



UNLEASH MORE PRODUCT VALUE

VIDEO TRANSCRIPT

Consumer packaged goods supply chain:
Understanding the value of product and
packaging design

Bill Frazier, Managing Director - Strategy &
Consulting, Supply Chain & Operations

We're seeing increased demand, especially
from our CPG food and beverage clients.

While the DTV concept is not new it actually
stems from value engineering which has
been around for 50 years, what's different
now is that there is an inflationary
environment, rising costs, labor shortage.

Where companies have made this a
strategic priority, so they're taking a look at it
and DTV helps driving both the top and
bottom line results.

So how does this work?

Our best outcomes utilize cross-functional
teams.

Our clients really have an end-to-end
engagement from different parts of the
organization.

This includes marketing, R&D, engineering,
finance, ops, supply chain and procurement
and in some cases we even work with their
top suppliers to co-create solutions.

Accenture's value proposition is two-fold.

One, we're one of the largest top offerings
in the marketplace that provides consultants
from Supply Chain & Operations practice
who bring the critical skills, analytics, tools.

So, they provide the heavy lift for our
clients.

And we combine this with the high-impact
design engineers from VanBerlo.

The results are quite compelling.

This includes complexity reduction,
improved packaging design, faster and
lower manufacturing cost and customer-
centric based product offerings.

Roger Zambrano, FMCG Lead, VanBerlo
(part of Accenture)

Design-to-value is an idea of approaching
value engineering with a wider lens.



It aims to consider all the elements in the value equation, not only typical cost drivers but also things like consumer behavior, brand positioning, supply chain.

Typically, value engineering initiatives are hyper-targeted and have a one-dimensional nature.

Most of the time they focus on increasing margins by using traditional strategies such as portfolio optimization.

At VanBerlo we understand that the CPG industry is a complex one, especially if you overlay it with the complexity that sustainability brings in.

Thanks to years of experience with the big category players we've learned that simplifying the problem in order to solve it just doesn't work in this context.

That is why when the CPG companies come to us, we help them manage that complexity instead of avoiding it.

We invest in fully understanding the playing field, we partner up with them, assemble teams that map out the context, identify the stakeholders and agree on metrics of success.

Only after that we use our pools of engineers, designers as well as sustainability experts in order to collaborate and outline some potential solutions.

Only when we understand all the elements in the unique value equation.

At VanBerlo this cross-team collaboration plays a key role in this kind of complex initiatives.

Our experience has taught us that when stakeholders are involved deeply and from the very beginning, they gradually shift from information providers to initiative sponsors that then take the proposed solutions and push them within their organization.