

CASE STUDY

INDIAN CPG COMPANY: GOING DIGITAL TO OUTSMART THE COMPETITION

There are few industries more competitive than consumer packaged goods. And in the digital era, that's doubly true. So, having the right digital commerce strategy – and executing it in the right way – is essential.

HOW WE HELPED

We helped one CPG company based in India, with a focus on food and personal care products, take their business decision support to the next level. By creating a new digital commerce strategy, we transformed how they plan and execute their interactions with their customers. We started by articulating where the value of this company's products really lies for consumers, and where the key marketplace partnerships are, to give a clear sense of direction to the business.



Then, by implementing a new campaign management system, including an activation calendar, media planning assessments, and content adaptations, we gave them the tools to make the strategy a reality. That also included a new assortment mix by platform and product catalog. And enhanced execution planning (encompassing the supply chain, campaign roll outs, and partnerships with key players in the market). Last, but by no means least, we helped make sure they were getting the right data from their platforms for effective decision making.

But our work with this client went further still. We helped them ensure their strategy would be executed in the best possible way. So, we optimized both their on-platform search function and their off-platform search recommendations. We enhanced their product descriptions and their use of images. And, crucially, we implemented performance analytics, through an intuitive dashboard, to give them a data-driven way to refine and target their marketing campaigns.

THE RESULT

The client saw a significant sales uptick in two product categories straight away. And that was just the start. By developing a richer understanding of both the strategic and tactical value drivers of their products, and by exploiting marketplace business intelligence data, they're now able to better target the right consumers. They're seeing an increase in the search rankings of their products. And a boost in banner advertisement click-throughs too. Their brand imagery has been taken to a new level with beautifully designed high-concept hero images and A+ content delivery. And their joint business planning interventions are engaging their key accounts more effectively.

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