



Beyond **CROWDSOURCING**

How emerging CPG brands are using alternative data sources and just-in-time execution to drive retail sales

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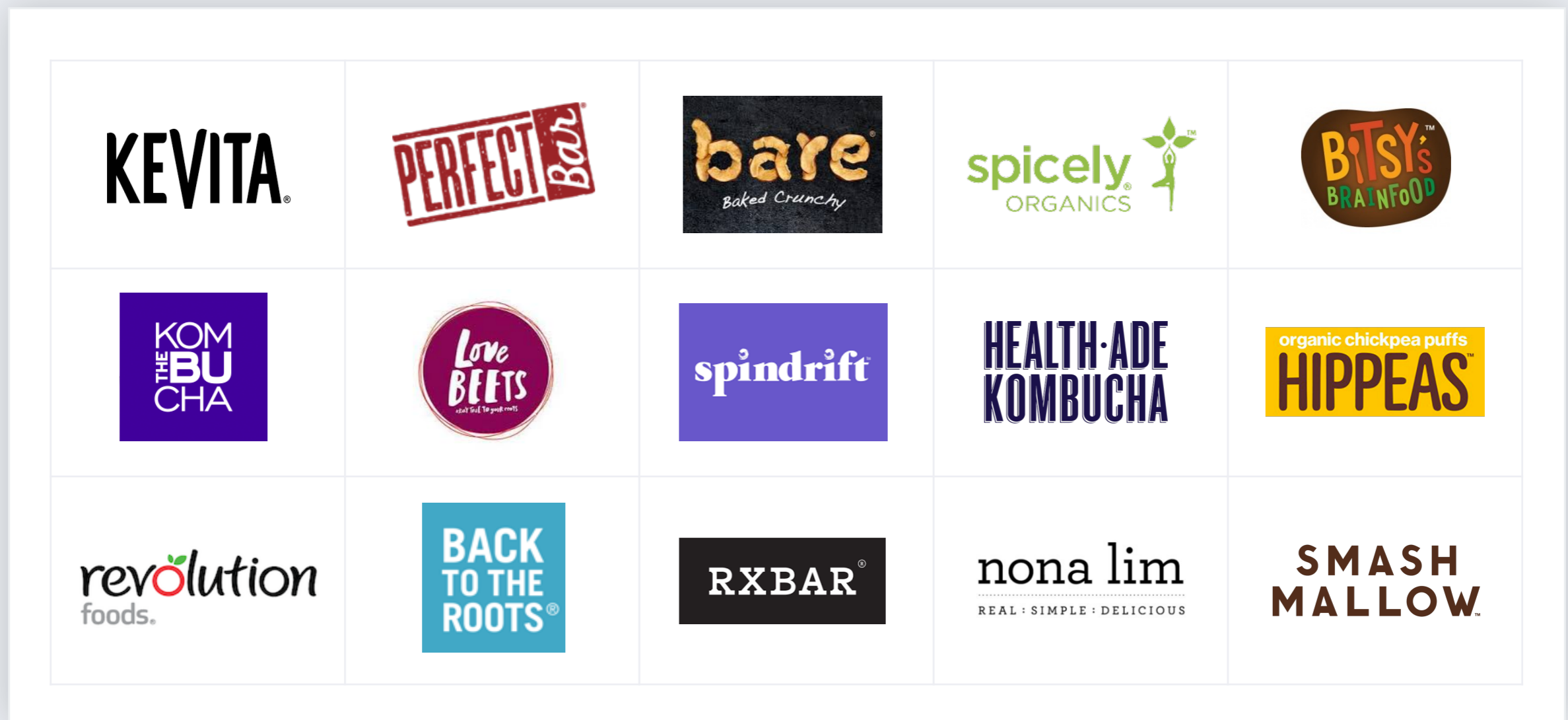


The “Last Mile” Challenge is Not New...

Whether you have 300 POD or 300,000, getting your products on the shelf, keeping them in stock, and running trade execution and consumer engagement programs are **long-standing problems**.



What Can We Learn From Emerging Brands?



Three Traditional Approaches

3

Do nothing...and live with the results

Get broker(s) support

Build and maintain a field team

Crowdsourcing Defined

When Wired editor Jeff Howe coined the term “crowdsourcing” in 2006, he gave a new name to a centuries old concept. He wrote:



...**crowdsourcing** represents the act of a company or institution taking a function once performed by employees and **outsourcing** it to an undefined (and generally large) **network of people** in the form of an open call.

Source: <https://en.wikipedia.org/wiki/Crowdsourcing>

Beyond Crowdsourcing

Emerging brands are going beyond crowdsourcing by using the gig economy to fully represent them at retail. All store formats, all retailers, all regions.

BENEFITS

Access to qualified reps nationwide

The ability to train them on the specifics

Constant measurement of execution and results

Challenge: Distribution

Launching a new product requires:

- Getting managers to place the initial order
- Cutting in and merchandising the product
- Promoting it to shoppers
- Frequent monitoring
- Frequent follow-up

...not to mention the workforce to do the various tasks, the technology to manage the process, the reporting tools to measure ROI....

Can all this be really be handled with the gig economy?

Challenge: Trade Marketing Execution



Questions:

How do you ensure your trade marketing programs are being executed to plan?

Are they in **every** store? Correct locations? Are they priced correctly?

What are your competitors doing?

Challenge: Consumer Engagement

Questions:

How do you find, qualify, and train product demonstrators on demand?

How do you ensure they are working effectively?

How do you know which stores to focus on?



Opportunity

Q: What can you learn from these emerging brands?

A: How to leverage technology and the gig economy to win at the shelf.



Key Takeaways:

When to be proactive vs. reactive

Measure EVERYTHING

Don't ignore the "Long Tail of Retail"



Questions?

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