

Global CPG/FMCG Client: 3-Year Strategy Planning Engagement

Applying Kantar's thought leadership, forecasting, and planning implications

Client Needs

- Client's NA Commercial Leadership invited Kantar to support its 3-Year Strategic Planning offsite meetings.
- Following discovery calls, we recruited a team of 5 SMEs to address all of the client's strategic planning questions.
- SMEs curated relevant KRIQ content, prepared custom analyses, and delivered via facilitated, two-hour sessions -- in-person and virtually.

Kantar's content creators and session presenters brought diverse perspectives, balanced with financials and forecasts to elevate and improve scenario planning



Rachel Dalton
Head of Retailer Insights



Simon Johnstone
Sr. Director, Retail Insights



Doug Hermanson
Principal Economist



Karen Kelso
VP, Mass & Club



Barry Thomas
Senior Retail Commerce
Thought Leader

Client Impact

- Our client's Commercial Leadership SVP said, "The material shared was thought-provoking and helped lay important groundwork for our strategic planning... We'll be engaging Kantar in several follow-ups as we progress the work."
- Our frameworks helped organize diverse content. The macro-trends scenarios and G.A.I.N. channel assessment framework were very well received.
 - Kantar helped reframe the client's strategic planning questions into a cohesive, strategic approach, leaving our sponsors with much to apply – and a few topics to debate internally, as well.

"Thanks for the strong presentation--it was received very well by Sales leadership. You and the team clearly brought your best [and all the] preparation made it highly impactful."

- Sr. Director,
Category Management

Kantar Follow Up

Our strat-planning engagement sparked further support requests.

- Follow-on research requests
- Forecasting updates
- Curated insights for a top-to-top

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- SVP, Commercial Leadership