



# CREATING ALIGNMENT TO PROMOTIONAL PROCESSES FOR LARGE DISCOUNT RETAILER

## BACKGROUND

The company was experiencing large volumes of request for change (RFC) forms for planned weekly promotions (print & in-store). The RFCs generated a sizable amount of rework across merchandising, marketing, and replenishment leading to category teams spending 50-80% of their time on promotional activities, which only accounted for 15-20% of sales. Marketing promotion calendar deadlines were not being consistently followed, there was a company-wide lack of alignment/adherence to the promotional process, and the replenishment promotion rules across all departments were identified as key contributors to this problem.



## APPROACH

- Re-engineered promotion planning and execution processes
- Integrated promotional process with implementation of marketing management
- Integrated promotional process with project implementation of company's master calendar
- Created visual metrics and RACI communication

## RESULTS

- Over **50% reduction in RFCs**
- **100%** compliance for flyer disclaimers
- **95%** of promotional timelines were met
- Replenishment rules **95%** were compliant with promotional activities