Unilever: Promotions management system

"I would highly recommend the management services of Golden Orb who have helped design, support and maintain the Unilever sales planning tools."

Paul O'Brien
Customer Development Inovation
and Development Manager
Unilever UK

Planning and evaluation of trade promotions

Running effective trade promotions is essential to success in today's FMCG marketplace, accounting for around half of total marketing spend. For Unilever UK, we developed a system to allow account managers to design and plan promotions, monitor them as they happened and conduct pre- and post-evaluation of their effectiveness and Return on Investment (ROI). With the ability to phase promotional sales over time and links to financial and other systems, the system reported expected weekly sales over a year in advance, including a complete profit and loss account from total sales down to gross profit.

The detailed database of promotional information and sales volumes stretching back many years represents a great source of competitive advantage by allowing evaluation of past promotional effectiveness to optimise future planning.

The system was used to manage all trade promotions in the Home and Personal Care categories and provided the following key features:

- Combined multiple sources of data for planning/reporting (SAP, Oracle Financial Analyzer, manual input)
- Export to SAP APO of promotional volumes
- Fixed volume, uplift factor or incremental volume promotional planning
- Phasing of promotional sales over the promotional window
- Scenario planning/what-if capabilities
- Handling of multiple on- and off-invoice pricing mechanisms
- Full P&L calculation from promotion up to total company level as soon as any changes are made
- Recalculation of remaining volumes for running promotions as actual sales are loaded
- Recalculation of planned incremental volumes for future campaigns on change of baseline
- Pre- and post-promotion calculation of effectiveness/ROI
- Powerful and flexible multi-dimensional reporting
- Analytical tools to explore promotional effectiveness at an aggregate level
- Handling of banded packs and on-pack gifts; ability to report on either banded packs or their constituents
- Full audit trail for changes to promotional details