Campbell Bakes Up a 20% Reduction in Planogram Generation Time

Result

- Reduced planogram generation time by 20%
- Decreased time to update plans by 30%
- Eliminated overtime and improved morale

A recipe for decreasing planogram production time by 20%

"With hundreds of products — and store displays ranging from eight to 56 feet — the bakery space planning team at Campbell was battling to produce customized plans for all US stores using manual methods. On average, the process took eight to 10 weeks, and it strained our planning resources. Blue Yonder's planogram generator has automated this process and reduced plan production time by 20%."

— **JP Lascalere, Director of Category Leadership**

Founded in 1869, Campbell earned $8.5 billion in sales in 2021 through two divisions: Snacks and Meals & Beverages. Campbell's Snacks division was created in 2017 with the combination of Pepperidge Farm and the recent acquisition of Snyder's-Lance. Its well-known brands include Cape Cod, Kettle, Snyder's of Hanover, Pepperidge Farm cookies and bread, and Goldfish crackers.

Business challenge

Campbell's Snacks team advises on a robust bakery product line, with 750 distinct items sold under 100 brands. The advisor team must routinely produce and update more than 4,500 planograms to cover this complex product line, especially as marketing strategies

and demand patterns shift. Historically, it took up to 10 weeks to create these planograms manually, and there was frequent employee overtime.

The Blue Yonder solution

Campbell was already using a range of Blue Yonder solutions across its supply chain, including demand, fulfillment and warehouse management. Campbell rolled out Blue Yonder's planogram generator to automate and accelerate the process of producing thousands of customized space plans. The solution is delivered via a software-as-a-service (SaaS) model, with implementation support from Blue Yonder's partner Cantactix.

Improved agility, as plan update time is cut by 30%

"Consumer demand is dynamic, and our team continues to explore new ways to ensure we are staying ahead of the changes. With Blue Yonder's planogram generator, we've reduced the update time for existing space plans by 30%. Now it takes hours to transform the entire category. And that's a significant enhancement. It's made us more agile and nimble."

A data-driven process, for greater planning accuracy

"Instead of relying on planners' intuition and manual analysis, Blue Yonder's planogram generation solution is driven by data about store fixtures and configurations, product attributes, local sales and merchandising strategies. We can now execute customized, store- or cluster-specific plans on a massive scale that have a higher probability of success, based on objective decision making."

A more positive work environment

"Our employees are our greatest asset, and the manual process of generating thousands of unique planograms required significant overtime. Our planners initially thought our categories were too complex to lend themselves to automation — but Blue Yonder supports a three-step process of basic template generation, customization and publication that accommodates even the most challenging products."

Solution benefits

- Automation and data science drive accuracy and improve space planning efficiencies at Campbell, so the company can respond rapidly to ongoing changes in demand. Buying insights, store layouts, and space and shelf availability are combined with shopper intelligence to precisely match planograms to local shopper needs.

- Blue Yonder's planogram generator helps Campbell manage 100 bakery brands and 750 items, many of them local, across the entire US geography. It eliminates manual labor, rework and employee overtime.

- Blue Yonder supports increased profitability and sales growth for the company's bakery product line by prioritizing the space devoted to highdemand offerings that will increase revenue and maximize financial return.

Blue Yonder's expertise

"We embrace new technology, and Blue Yonder and Cantactix helped us implement this new technology quickly. Instead of building planograms manually, the technology is there to handle what is typically a complicated process via automation. This has led to improved speed, accuracy and consistency — and, importantly, increased employee satisfaction."

— JP Lascalere, Director of Category Leadership

BlueYonder