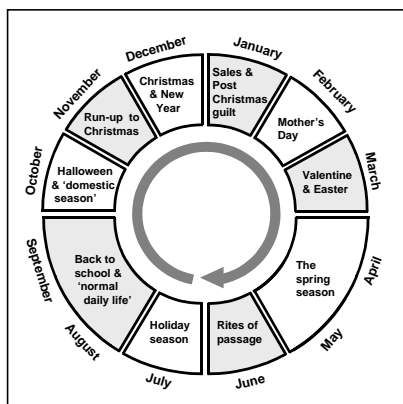




# Seasonal Profits - Managing the Seasonal Marketing Cycle

# Your Guide to Success



The annual sales patterns of most products are affected by seasonal influences ranging from holidays, such as Christmas and Easter, to the weather. In addition, major sporting and cultural events, such as the Football World Cup and movie launches provide further potential to generate excitement around products and brands.

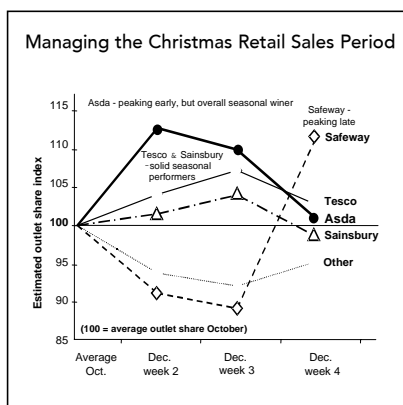
Historically, seasonal marketing has been a “big boys game”. Supported by extensive budgets, industry leaders such as Coca-Cola have led the development of the seasonal marketing mix portfolio. As competition intensifies and seasonal strategies become more sophisticated, success, if not survival, will become increasingly dependent on identifying and developing the full range of tools of the seasonal marketing mix.

“Starting in the UK and driven by manufacturers in soft drinks, confectionery, greeting card and flowers, Valentine’s Day and Halloween will gradually find mainstream European acceptance and develop into major seasonal opportunities.”

## Seasonal Profits - Managing the Seasonal Marketing Cycle

From Business Insights, the *Seasonal Profits - Managing the Seasonal Marketing Cycle* report pinpoints the exploitable opportunities of the “seasonal year”. Based on original research and evaluating an exclusive industry survey, this latest study evaluates the ‘best practices’ of the seasonal leaders and highlights ways in which companies can optimise their seasonal peak sales, as well as boost off-peak sales by ‘de-seasonalising’ annual patterns.

# Structure and Scope



“Shopping hour liberalisation across Europe and increased 24-hour initiatives in the run-up to Christmas will continue to amplify the peak around Christmas Day, while increasingly calculating consumers shift purchases to the January sales.”

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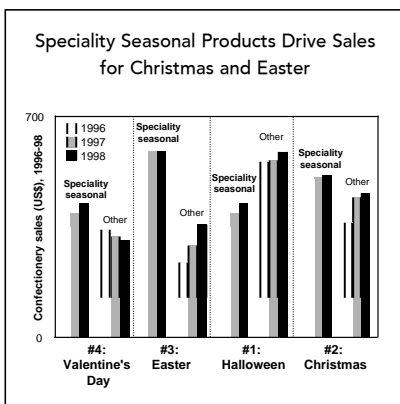
**The Seasonal Year** - The full set of yearly seasonal opportunities between January and December is inventoried in a seasonal calendar, ranging from holidays to recurring “lifestyle events”. The specific product opportunities for each of these periods are analysed.

**The Seasonal Marketing Mix** - Product- (e.g. revitalisation of brands), distribution- (e.g. off-trade point-of-sales) and price- and promotion-related (e.g. extra free quantities) seasonal marketing strategies are examined, based on a comprehensive analysis of seasonal marketing practices in the consumer goods industry.

**The Seasonal Leaders** - Case studies and profiles ranging from UK retailers' Christmas strategies, seasonal and gifting confectionery, liqueurs, spirits and beer strategies to Coca-Cola and Hershey are used to illustrate “best practices” in seasonal marketing.

**The Seasonal Industry Survey** - Business Insights’ survey maps out industry opinion regarding the current importance of seasonal periods, drivers of seasonal marketing activities, the relative importance of specific marketing mix tools and how industry participants expect this to change in the next five years.

## Key Benefits

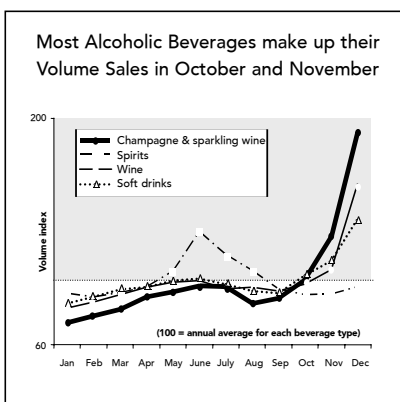


“The temptation to use price alone as the main seasonal inducement must be resisted for longer term growth.”

### Seasonal Profits - Managing the Seasonal Marketing Cycle

- Identify the full range of annual seasonal opportunities ranging from holidays, such as Easter, to lifestyle events, such as “back to school”, and develop targeted seasonal marketing initiatives for your product range.
- Learn from the “best demonstrated practices” of specific industry leaders in seasonal consumer goods marketing and retailing, and use these to help optimise value and volume sales and defend or maintain your market share.
- Beyond optimisation of traditional seasonal peaks, such as Christmas, identify the opportunities for “de-seasonalisation” and boosting sales outside of core sales peaks, thereby creating more stable sales and production patterns throughout the year.
- Use the seasonal marketing mix analysis and the list of over 100 new seasonal product launches to help with the difficult task of generating new and creative ideas for seasonal initiatives for your specific product, beyond mere price reductions.

## Research Methodology



“While maximising the sales peak and market share will remain the most important reason for engaging in seasonal marketing activities, it will become increasingly important to increase pre- and post-season off-peak sales.”

### Seasonal Profits - Managing the Seasonal Marketing Cycle

**Business Insights** is a series of management reports designed to help you make informed, timely business decisions. Written and compiled by independent experts, the reports evaluate interviews with key industry executives and quantify the issues that will be of greatest strategic significance in the industry's future.

*Seasonal Profits - Managing the Seasonal Marketing Cycle* is based on original research backed up by sound analysis and forecasting:

- We conducted a qualitative **industry opinion survey of 106 manufacturers** engaged in seasonal marketing, ranging from Sara Lee to United Distillers, in industries ranging from confectionery to spirits.
- We studied over **100 seasonal new product launches** from Datamonitor's Worldwide Innovation Network.
- The report provides an in-depth investigation of the consumer, retailer and manufacturer drivers and includes marketing mix (product, price, promotion and place) analysis.
- We employ multiple forecasting techniques such as scenario generation, based on an analysis of previous seasonal trends, underlying developments in the markets and input from industry experts.

### About Business Insights

Business Insights appreciate the importance of accurate, up-to-date incisive market and company analysis and our aim therefore is to provide a single, off-the-shelf, objective source of data, analysis and market insight.

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