

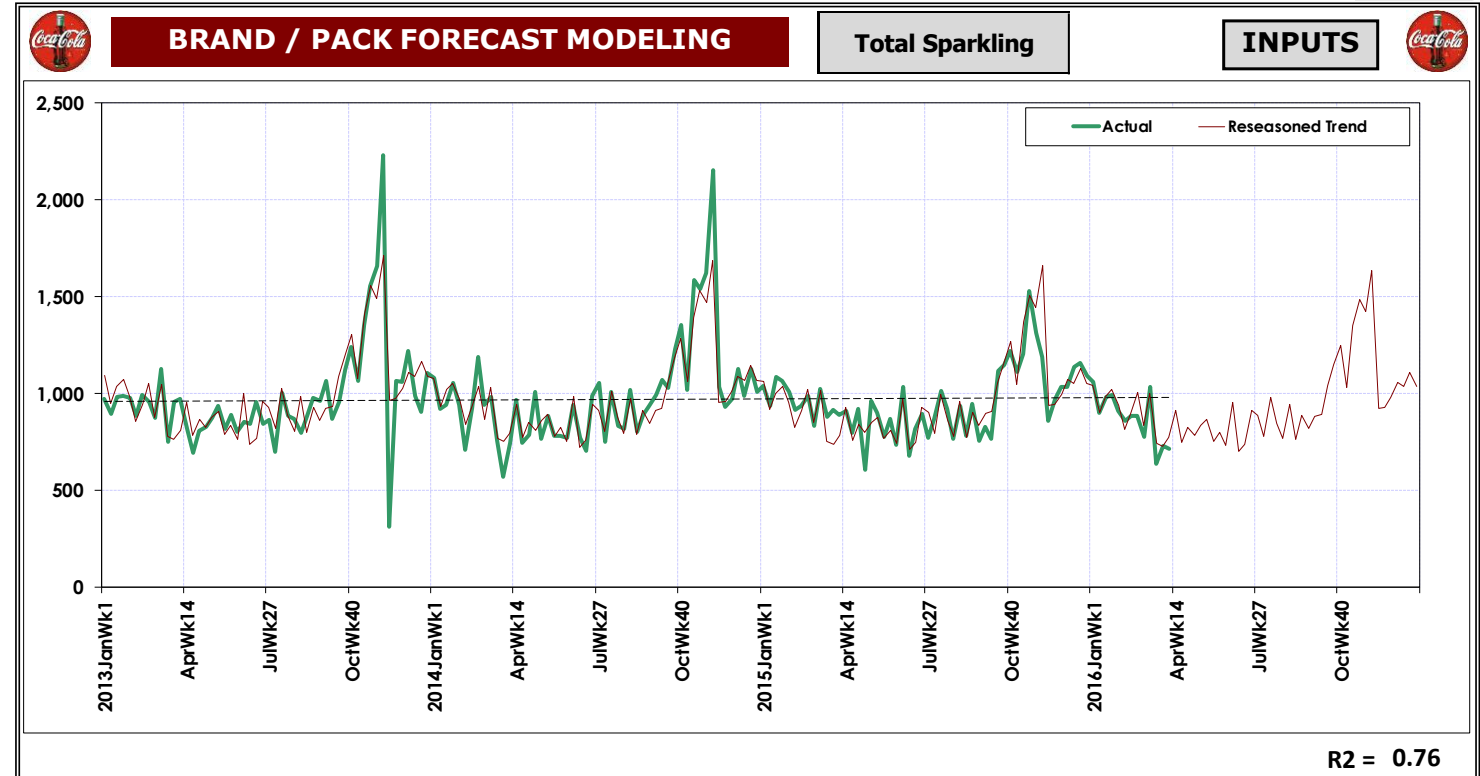
INTEGRATED EXECUTION TOOLS – TRENDS FORECASTING



TRENDS

NON-CAUSAL FORECASTING

- Trend Analysis: Brand, Pack, Category, Competition
- Modified Moving Average Seasonality Adjusted
- Strategic Brand/ Pack/ Channel Corridors
- Long-Term Consumer Drivers



WHY IT IS IMPORTANT

NON-CAUSAL FORECASTING

- Trend Analysis: Brand, Pack, Category, Competition
- Modified Moving Average Seasonality Adjusted

HOW TO APPLY

OPPORT. MAPPING (NON-CAUSAL)

- Strat Brand / Pack / Channel Corridors
- Long-Term Consumer Drivers



OPP.
MAP