

Down Down

Top Tips for Managing Down Down



1. Always make customer driven pricing decisions
2. Plan well in advance
3. Carefully consider if the product is best advertised via Down Down, Every Day or HiLo pricing strategy
4. Ensure you have your GM endorsement
5. Ensure you discuss and coordinate with the Value Team

Background:

The Down Down program offers customers great value through promising a great value price for at least 12 weeks. The products must be removed from the program after 18 months as the price point is now well established and has limited relevance to the previous price point. Therefore, products on Down Down must remain on this program for a minimum of 12 weeks and a maximum of 18 months.

Down Down rules

When a product is launched on Down Down it must meet the following rules to ensure it is not considered misleading and deceptive advertising.

Establishment:

- Establish price for 4 weeks prior to launch or 4 out of the last 6 weeks clear of simple promotions prior to launch, including 2 of the last 2 weeks.
- No lower regular “N” price in the last 12 weeks prior to the Down Down promotion commencing
- Value Team have approved inclusion of product on the Down Down program

Duration:

- Product to remain on Down Down program for a min. 12 weeks and max. 18 months

First 4 weeks or longer of program:

- Use Down Down Flag
- WAS Price and WAS Month - calculated based on the price and date immediately prior to the Down Down promotion commencing.
- Save\$ (first 4 weeks only)
- Big Red Hand

Anytime after first 4 weeks of program, can promote:

- Use Special Flag
- 1 week promotion duration only
- Promote no more than 1 week out of every 4 weeks.
- No more than 25 weeks of promotions per year
- Was \$ based on DD price
- Save \$ based on DD price

At end of promotion revert to:

- Down Down Flag
- Original DD price
- Original DD Was\$
- Original DD Date
- No Save \$

Pricing at end of Down Down:

At the end of the Down Down program the product can be removed from Down Down based on the following rules being met:

- Notify Merchandise Compliance Team and the Value Team of proposed activity so can determine if there are any unintended consequences
- Signoff from the Value Forum and the BU GM
- Notify the POS team 1 week prior to removing from Down Down so they can update What's In Store POS guide on Connect
- Retain the Down Down price on a standard shelf edge ticket for 2 weeks post the Down Down promotion finishing (honour period).
- At the end of the 2 week honour period increase the price back to the original 'N' price (DD WAS price) or place onto Everyday program.
- Cannot put back onto Down Down for at least 6 months

Pricing increases during the Down Down period:

Occasionally there is a need to increase prices whilst an item is within the Down Down program due to market or competitive activities. If this occurs the following rules must be met:

- Notify Merchandise Compliance Team and the Value team of proposed activity so can determine if there are any unintended consequences
- Signoff from the Value Forum and the BU GM
- Remove the product from Down Down and **honour the Down Down price on standard shelf ticket for at least 2 weeks**
- Then, **increase the price and hold for 2 weeks on a standard shelf edge ticket with no promotions,**
- Then either:
 - a. Put product onto Every Day. Product can now be featured in catalogue; **or**
 - b. Where there has been a genuine verified supplier cost increase, hold for **total of 12 weeks on a standard shelf edge ticket before putting back onto Down Down** at a price point that reflects the supplier cost price increase (standard establishment rules apply). HiLo promotions allowed whilst not on Down down
- Notify the POS team 1 week prior so they can update What's In Store POS guide on Connect

Pricing decreases during or after the Down Down period:

Occasionally there is a need to decrease prices whilst an item is within the Down Down price period or at the end of the Down down period the following rules must be met:

- Decrease the price and hold for at least 4 weeks or remainder of the min. 12 week Down Down period, whichever is longer.
- Can retain the Down Down or Big Red Hand POS as the product is transitioning to a deeper Down Down price

Everyday Price

Top Tips for Managing Every Day Price

1. Always make customer driven pricing decisions and plan well in advance
2. Carefully consider if the product is best advertised as Every Day or HiLo pricing strategy
3. Ensure you have your GM endorsement and discussed with Value Team



Background:

The Every Day campaign guarantees customers will find their favorite products at the same low price every day.

Every Day rules

When a product is launched on Every Day it must meet the following rules to ensure it is not considered misleading and deceptive advertising.

- Hold the Every Day price for at least 6 months or at least 3 months for fresh products. (usually longer)
- Establish for at least two weeks prior, or may be used on launch of new product where price will be held
- No SAVE to be included on POS or shelf tickets
- No WAS Price or WAS Month to be included on POS or shelf tickets
- No further simple promotions permitted whilst the product is on Every day price
- Occasionally a multi-buy promotion may be approved by the Value Team
- No Big Red Hand to be included on Every Day POS, Shelf Edge Label or catalogue

Pricing at end of Every Day:

At the end of the 6 months or longer the product can be removed from Every Day based on the following rules being met:

- Notify the Merchandise Compliance Team to ensure there are no unintended consequences with removing the item from the Every Day program
- Signoff from the Value Forum and the BU GM.
- Retail price at the end of the promotion remains equal to the Every day promotion price for at least 2 weeks after the promotion ends (honour period)
- Standard price increase rules apply after the honour period
- Notify the POS team 1 week prior so they can update What's In Store POS guide on Connect

Pricing increases during the 6 month Every Day period:

Occasionally there is a need to increase prices whilst an item is within the 6 month Every Day price period due to market or competitive activities. If this occurs the following rules must be met:

- Notify Merchandise Compliance Team and the Value team of proposed activity so can determine if there are any unintended consequences
- Signoff from the Value Forum and the BU GM
- Remove the product from Every Day
- Honour the Every Day price on standard shelf ticket for at least 2 weeks. Do not advertise in catalogue
- Increase the price and hold for 2 weeks on a standard shelf edge ticket with no promotions , Do not advertise in catalogue.
- Put the product back on Every Day. Product can now be featured in catalogue.
- Notify the POS team 1 week prior so they can update What's In Store POS guide on Connect