A photograph of a person's legs and hands as they walk away from the camera. They are carrying a white plastic shopping bag with the Tesco logo and a picture of bread. The bag is partially open, showing the bread inside. The background is a blurred view of a supermarket entrance with a sign that says 'TESCO' and 'WELCOME'.

» How retailers and brands can collaborate with planogram data to win with shoppers.

Tesco data insights

Tesco Media
and Insight
Platform.

» Powered by dunnhumby | **VST**

Imagine if...



Planogram Publisher

You could access a view of any store at your fingertips.

- Getting visibility of where your product sits on-shelf in stores
- Understanding where new product should be placed on-shelf
- Tracking changes over time



Smarter Shelf Testing

You could make changes to shelf layouts and find out how shoppers would react *before* launching.

- Convincing retailers that your new product will grow the category
- As a category captain, lead the final execution of the shelf plan to ensure changes will grow shopper spend

» Today's Category Management process.

1. Objective Setting & Alignment

2. Category Definition

3. Insights Identification

4. Category Vision & Role

5. Category Growth Strategies

6. Tactical Planning

7. Implementation

8. Review & Refine

» Today's Category Management process.

A lack of available planogram data represents a blind spot for retailers and brands - many are making plans from incorrect data

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Working from the wrong planogram data and incorrect category strategies represents a missed opportunity of **£5.75bn** per year in the UK

Retailer planograms are complicated.

Input
sources

Macro-eco
nomic
pressure

Sensitive
data

And Tesco's planogram data is more complex than most.

» **>250**

Planograms

Leading the way in store specific plans

» **3,000**

Tesco Stores

Separated by store format, affluence, local choice

» **4.5bn**

Rows of data

A need to make the complex simple

The theory.

If planogram data was available to brands, better plans and innovation would be implemented to grow the category and provide the best customer experience at-shelf



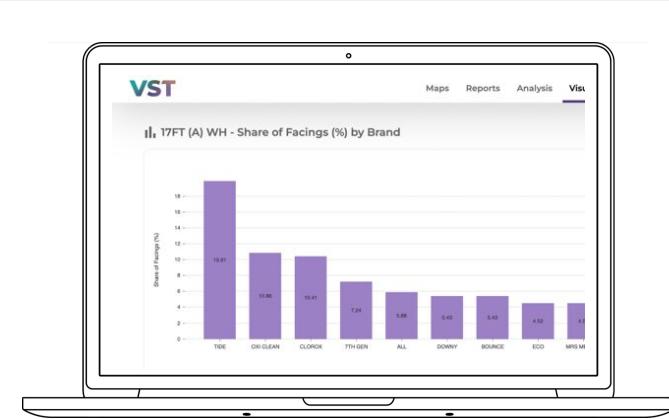
Planogram Publisher.

Web-based platform for retailers and brands to access planograms



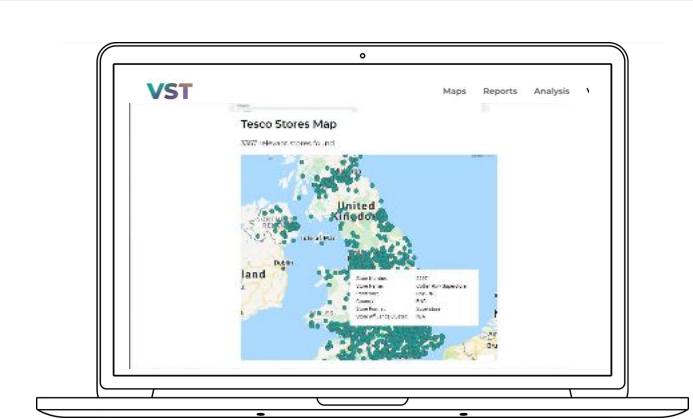
Planogram Visuals:

- See what the shopper sees
- Plan innovation placement on-shelf
- Identify layout changes



Planogram KPIs:

- True understanding of what's happening at shelf
- Context for category performance



Map View:

- Maximise time for field sales store visits
- Identifying regional differences across common plans

How CPGs are using planogram data.

Tesco Media
and Insight
Platform.



New product stand out.

A leading coffee brand were able to visualize their NPD in range, helping to land it in store.



Tesco Media
and Insight
Platform.



Challenge

Brand X were bringing a new coffee range to market & wanted to launch it in Tesco.



Solution

Using the fixture visualiser tool in Planogram Publisher – they were able to visualise to feed into conversations

This resulted in easier decision making for Tesco, being able to visualise the at shelf impact of the new range

Listed in
492
stores

£112k sales
10 weeks post launch

"It was incredibly useful to be able to see the live plans so we could make accurate one in one out range and fixture recommendations with a really clear idea of exactly which stores which our product would be listed in"

Customer Category Manager



40%
of sales driven by
new customers new
to instant coffee

Trend-led space increase.

A leading brand of Cleaning Wipes were able to compare space to sales of the growing area of wipes to recommend a space increase.



Before



After



Challenge

Post COVID there was a significant increase in antibacterial wipe sales but space wasn't reflective



Solution

Sales & customer data combined with share of space data to identify the opportunity to increase space for wipes on fixture.

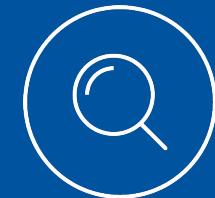
*8 weeks post range change

+33%

facings
increase in
stores across
plans

5%

category
sales



Category returned to growth following a 52 week decline

What else can you do with planogram data.



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and Insight
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» Today's Category Management process.

Planogram data allows you to test in virtual environments before you launch to stores

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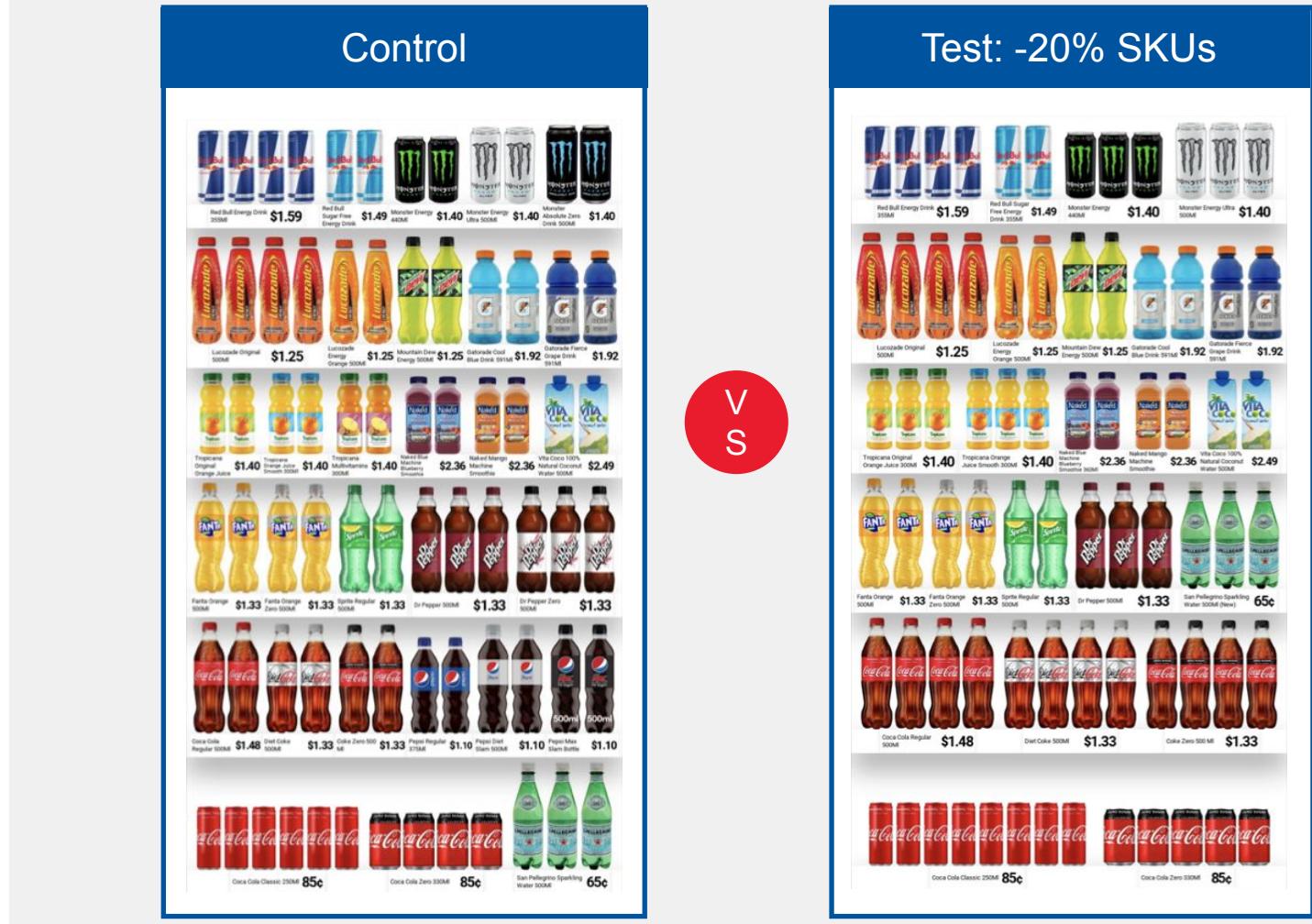
7. Implementation

8. Review & Refine

How?

Virtual environments can be used to test in front of thousands of targeted shoppers and measure the performance of changes.

Example:

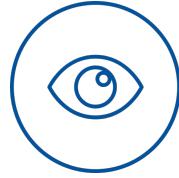


Test your innovation on-shelf.

Use shelf tests to identify which changes will be most impactful for shoppers

Category / Shopper	Trade Marketing	Shopper Marketing	NRM / RGM	Consumer Insights
Category Vision Test the future of your category in front of shoppers.	Aisle Flow Test the optimal flow of categories for shoppers.	Brand Shelf Position Test the best on-shelf placement for your brand.	Signage / POS Test the impact of signage on shoppers in your category.	Price Changes Test the impact of price changes on shoppers.
Assortment Changes Test your upcoming range changes before they go live.	Macro Trends (e.g., Health) Test increasing healthier or more sustainable options.	Brand Share of Space Test how much space your brand should have.	Pack Size Changes Test the impact of reducing pack sizes on shoppers.	Pack Testing Test multiple packaging options in front of shoppers.

Advances in virtual testing with access to accurate planogram data mean tests can be conducted in hours, not months.



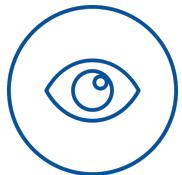
Test multiple iterations of your plans to identify the best option



Get behavioral and attitudinal feedback from shoppers to convince retailers or influence your own internal category strategies.



Where we see this going...



Every store across the globe at your fingertips

- See your products how your shoppers see them



Predictive planograms

- Update your planograms to drive sales based on objectives
- Using AI / ML algorithms to increase (e.g.) sales / profitability, health, sustainability



Online grocery shopping 2.0

- Becoming the new front end for online grocery shopping, allowing shoppers to view their actual local store layouts, and shop virtually

Conclusion.

How planogram data supports Todays' Category Management process



Insights identification

Create better long-term category strategies with planogram data



Tactical Planning

Make better range change recommendations



Implementation

Make it easier for retailers by showing the impact your changes will have

Get in touch!

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Platform.**



» Thank you.