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# Promo-Mechanic Analysis Summary

## By promo-group (>\$2m in Sales \$)

**Mars Petcare**

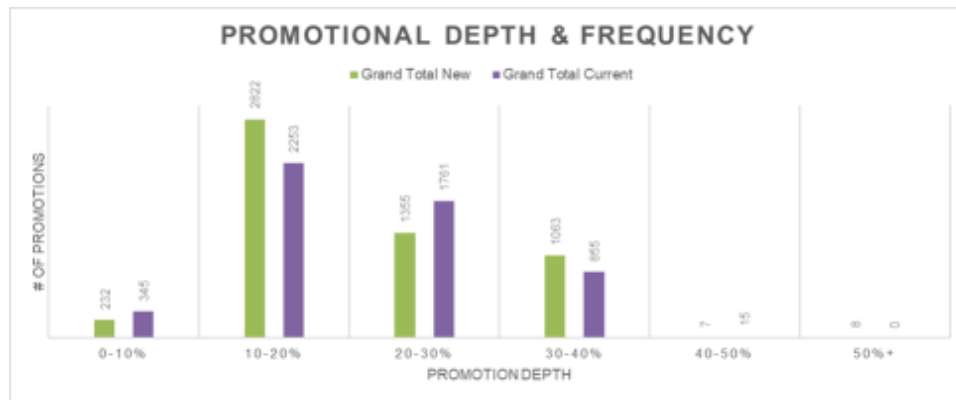
**July 2022**



# Overall promotional depth and frequency

## Comparison of Current and New Promotional Depth and Frequency

Number of Promotions vs. Promotion Depth



Overall, **an increase of promotional weeks but this is due to a mix of promotional groups both increasing and decreasing promotional frequency.** Significant increase in frequency was seen in Pedigree Can 1.2kg where each item increased the frequency of promotion at 18.2% by +26 weeks (shifted from base level) and Dine Perfect portions 75g where 23 weeks were removed off base and shifted across 3 discount levels

- **Large increase in 10-20% promotions driven mostly by**
  - Pedigree Can 1.2kg where each item increased the frequency of promotion at 18.2% by +26 weeks (shifted from base level)
  - Pedigree Can 700g where discounts dropped from 21.2% to 19.9%, but increased by 2 weeks
  - Pedigree Dentastix 7 where discount dropped from 23.1% to 19.9% but increased by 3 additional weeks
- **Large decrease in 20-30% promotions driven mostly by**
  - MYDOG Tray SVMS 6x100g where discounts at 26.3% have decreased by 3 weeks
  - PEDIGREE Can 700g where discount dropped from 21.2% to 19.9%
- **Increase in 30-40% promotions driven mostly by**
  - MYDOG Tray SVMS 6x100g where discount increased from 30% to 31.6% with an additional 3 weeks
  - OPTIMUM Dry Dog 3kg where discount increased from 30% to 31.0% for 18 weeks
  - MYDOG Tray 100g where the discount increased from 31.3% to 35.3 for an additional 6 weeks



## Promotional depth and frequency summary by subcategory (1/2)

Subcategory	Promo Frequency	Promo Depth
<b>Dry Cat</b>	<ul style="list-style-type: none"> <li>Across promo groups total frequency remains constant – but redistributed across lower promo levels For e.g. Optimum Dry Cat 2kg - Shift in 2 weeks from 24.2% to 20.8%</li> </ul>	<ul style="list-style-type: none"> <li>Across Optimum Dry Cat (2kg and 800g), deepest discount level discontinued.</li> <li>The remaining discount levels are deepened, with promo contribution \$ increased but for some groups contribution % decreasing For e.g. Optimum Dry Cat 2kg - increase in depth 31.2% (vs 24.2%), increase in unit deal from \$<b>RED</b> to \$<b>RED</b> has corresponding promo funding % of <b>RED</b>%-&gt;<b>RED</b>%)</li> </ul>
<b>Dry Dog</b>	<ul style="list-style-type: none"> <li>No major changes – relatively constant total frequency</li> </ul>	<ul style="list-style-type: none"> <li>Relatively stable discount levels and promotion contributions</li> </ul>
<b>Wet Cat</b>	<ul style="list-style-type: none"> <li>In higher sales promo groups, shifts of 1-4 weeks to lower discount levels</li> <li>In some lower sales promo groups, an increase of 2-7 weeks to higher discount levels</li> </ul>	<ul style="list-style-type: none"> <li>For higher sales Promo groups (top 5) – overall increase in depth, accompanied with an increase in unit deal and similar or higher promo contribution % For e.g. WHISKAS Fav Pch 12x85g - Increase in depth from 20.0% to 22.7% for 6 weeks, with unit deal increase \$<b>RED</b> (\$+0.29); same contribution of <b>RED</b>%</li> <li>For lower sales Promo groups – mixture of increase and decrease in depth, accompanied with supplier contribution % reducing with some groups</li> </ul>
<b>Wet Dog</b>	<ul style="list-style-type: none"> <li>Mixture of redistributing weeks across higher and lower discount levels</li> </ul>	<ul style="list-style-type: none"> <li>For higher sales Promo groups (top 6) – overall mix of stable, decrease or increase in depth, but accompanied with mostly an increase in unit deal and similar or higher promo contribution % For e.g. MYDOG Tray SVMS 6x100g - Increase in depth 31.6% (vs 30%) and contribution increased <b>RED</b>% (+0.2 pts)</li> <li>For lower sales Promo groups– overall mix of decrease and increase in depth, more instances where promo funding % has decreased</li> </ul>



## Promotional depth and frequency summary by sub category (2/2)

Subcategory	Promo Frequency	Promo Depth
Cat Treats	<ul style="list-style-type: none"> <li>Increase of 2-4 weeks at higher discount levels across groups</li> </ul>	<ul style="list-style-type: none"> <li>Mostly stable with some increase and decrease in promotional depth across most levels, with similar levels or decreased levels of promo contribution % For e.g. TEMPTATIONS 180g Increase in depth 25% -&gt; 31.1%, supplier contribution decreased <del>RE</del>% -&gt; <del>RED</del>%</li> </ul>
Dog Treats	<ul style="list-style-type: none"> <li>Mixture of increasing and decreasing weeks at higher discount levels</li> </ul>	<ul style="list-style-type: none"> <li>For higher sales Promo groups (top 3) – overall mixture of increase and decrease in depth, accompanied with mostly an increase in unit deal and similar or higher promo contribution % For e.g. PEDIGREE Dentastix 7- Decrease in depth 23.1% -&gt; 19.9%, +3 weeks; increased promo contribution <del>RED</del>%</li> <li>For lower sales Promo groups – mixture of increase and decrease in depth, accompanied with supplier contribution % reducing</li> </ul>
Drinks	<ul style="list-style-type: none"> <li>Increase of weeks at base level due to EDV weeks decreasing to 48 weeks For e.g. Whiskas Milk 1L - Decreased 4 weeks at 16.6% discount for +4 at base</li> </ul>	<ul style="list-style-type: none"> <li>Decrease in weeks on EDV (-4 weeks), stable discount level of 16.6% but now receiving supplier contribution <del>RED</del>% -&gt; <del>RED</del>% for increased unit deal (\$<del>RED</del>) -&gt; \$<del>RE</del>)</li> </ul>
Litter	<ul style="list-style-type: none"> <li>Mixture of redistributing weeks across higher and lower levels</li> </ul>	<ul style="list-style-type: none"> <li>Relatively stable discount levels and promotion contribution</li> </ul>
Wash and Grooming	<ul style="list-style-type: none"> <li>No change</li> </ul>	<ul style="list-style-type: none"> <li>No change</li> </ul>



## Detailed Summary



## Dry Cat (1-9)

Subcategory	Promo Group (sorted by sales; highest to lowest)	Promo Frequency	Promo Depth
Dry Cat	OPTIMUM Dry Cat 2kg	<ul style="list-style-type: none"> <li>Shift in 4 weeks at 29.3% → +2 at 20.8%</li> <li>Shift in 2 weeks at 24.2% → +2 at 20.8%</li> </ul>	<ul style="list-style-type: none"> <li>29.3% discount discontinued</li> <li>Increase in depth 31.2% (vs 24.2%), however increased unit deal \$RED → \$RED is not covered by supplier contribution (RED → RED)</li> <li>Increase in depth 20.8% (vs 19.2%), +6 weeks; slightly lower contribution (-0.03 pts) for increased unit deal \$RED (+RED)</li> </ul>
	WHISKAS Dry 1.8kg	<ul style="list-style-type: none"> <li>Reduced by 4 weeks at 14.3% for +4 weeks sold at base</li> </ul>	<ul style="list-style-type: none"> <li>Increase in depth 16.0% (vs 14.3%), although 4 weeks less, promo contribution is significantly higher RED → RED (+44.2 pts) for increased unit deal \$RED (+RED ACT)</li> </ul>
	WHISKAS Dry 800g	No Change	
	OPTIMUM Dry Cat 800g	<ul style="list-style-type: none"> <li>Shift in 6 weeks at 29.6% → +6 at 20.8%</li> </ul>	<ul style="list-style-type: none"> <li>29.6% discount discontinued</li> <li>Increase in depth 30.8% (vs 24.6%), however increased unit deal \$RED (+RED) is not covered by reduced supplier contribution (RED → RED)</li> <li>Increase in depth 20.8% (vs 19.6%), +6 weeks; lower contribution (-1.3 pts) for increased unit deal \$RED (RED)</li> </ul>



## Dry Dog (2-9)

Subcategory	Promo Group (sorted by sales; highest to lowest)	Promo Frequency	Promo Depth
Dry Dog	PEDIGREE Dry 8kg	No Change	<ul style="list-style-type: none"> <li>Shallower promo depth 32.4% (vs 34.0%), however there is an increase in supplier contribution (+2.8 pts) for increased unit deal <del>\$RED</del> (+<del>REDA</del> <del>PTES</del>)</li> <li>Other discount levels relatively stable with increased promo contribution</li> </ul>
	OPTIMUM Dry Dog 3kg	No Change	<ul style="list-style-type: none"> <li>Relatively stable discount levels and promotion contribution</li> </ul>
	OPTIMUM Dry Dog 7kg	<ul style="list-style-type: none"> <li>Shift in 2 weeks at 31.2% → +2 at 20.0%</li> </ul>	<ul style="list-style-type: none"> <li>Relatively stable discount levels and promotion contribution</li> </ul>





# Wet Cat (3-9)

Subcategory	Promo Group (sorted by sales; highest to lowest)	Promo Frequency	Promo Depth
Wet Cat	WHISKAS Fav Pch 12x85g	<ul style="list-style-type: none"> <li>No change across base and promo weeks</li> </ul>	<ul style="list-style-type: none"> <li>Increase in depth 20.0% → 22.7% for 6 weeks, with unit deal increase \$ <b>RED</b> (\$+0.29); same contribution of <b>RED</b>%</li> <li>Decrease in depth 15% → 13.6% for 10 weeks, with no change in unit deal (same contribution of <b>RED</b>%)</li> </ul>
	WHISKAS Can 400g	<ul style="list-style-type: none"> <li><b>MB Promo:</b> No change in weeks sold (52 weeks)</li> </ul>	<ul style="list-style-type: none"> <li><b>MB Promo:</b> Increased discount savings 11.6% → 19.2%, as supplier contribution significantly increases to <b>RED</b>% (vs. <b>RED</b>%) for 5 x \$2.10 MB Promo deal</li> </ul>
	DINE Daily SVMS 7x85g	<ul style="list-style-type: none"> <li>Shift in 3 weeks at 31.3% → +3 weeks at 20%</li> </ul>	<ul style="list-style-type: none"> <li>Increase in depth 33.3% (vs 31.3%), with increased unit deal \$ <b>RED</b> (<b>RED</b>AC) (slight contribution increase <b>RED</b>% → <b>RED</b>%)</li> <li>Some 20% discount for +3 weeks, however increase unit deal \$ <b>RED</b> (+<b>RED</b>%) not covered in full, hence slight decrease in supplier contribution <b>RED</b>% → <b>RED</b>% (-0.2 pts)</li> </ul>
	WHISKAS OHSO Pch 12x85g	<ul style="list-style-type: none"> <li>Shift in 1 week at 30% → +1 week at 20%</li> </ul>	<ul style="list-style-type: none"> <li>Relatively stable discount levels and promotion contribution</li> </ul>
	WHISKAS OHSO Pch 24x85g	<ul style="list-style-type: none"> <li>Decrease 4 weeks at 11.6% → +4 weeks at base</li> </ul>	<ul style="list-style-type: none"> <li>Decrease in weeks on EDV (-4 weeks), discount level stays relatively the same. However, unit deal increase \$ <b>RED</b> (+<b>RED</b>AC) not covered in full, hence, supplier contribution decreased <b>RED</b>% → <b>RED</b>% (-11.4 pts)</li> </ul>





# Wet Cat (4-9)

Subcategory	Promo Group (sorted by sales: highest to lowest)	Promo Frequency	Promo Depth
Wet Cat (continued)	DINE Daily Tray 85g	<ul style="list-style-type: none"> <li>+ 3 weeks at base, no change in promo</li> <li><b>MB Promo:</b> Reduced by 3 weeks</li> </ul>	<ul style="list-style-type: none"> <li>No change in depth (32.0%)</li> <li>Unit deal covered in full, supplier contribution unchanged at <b>RED%</b></li> <li><b>MB Promo:</b> 7.1% discount (vs 4.0%), supplier contribution reduced <b>RE%</b> (vs <b>RE%</b>) for 10 x \$1.30 MB Promo (prev. 10 x \$1.20); forecasted vol. remains unchanged across SKUs</li> </ul>
	DINE Daily MVMS 14x85g	<ul style="list-style-type: none"> <li>Decrease 4 weeks at 12.5% to +4 at base</li> </ul>	<ul style="list-style-type: none"> <li>Increase in depth 13.9% (vs 12.5%), however increase in unit deal <b>\$RED</b> (+\$0.26) not covered in full, as supplier contribution <b>RED%</b> → <b>RED%</b></li> </ul>
	DINE Pouch 6x50g	<ul style="list-style-type: none"> <li>+ 2 weeks (at 16.7%)</li> <li>4 weeks at 57.3% shifted to 3x 16.7%, 1x 25.0%</li> </ul>	<ul style="list-style-type: none"> <li>Higher discount for 25% (vs 20%), +1 week; supplier contribution also significantly better <b>RED%</b> → <b>RED%</b></li> <li>Increase in depth 10.0% → 16.7%, +5 weeks, however supplier contribution does not cover increased unit deal <b>\$RED</b> (+<b>REDA</b>) (supplier contribution <b>RE%</b> → <b>RED%</b> (-5 pts))</li> </ul>
	DINE Pouch 40g	<ul style="list-style-type: none"> <li>5 weeks at base shifted → 3x 14.3% and 2x 32.0%</li> </ul>	<ul style="list-style-type: none"> <li>Shallower discount at 32.0% (vs 33.3%), +2 weeks; supplier contribution slightly lower <b>RED%</b> → <b>RED%</b> for increased unit deal <b>\$RED</b> (+<b>RED</b>)</li> <li>14.3% discount constant, however shallower supplier contribution (<b>RE%</b> → <b>RED%</b>) hence, increased unit deal (<b>\$RED</b> (+<b>REDA</b>)) not covered</li> </ul>
	DINE Desire Can SVMS 6x85g	<ul style="list-style-type: none"> <li>9 weeks at base shifted → 7x 17.4% and 2x 21.7%</li> </ul>	<ul style="list-style-type: none"> <li>33.3% → 34.8% discount at 4 weeks with slightly higher supplier contribution <b>RED%</b> → <b>RED%</b> for unit deal increase <b>\$RED</b> (+<b>RED</b>)</li> <li>Shallower discount at 21.7% (vs 20%), +2 weeks; slightly lower supplier contribution (<b>RED%</b> → <b>RED%</b>) for increase in unit deal <b>\$RED</b> (+<b>RED</b>)</li> <li>Deeper discount 14.3% → 17.4%, +7 weeks, however slightly lower supplier contribution (<b>RED%</b> → <b>RE%</b>) for increase in unit deal <b>\$RED</b> (+<b>RE</b>)</li> </ul>



# Wet Dog (5-9)

Subcategory	Promo Group (sorted by sales; highest to lowest)	Promo Frequency	Promo Depth
Wet Dog	MYDOG Tray SVMS 6x100g	No Change	<ul style="list-style-type: none"> <li>Increase in depth 31.6% (vs 30%), +3 weeks (shift from 26.3%); contribution increased <del>RED</del>% (+0.2 pts)</li> </ul>
	PEDIGREE Can 700g	<ul style="list-style-type: none"> <li>5 weeks at 60% shifted (1x 30%, 2x 19.9% and 2x at base)</li> </ul>	<ul style="list-style-type: none"> <li>5 weeks of 15.8% discount discontinued</li> <li>For other discount levels relatively stable discount levels and promotion contribution</li> </ul>
	MYDOG Can 400g	No Change	<ul style="list-style-type: none"> <li>Relatively stable discount levels and promotion contribution</li> </ul>
	PEDIGREE Can 1.2kg	<ul style="list-style-type: none"> <li>+22 weeks (at 18.2%) vs 22 weeks at base</li> </ul>	<ul style="list-style-type: none"> <li>Deeper promo depth at 18.2% (vs 7%), +22 weeks, contribution decreased <del>RED</del>% → <del>RED</del>% (-7 pts) for increased unit deal <del>RED</del> (+<del>RED</del> CTER)</li> </ul>
	MYDOG Tray 100g	<ul style="list-style-type: none"> <li>+6 weeks (at 35.3%)</li> </ul>	<ul style="list-style-type: none"> <li>Increase in depth 35.3% (vs 31.3%), +6 weeks; contribution increased <del>RED</del>% (+1 pts) for increased unit deal <del>RED</del> (+<del>RED</del> CTER)</li> </ul>
	MY DOG Tray MP 24x100g	<ul style="list-style-type: none"> <li>Decrease of 4 weeks (at 25%)</li> </ul>	<ul style="list-style-type: none"> <li>Decrease in weeks on EDV (-4 weeks), discount level stays relatively the same</li> </ul>
	OPTIMUM Can Dog 700g	No Change	<ul style="list-style-type: none"> <li>Relatively stable discount levels and promotion contribution</li> </ul>



# Wet Dog (6-9)

Subcategory	Promo Group (sorted by sales; highest to lowest)	Promo Frequency	Promo Depth
Wet Dog (continued)	OPTIMUM Tray SVMS 6x100g	<ul style="list-style-type: none"> <li>7 weeks at 31.6% and 1 week at 26.3% shifted for 8 weeks at 20.0%</li> </ul>	<ul style="list-style-type: none"> <li>Removed deepest promotion of 7 weeks at 31.6%</li> <li>Increasing depth 26.3% → 30%, 1 week less, supplier contribution decreased <b>RED%</b> → <b>RED%</b> for increased unit deal \$<b>RED</b> (+<b>REDA</b>)</li> <li>For other discount levels relatively stable discount levels and promotion contribution</li> </ul>
	OPTIMUM Can Dog 400g	No Change	<ul style="list-style-type: none"> <li>Decrease in depth 18.9% (vs 20.7%), supplier contribution increased <b>RE%</b> → <b>RE%</b> (+3 pts) for increased unit deal \$<b>RED</b> (+<b>REDA</b>)</li> <li>Decrease in depth 30.5% (vs 31.0%), supplier contribution increased <b>RED%</b> → <b>RE%</b> for increased unit deal \$<b>RED</b> (+<b>REDA</b>)</li> </ul>
	MYDOG Can 700g	No Change	<ul style="list-style-type: none"> <li>Increase in depth 22.2% (vs 20.0%), supplier contribution decreased <b>RED%</b> → <b>RE%</b> for increased unit deal \$<b>RED</b> (+<b>REDA</b>)</li> <li>For other discount levels relatively stable discount levels and promotion contribution</li> </ul>
	OPTIMUM Tray 100g	<ul style="list-style-type: none"> <li>4 weeks at 20.6% shifted (2x 30.6% and 2x at base)</li> </ul>	<ul style="list-style-type: none"> <li>Increase in depth 22.2% (vs 20.6%), 4 weeks less, supplier contribution decrease <b>RED%</b> → <b>RED%</b> for increased unit deal \$<b>RED</b> (+<b>REDA</b>)</li> <li>Decrease in depth 35.3% → 30.6%, +2 weeks, supplier contribution decreased <b>RE%</b> → <b>RED%</b> for decreased unit deal \$<b>RED</b> (-<b>REDA</b>)</li> </ul>
	OPTIMUM Tray MP (24x100g)	<ul style="list-style-type: none"> <li>Decrease 4 weeks at 25.0% for +4 at base</li> </ul>	<ul style="list-style-type: none"> <li>No change in depth at 25.0%, 4 weeks less, contribution slightly decreased (-0.3 pts) for increased unit deal \$<b>RED</b> (-<b>REDA</b>)</li> </ul>



## Cat and Dog Treats (7-9)

Subcategory	Promo Group (sorted by sales; highest to lowest)	Promo Frequency	Promo Depth
Cat Treats	DINE Treats 4x12g	<ul style="list-style-type: none"> <li>+4 weeks (at 14.6%)</li> </ul>	<ul style="list-style-type: none"> <li>Relatively stable discount levels and promotion contribution apart from + 6 weeks at 14.6%</li> </ul>
	TEMPTATIONS 85g	<ul style="list-style-type: none"> <li>+4 weeks (2 x 20% and 2x 30%)</li> </ul>	<ul style="list-style-type: none"> <li>Relatively stable discount levels and promotion contribution apart from +2 weeks at 30.2% and +2 weeks at <del>RE</del>%</li> </ul>
	TEMPTATIONS 180g	<ul style="list-style-type: none"> <li>+5 weeks (at 22%)</li> </ul>	<ul style="list-style-type: none"> <li>Decline in depth 31.3% to 22.2% for 4 weeks, with similar unit deal <del>\$RED</del> (-\$0.05) <del>RE</del>% → <del>RE</del>% contribution)</li> <li>Increase in depth slightly for 20% → 22.2% x6 weeks for increase in unit deal <del>\$RED</del> (+<del>RED</del>)</li> <li>Increase in depth 25% → 31.1%, promo deal increase does not cover in full, as supplier contribution decreased <del>RE</del>% → <del>RED</del>% (-17.3 pts) for increased unit deal <del>\$RED</del> (+<del>REDA</del>)</li> </ul>
Dog Treats	PEDIGREE Dentastix 28	<ul style="list-style-type: none"> <li>+2 weeks (at 31.1%)</li> </ul>	<ul style="list-style-type: none"> <li>Deeper discount for 46.2% → 50% for 1 week only, with supplier contribution increased (+2pts) for increased unit deal <del>\$RED</del> (+<del>RED</del>)</li> <li>For other discount levels relatively stable discount levels and promotion contribution, apart from +2 weeks at 31.1%</li> </ul>



## Dog Treats (8-9)

Subcategory	Promo Group (sorted by sales; highest to lowest)	Promo Frequency	Promo Depth
Dog Treats (continued)	SCHMACKOS Dog Treats 500g	No Change	<ul style="list-style-type: none"> <li>Increase in depth 32.1% → 33.3%, slight increase in supplier contribution RED% (+0.02 pts) for increased unit deal \$RED (-REDA%)</li> <li>For other discount levels relatively stable discount levels and promotion contribution</li> </ul>
	PEDIGREE Dentastix 7	• +3 weeks (at 19.9%)	<ul style="list-style-type: none"> <li>No change at 50% discount</li> <li>Decrease in depth 23.1% → 19.9%, +3 weeks; increased promo contribution RED% (+3.6 pts) for increased unit deal \$RED (+RED%)</li> </ul>
	SCHMACKOS Strapz 200g	No Change	<ul style="list-style-type: none"> <li>Discount levels relatively stable discount levels and promotion contribution</li> </ul>
	GREENIES Dog 180g	No Change	<ul style="list-style-type: none"> <li>Increase in depth 18.7% → 22.2%, contribution decreased RED% (-0.6 pts) for increased unit deal \$RED (+RED%)</li> <li>For other discount levels relatively stable discount levels and promotion contribution</li> </ul>
	PEDIGREE Dentastix 56	• Decreased by 4 weeks (at 19.5%)	<ul style="list-style-type: none"> <li>Decrease in weeks on EDV (-4 weeks), Increase depth 18.7% → 19.5%, supplier contribution significantly decreased to RED% (-15.5 pts) for a decreased unit deal of \$RED (-RED%)</li> </ul>
	SCHMACKOS Chomp N Chew 60g	No Change	<ul style="list-style-type: none"> <li>Discount levels relatively stable discount levels and promotion contribution</li> </ul>





## Drinks, Litter, Wash & Grooming (9-9)

Subcategory	Promo Group (sorted by sales; highest to lowest)	Promo Frequency	Promo Depth
Drinks	WHISKAS Milk 1l	<ul style="list-style-type: none"> <li>Decreased 4 weeks at 16.6% discount for +4 at base</li> </ul>	<ul style="list-style-type: none"> <li>Decrease in weeks on EDV (-4 weeks), stable discount level of 16.6% but now receiving supplier contribution <del>RE</del>% → <del>RE</del>% for increased unit deal (\$<del>RED</del>) → (\$<del>RE</del>)</li> </ul>
Litter	CATSAN Ultra 7kg	No Change	<ul style="list-style-type: none"> <li>Relatively stable discount levels and promotion contribution</li> </ul>
	CATSAN Crystals 2kg	<ul style="list-style-type: none"> <li>Decreased 4 weeks at 10.2% discount for +4 weeks at base</li> </ul>	No Change
	CATSAN Natural 8l	<ul style="list-style-type: none"> <li>8 weeks at 15.2% shifted (4x 40% and 4x base)</li> </ul>	<ul style="list-style-type: none"> <li>Relatively stable discount levels and promotion contribution, but +4 weeks at 30.4% and -8 weeks at 15.2%</li> </ul>
Wash & Grooming	EXELPET Flea Dog	No Change	