DELIZIA · CATEGORY MARKETING MANAGER · BOLIVIA · 2017 – 2018

A plan built on last year tells you what already *happened.*

Take-home desserts were a shelf the company barely occupied. The plans that existed were built from history, which is a reliable way to repeat a year rather than beat one. So the plans got rebuilt from insight, new product development and trends, and then the unglamorous half started: getting fifteen products actually made.

LED END TO END BY ME: IDEA, FIVE FUNCTIONS, SHELF, IN-STORE MEASUREMENT
DELIZIA · FROZEN, THE COMPANY'S MOST IMPORTANT CATEGORY

+22%
Annual net revenue on Frozen

+15
Take-home desserts launched

+$150k
From a new dairy line in three months

Plan, build, *measure.*

01 · PLAN

Insight, not last year's spreadsheet.

Marketing plans built from consumer insight, new product development and category trends. History tells you what already sold. It does not tell you what someone would buy next.

02 · BUILD

Fifteen products, five functions, one owner.

Every launch coordinated across R&D, procurement, design, planning and logistics. Led end to end rather than handed off at each boundary, which is where launches usually die.

03 · MEASURE

The shelf is the report, not the sell-in.

In-store performance measured after launch rather than assumed from what shipped. A dairy gap nobody had costed turned into a product line rather than a slide.

Fifteen launches, and the gap *nobody* had costed.

+22%

Annual net revenue, Frozen

+15

Desserts taken from idea to shelf

+$150k

New dairy line, in three months

5

Functions coordinated on every launch

WHAT THE FIFTEEN LAUNCHES ACTUALLY NEEDED

THE IDEA IS THE CHEAP PART. EVERYTHING AFTER IT IS THE JOB.

- R&D for the formulation, and the patience to iterate it.
- Procurement and planning, because a launch date is a supply date.
- Design and logistics, so the pack arrives looking like the brief.
- In-store follow-up with the sales teams, long after the launch meeting ended.

+22% annual net revenue on Frozen, the category that carried the company.

THE ONE NOBODY ASKED FOR

Dairy · a growth gap, not a brief

+$150k in three months

The dairy opportunity was not on anyone's plan. It came out of the same reading of insight and trends that fed the desserts, and it turned into a product line rather than a recommendation.

A launch calendar is only as good as the function that has to deliver the week after it.