

Thought leadership fueling strategic planning & commercial partnerships

Learning & advisory program enhanced client's impact in Canada and the US



In 2022, Kantar delivered a fourth year of learning & development (L&D) programming, built for Canada

- A robust, hands-on workshop was tailored to the needs of commercial teams in Canada.
- All sessions were facilitated by Kantar's local team in Toronto.
- Case studies integrated the client's customers and shopper segments into workshop assignments, driving high engagement.
- Kantar influenced how the client manages strategic planning, and its legacy 'channel solutions' have been retired.

In 2023, our US sponsor requested a similar, but US-focused L&D program geared to the C-suite

- Content was adjusted to meet the needs of C-suite attendees, using real customers and growth challenges.
- Our program was shortened, and featured planning implications for board-level provocation (long-term planning).
- Our programming helped to fill knowledge gaps, while elevating the client's disciplined approach to new item launches, category leadership, and retailer partnerships.

Scaling for success: commercial partnership jumpstart

- Internal client communications caught the attention of commercial leadership in Europe, sparking follow-on work sessions delivered by our UK team. We again focused on elevated customer planning and robust partnerships.
- Back in the US, Kantar led a "future partnership vision" (for a tier 1 retailer), focusing on R&D/innovation, strategic growth, and long-term partnership plans.
- Our partnership continues to evolve today.

Working with our client's commercial teams and Learning & Development group allowed us to develop a multi-year 'jumpstart' program – highly effective in improving innovation and product launch timing, and enabling more robust, long-term commercial planning & retailer partnerships