PRICE RESPONSE

DEFINITION

Predict people's response to a price change in the market and understand how to retain price-sensitive consumers.

HELPS YOU TO...

PREDICT
How the share of different brands will change under different pricing scenarios.

TARGET
Those people who are more sensitive to prices changes and know how to talk to them and reach them more effectively.

MANAGE RISK
By understanding and then minimising the potential share loss from a price increase.

BENEFITS

REAL PURCHASE RESPONSES
We use actual purchase data to understand how people have responded to price changes in the past to predict how they will respond in the future and how they will change brands.

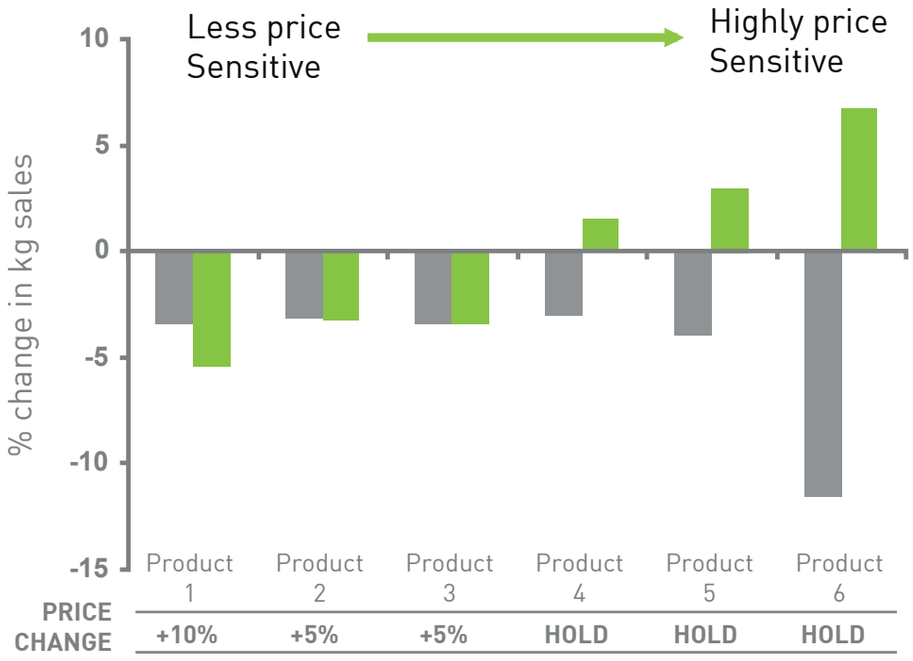
PEOPLE FOCUSSED
Allowing us to identify different groups of people based on their price sensitivity and focus communications on high risk groups.

ACTIONABLE
Most price models will simply tell you what will happen when you change price – with Kantar Worldpanel's solution you can build plans to influence consumer behaviour.

CLIENT QUESTIONS

- To what extent can we increase prices across our portfolio?
- Do we need a differential price strategy by channel / region?
- How can we maximise sales and profits through price changes?
- How can we use price to target a competitor?
- How can I communicate differently to those consumers who may leave my brand if I increase price?

CREATE A TOOL FOR TESTING DIFFERENT PRICING SCENARIOS



flat 5% price uplift

selective price increase

Sales change

Volume -1%

Value +4%

UNDERSTAND WHAT MOTIVATES THE PRICE SENSITIVE CONSUMERS AND HOW TO REACH THEM

Low Price-Sensitive consumers (45% sales)

Highly Price-Sensitive consumers (55% sales)

Creative briefs built from category drivers

- Convenience
- Taste
- Price
- Trusted Brand
- Best for my family

Reach Planning built from media consumption habits

HOW DO I MANAGE A CHANGE IN PRICE?

To find out more about this and our other business solutions please contact your Kantar Worldpanel representative.