



A HEALTHIER STORE PICTURE FOR A DAIRY LEADER

A PLAN TO MOVE DANNON FORWARD

Dannon yogurt has been a better-for-you choice for generations of families. With plans to grow the shelf space for yogurt by 4 feet in 5,000 stores across the country and achieve 50% representation in the yogurt category, the Dannon family of brands needed a clearer picture of each store. In the past, store mapping and planning was based on hand-carried diagrams sent in by mail or fax, which made it impossible to aggregate and analyze the information.

In order to make intelligent recommendations for store planning, they needed an up-to-date picture of each retailer and system to store and compare information.

CROSSMARK implemented a unique store mapping process to identify important category details. This information was then used to develop a sales plan that detailed Dannon's objectives, outlined the steps for achieving success, and listed materials and

quantities required for each project. Reps reported progress by answering specific questions during each store call and uploading the information to SalesTrak, CROSSMARK's proprietary retail and sales force tool.

**15,000 STORES WERE MAPPED
IN 6 WEEKS, ALLOWING FOR AN
UNPRECEDENTED LEVEL OF
DETAIL AND INSIGHT.**

The result: timely delivery of a healthier picture of the retail environment. Data retrieval and analysis now sheds light on key information, which can then be used to tailor presentations to each retailer. Above all, the Dannon team is empowered to exceed objectives and establish themselves as true experts in the yogurt category.

