

A day in the life / Brand Manager

Meet Maya:

Maya is a 32 year old Sr. Brand manager at a large consumer product company. She's single, has been at her job for three years, and received a promotion recently (insert something here that references the internal org structure of the company). She loves her job, works out almost every day after work, and has a jack russell terrier named Scraps.



9:01AM

Maya a (Sr. Brand Manager) arrives at her desk getting ready to monitor the results of the 3 global hair care brands in her portfolio. She loves her work and feels "My job is making sure we are profitable and growing".

Maya is in charge of a portfolio of product brands, and while most of her products are in good shape, she has recently been focusing on 3 global hair care brands that are under-performing in the North American market. Her boss made a comment on them in her last 1:1, which charged her up and made her determined to get them back on track. She arrives at work focused on understanding the problem and fixing it.



1:35PM

Maya quickly realized and is now overwhelmed with: daily sales reports, weekly data from retailers and other various reports shared with her. The dreaded "Data paralysis" has set in.

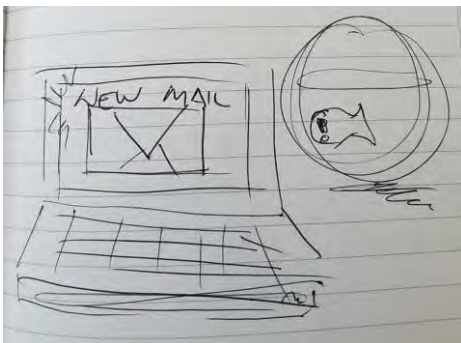
Fixing the problem isn't going to be easy. Compared to the smaller manufacturers she has worked at before, her job now has more resources and more data to look over. Daily sales reports, weekly data from retailers and various shared reports coming from coworkers she is quickly overwhelmed with it all. Getting frustrated it has taken way too long to fix the problem she feels she is looking for a needle in a haystack.



1:52PM

As Maya dives in, she just wishes there was a system that could automatically do the analysis for her. Finding that elusive "needle in the haystack" that will give her an early warning of the potential pitfalls.

Adding to the pressure, Maya has just received an email from her boss about meeting up to discuss her solution to the problem. She needs answers fast, but there is too much data and too little time to read it all. Maya thinks to herself...there must be a better system out there that could do the analysis for her. The meeting is now just a little over an hour away.



4:32PM

Maya receives news that the company has signed up for Nielsen connect and can start using it right away... could this be Maya's lucky day?

The meeting now over, Maya walks out of the room feeling down. It didn't go well... She thought she had a solution but working with all that data was too much. She needed more time to evaluate, monitor, and come up with a strategy. As she goes back to her desk to get her things to head home she just wishes there was an early warning system of any pitfalls so she didn't have to go through that again.



11:35AM

After a short lunch Maya was eager to try Connect, excited about the possibilities. She signs up, answers a few quick questions about data that is important to her and voilà! Maya's work day will never be the same.

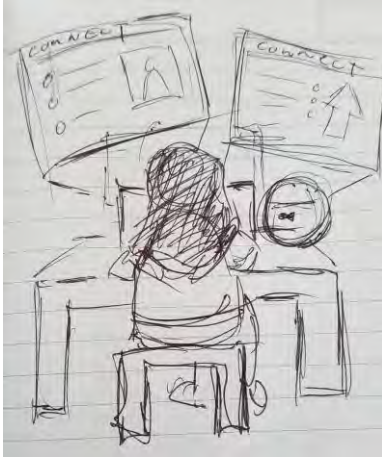
Back at work the next day Maya spent all morning looking for answers as to why her care brands are underperforming. Waiting on data pulls from coworkers, and asking other experts to walk her through the data she feels she is not making any fast progress. Just then, Maya receives an email about a new system her company is starting to use, something called Connect? "Why not" she said I will try anything!



12:22PM

In an instant Connect has delivered global KPI's of Price & Promo studies, Household purchasing behavior, and new Trends that would of taken Maya hours to analyze.

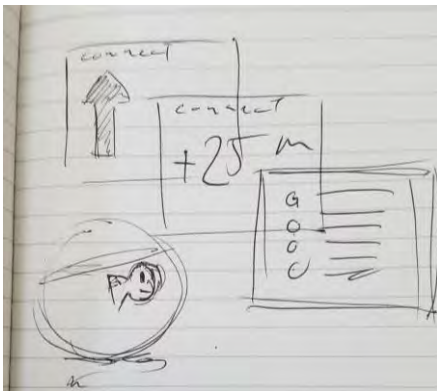
After a short lunch Maya was eager to try Connect as she has to find a fix...fast! She signs up, answers a few quick questions about data that is important to her and voilà! Maya's work day will never be the same.



12:41PM

But something has caught her attention, a KPI has found a possible issue. She digs deeper, and finds out a higher price at the retailer is hurting her brand sales. Taking further action she runs a few scenarios to understand how the pricing impacts sales.

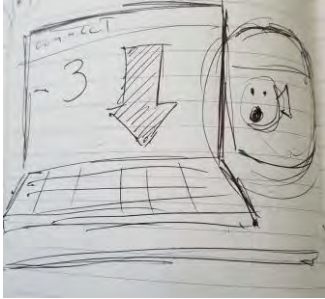
In an instant Connect has delivered global KPI's of Price & Promo studies, Household purchasing behavior, and new Trends that would of taken Maya hours to analyze.



1:28PM

To her excitement Connect answers the question "What's Next" and makes recommendations to improve her overall sales. She is happy to have found this pitfall early as she has a meeting with her bosses this afternoon.

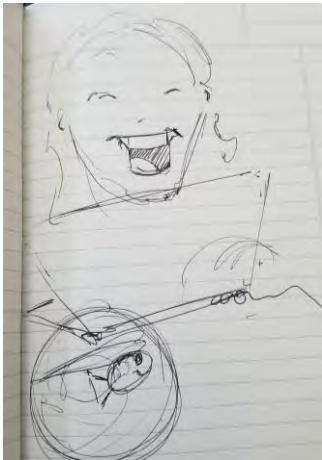
But something has caught her attention, a KPI has found a possible issue. She digs deeper, and finds out **the regular promotions she runs** at a retailer is hurting her brand overall sales. Taking further action she runs a few scenarios to understand how tweaking her promotional strategy impacts sales. While this isn't something she would normally do, she finds it simple and intuitive. Sure enough she is suddenly making some progress and finds some promising solutions.



4:00PM

Problem averted, Maya presents her findings and receives many kudos for taking such fast action .

To her excitement Connect answers the question "What's Next" and makes recommendations to improve her overall sales. She is happy to have finally found this pitfall as well as a few others she just discovered. This is a good thing too because her boss wants another meeting this afternoon. She feels the pressure but is confident she now has the correct fix and can't wait to tell the boss.



5:01PM

Goes home happy and stress free. It's time to celebrate!

Problem averted, Maya presents her findings and receives many kudos. Finding new pitfalls early will save the company 1.2 million in sales and this makes the boss very happy. Maya also goes home happy and stress free. No gym today... It's time to celebrate!

