

NIelsen DEMAND PLANNING SOLUTION

PREPARE YOUR BRANDS FOR THE IMPACT OF COVID-19

Consumer behavior is dramatically shifting as the world responds to the coronavirus (COVID-19) pandemic. Nielsen's new **COVID-19 Demand Planning Solution** will help you understand these changes and plan for what comes next. Combining global sales data, custom consumer research, and new analytical models, this solution will enable you to plan demand for your category, over time, and prepare your brands for the changes to come. Confidently plan for your supply and distribution needs with new analyses, developed to specifically address the extraordinary nuances of COVID-19. Cognizant of the varying degrees of impact across the country, this solution enables local level activation via local trade areas. Plus, leverage weekly model updates that take into account the latest news, allowing you to remain agile and respond in near real time - a critical need during this unprecedented event.



Quantify the Impact

What is the *true* impact of the coronavirus on your category sales? Find out with category volume decomposition that isolates volume change directly attributed to COVID-19.



Anticipate Demand

Predict expected volume ranges during the pandemic - weekly model updates and consumer behavior inputs ensure you base demand planning decisions on the latest news.



What Happens Next

Understand what you should expect when the virus is gone. Access a custom model accounting for pre and mid-virus consumption to help you plan for the new normal.

CRITICAL QUESTIONS ANSWERED

- What is the real financial impact of COVID-19 across my category?
- How should I tackle demand planning in the coming weeks?
- How is shifting consumer behavior driving consumption trends every week?
- How should I estimate volume when the virus is no longer driving behavior?
- How does consumer behavior vary at the local level?
- Are consumers stockpiling or just expanding consumption?
- What is the short, mid and long term impact of pantry loading, per category?
- How do I activate with supply chains in my most critical local trade areas, in order to meet demand estimates?

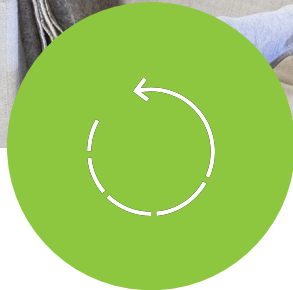
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AVERAGE OUT OF STOCK RATE.

Inaccurate planning, especially in times of emergency, can result in increased losses.

For more information, please contact your Nielsen account manager

NIELSEN DEMAND PLANNING SOLUTION



Agile

Weekly model updates ensure you can stay agile in a rapidly evolving, hard to predict environment



Granular

Access Local Trade Areas (LTAs) to identify impacts at the local level (i.e. NYC Boroughs) to accurately inform your supply chain



Comprehensive

View shopper demographics for deeper, more nuanced insights and activate per segment.

DELIVERABLE	Weekly Demand Planning, delivered via Excel. Category level analysis, leveraging Nielsen's syndicated category definitions, custom COVID-19 specific analytic models and custom consumer survey research.
DEMAND PLANNING INPUTS	- Global sales data (including data from critically impacted countries across the globe) - Custom consumer survey results regarding pantry contents purchased across channels over time - US offline sales data - Homescan household panel metrics
TIMELINE	Wave 1 delivery (Demand Planning Solution with scan +panel) starting week of 3/30/2020 Wave 2 delivery, including LTA and Demos as early as the 2nd delivery Delivery through Q2 2020 (<i>with option to renew at that time</i>)
MARKET	Total US XAOC, with option to add granular local trading areas for activation
SCOPE	- Weekly model updates to volume ranges and consumer insights based on the latest information and changing behavior - Shopper demographic breaks to allow for more granular activation and insights
INVESTMENT	Demand Planning Solution: \$15,000 for first category - <i>scaled pricing for additional categories</i> Local Trade Area Add-On: +\$15,000 to include Local Trade Area breaks (i.e. NYC boroughs) - <i>scaled pricing for additional categories</i> Shopper Demographics Add-On: +\$5,000 for the first category - <i>scaled pricing for additional categories</i> TDLinX Add On: \$10,000 to leverage local market supply chain information, per market and per retailer - <i>one time fixed cost, not per category</i>

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FREQUENTLY ASKED QUESTIONS

- 1. How can I understand e-commerce trends emerging because of COVID-19?**
While this solution accounts for offline purchases and trends, Nielsen has a complementary solution that includes weekly online sales insights across categories, merchants, and brands. Ask your Nielsen account manager for more information about our Weekly E-Commerce + RMS reports.
- 2. How long will I receive this weekly deliverable?**
This will be delivered through the end of Q2, 2020, with the option to renew at that time if the outbreak is still significantly impacting consumers.
- 3. What inputs are used to create these new models and insights?**
This new solution leverages new and existing Nielsen assets and insights to generate specific models and insights related to the coronavirus. The inputs to this solution include global sales data (including data from critically impacted countries across the globe), results from a new custom 'pantry loading' survey assessing consumer pantry contents purchased across channels over time, US offline sales data, and Homescan Panel metrics.
- 4. Does Nielsen leverage social listening for this solution?**
No, Nielsen does not include social listening in this solution. Our inputs rely on source of truth sales data, consumer sourced panel data, and consumer research.
- 5. Does Nielsen include the curve of the virus in its modeling?**
No. Nielsen is providing insight into how consumers are responding to the virus; Nielsen is not providing expertise regarding the spread and life cycle of infectious diseases. Please refer to public health and medical experts for details on the virus curve.
- 6. Will I be able to view local retailer and supplier data?**
Yes, there is an option to add on TD Linx data, which provides a view into the suppliers per retailer and per market, so you can quickly activate on demand needs by leveraging local market supply chain information. Act with agility and speed to modify local supply as needed.
- 7. Will this solution indicate what to expect in terms of consumption after the pandemic ends?**
Yes, one of the new models being delivered in this solution accounts for pre and mid-pandemic consumption to predict how consumption will evolve post-pandemic, and what you should expect the 'new normal' to look like.
- 8. How can I be confident in the insights and predictions provided by this solution?**
Nielsen is using the best information available to model out consumer behavior. You can have confidence in the fact that Nielsen will update these models each week based on the newest information, ensuring your demand plan is as up-to-date as possible. Nielsen processes hundreds of models that decompose or forecast volume. This model follows our best-in-class modeling practices to ensure accuracy and actionability.
- 9. What level of granularity will be available in this solution?**
The standard solution will be delivered at the Total US level, with the option to purchase Nielsen's Local Trade Areas (LTAs) to view information and insights at the local level.