



The New Promotion Equation:

Retailers and Vendors

Working Together for Optimal ROI

Introduction



Tom O'Reilly
President and CEO
Aptaris

**Visionary Leader | Industry Forecaster |
Business Strategist**

With more than 35 years of retail advertising experience, He is passionate about improving how retailers and vendors can rethink client communications and use new media to to maximize message outreach for profitable relationships with consumers.



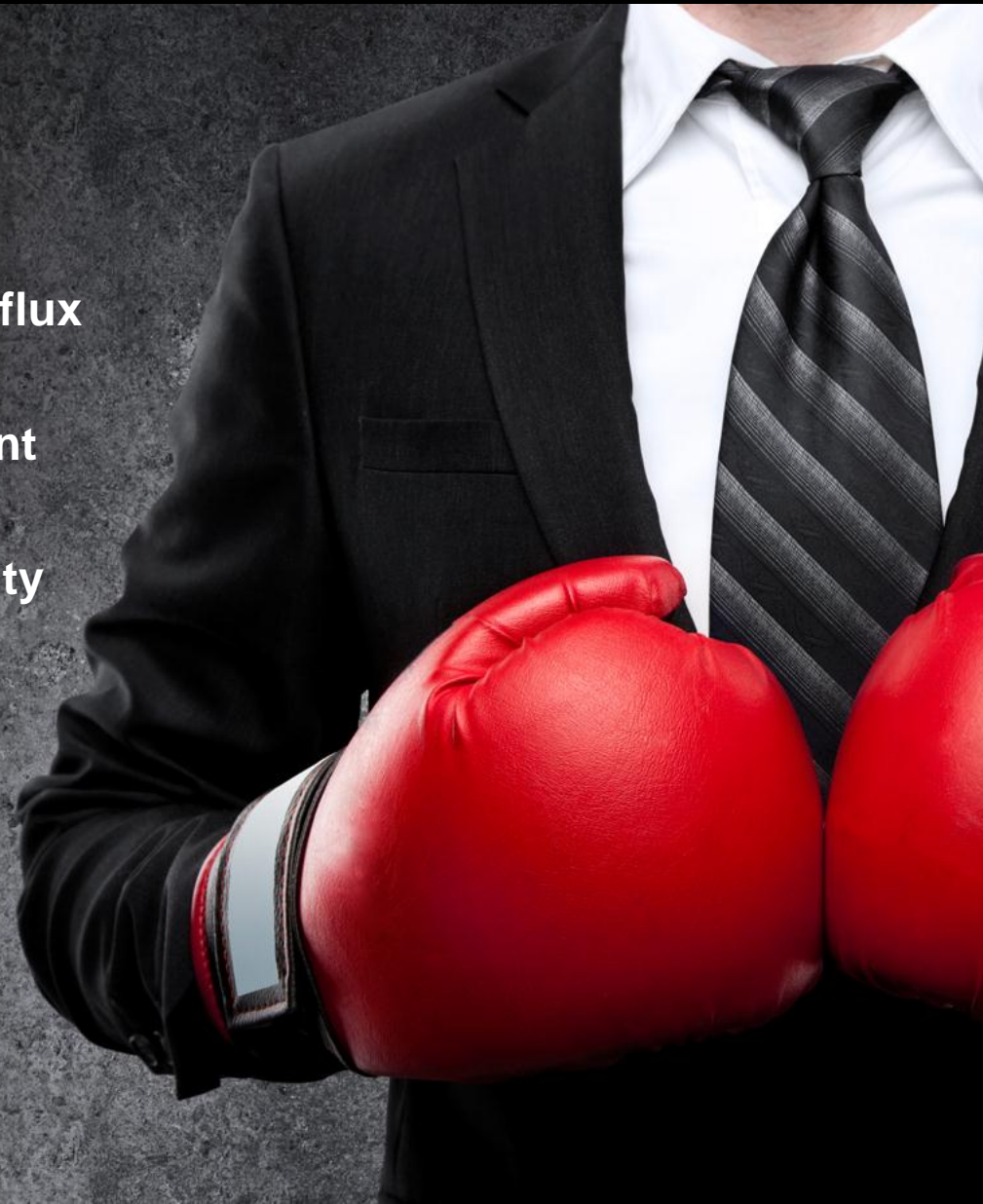
Mike Haaf
President at Strategic Management
Advisory Services, LLC

**Visionary Leader | Industry Forecaster |
Business Strategist**

High-impact, strategically focused Senior Executive. Retail visionary who builds and leads organizations to significant top and bottom line growth. Signature traits – passion, analytics, out-of-the-box creativity.

Retailers are Getting Hit on All Sides

- Promotional environment is in flux
- Dynamic marketing environment
- With change there is opportunity



INSTANT POLL

In 2013, what percentage of sales did the top 50 CPG manufacturers dedicate to marketing?

- a) 10%**
- b) 20%**
- c) 30%**
- d) 40%**

The rules of retail promotion are changing



Trade Promotion down; Shopper Marketing up



Proliferation of channels and devices: Empowered customer



Deals require more sophistication and coordination



Shifting consumer demographics and psychographics



Driving expanded consumer segmentation



Data in disparate systems make processes hard to manage

The Marketing Process



The Marketing Process

The Promotion Process is how we fund marketing success



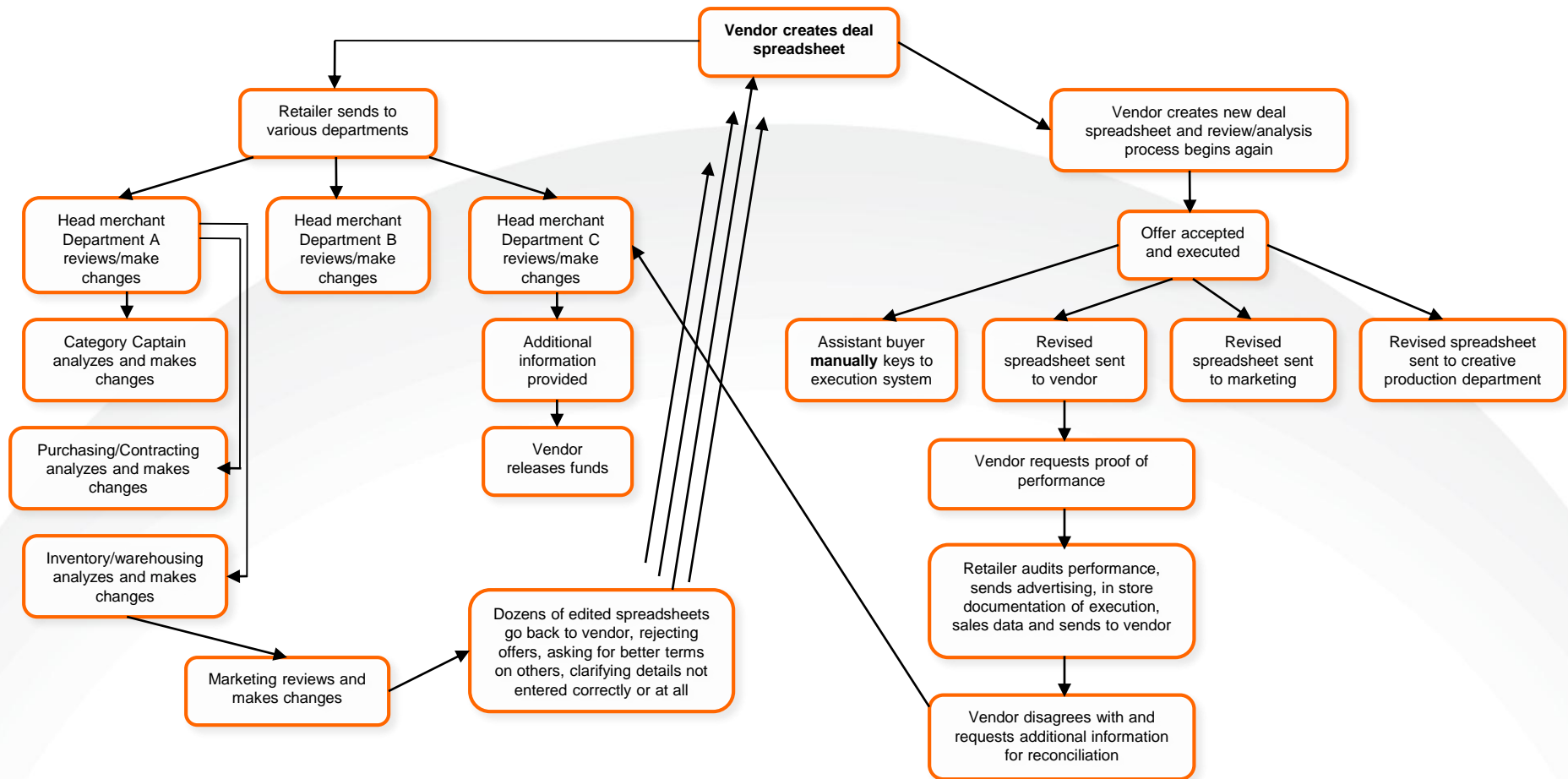
- Product
- Price
- Placement
- Promotion

- Supply Chain
- Message Development
- Production
 - Digital
 - Print
 - Signage

- Proof of performance
- Bill Backs
- Collection of funds

- Budgeted success metrics
- Integrated with financial systems
- Continuous improvement

The current promotion process can't support the new environment



- Manual and error prone
- Time consuming and slow
- Missed opportunities
- Repetitive
- No time for in-depth analysis

Execution requires sure, smooth connections inside of retailers

To succeed in the new environment retailers need:

- Simple, clear and integrated processes
- Facilitated with interconnected systems and data
- Deep integration with manufacturers

Resulting in deeper connections with shoppers and improved results

Bring Order to the Promotional Chaos



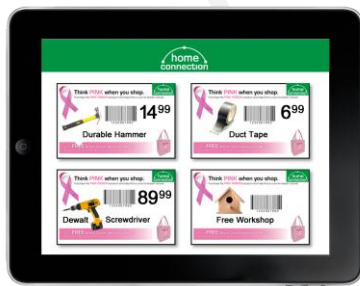
Omni-Channel Marketing



Measure Effectiveness
Across All



Execute Seamlessly
Advertising



Cycle Starts Again
Effective Marketing



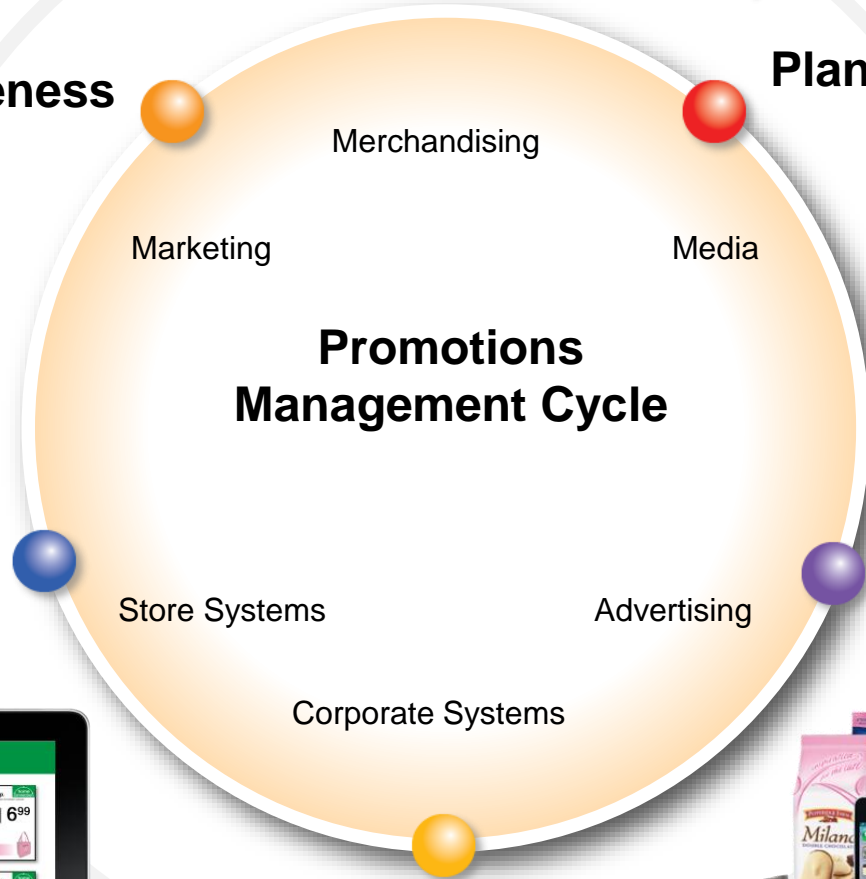
Plan Promotional Events
Marketing



**Vendor Portal
Negotiate Deals**
Merchandising



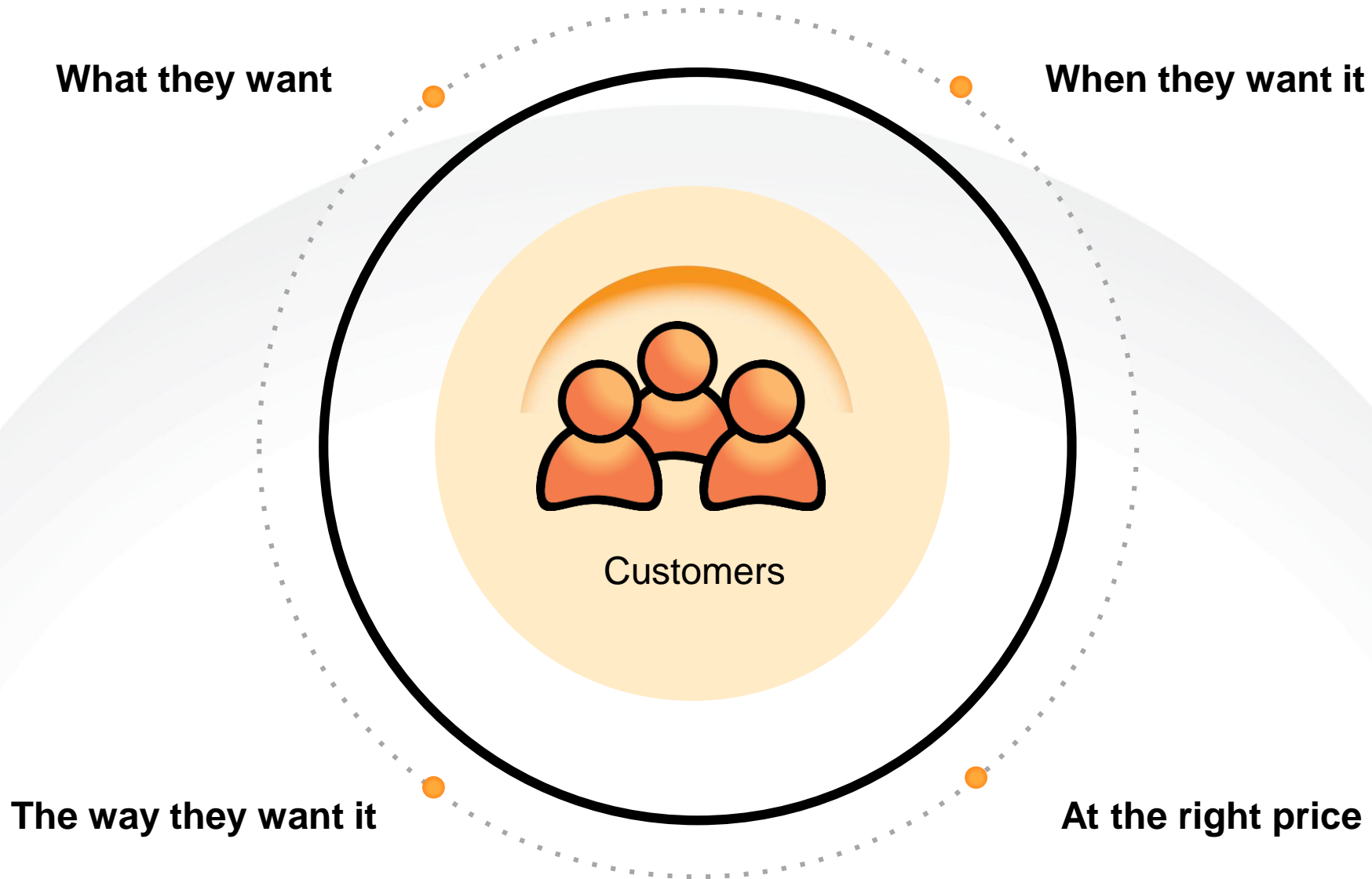
Make Shopper Offers
Merchandising



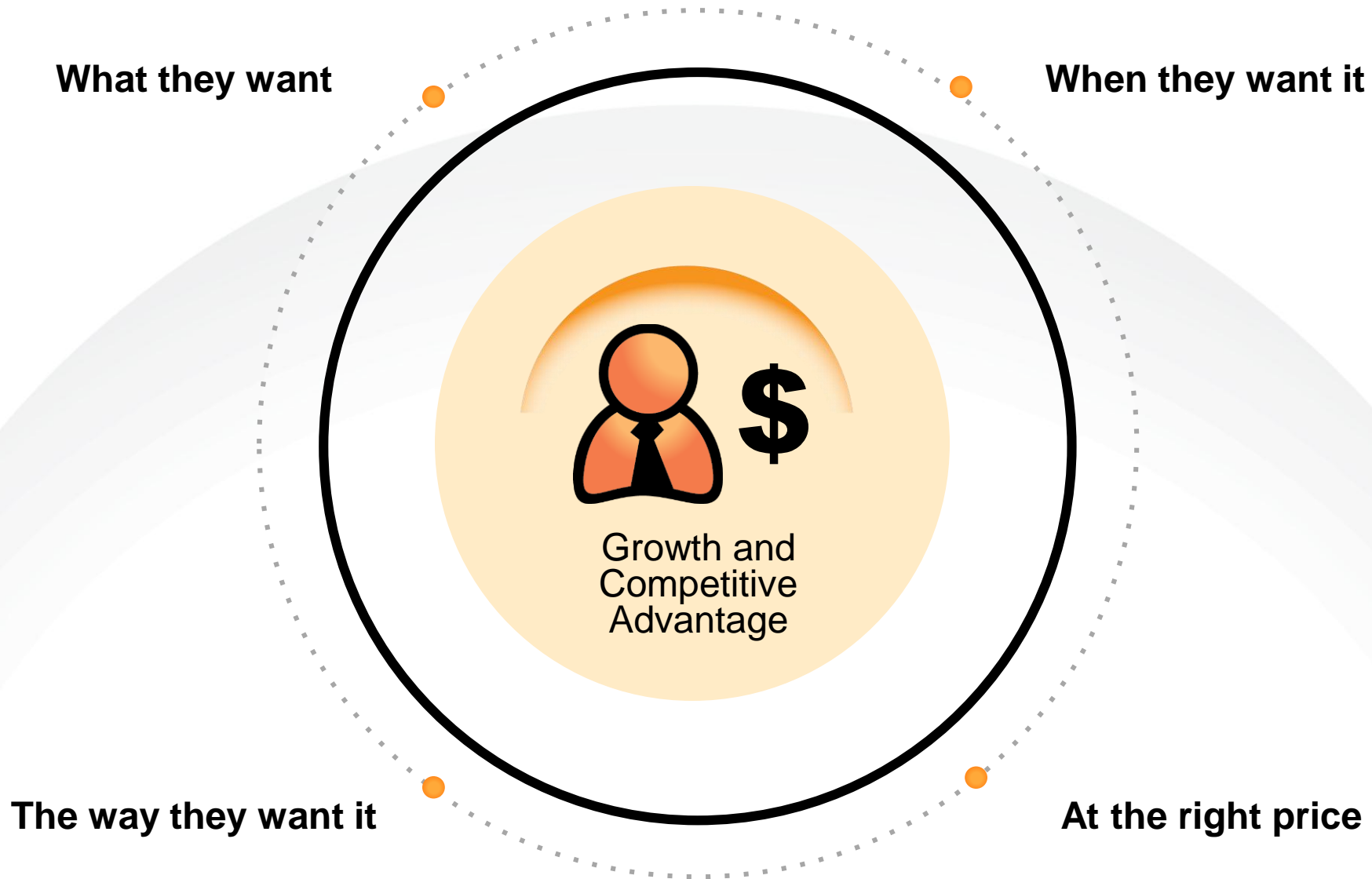
Connections are the key



Increasing value, revenue and competitive opportunities



Increasing value, revenue and competitive opportunities



Three critical imperatives



Connected systems eliminate the need to sift through stacks of paper and spreadsheets for pertinent information and makes collaboration easier



Access to information at every step in the process eliminates the need to re-enter data, avoids errors and saves time



Data Integrity makes it possible to select and optimize offers, events and campaigns

Executive benefits of promotions management systems



Connected systems make it possible to **do more with less**

.....●

Executive benefits of promotions management systems



24/7 access to information and process makes it possible to manage for **efficiency** and identify **opportunities**

.....

Executive benefits of promotions management systems



Data Integrity is more easily maintained

.....●

Executive benefits of promotions management systems



**Intelligent data relationships
= better decision making**

.....●

Summary

- Promotional environment is in flux
- Dynamic marketing environment
- With change there is opportunity

You need:

- Access to the expanded pool of offers available
- To develop processes that scale as the environment becomes more complicated
- To Understand ROI for the customer and all trading partners to create value



Thank you!

