

Consumer Promotion Planner

FMCG Brands & Distribution

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Plans a consumer promotion — price-off, extra-volume, combo, contest or gift-with-pack — with objective, mechanic, cost, legal/ASCI compliance and success metrics, so the offer drives trial or volume without just discounting habitual buyers. Use it for consumer offers. For trade schemes use the Trade Scheme Designer.

Purpose of this tool & output

Plan consumer offers that build the brand

How the output is used

Use it to plan consumer offers that build the brand — promotions that drive trial and repeat without eroding equity.

Important cautions

Extra-volume and trial offers build franchise better than deep price-off, which trains discount-seeking.

Companion documents

- Trade Scheme Designer
- Visibility & Merchandising Plan
- Display / Shelf-Share Scheme
- Festive & Seasonal Activation Plan
- Product Sampling & Trial Drive
- Scheme ROI / Effectiveness Analysis

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.