

ACNielsen | KnowledgeWorks *Training*

Promotional Analysis

Millions of dollars are invested in trade promotions within the competitive FMCG environment each year. Optimising return on investment from this spend is key for both supplier and retailer.

Ensuring your promotions are effective and efficient will enable you to build and maintain a competitive advantage.

Course Outline

Fundamental to establishing a competitive edge will be your understanding of promotional dynamics and drivers.

Scene Setting

- Understand ACNielsen | ScanTrack® *Causal* and its application in the FMCG business environment
- Establish the basic analytic framework for assessing promotional performance
- Learn how to utilise the Advisor ScanTrack® *Causal* i-sight template.

Isolate the Opportunities

- Assess promotional performance
- Identify appropriate analyses to use in evaluating promotional effectiveness and dynamics

Plan of Action

- Develop and deliver a compelling review of a promotion activity and provide actionable recommendations

Duration: 3 day course

Note: the course is split into two sessions, 1 day followed by a 2 day session, approx 2 weeks later. It is essential that participants complete preparatory work before the second part of the course.

Investment: NZ\$2,250 (excl GST)

Fundamentals of Analysis and Advanced Analysis are suggested prerequisites for this course. They establish the foundation for examination of specific information sources and tactics.

*For more information ph (09) 970 3620
or email: training@acnielsen.co.nz*

Key Benefits

- Understand the fundamentals of promotion
- Gain insight into the scope and key measures of the ACNielsen | ScanTrack® *Causal* service
- Understand analysis techniques used to assess promotional effectiveness
- Establish an analytical framework and skills to monitor, evaluate and optimise your promotional programme
- Position yourself as an important source of insight to your customers.

What People Say

“Good to have a whole day to put theory into practice, best way to learn is going through all the charts and developing our own report.”

“Very in-depth material supplied that will make for excellent reference later.”

Who Should Attend?

- Business Analysts
- Category Analysts
- Category Managers
- Key Account Managers