The entire approach leverages our Triple C methodology to ensure that the company, the consumer, and our customer (franchisees) are represented.
Defining Triple C™ Success

### Customer (Retailer)

**Objective:** Category Growth

- **Strategies:**
  - Gain New Category Shoppers
  - Increase Frequency of Category Purchase/Shopper
  - Increase Revenue and Profit/Shopper

- **Measures:**
  - Increase Category household Penetration (share of wallet)
  - Increase Category Purchase (frequency)
  - Increase Basket Size (spend)

### Company (Brand)

**Objective:** Brand Share Growth

- **Strategies:**
  - Gain New Brand Buyers
  - Increase Frequency of Brand Purchase

- **Measures:**
  - Increase Household Penetration of Brand
  - Increase Brand Purchase frequency

### Consumers (End-User)

**Objective:** Value for Money

- **Strategies:**
  - Fair Price for Shopping and Brand Experience

- **Measures:**
  - Increase brand trial
  - Increase brand Purchase Frequency
We solve tough business challenges to unlock growth and build stronger brands.