

## Case story - ReckittBenckiser



## Global brand group benefits from the Effectmakers ecosystem

The global RB Group (ReckittBenckiser) uses Effectmakers BMS in its Nordic Business Unit as its starting point when it plans and implements campaigns across the complex Nordic market. That's because of the tool's good integration abilities and the market knowledge underlying its inbuilt logic. At the same time RB – and other customers – benefit from ongoing development efforts that are part of the close co-operation between Effectmakers' customers in the Nordic region.



Case is based on an interview with Thomas Niebergall, General Manager Nordics for RB Group

"Effectmakers doesn't just have one of the most well-integrated customer and campaign planning systems on the market. It's also one of the suppliers that is best at dealing with the development of tools aimed directly at the distribution level."

That's according to Thomas Niebergall, General Manager Nordics for RB Group, a global brand marketer. RB uses Effectmakers BMS to plan and implement campaigns towards chains in the four Nordic countries.

"As a customer, you have the feeling that Effectmakers BMS is developed directly in line with – and on the basis of – hands-on knowledge of the industry. It gives you confidence in the system," he adds.

RB has more than 37,000 employees around the world and markets brands like Vanish, Scholl, Durex, Veet, Clearasil among other global names. And with more than 16 years' international experience at group level, Thomas Niebergall has a lot of experience when it comes to which tools and methods work when it comes to planning product distribution and handling campaigns across regions and national borders.

### World-class system integration

"I have worked with several different suppliers within everything from customer planning to sales automation. In every case, close system integration was required in order to get the optimal result from the tools and to get them to function successfully within our infrastructure. But I would say that – despite its size – Effectmakers really delivers the goods and makes it easy to integrate their system with our back-end," says Thomas Niebergall.

He sees the Nordic market as highly complex, seen from a global standpoint. That's not just because of language and cultural differences, but also because of a fast-changing legal and tax structure that makes it challenging to respond flexibly as a global brand owner.

### Don't underestimate the Nordic market

"There is a tendency to underestimate the complexity of the Nordic market, which is something many international players have experienced first hand. So it's a real advantage to get backup from a local player that knows the market and develops tools aimed at specific conditions in the region. It simply puts you in a better position to avoid pitfalls and do a better job of penetrating the market," says Thomas Niebergall.

"I'm looking forward to benefitting even more from Effectmakers than we already do – by using it for our long-term planning," he adds.

### Open platform benefits everyone

In the more than ten years that RB has worked with Effectmakers, Thomas Niebergall has seen the supplier's tool develop quickly, and he believes RB has received a number of benefits along the way.

"One of the major advantages with Effectmakers BMS is that it's an open platform, so that every customer contributes and receives the benefits of the changes and add-ons that are added along the way. So through the years we've seen the tool develop quite significantly. And when other customers have a good idea and Effectmakers takes them up on it, everybody – including us – profits from the new options. We feel like part of an ecosystem that we can influence ourselves, which is very satisfying and simply good business."

#### About RB

Owner and marketer of a wide range of global brands within health care, hygiene, and sanitation — including Airwick, Scholl, Vanish, Durex, Veet and Strepsils – in more than 200 countries. RB has approximately 37,000 employees.

