

Presentation Title

Michael Li
Marketing Director
ExxonMobil Indonesia

Khalid Raheel
Managing Director
Digitas Indonesia

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DISCONNECTED DISTRIBUTION

TO

CONNECTED RETAIL



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INDONESIA- The toughest retail topography

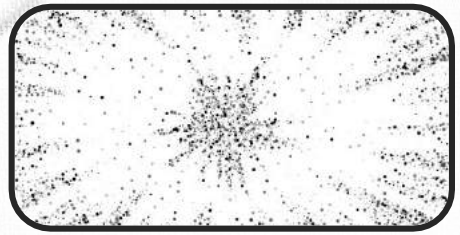
In a country that is divided by more than 16,000 islands retail distribution could be biggest nightmare.



Fragmented Market



Diffused retail with 90% low or least value pockets



Inconsistent down streaming



Cross territory buying



Price irregularities



Inconsistent volumes



Unknown upstream

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FROM
A DISCONNECTED 2016

- Unknown number of buyers
- No behavioral & transactional data
- Zero active IW index
- Carpet bombed national trade promotions
- Zero retail brand visibility
- Zero resellers
- Unknown segments
- From average volume numbers
- From manually managed downstream

TO
A FULLY CONNECTED 2019

- 12,000 registered IWs
- 350,000 real-time data points every day
- 40% active IWs
- Targeted tactical and measured promotions
- 6000 stores fully merchandized
- Identified 200 + resellers
- Clearly identified volume & value segments
- 250% overall volume growth
- Self sustained AI & Machine learning model

SO, HOW DID THIS ALL HAPPEN?

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EXXONMOBIL INONESIA – AT A GLANCE



- 120 years of presence
- Largest in Oil & Natural Gas players of the country
- Leader in energy & petro chemicals
- Well established B2B & Industrial lubricant market place
- One of the leaders in the lubricant business
- Portfolio includes
  - Passenger vehicle engine oils
  - Heavy duty truck engine oils
  - Motor cycle oil
  - Industrial & Specialty lubricants

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MARKET CHALLENEGES

One of the biggest challenges was, it was distributor led business, Hence there was no visibility on :



- **Retailer up stream & buying patterns**
- **Retailer volume**
- **Sellout dependencies and challenges**
- **Consumer demand map at the POS**
- **Competitive promotions and retail strategies**
- **Shelf values and shares**
- **Retailer share of wallet**
- **Acceptancy on consumer promotions and trade promotions**
- **Mechanic engagement with the brand**
- **Brand communication consistency at the POS**

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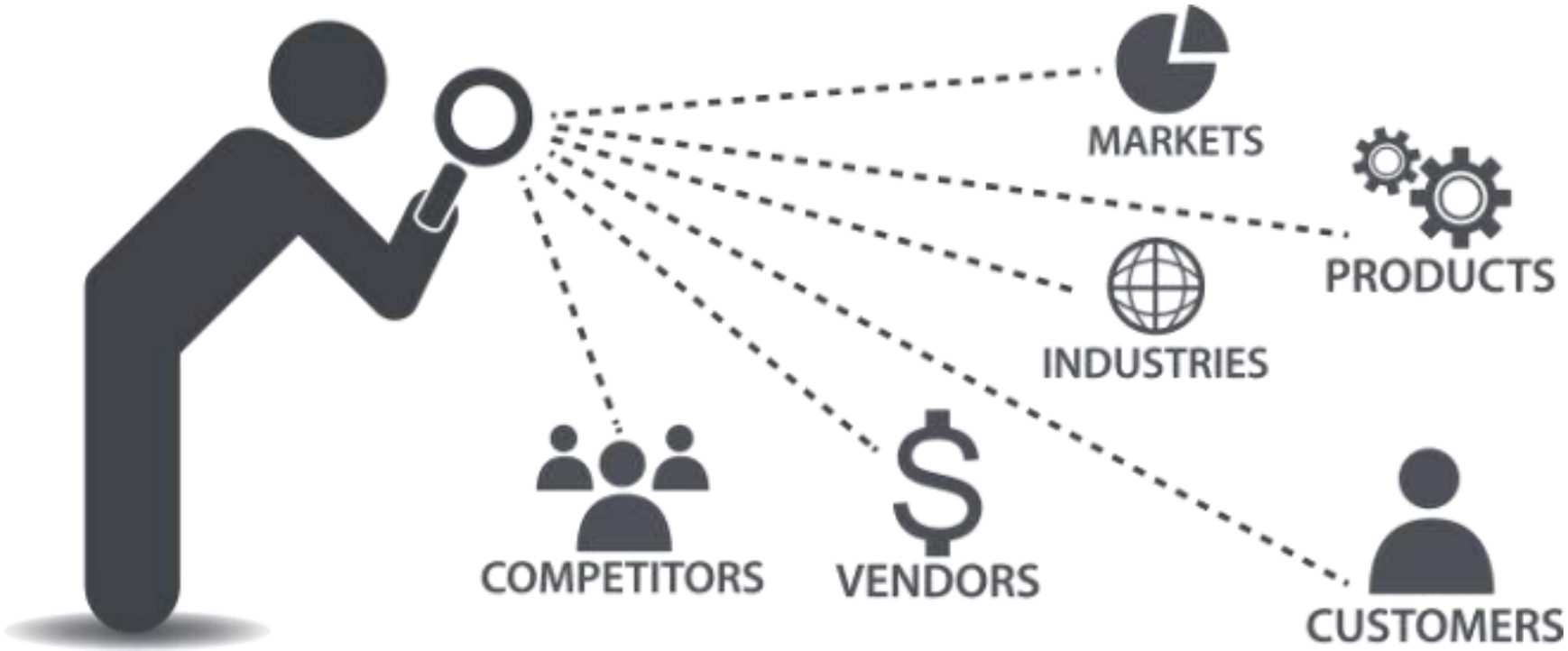
MARKET CHALLENEGES

All we had was 15 point hypothesis of what the market could be made up of

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HYPOTHESIS TESTING

Not just the 15 pointers as was given to understand by the distributor, but we also added other parameters that would help us define a robust Route-to-market strategy

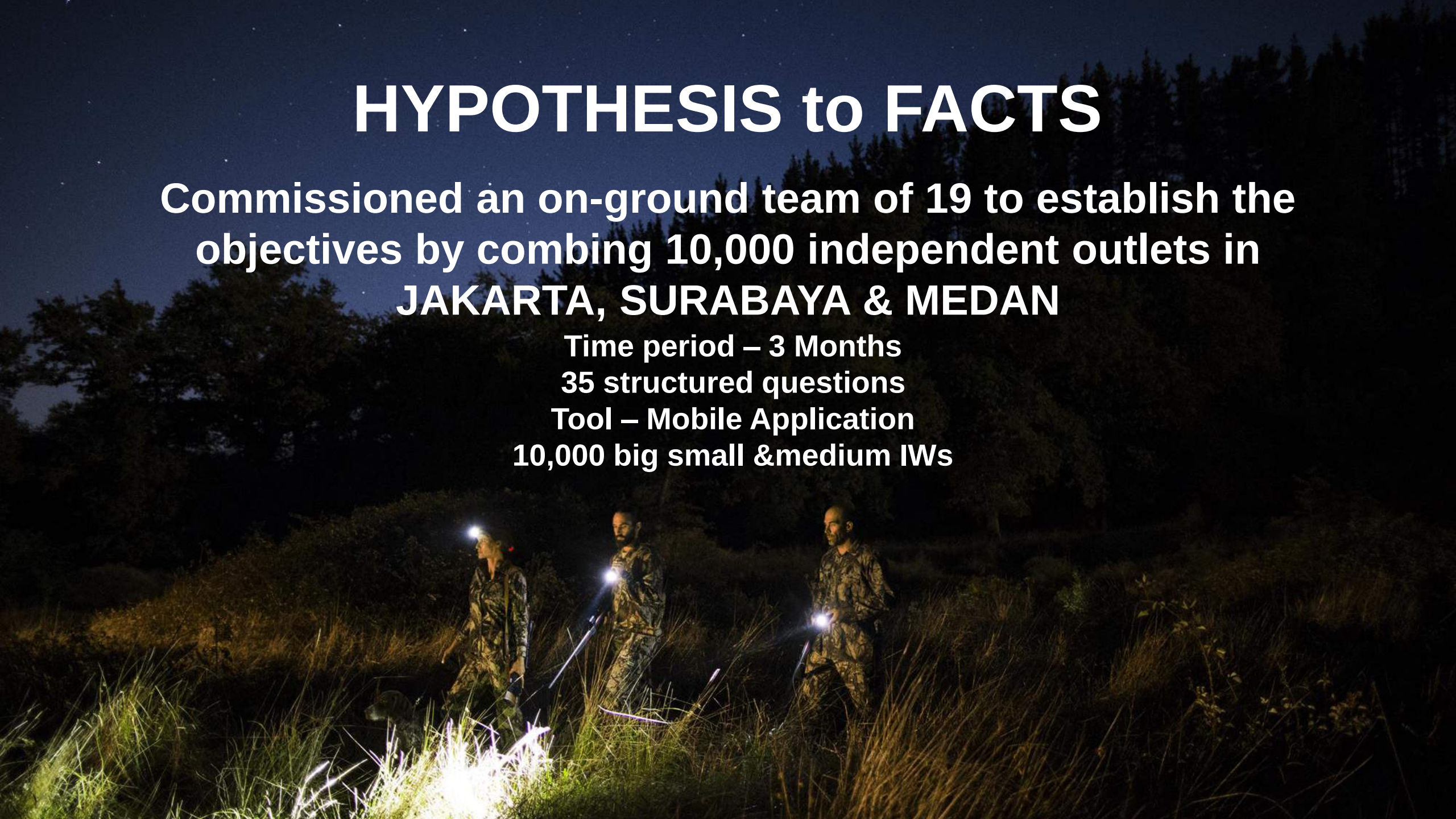


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HYPOTHESIS to FACTS

Commissioned an on-ground team of 19 to establish the objectives by combing 10,000 independent outlets in JAKARTA, SURABAYA & MEDAN

Time period – 3 Months
35 structured questions
Tool – Mobile Application
10,000 big small &medium IWs



THE RESULTS


No Consistent marketing efforts from brands
96% owners were using smart phones
We also identified that there were existing resellers that were not mapped
AND WE SAW THIS AS AN OPPORTUNITY
Mechanic loyalty was not structured enough
No structured trade incentives and rebates managed
Buying behavior and patterns were existent since a long time, but TO's were open for a better incentive and TOP



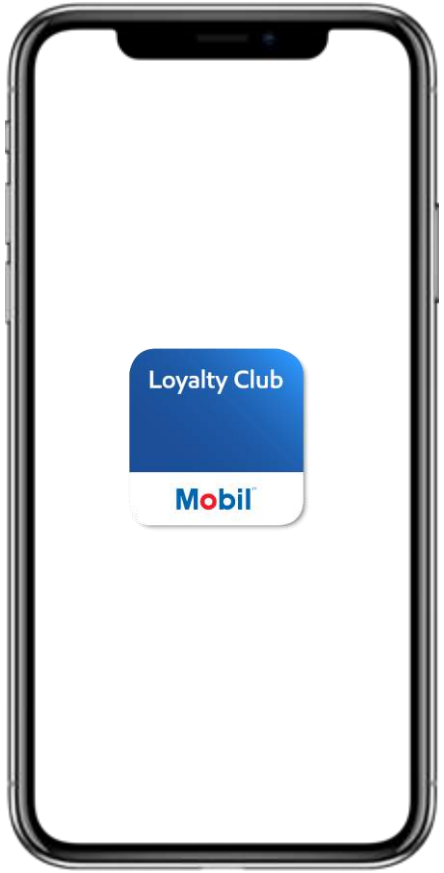
AN OPPORTUNITY TO CREATE A CONNECTED DOWNSTREAM AT ALL VITAL TOUCH POINTS AND STAKE HOLDERS

AN OPPORTUNITY TO MAKE MOBILE THE HERO

BUT ONE IMPORTANT THING TO KEEP IN MIND WAS TO CHANGE THE BEHAVIOR, DON'T DISRUPT IT.

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THE APPLICATION LAUNCH

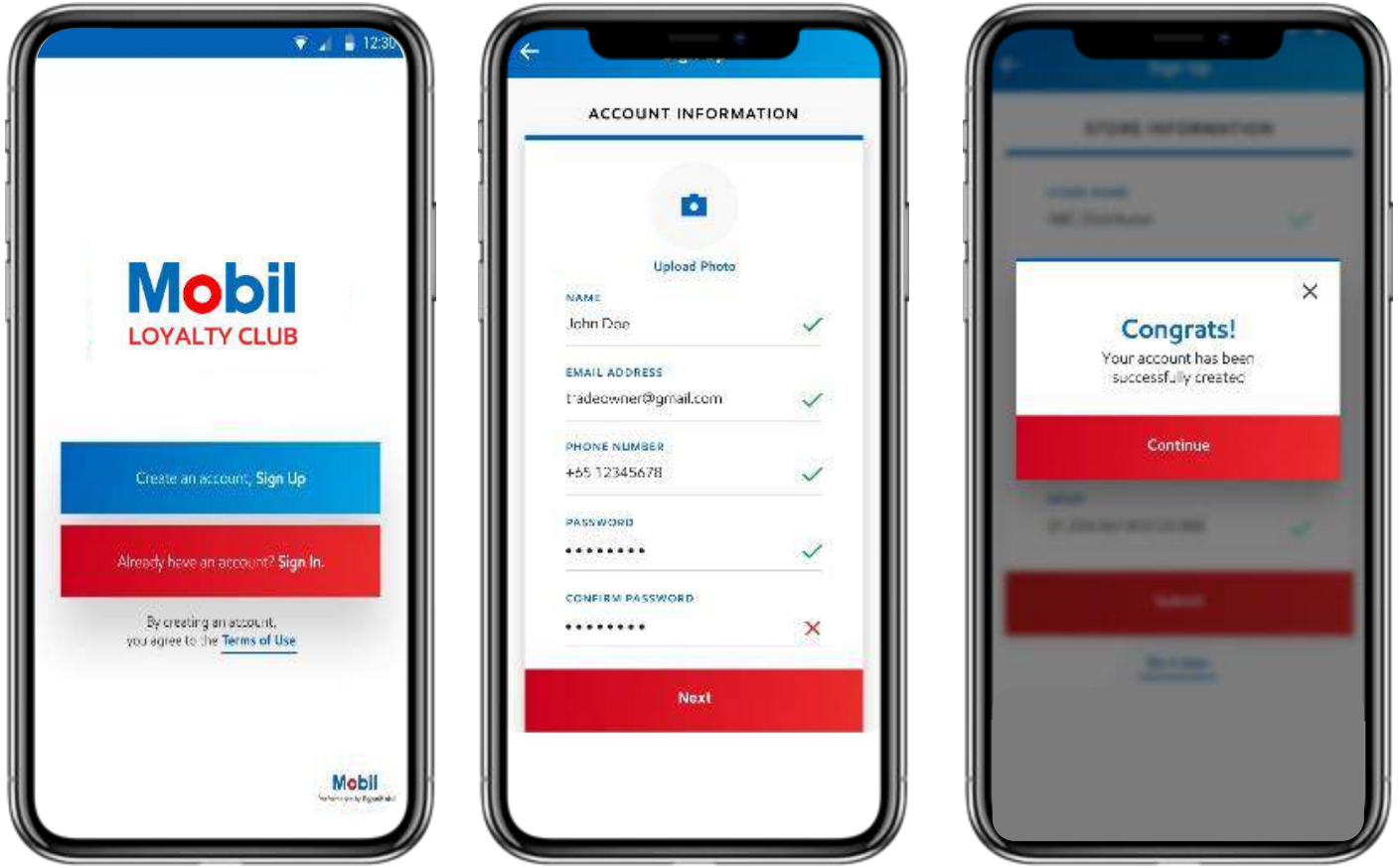


A mobile application that helps you:

- **Register your self as a trade owner / LDP/ Distributor**
- **Place orders with the predetermined distributors /LDPs**
- **Collect points on each order**
- **Redeem the points through a catalogue of gifts & prizes with in the application**

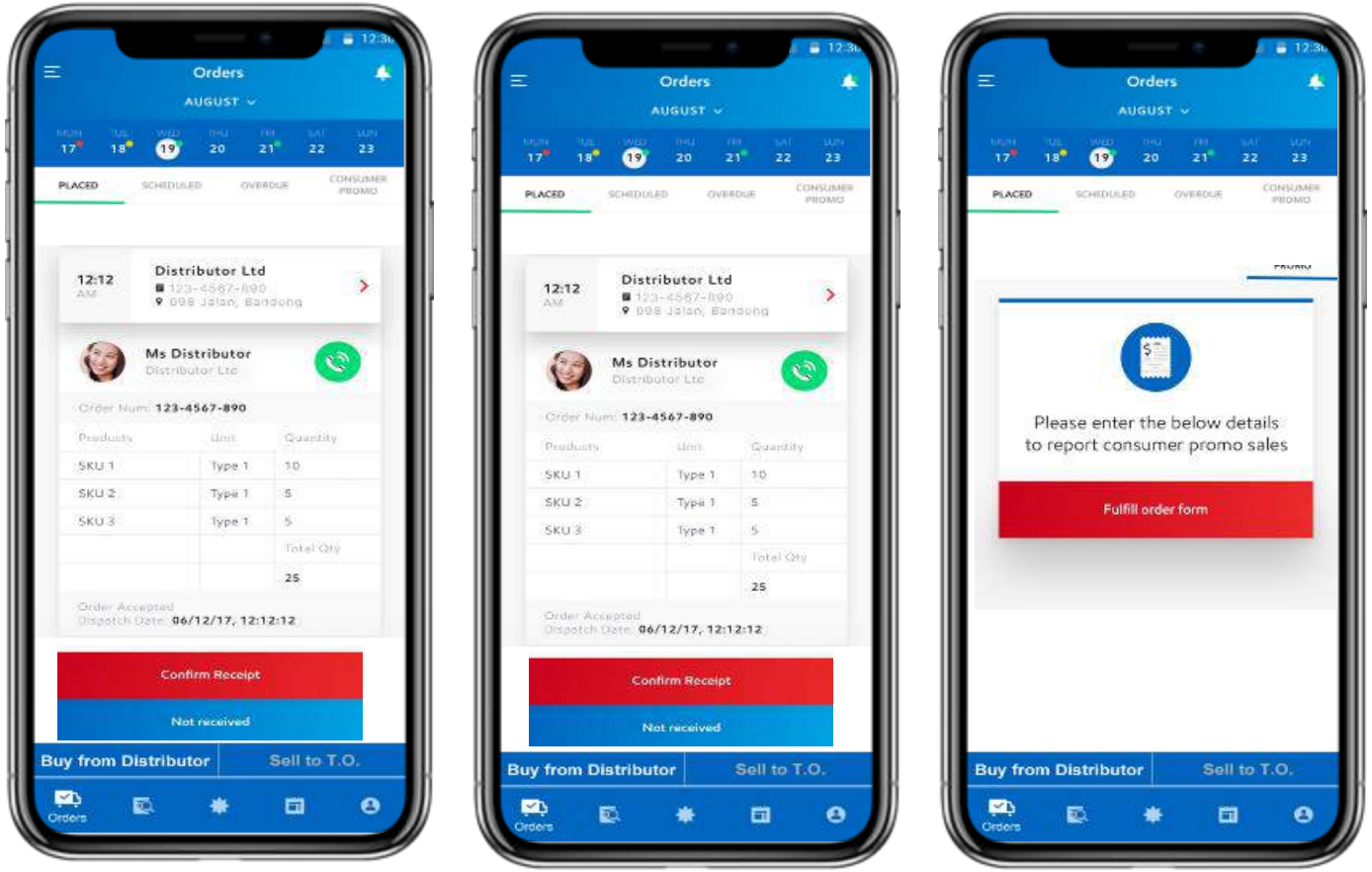
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THE APPLICATION LAUNCH



REGISTER

THE APPLICATION LAUNCH



ORDER & EARN POINTS

THE APPLICATION LAUNCH







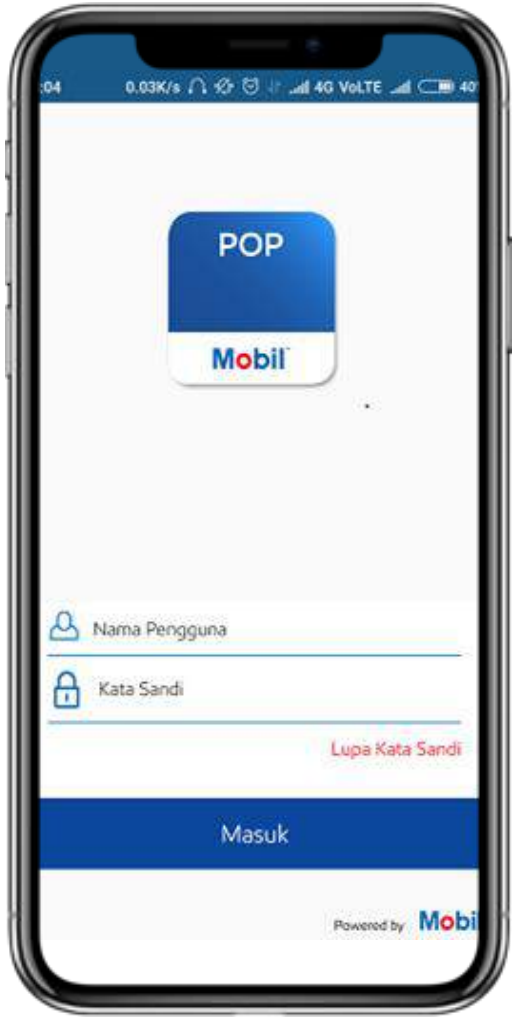
CLAIM REWARDS

THE DOWNSIDE

BUT THE CHALLENGE WAS TO ENSURE THE PHYSICAL MOVEMENT OF GOODS

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THE EFFECT

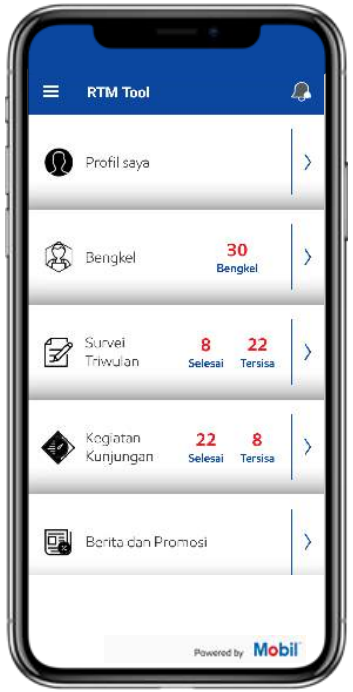


HENCE WE ALSO LAUNCHED A MOBILE APPLICATION BASED FEET ON STREET TOOL FOR THE SALES TEAM TO ENSURE THE SHELF CAPTURE OF THE STOCK

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THE OUTCOME





Not just an inventory check solution



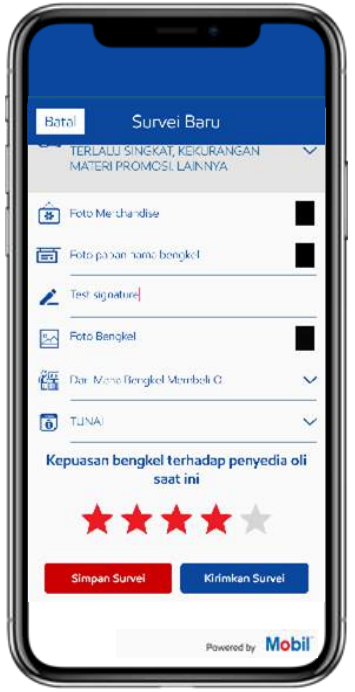
Store Merchandizing



Overall store performance



Consumer & Competitive performance



Sales team performance

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THE CLOSE LOOP

Visible Sell- in- Sell thru volumes

RFM modelling

P2 Modelling

Incremental shelf share

Incremental Final Tier Sales growth

Competitive Analysis

Consumer Analysis

Targeted & Controlled promotions

Happy & loyal channel partners

Organized & Managed channel

Loyalty Club Mobil

Distributor

Reseller

MLC DASHBOARD



Prognostic & Predictive Modelling

DATA

Workshop



POP DASHBOARD

POP Mobil

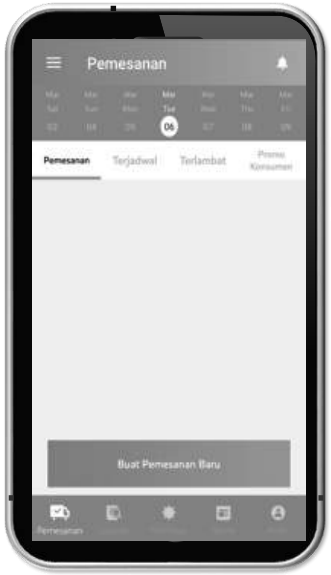
Salesman

Store Visit

THE UI & UX EVOLUTION

Loyalty Club

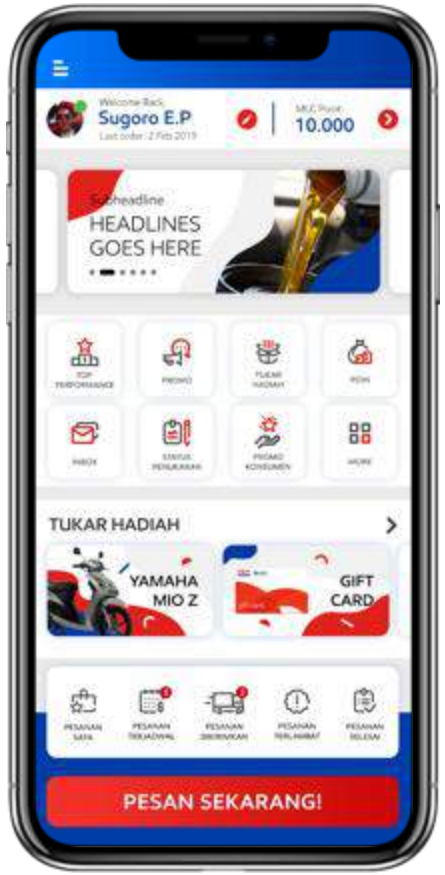
Mobil



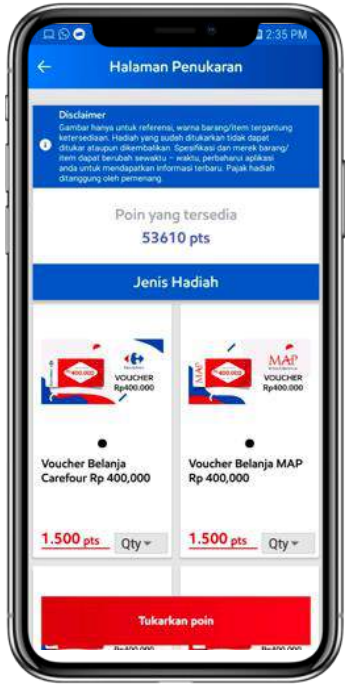
2017



2018









2019

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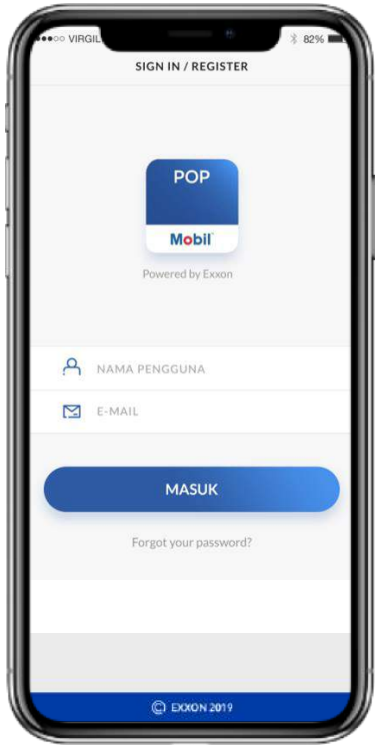
THE UI & UX EVOLUTION

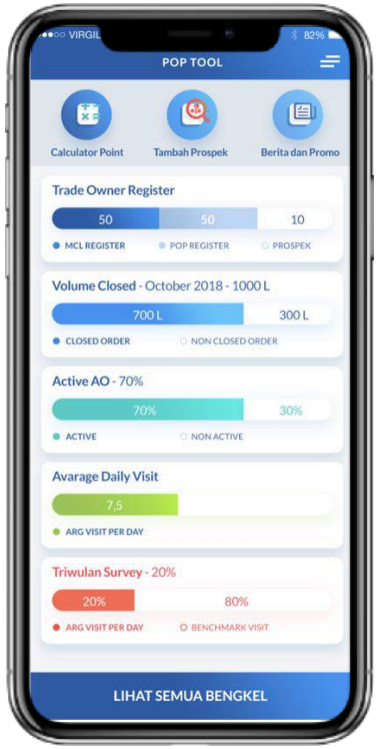


2017

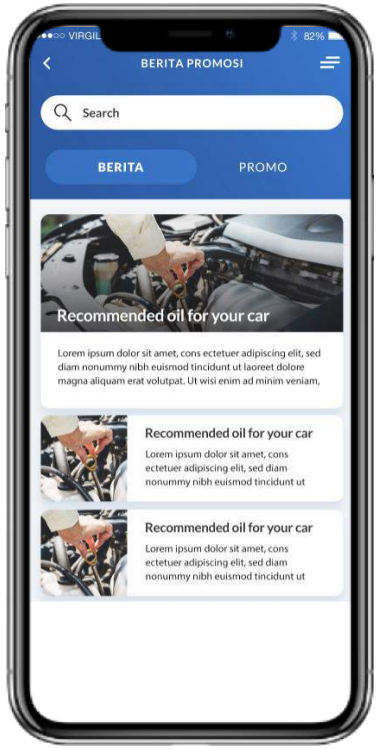


2018









2019

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THE RESULTS

More than

12,00

Registered IWs

0

More than

40%

Active Outlets

3X

Volume Growth YOY

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THANK YOU

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