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Brand, Consumer and Retailer: Connected Benefit

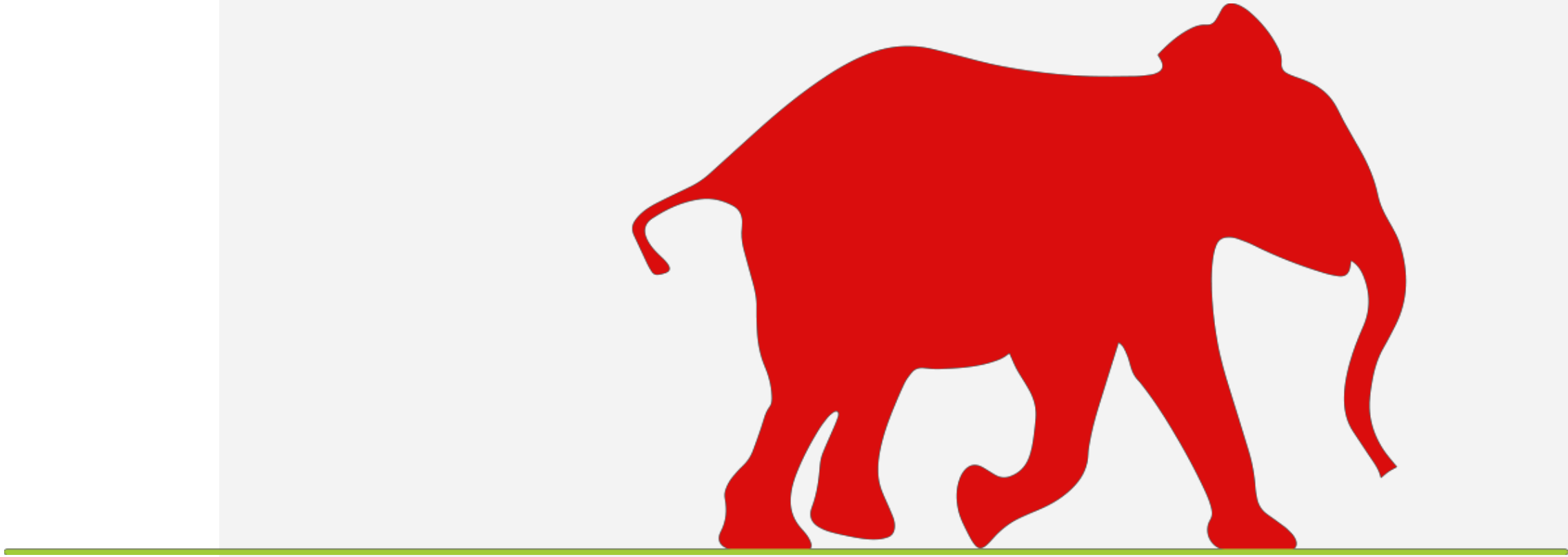
UDAY SHANKAR SINHA

CEO & GENERAL DIRECTOR

SUNTORY PEPSICO VIETNAM BEVERAGE

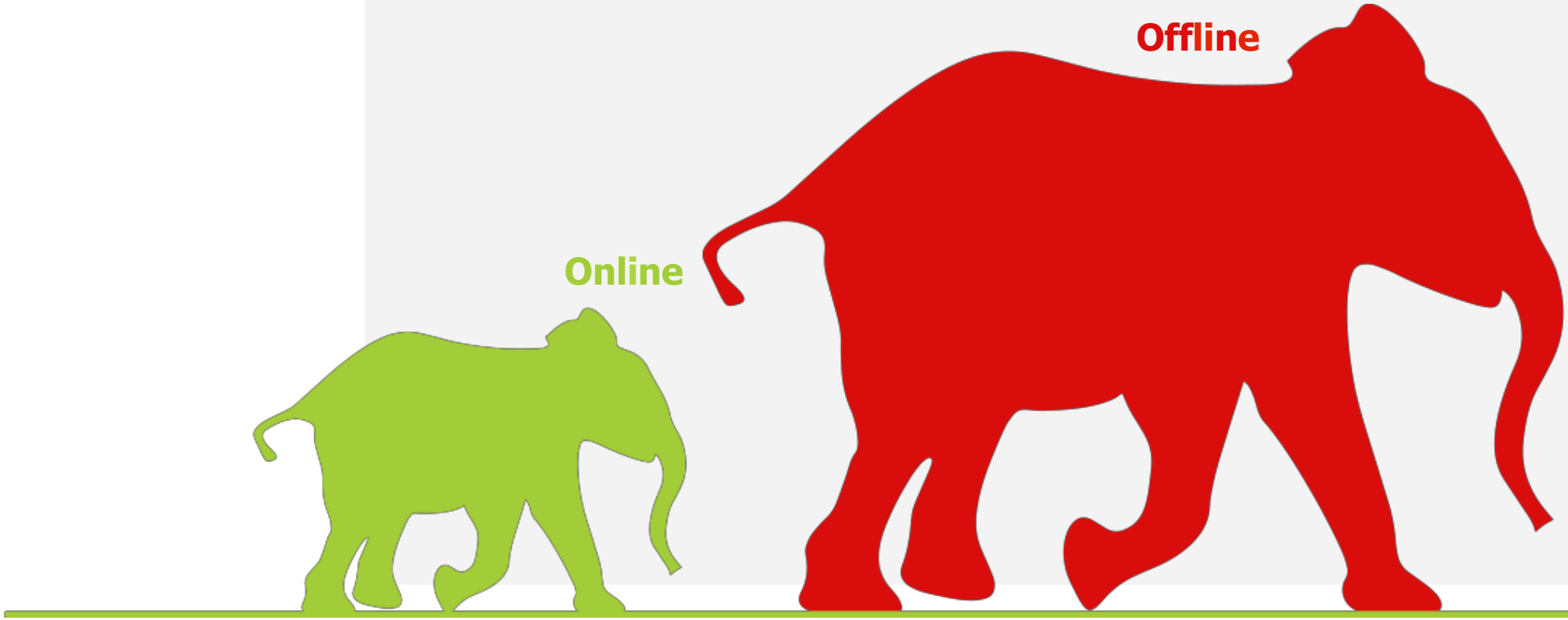


Elephant in the room



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FMCG Advertising…We have questions on effectiveness of Both?

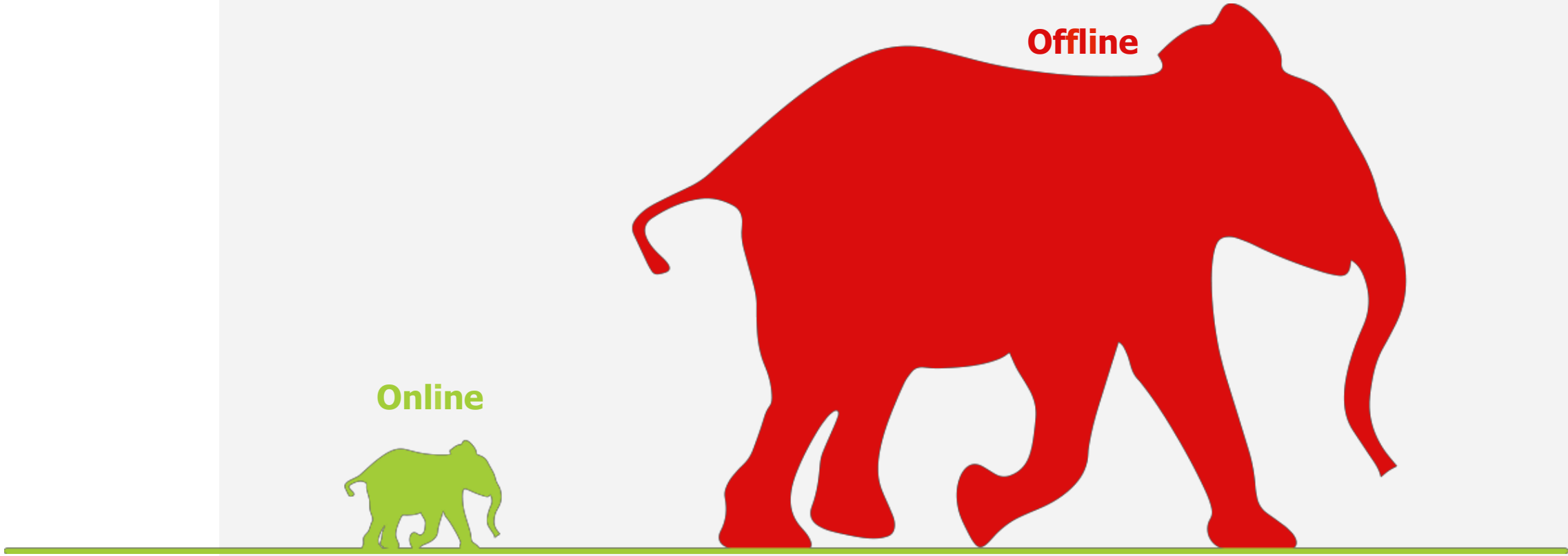


>75% of FMCG advertising is offline

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FMCG

sales … Even smaller online business contribution



>95% of FMCG sale is offline

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Offline challenges … Big , but cannot give timely feedback

- **KNOW** who is my Shopper vs who is my consumer, what messages they see, and where do they shop
- **REACH** my consumer
- **ENGAGE** with my consumers

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Even simple questions are difficult

- **Gender of my consumer?**
- **Gender of my Shopper?**

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Product

Shopper

Consumer

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Product



Shopper



Consumer

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Product

Shopper

Consumer

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Why?

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Offline mystery cycle

…All in silos, no integrated approach



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Research

…Time is of essence

You notice a dip in share in a market.

You reach 1000 consumers who've switched from your brand to the competition to get direct feedback on why they switched.

Can you find out in a few days?

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Research

…Real time , Real product and fast !

You've developed a very promising new formulation.

How would you like to identify a few hundred highly loyal consumers spread across the country and send them a free sample and collect their response.

All within a week.

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Research

…differencing factor and execute asap!

Your product is performing well in the market, but the competition is always nipping at your heels.

You want to launch a campaign that emphasises what your consumers like the most about your product compared to competition.

Is it fizz? taste? youthful appeal? What's making your brand stand out the most? Especially to the fastest growing or the largest segment?

Do you have any way to find out quickly without investing the next quarter in research?

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Research

…Targeted reaction but first the facts, fast !

The latest share numbers are in. And they don't look good. You're bleeding consumers.

What you could really do with – today – is some understanding of who is it that's leaving you. And why? Where are they going? Are they leaving the category or switching? Are they moving within your own portfolio? Who is really grabbing the new consumers? Are these share numbers even real? How can you react if you don't know.

Can you find enough answers in the time you have?

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Consumer promo

…Even tactics need real data, speed to market

It's approaching the end of the quarter, and you realize you're falling short of your targeted topline.

Can you design, launch and close a consumer promotion to boost demand and close the gap, in the next 2 weeks?

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Consumer promo

…Horses for courses approach, sharp and fast

Everybody loves a deal… Or do they?

What if you could you find out who would really respond to a deal to switch to your brand or to consume more.. And who won't.

On which product packs the deals work. In which channels. On which days. With which age group or income level.

And most importantly, how much of a deal really is really enough for whom.

What if you could get answers to all these questions, quickly, cheaply, when you need them.

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Consumer promo

…Horses for courses approach, sharp and fast

You have deep understanding of how consumer promotion works for your different consumer segments.

Struggled to use it meaningfully?

What if you didn't have to follow a one size fits all approach. Offer discounts only for consumers who really need them. Tailoring the discount value, SKU etc. to the behaviour of each segment, or even each consumer.

Wouldn't that be nice?

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Supply chain

…Last mile logistics defines success, speed of info

Can you tell how much of your brand's sales potential is getting lost because the product just isn't there when and where the customer wants it?

Would it be useful to know when a large store goes out of stock?

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Supply chain

...And demand forecasting becomes real time

Planning for new product launches or nascent products can be difficult. There are no easy choices between flooding the market at the risk of unsold inventory, or losing hard won demand because you were too cautious and didn't order enough.

Would it be nice to have real time end consumer, geography specific, demand signals - benchmarked to your past and industry launches, plugged directly into your planning?

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Media

…Make every $ a prisoner, challenge status quo

Choices, choices…

There are so many choices to make for you as a marketer. Above the line or below? Posters? Magazines? Press? TV ads? Billboards? Quarter page or full page?

How confident do you feel making these choices?

Wouldn’t it be great if every dollar of spending on creating demand could be measured down to each instance. Telling you if it’s really working.

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Media

…Make every $ a prisoner, challenge status quo

Your agency has done stellar work in coming up with different ideas for the next big relaunch.

To good, in fact. There are 2 distinct creative approaches that both look very promising.

Are you confident that a 10 person focus group can help you decide? Experience has taught you how they react on screen can be very different from how they react when they pick up their morning paper.

Is there any way you could test it out in a real world scenario, quickly, simultaneously?

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Media

…Make every $ a prisoner, challenge status quo

The digital revolution is here. And it brings in tremendous potential – and questions.

How can you tell if this is the right time to go big on digital – especially for your consumers (They're different from everyone else's).

Can you find out how many of the people walking into the neighbourhood store actually saw you online and reacted?

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Targeting & Personalization

…Horses for courses again

Working in diverse markets is interesting.

Each state, each city, each locality has its nuances. Preferences and behaviours.

You know that customizing your approach to each micro-market has tremendous value. But do you have a way to achieve it?

What if you could?

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Targeting & Personalization

...Time to think / talk with individuals, possible !

Do you know which Shopper / Consumer is a loyalist, flirting or trying you out? Or which brand are they loyal to, if not yours?

Can you perhaps treat them differently?

Understand characteristics of loyal shoppers / consumers and reward them. Figure out the best way of converting a trialist to a loyalist. Or even be able to monitor how a consumer evolves over time.

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Targeting & Personalization

…Never NO, find solution for trickiest situation

This is really interesting.

You just saw a family of six pick up seven – yes seven – packs of your different toothpastes. Looks like they really love them.

You wish that some how you could turn this into a special – especially for large families. A bundle with something for everyone.

But the very thought of creating, launching, placing and managing a new bundled SKU is tiring.

Is there an easier way to do it?

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Retailer

…Our best partner! Key link to close the loop

Shopkeeper wants more footfalls!

How can Brand initiatives drive more off take?

Can the Retailer settle with the Company / brand owner immediately? Without future claims?

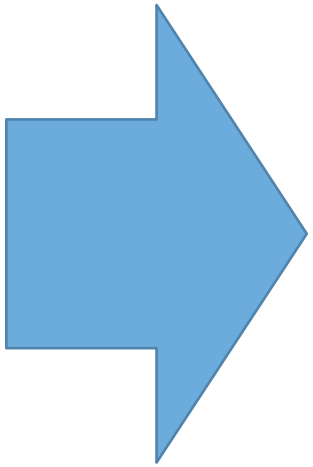
Can Brand Pay for only those consumers who avail the promotion and pay on actuals becomes a win-win for both Retailer and the Brand owner.

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Why did I pose these questions?

There is a $10 MM of saving sitting for all CEOs of Mid size FMCGs …Digital Revolution

	Gross Revenue	: 110
Less	D&A	: 10
=	Net Revenue	: 100
Less	COGS	: 60
=	Gross Profit	: 40
Less	G&A	: 7
Less	S&D	: 13
Less	A&M	: 10
=	NOPBT	: 10



For FMCG with NR = $500 MM

Plug Leakage and wastage in D&A and A&M is the ask.

2% Saving = $10MM !

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There is a hope : In next MMA conference one of you here in audience will solve our problems … Digitally / Mobile !!! Looking for the new “Play” button



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THANK YOU

