



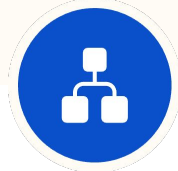
The 5 Tasty Ingredients of *a Delicious* Category Plan

JUST LIKE BAKING THE PERFECT CAKE!

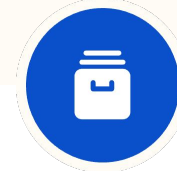


A Category Strategy is like *Baking a Cake*

Managing stakeholder needs is **tricky**



Categories are complex
with many parts



Too much data causes
confusion



Why a Great Category Strategy Matters

DRIVES SUCCESS IN CATEGORY

Focuses on the moments shoppers decide

Makes a lasting impact



Ingredient 1 – *Relationships*

A GOOD OVEN



Know your retailer and the category well.



Foster trust – to back your advice



Great plans usually build on previous work.

Ingredient 2 - *Insights for Growth*

A GREAT RECIPE

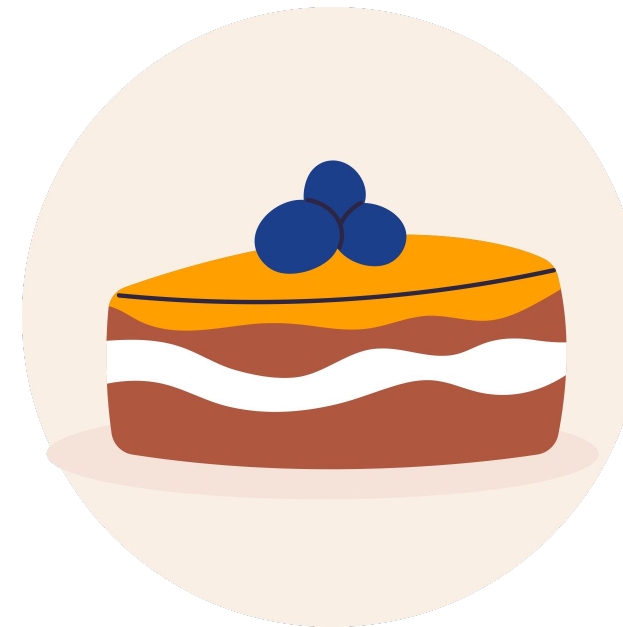


Sales data alone isn't enough - everyone has that

Dig for opportunities to create growth

Insights backed by objective data to persuade

Cake Recipe



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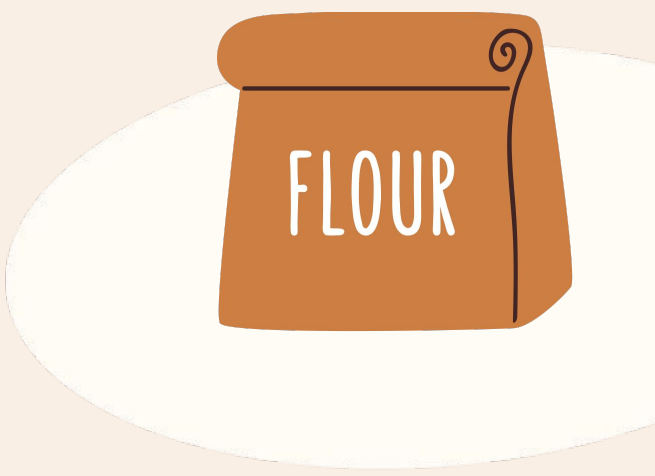
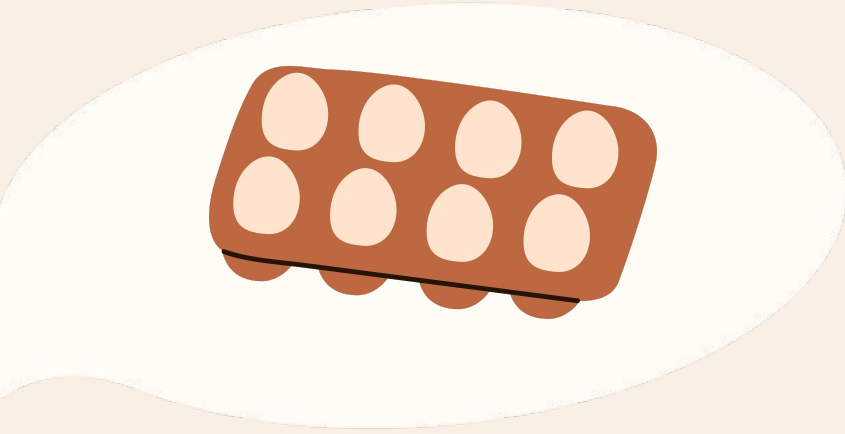
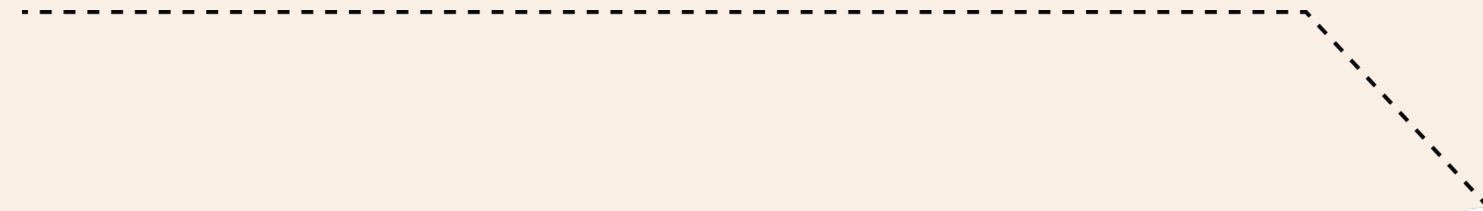
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Ingredient 3 – *A Clear Vision and Objective*

Summarise in a few motivating words



Describe the destination
and put a value on it

ARE THE \$\$s WORTH THE
EFFORT?

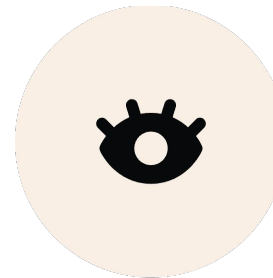
EXCELLENT INGREDIENTS

How Do You Know *Your Vision is Great?*



01

IT'S SIMPLE



Aligns with the retailer's
broader vision

03

02

You state the triple win

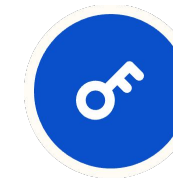
The retailer

The shopper

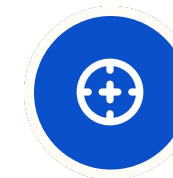
Your brand/business

Ingredient 4 – *Focused Strategies*

MIXING WELL



Choose **2-3** key strategies that connect to your insight(s)



Prioritize actions that will have the biggest impact

Ingredient 5 – *Collaboration and Execution*

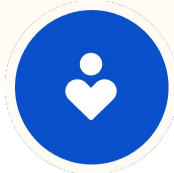
THE BAKE

01. Engage key stakeholders to make things happen
02. Ensure the retailer is truly committed to it
03. Kick off with a 90-day plan to build momentum



The Result

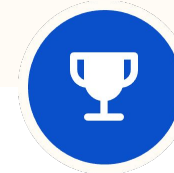
A LOVELY CAKE



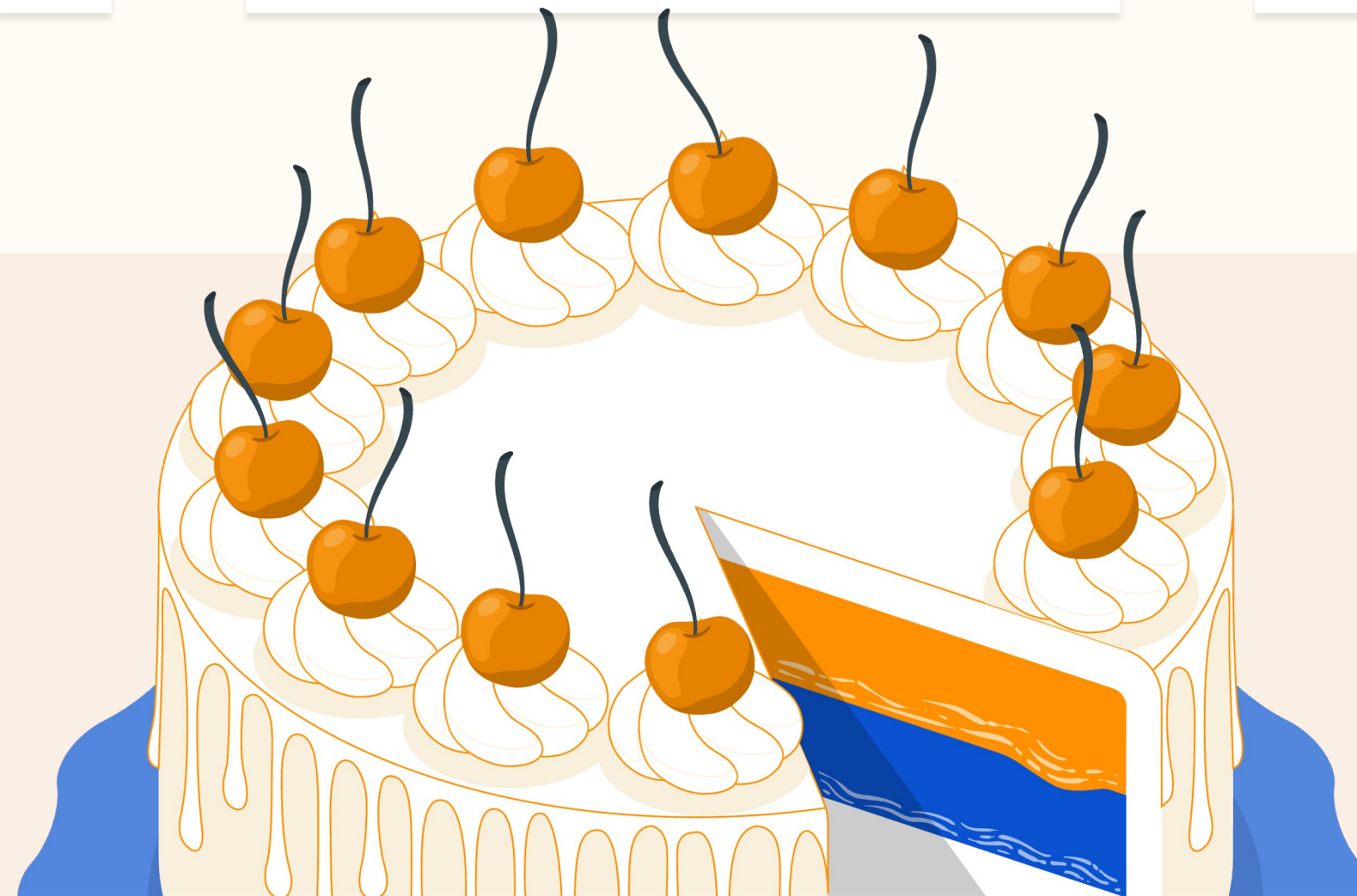
Closer connection to
your customer



Your brands can
achieve their goals



You become the hero
of the story



Putting all the ingredients together

Relationships

Strong relationships with retailers build the foundation for success. Trust ensures your recommendations are valued and executed.

Insights for Growth

Dig deeper into data to uncover actionable insights that identify gaps, drive innovation, and fuel category growth.

A Clear Vision

A well-defined, simple, and motivating vision aligns all stakeholders, providing a clear pathway to success for the retailer, shopper, and your brand.

Focused Strategies

Prioritize two to three strategies that directly impact growth. Avoid spreading resources too thin, and focus on what will deliver measurable results.

Collaboration & Execution

Successful execution depends on engaging stakeholders early and building momentum through a structured 90-day plan with continuous monitoring.



Shopper Intelligence provides retailers and suppliers with unique insights to make category decisions and plans that drive sales, loyalty and a competitive edge.

Our platform, powered by the largest global shopper survey, unlocks "the why" behind every purchase; going far behind "the what" of traditional POS, loyalty and scan data sources.

**Book a discovery call:
shopperintelligence.com/book-a-demo/**

