



Evidence, Logic & Direction

For When You Want To Take A More
Scientific, Results-Driven Approach To
Realising Your Full Sales Potential At Retail

INSIDE EDGE are specialised in helping manufacturers, service providers and retailers innovate their retailing so they realise their full sales potential.

We take a strategic, evidence-based approach. Built from a belief that the best, most sustainable way to achieving greater market success comes from getting to grips with how you are perceived by end users and shoppers, understanding what makes them tick and how to influence this to drive their buying behaviour.

Which means that by applying this understanding you can identify, develop and justify a more effective plan of attack which is fully in tune with your brands and business.

Our Reason Why

To create value for our clients by maximising the effectiveness of their retailing.

In a world of ever expanding consumer choice, the companies that will survive and thrive are those that excel at seeing through this complexity, learn how to stay relevant and outmanoeuvre competitors with excellent execution.

Since early in our careers we have recognised how hard it can be for companies to raise their game, and be more successful in their execution, when everything comes together for customers at retail. Most often, this is driven by misleading preconceptions and beliefs of those involved about what is effective. Or people concerning themselves with their accountability for a narrow part of the solution that on its own fails to deliver meaningful returns.

Our desire is to influence this dynamic, to make a difference by helping people follow the path of least resistance and collectively focus on what really matters, for their customers and in their markets.

Ultimately we want to leave our clients acting less as individual departments or disconnected actors and more as a dynamic, connected and integrated whole. Where everyone is pulling in the same direction and playing their part without struggle or effort through holding a sense of certainty on how to win with consumers and shoppers.



Our Core Capabilities

CUSTOMER UNDERSTANDING WE BRING

CLIENT NEEDS

**Drivers & Barriers Of
Purchase Decisions &
Switching Behaviour**



SALES IMPROVEMENT STRATEGY
Identify best opportunities
for attracting more customers
and improving sales performance

**Where, When & How The
Consumer Uses The Product
To Meet Specific Needs,
Features Sought**



PRODUCT ASSORTMENT OPTIMISATION
Align retail propositions and product assortment
with customer needs, drivers of choice &
motivations to buy

**Demand Potential,
In-Market Risks & Potential
Financial Returns
Assessment**



**NEW ROUTES TO MARKET
STRATEGY EVALUATION**
Build business cases that are based on genuine
market demand potential, and understand the
critical success factors for a new strategy

**Purchase Decision Hierarchies,
Role of Channel &
Merchandising P's
As Demand Drivers**



MERCHANDISING CAPABILITY DEVELOPMENT
Determine shopper-led merchandising
principles to improve capabilities in
planning more effective retailing strategies

**Shopper Evaluation
Diagnostics**



EXECUTION BRIEFS
Inform executional briefs with shopper
insight so that supporting agencies can
deliver their best work

10 Reasons For Working With Us

1. **Better Results**

By helping you deliver what really matters to customers

2. **Risk Management**

By assessing the potential for a new direction and new initiatives

3. **Confident Decision-Making**

By evaluating ROI of alternative options before major money is invested

4. **Substantiated Planning**

By making a fact-based link between retailing plans and the actual market challenges

5. **Effective Judgement**

By creating decision-making frameworks and executional principles

6. **Rigorous Inspiration**

By putting the spotlight on performance gaps and customer needs

7. **Focus & Aligned Initiatives**

By using customer understanding to drive decision-making within the business and beyond

8. **Ignite Action**

By providing the proof and rationale to break through inertia

9. **Team Performance**

By guiding how the team can raise their game through deeper customer understanding

10. **Continuous Improvement**

By determining most relevant key performance metrics based on market and customer decision drivers and evaluating performance to shape strategy going forward

Results our work has led to

- **An incremental £16m p.a. in sales**
though more effective merchandising for an international hot drink
- **A €100m annual revenue opportunity**
for a global financial services provider targeting a new distribution channel
- **A new retail growth strategy worth £40m p.a.**
for a pet medical treatments company
- **20% growth in annual revenues**
through product range extensions
- **Sparked 10 share points** in just 18 months
for a leading international food brand
- **Ignited 10% brand growth at point of sale**
by optimising in-store merchandising

Companies we have worked with

AEG
Bacardi
Bakemark
Café Direct
Dairy Crest
Dentsu Aegis Network
Diageo

Gillette
GKN
GlaxoSmithKline
Hill's Pet Nutrition
Jacobs Douwe Egberts
Jamaica Tourist Board
Kraft Heinz

Mars
Merial
Pfizer
RAB
Sainsbury
Unipart
World Gold Council
Zurich Financial Services

What People Say About Us

Pragmatically Inspirational

"Your work was instrumental not only in understanding investors in our key markets, but also developing more effective strategy, communications and products to address their needs. Outstanding, business related solutions that people believed in. Better than McKinsey. More practical. More engaging. More real."

Kimberly Hurd, World Gold Council

"You brought a huge degree of personal integrity. Your ability to make it pragmatically straightforward rather than complicate was a huge asset hugely inspirational."

Nick Fell, SAB Miller

Compelling Communication

"No nonsense, straightforward, systematic. Not disguised by a whole lot of psychobabble and mumbo jumbo ... and the part that was really good was the intellectual integrity of the analysis that was shaped into a direction which was then turned into a marketable proposition."

Dick Inwood, Mars Petcare

"Consummate professionals who consistently over-deliver in terms of quality and service. Sensitive to internal politics and communicate persuasively to key stakeholders, with an upbeat and positive attitude. Their success is in ensuring their clients' success and I could not recommend them more highly."

Mark Boddy, Merial Sanofi

Rigorous Thought Leadership

"There's a real focus on doing the right things, bringing a fresh perspective to a problem and delivering output that is inspirational ... transformational thought leadership."

John Humpish, Zurich Financial Services

"Penetrating. And you challenge and do a lot of provocative stimulation... You have good, questioning minds that get under the skin of issues ... How to step aside from the constructs and the paradigms and the data and the self-perpetuated beliefs."

Mark Waller, Diageo

"You stimulated our thinking, and I believe have discovered something which could impact the overall category."

Denise Dewar, GlaxoSmithKline

Change Catalysts

"A very rare breed, balancing analytic and creative thinking but applying this to solving thorny 'real life' business problems. Superb at running complex projects across disparate stakeholders and building a cross-functional team ethos. You instilled a much needed 'real growth mindset' at the heart of the business."

Rob Rees, Dairy Crest

"Making it a reality, making the team work together, getting things done, consistently, a sense of togetherness which all goes to produce outstanding work and kept the company ahead."

Moorthy PV, Carat

Contacts

If you like what you have read so far, and would like to learn more about how we might be able to help, please do pick up the phone and give us a call. And we can arrange a no-obligation 45 minutes 'Discovery Session' to give us both the opportunity to clarify your challenges and assess whether and how we can most help.

**Michael Ballard**

Managing Partner

t: +44 7717 835 822

e: michaelballard@insideedgetd.com

**Jean Wong**

Managing Partner

t: +44 7770 586 418

e: jeanwong@insideedgetd.com

Address

INSIDE EDGE

Suite 9, Ground Floor

5 Hercules Way

Leavesden Park

Watford WD25 7GS

United Kingdom

Tel: +44 203 427 0060