

# the Leading**EDGE**

September, 2008

## How can you increase sales of a product launch by as much as +63%?

***Speed! Rapid Mobilization Capability is critical to enhancing your strategic and financial ROI.***

In a study recently completed by Edgewood, we found that Speed to Shelf is a key success factor that significantly builds retail sales and retail equity! The study uncovered that best-practice companies/stores can be **13 weeks faster** than competitors in achieving quality retail distribution of new products! The key is to apply 'Rapid Mobilization' principles to your new product launches.

Edgewood's investigation began with interviews that spanned the sales cycle, supply chain and retail store levels for insights that distinguish best practice launches from the rest. We also analyzed store and household-level data from our proprietary ShoppersEdge™ loyalty card database to validate best practices results through actual behavioral analysis.

### **So, What is "Rapid Mobilization"?**

'Rapid mobilization capability' is sales, marketing and supply chain's ability to be first to market with new products, merchandising solutions and thought leadership that build trade equity, consumer equity and bottom-line ROI.

### **Why does it matter?**

Maximizes your strategic options and effectiveness:

- Gain first mover advantage
- Block or deter your competitors from gaining first mover advantage

Maximizes ROI for CPG manufacturers and their retail partners on key product /shopper marketing initiatives; significantly improving both:

- Sales and Profits
- Retailer Equity (e.g. higher consumer ratings on key Retail Equity measures such as "has exciting new items" and "has everything I want")

## **What were the key findings?**

*“I don’t think anybody has shown us the ROI on new item speed to shelf”*

**– Retail V.P.**

Our analysis demonstrated that retailers/manufacturers with greater speed to market enjoyed significantly better results on a variety of measures:

- ✓ Trial rates of 3.4% of consumers in early-launch stores, versus 1.65% in late-launch stores
- ✓ +63% better performance over the first two years
- ✓ +23 to 30% higher ongoing sales velocity (slow stores/launches never caught up!)
- ✓ Significantly higher retailer Banner Equity ratings!

Finally, Edgewood’s study helped our client win their first Progressive Grocer Category Advisor award, and to a tie with Procter & Gamble for ‘Supply Side Excellence’ at the 2008 VICS Collaborative Commerce Achievement Awards.

## **How can you take advantage of this untapped opportunity?**

Edgewood has documented the best practices along with the barriers/bottlenecks that make the difference in achieving faster speed to shelf with new products. This approach promises to revolutionize the way manufacturers and retailers collaborate to maximize their new product success and ROI. Please contact me to discuss how you can benefit by implementing Rapid Mobilization Capability for your Brand and Customer Marketing initiatives.

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