BUSINESS IMPACT

- Winning brand format to bring in potential portfolio revenues worth **USD 80.43M**

- **71.5% of the volume** gained by the winning combination is coming from competition

- Recommended combination to gain USD **$50.3M** from the existing market

- Recommended next-best pack format **to fuel innovation & further counter competition**

BUSINESS CHALLENGE

The CPG brand is a leading brand with a snacking portfolio in key EU markets – UK & France. However, when it comes to the Germany market, they are competing with a brand that has a whopping 76% share.

The business problem was to figure out the winning **Brand- Price-Pack Type combination** that would help the brand gain maximum revenue share from its competitor with minimal cannibalization.

Revenue Growth Management

PRICE PACK STUDY for a Leading CPG Firm: Optimised Portfolio & Pricing to Achieve 3.1% Growth

Industry: CPG

SOLUTION APPROACH

Key steps to building the competitor fighter combination:

- Identify the brand pack formats & consumer decision framework – Brand vs. Flavor vs. Format

- Gauge consumer response to different pack formats

- Understand volume shifts and source of volume for different price-pack variations

3.1%
Revenue growth for Brand's Portfolio Revenues
USD 80.4M

Decision-centric, Easy-to-Use – Planning Simulator used to further optimising **total Distribution points & various Store Promotions** to recommend a combination that will bring in maximum incremental volumes

About us

Course5 Intelligence Limited ("Course5") focuses on helping organizations drive digital transformation using artificial intelligence ("AI"), advanced analytics and insights. Course5's AI-driven products and solutions and IP-led solutions are supported by industry-specific domain experience and the latest technologies and aim at enabling organizations to solve complex issues relating to their customers, markets and supply chain at speed and scale. Course5 combines a multi-disciplinary approach to data integration across structured and unstructured data sources to help businesses grow through informed decision-making.

Course5 caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, and other sectors. Course5 Intelligence has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.