

O X F O R D

How we helped a global drinks player build
and land a strategic pricing plan

2023

“Working with Oxford

created the catalyst for progressive change in our business and built the ambition, belief, and capability to take pricing as a positive driver of growth. Working through the detailed journey from recommendation to implementation was a fluid process and one that was invaluable for the future outlook of our business.”

Commercial Director,
Global Drinks Player

The brief

Background

Leading global soft drink player delivering strong volume growth year on year

Challenge

Continue to grow volume sales and market share whilst improving structural profitability

Deliverable

Build an evidence-based 3 year strategic pricing plan and enable us to land it with the trade



What made the difference?

- 1** The Oxford team brought the analytics simulation of different pricing plans to enable decision making on the best way forward
- 2** Expert Oxford coaching brought challenge and build thinking to co-create their strategic pricing plan
- 3** We brought their commercial team together to look at pricing from different perspectives helping them reach a common view and plan
- 4** Built tailored thinking tools, selling story and negotiation skills build for KAMs that enabled them to land the plan



The outcome

High net price increase

Price increase landed with all customers

Streamlined promotions

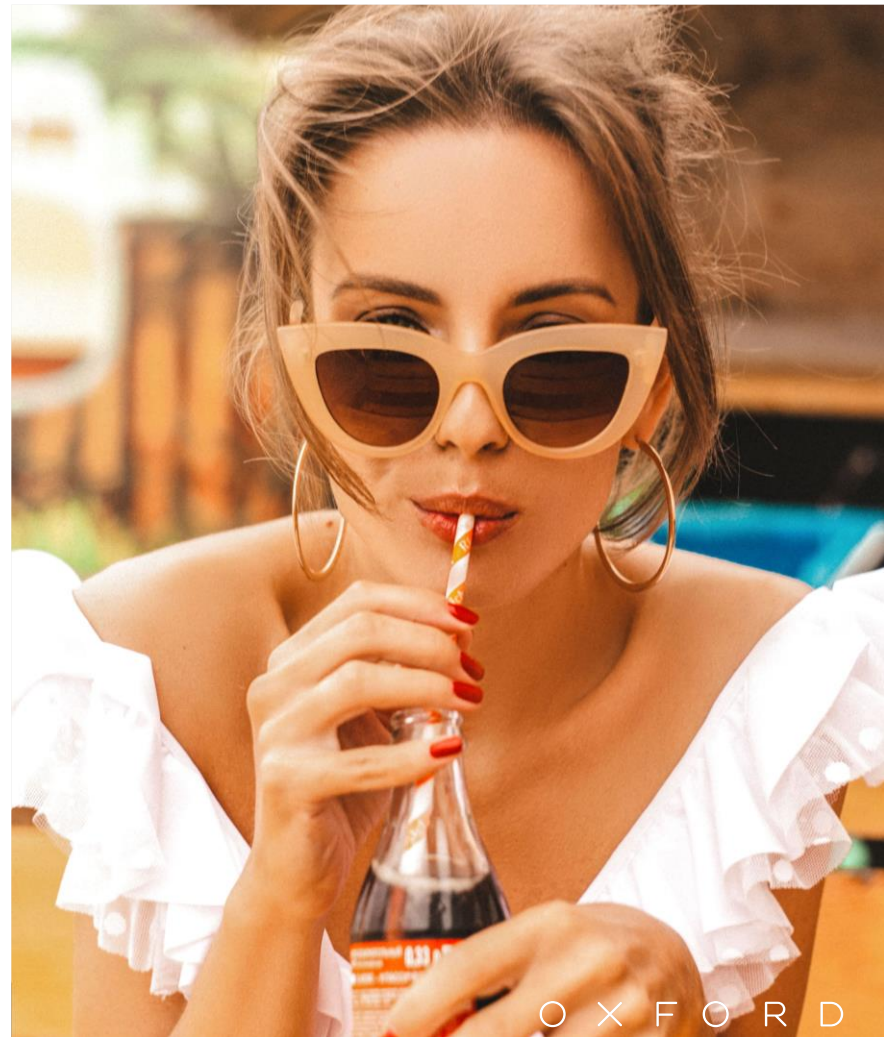
Elimination of all profit dilutive promotional mechanics and optimisation of less effective promotions

Clear implementation of strategy

Execution of clear price, pack strategy for each trade channel

Improvement in structural profitability

Delivery of profit goal and establishment of profit mindset across the commercial team



If you have a similar challenge,

get in touch and we can discuss
how we can help.



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