

RE: [External] - RE: Notes following catch up

From: "Brookshaw, Robert" <[REDACTED]@unilever.com>
 To: Jasreet Sandhu <[REDACTED]@coles.com.au>
 Cc: Sophie Tragomalas <[REDACTED]@coles.com.au>; "Cameron, Molly" <[REDACTED]@unilever.com>; "Weir, Rebecca" <[REDACTED]@unilever.com>
 Date: Tue, 17 May 2022 13:02:09 +1000
 Attachments: Deo's BSCW Deals Apr - Dec 2022_Rexona .xlsx (362.61 kB)

Hi Jas,

Please find attached the updated PAF.

If you need any further information please reach out. Looking forward to catching up next week as part of the category induction.

Kind regards

Rob

From: Jas Sandhu <[REDACTED]@coles.com.au>
 Sent: Tuesday, 17 May 2022 12:14 PM
 To: Brookshaw, Robert <[REDACTED]@unilever.com>
 Cc: Sophie Tragomalas <[REDACTED]@coles.com.au>; Cameron, Molly <[REDACTED]@unilever.com>; Weir, Rebecca <[REDACTED]@unilever.com>
 Subject: RE: [External] - RE: Notes following catch up

Hi Rob,
 Confirming this is approved.
 Can you please send the updated form with 18/05 date so we can key this before 2 today.

Cheers!
 Jas

Jasreet Sandhu
 Senior Value Manager
 Merchandise Transformation & Strategy

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From: Brookshaw, Robert <[REDACTED]@unilever.com>
 Sent: Monday, 16 May 2022 7:21 PM
 To: Jas Sandhu <[REDACTED]@coles.com.au>
 Cc: Sophie Tragomalas <[REDACTED]@coles.com.au>; Cameron, Molly <[REDACTED]@unilever.com>; Weir, Rebecca <[REDACTED]@unilever.com>
 Subject: RE: [External] - RE: Notes following catch up

Hi Jas,

Likewise looking forward to catching up with you soon.

I've attached the BSCW dates which included the below sku's with a start date of the 18/4 at \$6.

Please let me know when the start date will be and I'll amend the document.

Intended Action	Item Description <small>NOTE: Promotional deals to include new checks redemptions up to 90 days post promotion</small>	Item Code	Size	Promotion Dates (Start to End)		Days	Description <small>Item price amount - Total amount for that state or State participating list on Receipts (incl amount spent) - State not participating in intended Action</small>	State Unit Deal (incl GST)								Change Promotion Dates (Start to End)		Max From Price
				Start	End			NSW	VIC	QLD	SA	WA	TAS	Start	End	Days		
1401	REXONA AFTERSHAVE DEODORANT 250 ML	471071	250ML	18/04/2022	30/04/2022	201	[REDACTED - CONFIDENTIAL]										\$ 9.99	
1402	REXONA AFTERSHAVE DEODORANT 250 ML	471072	250ML	18/04/2022	30/04/2022	201											\$ 9.99	
1403	REXONA AFTERSHAVE DEODORANT 250 ML	471073	250ML	18/04/2022	30/04/2022	201											\$ 9.99	
1404	REXONA AFTERSHAVE DEODORANT 250 ML	471074	250ML	18/04/2022	30/04/2022	201											\$ 9.99	
1405	REXONA AFTERSHAVE DEODORANT 250 ML	471075	250ML	18/04/2022	30/04/2022	201											\$ 9.99	
1406	REXONA AFTERSHAVE DEODORANT 250 ML	471076	250ML	18/04/2022	30/04/2022	201											\$ 9.99	

Kind regards

Rob

From: Jas Sandhu <[REDACTED]@coles.com.au>
 Sent: Monday, 16 May 2022 6:48 PM
 To: Brookshaw, Robert <[REDACTED]@unilever.com>
 Cc: Sophie Tragomalas <[REDACTED]@coles.com.au>
 Subject: [External] - RE: Notes following catch up
 Importance: High

Hi Rob,
 Great catching up earlier today . good to put a voice to a name.

I have looked at the pricing history for the Rexona 250ml bundles.
 Given the market has dropped the price from \$6.50 to \$6 . we cannot be uncompetitive in the market.

Happy to launch these two bundles back on Down Down this week so our customers are not worse off.
 Can you confirm the funding so we can close this asap.

Cheers!
 Jas

Jasreet Sandhu
 Senior Category Manager
 Personal Care

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From: Brookshaw, Robert <[REDACTED]@unilever.com>
 Sent: Monday, 16 May 2022 4:23 PM
 To: Jas Sandhu <[REDACTED]@coles.com.au>
 Subject: FW: Notes following catch up

Hi Jasreet,

Welcome to the team,

As discussed please can you confirm when Rexona will revert to Down Down at \$6 on Rexona 250ml

Thanks

Rob

From: Brookshaw, Robert
 Sent: Friday, 6 May 2022 4:12 PM
 To: Matthew Hankin DEFACTO@coles.com.au>
 Subject: Notes following catch up

Hi Matt,

Thanks for the time earlier. As discussed further information you requested:

1. Rexona 250ml sku's to amend to Down Down \$6 from \$6.50 – BCSW Deals have been sent

REXONA ANTI PERSP DEODORANT 250 ML	4713873	250ML
REXONA ANTI PERSP DEODORANT 250 ML	5079187	250ML
REXONA ANTI PERSP DEODORANT 250 ML	8949220	250ML
REXONA MEN ANTIPERSPRANT SPORT FRESH 250ML 250 ML	3054972	250ML
REXONA ANTIPERSPRANT QUANTUM 250ML 250 ML	8554843	250ML
REXONA ANTIPERSPRANT ADVENTURE 250ML 250 ML	7620105	250ML
REXONA ANTIPERSPRANT FOR MEN 250ML 250 ML	89196	250ML

2. Elida Portfolio – Further communication to follow on monday

Category	Brand	RSV MAT
Deodorants	Impulse	4.3m
Hair	Toni & Guy	6.1m
Hair	Bed Head	0.7m
Hair	Vo5	0.23m
Hair	Tigi / Bed head	0.12m
Total		11.45m

Kind regards

Rob Brookshaw



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