

Category Target

Increase shopper frequency from 5 in 2023 to 6 in 2024.



#1: Category Strategy Name

Enhance promotional frequency

Category Strategy Target

Increase promotional frequency from 6 to 7.

Category Strategy Measure

Promotional frequency from Kantar.

Category Strategy Description

Improve our promotions; mechanics, length, and analysis to increase shopper frequency.

#2: Category Strategy

Objective

Measure

#3: Category Strategy

Objective

Measure

#1.1: Category Tactic Name

Analysed two competitor's promotions' frequency to identify 3 actionable learnings.

#2.1: Category Tactic

#3.1: Category Tactic

#1.2: Category Tactic

Analysed our own promotions to identify 3 actionable learnings.

#2.2: Category Tactic

#3.2: Category Tactic

#1.3: Category Tactic

Recommended 3 changes to our promotional programme to increase frequency by +20%.

#2.3: Category Tactic

#3.3: Category Tactic