



GREAT NORTHERN  
instore

Measuring the Execution of a  
National Promotion Launch

Bringing Execution into Focus



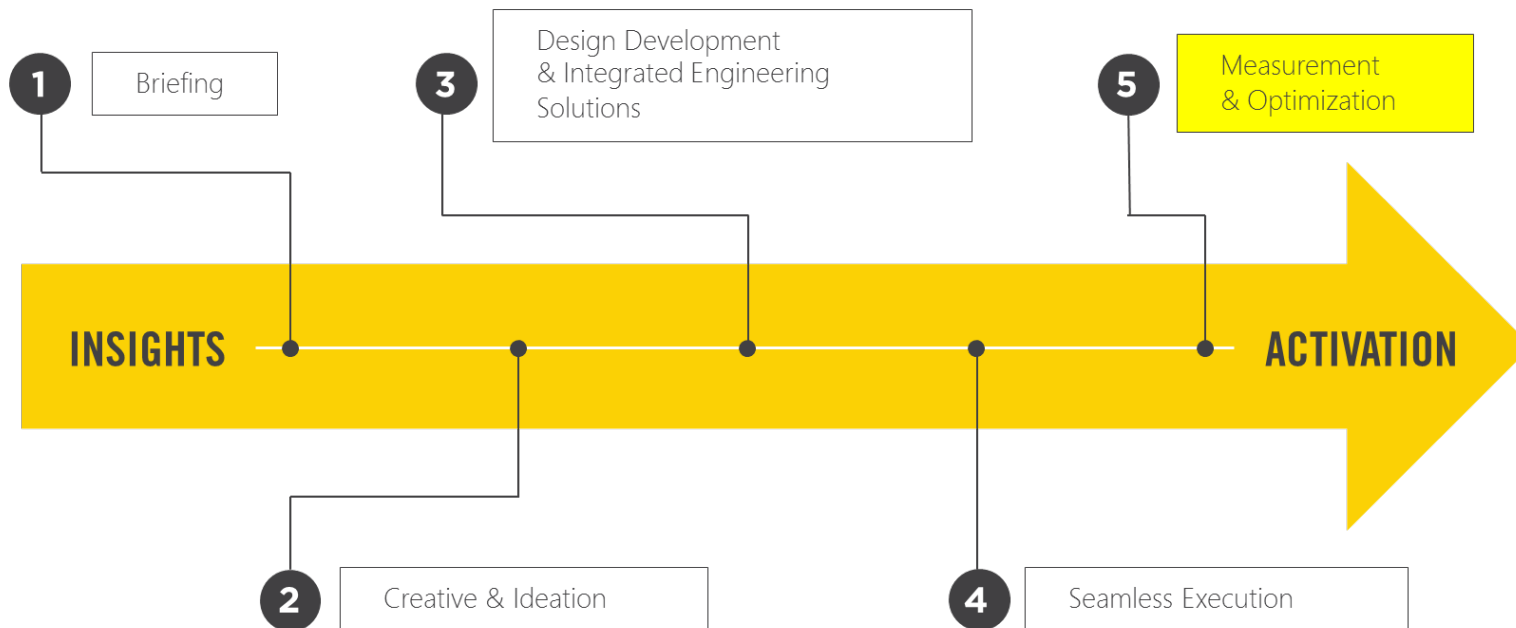
## Our Mission

We help our customers win by doing what others can't or won't.

# Turnkey Services



# A Shopper Marketing Approach



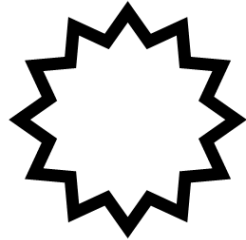
# *THE COMPLIANCE OPPORTUNITY*

# POP AI Compliance Study



- A leading association driving researched-based value to the global retail marketplace
- Connected key CPGs, Retailers, and Manufacturers to understand the state of retail execution and the value of compliance
- Initial surveys showed CPGs felt retail execution was 70%+

# A Crowd-Sourced Study



**17**  
Promotions

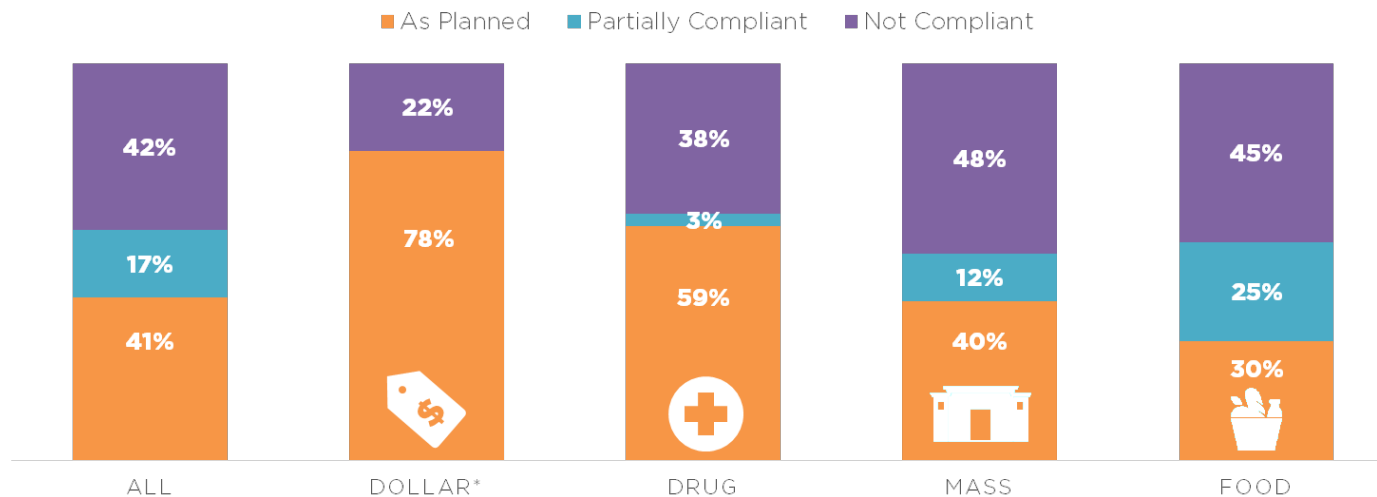
**5,643**  
Stores



**112,000+**  
Data Points

# Compliance

## COMPLIANCE BY RETAIL ENVIRONMENT

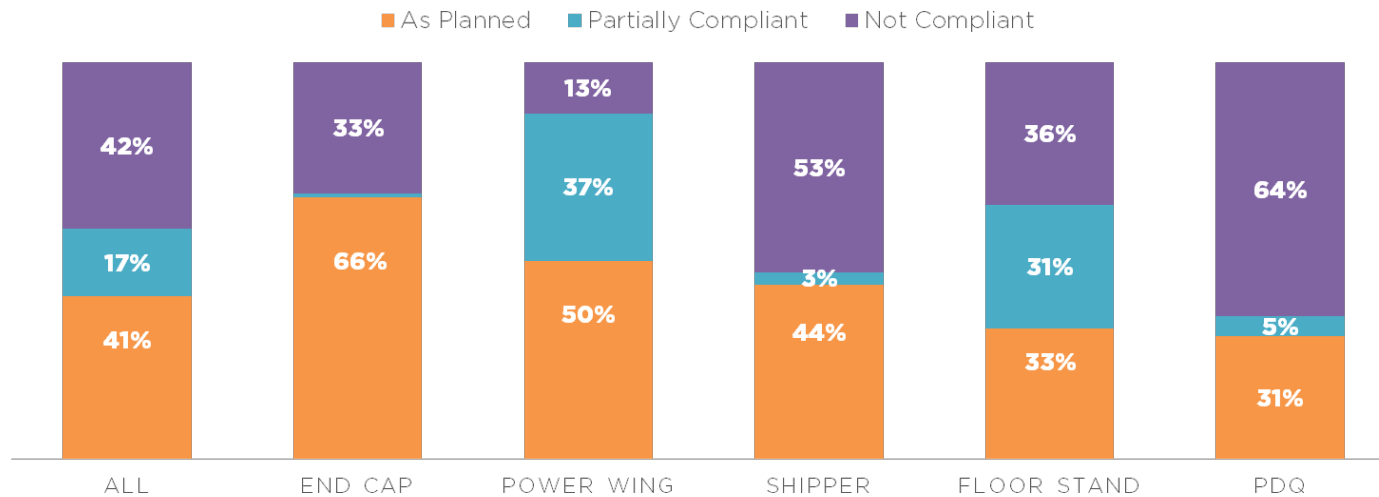


\* Dollar programs were retailer holiday programs

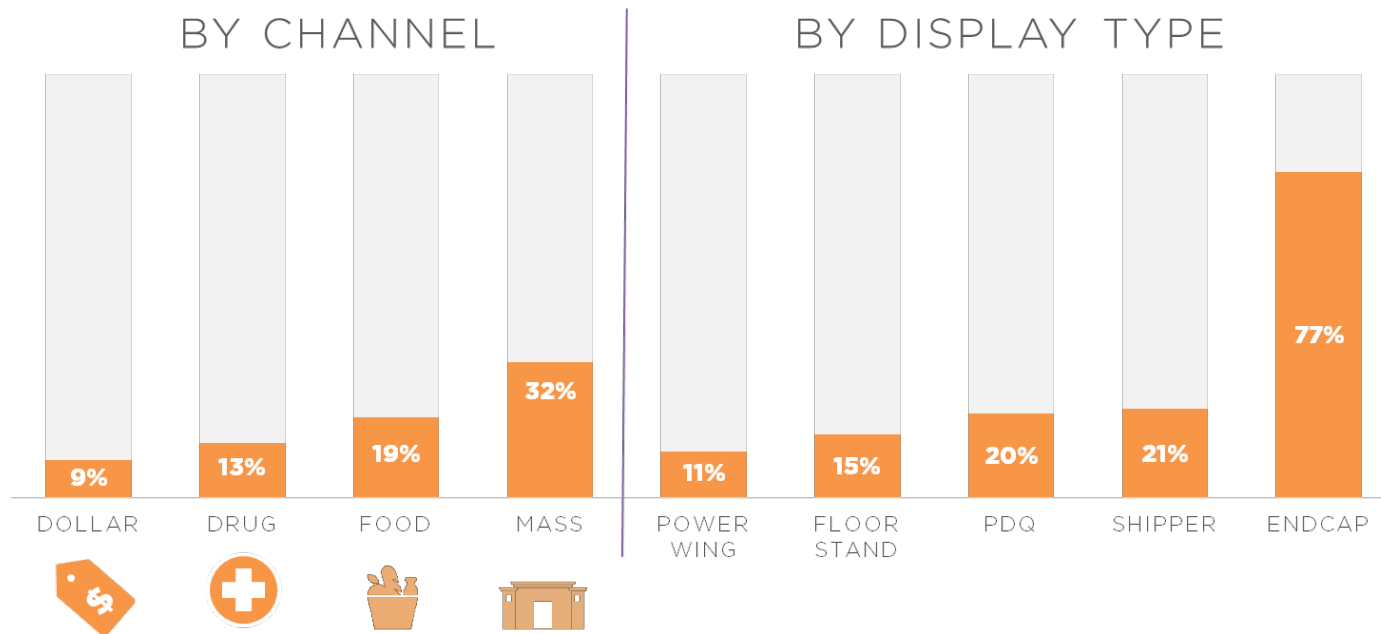


# Compliance

## COMPLIANCE BY DISPLAY VEHICLE



# Sales Impact (lift)



# Key Takeaways

- Study reflected compliance currently worse than perceptions
- Collaborate (CPG, Retailer, Solution Provider) for solutions
  - Test cases saw 10%+ compliance improvement with collaboration**
- Opportunity
  - Engage to fix retail compliance to increase sales lift and margin**

# *PEPSI OPPORTUNITY*



# Pepsi Emoji



# Historic Measurement



Utilizes a DSD system to deliver displays

DC counted displays received

— DC audited inventory 2-3 weeks later

Displays considered executed in-field



# Execution Challenge

## The Goal

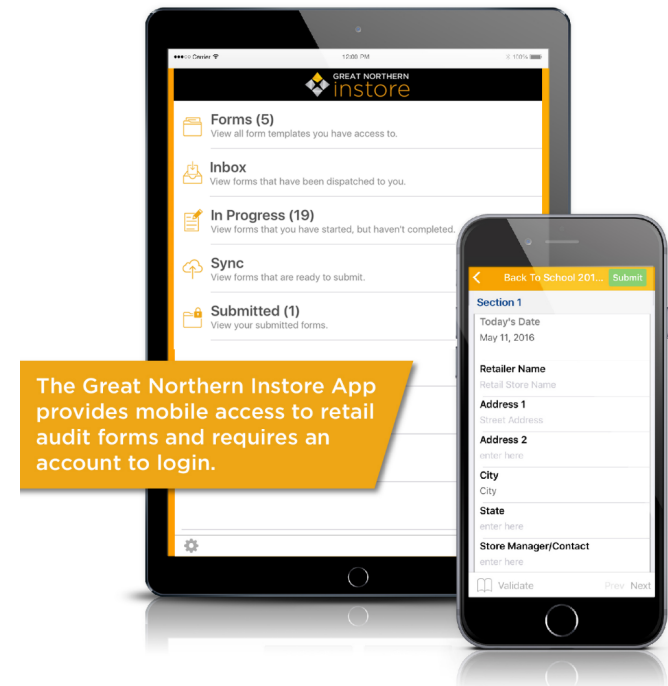
- Pilot measurement of true store execution (Iowa and east Texas markets)
- Utilize DSD team
- Pilot observes current state; real-time actions not planned
- Return “live” data



# The Solution

## The Great Northern Instore App

- Smartphone app, that can create customized surveys that can capture:
  - Time & Date of form submission
  - Location of form submission
  - Photos
  - Responses to questions in multiple formats
- Coupled with an interactive dashboard to view meaningful results





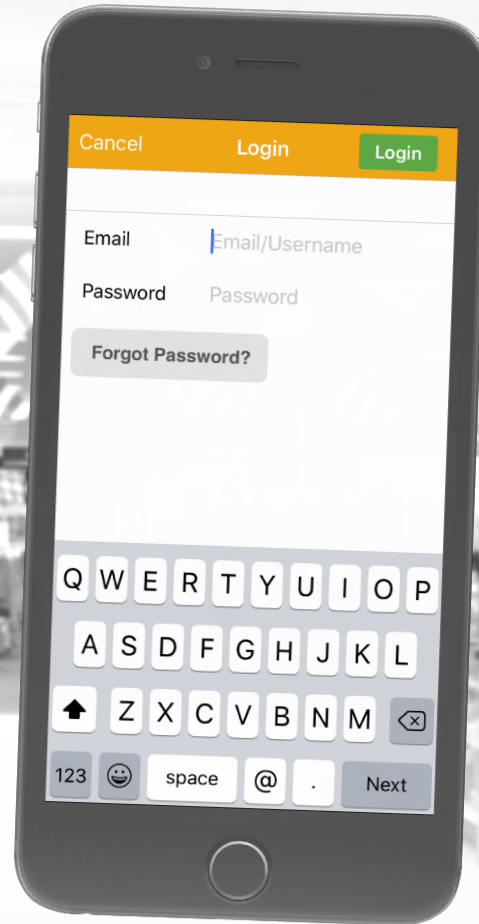
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Login

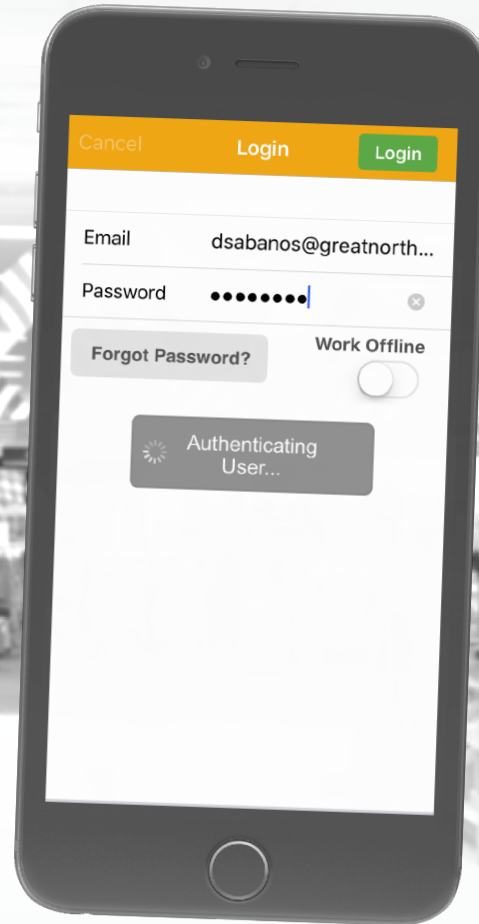


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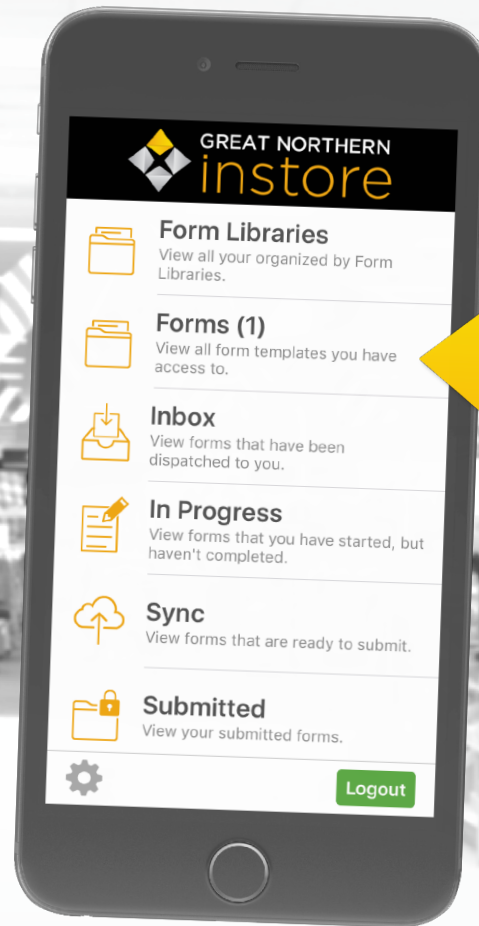
# Login



# Login

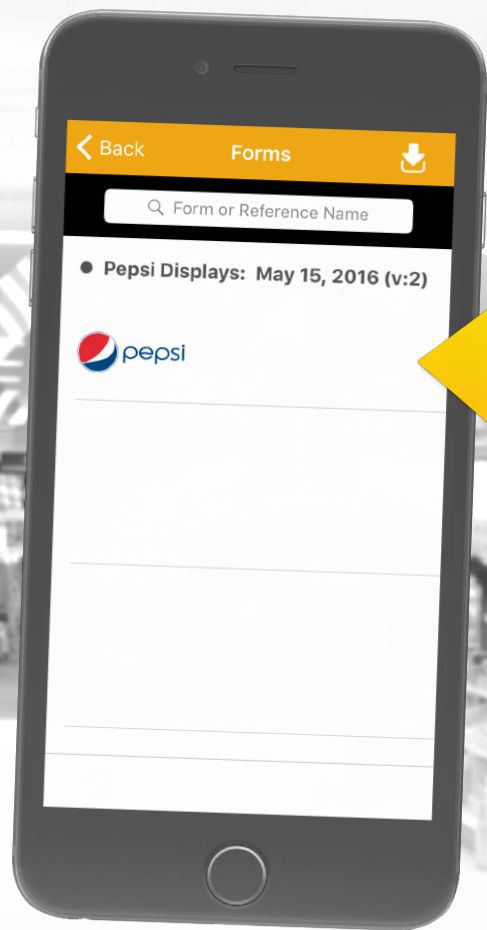


# Main Page



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# Form



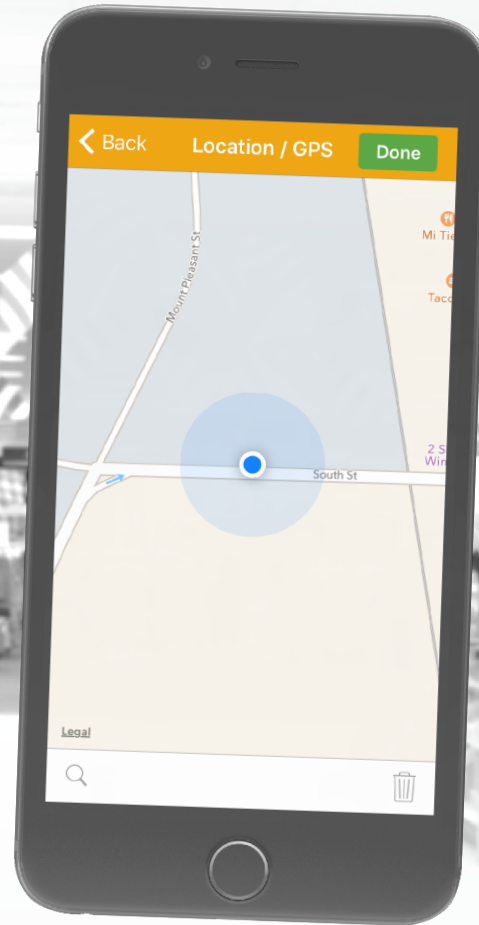
# Date & Time



A smartphone screen displaying a data entry form. The form has an orange header bar with a back arrow, the text "Pepsi Displays: Ma...", and a green "Submit" button. Below the header, the form is titled "Section 1" and contains several input fields: "Date" with the value "Aug 03, 2016", "Time" with the value "13:42", "Location / GPS" with a location pin icon and a right-pointing arrow, "COF#" with a list icon and a right-pointing arrow, "Store Name", and "Store Address". At the bottom of the form, there are two buttons: "Validate" with a bookmark icon and "Comments". A yellow arrow points from the right side of the phone towards the "Location / GPS" field.



# Location



Store





[Pepsi Displays: Ma...](#)

**Section 1**

**Date**  
Aug 03, 2016


**Time**  
13:42

**Location / GPS**  
lat 42.759199, lng -87.804185 

**COF#** 

**Store Name**

**Store Address**

 Validate

# Store



Store



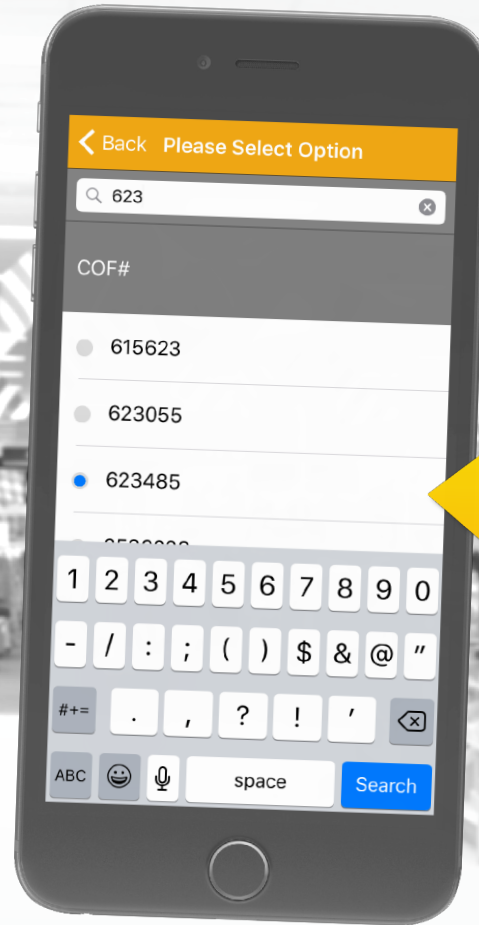
Store



Store



Store



Store





[Pepsi Displays: Ma...](#)

**Section 1**

**Date**  
Aug 03, 2016


**Time**  
13:42

**Location / GPS**  
lat 42.759199, lng -87.804185 

**COF#**  
623485 

**Store Name**  
SDX@EDUCTL SERV 2277011001

**Store Address**  
670 6TH STREET ALLIMMIL HALL


 Validate





Store



 Pepsi Displays: Ma...


**Store Name**  
SDX@EDUCTL SERV 2277011001

**Store Address**  
670 6TH STREET ALUMNI HALL,  
PRAIRIE VIEW, TX

**Select Display Type**

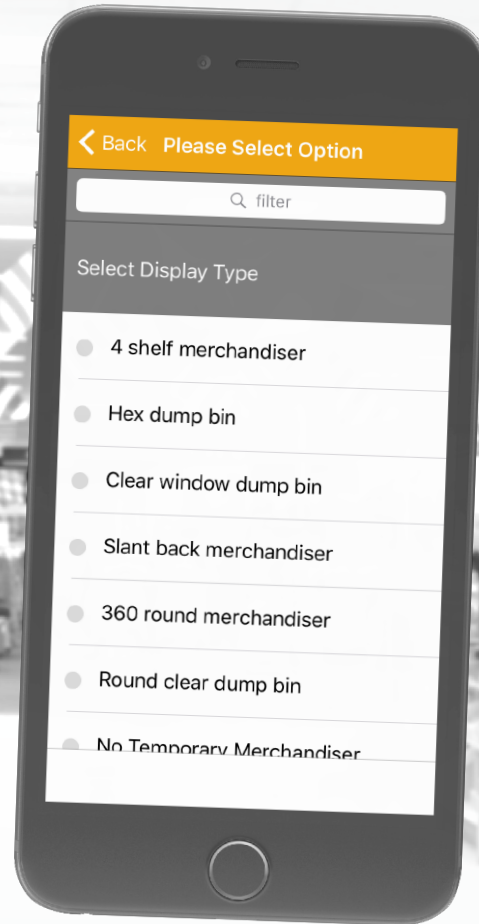
- 
- 
- 

**Take a photo of the completed display**

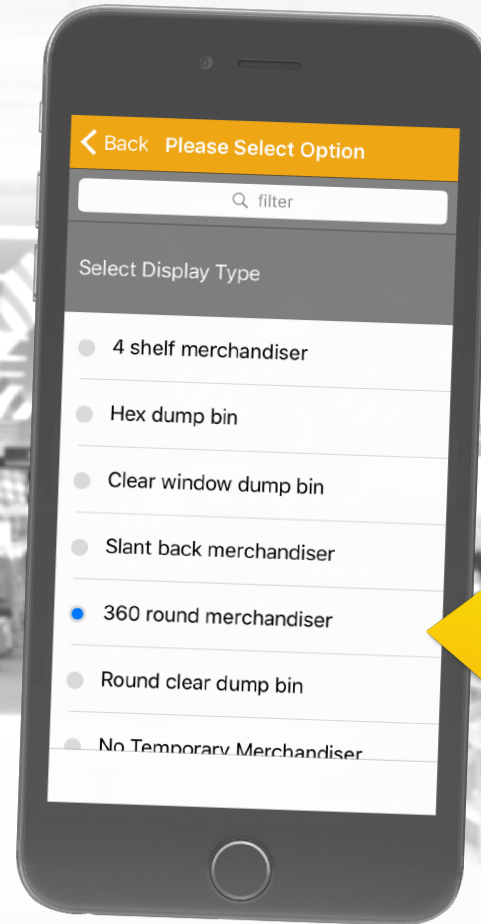


**How easy was it to set-up this display (1 - Very Easy to 5 - Very Hard)**

# Display Type




# Display Type



Photo




 Pepsi Displays: Ma...

**Store Name**  
SDX@EDUCTL SERV 2277011001

**Store Address**  
670 6TH STREET ALUMNI HALL,  
PRAIRIE VIEW, TX

**Select Display Type**  
360 round merchandiser >

**Take a photo of the completed display**



**How easy was it to set-up this display (1 - Very Easy to 5 - Very Hard)**

Photo

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Photo




[Pepsi Displays: Ma...](#)

**Store Name**  
SDX@EDUCTL SERV 2277011001

**Store Address**  
670 6TH STREET ALUMNI HALL,  
PRAIRIE VIEW, TX

**Select Display Type**  
360 round merchandiser >

**Take a photo of the completed display**



**How easy was it to set-up this display (1 - Very Easy to 5 - Very Hard)**


# Survey



[Pepsi Displays: Ma...](#)

670 6TH STREET ALUMNI HALL,  
PRAIRIE VIEW, TX

**Select Display Type**  
360 round merchandiser >

**Take a photo of the completed display**  
 >

**How easy was it to set-up this display (1 - Very Easy to 5 - Very Hard)**

1  2  3  4  5

**How long did it take to set-up the display? (Just the time to assemble the unit. please do not**

# Survey

< Pepsi Displays: Ma... Submit

How easy was it to set-up this display (1 - Very Easy to 5 - Very Hard)

1 2 3 4 5

How long did it take to set-up the display? (Just the time to assemble the unit, please do not include locating product and loading the display.)

Less than 5 minutes

5-10 minutes

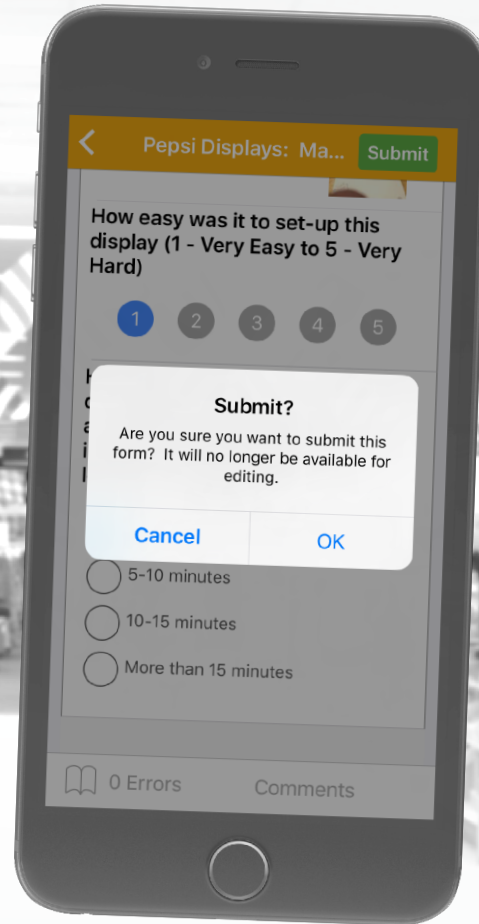
10-15 minutes

More than 15 minutes

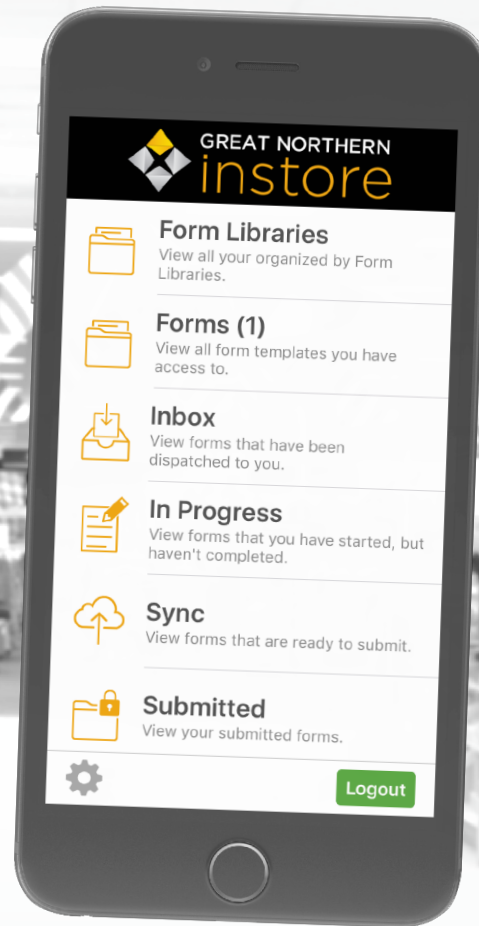
Validate Comments



# Submit

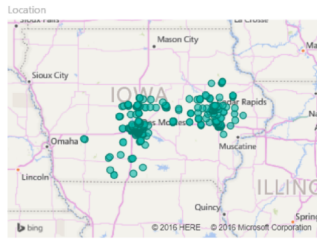
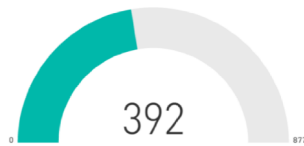


# Complete



## Store Execution Dashboard Sample

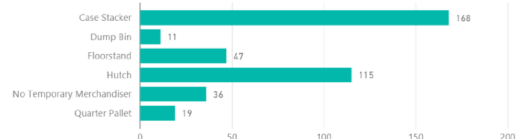
State Territory  
 Iowa  Cedar Rapids, IA  
 Des Moines, IA



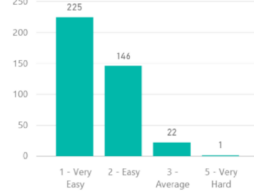
Count of Store # by Setup Date



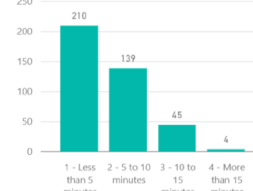
Count of Store # by Display



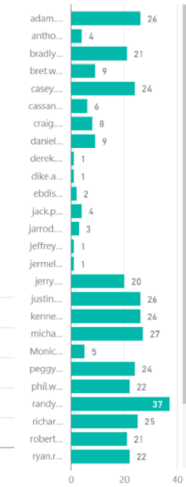
Count of Store # by Ease of Setup



Count of Store # by Time to Setup



Count of Store # by User



Overall Summary Iowa Sales Pilot

Filters

## Store Execution Dashboard Sample

State:  Iowa

Territory:  Cedar Rapids, IA  
 Des Moines, IA



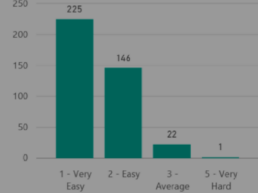
Count of Store # by Setup Date



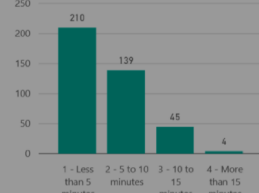
Count of Store # by Display



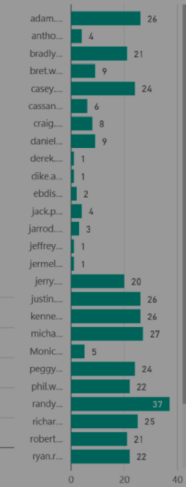
Count of Store # by Ease of Setup



Count of Store # by Time to Setup



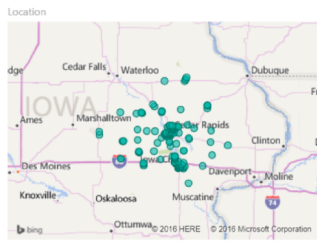
Count of Store # by User



Filters

## Store Execution Dashboard Sample

State Territory  
 Iowa  Cedar Rapids, IA  
 Des Moines, IA

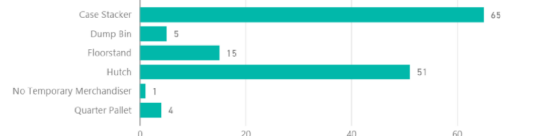


Overall Summary Iowa Sales Pilot

Count of Store # by Setup Date



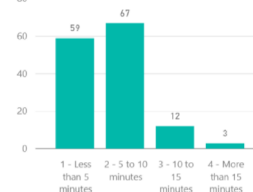
Count of Store # by Display



Count of Store # by Ease of Setup

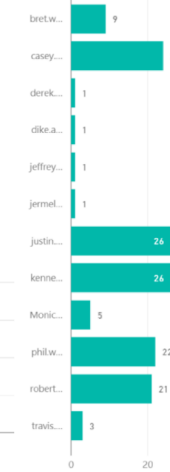


Count of Store # by Time to Setup



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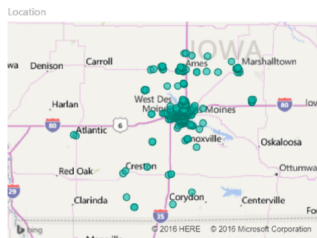
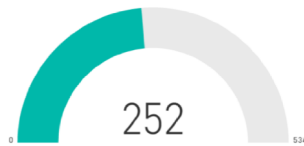
Count of Store # by User



## Store Execution Dashboard Sample

State Territory

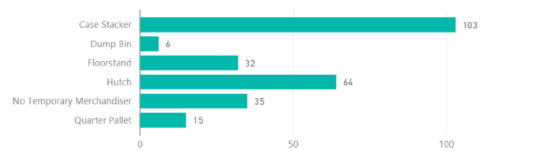
- Iowa Cedar Rapids, IA
- Des Moines, IA



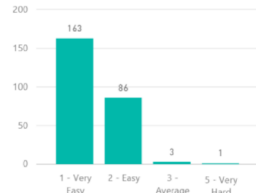
Count of Store # by Setup Date



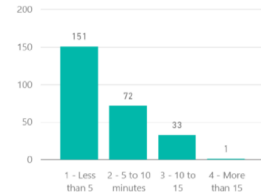
Count of Store # by Display



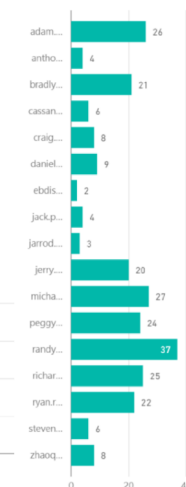
Count of Store # by Ease of Setup



Count of Store # by Time to Setup



Count of Store # by User

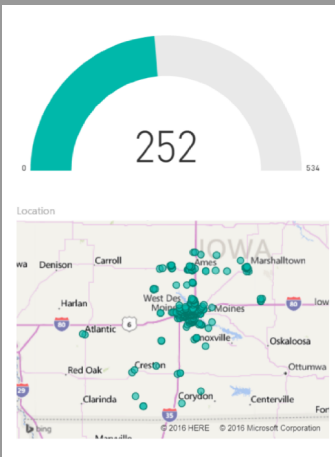


Overall Summary Iowa Sales Pilot

Filters

## Store Execution Dashboard Sample

State Territory  
 Iowa  Cedar Rapids, IA  Des Moines, IA



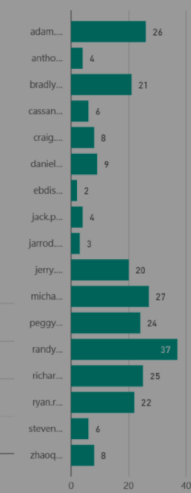
Count of Store # by Setup Date



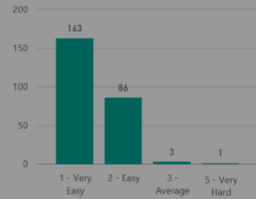
Count of Store # by Display



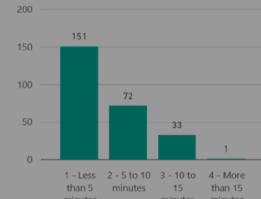
Count of Store # by User



Count of Store # by Ease of Setup



Count of Store # by Time to Setup



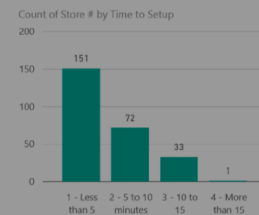
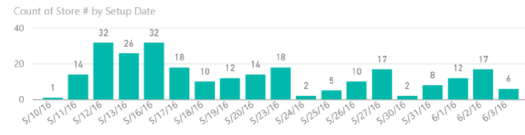
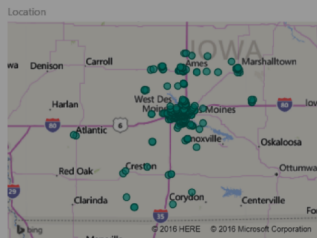
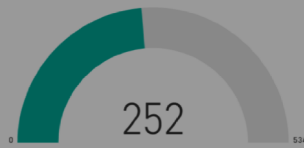
Overall Summary Iowa Sales Pilot

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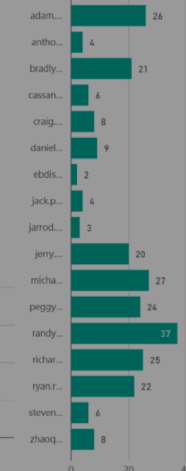
## Store Execution Dashboard Sample

State Territory

Iowa  Cedar Rapids, IA  Des Moines, IA



Count of Store # by User



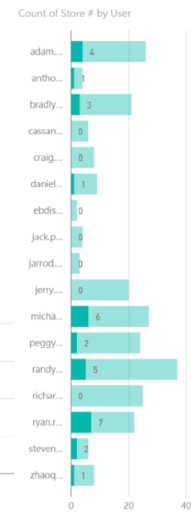
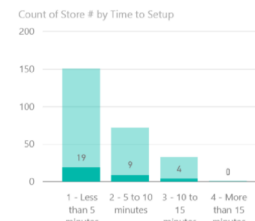
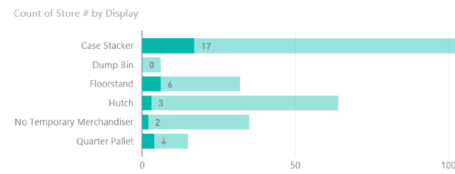
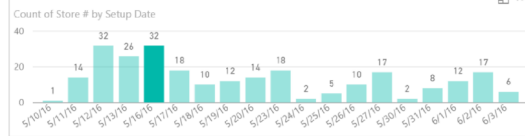
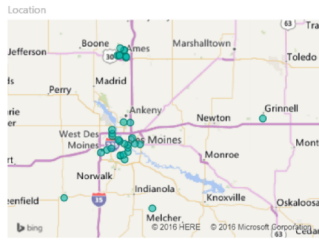
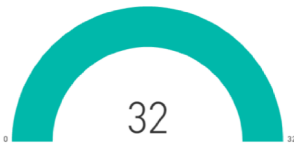
Overall Summary Iowa Sales Pilot

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## Store Execution Dashboard Sample

State Territory  
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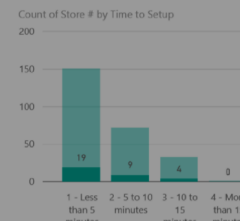
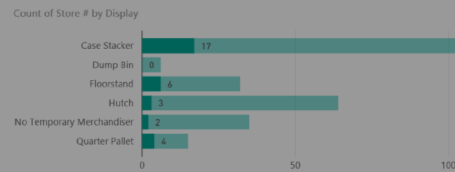
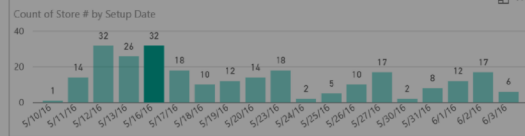
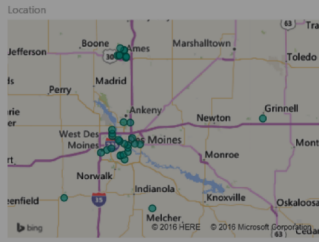


Overall Summary Iowa Sales Pilot

Filters

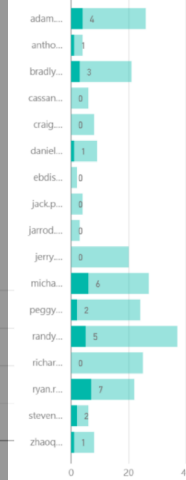
## Store Execution Dashboard Sample

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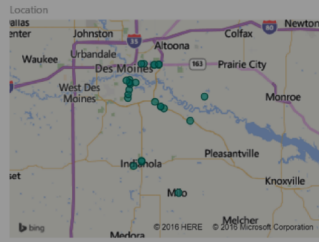
Count of Store # by User



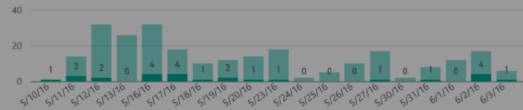
Overall Summary Iowa Sales Pilot

## Store Execution Dashboard Sample

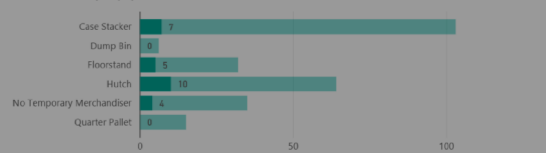
State Territory  
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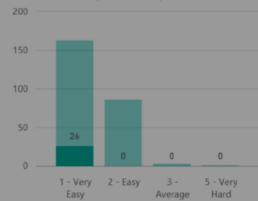
Count of Store # by Setup Date



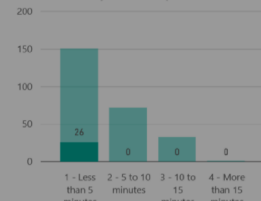
Count of Store # by Display



Count of Store # by Ease of Setup

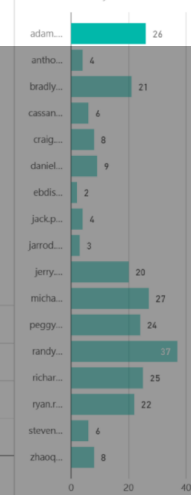


Count of Store # by Time to Setup



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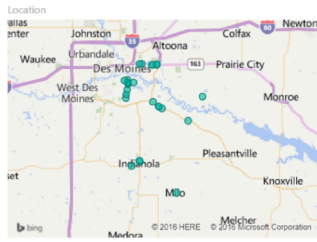
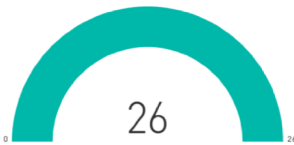
Count of Store # by User



Overall Summary Iowa Sales Pilot

## Store Execution Dashboard Sample

State Territory  
 Iowa  Cedar Rapids, IA  
 Des Moines, IA

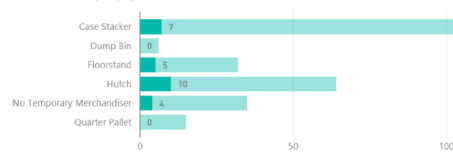


Overall Summary Iowa Sales Pilot

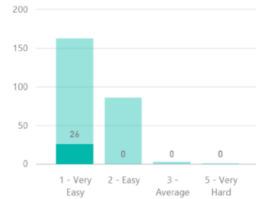
Count of Store # by Setup Date



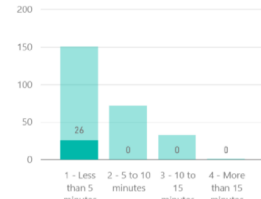
Count of Store # by Display



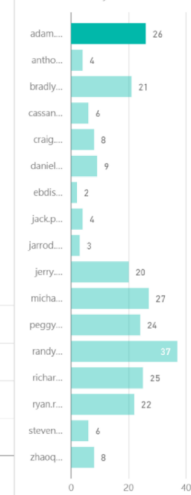
Count of Store # by Ease of Setup



Count of Store # by Time to Setup



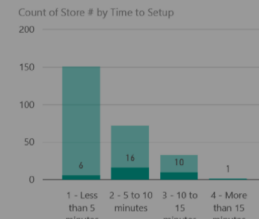
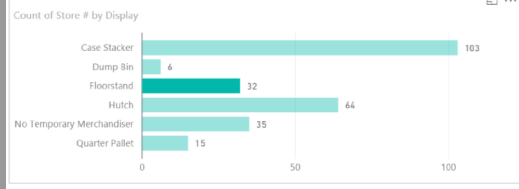
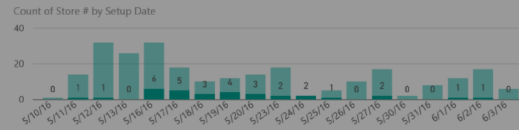
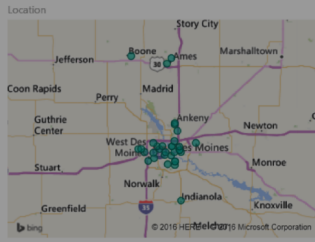
Count of Store # by User



Filters

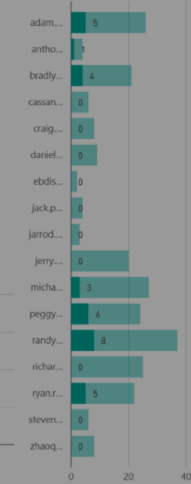
## Store Execution Dashboard Sample

State Territory  
 Iowa  Cedar Rapids, IA  Des Moines, IA



GREAT NORTHERN instore

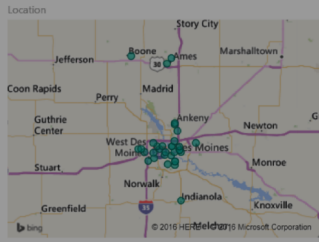
Count of Store # by User



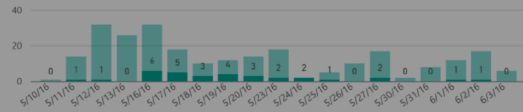
Overall Summary Iowa Sales Pilot

## Store Execution Dashboard Sample

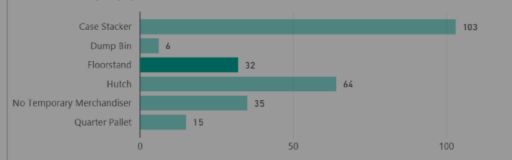
State Territory  
 Iowa  Cedar Rapids, IA  Des Moines, IA



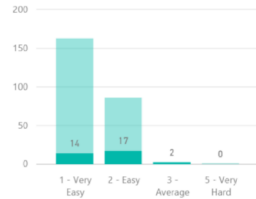
Count of Store # by Setup Date



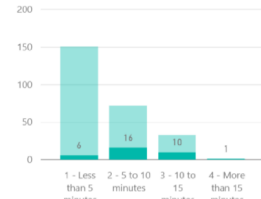
Count of Store # by Display



Count of Store # by Ease of Setup



Count of Store # by Time to Setup

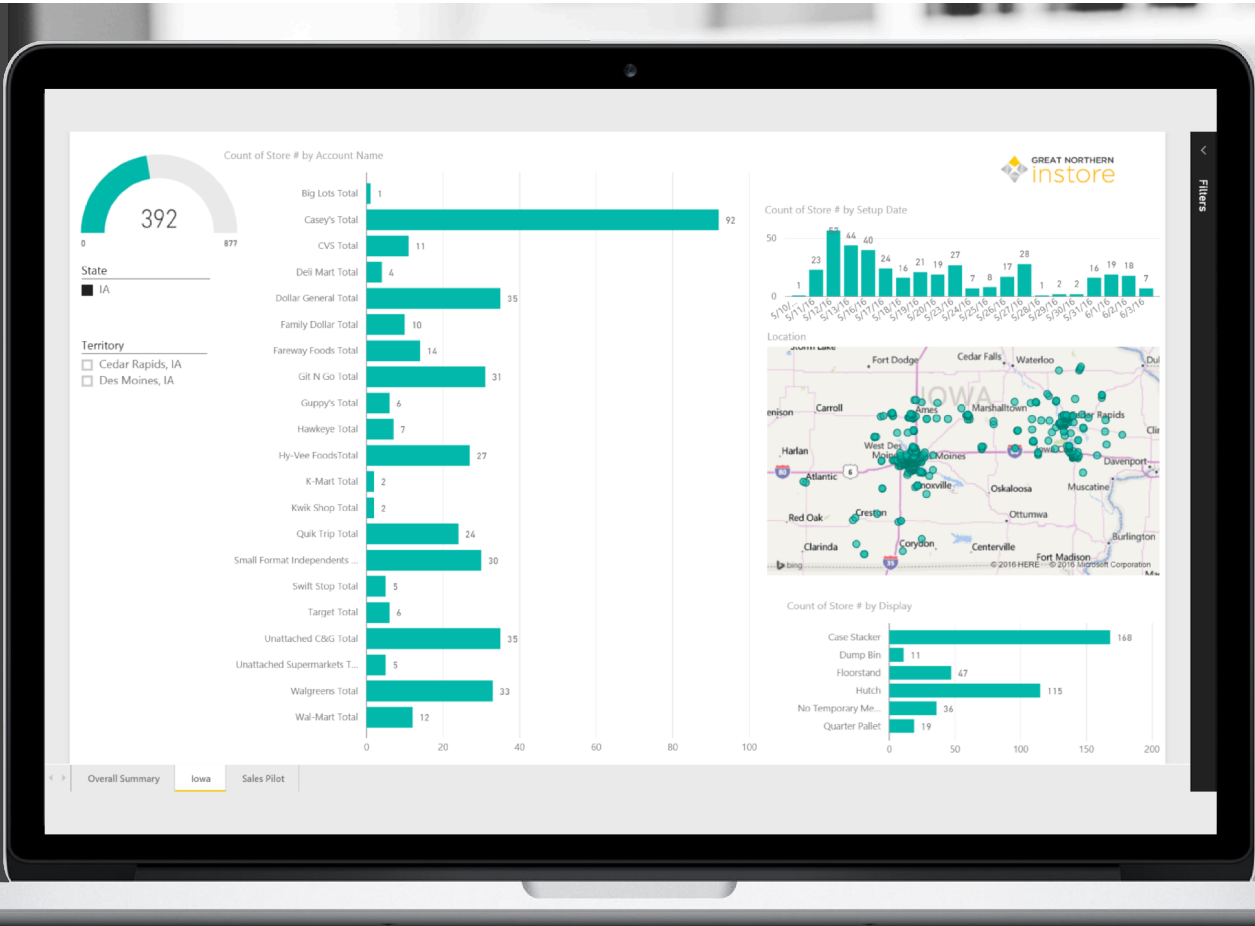


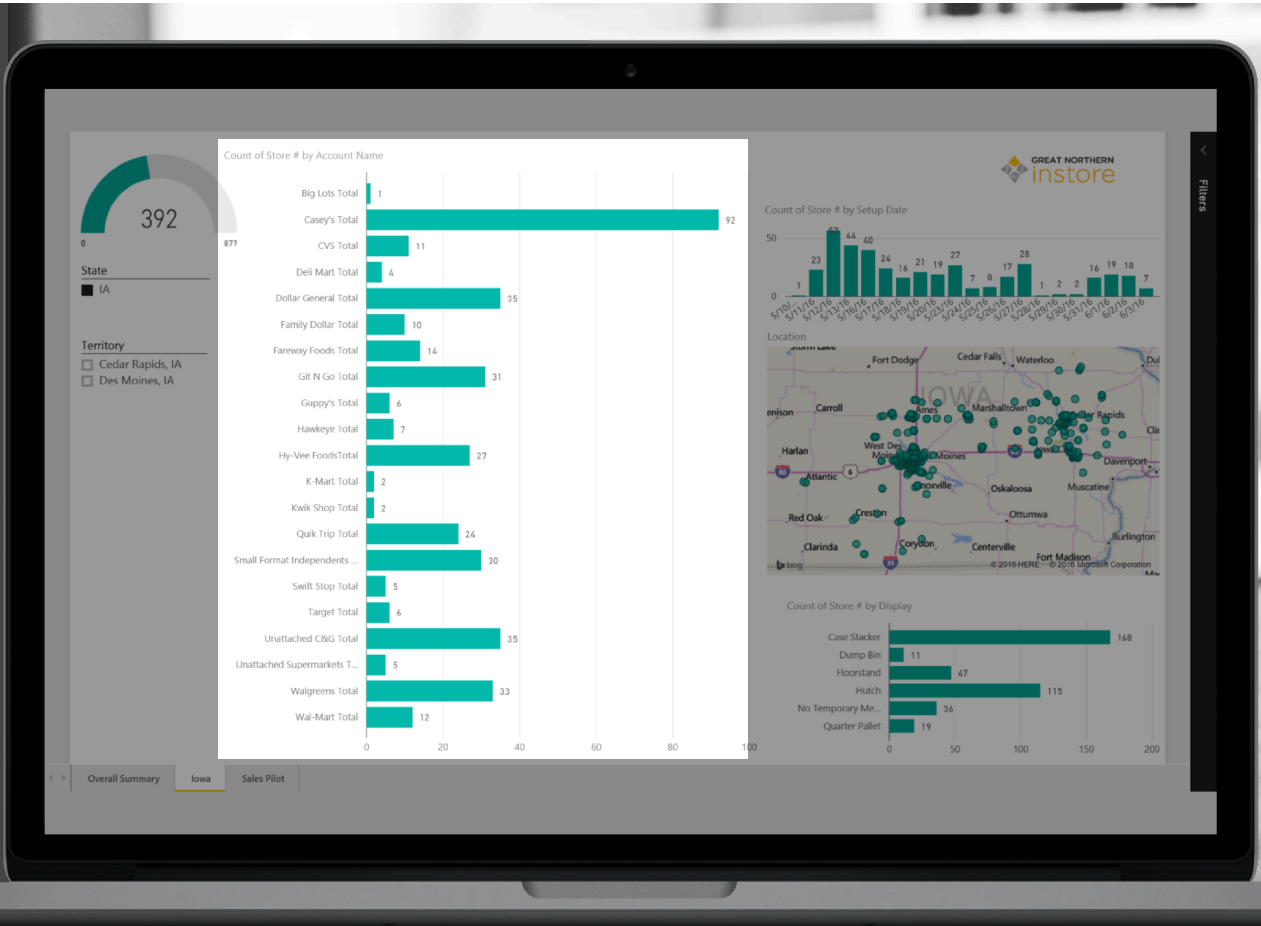
GREAT NORTHERN  
instore

Count of Store # by User



Overall Summary Iowa Sales Pilot









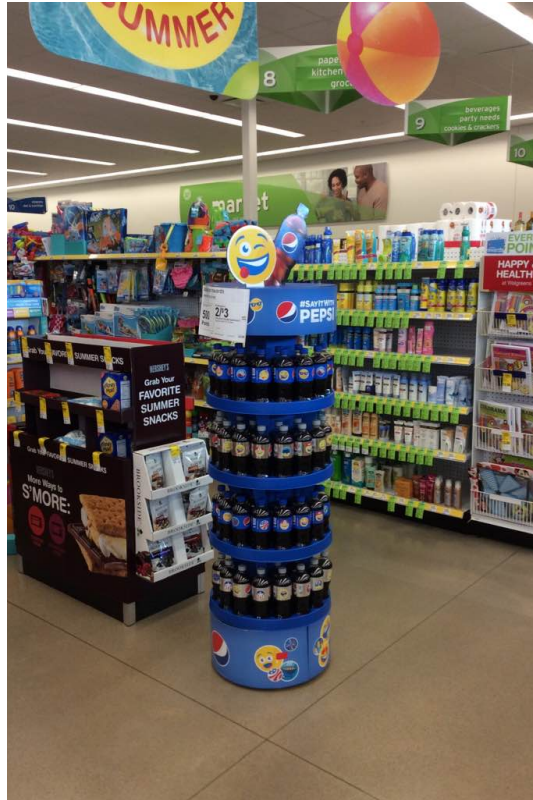
Walgreens

GREAT NORTHERN  
instore



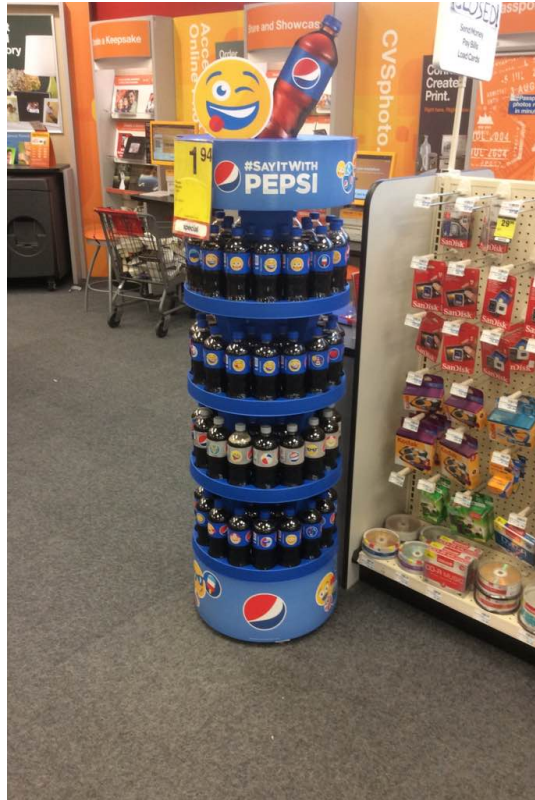
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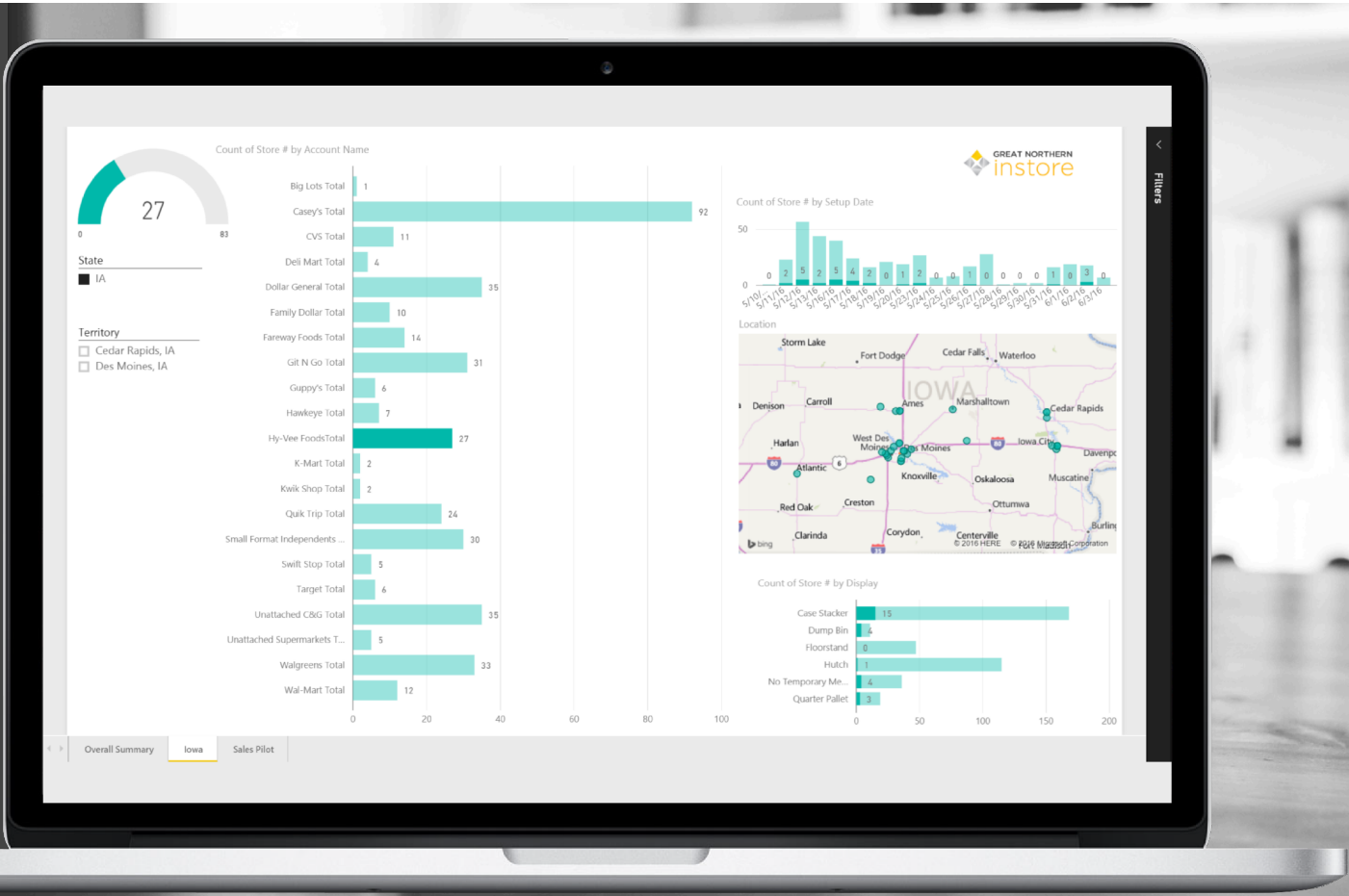
GREAT NORTHERN  
instore

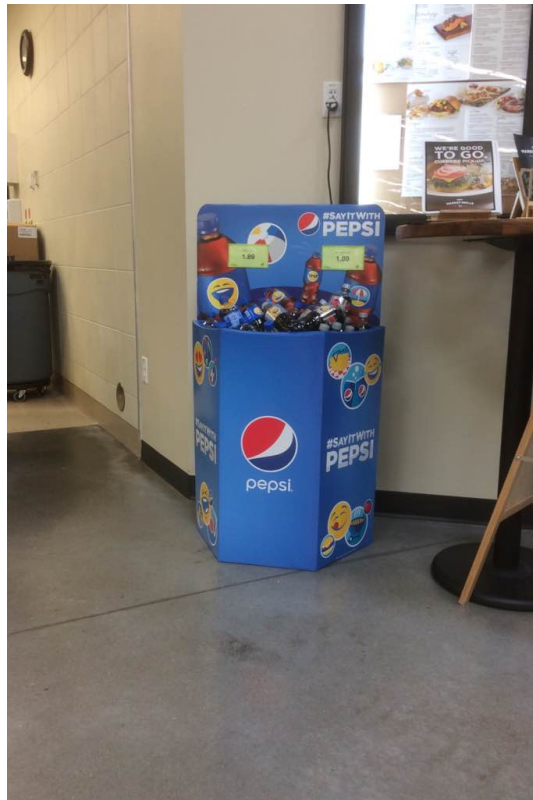






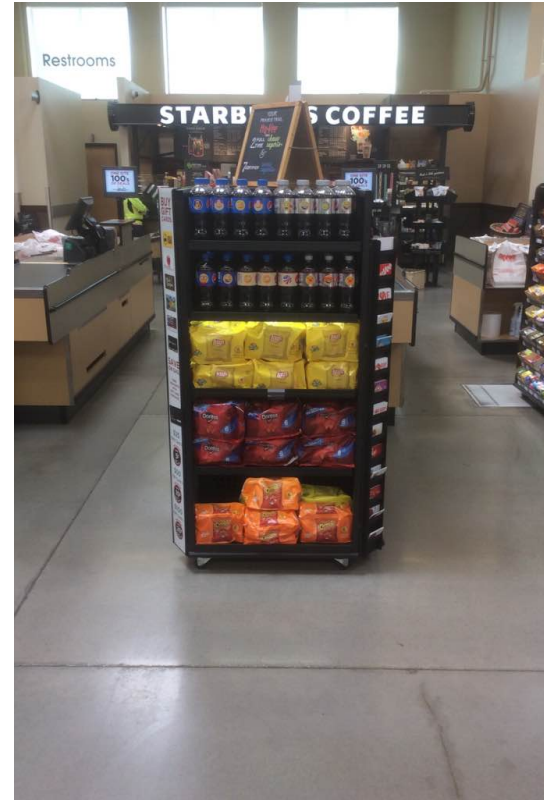














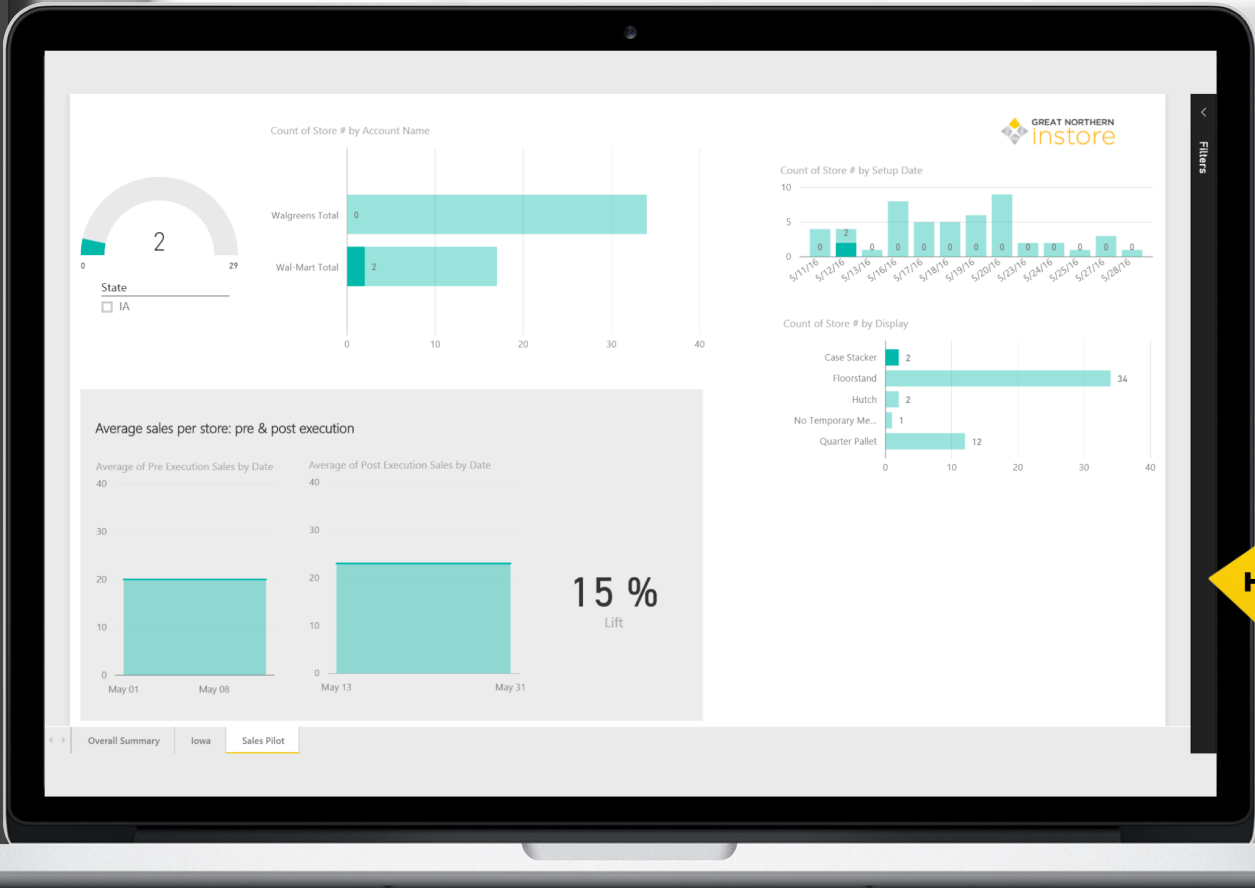
**HYPOTHETICAL DATA**



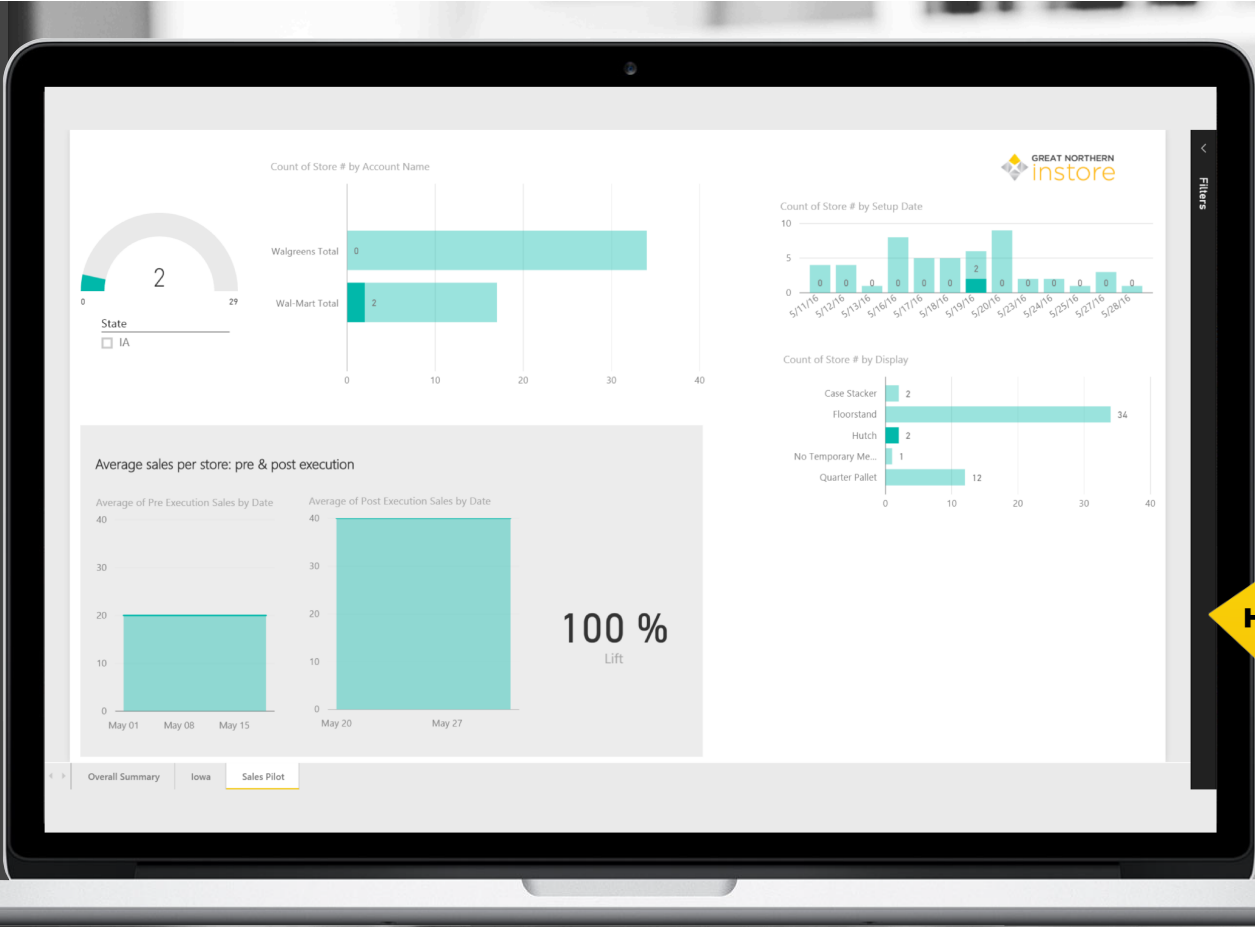
**HYPOTHETICAL DATA**



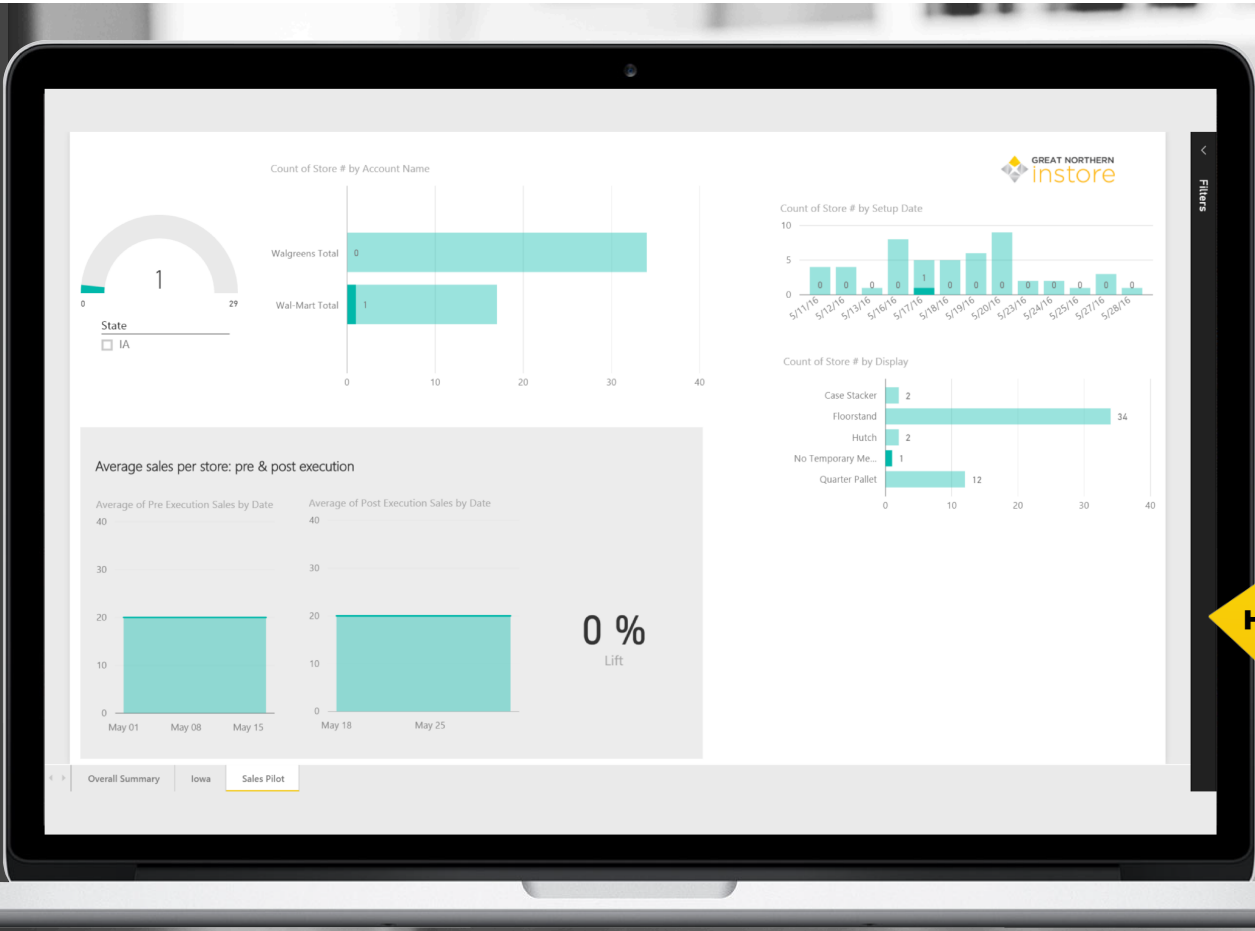
**HYPOTHETICAL DATA**



**HYPOTHETICAL DATA**

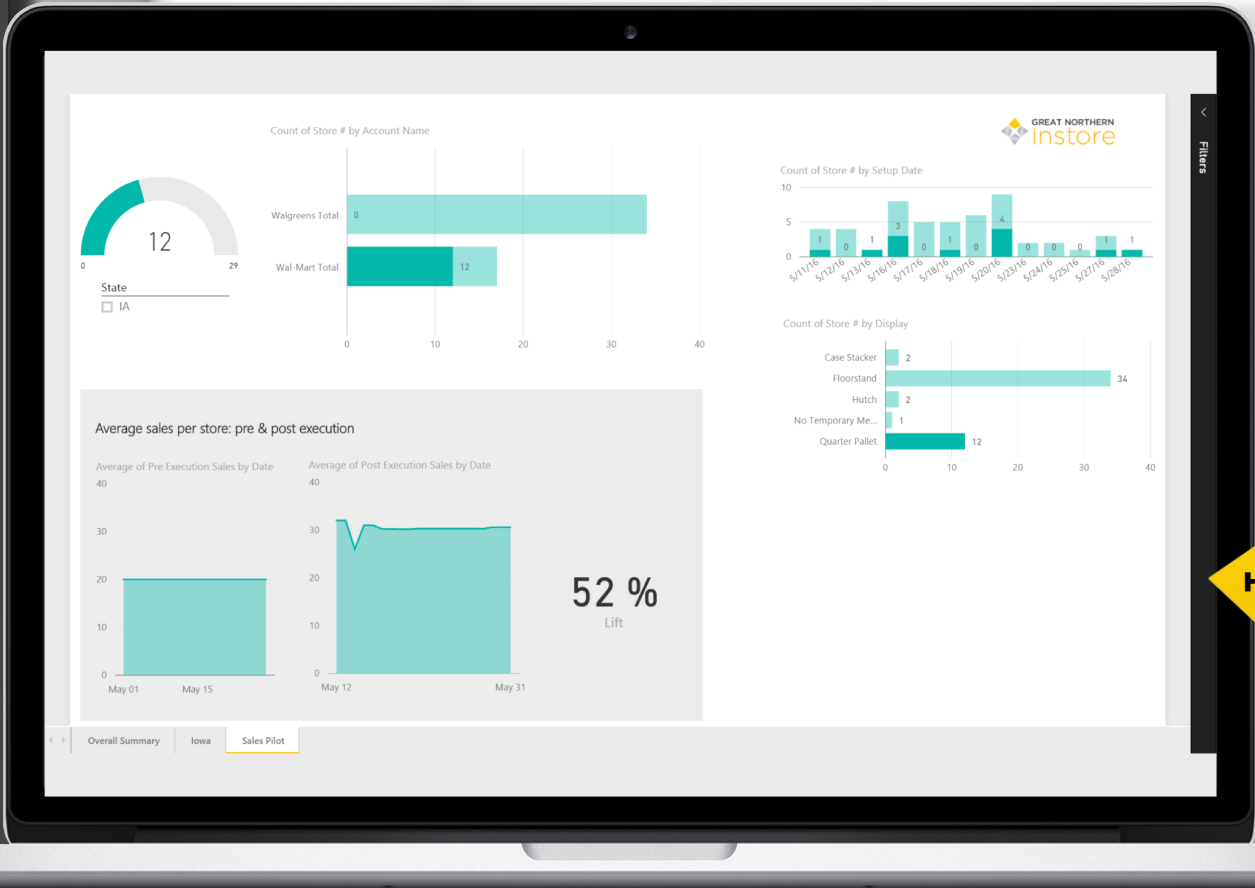


**HYPOTHETICAL DATA**



**HYPOTHETICAL DATA**





**HYPOTHETICAL DATA**

## The tool tells us:

- Completion %
- Roll-out of a program over time
- Use of vehicles across retailers
- Performance of individuals, teams, locations, regions
- Tying execution to sales results - directly
- Custom questions

## Additional Findings

- Buy-in to the program critical. Even though it only takes 30 seconds to complete, the team must be educated, excited, and incentivized to use the tool for accurate data.
- Streamline, streamline, streamline.
- Real-time data flow maintains engagement of the team & helps enable course correction.



THANK  
YOU.

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