

一起哈啤

Marketing Director
– Harbin Brand

Joseph Lee



Personal introduction

Name

Joseph Lee

Education

Thunderbird School of Global Management, MIM
University of Houston, MBA

Hire date

July 2009

Working Location

Shanghai

Position

Marketing Director – Harbin brand

Career Path

Jan 2003 – Jun 2009

Senior Marketing Manager – Pepsico Food – Greater China

Jul 2009 - Jun 2010

Brand Director - Budweiser and Global Brands - APAC

Mar 2010 - Nov 2011

Marketing/Trade Marketing Director - BU East China - APAC

Dec 2011 - Mar 2013

Trade Marketing Director - Integration - APAC

Mar 2013 – Nov 2014

Brand Director - Regional Brands - APAC

Dec 2014 – now

Marketing Director – Harbin brand - APAC





OLDEST BEER
IN CHINA

ESTABLISHED
IN 1900 BY
Wróblewski



#10 BESTSELLING
BEER WORLDWIDE*

Source: Plato Logic report



Harbin targets to be the most preferred beer brand among Chinese youth (18 - 29)



**Approximately 70%
of Industry Volume**



Portfolio to maximize volume potential

Core



Bingshuang/
Qingshuang/
Bingchang/



King of Wheat

Core+

Flagship



Ice



Ice Genuine Draft

Trade up

Harbin is the growth engine of China

Volume:

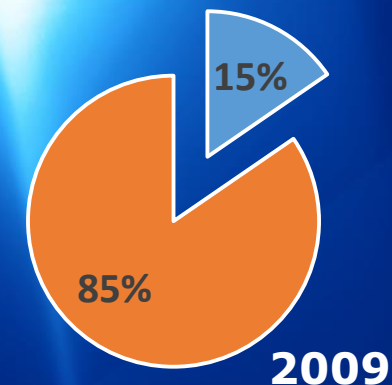
Harbin Family



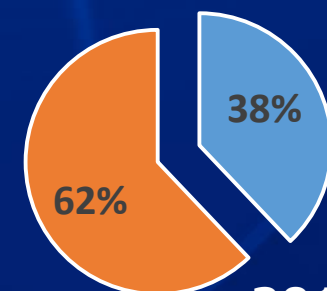
Harbin Ice



Harbin ICE share of Family



2009



2014

Brand preference growing faster than competitor

Brand Preference: Top3 Favorite among 18~29 drinkers, in 11 cities, Rolling 12 months



***One of the top 100 most valuable Chinese brand,
with 14% value increase in 2014***



BRANDZ™
TOP 100
Most Valuable
Chinese Brands
最具价值中国品牌100强
2015 贰零壹伍年

RANK	BRAND
51	Snow 雪花啤酒
52	Harbin 哈尔滨啤酒 HARBIN BEER

Harbin growth strategy

Win the youth



Expansion



Unbeatable marketing assets to target youth passion point

**Sponsoring
NBA**



**Co-op with
top rated
entertainment
program**



Packaging to drive youth affinity

Co-brand Can with Fashion brand (STAY REAL)



Youth Celebrity Can



NBA Affiliation Can



Fight till the end,
CAN/Dunk is
irresistible

To be your
Own MVP

Fight for the
CAN/Dunk

Mega summer campaign "YiQiHaPi" to capture key occasion

哈尔滨啤酒
HARBIN

和我一起大声哈啤

NBA巨星 奥尼尔

著名饶舌歌手 热狗

著名歌手 张震岳

上传你的歌词和明星一起拍MV
更多活动详情, 请扫描二维码进一步获取

一起哈啤

YI QI HA PI

YIQI = Together

HAPI = Harbin beer

and

= Happy



Harbin growth strategy

Win the youth



Expansion

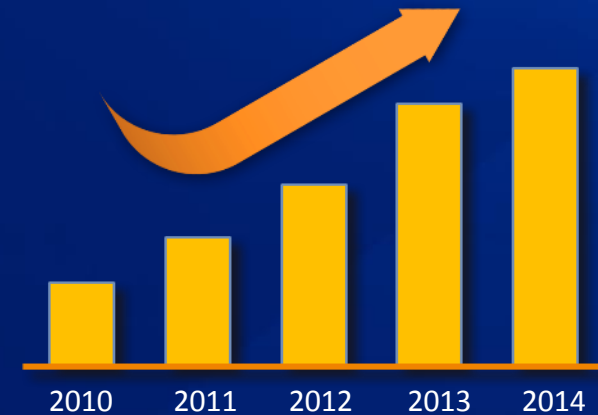


Geographic expansion is key to success

**Continue to enlarge
Harbin coverage**



**Harbin Family Volume
(Expansion Markets)
x3.6**



- Current Key Markets
- Expansion Markets

***Become the most preferred beer brand
among youth!***

