



Presentatie Circana

Irene Hendriksen

- Wie zijn de winnaars in het bierschap in de toekomst?



IRI and NPD have
come together
to form



We transform complexity into clarity with the
most complete view of the consumer, inspiring
actions that unlock business growth.

5 februari 2024





Film

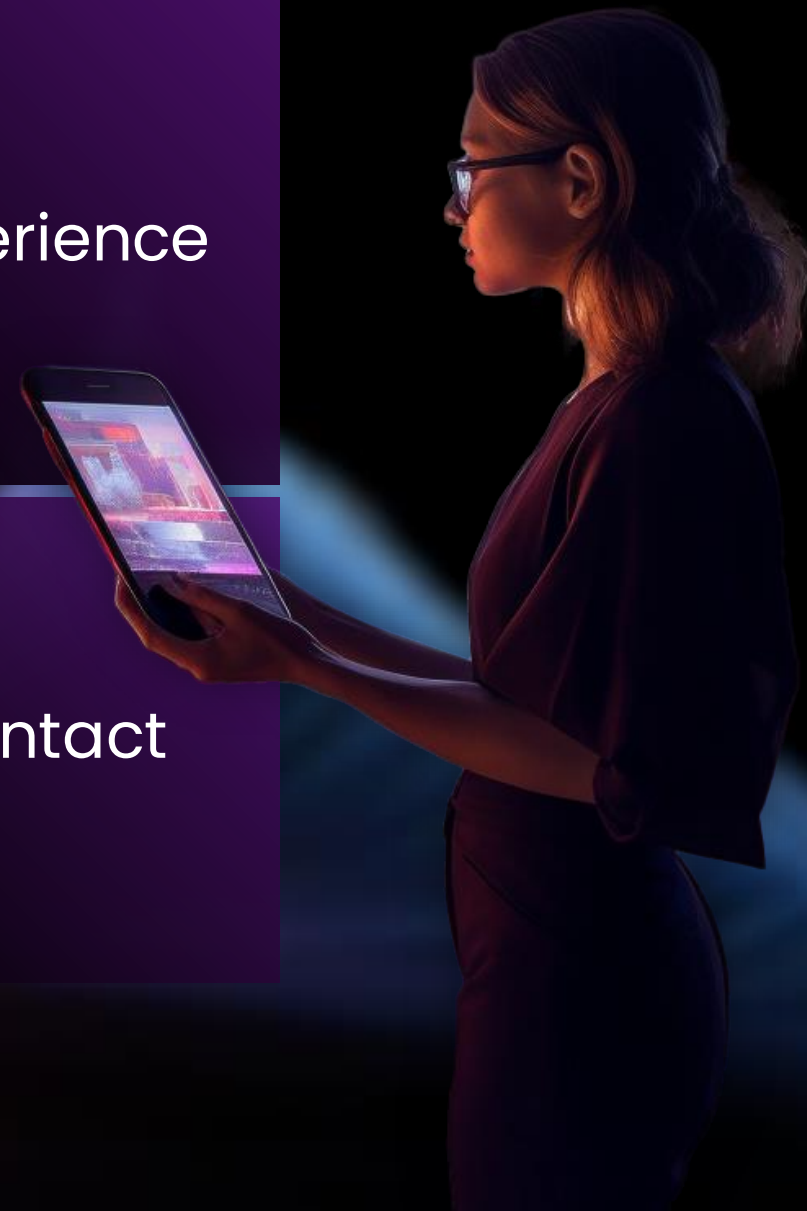
About us

Experience

Transition
and
credentials

Investment

Contact





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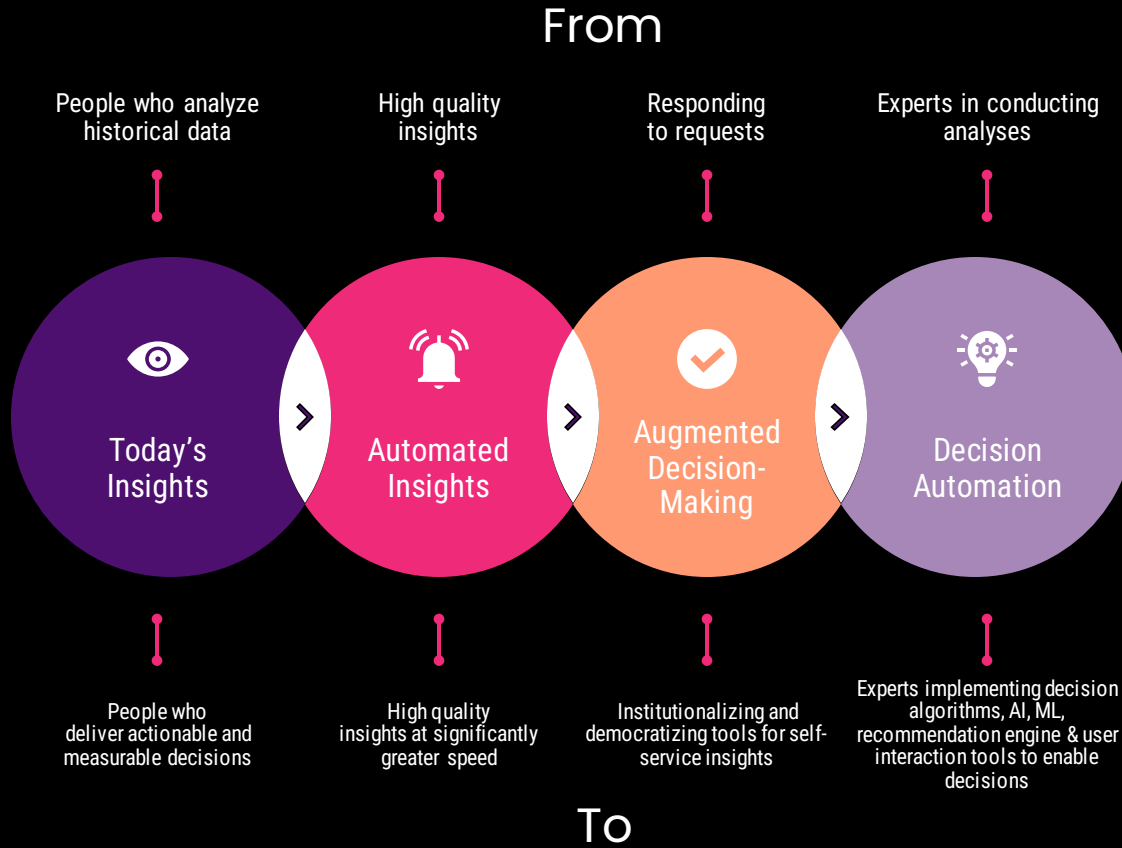
About us

Circana Netherlands

The future of market research is focused on automating and democratising insights and decision-making platforms.

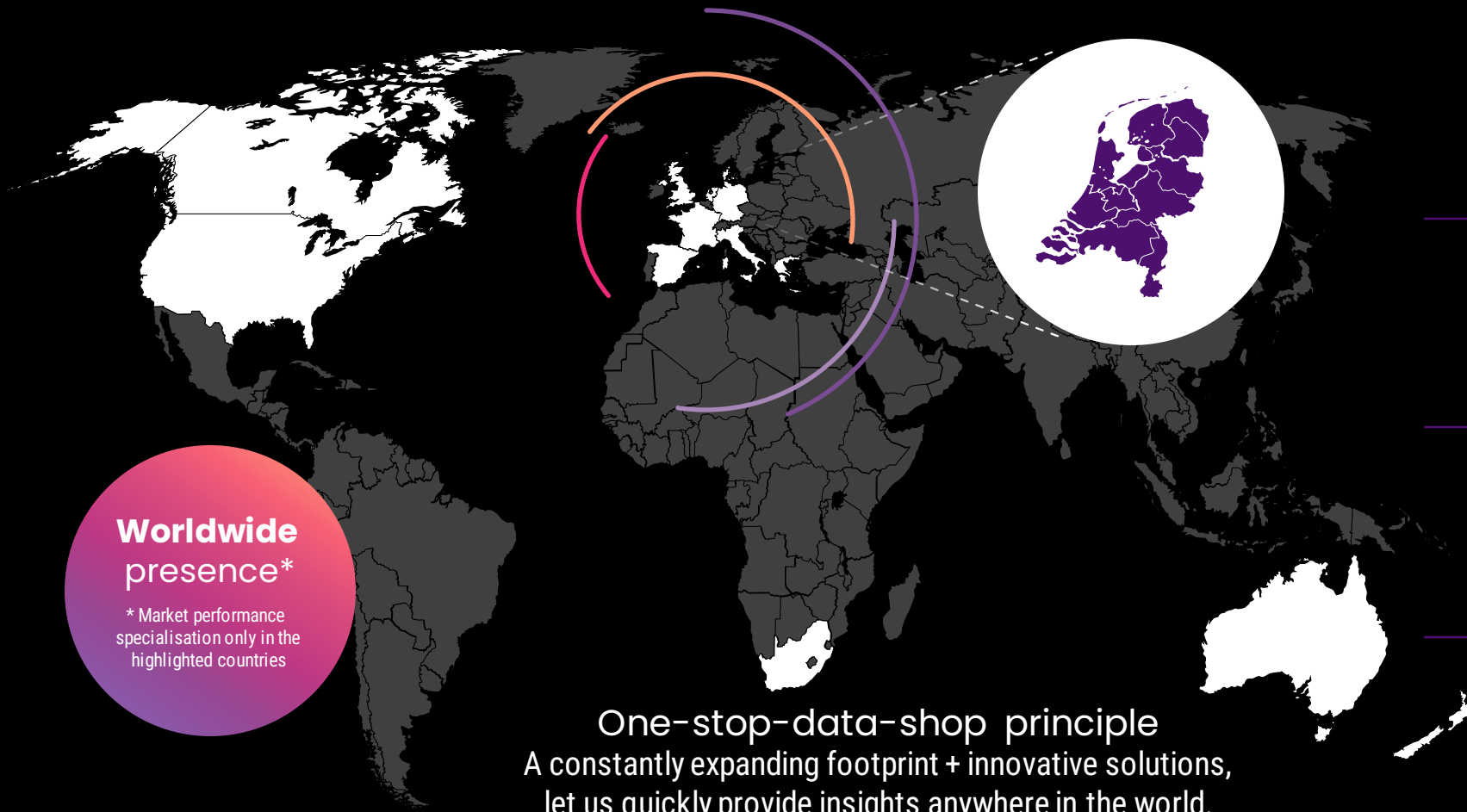


About us





Today's Circana



Worldwide presence*

* Market performance specialisation only in the highlighted countries

One-stop-data-shop principle
 A constantly expanding footprint + innovative solutions, let us quickly provide insights anywhere in the world.

Market performance & strategy

- ▶ Market Measurement
- Audit
- Strategy
- Innovation

Consumer & shopper intelligence

- Insights
- Segmentation
- Innovation
- Shopper Targeting & Activation

Analytics & in-market execution

- Price & Promo Optimization
- Assortment Management
- Gateways
- Supply Chain

Media

- Planning
- Media Targeting & Activation
- Measurement
- Optimization



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The core of Circana

We distinguish ourselves by enriching raw retail measurement data to an ultimate level – in order to offer maximum flexibility

January

S	M	T	W	T	F	S
31					1 2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

February

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

March

S	M	T	W	T	F	S
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

April

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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

May

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30	31				1	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

June

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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

July

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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

August

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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

September

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

October

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31					1	2
3	4	5	6	7	8	9
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17	18	19	20	21	22	23
24	25	26	27	28	29	30

November

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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

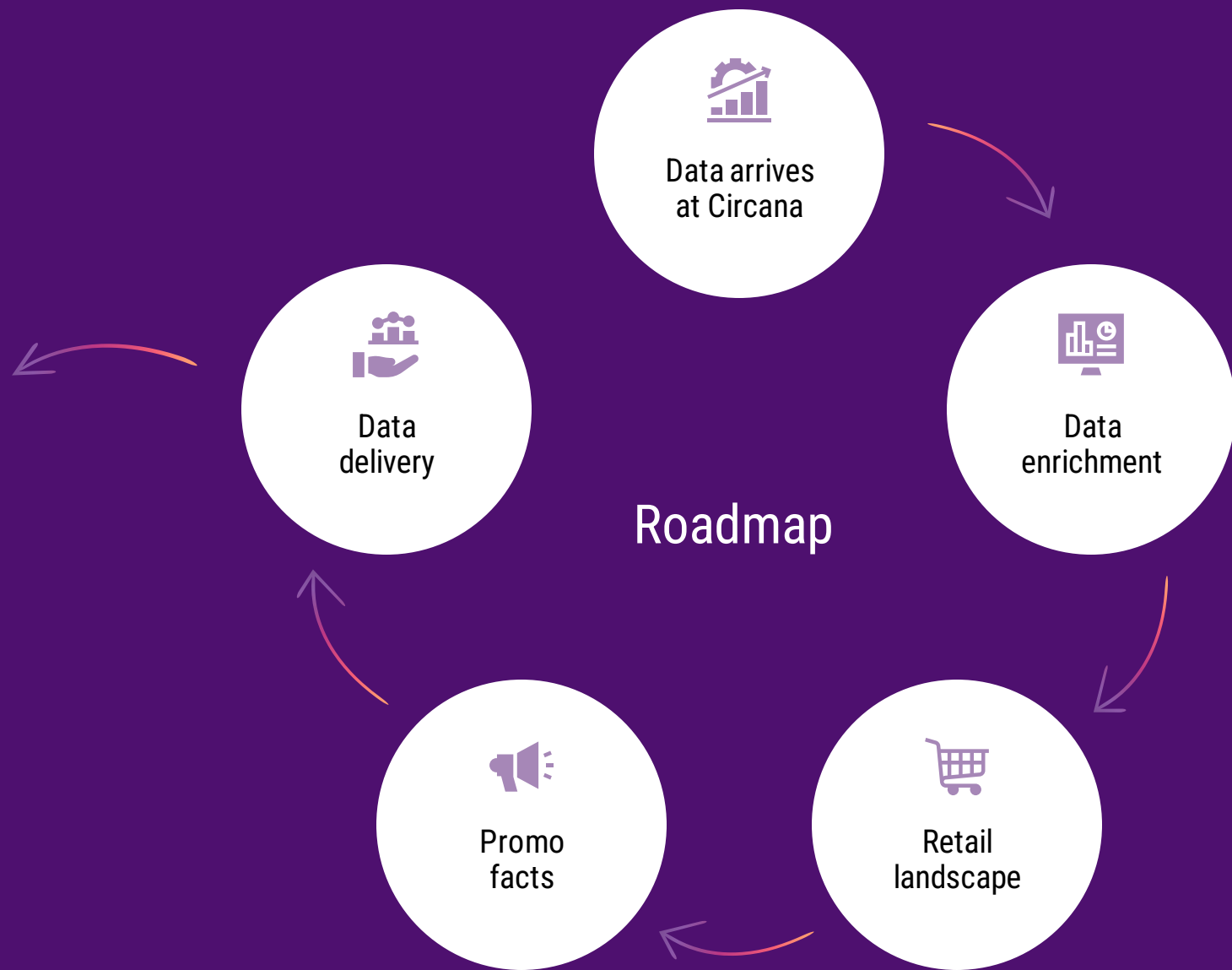
December

S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



January

S	M	T	W	T	F	S
31					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
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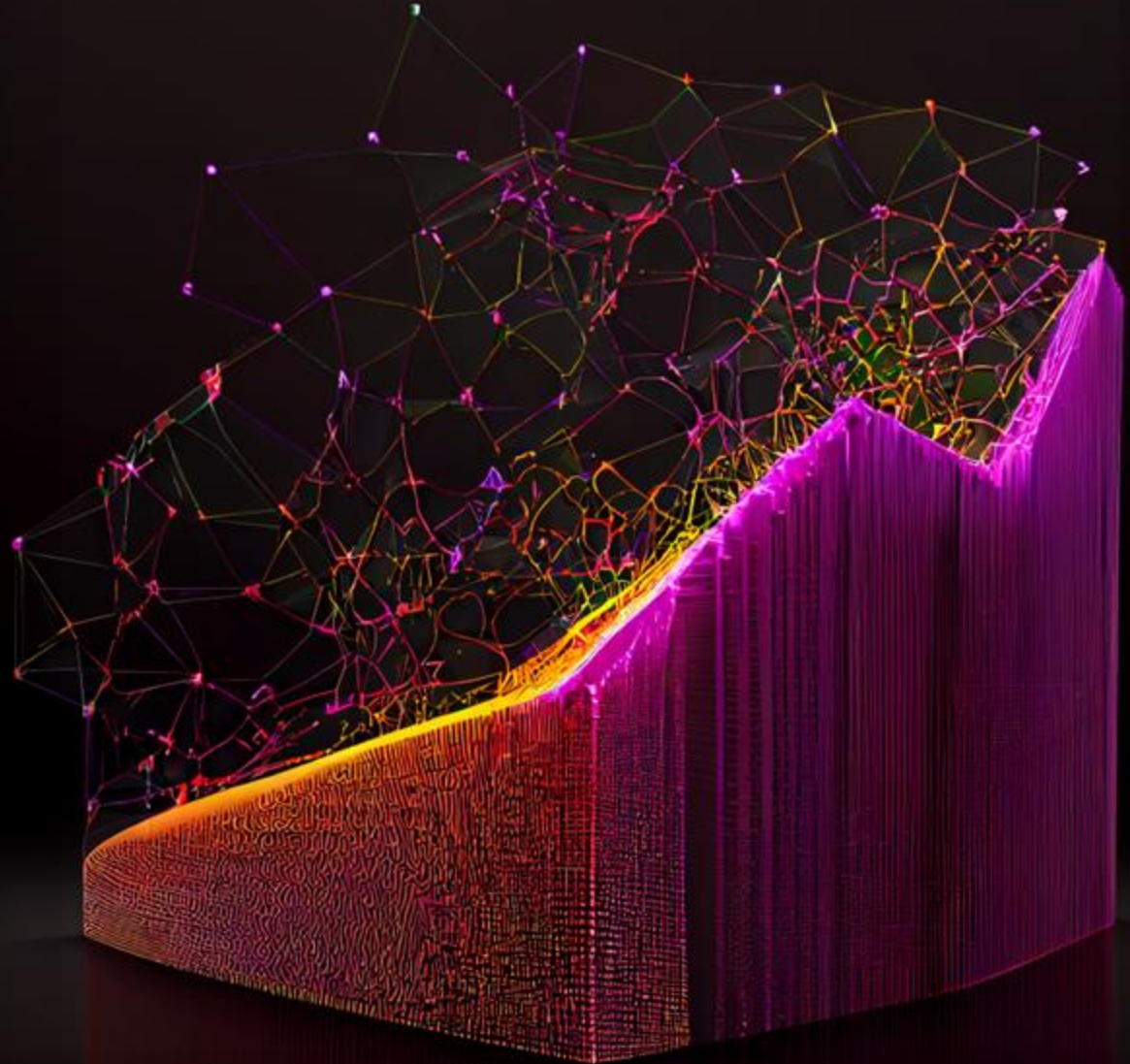




Latest techniques



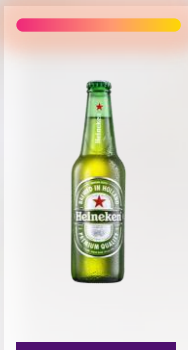
A combination of 'Machine-Learning', 'Best-Match-Coding' and 'Onshore-Expert-Review' guarantee consistency and quality



We make use
of the latest
techniques



We make use of the latest techniques



MATCH FOUND



NO MATCH



NO MATCH



NO MATCH



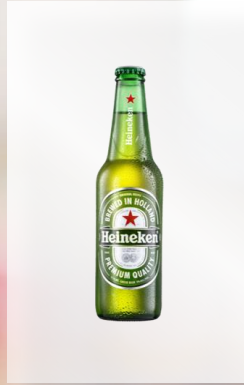
NO MATCH

80%

Machine Learning



We make use of the latest techniques



Heineken	MATCH FOUND
Heiniken	NO MATCH
heineken_bier	NO MATCH
Heinekenm;'	NO MATCH

90%

Best Match Coding



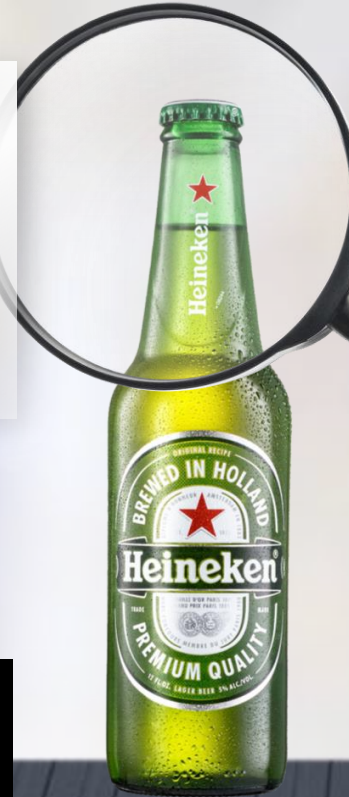
We make use of the latest techniques



Heineken

Heineken

Alcohol percentage	5,4%
Calories:	23,2
Segment:	Beer
Promo active:	No



100%

Onshore Expert Review



We make use
of the latest
techniques



Heineken

Heineken

Alcohol percentage	5,4%
Calories:	23,2
Segment:	Beer
Promo active:	No



99,5%
COVERAGE
WITH CIRCANA

100%
AMBITION CIRCANA



ONLY 97,5%
COVERAGE WITH
COMPETITOR

Beer coverage

Customer – beer category



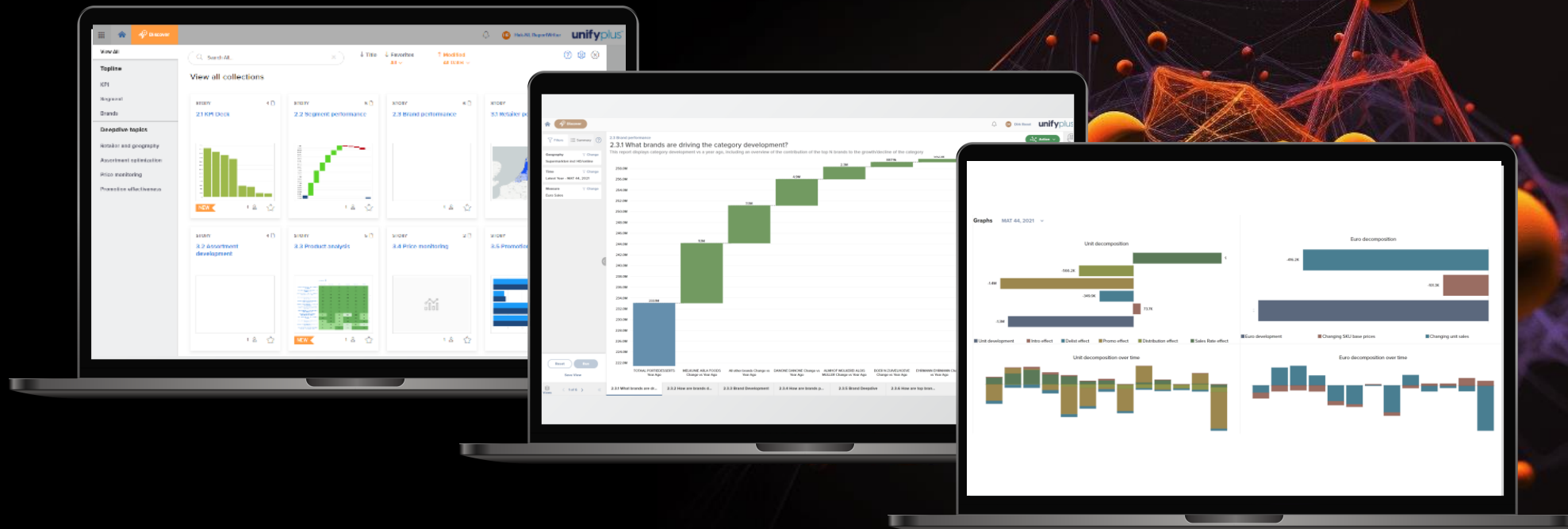
Other customers (snapshot)





The Unify Insights stories

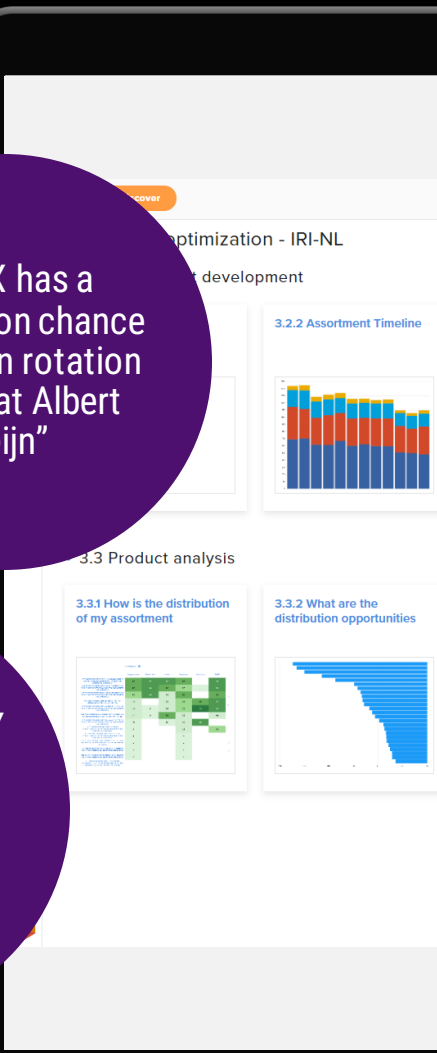
Set of reports for all your business questions!





EAN X has a distribution chance "based on rotation of +5% at Albert Heijn"

Competitor brand Y has increased promo pressure, your volumes will decrease



Opportunity Alerts:
Automates the insight discovery process and proactively surfaces alerts based on user defined criteria

Opportunity Predictors:
Applies additional algorithms and analytic models to quantify the value of an opportunity and provide prioritized recommendations.

Adapt your price of EAN X to keep your volumes

These 25 EAN's has a higher index than the average in similar segment, please check this

Marketshare of Brand X is behind in region 1,2,3. Focus on these regions with your sales colleagues.



Ask EmIRI *aan het typen...*



EMIRI, laat me de distributie ontwikkeling zien ten opzichte van vorig jaar



 *EMIRI, laat me de distributie ontwikkeling zien ten opzichte van vorig jaar*





Ask Emiri



EMIRI, laat me de distributie ontwikkeling zien ten opzichte van vorig jaar



Natuurlijk Bier brouwer, ik ga er direct mee aan de slag.



Ask Emiri...





Ask Emiri

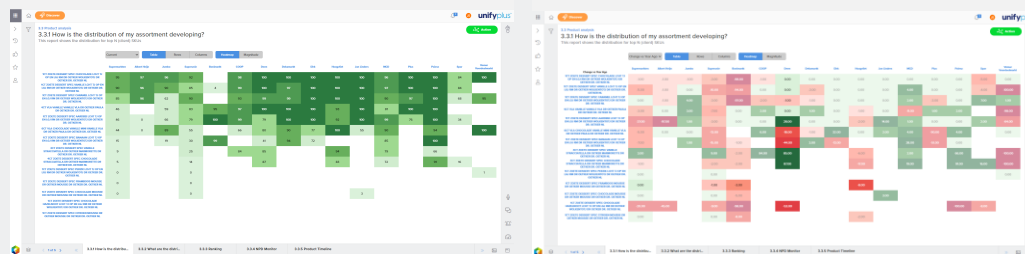


EMIRI, laat me de distributie ontwikkeling zien ten opzichte van vorig jaar



Natuurlijk Bier brouwer, ik ga er direct mee aan de slag.

Alsjeblieft Bier brouwer, hier is uw gewenste rapport.



EMIRI, laat me alle Intro's & Delists zien binnen supermarkten van het afgelopen jaar.



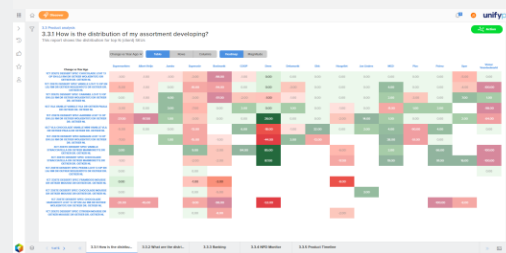
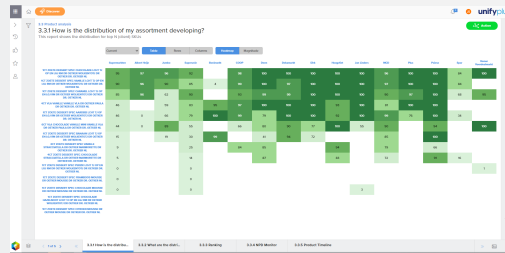


Ask Emiri *aan het typen...*



Natuurlijk niet! Maar, ik ga er direct mee aan de slag.

Alsjeblieft Bier brouwer, hier is uw gewenste rapport.



EMIRI, laat me alle Intro's & Delists zien binnen supermarkten van het afgelopen jaar.

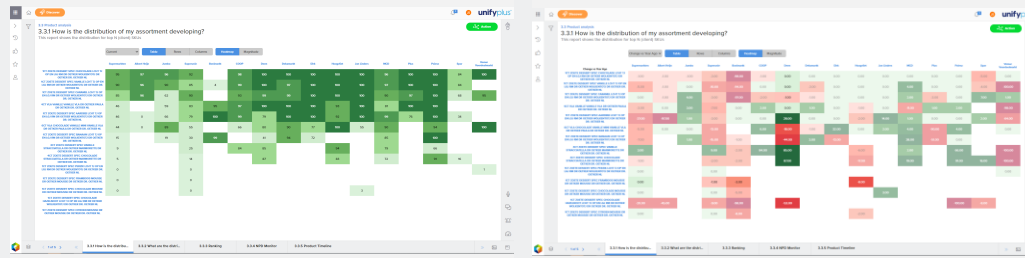


Ask EmIRI...





Ask Emiri *aan het typen...*



EMIRI, laat me alle Intro's & Delists zien binnen supermarkten van het afgelopen jaar.



Natuurlijk Bier brouwer, ik ga er direct mee aan de slag.

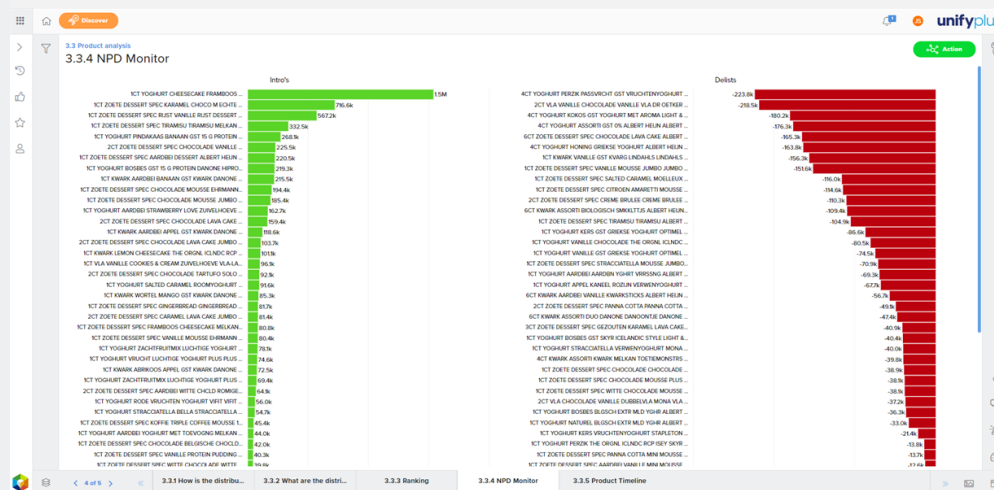
 Ask Emiri... 



Ask Emiri aan het typen...



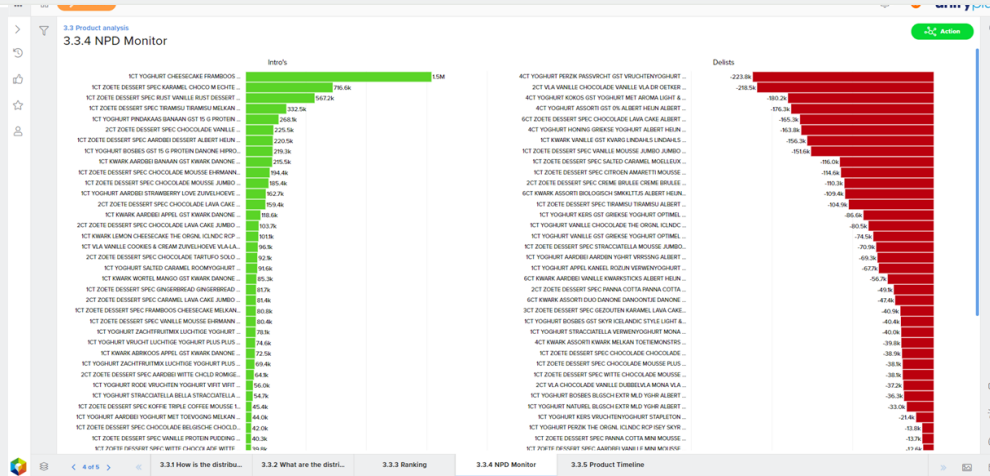
Alsjeblieft Bier brouwer, hier is uw gewenste rapport.



Emiri maakt me de KPI's zien van de beste introductie.



Ask Emiri *aan het typen...*



EMIRI, laat me de KPI's zien van de beste introductie.

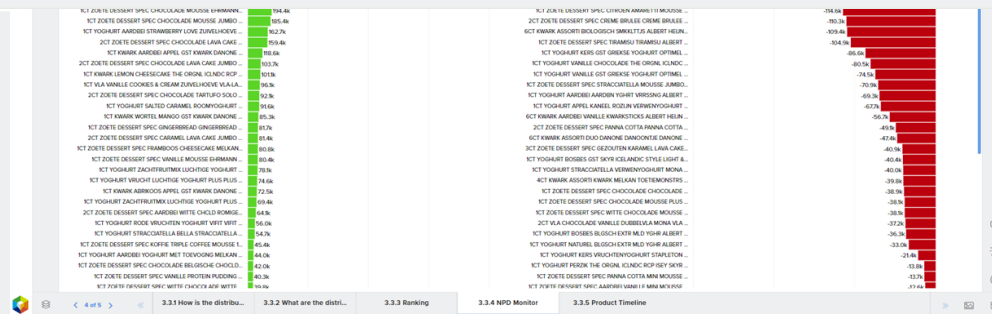


Ask EmIRI...





Ask Emiri *aan het typen...*



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Natuurlijk Bier brouwer, ik ga er direct mee aan de slag.

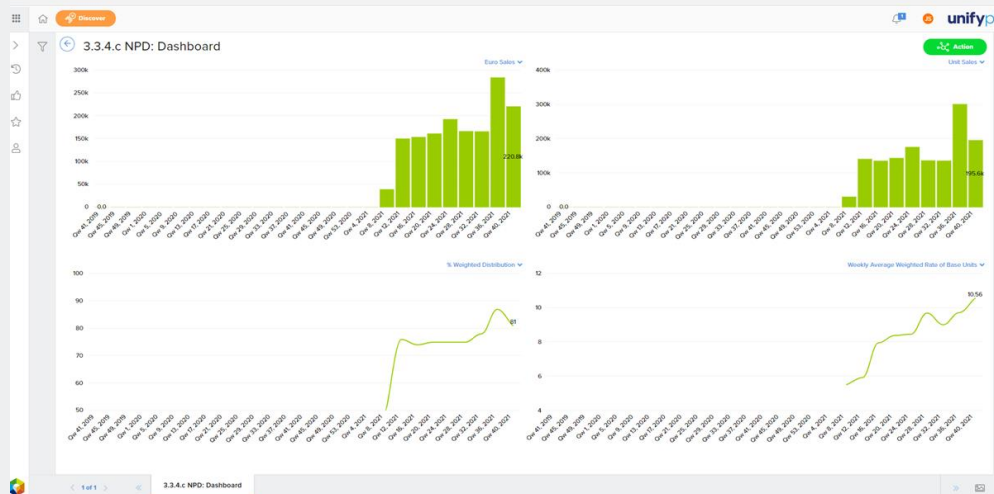
Ask Emiri...



Ask Emiri *aan het typen...*

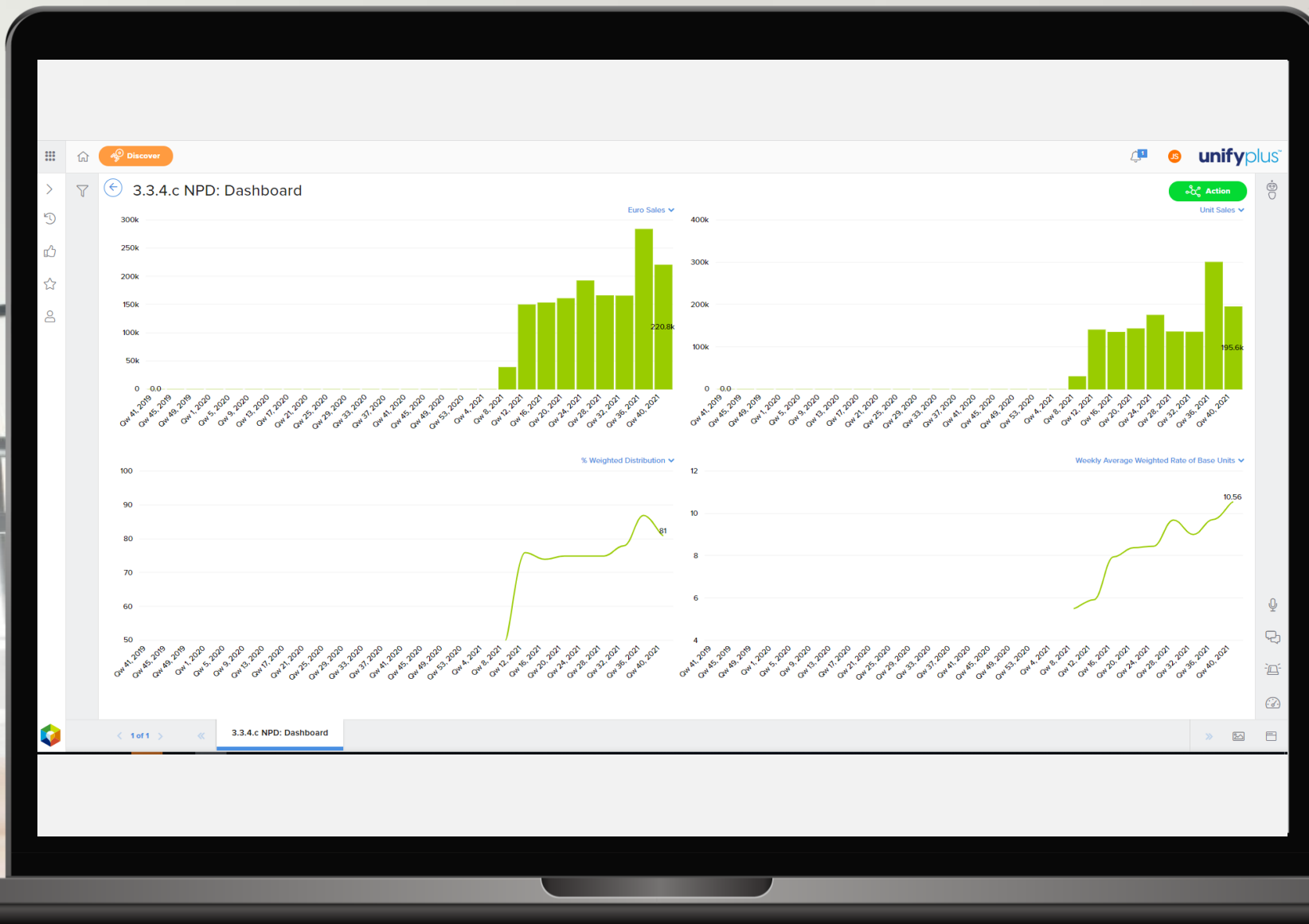


Alsjeblieft Bier brouwer, hier is uw gewenste rapport.

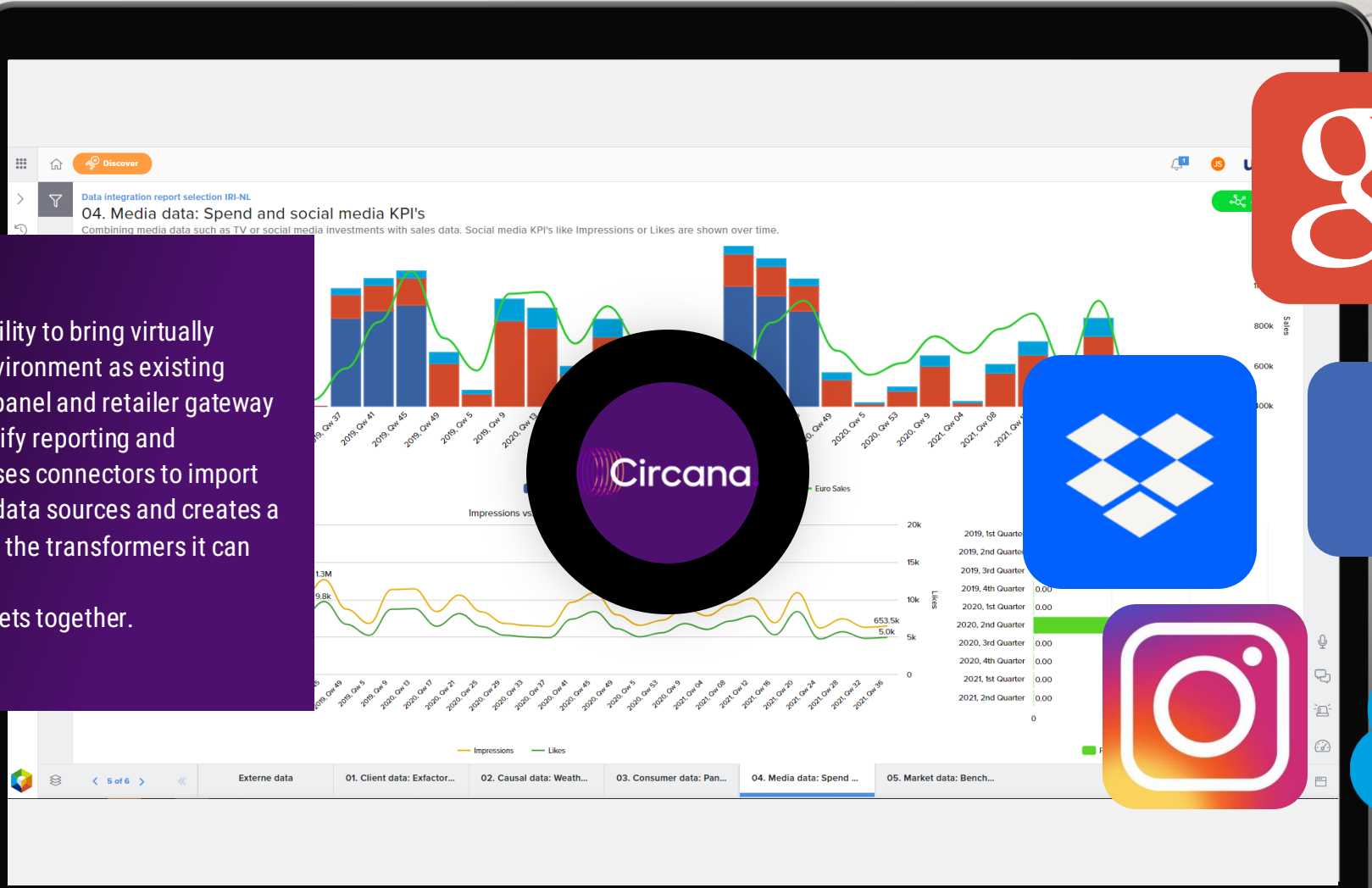


 Ask Emiri...





Integration Cloud supports the ability to bring virtually any data source into the same environment as existing market measurement, consumer panel and retailer gateway datasets with the familiarity of Unify reporting and visualization. Integration Cloud uses connectors to import datasets from common 3rd party data sources and creates a model for access from unify. With the transformers it can combine, edit and transform multiple datasets together.



Dutch foodretail





Database view

	Supermarkets incl. HD	Drug stores	Petrol Stations	Liquour Stores	Pure E-Com	Convenience Stores	New
Brick and mortar	 	 	 	 	 	 	
On-line	 	 	 				





Geography coverage



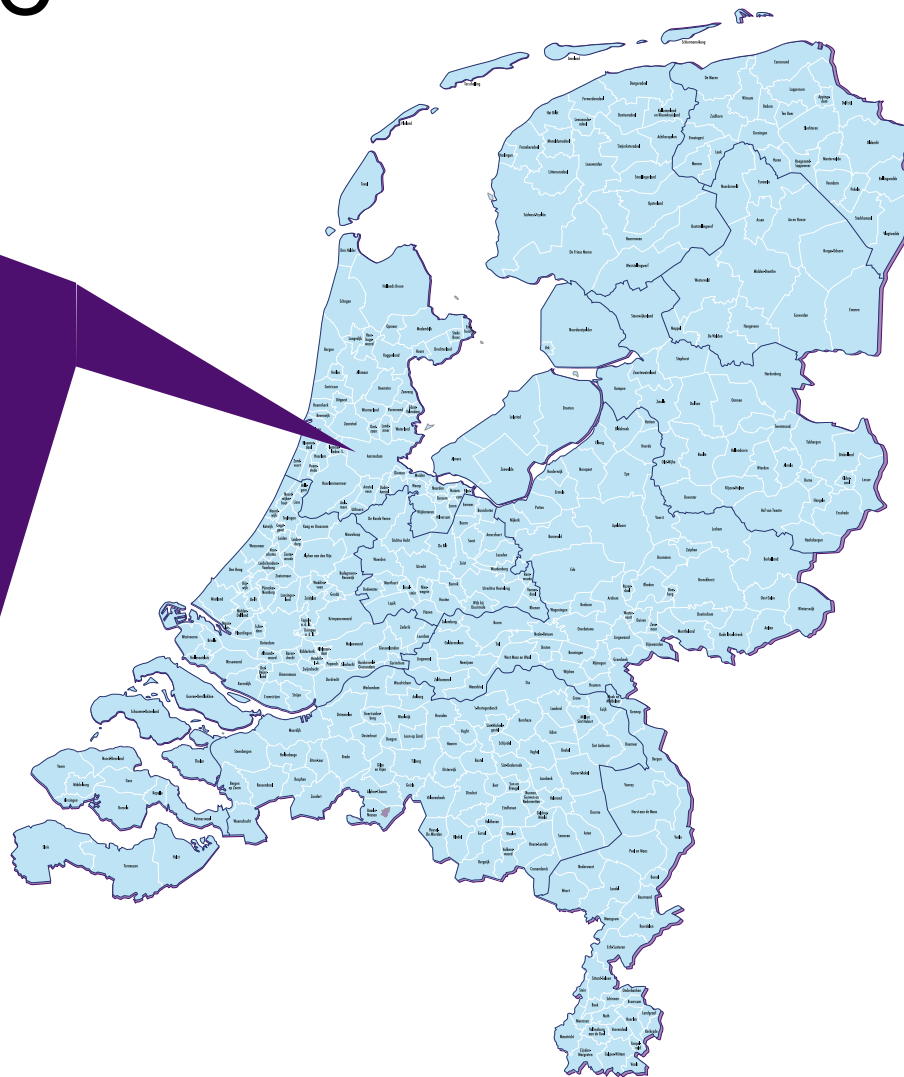
CIRCANA's store level data



Available standard
retailer based



CIRCANA micro regi +



Geography coverage

We're a dedicated partner for all major food retailers – characterized by the most granular and most robust data.

45

Supermarkets

32

Hard discounters

15

Drug stores

7

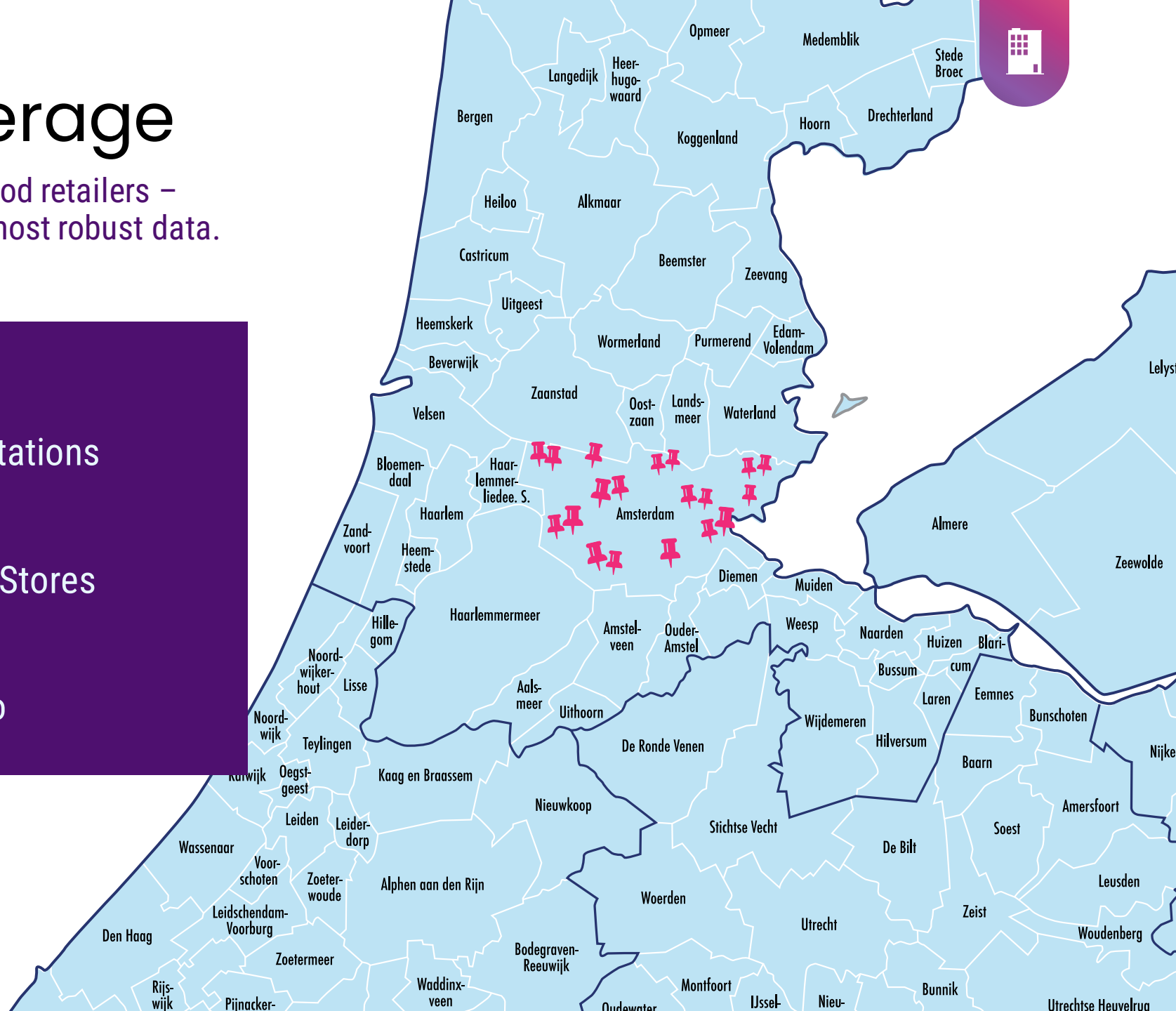
Petrol Stations

12

Liquour Stores

5

Tabacco



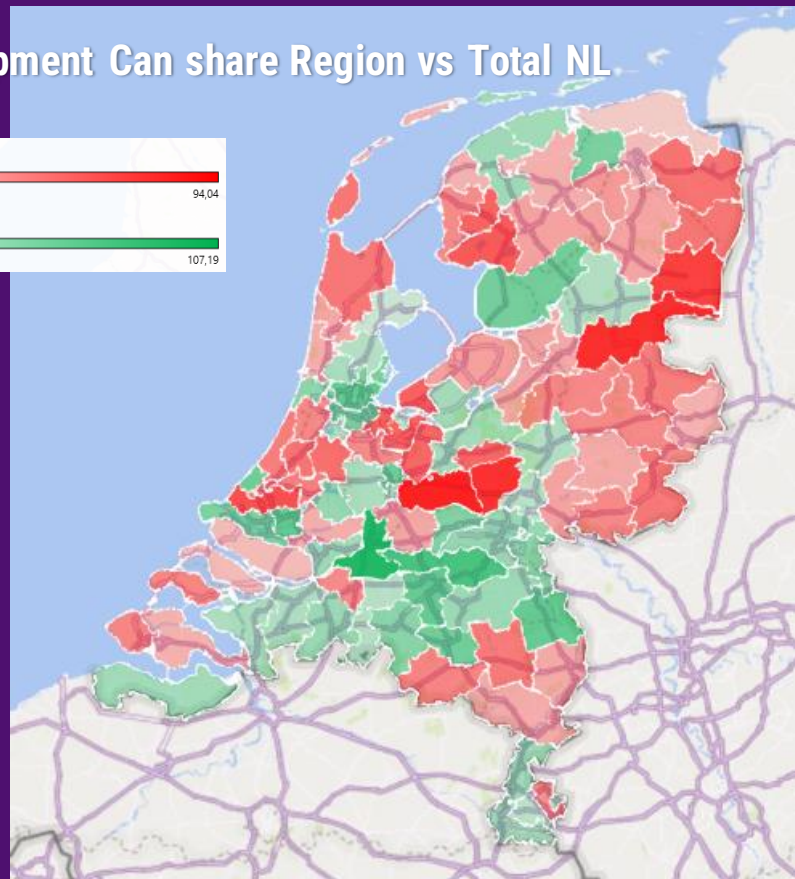
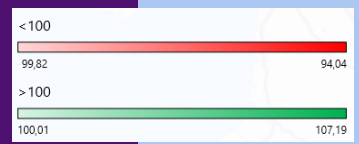
Zipcode data



The Challenge

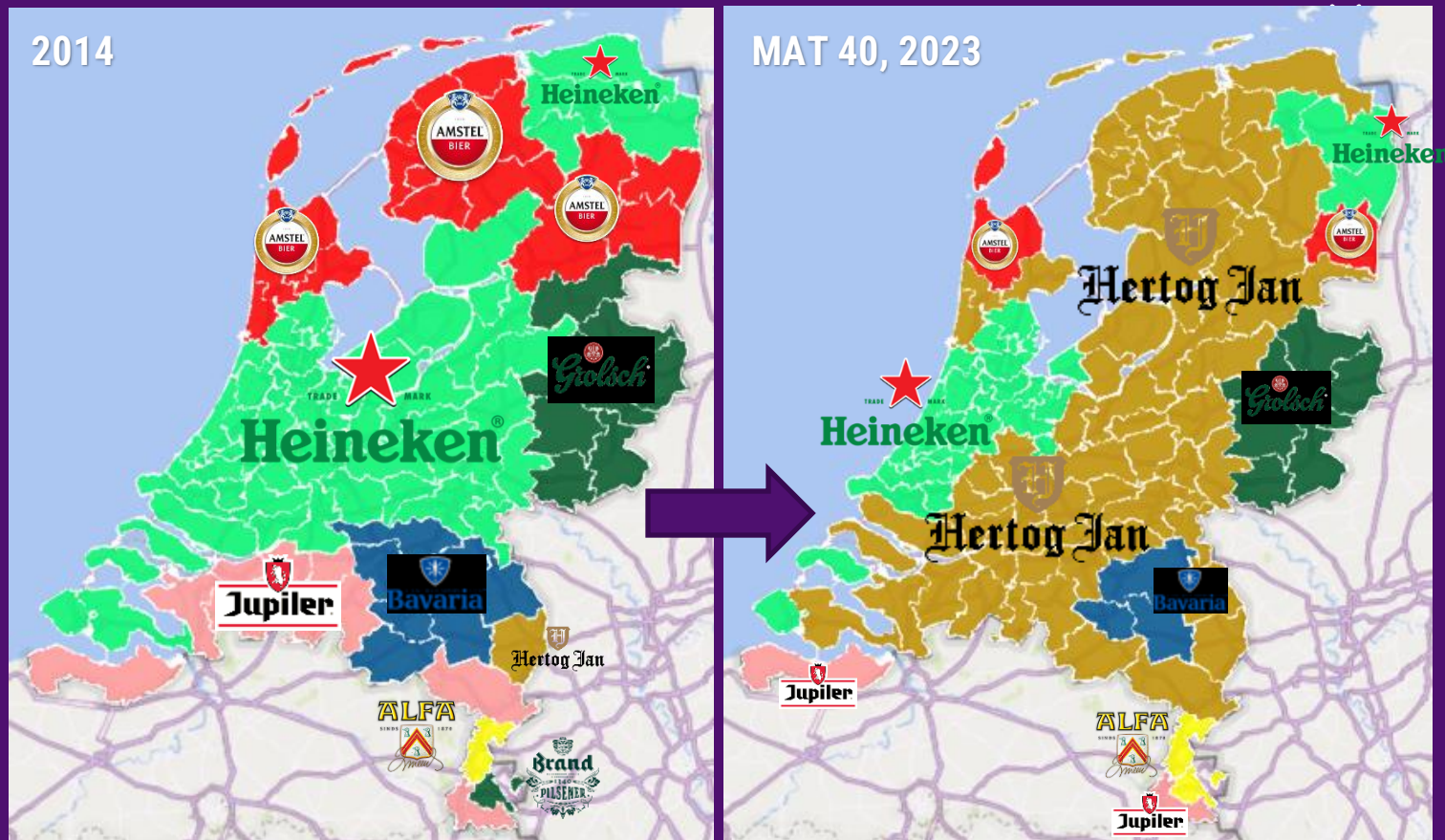
Total retail data of the Netherlands does not show specific areas and their opportunities.

Development Can share Region vs Total NL



The Solution

Circana's zipcode databases give the opportunity to investigate zipcode level 2 data for more detailed analyses.



Total canned beer / Market leader - Volumeshare development / Euro sales - wk 14,2023 - Wk 40, 2023 - Zipcode regions

Weather data



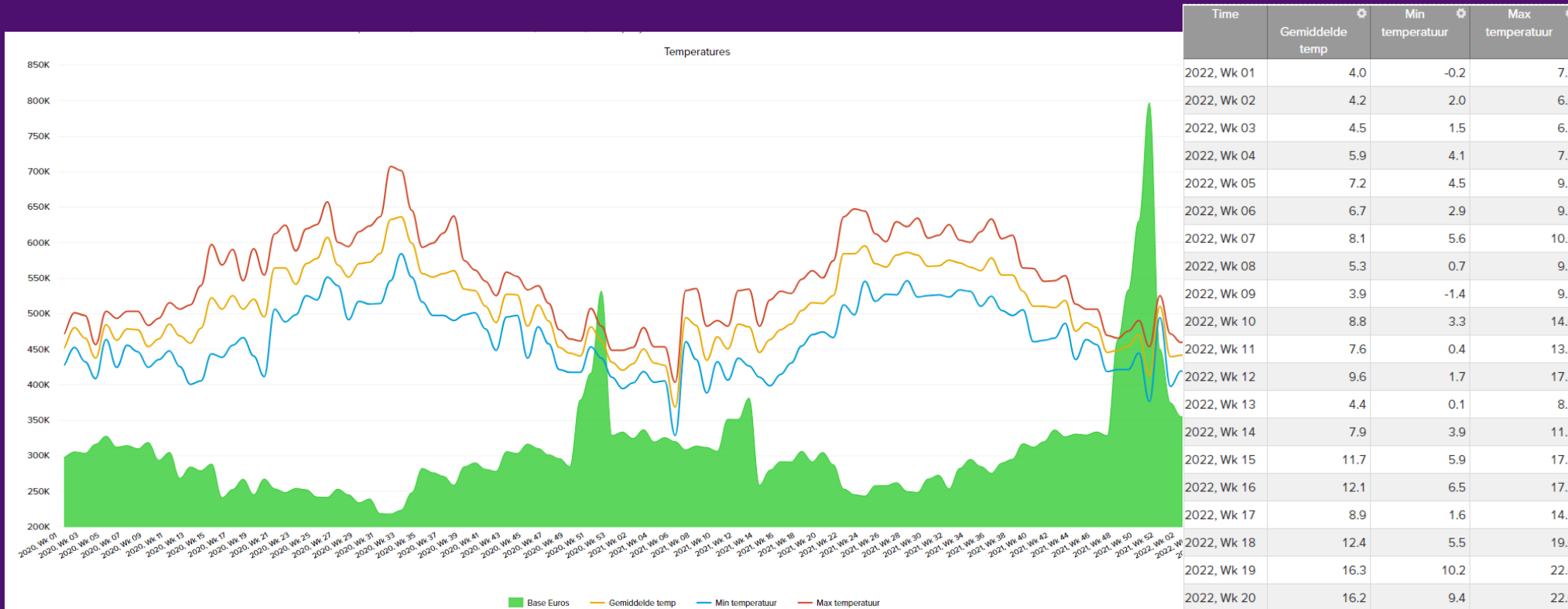
Unify model containing weather data provided by [KNMI](#).
Provides the ability to plot this data next to Circana data.

The Challenge

External causal data can provide a comprehensive explanation for data trends but is often scattered across many different sources.

The Solution

Circana's Intelligence Suite allows external data to be integrated into the Unify platform. Utilizing this toolset, weather data can help getting quick insights to support confident decision making.



5 measures available:

- Average temperature
- Minimum temperature
- Maximum temperature
- Evaporation
- Precipitation

Circana's own view



Manufacturer
View

Retail
view

Circana
View



Creating

THE RIGHT INSIGHT
for the stakeholders



Circana.



Customer Care



Our local customer care team is on stand-by should you need help or have any questions





Customer care

Our local customer care team is on stand-by should you need help or have any questions



Heleen van Waes
Business Consultant Sr.



Cecile Sporenberg
Insights Analyst





Lisanne Seegers
Client Service Executive





Thank you

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Stay in touch!

