

Marketing @ !nBev

Chris Burggraeve
CMO

London
October 06, 2008



!nBev
Best Beer Company
in a Better World

“Connect”: Key in Our Growth Model



Growing Topline, Sustainably

Raise The Bar: Live One !nBev Way of Marketing

“Responsible Cool”: Think Younger in a Better World

Rebalance Renovation Versus Innovation

Growing Topline, Sustainably

Raise The Bar - Live One !nBev Way of Marketing

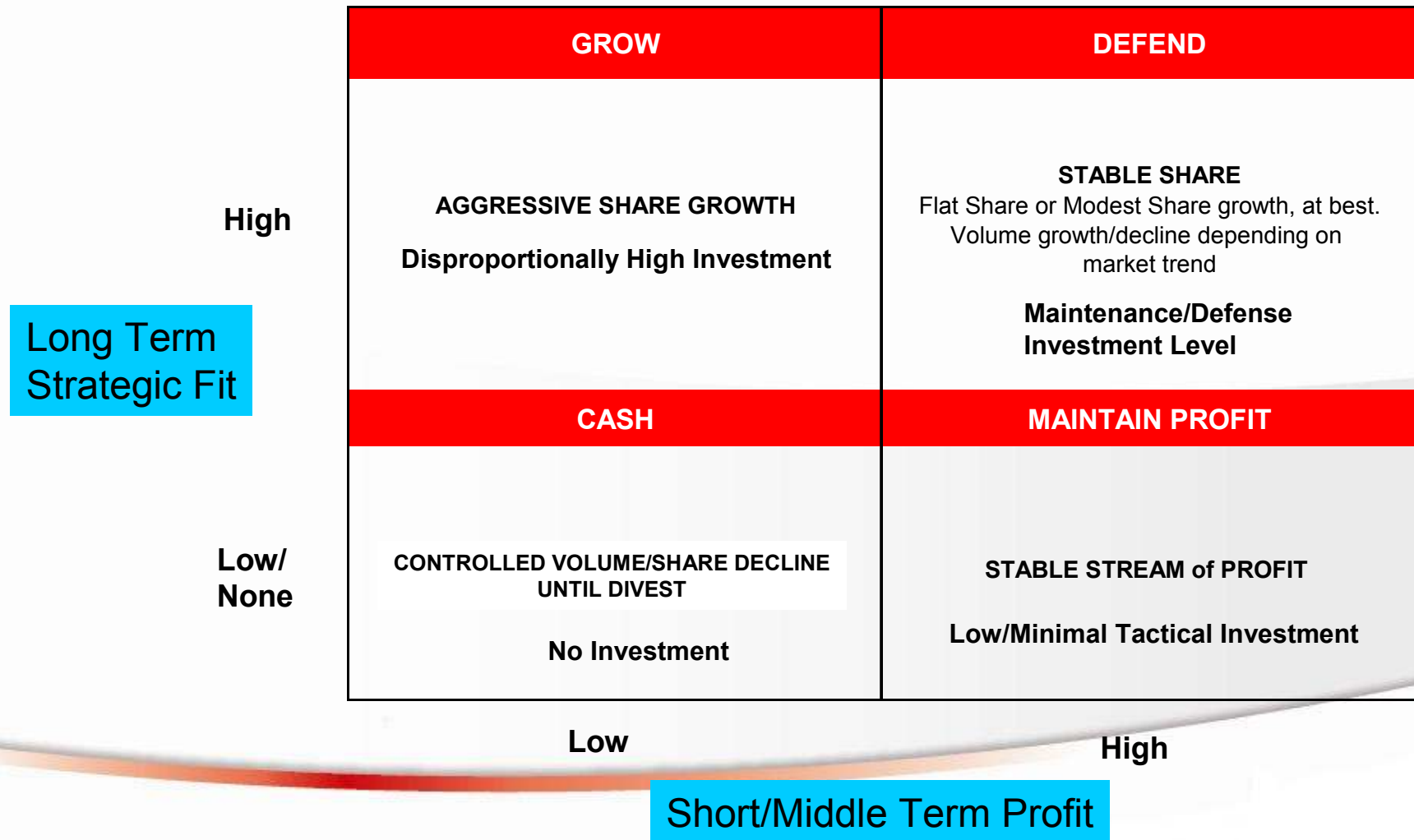
“Responsible Cool”: Think Younger in a Better World

Rebalance Renovation Versus Innovation

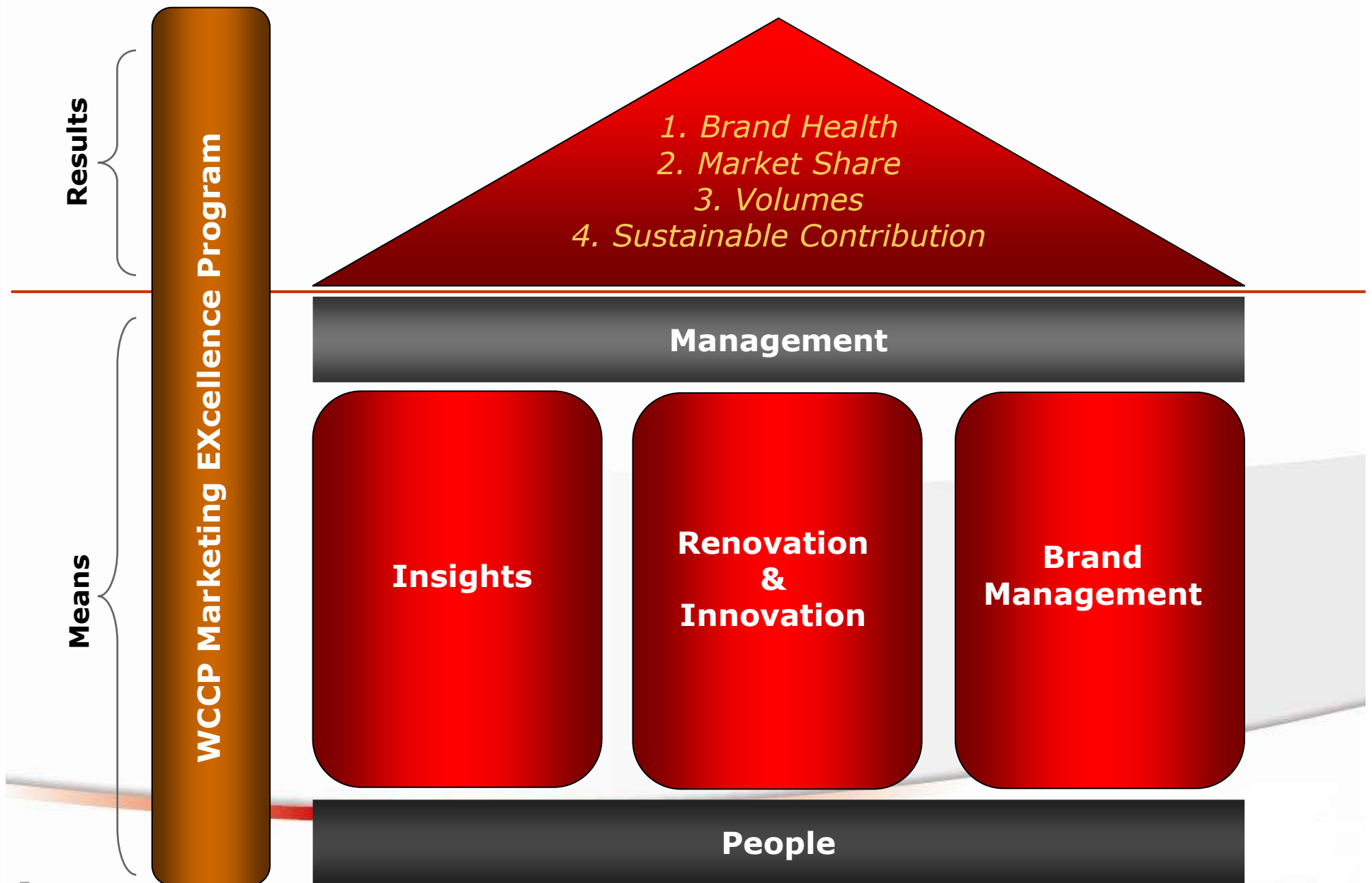
How To Manage A Portfolio Of Over 200 Brands ?



“Contract Brands”: Selected Set Of Strictly Governed “Grow” And “Defend” Brands.



InBev Way Of Marketing – Benchmarked Versus Top FMCG





InBev Way Of Marketing: Marketers Speak One Global Language. A Quantified Capability Linked To Performance.

Section 0: WCCP Overview	Section 1: Understanding Consumers	WCCP toolkits
	Section 2: Understanding Market & Category	
	Section 3: Defining our Company Growth Strategy	
	Section 4: Setting Business Unit Strategies	<i>Process shared with EBM , Finance & CA</i>
	Section 5: Defining our Brand Portfolio	WCCP processes
	Section 6: Renovating & Innovating	
	Section 7: Planning Connections	
	Section 8: Activating Connections	
	Section 9: Tracking Performance	WCCP toolkit

"Connect" = Values Based Brands (VBB)



Consumer Portrait



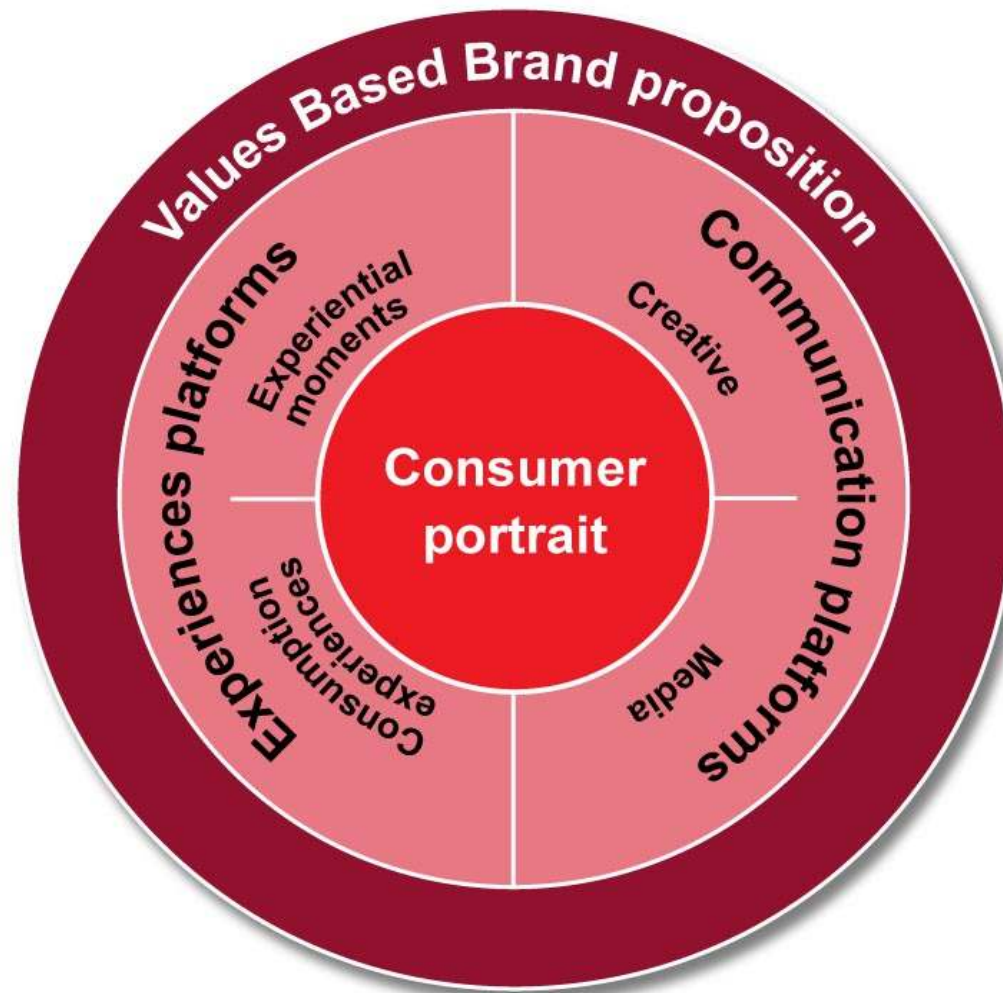
Brand Attributes & Personality



Brand Positioning



The “Art” to Bring VBB To Life 365/24



VBB Example

QUILMES: “Argentinian pride in a bottle”

The image shows the Quilmes logo, which is the word "Quilmes" written in a dark blue, highly stylized script font. The letters are thick and have a cursive, flowing quality. The logo is set against a white background that is part of a larger graphic element resembling a bottle or a container, with a grey shadow on the right and a curved orange-red base at the bottom.

Quilmes = Music



Quilmes = Football



“VBB” In All We Do: From...



To... VBB-Driven Point Of Connection Activation



"Draught Experience"... Key TO VBB



9-STEP POURING RITUAL



Average account glassware line up.....



All things being equal....

VBB-Glassware



VBB-Glassware Key In Marketing Mix

SHELF SET



WOODED RACK



BRANDED POS

!nBev USA



Contract Brand Focus Works



Choice + VBB = Growing Preference





**Choice + VBB + Operational Excellence
= Business Performance**



Stella Artois Argentina:

**Nr 1 Premium Beer,
only 2,6 years
after launch**

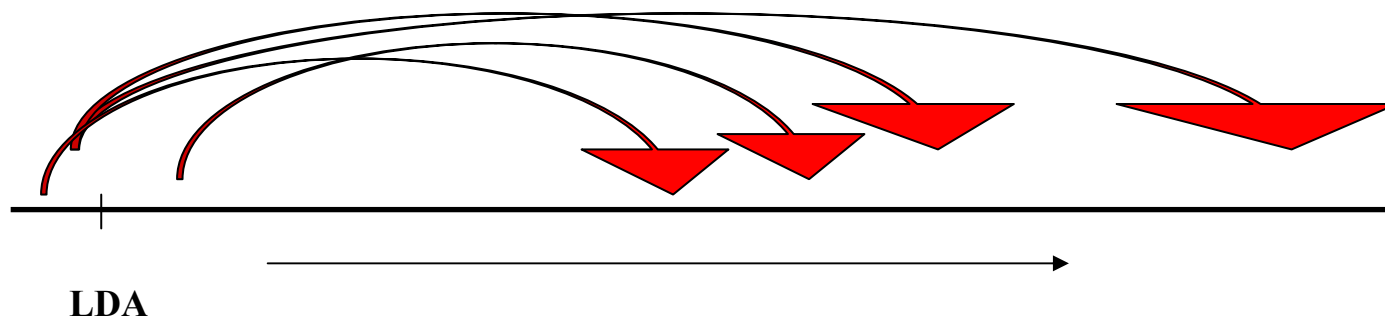
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Young Adults (LDA) Repertoire Determines Later Beverage Choices In Life



- Consumers not consuming beer in early 20's very unlikely in later life
- If we do not talk to them, other Categories will ("Share of Throat battle")

Source; InBev UK Cohort Study 2001 & Labatt Cohort Analysis 2003

Building Competency To Recruit Every Upcoming New Drinker Generation (LDA)

32 Million
LDA
Every year
(InBev Footprint)

- **Today: Millenials... Born in 1990...**



- “They may have been given a Nintendo Game Boy to play with in the crib.”
- “Muscovites have always been able to buy Big Macs.”
- “Soft drink refills have always been free.”

Best Beer Company... in a Better World : “Responsible Cool” LDA Recruiting, not “Just Cool”



**Vivamos
Responsabilamente**



Digital Marketing Drives Preference For LDA



Online ads, Google Adwords and TV drove to voting on RangerLiveOrDie.ca.

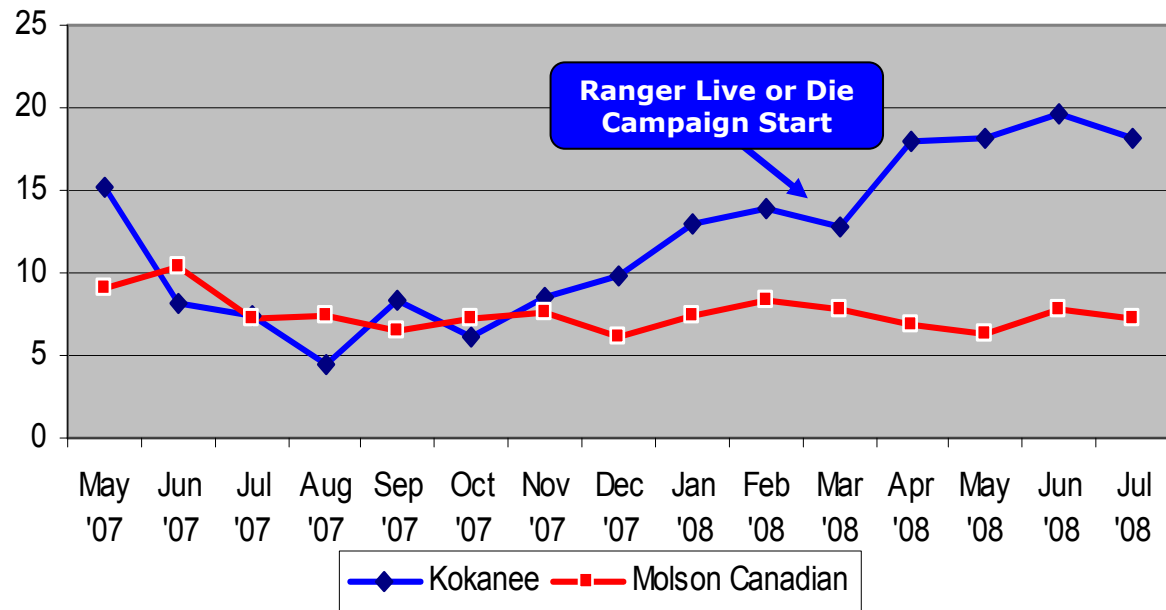


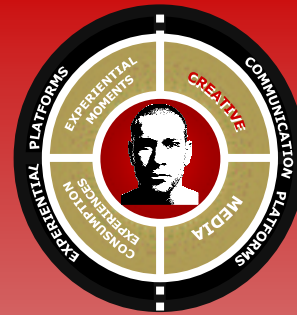
Finale spot on YouTube drove dialogue, sharing and 100,000+ views.

Kokanee Beer – Ranger Live Or Die Campaign

The public voted on the fate of the Kokanee Ranger – Kokanee's spokesman.

Brand Preference – LDA24





CONSUMPTION



EXPERIENTIAL



CREATIVE



MEDIA



Understand Taste Of Young Adults



Communications are carried out in a socially responsible way



UX. THE BESTOWAL. Finally, your Stella Artois is served to you on a coaster, accompanied by the drip-catcher at the base. Behold the perfect glass of Stella Artois. Cheers to you, and for your patience, a refreshing reward.

Introduction

The InBev Rules

Tips per Media

Examples

FAQ

Useful Contacts

Test your Campaign



Welcome

to the electronic pages dedicated to the InBev Commercial Communications Code.

This website aims to remind colleagues of the **7 rules** we are bound by every time we create a new idea or approach our consumers – but also to help us interpret those rules, which are often heavily criticized, ever and over again.

“Responsible Cool”
=
Every Day Collaboration
Marketing and Corporate Affairs

...taken by both ... and with ... Commercial ... these new waters. In most ... on what (not) to do. In others, only the pro-active dialogue between Marketers and CA associates at various levels will help to make the best decision for InBev as a company. Let's ensure we have that dialogue.” **Chris Burggraave, CMO**

Introduction

- ▶ General principle/Ethical advertising
- ▶ Responsible drinking
- ▶ Legal drinking age
- ▶ Association with hazardous activities
- ▶ Health aspects
- ▶ Alcohol content
- ▶ Performance & Success

Tips per Media

- ▶ Sponsoring & Events
- ▶ Billboards
- ▶ Websites
- ▶ Tv advertising
- ▶ Packaging
- ▶ Merchandising
- ▶ Magazines & Press
- ▶ Promotions & Competitions



Download pdf version



Test your Campaign

Growing Topline, Sustainably

Raise The Bar - Live One !nBev Way of Marketing

“Responsible Cool”: Think Younger in a Better World

Rebalance Renovation Versus Innovation

Believe / Reinvent / Renovate What Really Defines Us

20+
years



**NEW AND IMPROVED.
YET OLD AND THE SAME.**

The Air Pegasus. Protecting the feet of runners since 1983. People call it our "bread and butter" shoe. Reliable. Consistent in fit. Always available in multiple widths. The 2005 features a softer lateral crash pad that eases initial impact. And a full-length Air-Sole unit for a smooth, cushioned ride. With a mesh overlay and a vented midfoot saddle, it's lighter. More flexible.

It doesn't seem risky or innovative. But quietly, it is. The Air Pegasus stands for exactly what our co-founder,

Bill Bowerman, envisioned for runners. A running shoe that never stops getting better.

Just like the runners who continue to try and shave off minutes, seconds and split seconds from a personal best, we'll keep pushing to improve our shoes. Even a classic like the Air Pegasus.

The original, no-nonsense running shoe that gives you everything you need.



Beaverton, Oregon

121+
years

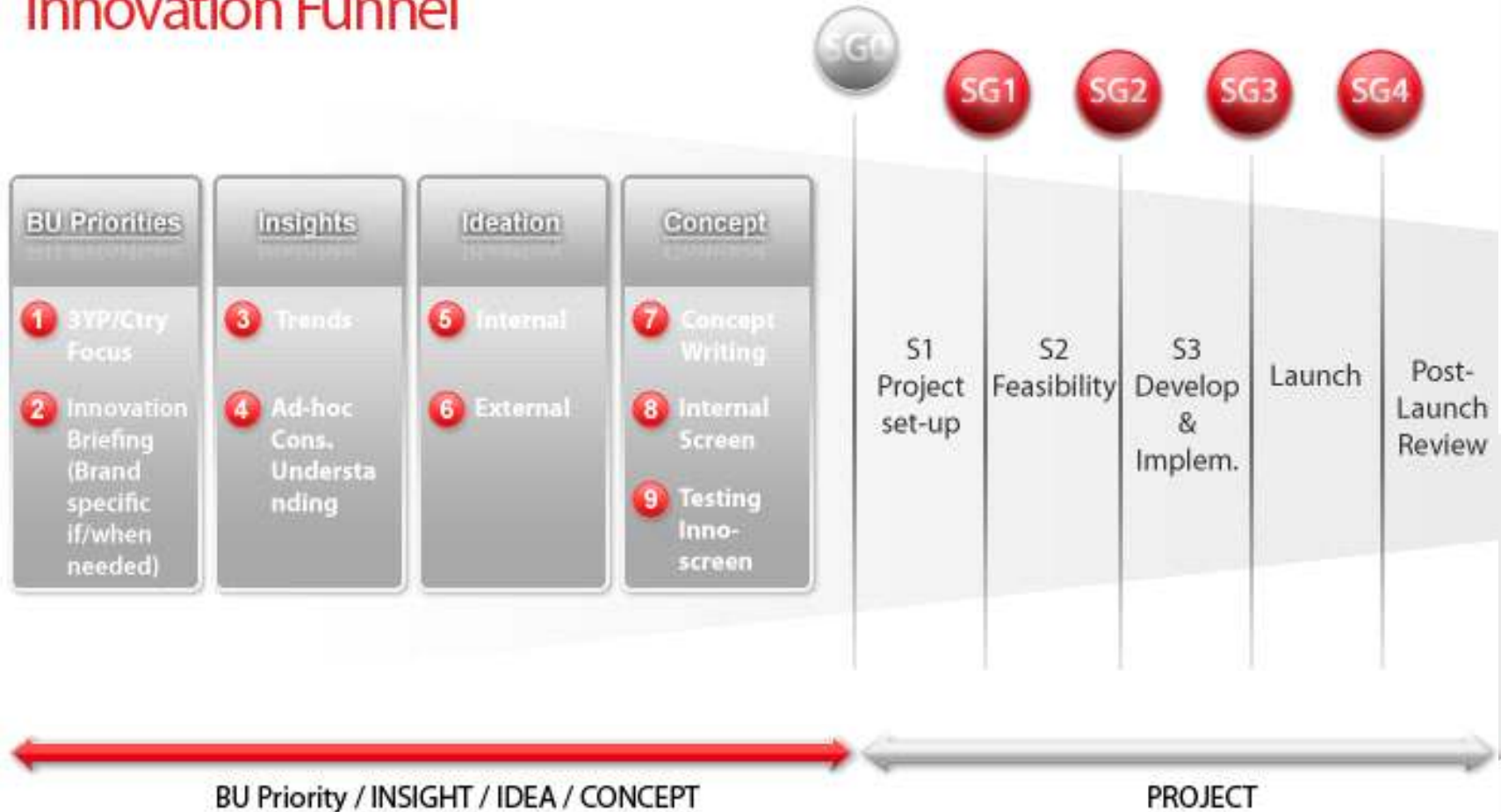


40+
years



Speaking ONE Global Language (IWOM)

Innovation Funnel



Insight-Based Ideas To Surprise Tomorrow?

Liquid Packaging Equipment

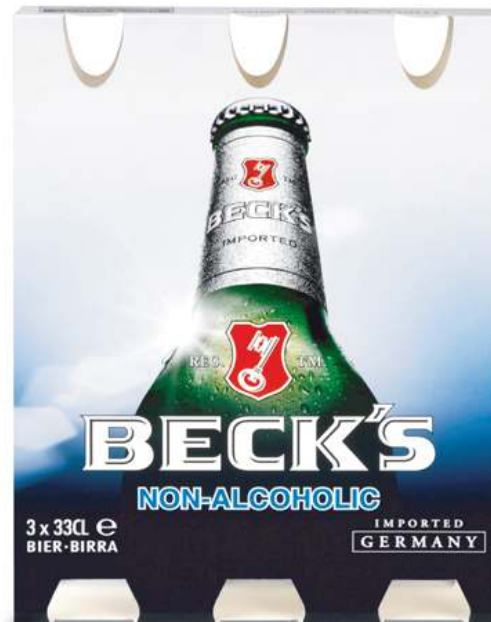
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New Global Look for Beck's



New Global Look: Beck's Trademark



Building Brands into Trademarks

example: Jupiler (Belgium)

Jupiler
TRADEMARK

Jupiler
BLUE

Jupiler
RED

Jupiler
TAURO



Jupiler – before Renovation





Jupiler – After Renovation (Belgium - q3 08)



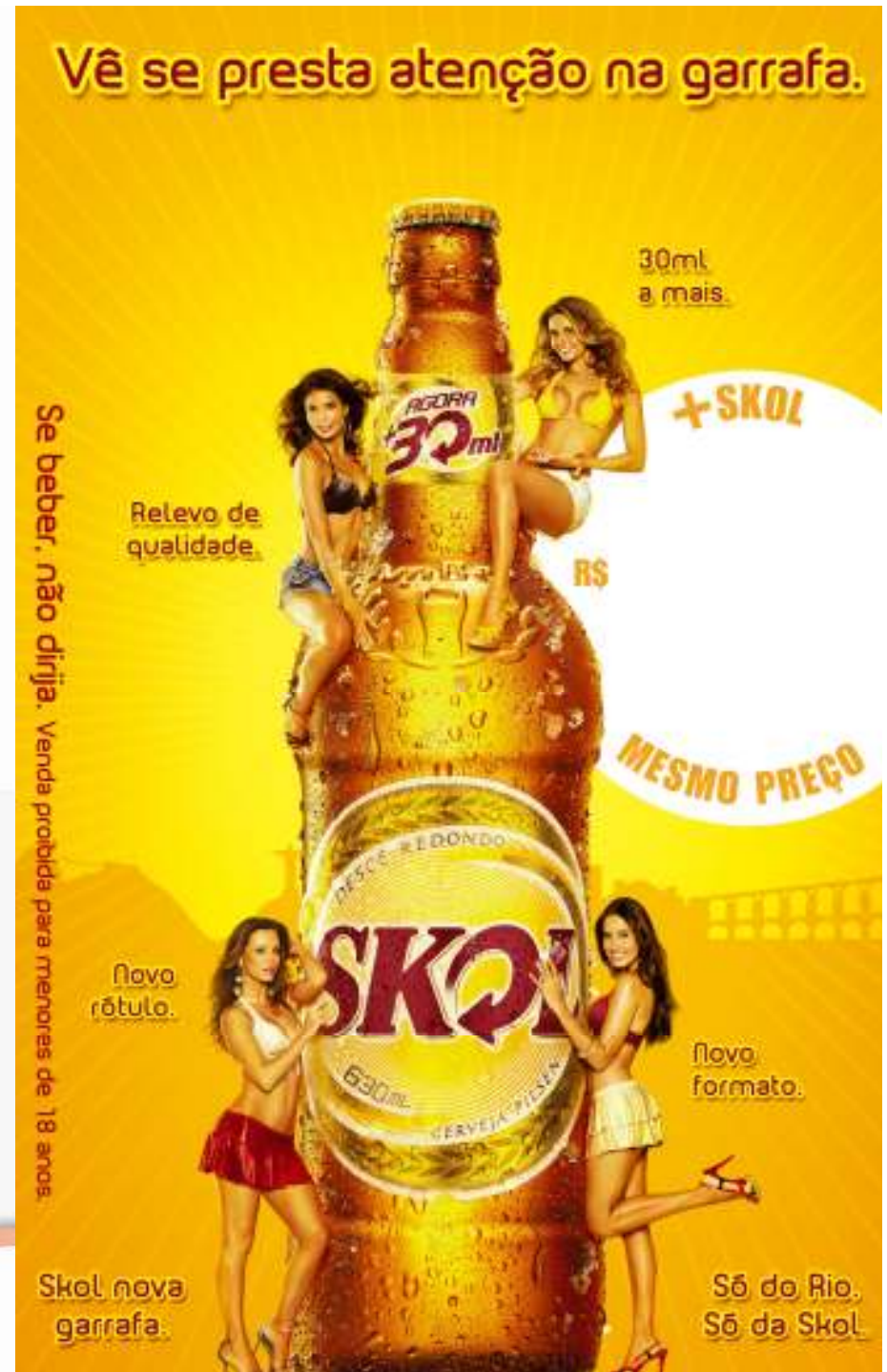
NEW: Jupiler Tauro (Strong Lager)





New Skol 630 ml RGB **MORE FOR SAME**

- First proprietary RGB in Brazil
(65% of Brazilian beer market is concentrated on 600ml RGB)
- + 30 ml for same price: offering Value
- Exclusive shape and new label design
- Launch date: March 2008
- Place: Rio de Janeiro





New Skol 1 Liter RGB **MORE FOR LESS**

- First and proprietary 1 Liter RGB in Brazil
- Targets growing in-home consumption
- Better Value equation (lower price/ml)
- More Skol = more friends = more fun
- Launch date: July/August 2008
- Place: Southeast and South regions



Leveraging Heritage Smarter To Drive Sales

Brahma's 120 years



Actual



Special Edition



Special Edition Can

Brahma's 120 Years Can's Collection



1888



1911



1925



1940



1933



1953



1967



1971



1980



1991



1998



2008

Brahma's 120 years celebration bottle



12 pack



InBev/Philips "Perfect Draft" System: (**"iPod+iTunes"**, **"Nespresso"**, **"Senseo"**, **"HP Printer"**,...)

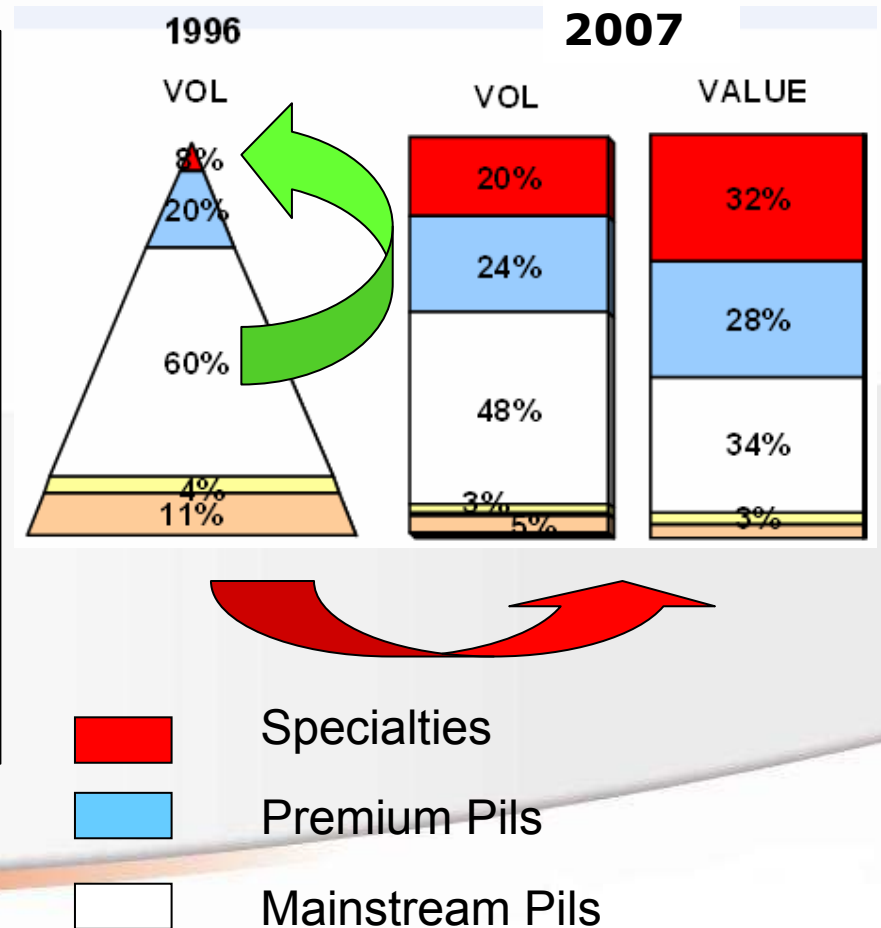
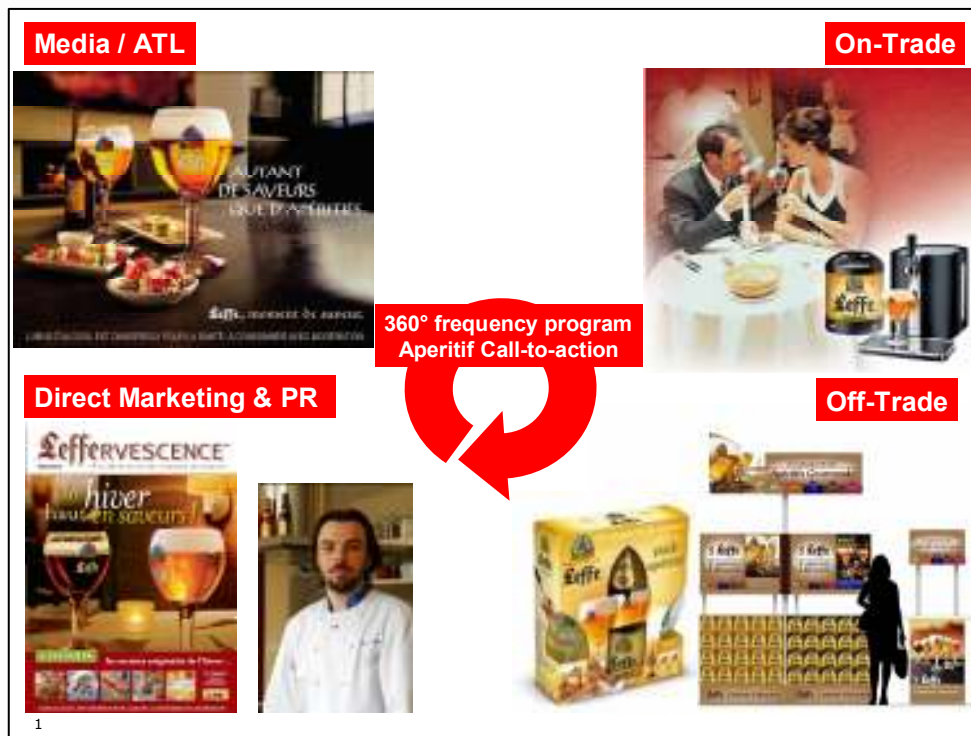


**> 600.000 Machines Sold Since Launch In Only
5 Western European Countries.**



Leffe France – Innovating Total Marketing Approach

Building a “Mass Luxury Brand” Despite Loi Evin...



The Quest For Genuine Worth



Louwen 1366





PACKAGING - THE WINNING MIX



Leuven 1366



NEW: First Premium Light in Canada (q2 08)



REMARKABLY LIGHT.



4%

Born August 08 in UK

DESIGNED FOR EVERYDAY DELIGHT



DRAUGHT TOWER INNOVATION



Stella Artois 4% Launch: In Style



Louwen 1366





SA 4% UK launch: some off/on-trade press coverage

THE GROCER 28.6.08

Stella 4% aimed at emerging 'premium everyday' market

Robyn Lewis

Inbev will launch Stella Artois 4%, the first of several new additions planned for the brand this year, into the off-trade in mid-August.

This is the first time the brewer has launched a product into the off-trade first, with the on-trade launch scheduled for November.

The new beer, in which the company is investing "significant millions", was developed specially for the UK. It is ripe (rather than double-ripened, smoother



day to premium everyday."

About 95% of consumers only drink standard lager while 4% drink both premium and standard lager. The company believes the new 4% offer will draw new drinkers into the brand from the standard category rather than stealing share from the original beer.

Stella Artois 4% will be sold in 440 and 500ml cans though MacFarlane says the company may look at bottles. The brewer is recommending the cans be sold at £1.29 for a four-pack, which

Stella Artois 4% is the most emerging market of Inbev. 4% also beers with premium image in Belgium substantially in later

MORNING ADVERTISER 3.7.08

Autumn arrival for 4% Stella

Jessica Harvey

press a the morning advertiser 3.7.08

Inbev has confirmed full plans for the launch of Stella Artois 4% abv, a triple-filtered premium Belgian lager, which has been designed specifically for the UK market.

Stella Artois 4% abv will be introduced to the off-trade in its silver and black cans in August, three months before its on-trade roll-out in November. The variant joins Inbev's Beck's Vier and Pilsener Amis in the 4% abv category and has been positioned to sit alongside the original 5.2% abv Stella Artois.

Described by Inbev as "the

first", said Inbev.

The beer is set to retail in the UK on trade at "a 10% premium to the rest of the 4% abv category" in the on-trade, while having an off-trade RRP of £1.49 for four 440ml cans.

Inbev UK & Ireland's president, Stuart MacFarlane, said: "The beer market in the UK is declining. We've had some challenges over the past couple of years. While other fast-moving consumer goods companies have innovated heavily, particularly in the direction of premiumisation, beer has been left behind. Beer is losing out to other categories that are better at meeting the needs of modern consumers.

ception is changing. It's now related to product, taste and brand. There's a new category developing - the premiumisation from everyday to premium everyday."

During Inbev's fourth quarter, between October and December, an above-the-line investment campaign, including television, press, poster and online advertising, is due to launch. MacFarlane admitted that the perceived association for the brand would be to focus on the arts for its marketing, adding: "We're not excluding sport, but the arts would be a more appropriate platform."

Heineken's Amstel has been pincushioned by Inbev as the brand's main competi-



various to "work well seen for quite a while

RETAIL EXPRESS 1-14.7.08

FOUR TO THE FLOOR

Lindsay Sharman

INBEV is launching a new variety of Stella Artois with a lower alcohol content. Stella Artois 4% will be available from August in four, eight, ten and 15-packs of 440ml cans.

The new brand has been launched in order to capitalise on the trend for premiumisation and is intended to appeal to 18-34

growing number of shoppers who want a premium taste experience, with a lower ABV.

"The move from 'premium' to 'premium everyday' is an ongoing trend across all categories - and is particularly evident in beer," says Stuart MacFarlane, president of Inbev UK and Ireland.

Stella Artois is the



and the number three FMCG grocery brand, Inbev says customers already know and respect the Stella brand and the new launch will benefit from this.

"This launch will strengthen our portfolio. We believe Stella Artois brands will complement each other - offering consumers an improved choice and

renders a better return from their beer category business."

A marketing campaign including TV and press will support the launch, which Inbev says will have a huge impact.

Stella Artois 4% launches in the off-trade in August. It will not be launched in the on-trade until November.

PoS will be available.

ASIAN TRADER 18-31.7.08

STELLAR SELLER

Stella Artois 4% biggest beer launch of the year

INBEV UK has announced the biggest beer category launch of 2008 with a new brand, Stella Artois 4%.

Stella Artois 4% is aimed at the growing number of shoppers who want a premium tasting beer with a lower ABV.

Inbev UK will launch Stella Artois 4% with packaging including TV, press, posters and online price point of each targeted for targets.

Stuart MacFarlane, president, Inbev UK & Ireland, said: "Premiumisation is a key trend in our beer industry and this is a key product line in the new premiumisation category. The move from 'premium' to 'premium everyday' is an ongoing trend across all categories - and is particularly evident in beer."

"This new product will help us better cater for the significant consumer shift with a brand name that their customers already know and respect the marketing credentials."



Stella Artois 4% will be available from August in a range of SKUs including four, eight, 10 and 15-packs of 440ml cans.

Lewen 1366



Stella Artois: Genuine Worth We Will Nurture For Another 642 Years



Louven 1366



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