What's the next big thing in Ready Meals?

SPARK

What is Spark?

Hello and welcome to the Spark Project. I hope you're safe, well and looking forward to a new school term. I'm Dan Finke, Managing Director of IRI UK, a global Big Data and Technology business (you can read more about IRI on the back page)

Now is the time when you might be starting to give more serious thought to your career and the sorts of jobs you might want.

We've all been through a strange and challenging time recently and whilst that experience will be a permanent part of our history, we can perhaps start to look forward and plan for the future.

With that in mind, we're excited to partner with the Co-op to create Spark. We want to help our young people to come back stronger after the difficult time they've had. We hope that taking part in this project will ignite your creative flame and give you a taste of what a career in our industry might be like. The world of Big Data and Technology, thrives on ideas, insights and bags of energy, things we hope you'll have plenty of!

Spark will give you first-hand experience of working in the world of Data and Technology as well as introducing you to some supportive and influential people in the industry to help you develop your network.

The team with the best idea will win a trip to Athens, where they will spend time in our Analytics Centre of Excellence. A great opportunity for work experience as well as some sunshine!

I hope you have fun working on your new inventions and I look forward to seeing your Ready Meal creations in December.
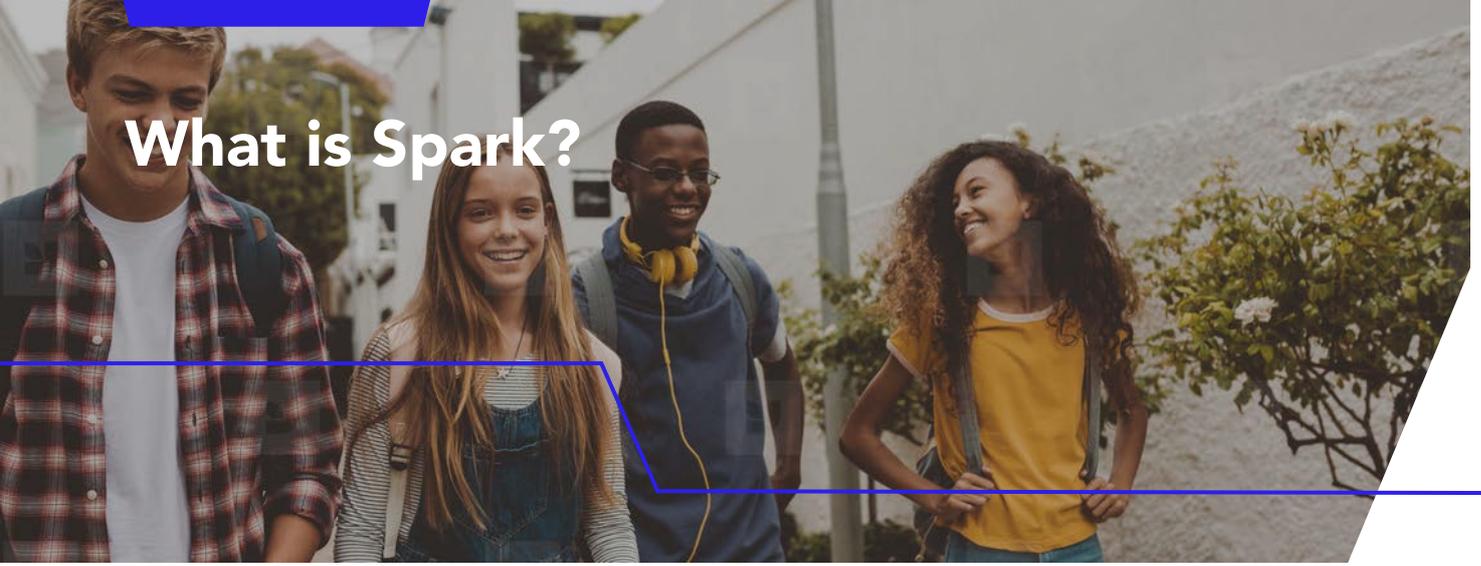
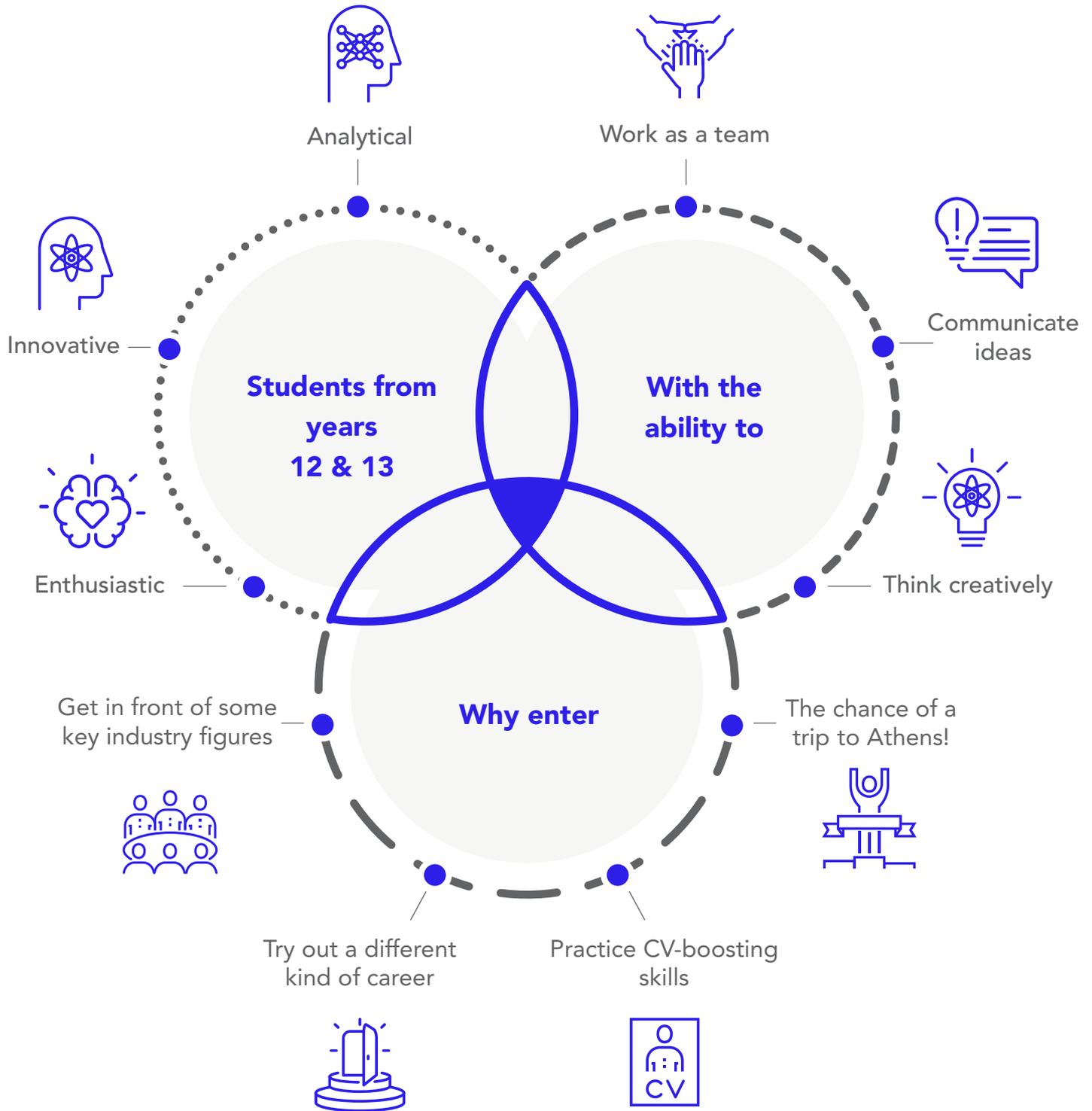Take care,

Dan

What is Spark?

Details:

All teams will answer the question
What is the next big thing in Ready Meals?

› Teams from across the Co-op Academies Trust will be provided with Co-op data along with support, training and workshops to help them to answer this brief.

› Teams will use sales and shopper data to research the Ready Meals category.

› All teams will present their idea to a panel of guests from across the industry.

› The winning team will win an all-expenses paid trip to Athens in Greece, to spend time with our Analytics Centre of Excellence and do some sightseeing too.

› Teams must be studying in years 12 & 13.

Key dates

Briefing event for all students	23rd September
Deadline to confirm teams	15th October
Final presentation entries	30th November
Final presentations and Awards Party	14th December

Who should enter

Analytical

Work as a team

Innovative

Communicate ideas

Students from years 12 & 13

With the ability to

Enthusiastic

Think creatively

Get in front of some key industry figures

Why enter

The chance of a trip to Athens!

Try out a different kind of career

Practice CV-boosting skills

Governance for Co-op Co-ordinators

Small Print

For full terms and conditions please refer to the Spark section of the IRI website.

Teams and support to answer the brief

› Teams of between 2 and 4 students per entry

› Training and mentoring provided by IRI

› Student teams will be given access to Co-op HIVE in order to access sales and shopper data across several categories i.e. Ready Meals, Pizza, Pasta/Sauces, Pies and Ready to Cook.

› This data will provide insights into current range performance and shopper behaviour but it is recommended that this be supplemented by other forms of desk research along with store visits.

› Full training will be given to students on data to ensure they can complete the brief – all online with support throughout – via IRI

› Access and licenses for IRI data will be removed as soon as the competition has closed and entries received

› All entrants must sign Non-Disclosure Agreements before they can access the data

› Any personal data collected to access the data platforms will be processed by IRI in accordance with the applicable data protection laws. Any question concerning the use of your data can be submitted to Privacy@IRIWorldwide.com.

› This competition is supported and endorsed by the Co-op.

The winner's trip to Athens

› All expenses paid trip to Athens includes return flights from UK to Athens, hotel, 3 daily meals and soft drinks, local travel expenses and passport costs if needed for those that require.

› DBS checked IRI chaperones will accompany students to Athens along with a nominated responsible adult from the Academy of the winning team.

› Trip timings to be mutually agreed with the winning Academy.

› Trip duration will be around 4-5 days work experience in IRI's Analytics Centre of Excellence in Athens but with time for sight seeing.

› Travel insurance for competition winners will be paid for by IRI

› Circumstances around COVID-19 will be monitored to ensure the trip is appropriate and safe.

Who is IRI?

Ever wondered how new brands make it onto supermarket shelves?

Or have you ever stopped to think about why some brands are on promotion at the front of the store and not others?

Perhaps you've never given any thought to why shoppers with store loyalty cards receive offers on some brands and not others.

The reality is that IRI analytics, data and technology is probably behind most of those decisions.

We use sales data taken from the tills at supermarkets, along with information from loyalty cards (no personal info) to help retailers and brand owners decide what to sell, what price and promotions work best as well as whether they should even stock it.

We work with almost every food, drink, beauty and healthcare brand and retailer that you can think of (including the Co-op)

IRI's tech platform can integrate billions of rows of data and makes sense of it by turning it into simple, easy-to-use reports.

Our clients love us because our technology is fast and saves them time.

Our insights identify new opportunities for our clients, help them to manage their budgets and ultimately, give them an advantage over their competitors.

Our Analytics teams run complex algorithms that provide vital information to retailers and brands such as, what price is likely to be too high for a product, which deal is likely to attract more shoppers into the category or where they should spend their media budgets for maximum returns.

We're excited to show you our world of Big Data.

Leading UK retail & customer insight provider
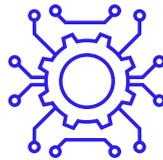
Liquid Data™ proven, best in class technology

Advanced analytics capability

IRi
Growth delivered.

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