

Peter Feld, CEO GfK



- GfK & IFA share the belief that this an **inflection point** for the industry
- Our partnership is here to help **accelerate recovery** and **inject growth** into our markets
- We deliver trusted data, powered by AI to extract **signal from the noise**



3 major **signals**: **Disruption** ► **Acceleration** ► **Data Overload**

Disruption

83%

Consumers changed their shopping
behavior due to COVID-19

DISRUPTION

- Not just due to COVID-19, change has been coming for a long time
- Clear impact at all levels of our industry
 - ▶ Your Consumers
 - ▶ Your Business
 - ▶ Your Organization
 - ▶ Your Competitors



Experience tells us “**trimming the edges**” won’t deliver the goods.
Drastic change is required to win in the new abnormal.

Acceleration

▲ 64%

Click & Mortar Online

1HY 2020

▼ 5.4%

Traditional Brick & Mortar

ACCELERATION

Great opportunity, but multi-channel requires:

- Higher frequency in planning, promotions and price adjustments
- Tech, supply chain and other operations to be more nimble
- Suppliers to have “always-on” access to consumer and shopper behavior



Market dynamics **have changed** and requires your organization to be more **agile**.

Data Overload

DATA OVERLOAD

- From limited data to data overload – tech needs to work harder for you
- 91% of companies with 10 or more employees have a CRM platform
- It's all about market data, brand and consumer insights – combined into a single source of intelligence to equip your teams



You need to be able to identify **signal from the noise**

Disruption Acceleration Data Overload

gfknewron

is our **proprietary AI platform** delivering
fast, actionable recommendations.



Want actionable recommendations?
Come and talk to us:

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