

PROGRESSIVE GROCER

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2017

CATEGORY MANAGEMENT HANDBOOK



EnsembleIQ
UNIFIED TO MARKET

Art & Science

Edgewood Consulting Group has worked with leading brands and retailers for 20 years, but avoids the mantle of a traditional consulting or technology firm. Instead, Edgewood collaborates with brands and their retail partners to develop and implement strategy innovation that generates positive ROI. This approach has helped dozens of brands drive implementation success with over 100 Progressive Grocer Category Captain Awards to date. To learn more about Edgewood's unique practice, we spoke with one of the firm's Partners, Marty Baum.

Q What has changed the most in CPG over the past few years?

So much has changed like retail consolidation, loyalty card programs, social media and omni-channel. Still, many of the biggest challenges and opportunities facing brands and retailers boil down to vying for market share and achieving competitive advantage in an increasingly crowded marketplace. The stakes are higher than ever to attract and retain highly diverse shoppers. Manufacturers and retailers who approach these shared challenges and opportunities together as partners have the best chance to succeed.

Q How have you seen manufacturers and retailers work together?

Growth is fostered by leveraging strength, innovation or ideally both to meet consumer and shopper needs. Effective growth strategies start with actionable insights. We call these insights 'hidden truths' that we leverage in actionable ways to ultimately elicit a response from shoppers. The innovation strategy we develop from these 'hidden truths' is fully realized through highly customized retail implementation. The way we combine insights, innovation and implementation in ways that yield results is both an art and science. This is how we deliver results that are both efficient (driving positive ROI) and effective (building brand & retail banner equity); also earning over 100 Category Captain awards.

“The way we combine insights, innovation & implementation in ways **that yield results** is both an art and science.”

Q Can you share an example of how Edgewood has combined both art and science?

Sure. We helped a leading brand in a category that was stagnating after years of SKU proliferation. Edgewood helped uncover several 'hidden truths' about shoppers, their decision hierarchy and regional preferences. This led us to innovative solutions for category assortment and shelving that simplified the set, made it more shop-able and provided room to add merchandising and shopper education. Our AssortmentEdge® variety duplication solution is built to model ways to increase both efficiency and effectiveness, and the results at store level generated significantly higher sales and profit with fewer SKUs and improved retail banner equity. These are the types of win-win solutions we're proud to deliver.

“Our **AssortmentEdge®** variety duplication solution is built to model ways to increase both **efficiency & effectiveness.**”

Q How can people get in touch with you?

Just call us at 973-644-9788. Check out our website edgewoodcg.com or email me at mbaum@edgewoodcg.com. We'd love to help you maximize results for any challenge or opportunity.



Martin L. Baum
Principal



Some Assortment Decisions Are Easy. For the rest, there's assortment^eedge[®]

Every category is uniquely dynamic, every retail challenge is different & every assortment requires innovative thinking. Does your assortment tool address these complexities or is it just software?

AssortmentEdge[®] isn't just software. It's a full service strategic solution that can directly drive innovation, performance and ROI.

Delivering Results for 20 Years



If you can't check all the boxes below, then Edgewood can provide the solution you need!

Does Your Assortment Solution:

- Improve strategic effectiveness, not just product efficiency?
- Allow you to leverage flexible data sources, shopper insights & research?
- Generate validated and proprietary predictive modeling?
- Support the art of assortment optimization as well as science?
- Provide a turnkey solution run for you by experienced category managers?