Trade Marketing

Rodolfo Chung
Trade Marketing Director
Connection with Strategy

Dream: #1 in Asia

- Brands
- Bonding with Consumers & Trade Up
- Expansion
- Maximize Strongholds
- Sales Machine
- Disruptive Growth
- Operational Efficiency
- Better World
- People Pipeline
# Personal Introduction

## Name
Rodolfo Chung

## Education
MBA Harvard Business School 2007
Bachelor Business Admin. University of Sao Paulo-USP 2000

## Hire date

## Working Location
APAC Headquarters, Shanghai, China

## Position
Trade Marketing Director

## Career Path

<table>
<thead>
<tr>
<th>Location</th>
<th>Position</th>
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<tbody>
<tr>
<td>Brazil</td>
<td>2002-2003 PPM Specialist</td>
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<td>2003-2004 Consumer Insights</td>
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<td>2004-2005 Brand Manager (Soft Drinks)</td>
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<td>China</td>
<td>2007-2008 Commercial Planning &amp; Performance Director (InBev)</td>
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<td>2008-2009 Regional Sales Director</td>
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<td></td>
<td>2009-2011 Commercial Planning &amp; Performance Director (AB-InBev)</td>
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<td>2011-present Trade Marketing Director</td>
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Chinese shoppers are not loyal to beer brands. They care about brands but are switchers inside a basket of considered brands. Therefore, they don’t leave home with a brand in mind... 66% of shoppers decide inside the POC!

How to influence their decision?
The battle for Shoppers inside the POC in China is complex. It can be won through multiple ingredients.

- **Brand Visibility**
- **Availability**
- **Retailer Push**
- **Promoter team**
- **Right Portfolio**
- **Consumer Promotions**
Since 2011, centralization of Trade Capabilities are driving efficiency and building a competitive advantage for ABI China.

Through Centralized Approach:

- Discipline on Shopper Insights
- Execution Machine
- Benchmarking, Quality of Solutions
- Economies of Scale

<table>
<thead>
<tr>
<th>Year</th>
<th>Centralized</th>
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<tbody>
<tr>
<td>2012</td>
<td>14%</td>
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<tr>
<td>2015</td>
<td>61%</td>
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Examples of Centralized Programs:

- Launch of Innovation pipeline
- National Consumer Promo
- Game Plan Campaigns
- Trade Programs
- Sales Promoter Representatives
- POC Merchandising Materials Menu
“Trade Program” is how we pack solutions that address the insights of Trade and Shoppers.

5 pillars of a Trade Program

A Selected POCs
- Channel
- Volume
- Location

B Clear POC Benefits
- Upgraded ambience
- Guaranteed lower price
- Special execution/visit

C Clear ABI Benefits
- Branding
- SKU mix (trade up)
- Availability

D Consumer Benefits
- Cleaner store
- Better and more attractive Menus

E Tracking of Results
- Volume
- Share
- Execution compliance
We have a standardized approach to ideate, screen and scale-up Trade Programs.

BUILDING AN EFFECTIVE TRADE PROGRAM

- **Learn**: Shopper Occasions, Channel Drivers, Path to Purchase, Shopper Safaris
- **Explore Week**: Ideation Session
- **Prototype**: Promo Screener, Virtual Prototypes, Physical Prototypes
- **In-Store Test**: Test & Learn, Shopper Metrics
- **Launch & Measure**: Program Dashboard, Commercial Visibility, Drill Down Tools
“Trade Program” is a long-term platform. We need to constantly identify and close gaps, refresh client base, stimulate excellence.
<table>
<thead>
<tr>
<th>Nightlife</th>
<th>Restaurants</th>
<th>Out-of-Home</th>
<th>In-Home</th>
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<tbody>
<tr>
<td>Formal KTV</td>
<td>Bar</td>
<td>Hyper/Super</td>
<td>Traditional Liquor Store</td>
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<td>Casual KTV</td>
<td>Dancing Club</td>
<td>Convenience Stores</td>
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<td></td>
<td>Modern Trade</td>
<td>Special Channels</td>
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<td></td>
<td>LDA Food Streets</td>
<td>Traditional Trade</td>
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<td>DaPaidangs Beer Gardens</td>
<td>Western Restaurants</td>
<td>E-Commerce</td>
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<td>C Chinese Restaurants</td>
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<td>D Chinese Restaurants</td>
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Example of Proven Solution: “UP Trade Program” rationalize investments where decisions are made.
Example of Solution being scaled-up: DaPaidang Fun is key to owning the summer
Innovative Programs: A pipeline of trade solutions based on latest channel trends and shopper insights.

- **Hot Pot Focus**
- **KTV 2.0**
- **Hapiwifi**
- **POC Manager Engagement**
- **Clubs**
- **Party at Home**
We will see some of these Trade Solutions in the market soon...