

PROGRESSIVE GROCER

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CATEGORY MANAGEMENT HANDBOOK



Stagnito
BUSINESS INFORMATION



where insights drive innovation®

Edgewood Consulting Group has been in the insights business for 20 years, yet they are the first to say that they are not a traditional consulting or research firm. They are an Insights, Innovation and Implementation company. In fact, these three "I's" are the foundation of Edgewood. This approach has helped dozens of Consumer Packaged Goods companies define winning go-to-market strategies and initiatives that have led to over 100 Progressive Grocer Category Captain awards. To learn more about Edgewood's success, we talked to one of their Partners, Jeff Rehling.

Edgewood talks a lot about insights and its role in building successful go-to-market strategies. How do you define insights?

Let's start with what insights are not; it is not data, information, factoids or trends. This is all nice to know, but an actionable insight is deeper and often hidden within all of this information. A true insight is a hidden truth that can be leveraged in an actionable way and can ultimately provide a response from your customer. At Edgewood we don't call them insights, we call them 'hidden truths'; it constantly reminds us to keep digging.



"Edgewood has ... developed tools based on concrete needs to support implementation for assortment..."



"...seeking to drive new growth through innovation. Edgewood helped uncover several 'hidden truths'"

How do you find these hidden truths and what is your approach to leveraging them?

Honestly, I probably get asked that question more than any other by our clients once they see the unique way we create leadership platforms, which is our 'Innovation' step. It is storytelling. Revealing 'hidden truths' and innovation creates the plot line; category, brand and shopper dynamics fill in the details and our creative strategy team writes the final story. It is an interactive process that requires both left and right brain knowledge.

Can you share an example of how Edgewood has leveraged your Insights, Innovation, and Implementation approach to support a client?

A terrific example was for a client seeking to drive new growth through innovation. Edgewood helped uncover several 'hidden truths' about shoppers along their paths to purchase. This led us to brainstorm and innovate a new approach to in-store merchandising, education and shopper marketing.

Our client and their retail partners are thrilled with the double-digit growth results for the entire category as verified in controlled store test.

Your example ended with implementation. How does Edgewood ensure the insights and innovation gets successfully implemented?

Edgewood maintains a strong client-side perspective. Our leadership has led brand and sales teams on the client side, so it's naturally part of Edgewood's culture to take pride in generating results. Edgewood has developed tools based on concrete needs to support implementation for assortment, pricing, shelving and more. These are not tools for technology sake; these are tools proven to drive execution.

For clients who would like to learn more about Edgewood Consulting Group, what should they do next?

A great place to start is our website at: edgewoodcg.com or call our office at 973-644-9788. They are also welcome to email us at jrehling@edgewoodcg.com.

Jeff M. Rehling
Principal



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Add Value...



Every Step of the Way

We Can Help  **Edgewood**
CONSULTING GROUP
where insights drive innovation*

Our clients continue to win multiple awards as voted on by Progressive Grocer and leading retailers. Over 100 to date! We combine advanced analytics with shopper research to drive insights, innovation and turn-key implementation for our clients and their retail partners.



Insights



Innovation



Implementation

Contact us at 973.644.9788 or www.edgewoodcg.com