3 CONTROL PRICE EROSION TO EXTEND THE LIFE CYCLE OF YOUR PRODUCTS

- Run sustainable price promotions to protect your margin
- Steer price competition
- Slow down or accelerate promotions according to the life cycle of SKUs



4 ONE SIZE DOES NOT FIT ALL - UNDERSTAND REGIONAL DIFFERENCES

- Maximize margins by tailoring price promotions to local purchasing power
- Adapt your promotional product offer to local preferences and retail needs to increase sales



5 LEVERAGE YOUR SALES PROMOTIONS TO PROMOTE CROSS-SELLING

- Use trendy themes and (seasonal) events to promote product bundles and boost sales across categories
- Ensure your offers are clearly communicated and link to the relevant product(s)

