

Market Visit Recap

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China President



SALES STRATEGIC OPPORTUNITIES

Key Accounts

- . The Modern Trade 2015 plan
- . E-Commerce



Star CVS



Quality Shelf

Western Channels and Super Premium Portfolio

- . Urban Center Project
- . Corona
- . Stella
- . Hoegaarden



Corona Sunsets



Signature Trade Program

Chinese Premium Restaurants

- . Bud Supreme Updates
- . Trade Program Supreme Circle



Supreme Circle Loyalty Program



广东电视台

Guandong TV coop



Budweiser Supreme

KTVs

- . Trade Program "UP"
- . Innovation: Shaping the industry through KTV 2.0



X-KTV project



YeDian app

LDA Chinese Restaurants

- . Impacts of Government Measures
- . Action Plan
- . Innovation: Mixxtail by Budweiser



YiQi Hapi Campaign



Hapiwifi



DaPaidang 2.0

Image in Night Life

- . Bud MADE for MUSIC (EDM in Clubs)



Vibe Club Tour



Top Vibe Clubs of Asia



MADE for MUSIC campaign

You saw Budweiser brand positioning coming to life...

We are set to own MUSIC, own nightlife!

🎧 **Tiësto**
世界顶尖DJ



百威，敬真我
释放真我节拍，世界为你喝彩！



张靓颖 🎤
华语乐坛天后



Budweiser
MADE FOR MUSIC

...also Harbin execution supporting the YiQiHaPi campaign.

Harbin to become the youngest and most irreverent brand

哈尔滨啤酒

HARBIN

和我一起
大声哈啤

NBA巨星
奥尼尔



著名绕舌歌手
热狗

著名歌手
张震岳

上传你的歌词和明星一起拍MV

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Imported Super Premium as a big bet for the future.

We have the “must have” brands and we see our portfolio as a competitive advantage.



Hoegaarden 福佳白

Bye Bye 苦之味
Hello 好时光

Hoegaarden

Bye Bye BITTERNESS
Hello Hoegaarden

ORIGINAL WHEAT BEER SINCE 1445
1445年进口原酿小麦啤酒



STELLA ARTOIS
Belgium
时代啤酒

欧洲原装进口
六百年酿酒历史成就完美佳酿
Over 600 Years of European Brewing Expertise

Be Legacy.



Corona Extra
科罗娜啤酒

This summer,
Find your beach.

Sales Machine – Trade Solutions



Bud Supreme in Premium Restaurants



Bud activation in KTVs



Bud Vibe Club Tour



Harbin LDA Street activation

We bring our Brand campaigns to life in the POCs
49% of our Sales & Mkt investments are in Trade activation

Point-of-Connection **experience**, not only execution...

In the backstage...

...Process & People