



Milo Re-launch Merchandising

Brief:

Nestlé wanted to ensure impacting visibility during the first three months of the re-launch, without the involvement of their regular sales and merchandising personnel. The launch visibility, involving the product and POSM, had to be maintained consistently across all channels.

Solution:

Marketing In-store Services raised a team of merchandisers and supervisors that it trained on the assignment. The task was divided into two parts – an activation cycle during which the POP was placed and the new product merchandised, and a maintenance cycle during which the team worked on a given PJP ensuring POP presence, shelf-fill and impulse merchandising.

Result:

Nestlé achieved its merchandising objective on Milo without taking away focus on its other key brands such as Whisper, Maggi and shampoos. The speed to merchandising visibility was achieved in a record time, which would otherwise not have been possible and would have thus diluted the impact of an important launch.