

# Case Study: Collaborative Partnership



## Business Objectives

- Convert a sub-par, transactional business relationship into a strategic partnership
- Create compelling category communication designed to advance key initiatives and promote senior retailer engagement



## Deliverables / Key Accomplishments:

- Designed an **insights infused** Joint JBP identifying key category and shopper opportunities, strategies and activations
- **Five of seven top initiatives were approved** by customer leadership during the annual Top to Top meeting
- Through continued advancement of new capabilities, **“Supplier of the Year”** status was achieved the following year
- Exceeded annual goals and Non promoted growth at a faster pace than company benchmark
- Through success, process was commercialized across the organization for priority customers