



**Denave's Retail Market Intelligence program led to informed decision making by the industry giant and resulted in sustained sales growth along with a strong brand recall**



## CLIENT

World's leading tobacco conglomerate



## BUSINESS OBJECTIVE

Overall objective was to understand the market trends along with consumer behavior analysis across cities and apply the collated retail intelligence for improving the GTM strategy. Such a targeted outreach approach was aimed at delivering amplified returns while the insights were to be leveraged for aligning a perfect product placement strategy. The backbone of the activity was increasing brand awareness through product trials.



## THE CHALLENGE

- ▶ Non-adherence to processes along with other compliance issues faced with past agency (pilferage related issues)
- ▶ No proper tracking of consumer behavior which would have helped the brand strategize its GTM approach



## THE DENAVE EDGE

- ▶ With a strong network of experienced field-agents with in-depth market understanding, Denave planned and executed the program through dedicated field force of approx. 350.
- ▶ With an expertise in seamless execution of on-ground projects, a strong supervision structure (approx. 40+ coordinators, field supervisors, program management team and warehouse & infrastructure team) was put in place for the project.
- ▶ Alongside, Denave also provided critical support services viz. Recruitment, HR, Training, Admin, Technology, Quality, etc. to help in the management issues which were faced by the client.
- ▶ The program is being executed through our proven field-force management methodology wherein the crux lies in ensuring the right information to be shared with the team well-within time to ensure a timely response. The same strategy ensures that the real market mapping is done from ground level without ignoring any small pockets.



## PROGRAM REACH

📍 13 cities across India



## THE RESULT

- ▶ The sales figure for the brand grew significantly within the first 6 month of the program launch.
- ▶ Sustained sales growth was seen in the respective states where the program was launched. This was coupled with a significant rise in the brand recognition, including the HORECA (Food service industry – Hotel/Restaurant/Caterers) channels.
- ▶ The pilot program was initiated with 3 cities and the time span provision was of 3 months, however, with the performance showcase, client converted the project into a long-term program with 3 cities becoming 13 eventually.
- ▶ At present, Denave is continuing the program which is now running for almost 3.5 years now.