



Bonding with Consumers – Insights

Huang Wei

Marketing VP, APAC

Personal Introduction

Name

Huang Wei

Education

EMBA, China Europe International Business School (CEIBS)
Master of Product Management, National University of Singapore
Bachelor of Civil Engineering, National University of Singapore

Hire date

20 Jan. 2014

Working Location

Shanghai

Position

Marketing VP

Career Path

2014 – present: Marketing VP, ABI APAC

2006 – 2014: Marketing Director of Ice-cream, Foods, and Hair, Unilever China
Trade Marketing Director, Ice-cream, Tea and Foods, Unilever China



China beer market is very attractive

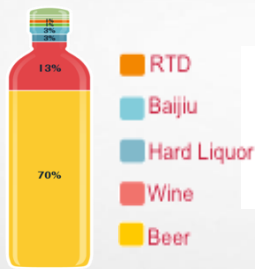
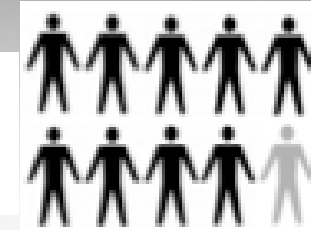


YOUNG ADULTS in China: 5th Nation worldwide (population)

1.3 Billion people
~627 Million Alcohol drinkers
225 Million Young Adults (18y-29y)

9 out of 10 people who consumed alcohol in the past 4 weeks, have consumed beer.

Beer has **90% PENETRATION** among alcohol drinkers

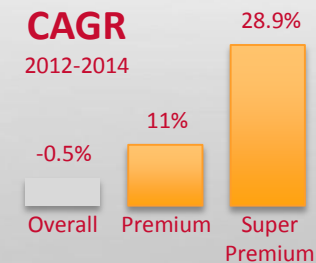


70% SHARE OF THROAT is beer (out of all alcohol)

7 out of 10 liters of alcoholic beverages are beer.

Total market volume growth slowing down, but value still increasing.

PREMIUM AND ABOVE industry growing **DOUBLE DIGITS**



RELAXATION AND BONDING

SERVING UP A GREAT NIGHT OUT

2 GDPs account for most of the demand in the beer category

Relaxation and Bonding for volume; Serving up a Great Night out for value

Our consumers are changing

PREMIUMIZATION



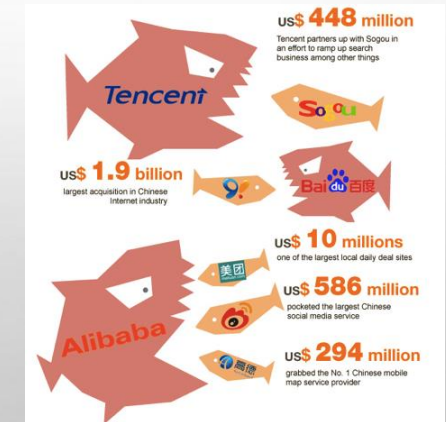
YOUNG ADULTS



BEYOND BEER



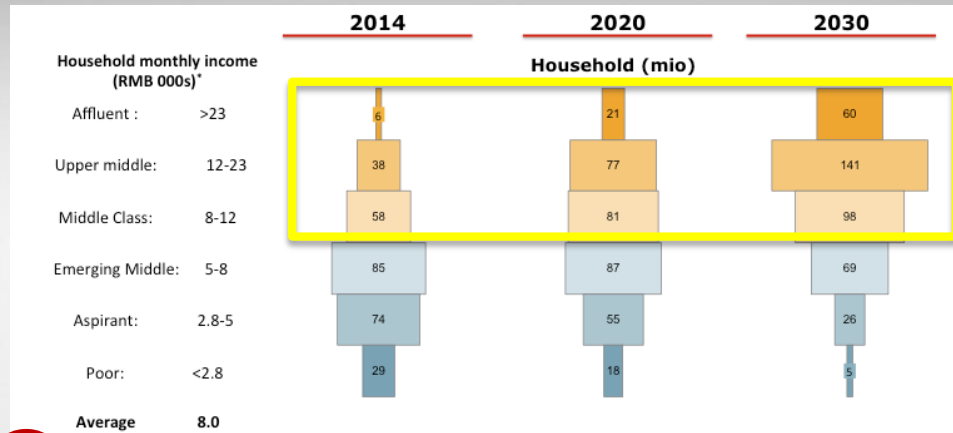
DIGITAL



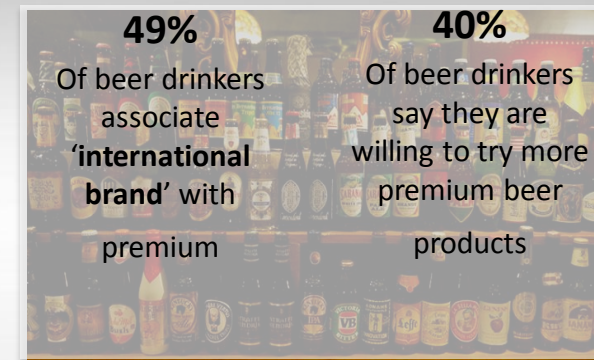
Our consumers are changing – the demand for premiumness



1 Rapid Rise of Chinese Middle Class



2 International Brands are Perceived as Premium



3 Personalized/ Limited Edition Means Exclusivity



4 Lifestyle and Experiences Matter to Consumers



Budweiser's Vibe Run Event combines the fashion, healthy concept and EDM, offering consumers a whole new experience

Our consumers are changing – young adults are the future



Our consumers are changing – young adults are the future

PREMIUMIZATION

YOUNG ADULTS

BEYOND BEER

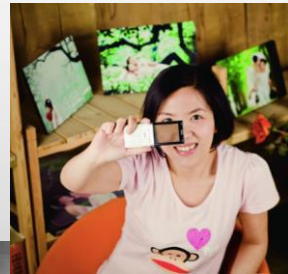
DIGITAL

1

Much More Independent-Minded and Selective

Raised with the support of devoted parents, the one child generation are much more **globally-minded, informed** and **critically selective** in their views and consumption behavior.

They are **accustomed to choices, options and diversification.**



2

Passions and Experiences are Social Currency

Eager for new experiences. Early adopters of new products, services and niche brands.

The 'Like' generation on social media **enjoy sharing and broadcasting**, using it as social currency to share and impress.

Social media allows them to amplify.

3

Online/Offline Blurring, Helping 'Maximize Moments' and Multi-Task



Nike launched their "Lunar Runs." Runners meet offline and stay connected online through Nike Wechat community and social networks.

Our consumers are changing – passion for variety

PREMIUMIZATION

YOUNG ADULTS

BEYOND BEER

DIGITAL

1 Eager to Explore more

Consumers want to explore new experiences, including new flavors, colors and packaging

One type of consumers is driving this trend, and it represents 35% of beer volume

increase in # of alcoholic categories consumed in past 12 months



2 the Sweet Palate

The sweet drinks are easier for female consumers, young consumers and non-drinkers to accept.

Sweet palate is an emerging trend among young consumers:

- bottles and sweet mixers
- Fresh fruit juices and sweetened green teas



Our consumers are changing – the era of mobile/ content/ E-commerce



Our consumers are changing – the era of mobile/ content/ E-commerce

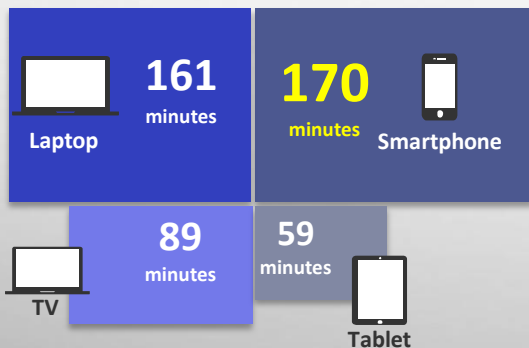
PREMIUMIZATION

YOUNG ADULTS

BEYOND BEER

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1 Mobile already the 1st Screen



2 Content is King



60% of consumers do something related to the program they are viewing via a second screen



In 2015 WeChat partnered with China's CCTV to give away \$80M during the Spring Festival Gala Program. Tencent reports viewers shook their phones **11B times** throughout the broadcast, to win the cash.

3 China, the World's No.1 E-Commerce Market



In 2014 Alibaba's Singles Day Sales hits a record of **\$9.3B**

INTERNET +	TOP APPS P3M P18-34
Shopping	淘 Taobao #4
Payment	支 Alipay #10
Dining	人 Dianping #28
Transport	快 Kuaidi #30

Our consumers are changing – the era of mobile/ content/ E-commerce

PREMIUMIZATION

YOUNG ADULTS

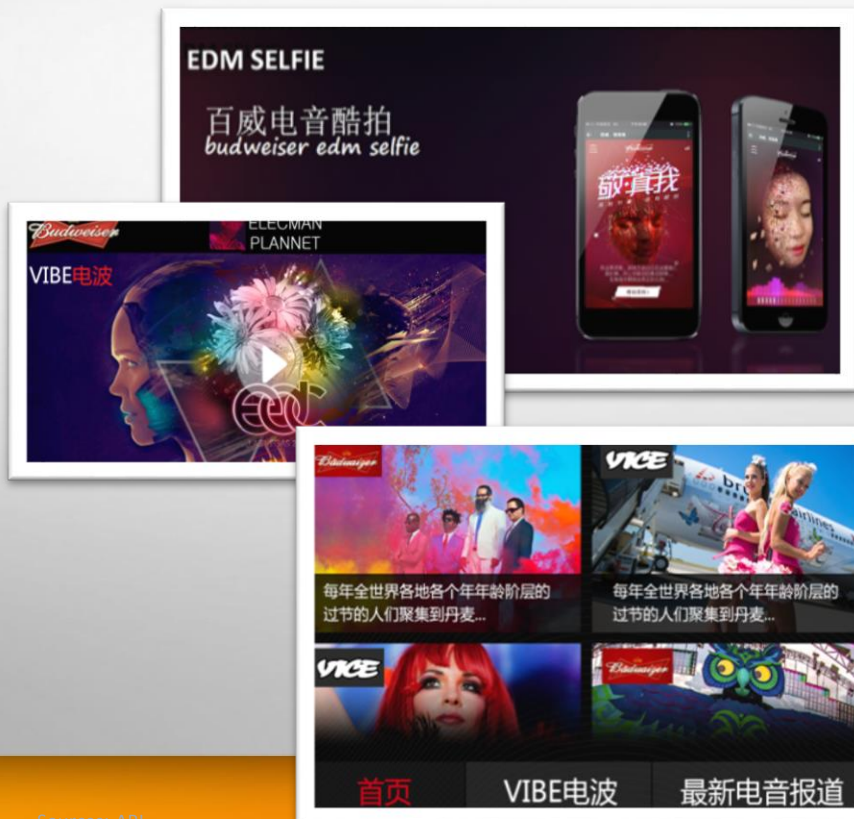
BEYOND BEER

DIGITAL



Tencent

Budweiser strategic EDM content platform partnership with Tencent



Harbin Strategic Cross-promotion with Ele.Me



China's biggest & fastest-growing O2O (Online to Offline) food delivery company

Our portfolio addresses our consumers' needs



Our portfolio addresses our consumers' needs

PREMIUMIZATION

YOUNG ADULTS

BEYOND BEER

DIGITAL



Serving a Great Night Out

- ✓ International brands = premium image
- ✓ More than a beer. It's a brand of lifestyle
- ✓ Not just sell beer but bring the experience
- ✓ Aluminum bottle (limited edition) shows exclusivity



Changing the Mood



Food & Savoring

Our portfolio addresses our consumers' needs

PREMIUMIZATION

YOUNG ADULTS

BEYOND BEER

DIGITAL



Relaxation & Bonding

- ✓ Use young adults' language to talk about our brand
- ✓ Digital is the key channel to find them

Our portfolio addresses our consumers' needs

PREMIUMIZATION

YOUNG ADULTS

BEYOND BEER

DIGITAL

- ✓ More choices
- ✓ More flavors
- ✓ More fun
- ✓ More experiences



Serving a Great
Night Out



Relaxation & Bonding

Our portfolio addresses our consumers' needs

PREMIUMIZATION

YOUNG ADULTS

BEYOND BEER

DIGITAL

- ✓ Mobile can't be missed out
- ✓ Design right content on right touch point
- ✓ Ride on the trend of E-commerce for home consumption



Bring the Home the Best

Our portfolio addresses our consumers' needs

PREMIUMIZATION

YOUNG ADULTS

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DIGITAL



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Bring the Home the Best