

Promotional Spend Control

from: Miscion Limited

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Description

control of promotional spend and show retailers a more mutually beneficial plan. Many brands have reached a point of promotional saturation. At the same time retailers are pulling away from high-low. By building strong evidence, we can help you work with retailers to develop mutually beneficial strategies that make more effective use of promotions, with fewer weeks on deal – growing the category and generating greater returns for both brand and retailer.

<http://tradeshowslocal.businessconnectorslocal.com/classified/promotional-spend-control-1327.html>