

SPC Ardmona

Managing multiple categories

Situation

After having worked with SPC Ardmona on their international strategy and brand development as well as Australian projects for Goulburn Valley (crossing over with CCA), we were engaged to help with category management. The aim was to devise strong category visions and strategies that would inform brand management and innovation planning across packaged fruit, spaghetti, baked beans, tomatoes, spreads and new opportunity categories - including brands like Goulburn Valley, Ardmona, SPC and IXL.



Approach

Having ample pre-existing knowledge we researched shopper behavior through a combination of accompanied shopping and in home in depth interviews.

The analysis allowed us to identify shopper categorization as well as numerous opportunities at POS/shelf and pack design and messaging. The qualitative work was further boosted with observation.

The results of previous analysis, needs and trends work as well as the shopper results were brought into cross functional workshops and strong category visions developed. Based on these, the key category growth levers were defined and key strategies including initial execution ideas developed.

Result

Clearly defined category growth strategies that could be shared with the retailers and implementation plan agreed.

Clear internal focus for brand management and innovation.

A multi year pathway.