# Trade Marketing Strategy

## Trade Channels Activation And Shopper Behavior
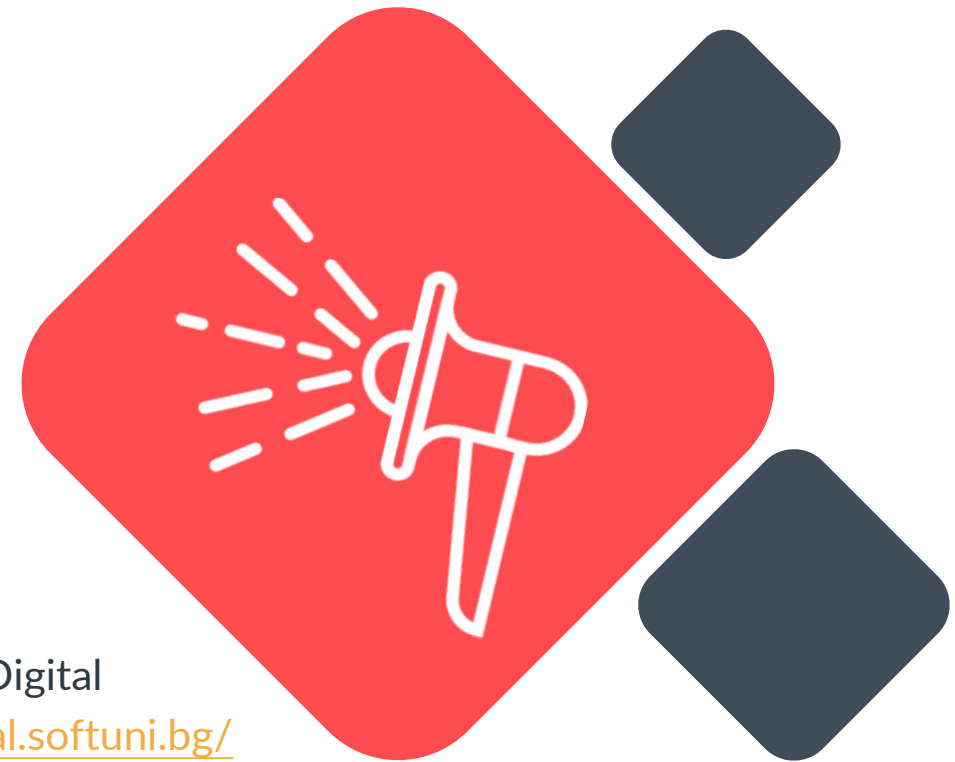
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Coca-Cola HBC Bulgaria

SoftUni Digital

https://digital.softuni.bg/

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# Who Am I?

**My first passion for 10 markets and lived in 2 countries**

**Which are the flags?**

**Guess with Sli.do code:**

# Who Am I?

My first passion for 10 markets and lived in 2 countries

# Table Of Content

1. Holistic retail activation

2. Value creation for all stakeholders

3. Which are the trade channels?

4. Picture of Success components

5. Activations examples in main trade channels

6. Now I ask You

7. Now You ask Me

# Channel & Customer Experiences

## Marketplace Execution

# Holistic Retail Activation

➢ No distinction between 'ATL' and 'BTL'
➢ Everything communicates
➢ Need to plan communication holistically
➢ Responsible for how Consumers and Shoppers experience our brands everywhere



**Channel/Customer Experiences**

**Marketplace Sweet Spot**



**Brand Experiences**

# Value Creation For All Stakeholders

Consumer Proposition = More People Using Our Brands

Shopper Proposition = More People Purchasing Our Brands

Customer Proposition = More Retail Activation for Our Brands

# Which Are The Trade Channels?

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# Which Are The Trade Channels?

**Modern Trade Channel**

**Guess w/ Sli.do code:**

# Which Are The Trade Channels?



**Modern Trade Channel**

**Traditional Trade Channel**

Guess w/ Sli.do code:
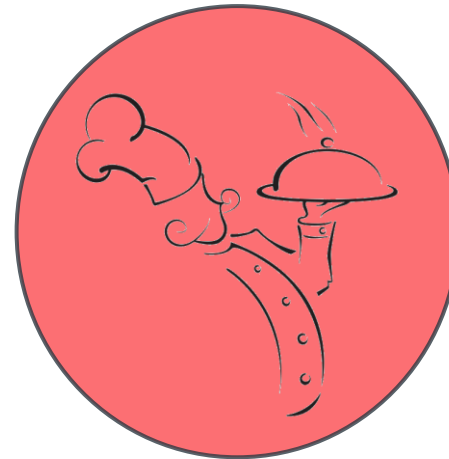
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# Which Are The Trade Channels?

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**Modern Trade Channel**

**Traditional Trade Channel**

**On The Go Channel**

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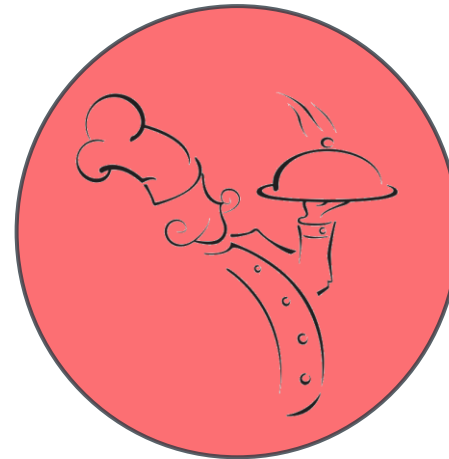
# Which Are The Trade Channels?

**Modern Trade Channel**

**Traditional Trade Channel**

**On The Go Channel**

**HoReCa Channel**

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Guess w/ Sli.do code:

# Which Are The Trade Channels?

**Modern Trade Channel**

**Traditional Trade Channel**

**On The Go Channel**

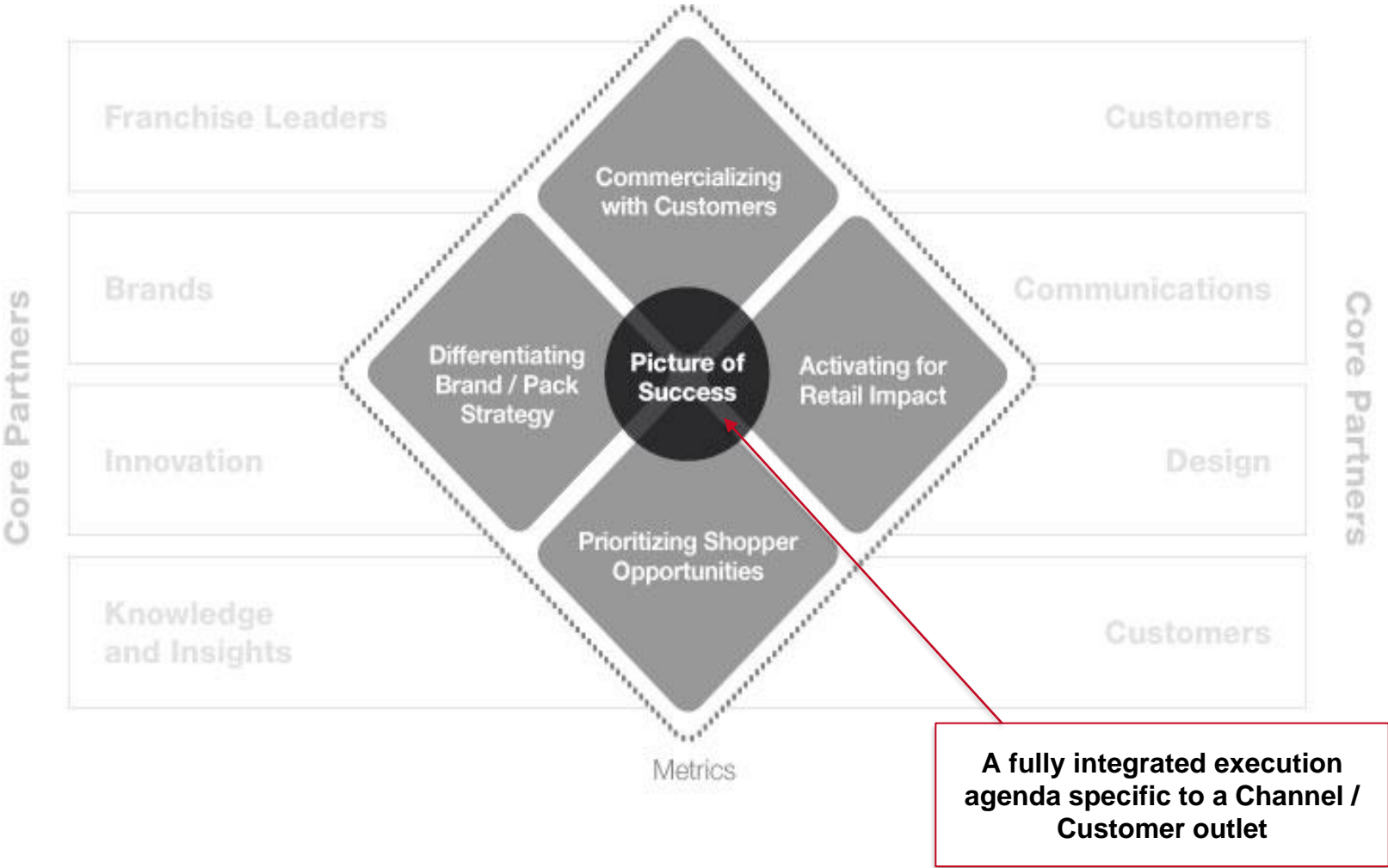**HoReCa Channel**

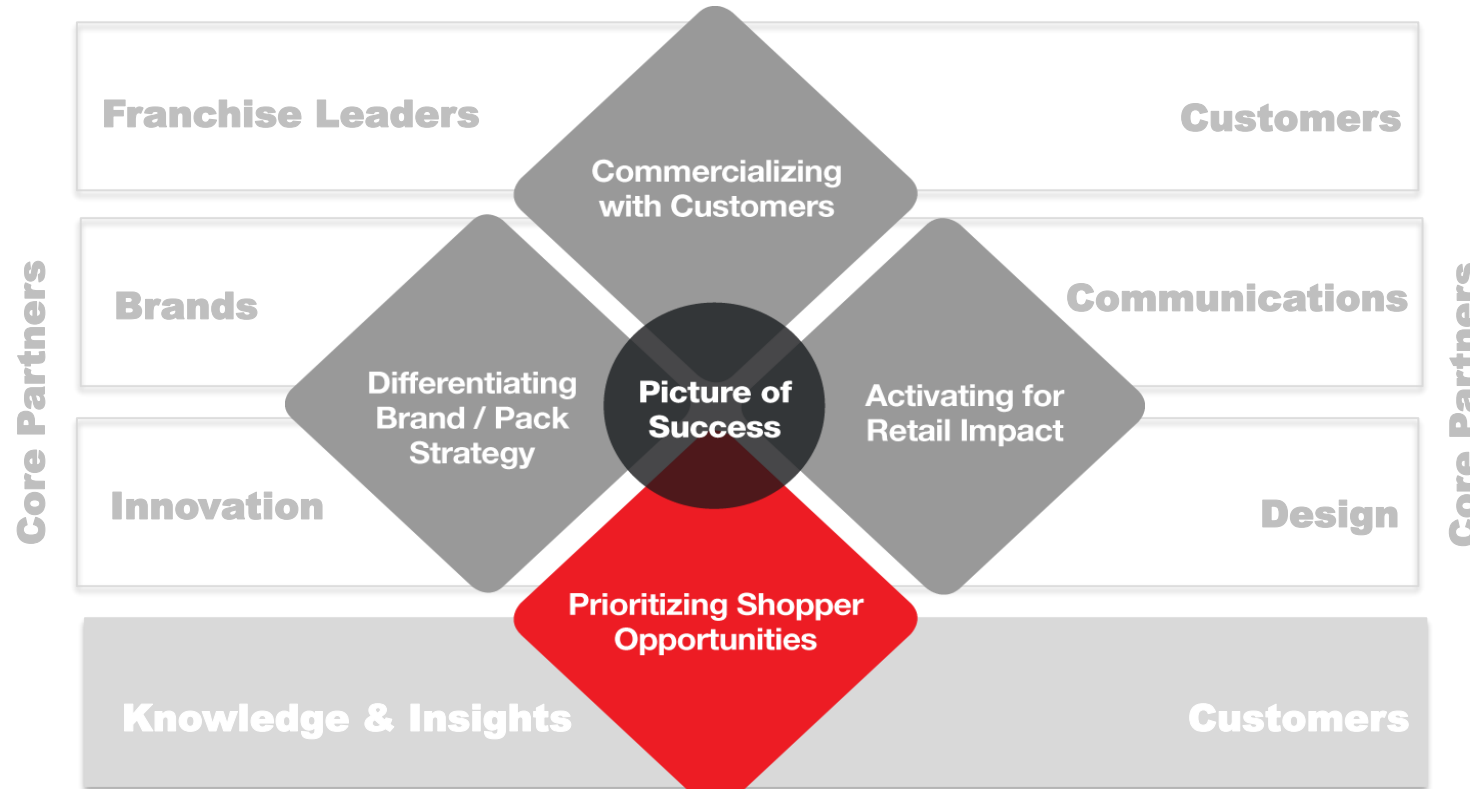**eCommerce Channel**

**Guess w/ Sli.do code:**

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# Picture Of Success

# Defining Our Picture Of Success

Franchise Leaders

Customers

Core Partners

Brands

Communications

Core Partners

Commercializing with Customers

Differentiating Brand / Pack Strategy

**Picture of Success**

Activating for Retail Impact

Prioritizing Shopper Opportunities

Innovation

Design

Knowledge and Insights

Customers

Metrics

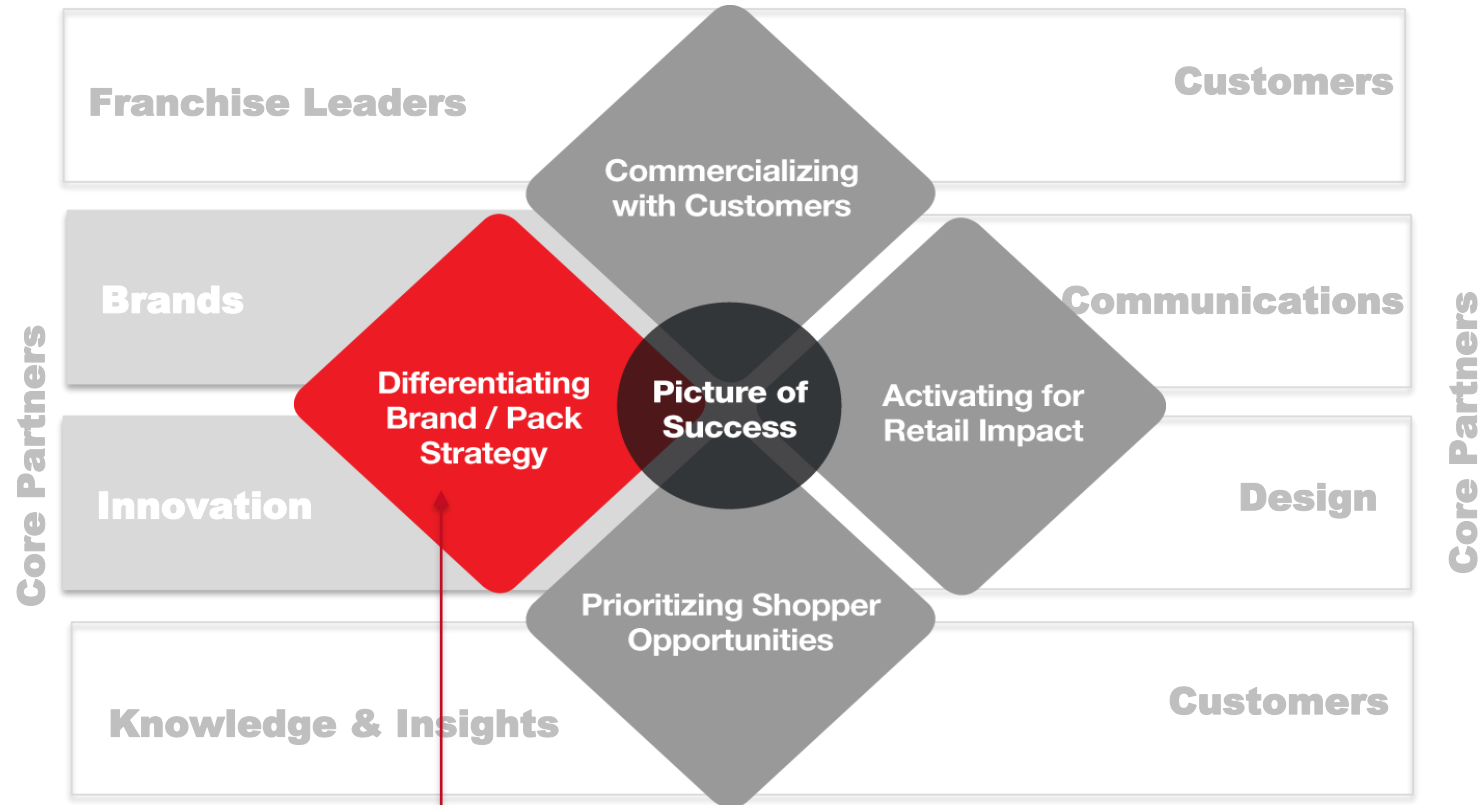**A fully integrated execution agenda specific to a Channel / Customer outlet**

# Prioritizing The Shopper Opportunities



**Identifying our Shopper target based upon growth opportunity.**

**Questions answered:** Which Occasions and Missions? Which Customers and Channels? Which Shopper segments? How do we unlock value?
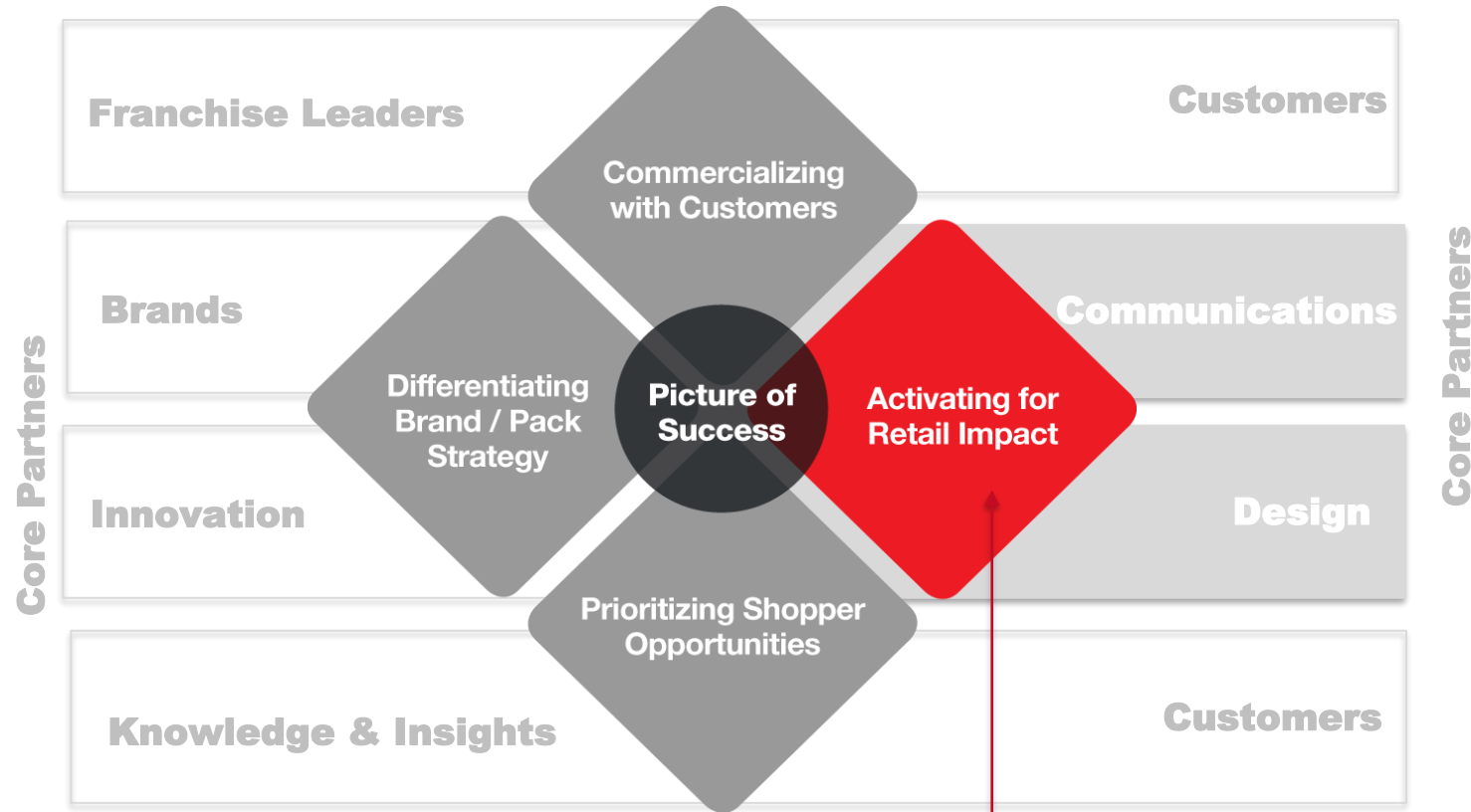
# Differentiating Our Brand / Pack Strategy

# Activating The Store For Optimal Impact

Franchise Leaders

Customers

Commercializing with Customers

Brands

Communications

Core Partners

Differentiating Brand / Pack Strategy

Picture of Success

Activating for Retail Impact

Core Partners

Innovation

Design

Prioritizing Shopper Opportunities

Knowledge & Insights

Customers

**Utilizing our knowledge of the shelf to ensure that our materials and plan reflect tactics that provide the best results.**

**Questions answered:** How can we optimize shop-ability, in-store communication, promotions, packages?

# Commercializing With Customers



Franchise Leaders

Customers

Core Partners

Commercializing with Customers

Brands

Communications

Differentiating Brand / Pack Strategy

Picture of Success

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Design

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Customers

Core Partners
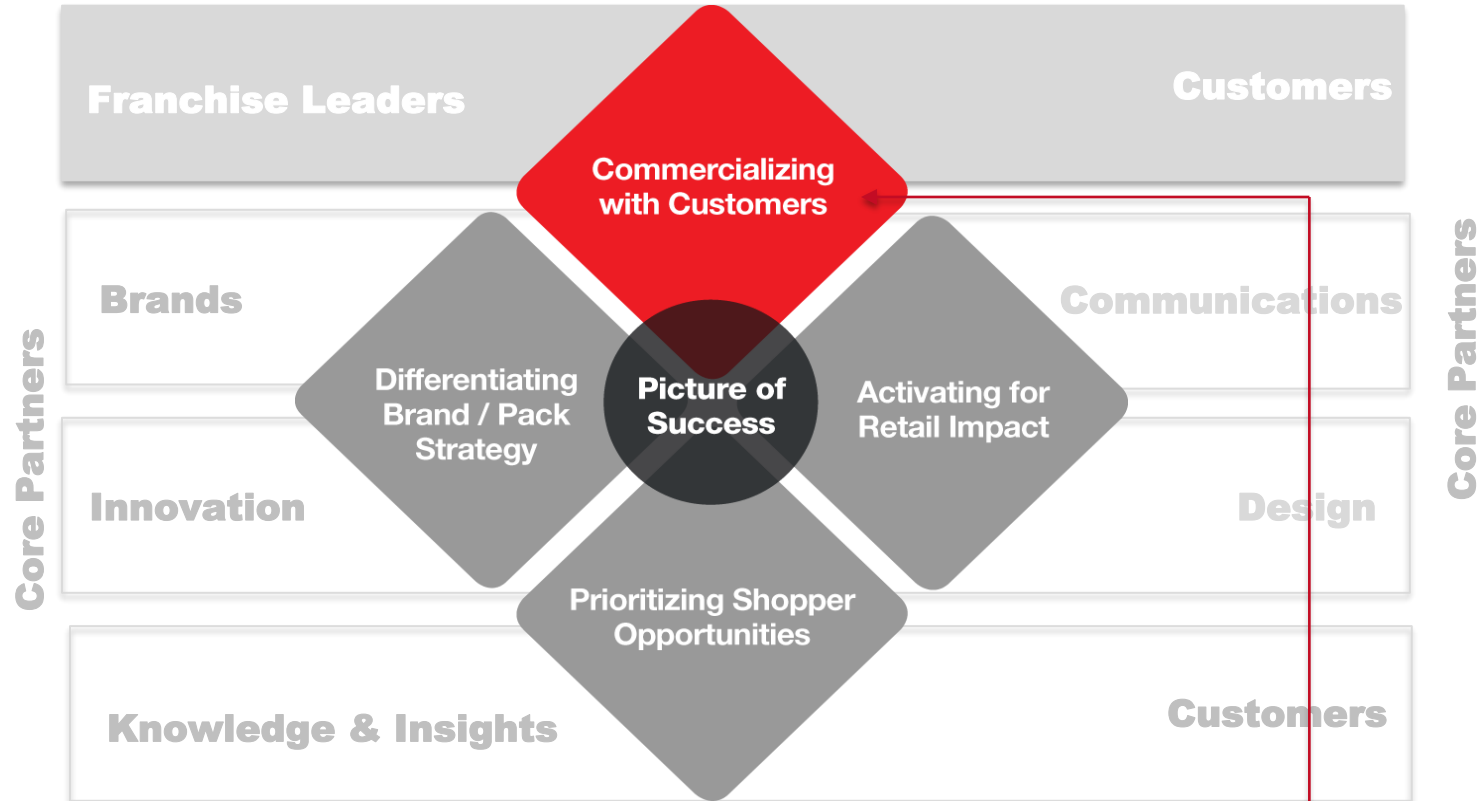
**Tailoring our portfolio and activation to our Customers and their Shopper's needs.**

**Questions answered:** How do we integrate with the Customer's agenda? How do we execute this in channels?

Target Channels
Target Customers
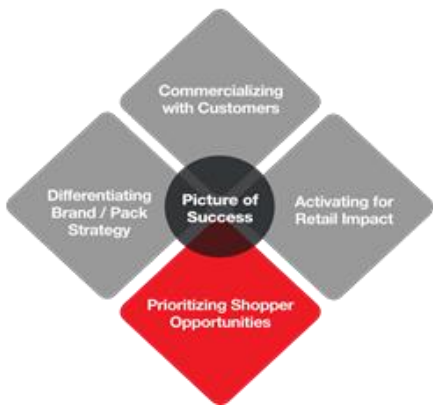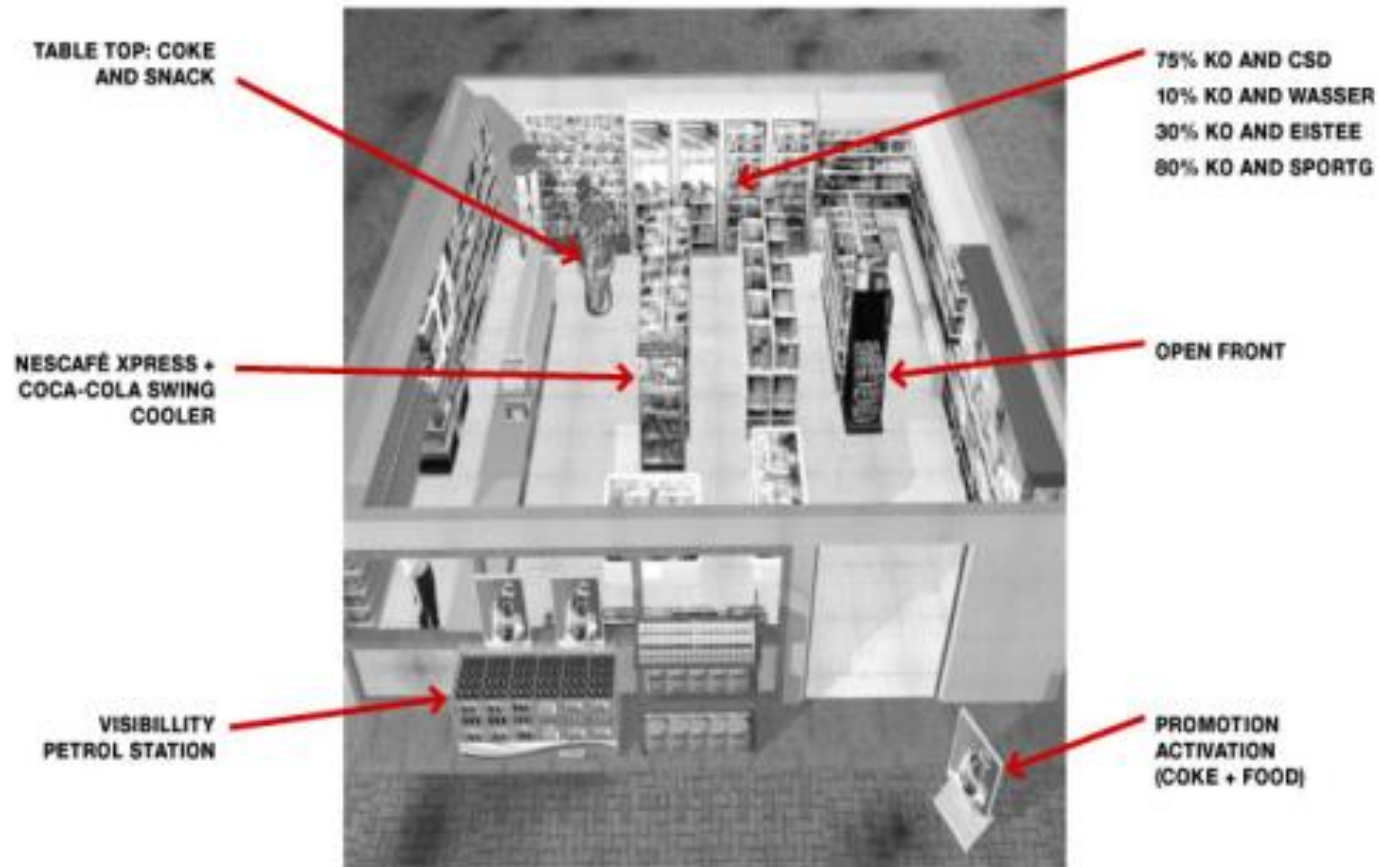Target Shoppers
Core Insights

Assortment
Equipment
Availability
Pricing

Retail Experience
Merchandising
Packaging
Promotions

Customer Growth Strategy
Category Roles
Margin Expectations
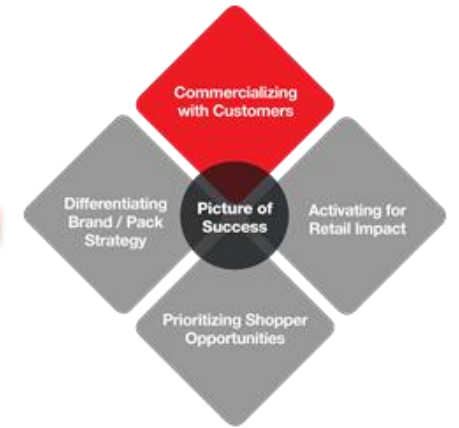
TABLE TOP: COKE AND SNACK

75% KO AND CSD
10% KO AND WASSER
30% KO AND EISTEE
80% KO AND SPORTG

NESCAFÉ XPRESS + COCA-COLA SWING COOLER

OPEN FRONT

VISIBILLITY PETROL STATION

PROMOTION ACTIVATION (COKE + FOOD)

# Example

# Channel & Customer Behavior Shift

## Insights To Action

# Insights To Action: eCommerce

ONLINE NARTD DEVELOPMENT – ESTIMATE

**X 3.3**

E-Retail **+3.3**

E-Food **+2.9**

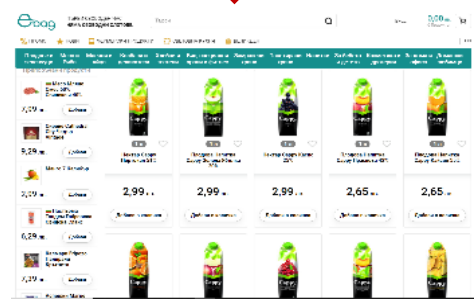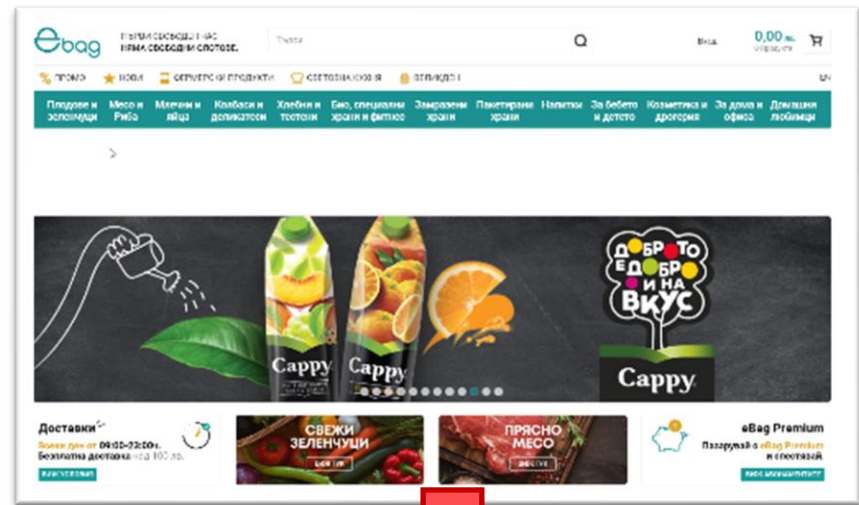2018 | 2020 | 2023

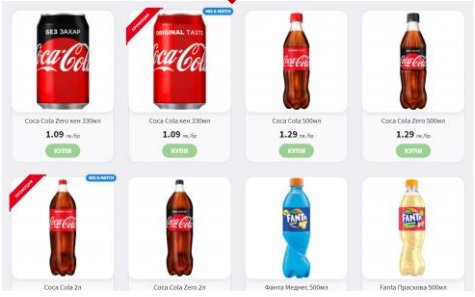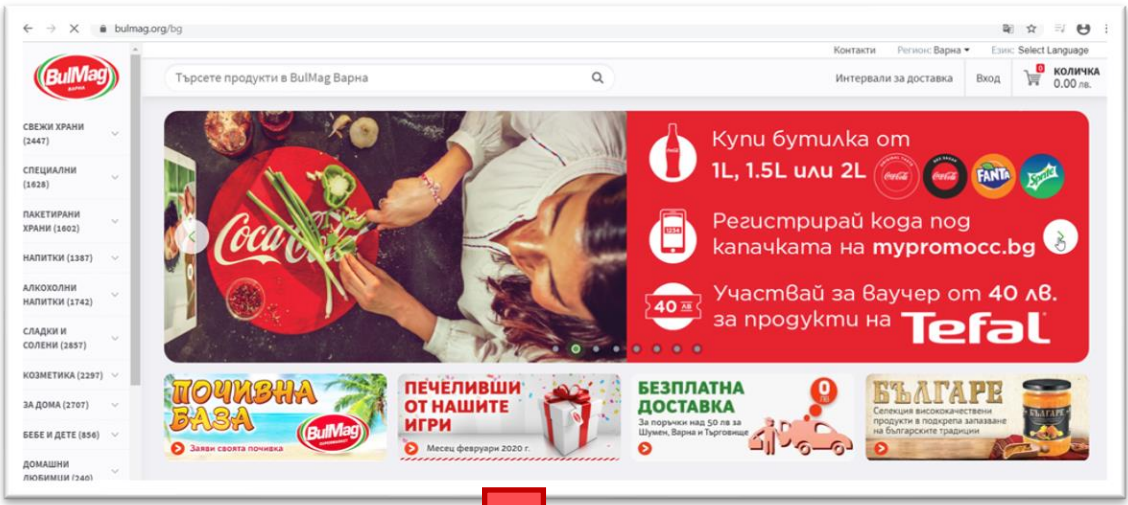1.2 / 1.4 | 2.0 / 2.5 | 4.0 / 4.7
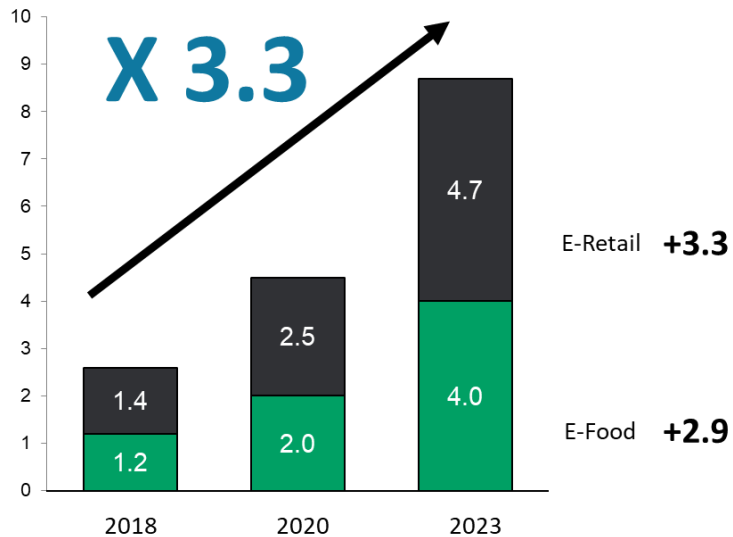
## During COVID-19

- Average Basket Size **grows to 120 BGN** (10 times bigger than the offline)

- E-Retail Shoppers universe **grows with 250%** (only if ¼ of them stay loyal, universe will grow with 63%!)

- Newly open e-Retail shops **grow with 15%**

# Insights To Action: eCommerce

# Insights To Action: Modern Trade

➢ Modern Trade is the highest growing channel in NARTD Market: ~19% AFB share
➢ Modern Trade 2020-2025 CAGR +5.5%
➢ Significantly increased demand in March – April 2020

# Insights To Action: Local & Traditional Store

- Activate small neighboring stores with increased trend during COVID-19
- 500 selected local & traditional store to support their business
- Invested more than 100 000 BGN
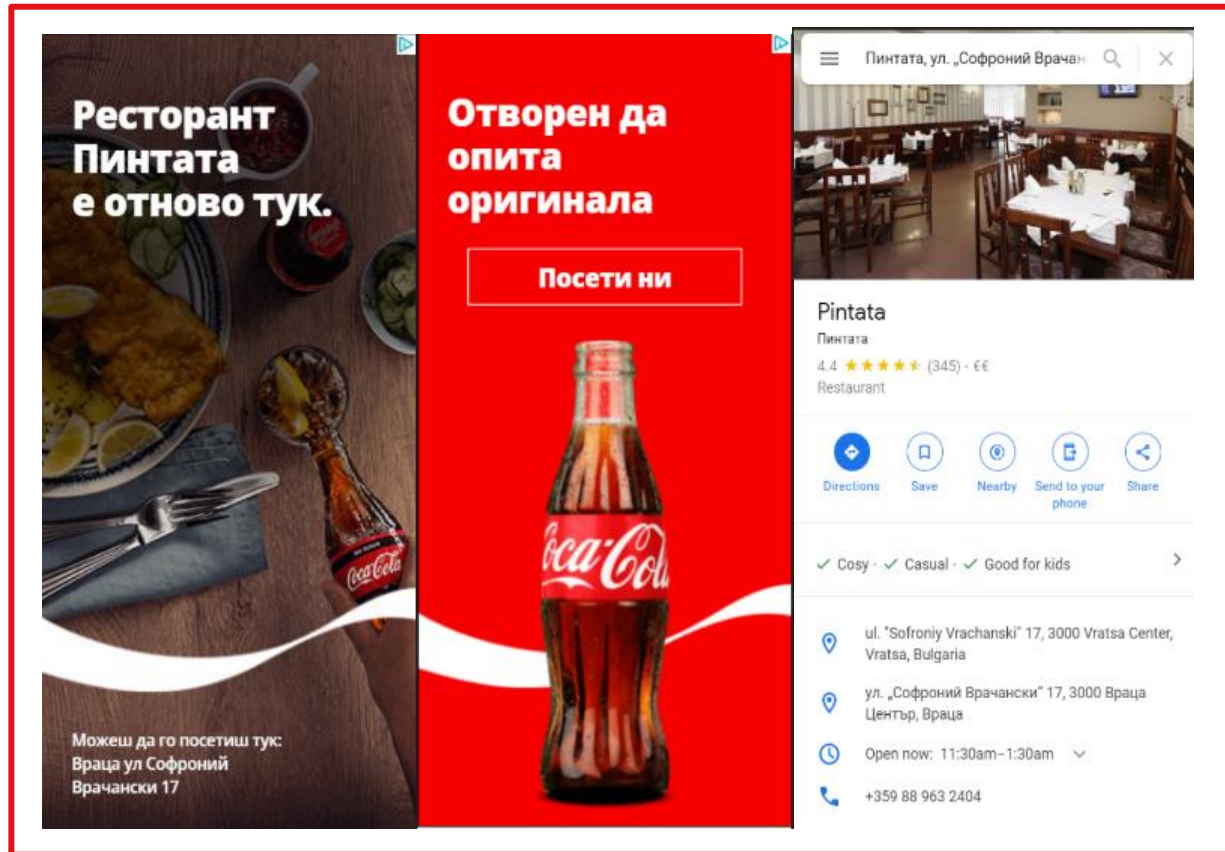
**Ad Generator** – special App, created to support HoReca outlets and generate traffic

➢ Drive traffic to the outlets through digital ads FREE of charge
➢ 800 HoReCa customers with Google Banner ads
➢ Provide FREE advertisement
➢ **Customer centricity:** Support HoReCa outlets in challenging times COVID-19
➢ **Purposeful Marketing**
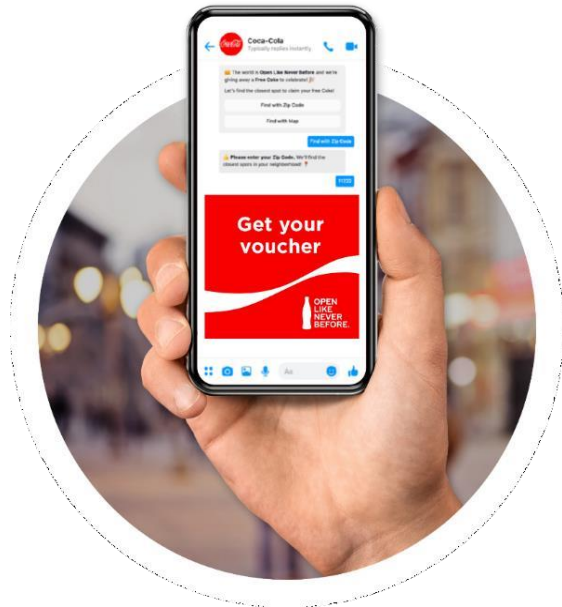
## This Coke is On Us

➢ Application that generates digital vouchers for Free Coca-Cola for consumers via FB Messenger Chat bot

➢ Consumers redeem the code to the activated HoReCa customers and get FREE Coke!

➢ **Customer centricity:** Support HoReCa outlets in challenging times COVID-19

➢ **Purposeful Marketing**

# Insights To Action: HoReCa

Experience Bulgaria like never before

# Now I Ask You

1. How we need to plan our communication?

   a. Only in ATL

   b. Only in BTL

   c. Holistically in ATL & BTL

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# Now I Ask You

1. How we need to plan our communication?
   a. Only in ATL
   b. Only in BTL
   c. **Holistically in ATL & BTL**

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2. What shopper proposition leads to?

    a. More People Using Our Brands

    b. More People Purchasing Our Brands

    c. More Retail Activation for Our Brands

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2. What shopper proposition leads to?

   a. More People Using Our Brands

   **b. More People Purchasing Our Brands**

   c. More Retail Activation for Our Brands

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# Now I Ask You

3. What is the newest trade channel?

   a.  Modern Trade

   b.  Traditional Trade

   c.  eCommerce channel

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# Now I Ask You

3. What is the newest trade channel?

    a.  Modern Trade

    b.  Traditional Trade

    c.  **eCommerce channel**

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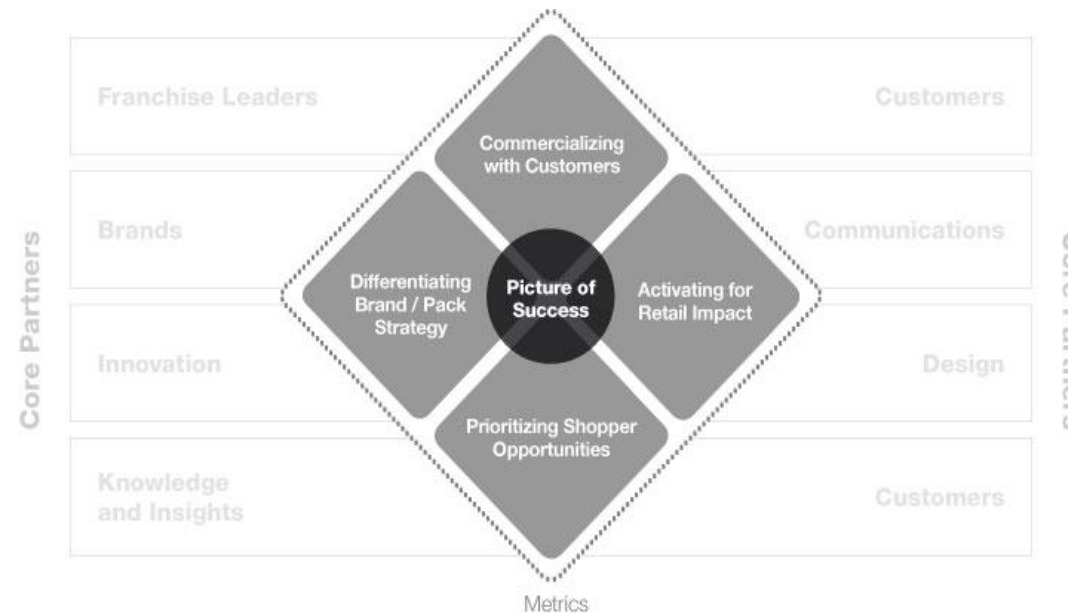4. List all 4 component parts that together define the picture of success?

*Open question.*

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4. List all 4 component parts that together define the picture of success?



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# Questions

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