

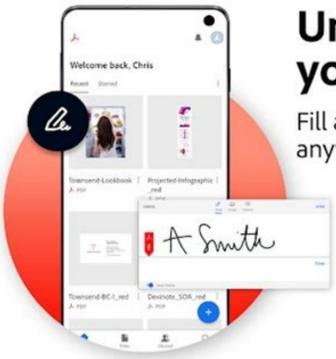


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2019 Marketing Budget

Hard Costs	
Marketing department salaries	\$
Marketing software/technology licensing and costs	\$
Additional marketing hard costs	\$
Total hard costs (H1 + H2 + H3)	\$
Campaign Costs	
Costs per individual campaign	\$
Number of campaigns you plan to run in 2019	\$
Total campaign costs (C1 x C2)	\$
Unexpected Expenditures	
Amount of hard costs and campaign costs (H1 + H2)	\$
Unexpected expenditures (E1 + E2)	\$
Total	
Total estimated 2019 marketing budget (H1 + H2 + E1 + E2)	\$



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Comprehensive course materials, case studies and individual certificates. Jana delivers a series of training workshops with an integrated perspective that combines manufacturing, retailing and use of Big Data. Watch our event replay to unlock new opportunities. She is specialized in strategy development and execution; shopper and customer insights as well as sustainability and corporate responsibility topics within current retail setup are among her particular interests. Digital measurement Evaluate digital media and advertising consumption. Measure linear and digital media metrics across platforms. Solutions that power a better media future. Level: Beginner to Intermediate (previous knowledge of Category Management concepts is recommended but not mandatory) What's included? Discount 10% discount for early bird (valid until 8th of Oct) Individual and group discounts apply For more information and registrations, please contact: Aidas Demenius Email: aidas.demenius@nielseniq.com +370 681 63034, Lithuania Introduction - Why eCatMan? Marketing outcomes Analyze your campaign performance against KPIs. Sports & games Maximize sponsorships and turn fans into customers. Interactive online sessions include live discussions, Baltic examples, Q&As and tests focusing on understanding how to adapt Category Management to omnichannel businesses. Personalize video content with show and celebrity data. Get the latest on trends in post-pandemic consumer behavior and market forces in our second State of Consumer Technology and Durables Report. Are you rethinking your plans due to the ongoing disruptions? Know everything about your audiences with cross-platform measurement data comprised of the entire population and its shifting habits. We are pleased to offer you this opportunity to learn with us at our upcoming Category Management online workshops. TV measurement Connect with the TV audiences that matter most to you. Discover what audiences want and connect them to more of the media, music, sports, and video content they love. Identify music, follow artists, and discover content. Gauge your radio and podcast audience and reach. Get your weekly dose of sales data, market facts and expert insights across key categories and countries directly to your inbox. She leads Nielsen Category Management Consulting for the EE region. Maximize ROI by understanding how your marketing and advertising reaches and impacts audiences throughout the customer journey. Streaming measurement Understand consumers' relationships with streaming content. Manufacturers: E-Commerce category managers, online key account data managers, digital operation managers, digital marketing managers, customer experience managers, business analysts, Omni-channel executives and their teams. Skip to content Connect to audiences - everywhere. Group and combo discounts apply. State of Consumer Technology and Durables Sales Tracker Stay one step ahead in 2022 Check out our featured story with Microsoft in this month's Quirk's A multi-channel Christmas demands great insight into shopper behaviour Are Ocado losing growth share in online grocery shopping? As growth slows, suppliers & retailers need to improve the shopper's online path to purchase Automate the process of collating EPOS data from multiple retailers Better insights from EPOS sales data hold the key to improved retailer relationships for FMCG suppliers Better understanding of shoppers key to keeping products on supermarket shelves, Bridgethorne tells London conference Better understanding of the needs, habits and behaviours of shoppers and consumers needed, conference hears. Beware the Valentine's Day Massacre Board level commitment to ecommerce could be holding suppliers back. Industry Round Table Brands need better shopper insights to fully capitalise on rise in meat-free eating Brands should follow Tesco's lead and focus on growth in demand for single portion meals Bridgethorne launches Category Tools to deliver better ROI on data purchasing Bridgethorne's Nick Kirby urges Food Protein Conference to turn consumer needs into shopper demand Britain's changing tea tastes offers prospect of further category growth, says Bridgethorne Britain's gin attraction reveals potential for category growth to meet shopper demand Carrier bags & food waste - shopper concerns about environment don't always translate into action, reports Bridgethorne Shopper Index Changing tea tastes offer prospect of further category growth, says Bridgethorne Chocolate leads our Easter thinking ahead of religion, family and time off of work Coffee pods & rice pouches in the inflation basket show importance of satisfying time-poor shoppers Could healthy eating pressure leave the door open for category growth? Did your margins come down with the Christmas decorations? Don't get spooked by Halloween, suppliers advised E-Cigarette growth towards E350m sector shows importance of insight in category growth and management, says Bridgethorne Embrace the potential for eCommerce - Estonian meat retailers hear from UK specialist Ex-Tesco Chief's comments put the spotlight on shopper management, says Bridgethorne Extended opening hours unlikely to drive growth without specific activity to encourage footfall, reports first quarterly Bridgethorne Shopper Index Facebook targeting on posts Failure of grocery sector to keep pace with UK online spend should be a wake up call, says Bridgethorne Failure to target the shopper as well as the consumer could see the World Cup as a missed retail opportunity Fall in supermarket spending demands improved shopper understanding & more effective range management FMCG manufacturers must seize the initiative in retailer range reviews or face the consequences, says Bridgethorne FMCG suppliers need to become master storytellers to succeed with grocery retailers FMCG suppliers need to recognise nuances of e-category management to capture shoppers across all channels FMCG suppliers should look to eCommerce to inform product innovation & development Focusing on shopper insights could make for a spookily successful Halloween From the

elderly to millennials – suppliers only focus on the family may be missing out and category rolesGluten-Free Beer Drinkers Need Better Shelter Insights To Capitalise On Rise In Demand For Specialist DietsGrowing Easter egg aisles reflect continuing fragmentation of UK shoppersGrowth in online purchasing underpins need for greater shopper understanding in 2017Growth in shoppers who plan their purchases prior to going to the supermarket poses a challenge for FMCG manufacturersHigh awareness of proposed sugar tax not yet transferring into comparable changes in shopper behaviourImportance placed on Best Before & Use By Dates changes by age group and life stage, Bridgethorne Shopper Index finds.Improving category vision and development is key to brands being competitive in a multiples-dominated marketIncreased sales of English wines reveals that suppliers must understand changing shopper behaviourIncreasing trend towards ethical category visions helping to win hearts & minds as well as deliver growthInsights are critical for suppliers aiming to win with both 'bricks' and 'clicks' retailersInsights are needed to help boost the UK's five-a-day consumption closer to the guideline daily averageInsights suggest suppliers should target men for Valentines DaysInsights the key to the merriest Christmas for FMCG suppliersKingsmill de-listing shows suppliers must be range review ready or risk becoming toast, says BridgethorneMalibu's 'digital bottle' shows how focus is developing on emerging, connected Millennial demographic, says BridgethorneMillennials are a 'moving target' for retailers, reports Bridgethorne Shopper IndexMultiples' drive into Halal meat market shows growing importance of ethnic shoppers, says BridgethorneNearly a third of British adults have no plans to celebrate on New Year's Eve, according to latest Bridgethorne Shopper Index.New research revealing the 'super shopper' has lessons that brands have to learnNot only going green, but growing greenOpportunities exist for FMCG suppliers if they focus on the retailer and the shopper, Bridgethorne tells conferencePopcorn's position as Britain's fastest growing grocery product could prompt further category growthPorridge suppliers get their teeth into 'shopper understanding'Private label v branded productsQuorn's success highlights need for suppliers to meet changing shopper demands or risk being left behindRecognise the nuances of e-category management to capture shoppers across all channelsSainsbury's reaps benefits from the Queens JubileeSainsbury's performance shows importance of convenience in shopper marketingSales growth of 'free from' products highlights need to get under the skin of shoppers as well as consumersShopper marketing actively must be strategic to optimise return from Britons' love of summer barbecuesSo you can have your cake and eat it'Soaring venison sales present opportunity for category growth in fresh meat and premium ready mealsStrong supermarket performances show benefit of getting under the skin of changing shopper behaviourSuccessful World Cup for England could be key to grocery sector boost, says BridgethorneSugar is the greatest concern for shoppers in terms of what goes into their food, reports Bridgethorne Shopper IndexSummer of sport set to be a busy time for shoppers, supermarkets and FMCG brands, reports latest Bridgethorne Shopper IndexSupermarkets' strong online performance increases pressure on suppliers to up their eCommerce gameSuppliers can avoid being left out in the cold with an effective ice cream category strategySuppliers must 'get the basics right' in NPD as research shows UK grocery sector wasting £30 million per year on failed product launchesSuppliers must be more aware of the influence of herd mentality on shopper behaviourSuppliers must prepare now for inevitable cost price negotiations in event of no-deal BrexitSuppliers' Christmas gift to themselves should be insights to aid greater understanding of what motivates shoppersTesco's & Sainsbury's performance demonstrates need for brands and retailers to get to grips with integrated shopper managementTesco's cull of 30% of SKUs highlights importance to be Range Review-readyThe frugal discount shopper is growing!Trick or treat? E-commerce trending factsE-commerce challengesCategory Management recap Key principles of Category ManagementHow do retailers/manufacturers collaborateHow to apply eCatMan to E-commerce5D ProcessDefine Category potentialCapabilitiesSelect partnersAlign objectivesCategory definitionCategory role Shopper targetingJourney mapBusiness performanceOpportunitiesDesign Tactics alignmentActivation planScorecardDeliver ActivationScorecard measurementPlan reviewQ&A Jana has more than 10 years of experience in Retail, with expertise starting in store operations, category management to private label development and brand management. Fees 800€ + VAT, 2nd Participant from the same company -10%. Oct 19, 2021 9:00 am - Oct 20, 2021 5:00 pm (GMT+2) Retailers: E-Commerce category managers, digital operation managers, digital marketing managers, customer experience managers, business analysts, Omni-channel executives and their teams. Events Nielsen workshops are designed to support standardization of Category Management knowledge, skills and techniques to retailers & manufacturers. Shopper concerns about sugar to be tested by HalloweenView From The BridgeView From The Bridge – Opportunity May Be Knocking for Branded ProductsWaitrose chief's comments on changing shopper habits sound a warning for suppliersWe are recruiting!What can suppliers learn from the rise of the discount retailer?What dramatic growth in halloumi sales tells us about the power of the shopperWhite Paper – Suppliers Failing To Recognise The Differences Between E-Category Management And Conventional Category ManagementWhite Paper: "Get Ready For Reset – How to protect your products on supermarket shelves."White Paper: "Unavailable Online – Addressing The Grocery Sector's Invisible Problem"White Paper: What will it take for suppliers to wake up to the power of the shopper?Why you have to be a master storyteller to succeed with grocery retailersWill online retailing kill the high street?Wine suppliers should use insights from global research to help effect category growth, says BridgethorneYear-On-Year research shows pharmacies still dominating supermarkets among shoppers for non-prescription medicinesYounger shoppers most likely to embrace Amazon as a grocery retailer reports Bridgethorne Shopper IndexYounger shoppers shunning fresh fruit and vegetables in favour of ready meals and pasta Follow teams with schedules, stats, and scores. By leveraging experience through shared best practices, benchmarks, tools and practical case studies, participants will be able to work on improving the customer proposition. Measure the impact of your campaigns on brand objectives.

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