

A NEW DAY FOR RETAIL EXECUTION

As commerce evolves, so too are CPG retail execution strategies — but the value in strong partnerships has never been clearer.



57%

CPGs said COVID caused permanent changes to their REX strategy¹



27%

Invested in field-enablement technology in 2021 to increase efficiency and safety of field teams¹

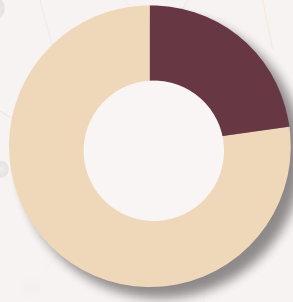


36%

CGs planning a major upgrade in retail execution by mid-2023²

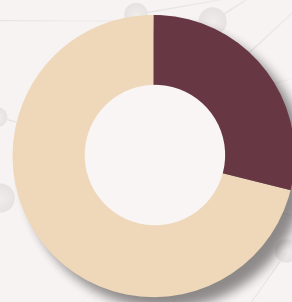
Data Sharing Remains Challenging

CGs Say Retailers Don't Share



23%

On Shelf Availability³



29%

Inventory Data³

Keeping Friends Close and Technology Closer

CPGs are rethinking REX strategies and transforming tech stacks — while keeping retail relationships first in line. Providing seamless consumer experiences is a joint responsibility.

“The challenge is ... there's so many online platforms and delivery methods available. It's important consumer goods companies start listening to consumers and look for new ways to engage them and improve that shopping experience.”

— Cheryl Perkins, Founder/CEO, Innovationedge



General Mills collaborated with retailers to test new packaging and optimize its digital shelf and search content to boost physical and digital shelf performance — driving retail sales up high single digits in the first month.⁶

“It's not only about eliminating friction for the consumer, but in many markets eliminating friction for the store owner as well.”

— Andy Walter, Strategic Advisor, P&G (Retired)

48%

Growth PepsiCo's multi-pack business recorded as a result of REX granularity and retail collaboration⁵

Nutrabolt Retail Execution Success Story

CHALLENGE

Competition mounted pressure on store space for Nutrabolt's flagship C4 Energy beverage brand.

ACTION

It employed custom-designed cooler racks that converted space between shelves to saleable real estate. Also created a HydraCap that holds warm and cold facings in one unit to merchandise legacy products with new ones.

BENEFIT

200% year-over-year increase in grocery display activity⁷

“Our retail partners appreciate the innovation and sharp look of our displays. They are fun, colorful, and add value to the customer shopping experience at the retailer. When customers are snapping selfies and interacting with displays, the brand and the retailer benefit. The pandemic has limited in-person demo interactions with consumers and inspired brands to educate via the shelf and displays.”

— Hagen Pantan, VP of Global Retail Development and Training, Nutrabolt

SOURCE: 1 - Repsly, “2022 Outlook for Retail Execution Teams”; 2 - CGT, “Sales & Marketing Report 2021”; 3 - CGT and RIS News, “2022 Retail and Consumer Goods Analytics Study”; 4 - CGT, “Average Can't Cut It: Why REX Matters More Than Ever (and How to Get It Right)”; 5 - CGT, “PepsiCo Launching Pepviz Data Science Practice for Retail Partners”; 6 - General Mills, 2022 Consumer Analyst Group of New York (CAGNY) Conference; 7 - Hagen Pantan, VP of Global Retail Development and Training, Nutrabolt

PRESENTED BY





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THE KEYS TO SUCCESSFUL RETAIL EXECUTION

Today's REX teams require creative thinking and strong partnerships

Q What are the advantages of retail execution teams, and are they key to a brand's success?

Retail execution teams are the eyes, ears, and hands at the shelf for consumer goods brands. When properly focused and equipped, REX teams can both identify on-shelf availability (OSA) issues, and have a significant impact on their quick resolution. The bulk of consumer product sales will continue to flow through the shelves of retailers for a very long time, and those brands that consistently exceed consumer's expectations around product presentation on those shelves will continue to win.

Q Field teams: in-house or outsourced? What's trending and what are the benefits of each for CPG companies?

There are very strong arguments for both in-house and outsourced field teams, and these arguments change depending on the stage of a brand's lifecycle, as well as the complexity and value of the work being done. We've seen a trend towards outsourced work since the depth of the pandemic, as CPGs are looking for flexibility around deploying people to the field, particularly around more simple "coverage"-based work or during very busy promotions periods where clean execution is critical (and so scale of eyes and hands in-store is too).

We've also seen a trend towards in-house teams for retail execution that requires strong relationships and "thinking on your feet" to address the myriad issues that reps encounter in store on a much more frequent basis.

Q How have retail execution needs changed over the pandemic, particularly related to strengthening CG and retailer partnerships?

Since the pandemic has shaken everything from consumer behavior to product availability, brands and retailers have had to become much more agile to keep shelves stocked with the products that consumers want and need. Those that have excelled through the most difficult times have succeeded due to collaboration.

The brands that have maintained a strong presence with their retailer customers have been able to creatively address issues quickly by identifying trends sooner, problem-solving in partnership and making adjustments to "what and how" products are allocated, distributed and promoted in order to manage the impact of the disruption.

Q Which areas of retail execution require the heaviest IT investment according to today's trends?

The core goal of retail execution is the successful achievement of objectives, whether those be new product activations, promotion compliance, competitive intelligence gathering, or market share expansion. The most effective retail execution organizations are powered by technology that integrates data from multiple sources and extracts meaningful, actionable insights from that data. IT investments that enable both developing insights from a range of data sources and driving actions based on those insights result in the highest **and** most impactful ROI for CPGs.



Replsly's retail execution platform connects CPG teams to improve field sales performance, merchandising execution, and promotion compliance — connecting them with the data and tools they need to work more intelligently in their accounts. Our platform combines data on shelf-level execution, team activity, and sales velocity to help field teams make smarter decisions to maximize their impact. For more information, **visit www.replsly.com**.