



# Trade Marketing

Rodolfo Chung

Trade Marketing Director



trade marketing  
team 渠道营销

# Connection with Strategy

## Dream: #1 in Asia

**Pillar**

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

GMT Brazil 2002, in APAC since 2007.

## Working Location

APAC Headquarters, Shanghai, China

## Position

Trade Marketing Director

## Career Path

Brazil:

2002-2003

PPM Specialist

2003-2004

Consumer Insights

2004-2005

Brand Manager (Soft Drinks)

China:

2007-2008

Commercial Planning & Performance Director (InBev)

2008-2009

Regional Sales Director

2009-2011

Commercial Planning & Performance Director (AB-InBev)

2011-present

Trade Marketing Director



In China, decisions are made inside the POC – Point of Connection

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.

Impacting Consumer's  
Decision in the POC

**Brand Visibility**



**Promoter team**



**Availability**



**Right Portfolio**



**Retailer Push**



**Consumer Promotions**

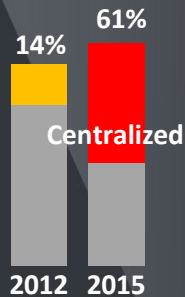


# Since 2011, centralization of Trade Capabilities are driving efficiency and building a competitive advantage for ABI China



## Through Centralized Approach:

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



## Examples of Centralized Programs



Game Plan Campaigns



Trade Programs



National Consumer Promo



Sales Promoter Representatives



Launch of Innovation pipeline



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



- ✓ Open and Close Gaps
- ✓ Client Base
- ✓ Guarantee Execution
- ✓ Track results (Volume uplift)
- ✓ Measure ROI

# China Trade Solution Roadmap - Out of Home



Nightlife

Formal KTV  
Casual KTV



Western Bar



Bar



Dancing Club



Restaurants

A Chinese Restaurants  
B Chinese Restaurants



C Chinese Restaurants  
D Chinese Restaurants



LDA Food Streets



DaPaidangs  
Beer Gardens



Western Restaurants



Out-of-Home

In-Home



Modern Trade

Hyper/Super



Convenience Stores



Traditional Trade

Traditional Liquor Store



Special Channels

E-Commerce



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

# 超 级 大排档

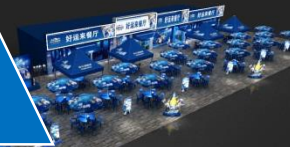


Show

Mini-Rig  
(Live Band)

Duo  
Singer + SPR

Basic  
Execution





# 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



POWERED BY: 



## Party at Home

PARTY  
PACK



**We will see some of these Trade Solutions  
in the market soon...**