

Power Of Mobile to build Big Data & Sustainable Engagement

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BRANDTONE

BRANDTONE

Global Mobile Marketing Experts

**Leading Mobile
Marketing
Platform**

**Specialist in
Developing
Markets**

**Trusted Partner
to the World's
Leading Brands**

**Award-
Winning
Marketing
Experts**

Global Experience, Local Expertise

To deliver you best in class mobile marketing.



BRANDTONE

Over 300
Campaigns
Globally

340 Million
Marketing
Interactions

218 Million
Campaign
Entries

40 Million
Consumers &
1.5 Million
Traders
engaged

Our Global Clients

Brandtone is trusted by the world's leading companies...



... and has delivered award winning mobile marketing



2015 Winner

Power of mobile technology & data insights help brands grow customer connections, deepen relationships and achieve sustained growth in sales and market share

**Mobile Helps
Connect Your
Brand with
Customers at
Scale**

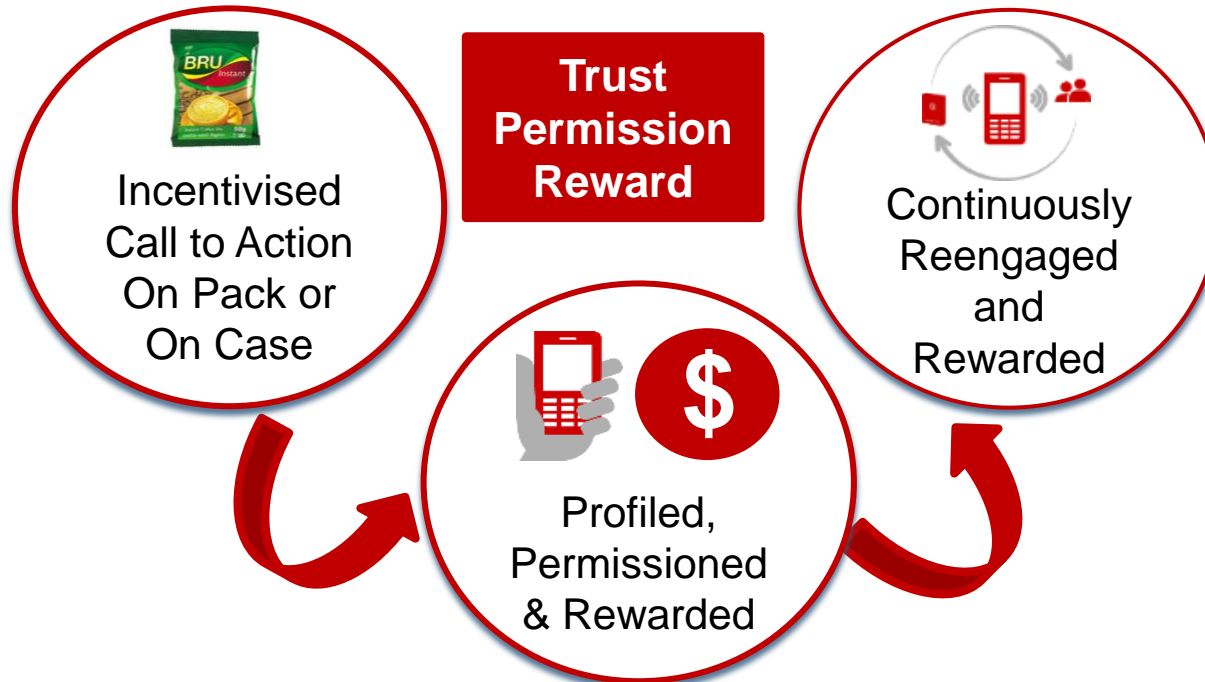
**Close the Loop
to Purchase &
Build
Measurability**

**Build Sustainable
Consumer &
Customer
Relationships**

**Deliver Your
Business
Needs**

Consumer and Trader

Leverage reach and relevance of mobile to build sustainable values-driven relationships at scale between your brands and your consumers and customers while delivering superior ROMI



How It Works

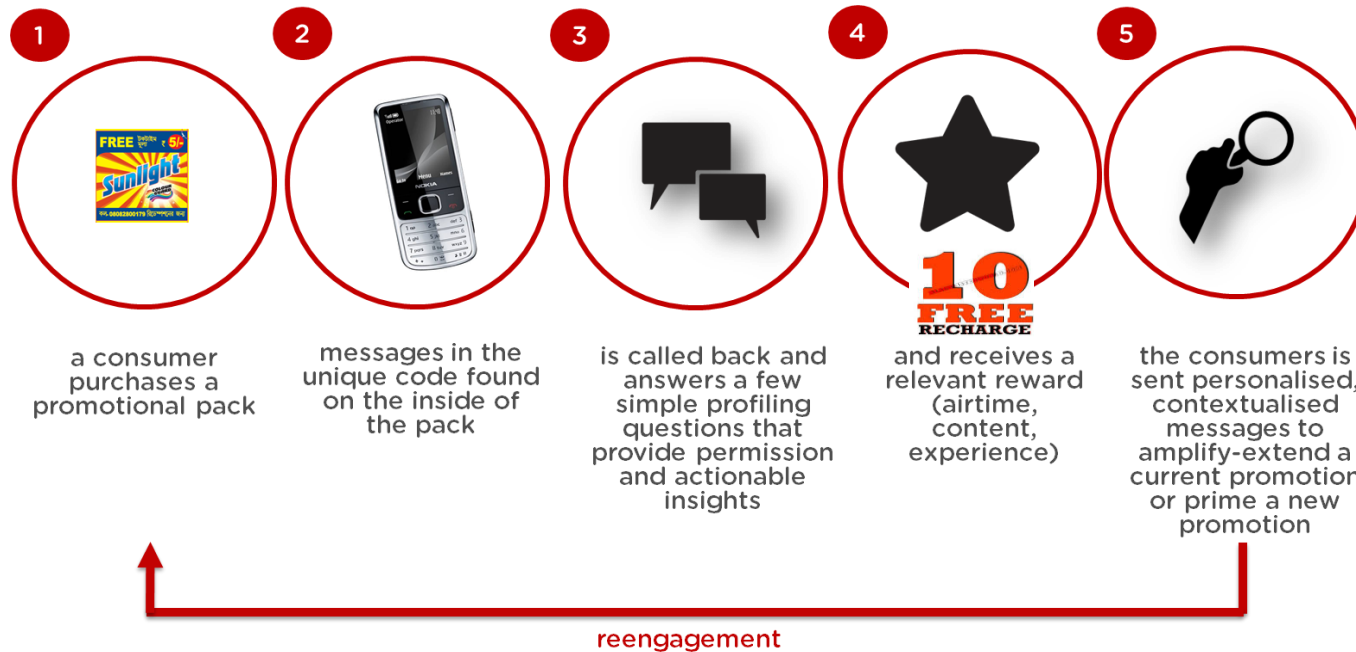


- Register shoppers/traders using a strong on-pack CTA, in-pack code and a relevant value exchange
- Profile and reward for sharing personal data
- Get opt in for future mobile communications
- Segment shoppers/traders
- Decide engagement rules and rewards
- Plan ongoing communications
- Align with your Marketing Plan
- Promote offers and motivational messages
- Treat loyalists & switchers separately
- Up-sell
- Introduce new products/SKUs
- Disseminate content
- Reward desired behaviours
- Trigger enhanced rewards for up-selling
- Review results
- Analyse and gain insights
- Identify ways to improve engagement plan

A photograph of two young women in traditional Indian clothing. The woman on the left wears a red shawl over a blue sari with a large pink circle and is smiling while holding a white mobile phone to her ear. The woman on the right wears a black shawl over a patterned sari and is also smiling. Both have nose piercings. The background is a blurred outdoor setting.

Mobile Enabled Consumer Engagement

Consumer Journey



Campaign Efficacy & Database Usage

- >75Mn packs
- 19% redemptions
- 4.5 m profiles
- 79% permissioned
- 60% switchers
- 6.2 million reengagements



Cross Pollinate

Engage with
switchers

high response rate



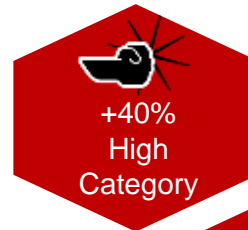
120 million personalized engagements
significant increase in share by volume

Database Re-targeting

The value of a database is relative to the success in stimulating consumer action / engagement. Different brand objective deliver differing rates of performance

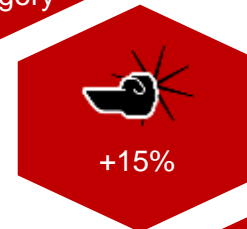
Driving Loyalty

“driving audience to re purchase with reward”



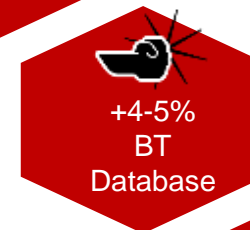
Protecting Share

“targeting switchers to stay with reward”



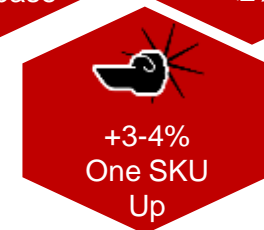
Driving Awareness

“target new audience to enter campaigns”



Driving Up-trade

“targeting existing audience to up-trade to new pack”



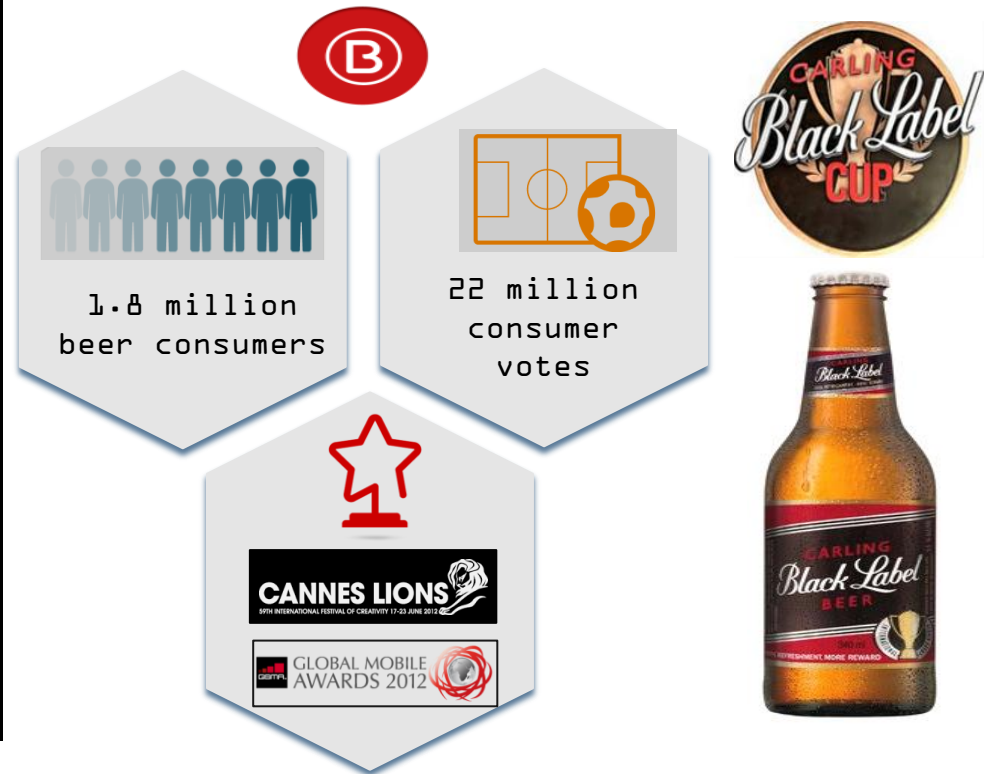
Integrating Social

Consumers can also be engaged from social-search content as in this Facebook campaign from Unilever Knorr in Indonesia



Integrating Existing Assets

Innovative engagement platform using mobile, for SAB Miller's Brand Carling Black Label by harnessing their existing asset, Carling Black Label Cup & increasing brand engagement with their audience



Re-establishing this brand among 18 to 25 year-olds in this market and contributing directly to significant volume and share growth. globally most recognized and rewarded campaign that ran for 5 years in a row



Mobile Enabled Trader Engagement



The Opportunity

Grow Sales, Market Share and Profitability in the Traditional Trade Channel

- **Dominant Retail Channel** in developing markets
- **Continued Growth** supported by consumer preference of local shops for daily purchases
- **Attractive Margins** versus modern trade



98% of Indian retail trade is in Traditional trade

10% Growth Rate in Traditional Trade

The Challenge

- **Fragmented Route to Market**

Multi-layered distribution landscape with various store formats and hard to reach decision makers

- **Lack of Data**

Insufficient knowledge about those who are purchasing your products

- **Transactional Relationships**

Largely, relationships today are largely transactional and evolving to be more engaging



Solution – Sales File model



1. Upload your existing sales data to our Platform

integrate into client's SAP-ERP and generates ID for each sales file



2. Seek support of sales force to achieve maximum registration

Sales Rep

introduces new retailer loyalty programme and gives registration card to the trader



3. Trader texts their registration code provided by sales rep on store visit

Trader
receives missed call, answers profiling questions and opts in



4. Trader is profiled, permissioned and registered by the Platform



5. Trader receives targeted communication, promotions & rewards

Send trader a weekly/monthly target based on their profile and rules

Updates ERP and notifies traders who have met their target
Sales Rep rewards with free stock

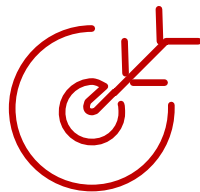
Leveraging The Data

By leveraging the power of data driven insights from permissioned, registered retailer information, we can amplify sales strategy – always on engagement to deliver sales objectives



Distribution & Mix

Drive core brand and sku availability



Sales Volume

Incentivise every Trader to buy incremental cases on every order



Trader Loyalty

Build loyalty by helping to optimise store mix and execution for the Trader



Revenue Management

Increase revenue and profitability

Targeting retailers at the right time with the right message is key to increasing loyalty and revenue

Bru Trader Engagement



Bru Rs.5 & Rs.10 Sachet Bundles carried a scratch card with 10 digit code & a CTA



Brandtone completes IVR profiling and entrant gives permission for re-engagement



Re-Engage



Permissioned database sent targeted messages promoting cross-selling & reminders to make further purchases etc.



Entrant receives instant airtime reward credited directly to their phone. Every 5th entry rewarded more



Incentivise



Entrants dial the missed call number on pack, at no cost



Register

Results

THE SMARTIES™ APAC

CONGRATULATIONS TO OUR WINNERS!



75% +
Redemptions

VWD
Double Digit
Growth



Sales Growth
High Double
Digit Growth

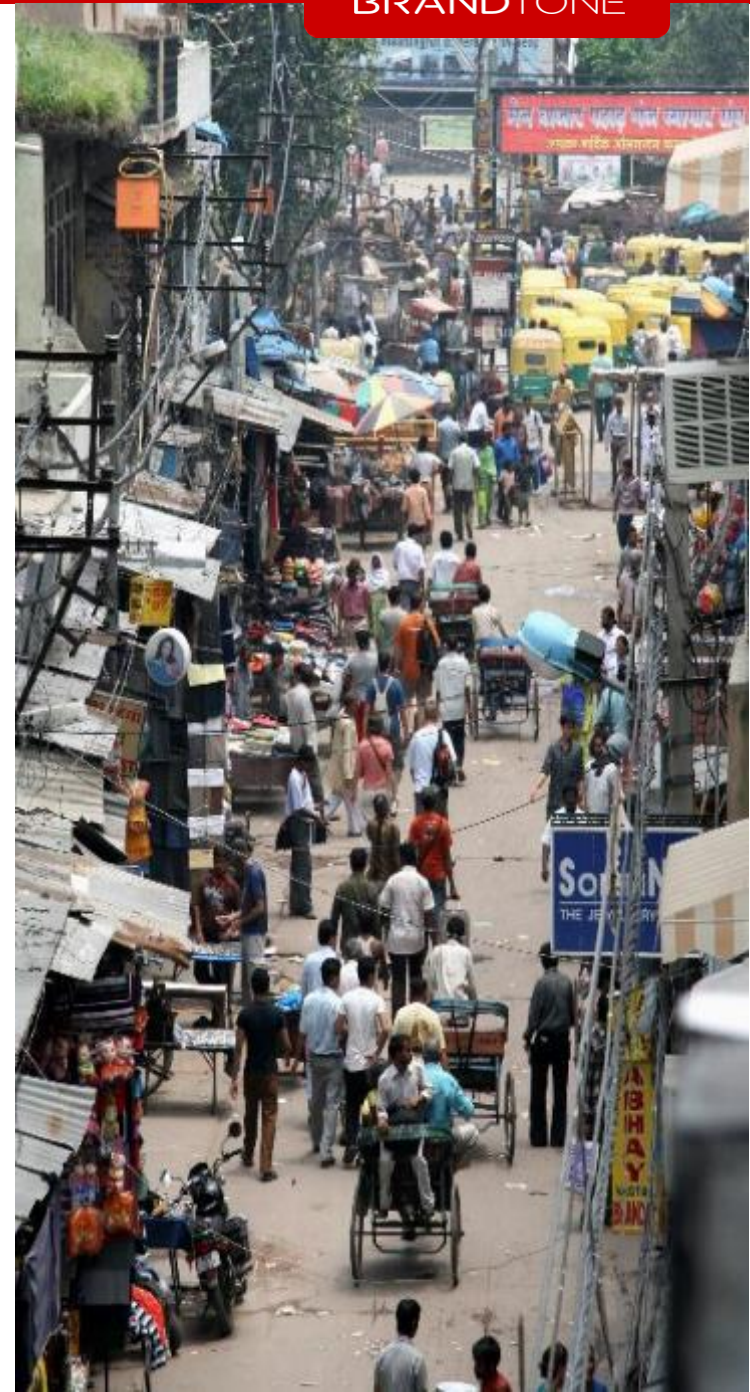
ROI +ve



Unlock The Power of Mobile & Big Data

Mobile allows

- Achieving short term tactical brand promotion goals & long term brand building strategic objectives
- Building a formidable asset in form of permissioned database that cost of which can be amortised over a period of time, across products & categories
- Building sustainable programmatic & targeted engagement – delivering right message to the relevant audience
- Closing the loop to purchase and making campaigns measurable





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Thank you