STRATEGIC
COLLABORATION

Mars France and Carrefour drive retail growth
by sharing shopper insights

Working together, retailers and suppliers can develop
a unified strategy to meet customer needs and product
preferences and, at the same time, manage stock levels
and increase revenue. Mars France asked customer
insight specialist emnos to support its collaboration with
Europe's leading retailer, the Carrefour Group, by helping
the manufacturer to leverage and interpret shopper
insights gained at retail level. Following initial assortment
projects in 2012, emnos now works across several internal
departments at Mars France providing ongoing consultancy
services and also software solutions from the emnos
Insight Portal.

MARS
petcare & food
france

Frank C Mars started making and
selling candy from his Washington
kitchen in 1911 – and the rest is history.
Now a global group with net sales of
over $33 billion, Mars operates six
business segments: Petcare, Food,
Chocolate, Drinks, Wrigley and
Symbioscience. Established in 1952,
Mars France has over 4,500 associates
working from 11 sites including eight
factories.
Popular brands include PEDIGREE®,
WHISKAS® and UNCLE BEN'S®.

Collaboration is a win-win approach

The objective for Mars France was to acquire a deeper knowledge of its consumers through shopping behaviour in the relevant Carrefour categories and enhance its working relationship with the retailer for the benefit of both parties. Due to Carrefour's size, geographic penetration and range of outlets (hypermarket, supermarket, convenience store), the insights gleaned could also then be extrapolated nationally across all French retailers.

Chosen for its experience and expertise with major retailers such as Carrefour, emnos embarked on its first projects for Mars France in 2012 focusing on both the Petcare and Food businesses. Everything the insight specialist does is designed to help manufacturers and retailers become more familiar with their consumers, to understand how to meet their requirements and hence create exceptional shopping experiences.

"emnos is experienced in handling and distilling huge volumes of data having, for example, already worked extensively with Carrefour on shopper segmentation and analysis," explained Damien Dumesnil, Category Manager, Mars Food France. "Therefore, emnos was in the perfect position to support both manufacturer and retailer and help us both benefit from shared information."

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Damien Dumesnil

Optimise the range – increase the turnover

With its UNCLE BEN'S® brand the category leader, Mars Food France asked emnos to look at the whole Carrefour rice assortment. Factual data from transactions, shoppers and products was analysed, aggregated and used to develop customer segmentation. Working with both companies, emnos was then able to define the optimum rice assortment based on this segmentation and also customer needs. Existing data produced by emnos for Carrefour covering different brands and suppliers was used as the basis to identify shopper demands in the category – including variations in type of rice (long or express etc.) and size of pack. Needs saturation was defined based on indicators such as performance, turnover and loyalty.

These precise insights were used by both Carrefour and Mars Food France as the basis for changes and innovations to the rice assortment. This project was so successful, Mars Petcare France asked the emnos team to undertake a similar segmentation and assortment analysis across the cat and dog snacks and treats category – a sector with enormous potential.
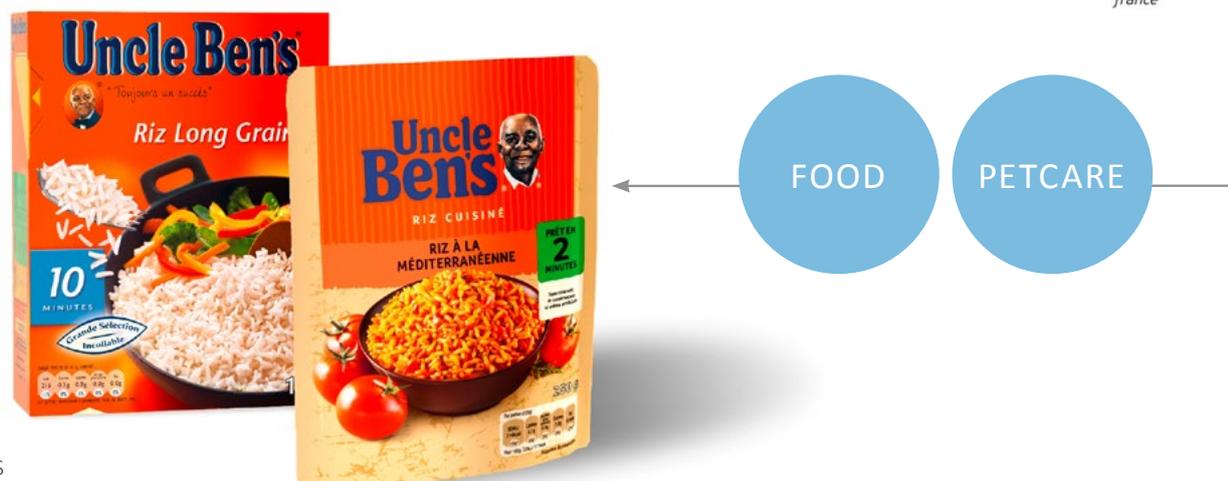
At this stage, Mars Petcare France brought in its national category team to work alongside emnos to extrapolate the data and develop a priority product list for all retailers.

A revealing year
Following these successes, emnos was given new 2014 assignments for both the Food and Petcare sectors. They included an analysis of all promotions in the Carrefour rice and pet care categories as background for the manufacturer's 2015 recommendations and proposals for both Carrefour and other retailers around the country.

The focus for Petcare in 2014 also moved to Carrefour's 'click and collect' service and those consumers using the drive-in facility for pet food products. emnos established, for example, the differences in customer segment performance between traditional stores and drive ins; whether or not people buy from both sources; and how shoppers behave in the drive-in pet food category.

Vital communication link
Speaking the same language makes it easier for suppliers and retailers to drive sales growth and emnos Analyzer provides a common view of customer insight at a category level. Part of the emnos Insight Portal suite of software solutions, the Analyzer module makes it simpler for all decision makers to align on the best strategies and tactics needed to gain new customers or build brand loyalty. It turns years of shopper data into actionable insights and enables Mars France to regularly access customer data from Carrefour – ensuring that both parties benefit from this win-win approach.

"We have been using the emnos Insight Portal for some time now and are extremely impressed with how quickly and easily we can access customer insights," explained Nathalie Prigent, Category Manager, Mars Petcare France. "The solution has helped us to improve our decisions and better tailor our products to the needs of our customers."

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Nathalie Prigent

About emnos

emnos is a pioneer in analysing customer data and interpreting what it reveals about customer behaviour. Some of the world's top retailers and suppliers choose emnos for its unmatched ability and expertise in mining and decoding billions of retail transactions and interactions. The insights revealed by this data impact marketing, merchandising, pricing and promotional decision-making on a daily basis and can be used to deliver tangible business growth. emnos services and solutions typically enable clients to realise a 4-6% revenue increase on turnover and over 2% margin growth.

Operating throughout Europe and in the USA, emnos is part of Loyalty Partner, a subsidiary of American Express. To learn more about emnos and its unique offering of strategic planning, retail data analytics and insight solutions, visit www.emnos.com

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