

Demystification of Category Vision

Some of the most common misconceptions about
Category Vision and our view on it.



Frankfurt, June 13th 2024



Expert survey on Category Vision

Online Interviews
of 32 industry and
retail experts
answering 10
questions

Main sectors **food
and beverages (72%)**
and **cosmetics and
personal care (19%)**

Participants **working
mainly in CM, TM /
SM and Brand
marketing**



Development and influence of Category Vision



Which **departments** in your company are **developing** the Category Vision?



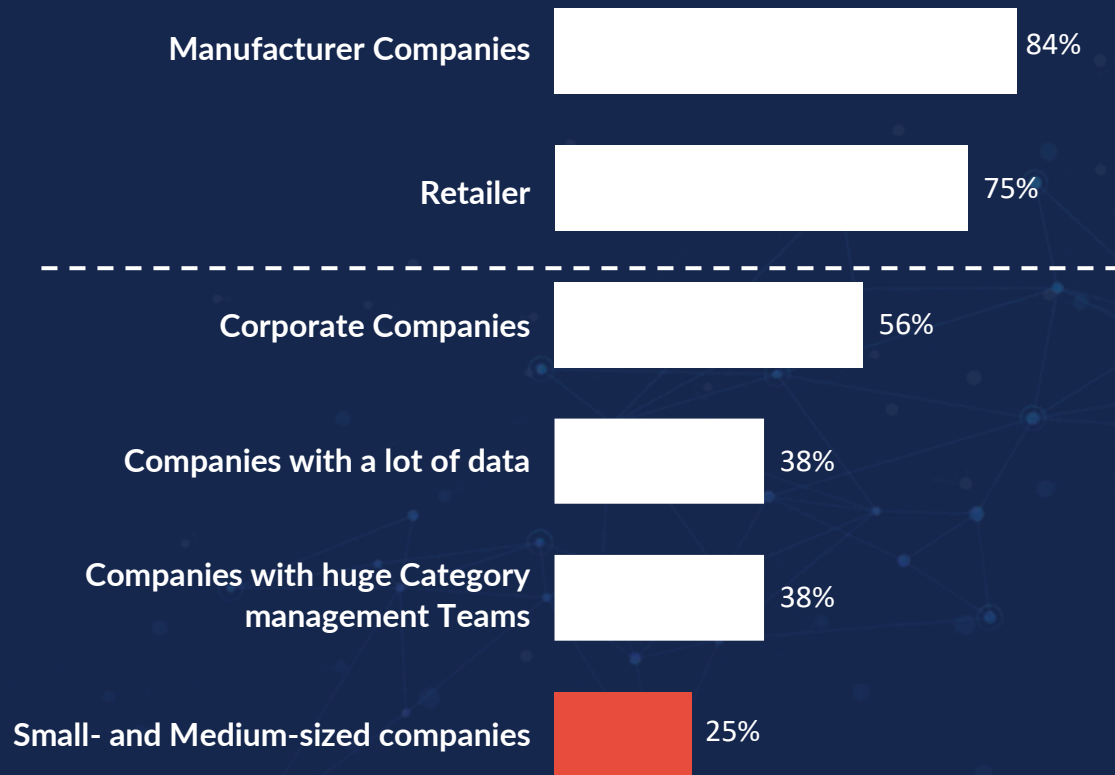
Which **teams** in your company do you think are **influenced** by the Category Vision?



Suitability of Category Visions



Based on your view: Who is a Category Vision **suitable** for?



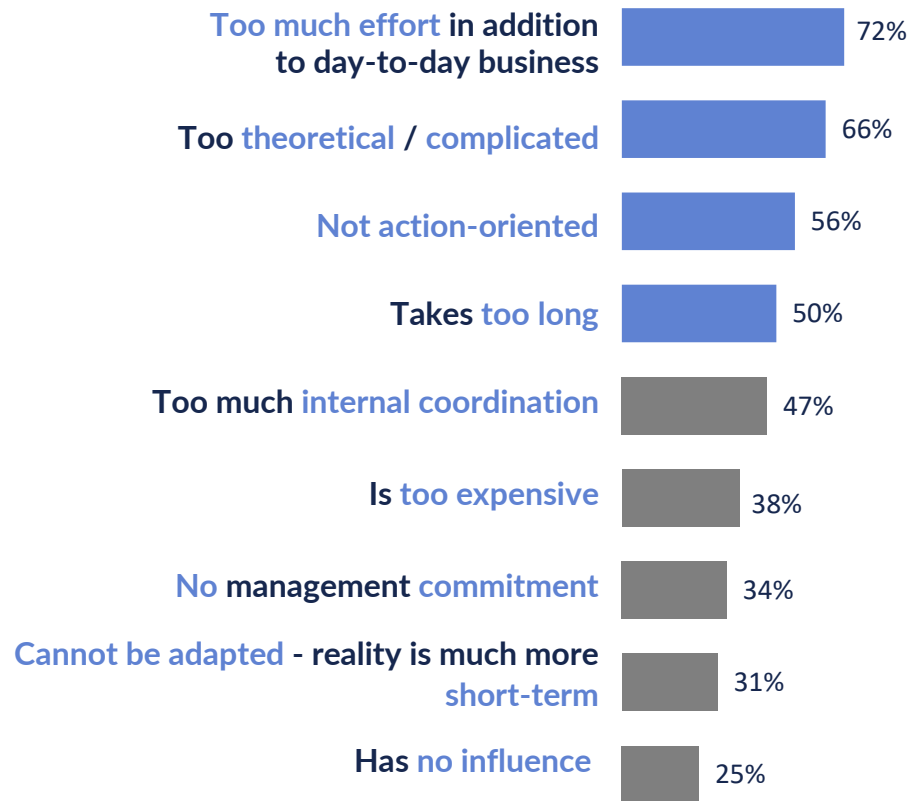
In your opinion, for **which area(s)** of application is Category Vision a suitable solution?



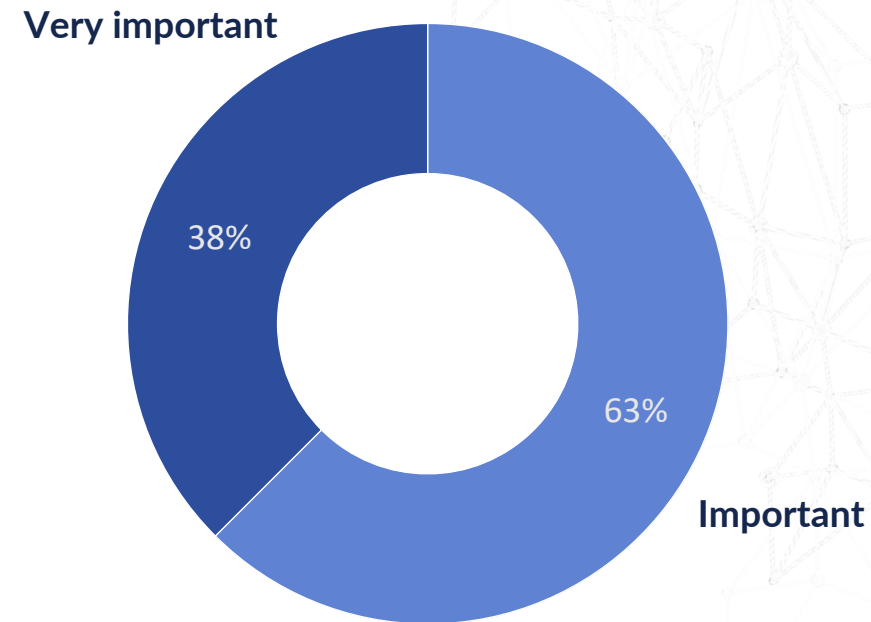
Fears and importance



What are the **fears** you see in the development of a Category Vision?



How **important** do you think it is to develop a Category Vision?



Expert survey on Category Vision

It's a category
management
job!

It's only for big
corporate
companies!

It's too much
effort for purely
theoretical
outcome!

...more myths available!



What are the most common myths about Category Vision?

Results from the online expert-survey conducted in May/June 2024

MYTH #1

A project for Category Management only



MYTH #2

Only for big corporate companies



MYTH #3

Too much effort and too theoretical



**” A project for
Category Management
only.**

Category Vision MYTH #1





**A Category Vision
REQUIRES and ALLOWS
to bundle and orchestrate
all commercial forces.**



It is the starting point for integrated, commercial planning and all market activations!



It affects and changes three areas of behavior.



To achieve **growth**, we need to change **consumer** behavior!



To change what consumers use, we need to **adapt** what **shoppers** buy!



To change what **shoppers buy**, we need to work together to shape what and how the **retailer** sells!

» All in all, this results in the 'triple win' making the total cake bigger

” A Category Vision is only relevant and applicable to big corporate companies.

Category Vision MYTH #2



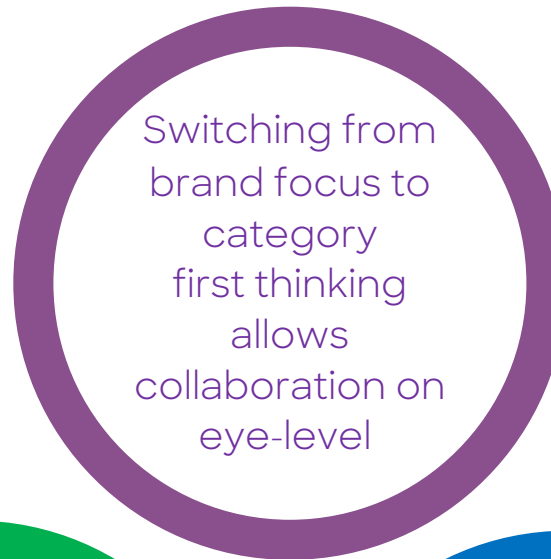


A Category Vision can be
customized to all types and
sizes of companies.



Customization makes a Category Vision beneficial for all types and sizes of companies.

Better alignment and collaboration internally across functions and externally with customers.



Flexible Category Vision development according to objectives and category excellence level

Entry

Basic-oriented

-
- Objectives primarily focused on internal concerns
- Customer project not necessarily planned
- CM tasks integrated in other departments
- Vision related to a single brand
- Predominantly secondary data available, desk research of existing market data, less in-house studies

Core

Construction stage

-
- First joint customer projects
- CM mindset is already established in the company
- Trained CM employees
- Multiple brands or categories are to be considered
- Analysis of specific market research studies, desk research of existing market data

Advanced

Multi-dimensional approach

-
- Already established cooperation with customers
- Objective: clear, customer- and collaboration-oriented
- CM as lived practice
- Own category excellence
- Multi-brand or multi-category approach
- Specific market research – both as a departmental and data resource

**” It’s too much effort for
purely theoretical outcome!**

Category Vision MYTH #3



A photograph of two mountaineers standing on a sharp, rocky mountain peak. They are both wearing helmets and climbing gear, and are holding hands in a gesture of teamwork or balance. The background features a vast, hazy mountain range under a clear blue sky. The overall scene conveys a sense of achievement and collaboration in a challenging environment.

**A Category Vision balances
out the efforts and focuses
on practical execution.**



To guarantee relevant results – think it through until execution and involve the people doing it early

WHERE TO PLAY

- Define & Integrate
- Engagement
- Exploration
- Category Landscape
- Develop
- Growth driver
 - Playing Fields



HOW TO WIN

- Planning
- 6P's and 2C's
 - Brand & Channel Mapping
 - Jobs-to-be-done / Mini-Briefings



HOW TO KEEP WINNING

- Execute
- Connect to or transform ways-of-working
 - Localize, Translate & Implement on market, customer and company level



Simplification and guidance through external support

Category focus

Company Focus

Category Vision is an enabler for integrated cooperation -

“to keep winning”



Consumer Marketing driving
mental availability



Shopper Marketing driving
physical availability and conversion



Customer Development driving
physical availability and sell-in

Category Vision

Innovation /
Portfolio

Communi-
cation

Shopper-/
Trade
Marketing

Category
Management /
Business
Development

Revenue
(Growth)
Management

Category
Selling

Consumer & Shopper

Customer / Retail

Category Vision Breaking the MYTH

**So breaking the myth
around Category Vision
requires commercial
engagement and
empowerment ...**



More myths available – Let's get connected to overcome the Category Vision Myths!



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Thank you



**Scholz
& Friends**

Always at Your Side: Welcome to Scholz & Friends

40 years of communication excellence

- » Multi-specialist & creative transformation partner
- » Founded 1981 in Hamburg
- » Partner-led agency group with more than 1,300 Friends
- » Headquarters in Berlin & Hamburg
- » Further locations in Düsseldorf, Frankfurt, Stuttgart, Vienna, Zurich and Brussels



Hamburg



Berlin



Brüssel



Düsseldorf



Frankfurt



Stuttgart



Zürich



Vienna



Leading in the German Speaking Region:



Local Strength, Global Scale



Scholz & Friends
Family



Building meaningful connections

Set up as a group of specialist agencies with 1,200 professionals in the German-speaking region. Belonging to VML.



We create connected brands to drive growth

A combined global network of over 30,000 professionals across 64 markets. Founded 2024 by merging VMLY&R with WundermanThompson as part of WPP.



The creative transformation company

A multinational holding company across all communications, experience, commerce and technology disciplines with 26 agency networks of over 100,000 professionals across 110 markets.

J. Walter Thompson

Y&R



WUNDERMAN



VML



VML

Globally Our Best Connection: The Friends from



Creating connected brands to drive growth



Meaningful experiences for customers & consumers



Synchronized processes & tools



Shared culture & values



Creative excellence meets technology leadership



All-inclusive work environment

» **2023 WPP unites Wunderman Thompson and VMLY&R to a Global Powerhouse**

» **Locations:** 150+ offices in 64 markets worldwide

» **Employees:** more than 30,000 worldwide

» **Awards:** Cannes Lions: Most Innovative Network & Entertainment Agency of the Year 2023

New York Festivals & ADC: Network of the Year 2023

Ad Age A-List & Stand Out Agency A-List 2023

Campaign: Integrated Global Agency of the Year 2022



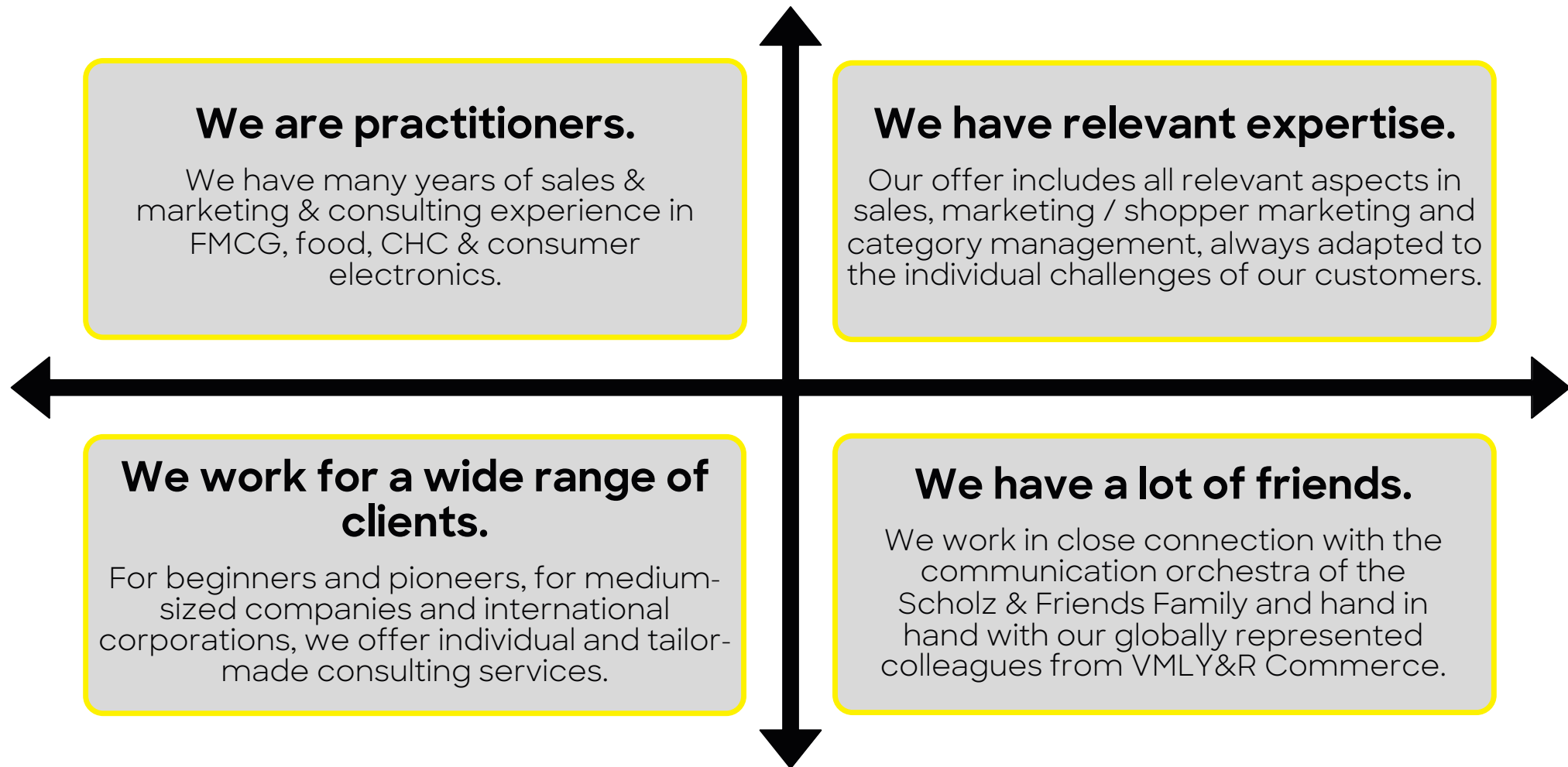
We offer consulting expertise in sales & marketing to enable connected growth.

We support our customers and partners in finding suitable **sources** and **ways** to achieve more growth in order to be able to leverage limited resources pragmatically and purposefully.

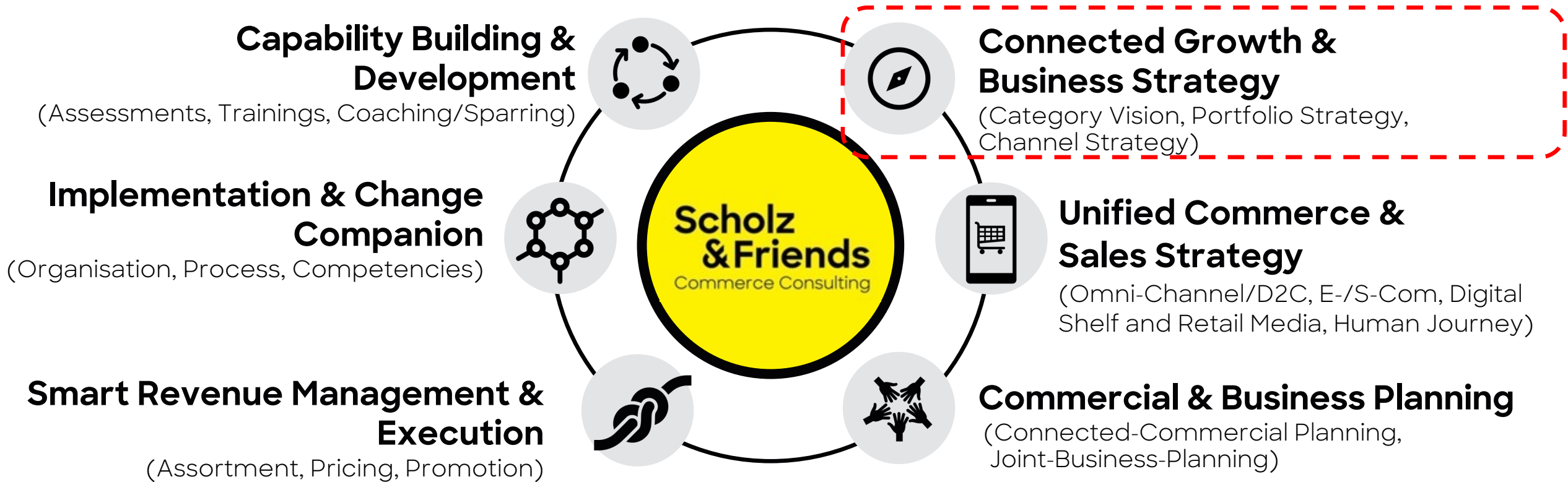
In doing so, we deliver **actionable solutions** to their sales and marketing challenges that connect the relevant commercial teams.

Our work does not end with the solution itself, but we also support its seamless **implementation**, end-to-end.

Four arguments that speak for us.



The Commerce Consulting Portfolio.



Extensive Category Vision at global, regional and domestic level in more than 20 projects



L'ORÉAL



Arguments for Scholz & Friends Commerce Consulting

- **Experience** in senior leadership functions on the industrial, commercial or market research side with an understanding of processes and implementation requirements.
- Experience in transformations to **Category Leadership** on the company side and in consulting.
- **Outside-in Point of view** to challenge current structures and ways of working as well as to set new business impulses.
- “**Helping hands**” to achieve good results quickly and in a goal-oriented manner
- More than 10 years **Expertise** in the development of category visions
- **Sparring partner** as well as support in the implementation phase
- Inspiration as well as **Animation** for cross-functional collaboration to connect silos
- **GS1 Solution-Partner** for Category Vision in Switzerland and in Germany



**Thank
you.**





Yagora

Shopper. Data. Knowledge. Actions.

Company Introduction Yagora

2024



Yagora is part of the MEDIA Central Group

Media and data science expertise

> 900
Employees

21
Locations

> 1.000
Customers

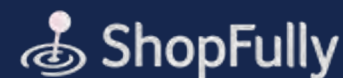
> 30
Länder

> 50 Billion
impressions
p. a.

> 15 Billion
flyers
p. a.

> 500 Mio.
Customers
reached in Europe
p. a.

600 Mio.
analysed
receipts per
year



Our Mission



The **moment of purchase decision** has been the focus of our **thinking and actions** for over 25 years.

We measure and analyze shoppers' **purchase decision behavior** based on solid data and examine the underlying **attitudes, motives, and emotions**.

For a holistic view, we adopt the **perspective of the shopper** and complement it with the **viewpoints of retailers and manufacturers**.

Shopper. Data. Knowledge. Actions.



Shopper focus



Market leader

in real-life store tests



Category Management

Shopper Research

internationale Expertise



Data Science

for industry and retail



References

Industry & retail clients



Strong practical relevance

through an expert team from industry, retail, and academia



Forefront of science & recognized experts
in Category Management



Over 25 years of
experience (founded in 1997)

Customer feedback



FERRERO

"...Yagora offers the highest quality in both implementation and subsequent analysis. Based on high-quality shopper data, we can make well-founded decisions that have a lasting positive impact on our business."

Volkmar Schwenk
CEO
FERRERO Deutschland

ECKES granini
the best of fruit

"Yagora has developed a practical and easy-to-implement "Strategy Shopper Research Framework" that helps us to optimize our international category management activities, increase process efficiency and promote knowledge sharing."

Caroline Kopp
International Category Management Developer
Eckes-Granini Group GmbH



"Since multiple years, Yagora is our **trustful partner for Shopper Research** on a **global scale**. They are supporting us with shopper research and **actionable recommendations** in Europe, Australia, Asia as well US ..."

Vera Wagner, Head of Global Shopper Excellence,
Global Customer Excellence
Henkel Consumer Brands, Henkel AG & Co. KGaA



„ With the help of Yagora and their **Data Science** Team we have been able to provide our **retail partners** with actionable insights based on **loyalty card and scan data analysis**. Yagora accompanied us in projects in mutiple countries like **Ireland, Italy, Saudi Arabia and others**"

Niels Dekkers
Head of Marketing and Strategic Projects
SPAR International

Our service areas



Shopper Marketing & Activation



Product Innovations & Trends



Price & Promotion Price Management



Category Management & Shopper Experience



Brand, Product & Packaging



Account & Channel Management





Our method portfolio

We use quantitative and qualitative market research methods to investigate "whether", "how" and "why" the shopper buys.

Real Life Storetests
incl. Scan data analytics



Shopper Research



Data Science as a Service



Loyalty card analysis



Agile Shopper Insights



Would you like to know more?

We look forward to hearing from you!

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