

TIME TIME

**Shopper Toolkit
2018**



DETAILED AGENDA

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INTRODUCTION





This toolkit outlines a clear shopper strategy of how to build the second at home occasion, ME TIME AT HOME, with a strong portfolio approach. It clearly defines a role of each brand in addressing different shopper segments with different needs and habits within the ME TIME AT HOME occasion.

Our goal is to drive revenues and transactions by establishing a habit of single serve consumption at home as a perfect companion to the me time. Through cross-category placement and by creating additional interruption points throughout the store we aim to capture ME TIME AT HOME occasion in modern trade.



BUSINESS OPPORTUNITY



DRIVING TRANSACTIONS AND REVENUE BY DEVELOPING A SECOND AT HOME OCCASION – ME TIME AT HOME

Drive
revenue

BY ACTIVELY BUILDING A 2ND AT HOME OCCASION

Drive
frequency

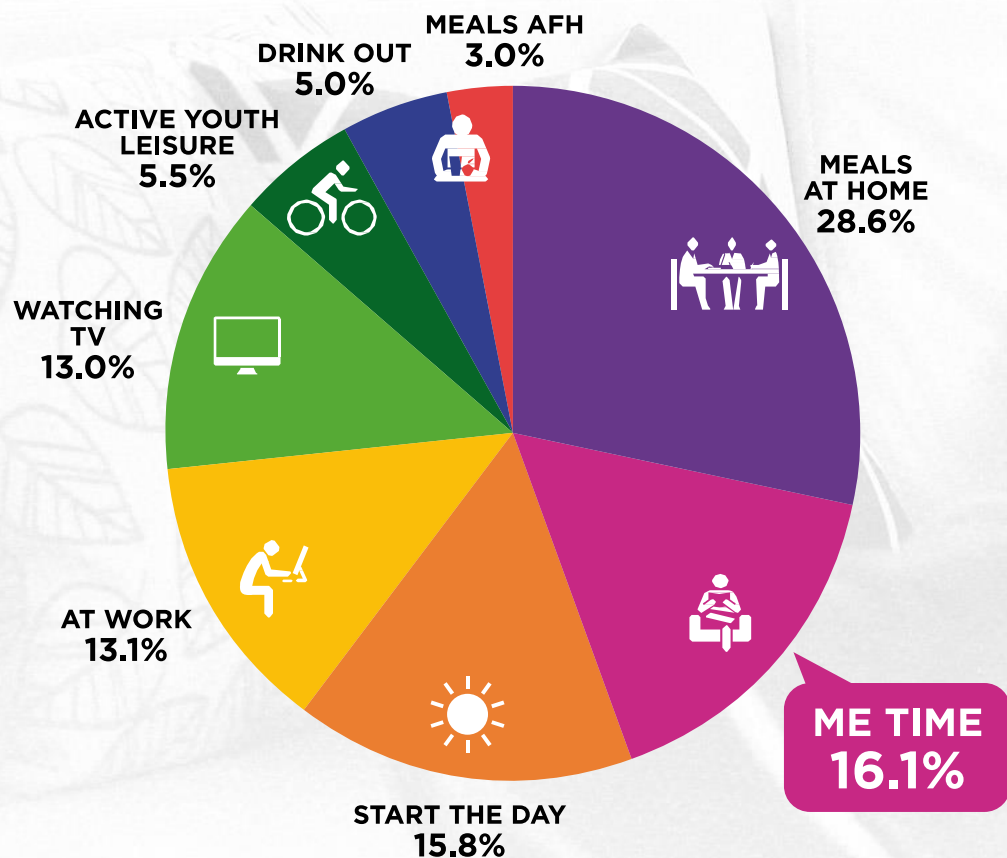
BY ESTABLISHING A HABIT OF SINGLE SERVE AT HOME CONSUMPTION

Increase
Penetration

BY REACHING ADDITIONAL HOUSEHOLDS



ME TIME AT HOME OCCASION IS THE SECOND BIGGEST OCCASION IN VOLUME IN CEE



Source: CBL and Category Vision, total CSE, me time volume split.

WATCHING TV@HOME ALONE

729
MM UC

2 BL UC
OCCASION

ME TIME ALONE

1244
MM UC

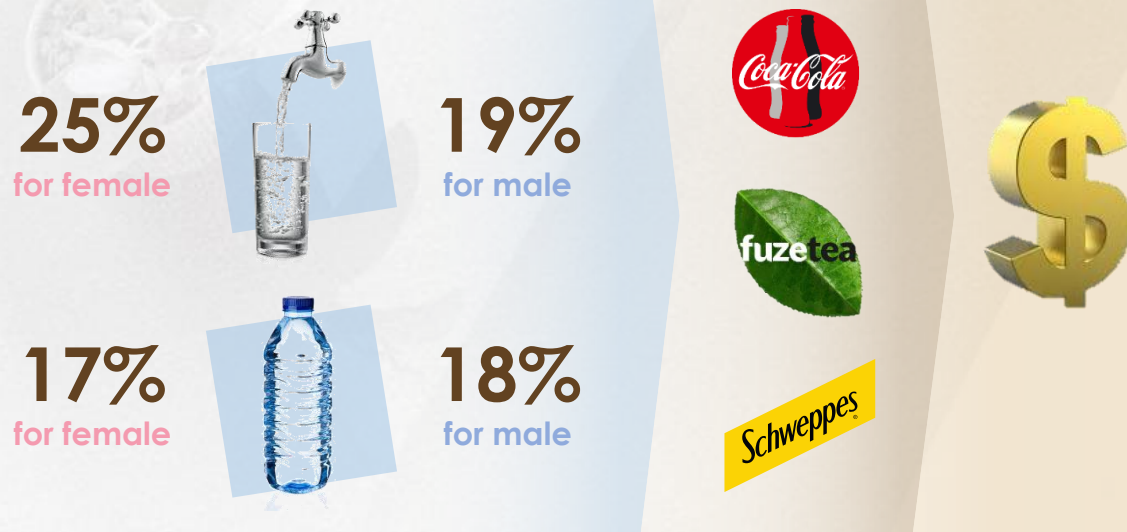
Source: CBL Total Population., CEE



IT REPRESENTS A BIG OPPORTUNITY TO CAPTURE INCREMENTAL VALUE AND DRIVE TRANSACTIONS

1 BY ENCOURAGING SWITCHING FROM NON-COMMERCIAL (TAP WATER) AND LOWER VALUE BEVERAGES (PACKAGED WATER) TO HIGHER VALUE COMMERCIAL BEVERAGES WITH HIGHER MARGINS (SPARKLING, ICE TEA)

Strong habit of drinking tap water and packaged water in at home leisure time



2 BY MOVING FROM MULTISERVE TO A SINGLE SERVE MULTIPACK APPROACH AND ESTABLISHING A HABIT OF SINGLE SERVE AT HOME CONSUMPTION DURING THE ME TIME OCCASION

Single serve offers the best consumer experience and perfectly complements ME TIME moments.



Source: CBL, Screen Time, CSE, Volume

Note: Replace with local data if available

BY LEVERAGING THE FULL PORTFOLIO APPROACH TO CAPTURE THE FULL POTENTIAL OF THE ME TIME AT HOME OCCASION



OCCASION DEEP DIVE



WHO?

WHY?

WHEN?

HOW?

WHAT?

WHERE?

WHO?

YOUNG ADULTS, WITH RICH AND BUSY LIVES NEEDING A MOMENT FOR THEMSELVES TO RECHARGE AND UPLIFT IN THE COMFORT OF THEIR HOME



43%



57%

Optimistic, want to make the most out of every day



Impatient, deadline oriented, constantly challenge themselves.



Busy and rich lives, battling to find a balance



Collect experiences rather than material stuff.



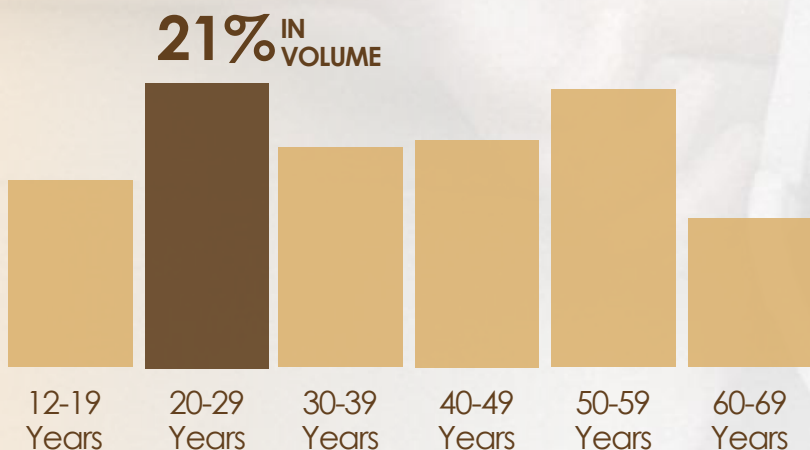
20-29 yo

Shoppers and consumers at the same time

Technology and mobiles are essential. Need to constantly be connected.



Highly conscious of the importance of wellbeing and having a moment for themselves.



WHY?

DIFFERENT SHOPPER SEGMENTS HAVE DIFFERENT NEEDS WHEN IT COMES TO ME TIME AT HOME



PAUSE

- **WATCHES** videos / recipes online
- **LISTENS** to music
- **SCROLLS** Instagram feed
- Constantly **CHATS** with friends
- **READS** a good book



ENERGIZE

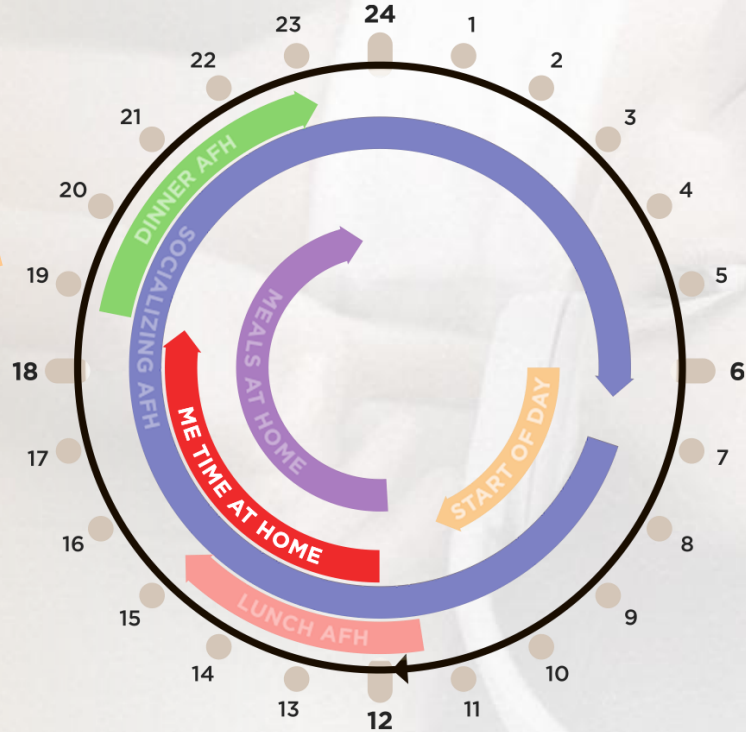
- **WATCHES** a match / movie / show
- **LISTENS** to music
- **READS** online news
- Constantly **CHATS** with friends
- **PLAYS** video games



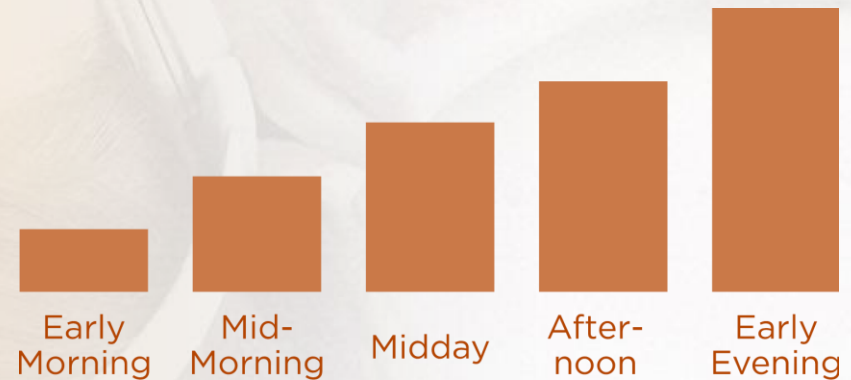
WHEN?

THROUGHOUT THE WHOLE DAY, IN SEVERAL DAY PARTS, MOSTLY AFTERNOON AND EARLY EVENING

Takes
1/5 of
the day...



Yet
happens
in several
day parts



HOW?

THROUGH ACTIVE RELAXATION OR TOTAL WIND DOWN

RELAX/WINDING DOWN

MY ACTIVE RELAX

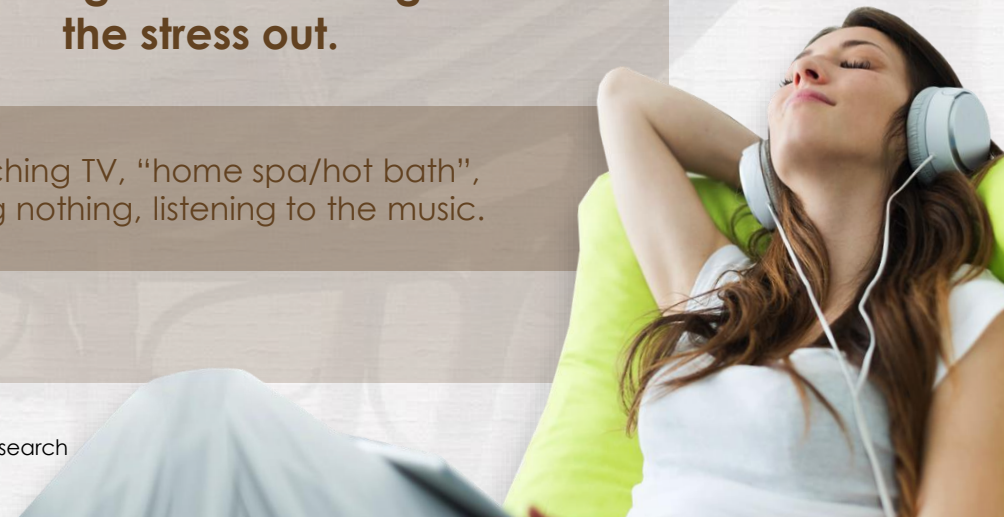
**More dynamic time with oneself.
Actively relaxing and getting in
touch with the world.**

Reading books, newspapers, surfing the internet, playing video games, etc.

TOTAL RELAX/WIND DOWN

**Quiet moment with no activity.
Tuning out and letting
the stress out.**

Watching TV, "home spa/hot bath", doing nothing, listening to the music.



HOW?

ME MOMENTS ARE OFTEN ACCOMPANIED BY THE SCREEN, OFTEN MORE THAN ONE (57% SCREEN TIME)



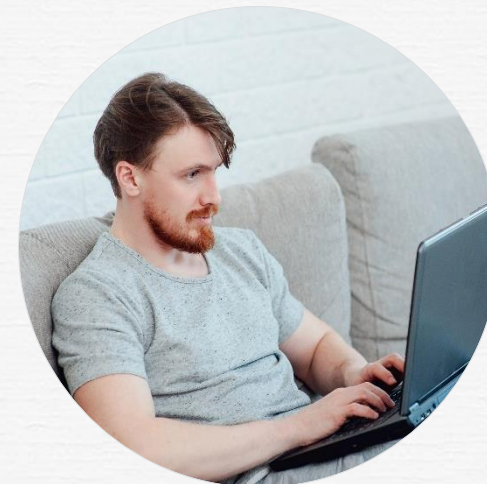
30%

Watching
TV/Video

SCREEN
TIME

27%

Surfing the
Internet



12%

Doing nothing

OTHER
LEISURE

10%

Relaxing

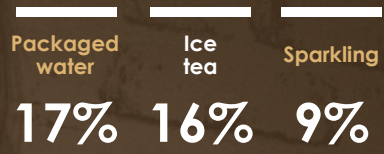


WHAT?

DIFFERENT BUYING AND CONSUMPTION HABITS BETWEEN MEN AND WOMEN

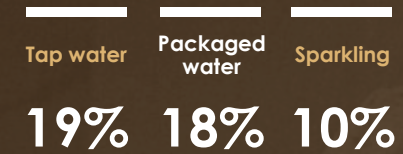


TAP WATER
25%



VOLUME

BEER
19%

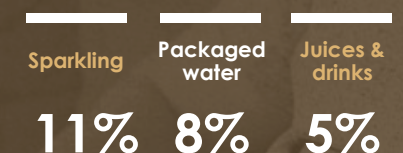


JUICE & DRINKS
22%



VALUE

BEER
60%



WHERE?

MAJORITY OF THE SHOPPING FOR THE OCCASION HAPPENS IN MEDIUM&LARGE STORE FORMATS DURING STOCK UP MISSION

There are a number of opportunities to drive "ME TIME AT HOME" into the large baskets



ME TIME AT HOME OCCASION SUMMARY

WHO?

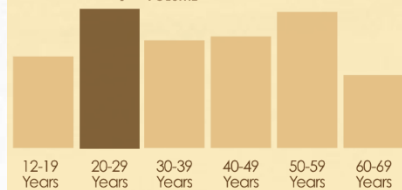


57%



43%

21% IN VOLUME



Source: CBL, Personal Time=Watching TV+Other Leisure at home, 20-29 y.o., Personal Time, Population 20-29 y.o., Revenue.

WHY?



ENERGIZE

SELF-INDULGANCE

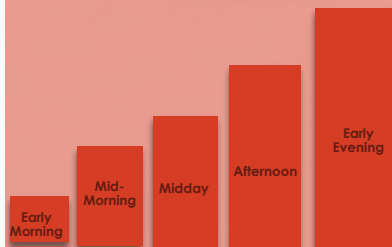


PAUSE

WHEN?

TAKES 1/5 OF THE DAY

THROUGHOUT THE WHOLE DAY



Source: CBL and Category Vision, total CSE, me time volume split. Personal Time, Population 20-29 y.o., Revenue.

HOW?

SCREEN TIME



30%



27%

OTHER LEISURE



12%



10%

Source: Winning at home for Coca-Cola, 2016 Integrated research
Source: Eurostat 2015 CEE

WHAT?

VALUE



BEER 60%



SSD 11%



P. WATER 8%



JUICE 5%



NON SPARKLING 22%



P. WATER 20%



SSD 16%



BEER 16%

Source: CBL, Screen Time, CSE, Value

WHERE?



Supers/hypers

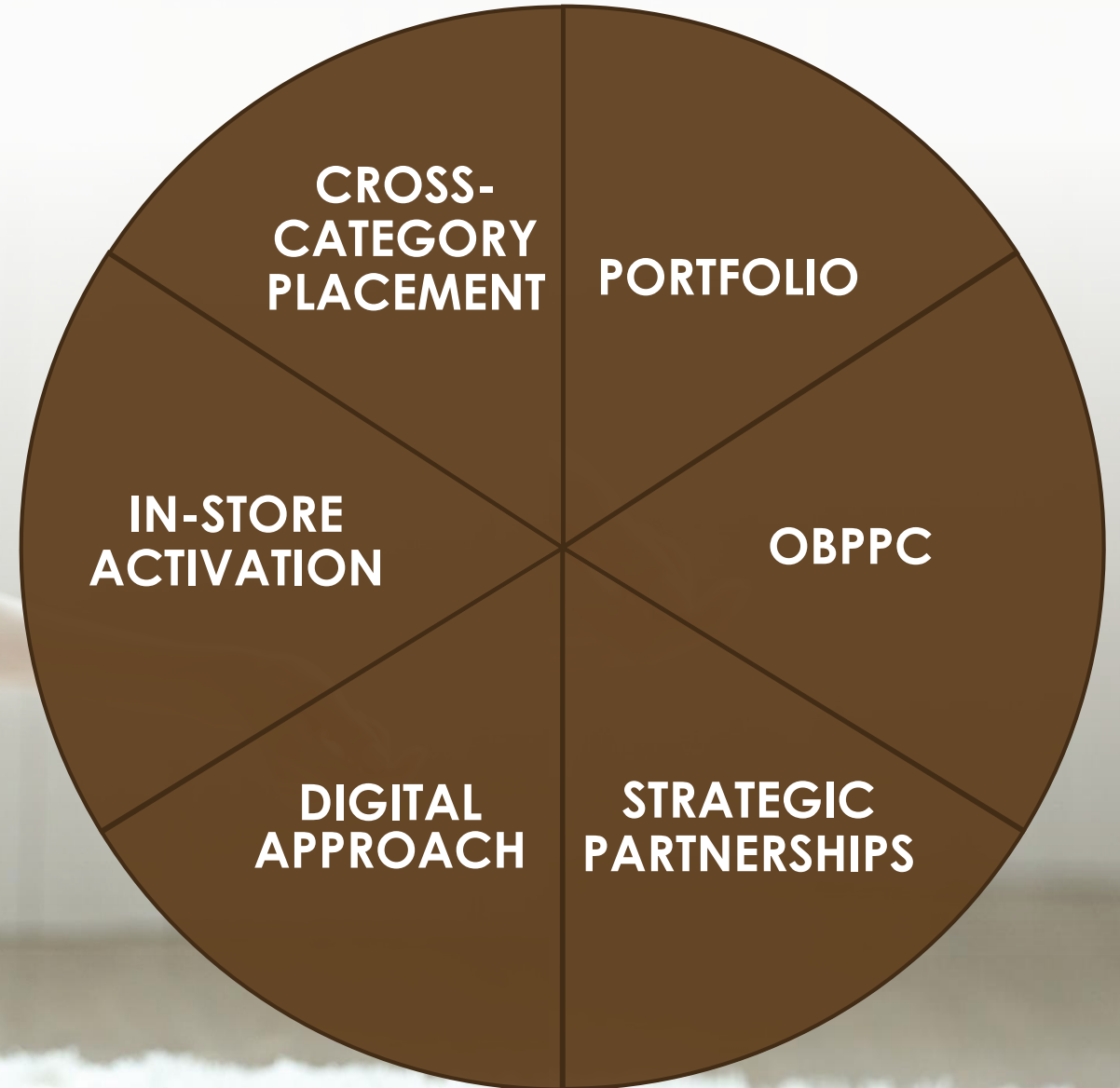


Discounters

Source: SONAR 2013 Italy, Serbia, Poland, Bulgaria, Switzerland



STRATEGIC FRAMEWORK





PORTFOLIO

**IN ORDER TO ADDRESS
DIFFERENT SHOPPER SEGMENTS
AND NEEDS, WE NEED A STRONG**

PORTFOLIO APPROACH

**WITH A CLEARLY DEFINED ROLE
FOR EACH BRAND**





PORTFOLIO

MYCOKE AND FUZETEA ARE THE LEADING BRANDS FOR THE ME TIME AT HOME OCCASION, FOLLOWED BY SCHWEPPES. OTHER BRANDS HAVE A SUPPORTING ROLE.



Brand hierarchy of importance for ME TIME AT HOME.





PORTFOLIO

EACH BRAND IN OUR PORTFOLIO HAS A CLEARLY DEFINED ROLE WITHIN THE ME TIME AT HOME OCCASION

RELAX/WINDING DOWN

MY ACTIVE RELAX

TOTAL RELAX/WIND DOWN

BRAND ATTRIBUTES



Activating, energizing, social, sparkly, light-hearted, special, a treat

BRAND BENEFIT

TO UPLIFT

BRAND ROLE

A me moment of digital socialization: a daily moment in which "I reconnect with the outside world"



Sharp, dry and tingling adult taste, complex flavors with sophisticated twist, refreshing

TO ENGAGE SENSES AND ENHANCE EXPERIENCES

Recharges and refreshes me both physically and mentally. Mood enhancer for leisure time.



Multi-layered drink, a fusion of ingredients to be discovered slowly, sip by sip

TO UNWIND AND RELAX

Me moment in which I completely disconnect from the world and connect to my senses



Iconic mixer, perfect partner to alcohol

TO UNWIND AND ENHANCE EXPERIENCE

Combined with alcohol to enhance a high quality flavor experience for a wind down and the start of the relaxing evening. Mood enhancer.





OBPPC

FOR ME TIME A "ME-PACK" IS NEEDED

MOMENT OF
ENJOYMENT ALONE

IS ABOUT "ME"



PERFECT FIT

INDIVIDUAL PACK OFFERS PERFECT
TASTE EXPERIENCE AND ULTIMATE
ENJOYMENT





STRATEGIC
PARTNERSHIPS

LEVERAGING THE 2 MOST FREQUENT CONTENT TYPES IN ME TIME AT HOME

Content TYPE &
FORMAT

PAUSE: ENTERTAINMENT

VIDEO, YOUTUBE, ONLINE STREAMING

RE-ENERGIZE: GAMING

GAMES & STREAMING

Consumer
mindset

SEEK ENJOYMENT, OPEN,
EXPLORING, NO PURPOSE

FULLY ENGAGED,
NOT TO BE DISTRACTED



Opportunity

ADD MORE VALUE TO EXPERIENCE

INTEGRATE & ENGAGE





BUILD STRATEGIC PARTNERSHIPS WITHIN THESE 2 CONTENT TYPES

ENTERTAINMENT ADD MORE VALUE TO EXPERIENCE

ONLINE STREAMING



MUSIC



GAMING

INTEGRATE & ENGAGE

DEVELOPERS



STREAMS



EVENTS





DIGITAL

DIGITAL IS VERY IMPORTANT TO CAPTURE THE ME TIME MOMENTS WITH SCREENS

1

**PRE-SHOP
COMMUNICATION
TOOL**

2

**CONTENT AND
SOURCE OF
PARTNERSHIP**

3

**E-COMMERCE
PATH TO
PURCHASE**

3 AREAS WHERE DIGITAL IS CRITICAL





3 MAIN AREAS TO TACKLE IN STORE:

SHELF

It is critical to place a special focus on the shelf. If you have to do one thing only, try to tackle the shelf.

Create a special occasion section as a joint customer value plan.

PERMANENT DISPLAY

For temporary/permanent display we can leverage whenever possible Occasion Brand Bundle Offer approach level 2&level 3

Note: Go to the appendix for the Occasion Brand Bundle Offer approach detailed explanation

TEMPORARY DISPLAY





CROSS-CATEGORY PLACEMENT

CROSS-CATEGORY PLACEMENT APPROACH

1

Choose another ME TIME related category used for me time enjoyment and relaxation

2

Make sure that it is a good fit with beverages and our portfolio (example MyCoke and salty snacks)

3

Make sure that you position adequate communication and product in male or female store sections/categories (see the appendix for category bought split by men and women)

4

Position the product in the dominant beverage category for ME TIME AT HOME

5

Go for the categories with high incidence in large baskets and store sections with high traffic

6



Do not go for categories which are food/meal related as this falls under Coke&Meal





CROSS-
CATEGORY
PLACEMENT

MAIN CRITERIA FOR CROSS-CATEGORY PLACEMENT

ZONE TRAFFIC

Is the particular interruption point placed in the store section with high traffic?

VS

FIT WITH THE BRAND

Does the particular interruption point fit with brands in our portfolio?

IF THERE IS ONLY ONE POSITION AVAILABLE IN STORE, TRAFFIC ZONE HAS A HIGHER PRIORITY vs BRAND FIT WHEN MAKING THE SELECTION





CROSS-CATEGORY PLACEMENT

CROSS-CATEGORY PLACEMENT MATRIX

Priority level	Store section	Leading brand	Shared brands	Skewed towards the TG:	Rationale/supporting data
1	Beer	MyCoke	Schweppes	Male (bought more often by men)*	Beer as the dominant drink in the ME TIME at home for men
2	Magazines/newspapers	fuzetea	MyCoke, Schweppes, flavored water	Female and Male	Perfect companion for ME TIME at home for male and female
3	Spirits	MyCoke, Schweppes		Male (bought more often by men)*	Perfect for mixing with spirits for me time at home. Spirits are having resurgence in the me time at home occasion.
4	Snacks	MyCoke	Fanta	Male&Female (bought by men and women)*	Complement beverages for me time at home and watching TV, one of the categories with highest incidence in the large basket composition
5	Coffee	MyCoke	fuzetea, Schweppes, flavoured water	Female&Male (bought by men and women)*	Complement beverages for me time at home, one of the categories with highest incidence in the large basket composition
6	Movies	MyCoke	Schweppes, Sprite, Fanta	Male	Perfect for male entertainment
7	Book section	fuzetea	MyCoke, Schweppes, flavored water	Female	Perfect companion for Me time at home for women (pause). Opportunity for cross promotion (buy a bestseller book for a lower price)
8	Cosmetics	fuzetea	MyCoke, Schweppes, flavored water	Female	Addressing the total wind down at home. Beauty products have high incidence in the large basket.
9	Video games	fuzetea	Schweppes, Fanta , Sprite	Male	Perfect for male entertainment
10	Massagers/relaxation products	fuzetea	MyCoke, flavoured water	Female	Perfect fit with the ME TIME at home

Note: the interruption points are placed in the order of importance. For instance, if you have only one interruption points available go for the beer section as beer is one of the main source categories.

*Sources:

Growth Stories, 2016, SM, Italy (look at the table in the appendix for the supporting data)
Romania IPP, 2016 (look at the table in the appendix for the supporting data)



COMMUNICATION STRATEGY



CAPTURING THE ME TIME AT HOME OCCASION WITH THE PORTFOLIO APPROACH WILL BE DONE IN TWO PHASES

Phase 1

Phase 2

January

February

March

April

May

June

July

August

September

October

November

December



LEADING BRAND IN ME TIME AT HOME COMMUNICATION

Supporting brands: Schweppes, Fanta, Sprite, Natura Aqua flavored water



BRAND LAUNCH COMMUNICATION

fuzetea will need to reach the minimum level of brand awareness and trial before making it one of the leading brands for the ME TIME AT HOME occasion. In this period, you should leverage MyCoke as the leading brand.

LEADING BRANDS IN ME TIME AT HOME COMMUNICATION

Supporting brands: Schweppes, Fanta, Sprite, Natura Aqua flavored water

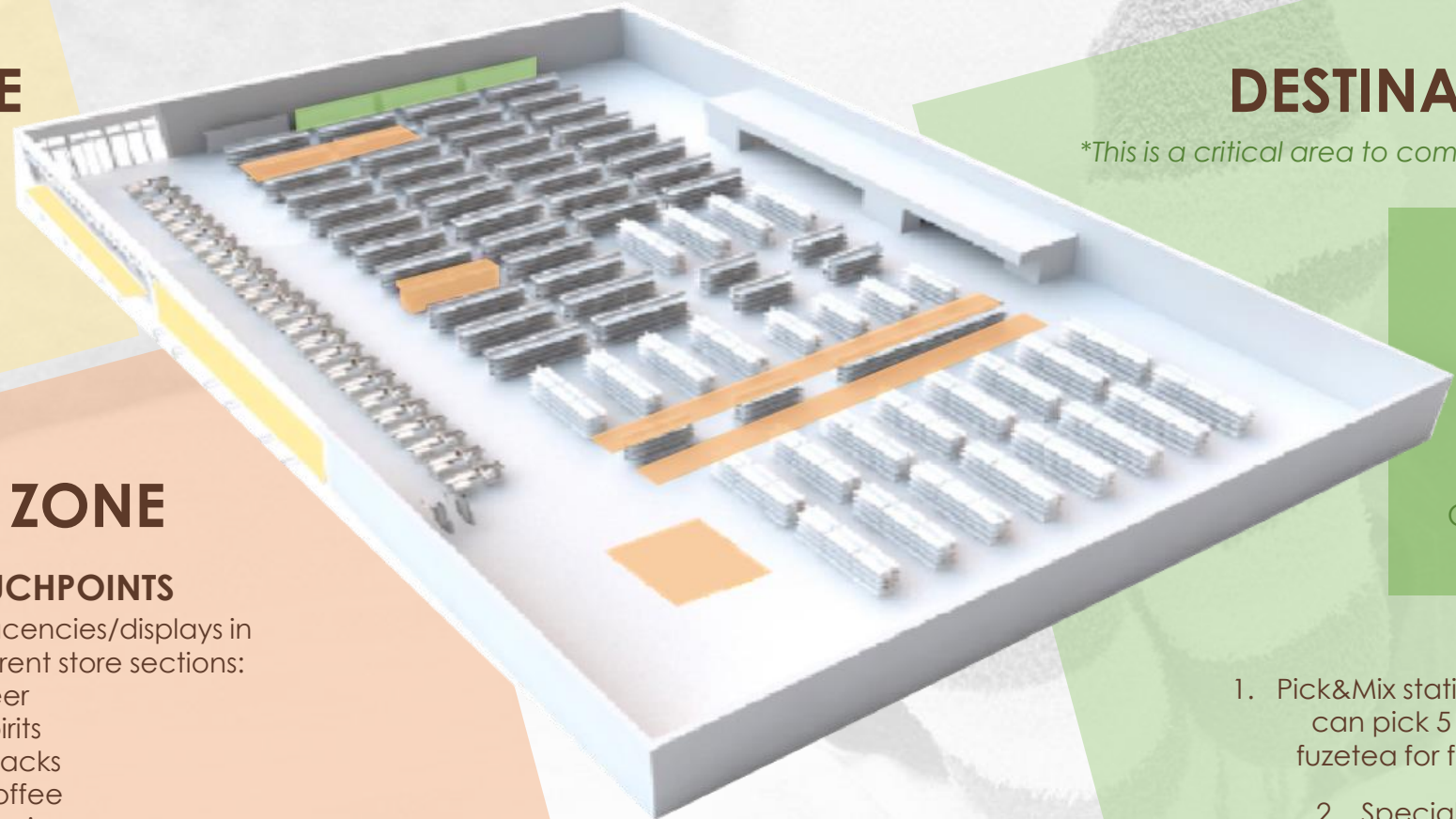


As soon as fuzetea reaches a solid distribution and brand awareness and trial, it will become the leading brand with MyCoke for the ME TIME AT HOME occasion.



PHASE 1

COMMUNICATION STRATEGY



TRANSITION ZONE

The materials in this zone will be dedicated to the launch of new products, thus will not be addressed in this toolkit



IMPULSE ZONE

TOUCHPOINTS

Adjacencies/displays in different store sections:

- 1. Beer
- 2. Spirits
- 3. Snacks
- 4. Coffee
- 5. Movies
- 6. Video games
- 7. Magazines

Additional customer activation:
"Me time" corner



LEADING COMMUNICATION BRAND

DESTINATION ZONE

**This is a critical area to communicate the occasion*



LEADING COMMUNICATION BRAND

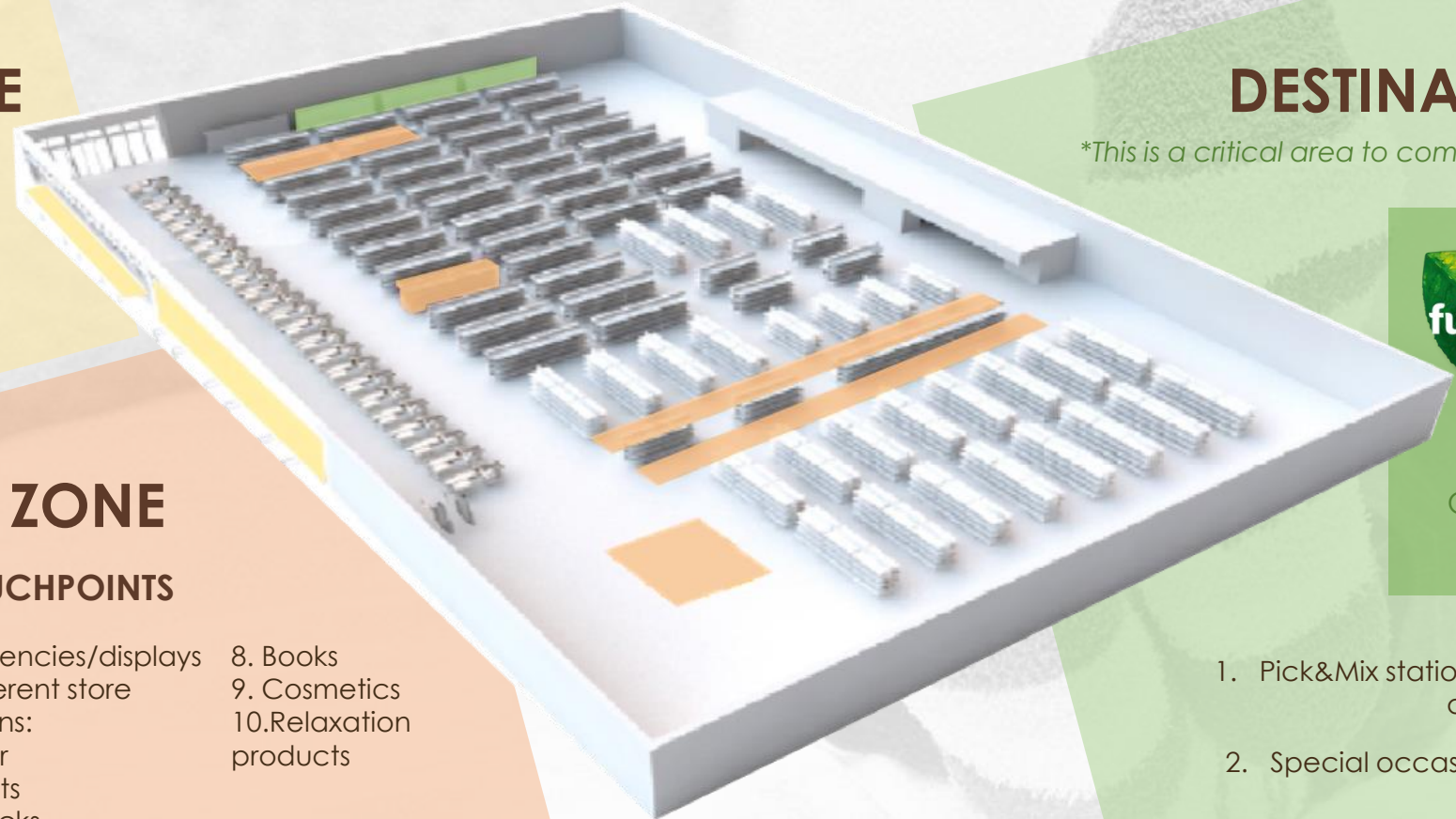
TOUCHPOINTS

- 1. Pick&Mix station. In the first phase you can pick 5 TCCC products and get fuzetea for free in order to build trial.
- 2. Special occasion fixture display (in the sparkling category)



PHASE 2

COMMUNICATION STRATEGY



TRANSITION ZONE

The materials in this zone will be dedicated to the launch of new products, thus will not be addressed in this toolkit

IMPULSE ZONE

TOUCHPOINTS



LEADING COMMUNICATION BRAND

- Adjacencies/displays in different store sections:
- 1. Beer
 - 2. Spirits
 - 3. Snacks
 - 4. Coffee
 - 5. Movies
 - 6. Video games
 - 7. Magazines
 - 8. Books
 - 9. Cosmetics
 - 10. Relaxation products
- Impressive display
Creative display "ME TIME"
"Me time" corner

DESTINATION ZONE

**This is a critical area to communicate the occasion*



LEADING COMMUNICATION BRAND

TOUCHPOINTS

- 1. Pick&Mix station. Pick 5 TCCC products and choose one for free.
- 2. Special occasion fixture display (in the sparkling category)
- 3. Special occasion fixture display (in the RTD tea category).



MESSAGING GRID

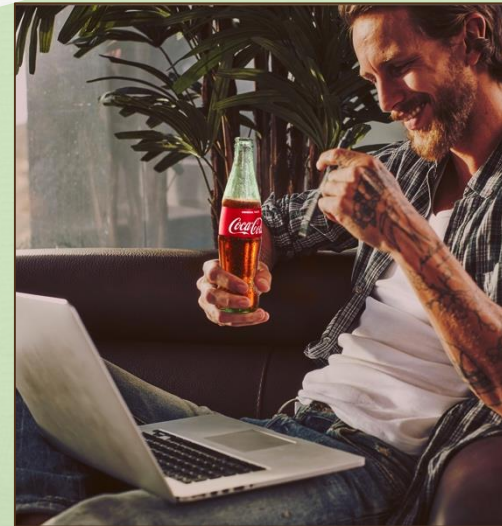
IMPULSE – MY COKE LEADING	IMPULSE – FUZETEA LEADING	IMPULSE PROMO	DESTINATION
<p>It's your time. Choose your favorite drink.</p> <p>It's your time. Enjoy it with your favorite drink.</p> <p>It's your time. Refresh with your favorite drink.</p> <p>Refresh your time</p> <p>SCREEN TIME CONNECTED:</p> <p>It's movie time. Tune in with your favorite drink.</p> <p>Your time ON! Choose your favorite drink.</p> <p>Switch on your refreshing moment.</p> <p>Plug in for some refreshing me time</p> <p>Start the ME TIME button. Pick your favorite drink.</p>	<p>Savor your moment</p> <p>Savor your delicious moment</p> <p>Enjoy your delicious moment at home</p> <p>Relish your delicious alone time</p> <p>Reconnect to your senses</p> <p>Reconnect with yourself</p>	<p>MyCoke:</p> <p>It's your time. Choose your favorite drink and get free movie</p> <p>It's your time. Buy a multipack and get one can for free</p> <p>fuzetea:</p> <p>Savor your moment. Buy a multipack and get a free magazine</p> <p>Refresh your time with favorite drink and a free movie</p> <p>Savor your moment with delicious taste and a free book</p>	<p>Add your favorite drink to your time</p> <p>Choose your favorite drink for your moment</p> <p>Enjoy your time. Take your favorite drink.</p> <p>It's your time. Pick your favorite drink.</p> <p>Choose a drink for your moment at home.</p> <p>MIXABILITY (SPIRIT SECTION):</p> <p>Whiskey & Coca-Cola The Perfect Mix. Enjoy your time.</p> <p>Vodka & Schweppes. The Perfect Mix. Enjoy your time.</p>



COKE LED COMMUNICATION – STANDARD TEMPLATE



**IT'S YOUR TIME.
CHOOSE YOUR
FAVORITE DRINK.**



**IT'S YOUR TIME.
CHOOSE YOUR
FAVORITE DRINK.**



← Click on the picture to go to the hi-res file on the DmeX



**YOUR TIME ON!
CHOOSE YOUR
FAVORITE DRINK.**



**SWITCH ON YOUR
REFRESHING
MOMENT.**



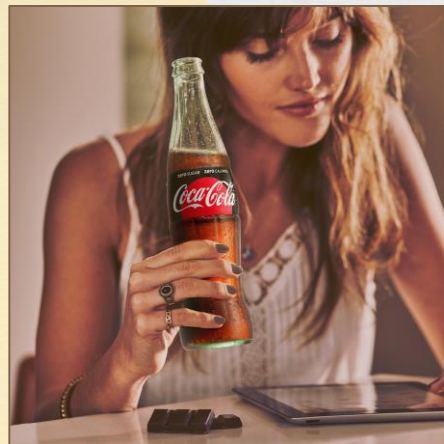
COKE LED COMMUNICATION - PROMO





**IT'S YOUR TIME.
BUY A MULTIPACK
AND GET ONE CAN
FOR FREE.**



Click on the pictures to go to
the hi-res file on the DmeX



**IT'S YOUR TIME.
BUY A MULTIPACK
AND GET ONE CAN
FOR FREE.**



**IT'S YOUR TIME.
PICK & MIX 5 DRINKS,
GET ONE
FOR FREE.**



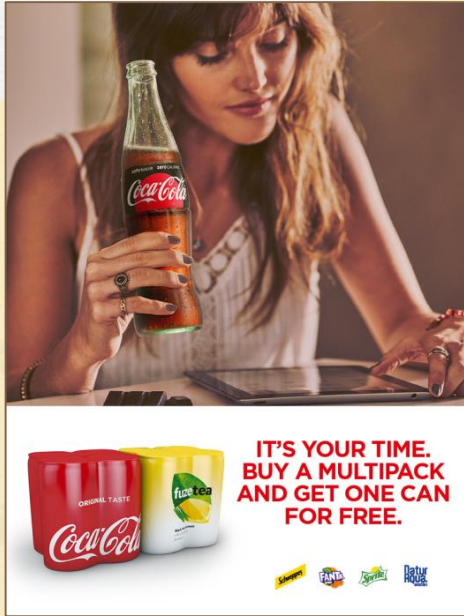
**IT'S YOUR TIME.
PICK & MIX 5 DRINKS,
GET ONE
FOR FREE.**

Always show the multipacks of the leading brands in the communication.
Other brands should be signed with logos.



VERY IMPORTANT TO PRIORITIZE COKE ZERO!

When Coke Zero bottle in the visual is highly visible, use Coke Red multipack in the promo part as the leading brand.



IT'S YOUR TIME. CHOOSE YOUR FAVORITE DRINK.



When Coke Zero bottle in the visual is not so visible, Coke Zero multipack must be used to assure visibility.

IT'S YOUR TIME. CHOOSE YOUR FAVORITE DRINK.

When Coke Red bottle is used in the visual, Coke Zero multipack must be presented in the promo part.



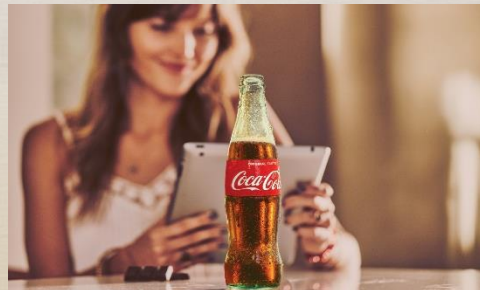
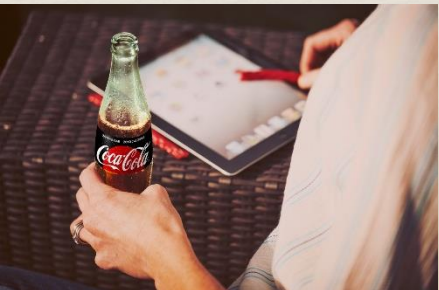
IT'S YOUR TIME. CHOOSE YOUR FAVORITE DRINK.



If three multipacks are shown in the promo part, place Coke Zero in the top to assure the most prominent position.



AVAILABLE VISUALS FOR COKE LED COMMUNICATION



Note: click on the images to go to the hi-res photos on the DmeX

FUZETEA LED COMMUNICATION – STANDARD TEMPLATE



FUZETEA LED COMMUNICATION - PROMO



fuzetea fuzetea fuzetea

black tea lemon green tea mango black tea peach

Note: this KV is used for the illustration purposes only. It will be replaced with the extrinsic visuals as soon as fuzetea extrinsic photographs are available.

SAVOR YOUR MOMENT AND GET A FREE MAGAZINE



Schweppes Natur Aqua emotion



fuzetea fuzetea fuzetea

black tea lemon green tea mango black tea peach

Note: this KV is used for the illustration purposes only. It will be replaced with the extrinsic visuals as soon as fuzetea extrinsic photographs are available.

SAVOR YOUR MOMENT AND GET A FREE MAGAZINE



Schweppes Natur Aqua emotion



SCHWEPPE'S LED COMMUNICATION



**CLOSE THE DAY
WITH A SIP
OF CHARACTER**



Click on the picture to go to the hi-res file on the DmeX



MIXABILITY (COKE&SCHWEPPEES COMMUNICATION)



Coke led



Schweppes led


These photos are available in low-res only.

Note: it is up to market commercial strategy to push Schweppes can multipack or glass multipack




KV GRID

IMPULSE



**IT'S YOUR TIME.
CHOOSE YOUR
FAVORITE DRINK.**



**YOUR TIME ON!
CHOOSE YOUR
FAVORITE DRINK.**



**SWITCH ON YOUR
REFRESHING
MOMENT.**




**SAVOR YOUR
DELICIOUS
MOMENT**


Note: this KV is used for the illustration purposes only. It will be replaced with the extrinsic visuals as soon as fuzetea extrinsic photographs are available.



IMPULSE
PROMO



**IT'S YOUR TIME.
BUY A MULTIPACK
AND GET ONE CAN
FOR FREE.**



**SAVOR YOUR
MOMENT AND GET
A FREE MAGAZINE**

Note: this KV is used for the illustration purposes only. It will be replaced with the extrinsic visuals as soon as fuzetea extrinsic photographs are available.



DESTINATION



**IT'S YOUR TIME.
PICK & MIX 5 DRINKS,
GET ONE
FOR FREE.**



**WHISKEY&COCA-COLA.
THE PERFECT MIX.
ENJOY YOUR TIME.**



**VODKA&SCHWEPPE'S.
THE PERFECT MIX.
ENJOY YOUR TIME.**



**CLOSE THE DAY
WITH A SIP
OF CHARACTER**



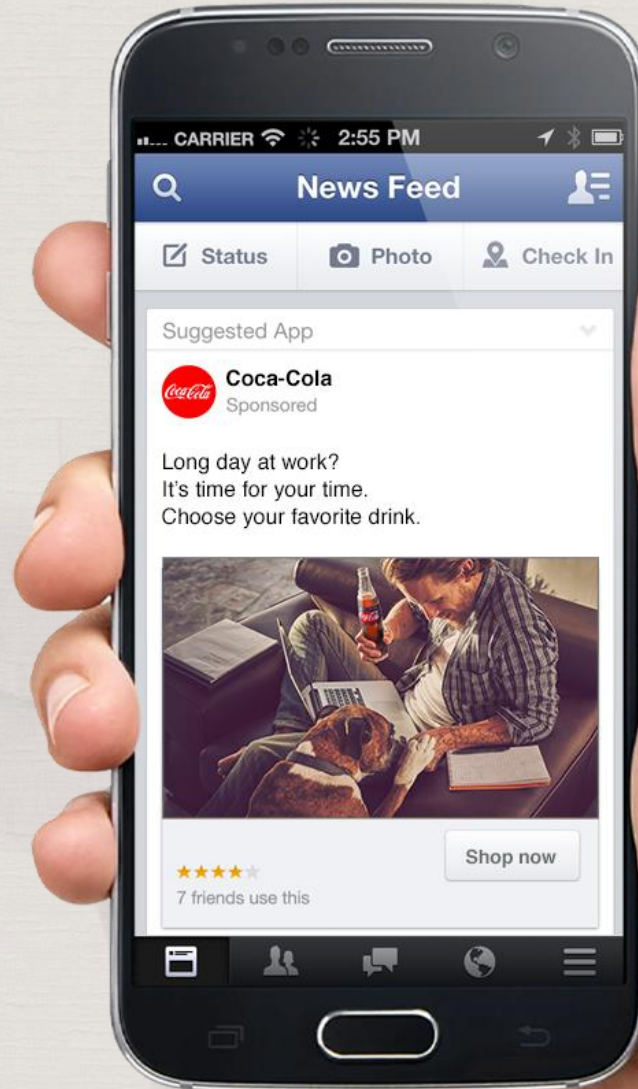
PRE-SHOP



TIME-TARGETED FB ADS

EXPLANATION

Time-targeted FB ads and web banners during specific times in the day (end of the working day when people are tired and eager to go home to relax) to encourage people to have a relaxing time at home. Ads contain a specific offer for a multipack purchase as well as some ME TIME related content to be downloaded for free (relaxing music, movie, e-book, etc.)



TARGETED BANNERS

EXPLANATION

Targeted ads designed to remind and encourage users to have ME TIME moments at home, containing special offers, along with some free ME TIME related content (movies, video content, music albums, subscriptions to video and music streaming services, etc...) with a link to buy our products online and get the free content.

MOST VISITED WEBSITES DURING ME TIME

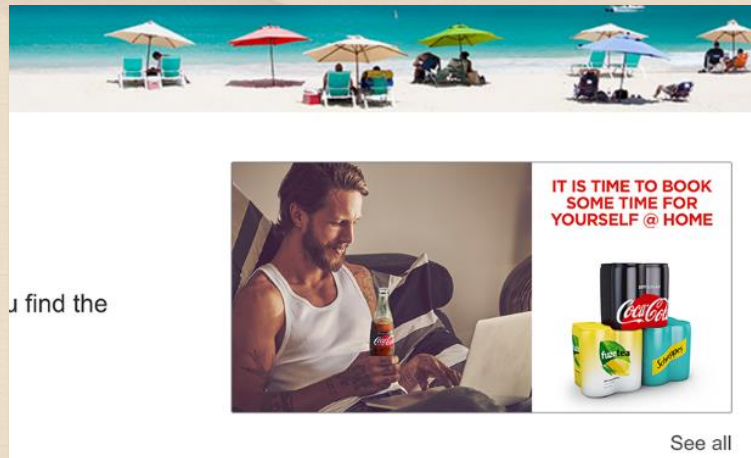
travel booking, computers, car sale, electronic sale, news, sports, health, gaming, etc.

VIDEO AND MUSIC PLATFORMS

Youtube, Vevo, Vimeo, Twitch, Daily, Spotify, Deezer, Google Play, iTunes, Stereomood, Pandora, Mixcloud,

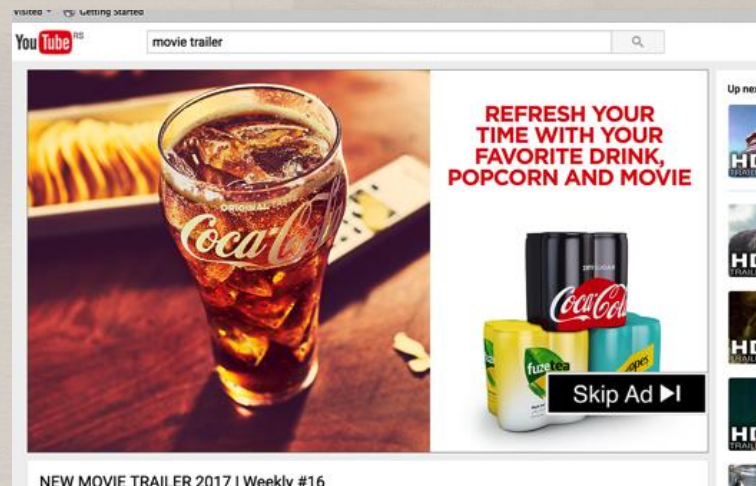
E-BOOKSTORE

Amazon.com/Amazon Kindle Store, Google eBooks/Google Play, iBooks, Barnes and Noble Nook Store,



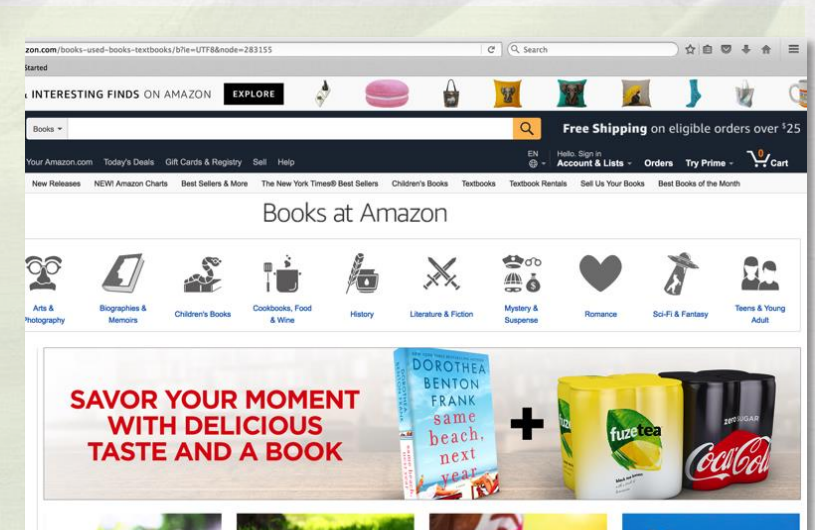
Example:

Travel booking – “It is time to book some time for yourself @home”, or “Weekend “stay-at-home” by yourself”



Example:

Ad before a movie trailer at YouTube with a direct link to purchase a promo offer for movie night



Example:

Multipack and bestseller book for a special price



ME TIME CORNER

WHERE

Bus stations (close to a store)

EXPLANATION

Transforming the bus station into an interactive ME TIME@HOME corner, equipped with sofa instead of the bench, offering free Wi-Fi hotspot, in close proximity to a participating customer store.

When connected to sponsored Wi-Fi, the shopper gets the voucher to be redeemed at the nearby store.



NFC TAGS IN PUBLIC AREAS

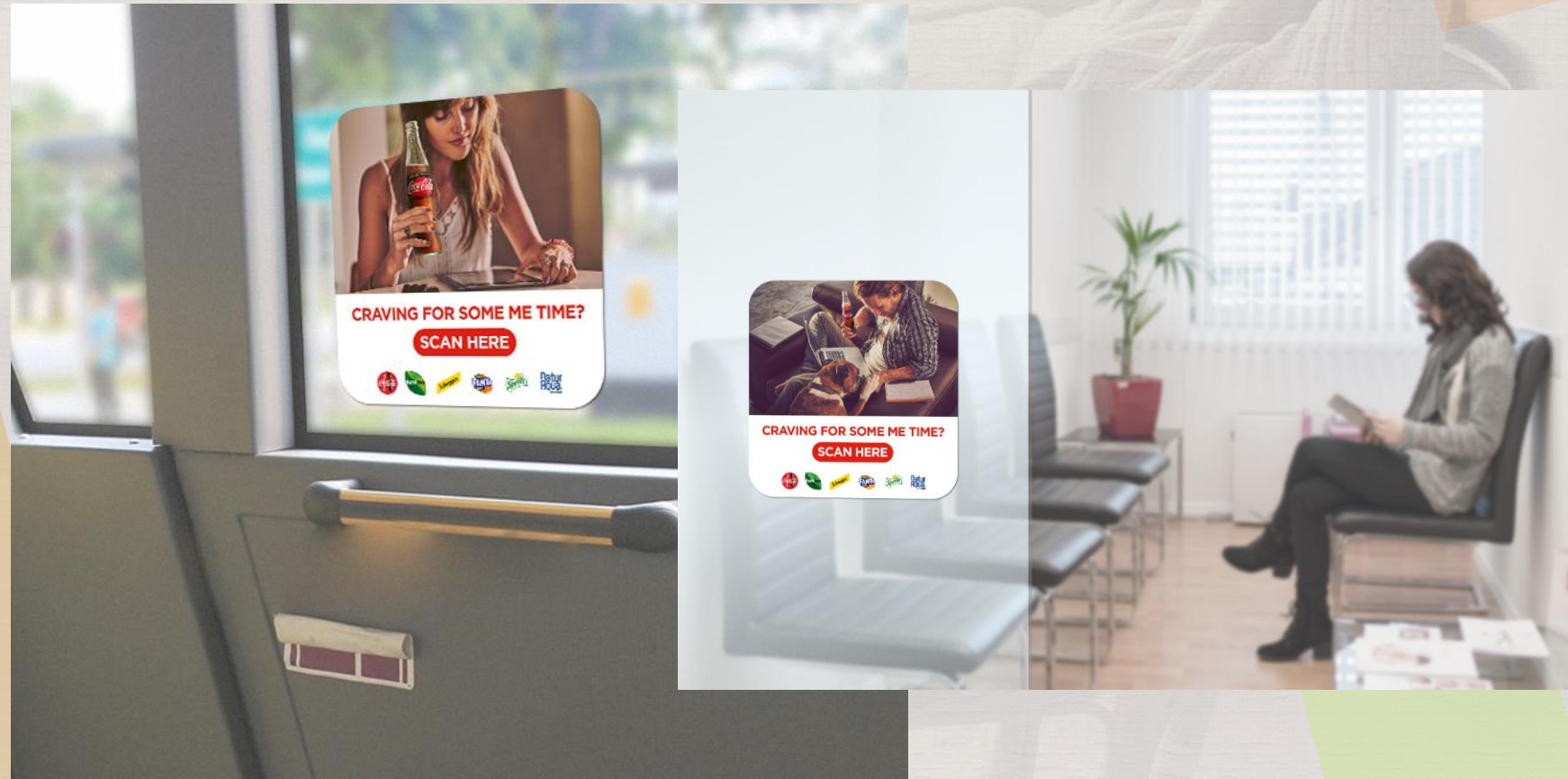
WHERE

Everywhere where people are tired/stressed and crave for me time at home

EXPLANATION

In public areas (inside buses, trams, subway, parks, waiting rooms) place ME TIME stickers with NFC tags which make them interactive and add value.

When activated, link from the NFC tag invites people to relax and have a ME MOMENT at home with one of our products, promotes special offers and directs to short ME TIME related content (sounds, music, videos, etc.)

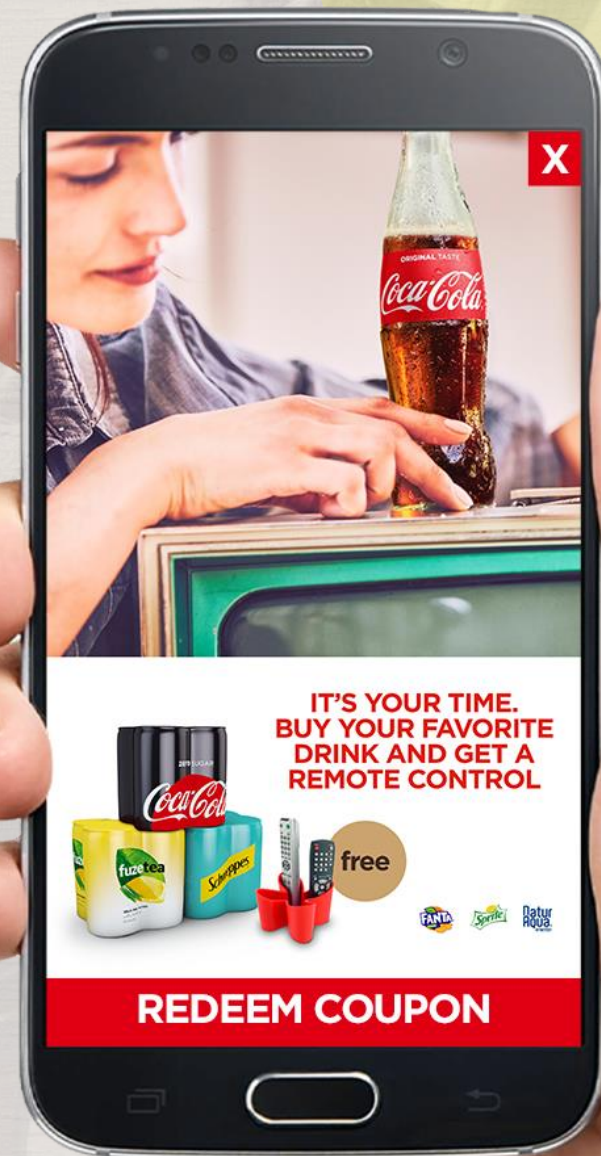


TV GUIDE WITH FREE MOVIE DOWNLOAD AND VOUCHER

EXPLANATION

Sponsored printed weekly tv guide with QR code to download the latest offer:

1. Multipack & popcorn as well as the free movie for an ideal movie night.
2. Purchase multipack and get a remote control holder for free.



CROSS PROMOTIONS WITH ME TIME RELATED CATEGORIES/STORES

EXPLANATION

Placing our product and our communication and promo offer in stores that sell other me time related products such as: computers, TV, couch furniture, phones, books, music, etc.

Place a sticker in these store areas with a QR code to download the promo offer or some free me time related content (free movie download, music list, e-book, etc.) by activating different partnerships (for instance Netflix for a free movie download).

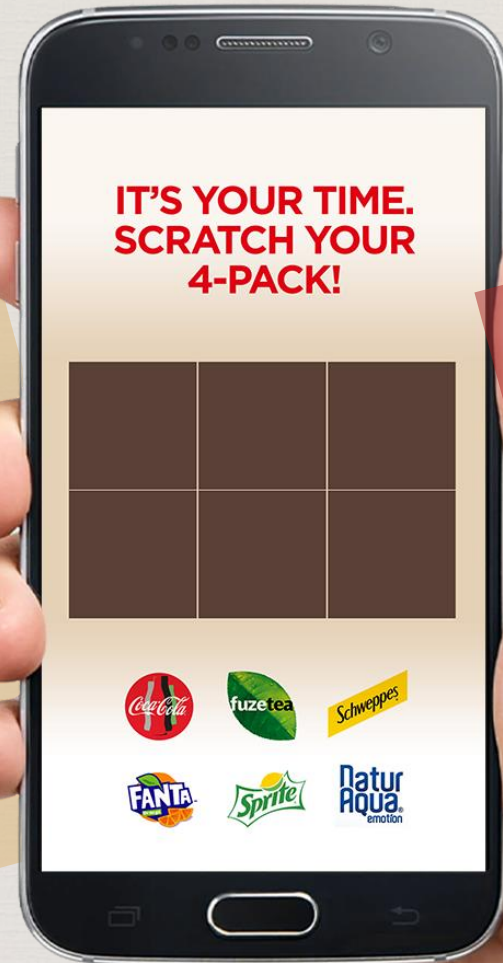


ME TIME GAME

EXPLANATION

Simple promotional gamification tools in the form of interstitial mobile ad or a simple FB game to engage shoppers with the brand and present coupons as prizes to trigger offline purchase.

Since gaming is very popular during the me time moments, the game will also engage shoppers during their moments at home.



SCRATCH GAME

Swipe the screen to simulate the scratching. Logos of Coca-Cola brands appear when the surface is scratched. If 3 fields are the same, it's a win. User gets a discount voucher – buy 2 multipacks of Coca-Cola brand that he/she won and get one for free.



IN-STORE ACTIVATIONS



IMPULSE ZONE

OBJECTIVE

Communicate the ME TIME at home occasion and trigger impulse purchases

WHY IT WORKS

Modular solution allows easy adaption to the available in store space as well as portrays different brands effectively. Double-sided header communicates both MyCoke and fuzetea as leading brands, thus assuring a strong portfolio approach.

Leading brand



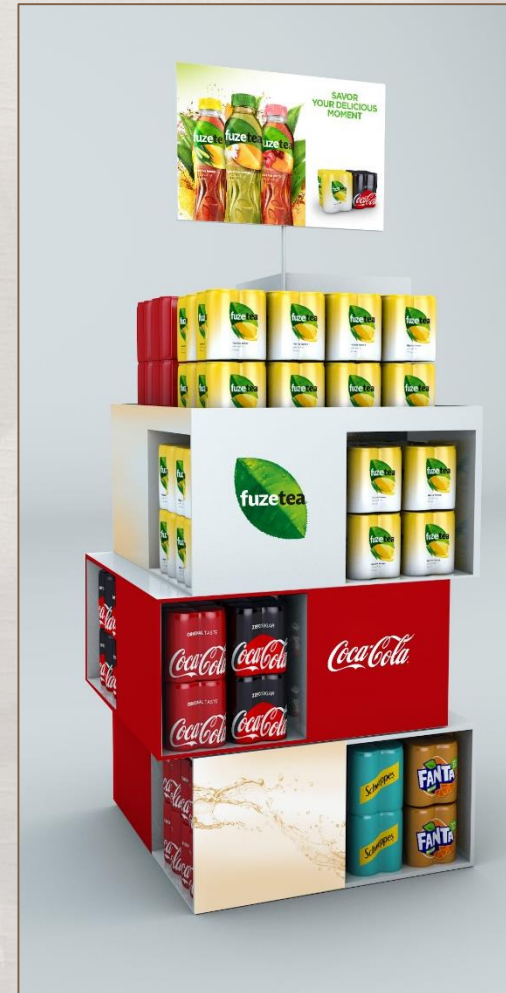
Supporting brand



MODULAR DISPLAY



Front



Back

Note: this KV is used for the illustration purposes only. It will be replaced with the extrinsic visuals as soon as fuzetea extrinsic photographs are available.

IMPULSE ZONE

IMPRESSIVE MULTIPACK DISPLAY

OBJECTIVE

Disrupt the shopper with the attention grabbing impressive display, communicate the ME TIME at home occasion, and trigger impulse purchases

WHY IT WORKS

Very impressive and disruptive solution catches shopper's attention and instantly communicates ME TIME AT HOME occasion. It promotes the single serve multipack in a very effective and eye-catching way.



Printed image on the cardboard in the back of the installation so that when shoppers take the multipacks the visual ME TIME made out of multipacks remains.



Leading brand	 
Supporting brand	   

IMPULSE ZONE

IMPRESSIVE MULTIPACK DISPLAY

OBJECTIVE

Disrupt the shopper with the attention grabbing impressive display, communicate the ME TIME at home occasion, and trigger impulse purchases.

WHY IT WORKS

Very impressive and disruptive solution catches shopper's attention and instantly communicates ME TIME AT HOME occasion. It promotes the single serve multipack in a very effective and eye-catching way.



Leading brand



Supporting brand



IMPULSE ZONE

OBJECTIVE

Communicate the ME TIME at home occasion, and trigger impulse purchases

WHY IT WORKS

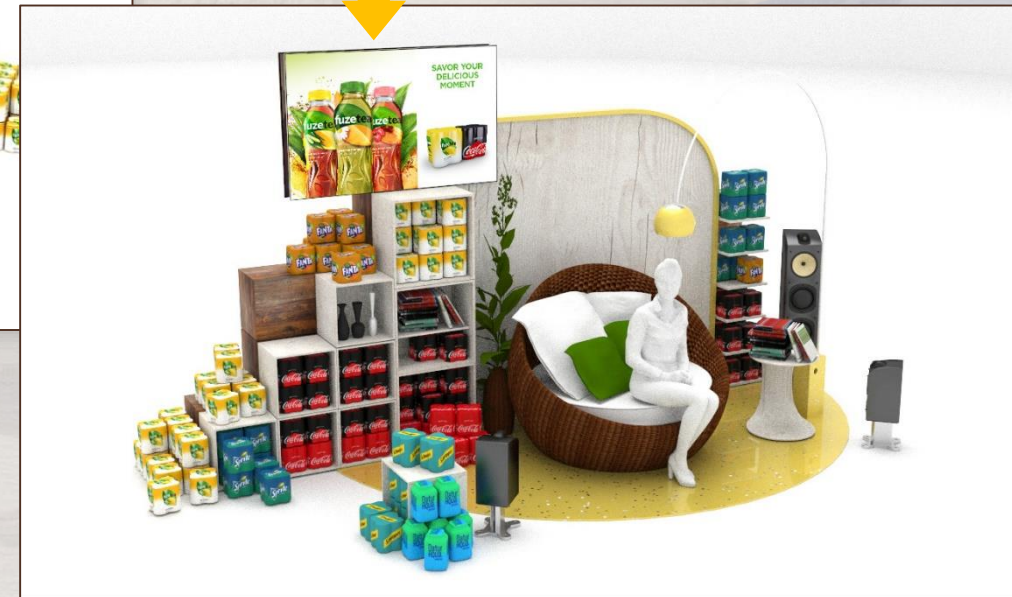
Very impressive and disruptive solution catches shopper's attention and instantly communicates ME TIME AT HOME occasion. Two-sided display addresses both key motivations for at home relaxation - active relax for men and reading books/magazines for female.

CREATIVE DISPLAY



Front (male side)

Note: this KV is used for the illustration purposes only. It will be replaced with the extrinsic visuals as soon as fuzetea extrinsic photographs are available.



Back (female side)

Leading brand



Supporting brand



IMPULSE ZONE

OBJECTIVE

Communicate the ME TIME at home occasion, and trigger impulse purchases.

WHY IT WORKS

Customer specific activation which connects our products with other products used for me time at home relaxation.

Conveniently placed together in one shelf, instantly communicate the occasion and ease the shopping.

“ME TIME” DISPLAY



Note: this KV is used for the illustration purposes only. It will be replaced with the extrinsic visuals as soon as fuzetea extrinsic photographs are available.

Leading brand



Supporting brand



IMPULSE ZONE

OBJECTIVE

Communicate the ME TIME at home occasion, and trigger impulse purchases.

WHY IT WORKS

Placing our product in the section with beer which is the most frequently used beverage for men in the me time at home occasion. Since beer is more bought by male, using the man in the KV makes the communication more relevant.

Leading brand



Supporting brand

Schweppes

BEER SECTION



IMPULSE ZONE

SPIRITS SECTION – MIXABILITY (COKE&SCHWEPPEES)

OBJECTIVE

Communicate the ME TIME at home occasion, and trigger impulse purchases

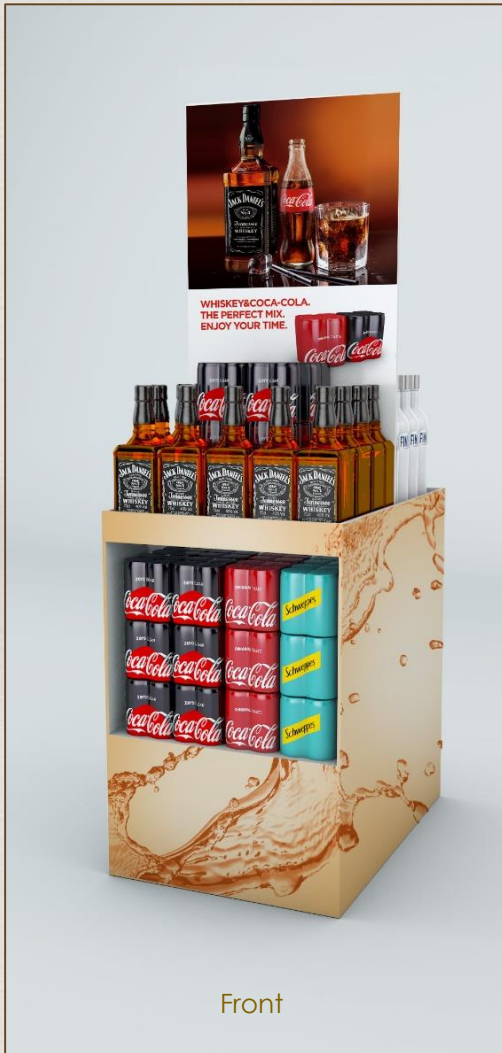
WHY IT WORKS

Placing our product in the section with spirits to educate and encourage shoppers to mix our drinks with alcohol to wind down at home. Including recipes for mixing drinks to give shoppers ideas. Double-sided header/display captures both MyCoke and Schweppes mixability communication thus assuring portfolio approach.

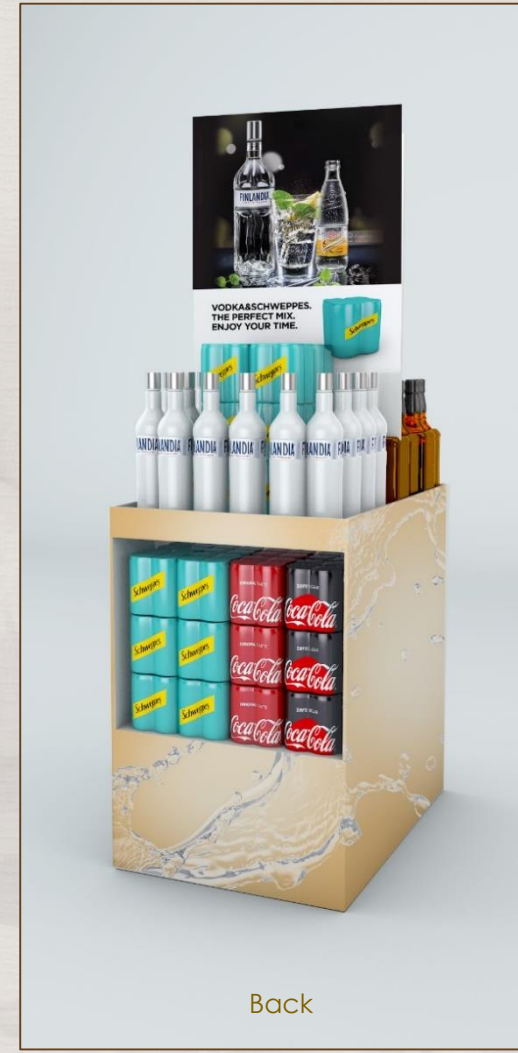
Leading brand



Schweppes



Front



Back

Note: if you have only one interruption point and the display is not approachable by all sides, give priority to Schweppes

IMPULSE ZONE

OBJECTIVE

Communicate the ME TIME at home occasion, and trigger impulse purchases.

WHY IT WORKS

Placing our product in the section with spirits to educate and encourage shoppers to mix our drinks with alcohol to wind down at home. This solution is for the situations when we cannot have 2-sided display. In that case, the focus should be on Schweppes.

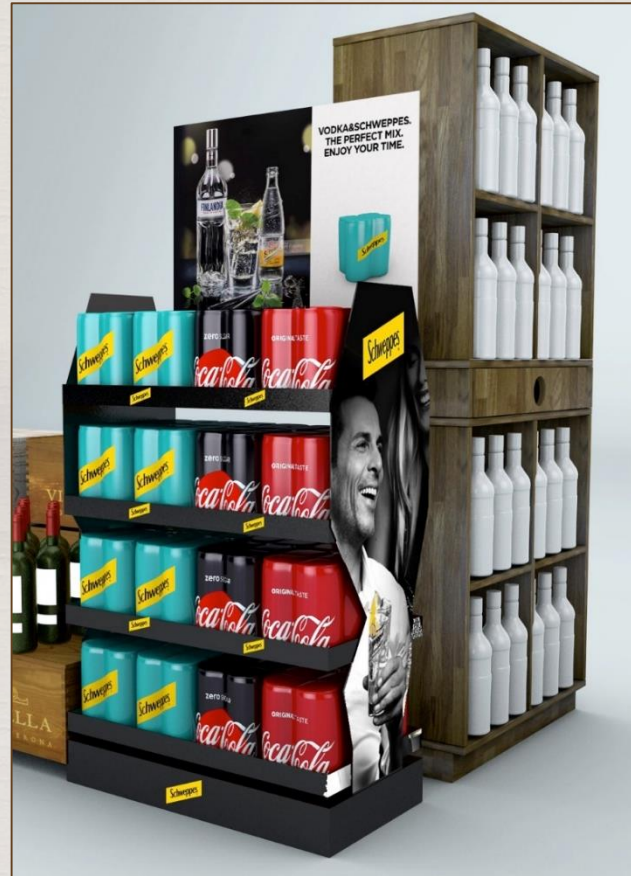
Leading brand



Supporting brand



SPIRITS SECTION – SCHWEPPES ONLY



Option 1:
(next to the vodka/spirit)



Option 2:
(not close to the vodka/spirit)



Option 3:
(not communicating mixability)

IMPULSE ZONE

MAGAZINE/NEWSPAPER SECTION

OBJECTIVE

Communicate the ME TIME at home occasion, and trigger impulse purchases.

WHY IT WORKS

Connecting with a category that is used for leisure time at home. Possibility to create some special promo offers (such as free magazine with purchase of multipack).

Leading brand



Supporting brand



Note: this KV is used for the illustration purposes only. It will be replaced with the extrinsic visuals as soon as fuzetea extrinsic photographs are available.

IMPULSE ZONE

OBJECTIVE

Communicate the ME TIME at home occasion, and trigger impulse purchases.

WHY IT WORKS

Connecting with a category that is used for leisure time at home and capturing the "screen time".

Leading brand



Supporting brand



VIDEO GAMES SECTION



IMPULSE ZONE

OBJECTIVE

Communicate the ME TIME at home occasion, and trigger impulse purchases.

WHY IT WORKS

Connecting with a category that is used for leisure time at home and capturing the "screen time".

MOVIES SECTION



Leading brand



Supporting brand



IMPULSE ZONE

OBJECTIVE

Communicate the ME TIME at home occasion, and trigger impulse purchases.

WHY IT WORKS

Connecting with a category that is used for leisure time at home and capturing the "screen time". Promoting movie night and combo offers with categories used for movie night such as movies and popcorn. Movie night display is disruptive and puts the shopper into the me time at home mood.

Leading brand



Supporting brand



MOVIE NIGHT DISPLAY



Option 1:
(with movie
on the DVD)



Option 2:
(with promo offer
with partner for a
free movie
download)



IMPULSE ZONE

OBJECTIVE

Communicate the ME TIME at home occasion, and trigger impulse purchases.

WHY IT WORKS

Connecting with a category that is used for the leisure time at home. The reading corner is visually very disruptive and immediately puts shopper in the ME TIME at home mode. Can be used to promote different offers (such as “buy a multipack, get a bestseller for a special price”).

Leading brand



Supporting brand



BOOK SECTION



Note: this KV is used for the illustration purposes only. It will be replaced with the extrinsic visuals as soon as fuzetea extrinsic photographs are available.

IMPULSE ZONE

OBJECTIVE

Communicate the ME TIME at home occasion, and trigger impulse purchases.

WHY IT WORKS

Connecting with a category that is used for leisure time at home.

Leading brand



Supporting brand



MUSIC SECTION



Note: this KV is used for the illustration purposes only. It will be replaced with the extrinsic visuals as soon as fuze tea extrinsic photographs are available.

IMPULSE ZONE

OBJECTIVE

Communicate the ME TIME at home occasion, and trigger impulse purchases.

WHY IT WORKS

Connecting with a category that is one of the most often used for leisure time at home. Placing the snack inside the display facilitates the purchase for the shopper.

Leading brand



Supporting brand



SNACK SECTION



IMPULSE ZONE

OBJECTIVE

Communicate the ME TIME at home occasion, and trigger impulse purchases.

WHY IT WORKS

Connecting with a category which complements our beverages during me time at home. Coffee is one of the categories with the highest incidence in the large basket.

Leading brand



Supporting brand



COFFEE SECTION



IMPULSE ZONE

OBJECTIVE

Communicate the ME TIME at home occasion, and trigger impulse purchases.

WHY IT WORKS

Addressing the total wind down relaxation at home (home spa). Female skewed, putting the shopper immediately into the me time at home mode.

Leading brand



Supporting brand



COSMETICS SECTION



Note: this KV is used for the illustration purposes only. It will be replaced with the extrinsic visuals as soon as fuzetea extrinsic photographs are available.

IMPULSE ZONE

MASSAGERS/RELAXATION SECTION

OBJECTIVE

Communicate the ME TIME at home occasion, and trigger impulse purchases.

WHY IT WORKS

Addressing the total wind down relaxation at home. Female skewed, putting the shopper immediately into the me time at home mode.

Leading brand



Supporting brand



DESTINATION ZONE

OBJECTIVE

Create a strong association to the ME TIME at home occasion and provide choice of beverages for this occasion.

WHY IT WORKS

Gives shoppers opportunity to pick and mix the beverages they want for the me time at home occasion and get one drink for free.

PICK AND MIX SOLUTION



Leading brand



Supporting brand



DESTINATION ZONE

SPECIAL FIXTURE OCCASION DISPLAY

OBJECTIVE

Create a strong association to the ME TIME at home occasion and provide different beverage options.

WHY IT WORKS

Special fixture grabs shopper's attention. It clearly communicates the occasion and offers portfolio choice of beverages suitable for the me time at home occasion.

Leading brand



Supporting brand



Option 1:

Placed in the sparkling section, MyCoke as the leading communication brand



Option 2:

Placed in the RTD tea section, fuze tea as the leading communication brand

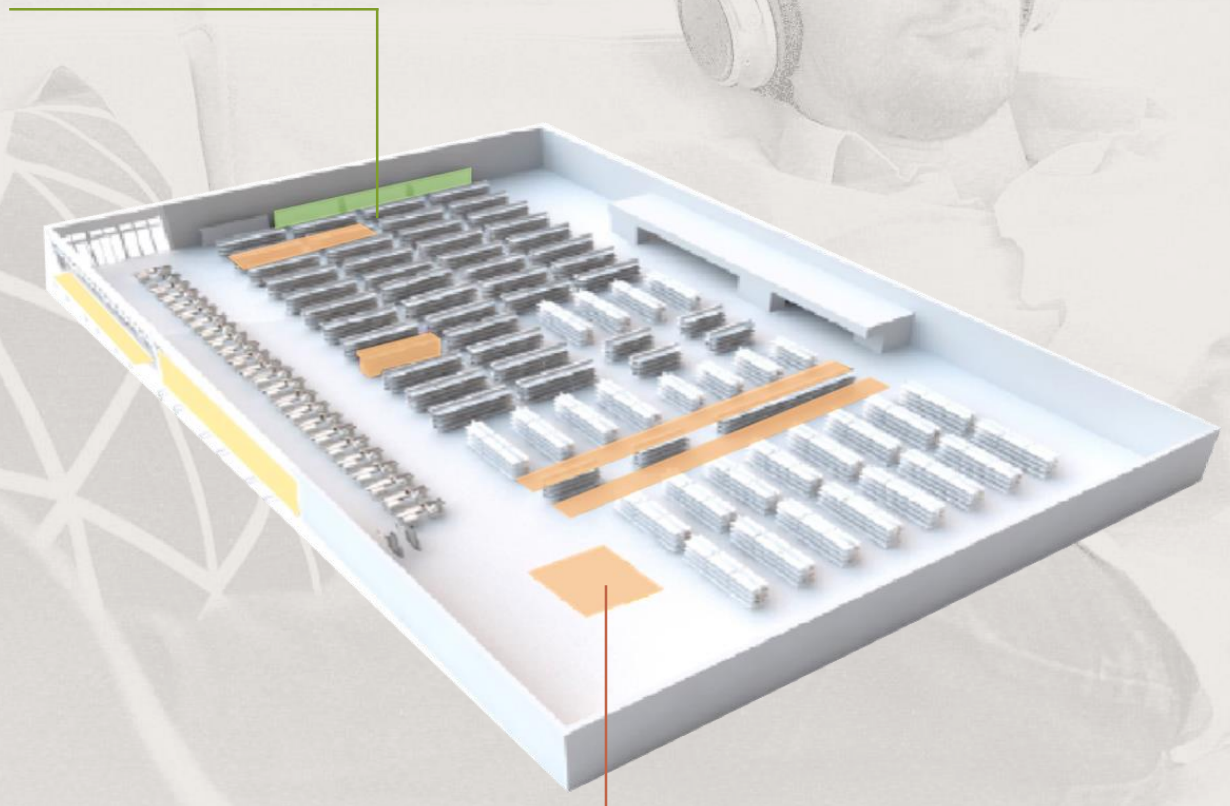
Note: this KV is used for the illustration purposes only. It will be replaced with the extrinsic visuals as soon as fuze tea extrinsic photographs are available.

WALK

PICTURE OF SUCCESS



DESTINATION ZONE
Pick and Mix



IMPULSE ZONE
Secondary double-sided display

JOG

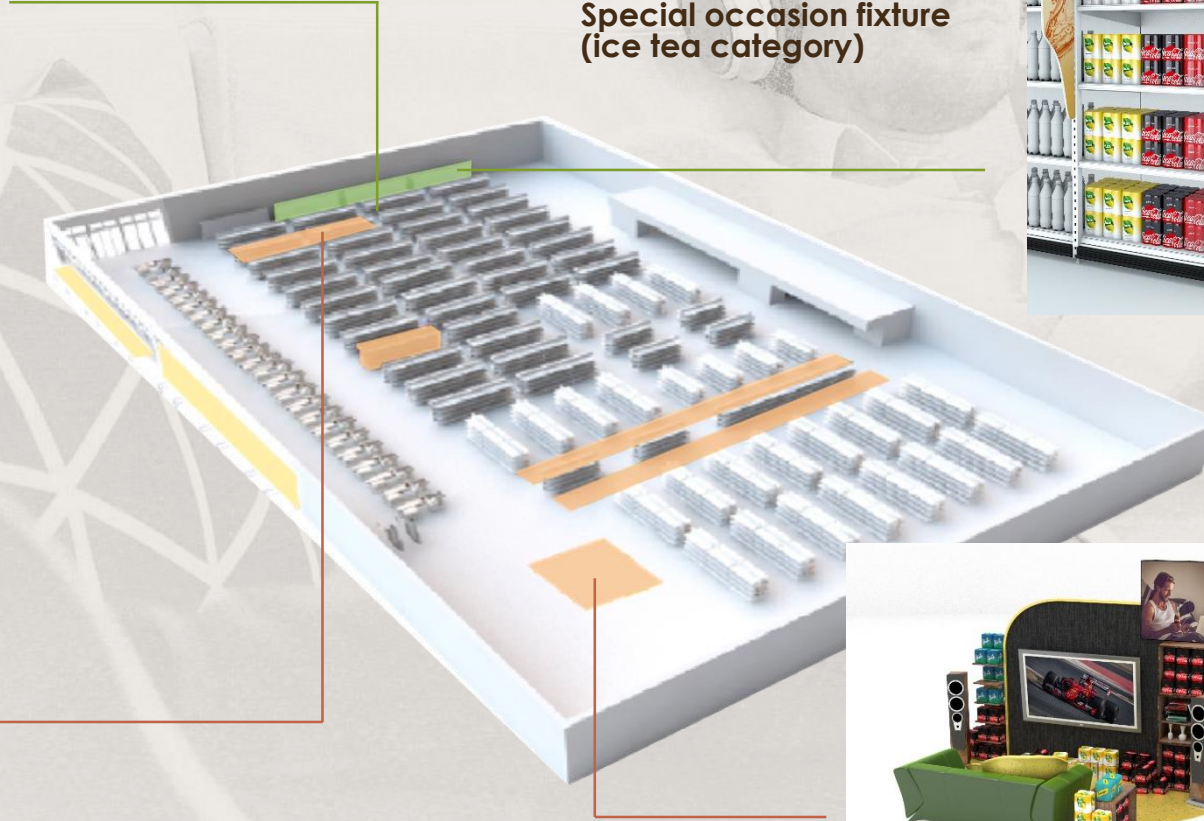
PICTURE OF SUCCESS



DESTINATION ZONE
Pick and Mix
(sparkling category)



IMPULSE ZONE
Beer adjacency



DESTINATION ZONE
Special occasion fixture
(ice tea category)



IMPULSE ZONE
Creative display

RUN

PICTURE OF SUCCESS



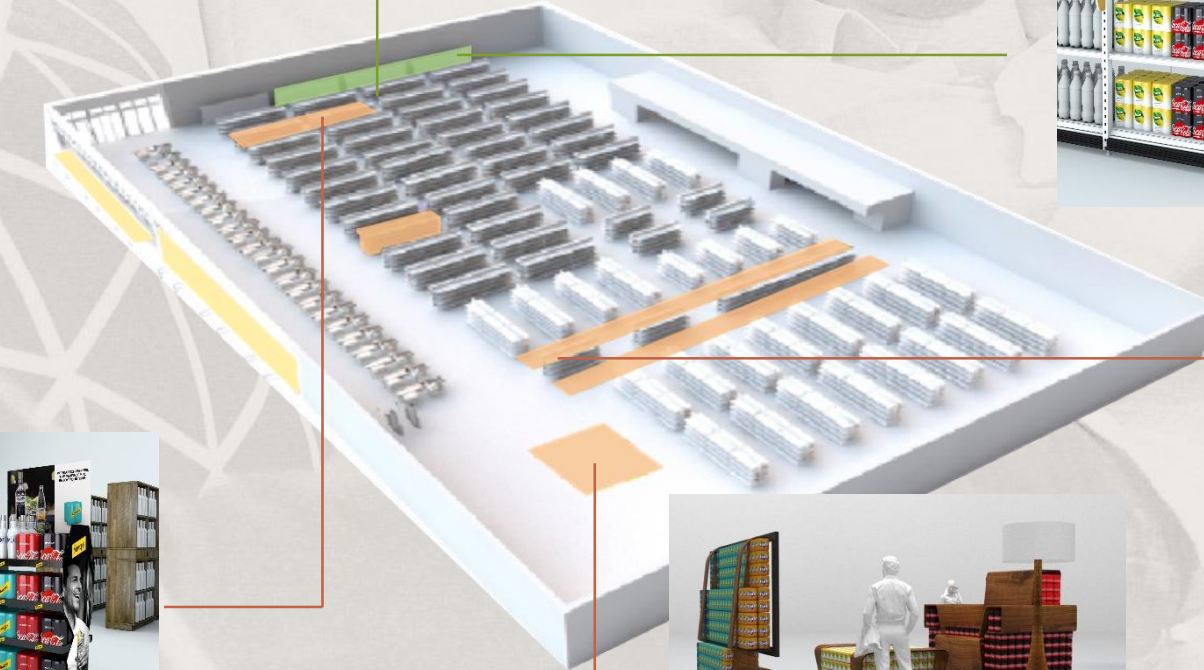
DESTINATION ZONE
Pick and Mix
(sparkling category)



IMPULSE ZONE
Beer adjacency



IMPULSE ZONE
Spirits adjacency display



DESTINATION ZONE
Special occasion fixture
(ice tea category)



IMPULSE ZONE
Impressive display



IMPULSE ZONE
Book section corner

E-COMMERCE



THE RISING IMPORTANCE OF THE E-COMMERCE

E-COMMERCE REPRESENTS

4%

OF TESCO'S SALES
VALUE

Source: Prezi.com, Tesco customer
data, Poland

2017-2020 CAGR

+18%

Source: Retail Net Group report on
retail landscape and channel
dynamics 2015



24pp

MORE LOYAL SHOPPERS
VS. OFFLINE

Source: Dunnhumby

ONLINE BASKETS

2.2x

HIGHER IN VALUE THAN
OFFLINE BASKETS

Source: Dunnhumby



IMPORTANT TO BE PRESENT IN EVERY STEP OF THE SHOPPER E-COMMERCE JOURNEY AND TO ASSURE STRONG VISIBILITY

New & Existing shopper

Homepage

ROLE

Attract online shoppers, drive awareness and seed the idea of a great promo offer for the me time at home occasion.

New Shopper

Promo pages

Category pages

Cross-category pages

Existing Shopper

My favorites

Search

Dedicated pages

ROLE

Present the offer and make users feel that they are just a click away from getting the best deal. Change the communication lead brand and messages depending on the banner placement.

New & Existing shopper

Checkout

Validation

Payment

Delivery

ROLE

Last chance, "don't forget" CTA with "Add button"



HOME PAGE BANNER

The image shows a browser window displaying the Tesco website. The browser's address bar shows the URL <https://www.tesco.com>. The page features the Tesco logo on the left and a search bar on the right with a dropdown menu set to "Groceries". Below the navigation bar, a large banner is displayed. On the left side of the banner, a woman is shown holding a glass bottle of Coca-Cola. On the right side, the text reads "IT'S YOUR TIME. BUY A MULTIPACK AND GET ONE CAN FOR FREE". Below this text are images of a red Coca-Cola multipack and a yellow Fuze tea multipack. A red button with the text "Learn how >" is positioned to the right of the multipacks. At the bottom of the banner, there are logos for Schweppes, Fanta, Sprite, and Natur Aqua. The browser's tab bar at the top shows several open tabs, including "Tesco", "Facebook", "Nati Cas", "Picky Pic", "Recipes", "Fiambre", "Mini Bab", and "Recibido".



MY FAVORITES

Hello My orders My account

TESCO Search

Groceries ▾ Promotions My Favourites

My Favourites

310 items

Water, Juices & Soft Drinks

IT'S YOUR TIME. BUY A MULTIPACK AND GET ONE CAN FOR FREE

Add now >

Kropla Beskidu Still Natural Mineral Water 500 MI
3,75 zł
See more in this category

1,89 zł

SUPPORTING DATA:

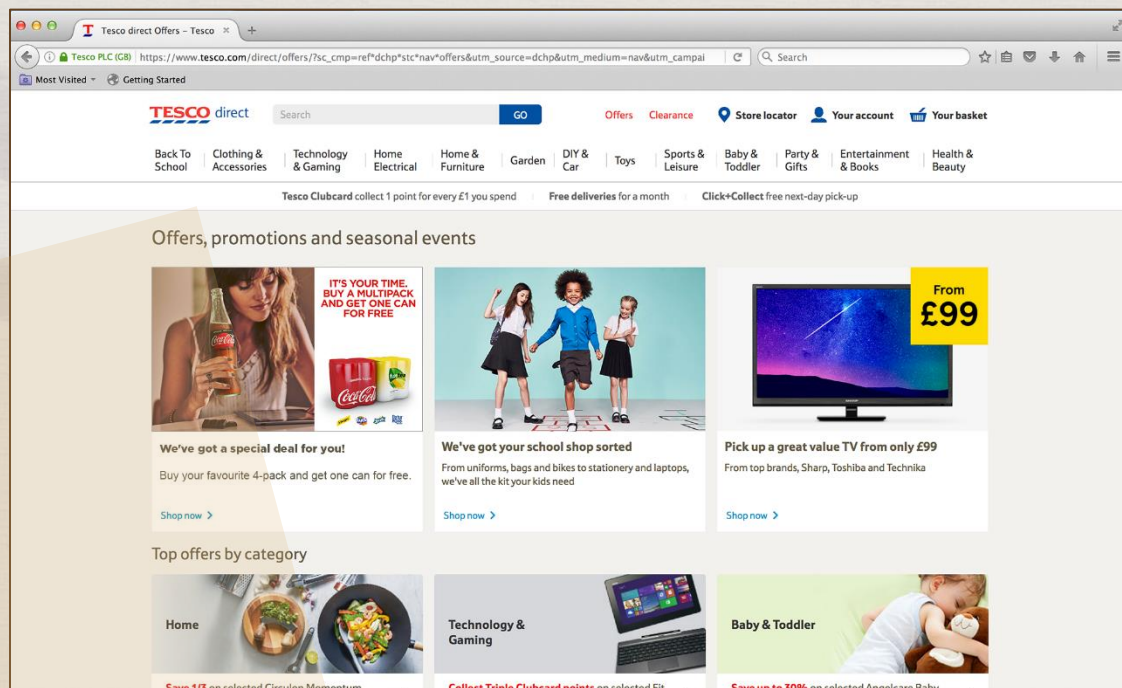
84%

OF E-SHOPPERS
START
SHOPPING HERE

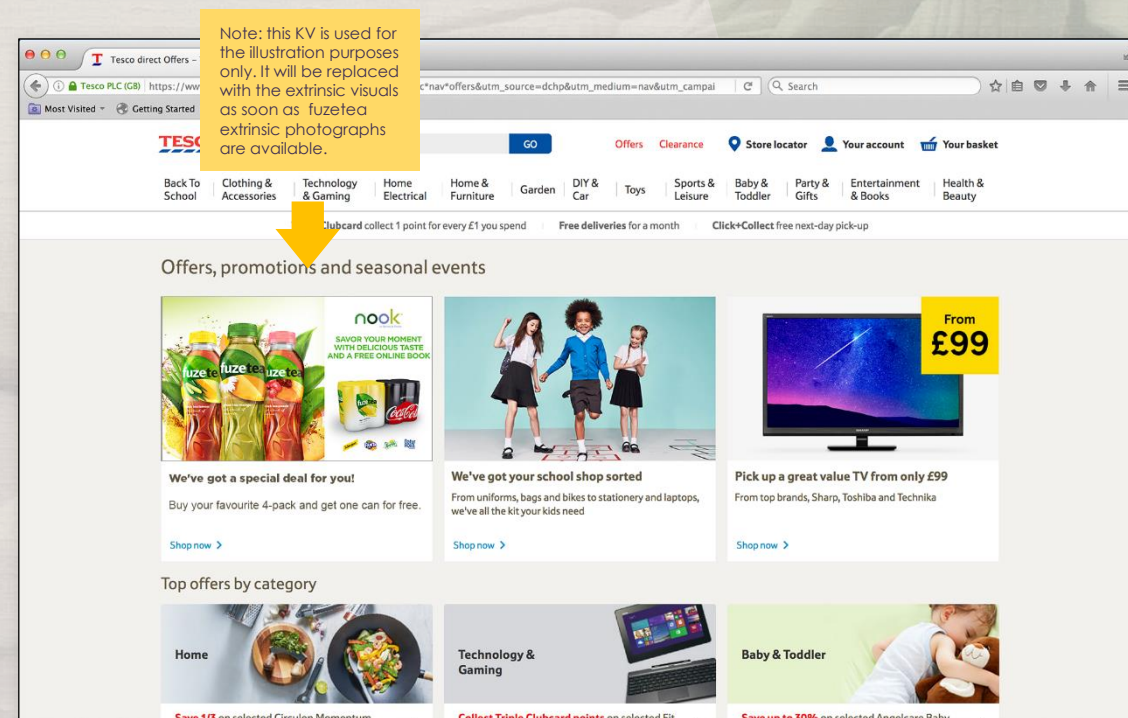
Source: Prezi.com, Tesco customer data, Poland



SPECIAL PROMO SECTION



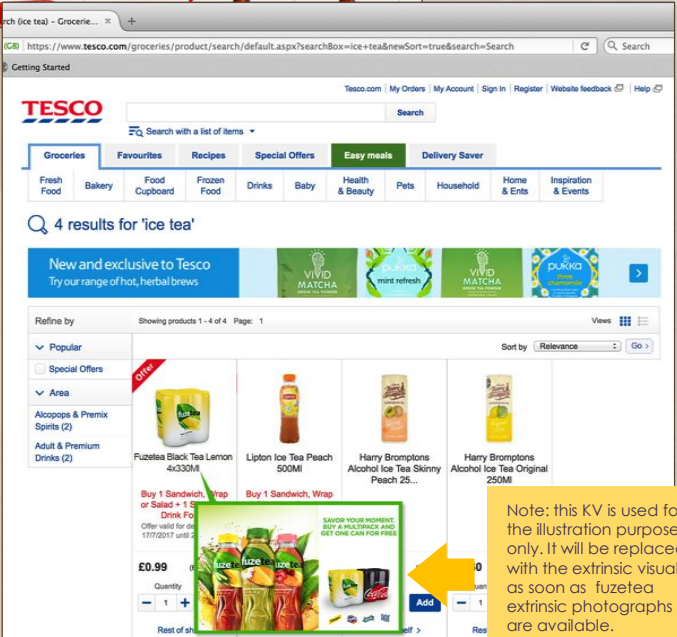
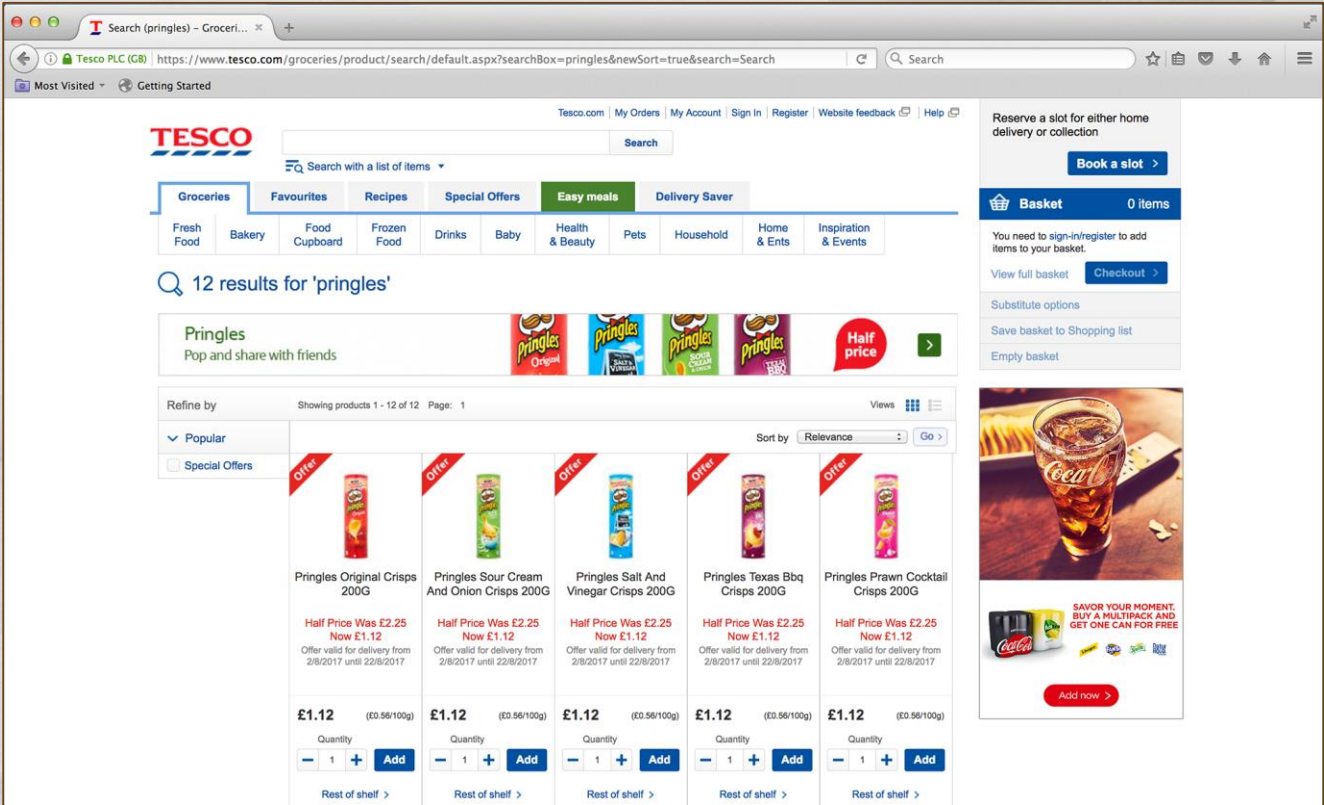
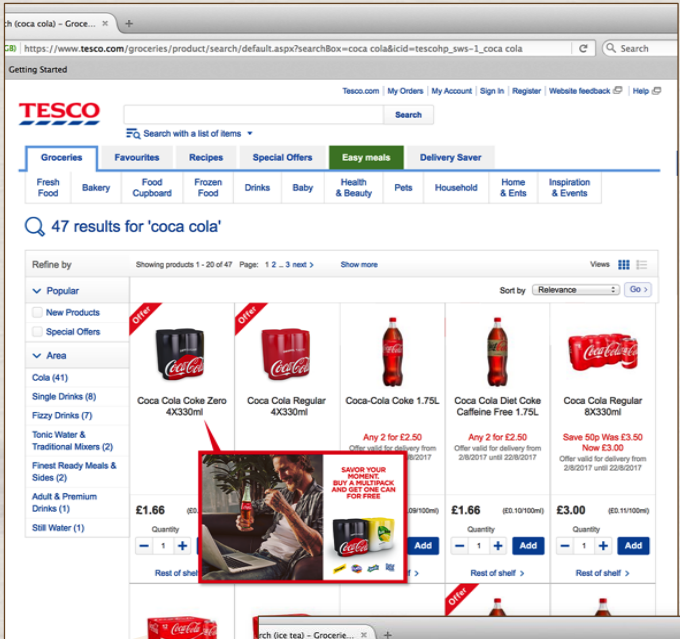
Regular promo offer
(buy a multipack and get one can for free)



Value added promotion with selected partners
(buy a multipack and get a free online book)



SEARCH



Note: this KV is used for the illustration purposes only. It will be replaced with the extrinsic visuals as soon as fuzetea extrinsic photographs are available.

Searching for other me time at home related categories (for instance snacks)

Searching for the beverages



BEVERAGE CATEGORY BANNER

The screenshot shows the Tesco website's 'Drinks' category page. At the top, there's a navigation bar with the Tesco logo, a search bar, and various utility links like 'My Orders', 'My Account', 'Sign In', 'Register', 'Website feedback', and 'Help'. Below the navigation, there are tabs for 'Groceries', 'Favourites', 'Recipes', 'Special Offers', 'Easy meals', and 'Delivery Saver'. Under 'Easy meals', there are sub-categories: 'Fresh Food', 'Bakery', 'Food Cupboard', 'Frozen Food', 'Drinks', 'Baby', 'Health & Beauty', 'Pets', 'Household', 'Home & Ents', and 'Inspiration & Events'. The 'Drinks' category is selected, and the page title is 'Drinks'. Below the title, there's a promotional text: 'Browse our selection of drinks, with something to suit every occasion and every member of the family. Find your favourite from our great range, including soft drinks, chilled fruit juice, tea, coffee, beer and wine.' On the left, there's a vertical menu with categories: 'Fizzy Drinks & Cola', 'Juices & Smoothies', 'Bottled Water', 'Squash & Cordial', 'Adult Drinks & Mixers', 'Kids & Lunchbox Drinks', 'Sports & Energy Drinks', 'Milkshake', 'Tea', 'Coffee', and 'Hot Chocolate & Malted Drinks'. The main content area features a large banner with three images: a glass of iced cola, three bottles of Fuzetea (lemon, mango, peach), and a collection of soft drinks including Fanta, Sprite, and Baur Rique. A yellow arrow points to the banner with a note: 'Note: this KV is used for the illustration purposes only. It will be replaced with the extrinsic visuals as soon as fuzetea extrinsic photographs are available.'



BEVERAGE SECTION

Sparkling Water - Bottled ...

Tesco PLC (GB) | https://www.tesco.com/groceries/product/browse/default.aspx?N=4294792645&Ne=4294793660

TESCO

Search with a list of items

Groceries | Favourites | Recipes | Special Offers | **Easy meals** | Delivery Saver

Fresh Food | Bakery | Food Cupboard | Frozen Food | Drinks | Baby | Health & Beauty | Pets | Household | Home & Ents | Inspiration & Events

Groceries > Drinks > Bottled Water > Sparkling Water

Sparkling Water

Reserve a slot for either home delivery or collection

[Book a slot >](#)

Basket 0 items

You need to sign-in/register to add items to your basket.

[View full basket](#) [Checkout >](#)

Substitute options

Save basket to Shopping list

Empty basket

Refine by

Showing products 1 - 20 of 20 Page: 1

Views

Sort by Popularity [Go >](#)

- Popular
- Special Offers
- Area
 - Glass Bottled Sparkling Water (2)
 - Sparkling Flavoured Water (1)
 - Sparkling Water Multipacks (8)
 - Large Sparkling Water (8)
 - Small Sparkling Water (5)

Tesco Everyday Value Sparkling Water 2Ltr	Tesco Ashbeck Sparkling Water 4X2ltr	Tesco Sparkling Water 6X500ml	Buxton Sparkling Mineral Water 8 X 500 Ml Pack	Tesco Ashbeck Sparkling Water 2Ltr
£0.17 (£0.011/100ml)	Sorry, this product is currently not available.	£1.50 (£0.05/100ml)	£2.09 (£0.05/100ml)	£0.45 (£0.02/100ml)
Quantity <input type="text" value="1"/> Add		Quantity <input type="text" value="1"/> Add	Quantity <input type="text" value="1"/> Add	Quantity <input type="text" value="1"/> Add

IT'S YOUR TIME. BUY A MULTIPACK AND GET ONE CAN FOR FREE

[Add now >](#)

Search (ice tea) - Groceries...

Tesco PLC (GB) | https://www.tesco.com/groceries/product/search/default.aspx?searchBox=ice+tea&newSort=true&search=Search

TESCO

Search with a list of items

Groceries | Favourites | Recipes | Special Offers | **Easy meals** | Delivery Saver

Fresh Food | Bakery | Food Cupboard | Frozen Food | Drinks | Baby | Health & Beauty | Pets | Household | Home & Ents | Inspiration & Events

New and exclusive to Tesco
Try our range of hot, herbal brews

Showing products 1 - 4 of 4 Page: 1

Views

Sort by Relevance [Go >](#)

- Popular
- Special Offers
- Area
 - Alcopops & Premix Spirits (2)
 - Adult & Premium Drinks (2)

Lipton Ice Tea Lemon 500ml	Lipton Ice Tea Peach 500ml	Harry Bromptons Alcohol Ice Tea Skinny Peach 25...	Harry Bromptons Alcohol Ice Tea Original 250ml
£0.99 (£0.20/100ml)	£0.99 (£0.20/100ml)	£1.60 (€6.40)	£1.60 (€6.40)
Quantity <input type="text" value="1"/> Add	Quantity <input type="text" value="1"/> Add	Quantity <input type="text" value="1"/> Add	Quantity <input type="text" value="1"/> Add

Rest of shelf >

SAVOR YOUR MOMENT. BUY A MULTIPACK AND GET ONE CAN FOR FREE

[Add now >](#)

Note: this KV is used for the illustration purposes only. It will be replaced with the extrinsic visuals as soon as fuzetea extrinsic photographs are available.



CROSS-CATEGORY PLACEMENT - BEER

The screenshot shows the Tesco website interface. At the top, there's a search bar with the URL <https://www.tesco.com/groceries/product/search/default.aspx?searchBox=pringles&newSort=true&search=Search>. The main navigation includes 'Tesco.com', 'My Orders', 'My Account', 'Sign In', 'Register', 'Website feedback', and 'Help'. Below this is a search bar with the text 'Search with a list of items'. The main menu has categories like 'Groceries', 'Favourites', 'Recipes', 'Special Offers', 'Easy meals', and 'Delivery Saver'. Under 'Groceries', there are sub-categories: 'Fresh Food', 'Bakery', 'Food Cupboard', 'Frozen Food', 'Drinks', 'Baby', 'Health & Beauty', 'Pets', 'Household', 'Home & Ents', and 'Inspiration & Events'. The search results show '469 results for 'beer''. The results are sorted by 'Relevance'. The first row of products includes:

Product Name	Price	Quantity	Rest of shelf
Fosters Lager 20 X 440ml Cans	£14.00 (€1.60/l)	Quantity: 1	Rest of shelf >
Carling Lager 18X440ml	£12.00 (€1.52/l)	Quantity: 1	Rest of shelf >
Corona Extra 12X330ml	£12.00 (€3.04/l)	Quantity: 1	Rest of shelf >
Budweiser 20X300ml Bottle	£13.00 (€2.17/l)	Quantity: 1	Rest of shelf >
Stella Artois 18 X 440Ml	£14.00 (€1.77/l)	Quantity: 1	Rest of shelf >

On the right side of the page, there's a 'Basket' section showing '0 items' and a 'Book a slot' button. Below that, there's a 'Substitute options' section with a 'Save basket to Shopping list' button. At the bottom right, there's a promotional banner for Coca-Cola with the text 'IT'S YOUR TIME. BUY A MULTIPACK AND GET ONE CAN FOR FREE' and an 'Add now >' button. The banner also shows images of Coca-Cola cans and other brands like Fanta, Sprite, and Diet Coke.



CROSS-CATEGORY PLACEMENT - COSMETICS

The screenshot shows the Tesco website interface. At the top, there's a search bar with the text "Search (face mask) - Groc...". Below it, the URL is "https://www.tesco.com/groceries/product/search/default.aspx?searchBox=face+mask&newSort=true&search=Search". The Tesco logo is on the left, and navigation links like "My Orders", "My Account", "Sign In", "Register", "Website feedback", and "Help" are on the right. A category menu includes "Groceries", "Favourites", "Recipes", "Special Offers", "Easy meals", and "Delivery Saver". Under "Easy meals", there are sub-categories: "Fresh Food", "Bakery", "Food Cupboard", "Frozen Food", "Drinks", "Baby", "Health & Beauty", "Pets", "Household", "Home & Ents", and "Inspiration & Events".

The search results show "47 results for 'face mask'". The first row of products includes:

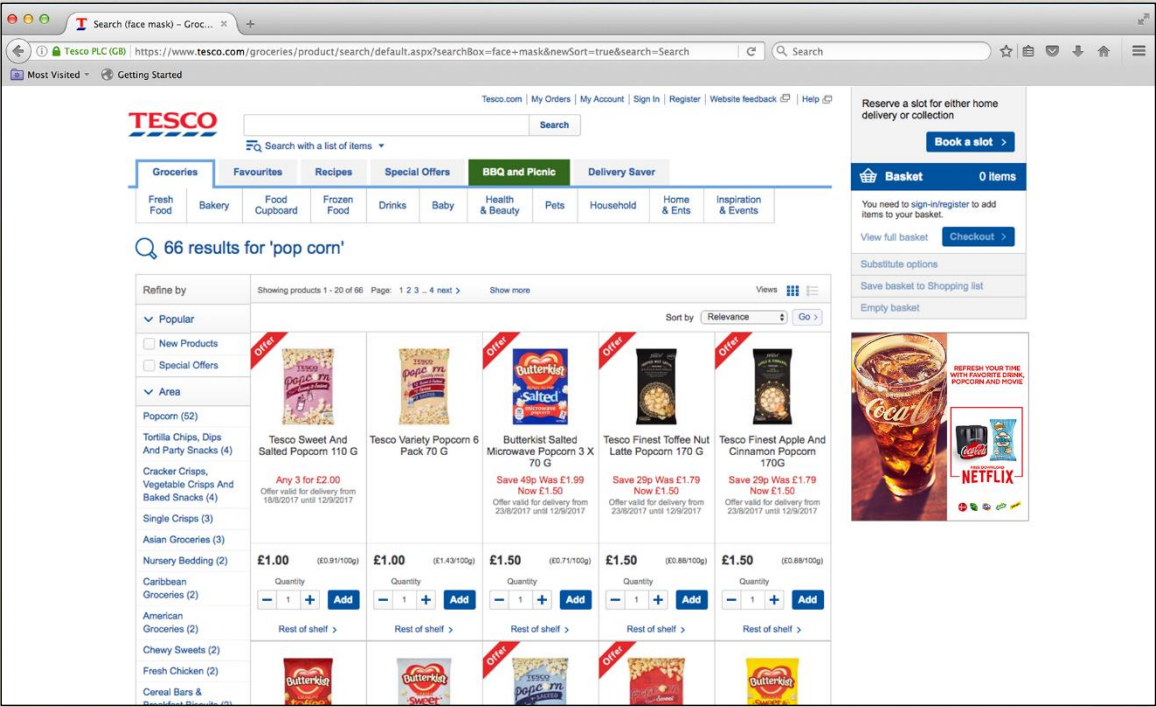
- Feeling Beautiful Cucumbr Peel Off Mask 15MI (£1.50)
- Freeman Dead Sea Mineral Anti Stress Mask 15MI (£1.50)
- Feeling Beautiful Avocado And Oatmeal Clay Mask... (£1.50)
- Freeman Polishing Charcoal Gel Mask 15MI (£1.50)
- Quick Fixfacials Anti Blemish Mud Mask 100MI (£4.00)

Each product listing includes a quantity selector (1) and an "Add" button. Below the products, there are thumbnails for "L'OREAL PURE CLAY DETOX MASK" and "SARINOR SKINACTIVE".

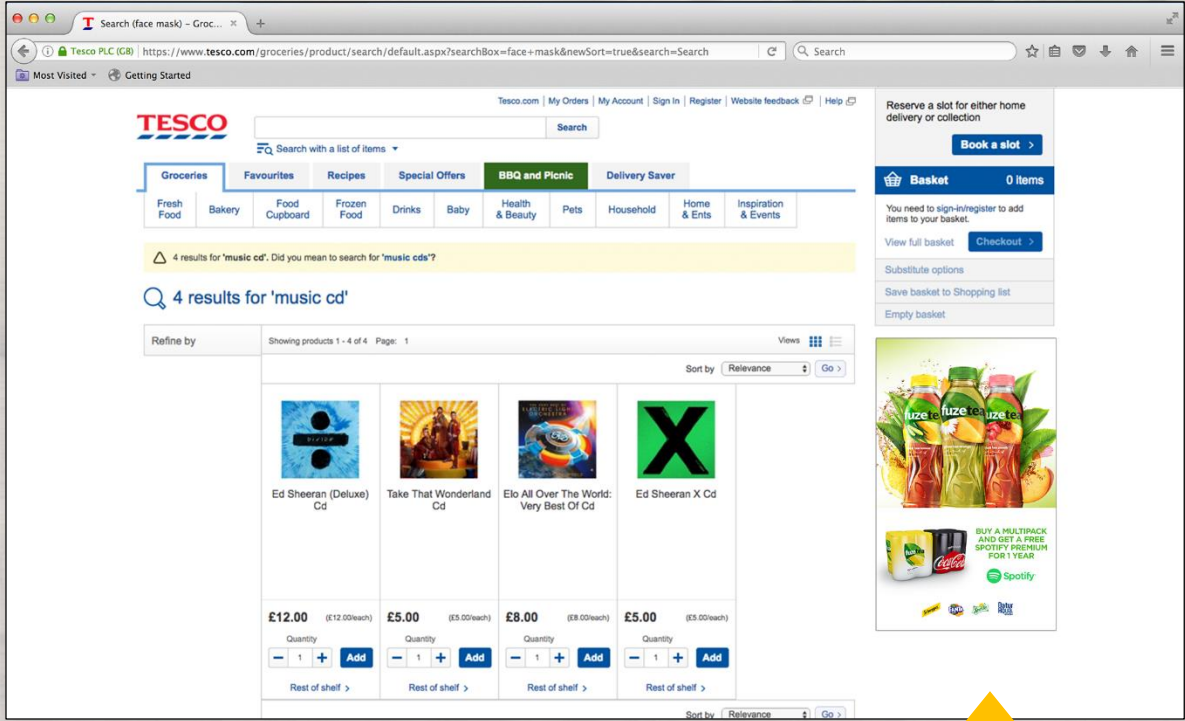
On the right side, there's a "Basket" section showing "0 items" and a "Book a slot" button. Below it, there's a promotional banner for "fuze tea" with the text "SAVOR YOUR MOMENT. BUY A MULTIPACK AND GET ONE CAN FOR FREE" and an "Add now" button. A yellow arrow points to this banner with a note: "Note: this KV is used for the illustration purposes only. It will be replaced with the extrinsic visuals as soon as fuzetea extrinsic photographs are available."



CROSS-CATEGORY PLACEMENT – PARTNERSHIP PROMO



Buy a multipack and popcorn, and get a free movie download from Netflix



Buy a multipack and get a free Spotify Premium for 1 year

Note: this KV is used for the illustration purposes only. It will be replaced with the extrinsic visuals as soon as fuzetea extrinsic photographs are available.



CHECK OUT BANNER (FOR SHOPPERS WITHOUT MULTIPACK IN THEIR CART)

The screenshot shows the Tesco website interface. At the top, there's a navigation bar with the Tesco logo, a search bar, and various utility links like 'My Orders', 'My Account', and 'Sign Out'. Below the navigation, there's a category menu with 'Lunchbox' selected. The main content area features a banner titled 'How would you like to shop?' with two options: 'Home Delivery' and 'Click+Collect'. The 'Home Delivery' option includes a truck icon and a 'Book a delivery slot' button. The 'Click+Collect' option includes a house icon and a 'Book a collection' button. To the right, there's a 'Basket' section showing '2 items' and a 'Guide price' of £8.85. Below the basket, there's a promotional banner for Coca-Cola with a 'LAST CHANCE TO BUY YOUR FAVORITE DRINK AND GET A CAN FOR FREE' offer. The bottom right corner has a 'Read more about our delivery options' link and a 'Add to your shopping cart' button.

Drinks | Buy Drinks Online... x +

Tesco PLC [GB] <https://www.tesco.com/groceries/deliveryoption/default.aspx?ValidationFailed=1>

Apps Favoritos GM Administración... <https://app.box.co...> Coca-Cola north a...

Tesco.com | My Orders | My Account | Sign Out | Website feedback | Help

TESCO Search


Search with a list of items


Groceries Favourites Recipes Special Offers **Lunchbox** Delivery Saver

Fresh Food Bakery Food Cupboard Frozen Food Drinks Baby Health & Beauty Pets Household Home & Ents Inspiration & Events

Continue shopping

How would you like to shop?

 **Home Delivery**
Your shopping is carefully picked, cleverly packed and then delivered to your door. Available seven days a week.
[Book a delivery slot >](#)

 **Click+Collect**
Our personal shoppers pick your items for you to collect from over 320 collection points across the UK.
[Book a collection >](#)

[Read more about our delivery options >](#)

Basket 2 items

£4 will be added at checkout to baskets under £40

Guide price **£8.85**
Clubcard points 8
MultiBuy Savings £0.00
[View full basket](#)

LAST CHANCE TO BUY YOUR FAVORITE DRINK AND GET A CAN FOR FREE

[Add to your shopping cart >](#)



PROMO APPROACH



PROMOTIONS SHOULD BUILD THE OCCASION, DRIVE PURCHASES, OFFER CHOICE AND VALUE ADDED PROMOTIONS WITH PARTNERS

1 BUILD OCCASION
through value added promotions with a benefit for me moments at home

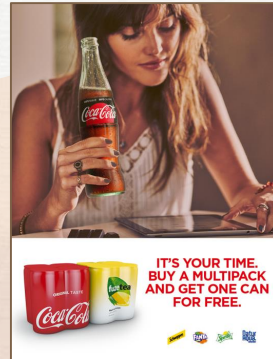


Buy a multipack & get a book on discount



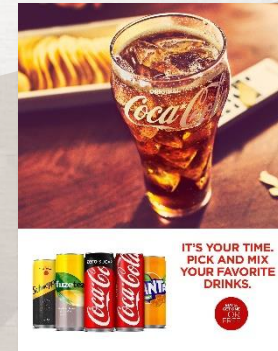
Get a movie night combo offer (popcorn, movie and multipack)

2 DRIVE REGULAR PURCHASING HABIT
through price initiatives



Buy a multipack & get one can free

3 OFFER A CHOICE
of beverages for the ME TIME occasion



Pick & mix 5 cans and get one can for free

4 ACTIVATE PARTNERSHIPS
through value-added promotions or on pack communication



Providing additional value through pack



Example: buy a multipack and get Spotify Premium for 1 year

KBIs



WHEN CAN “ME TIME” BE ACTIVATED?

1. Coke&meal = #1 MyCoke priority executed consistently, continuous Full IMC plan activation and media investment for 3 consecutive years.
2. Metime@Home = #2 MyCoke priority and #1 fuzetea priority.
3. The right price ratio between Single Serve Multipacks and Key FC reference pack has been established.

MUST HAVE

- A. Digital and inStore plan investment plan needed for 3 years to drive shopper & consumer link to occasion and pack.
- B. 3 years plan developing Single Serve share in mix.
- C. Picos with right merchandising at PBS and one additional display per store.
- D. 3 waves of dedicated promo support behind SS multipacks. Promo WD >50% in channel



KBI

FOUNDATIONS:

Relative Price Index of Can MP vs MS Frequency Pack: 1.6–1.8

1

Contribution in revenue of My Coke
Can MPs vs total My Coke in Modern
Trade

*(optional to include Fanta and Sprite in metrics where those
are available offers)*



- Markets that are starting to build SS @home culture: **>3%**
- Markets in developing stage for SS @home: **15%+**
- Established SS @home markets: **30%+**

2

WD of My Coke Can MPs in Hyper/ Supers
WD of fuzetea Can MPs in Hyper/ Supers

*(see current SS MP WD slide in appendix as
underperforming distribution vs standard)*



MyCoke

- Starting point: **>30%**
- Developing stage: **70%+**
- Established markets: **100%+**

fuzetea

- Countries that didn't have
Nestea MP: **>30%**
- Countries that had Nestea MP:
apply distribution targets as per BP

3

Additional IPP in the right zone related
to ME TIME occasion assuming that
there is already an execution of
Coke&Meal (SSD & non-sparkling)



min +1 for SSDs & non sparkling
(i.e. modular display)

4

Increase HH penetration and Driving
Transaction in Metime@home occasion



Contribution in MyCoke and Fuzetea HH penetration and
frequency based on BP brand KBI



APPENDIX



OCCASION BASED BUNDLE OFFER ACTIVATION

1

LEVEL

SINGLE KO BRAND ADJACENT TO A COMPLEMENTARY CATEGORY (I.E. SMARTWATER BY PRODUCE)

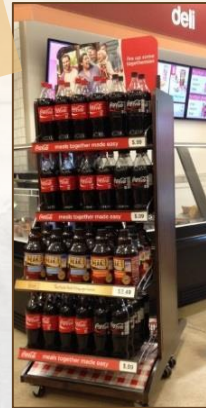


LEVEL 1 IS AN ADJACENCY, BUT NOT AN OBBO

2

LEVEL

MULTIPLE KO CATEGORIES ADJACENT TO A KEY LOCATION (IE SSD + TEA BY DELI)



LEVEL 2 DEMONSTRATES MULTIPLE CATEGORIES

3

LEVEL

MULTIPLE KO CATEGORIES IN A SELF-STANDING MERCHANDISING SOLUTION THAT INCORPORATES COMPLEMENTARY CATEGORY (IE SSD + TEA + BUNS IN DELI/BAKERY)



LEVEL 3 IS IDEAL STATE INCLUDING ADJACENCY

GUIDELINES

- Aim for incremental space for our brands prioritizing high traffic areas eg perimeter
- Target to be in first position in the path to purchase of target shoppers
- Execute adjacencies when they provide KO brands with an incremental POI in a part of the store where KO brands are currently not available



CATEGORY BOUGHT SPLIT BY MEN AND WOMEN

	Total	Male	Female
Base: Unwtd	339	110	229
Dairy (e.g. milk, cheese, yoghurt)	207	56	151
	61%	51%	66%
Savoury snacks, crackers,	80	24	56
	24%	22%	24%
Non-alcoholic ready to drink beverages (water, juices, sparkling or carbonated soft drinks, energy drinks, ice tea, etc)	119	47	72
	35%	43%	31%
Beer, wine or spirits	63	31	32
	19%	28%	14%
Chocolate, sweets, biscuits	103	31	72
	30%	28%	31%
Fresh Fish, fresh Meat & Poultry	121	34	87
	36%	31%	38%
Fresh Fruit & Vegetables	194	51	143
	57%	46%	62%
Frozen goods (meals, meat, poultry, vegetables)	66	21	45
	19%	19%	20%
Chilled prepared/ready to eat meals (salads, soup, sandwiches)	19	8	11
	6%	7%	5%
Non-food items (detergents, households goods etc.)	87	20	67
	26%	18%	29%
None of these	12	6	6
	4%	5%	3%

more often bought by women

more often bought by men



CATEGORY BOUGHT SPLIT BY MEN AND WOMEN

	TOTAL	GENDER	
		Man (a)	Woman (b)
Base:	203	71	132
Dairy (e.g. milk, cheese, yoghurt)	31.5	21.1	37.1
Savoury snacks, crackers,	7.4	5.6	8.3
Beer	10.3	15.5	7.6
Wine	2	1.4	2.3
Coffee	6.9	7	6.8
Chips & Salty snacks	5.9	2.8	7.6
Chocolate, sweets, biscuits	15.8	12.7	17.4
Baked (bread, crumpets, croissants)	21.7	19.7	22.7
Fresh Fish, fresh Meat & Poultry (not frozen)	17.2	19.7	15.9
Frozen goods (meals, meat, poultry, vegetables, pizza)	4.4	5.6	3.8
Chilled prepared/ready to eat meals (salads, soup, sandwiches)	5.9	9.9	3.8
Fresh fruit & veg	35	21.1	42.4
Breakfast cereals	3	0	4.5
Condiments (spices, sauces for food prep)	6.9	2.8	9.1
Deli/ Gastronomy	4.9	7	3.8
Non-food items (detergents, households goods etc.)	9.9	5.6	12.1
None of these	10.8	16.9	7.6

Source: Romania, IPP 2016. SM (Mega Image)

	TOTAL	GENDER	
		Man (a)	Woman (b)
Base:	207	58	149
Dairy (e.g. milk, cheese, yoghurt)	35.3	29.3	37.6
Savoury snacks, crackers,	1.9	0	2.7
Beer	13	25.9	8.1
Wine	2.4	6.9	0.7
Spirits	1	3.4	0
Coffee	14.5	13.8	14.8
Chips & Salty snacks	7.2	3.4	8.7
Chocolate, sweets, biscuits	30.9	20.7	34.9
Baked (bread, crumpets, croissants)	6.8	1.7	8.7
Fresh Fish, fresh Meat & Poultry (not frozen)	30	22.4	32.9
Frozen goods (meals, meat, poultry, vegetables, pizza)	8.7	6.9	9.4
Chilled prepared/ready to eat meals (salads, soup, sandwiches)	1.9	1.7	2
Fresh fruit & veg	45.9	43.1	47
Condiments (spices, sauces for food prep)	6.3	1.7	8.1
Deli/ Gastronomy	8.7	20.7	4
Non-food items (detergents, households goods etc.)	45.9	24.1	54.4
None of these	4.8	10.3	2.7

Source: Romania, IPP 2016. HM (Cora)

more often bought by women

more often bought by men



THE BIGGEST AREAS FOR IMPROVEMENT ARE REPRESENTED BY RO, RU AND PO THAT OFFER SMALLER ASSORTMENT VS OTHER CEE/WEBU MKT

AVG # OF SS COLAS & VALUE PACK MIX

AVG # OF KO SKUs

11

13

27

23

SS MIX > 50%

23

14

SS MIX 40%-45%

12

15

SS MIX 20%-30%

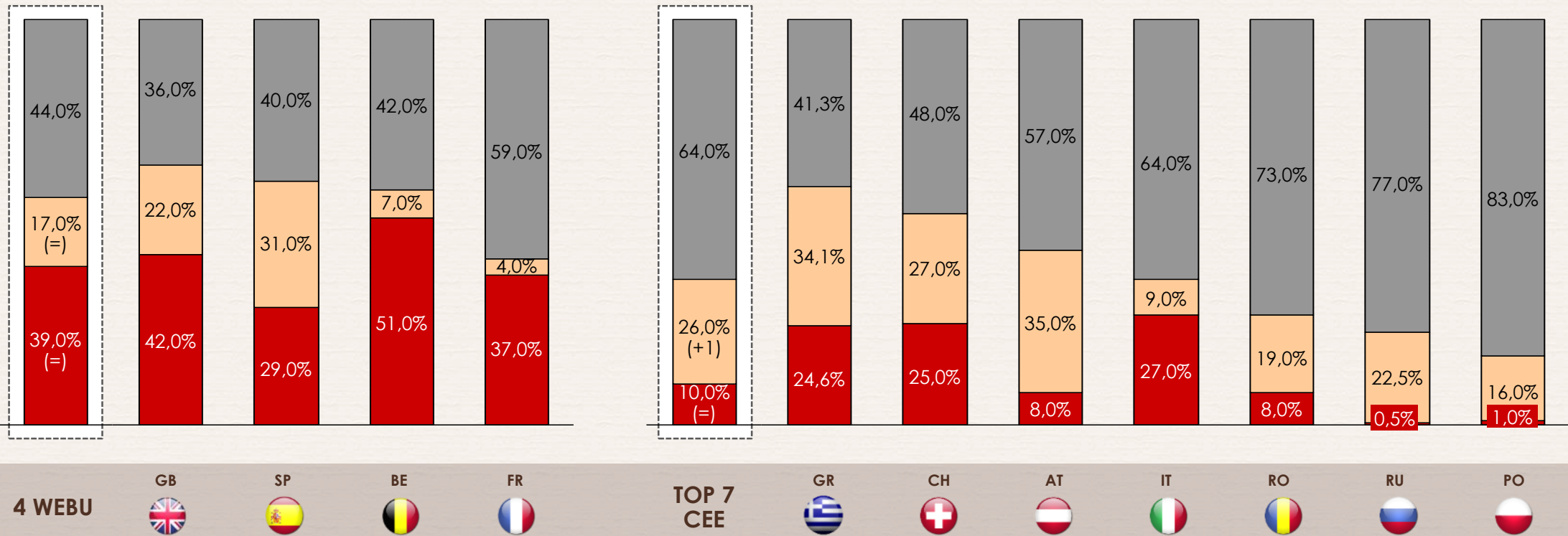
3

2

3

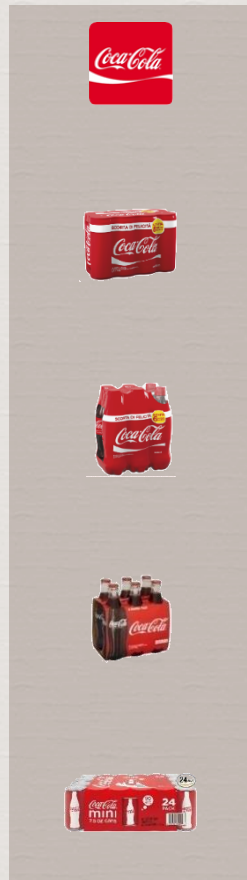
PACK MIX

MS SS SP SS MP



AVAILABILITY IS HIGHER IN GR, CH AND IT, SHOWING EXPANSION IN RO, PO AND RUSSIA, STILL LIMITED. PROGRESS ON UPSCALE PACKS, ESPECIALLY IN CH, STILL NOT UP TO THE LEVEL OF A DEVELOPED MARKET

DISTRIBUTION DRIVER - CCR SS MP WD YTD NOV'16



PACKS	IT	POL	ROM	AT	CH	GREECE	RUSSIA		IDEAL
Can 0.33L Multi									
Hypers	100 (=)	47 (=)	56 (=)	93 (=)	100 (=)	96 (-3)	63 (+40)		100
Supers	87 (+1)	19 (+4)	69 (+57)	78 (-6)	100 (=)	96 (-3)	34 (+29)		100
Discounters*	7 (-1)	-	-	NA	NA	89 (+6)	34 (+30)		>=80
Pet 0.5L Multi									
Hypers	100 (=)	49 (+10)	-	94 (=)	100 (=)	99 (-1)	-		100
Supers	95 (-1)	5 (-3)	-	84 (-6)	99 (-1)	99 (-1)	-		100
Discounters	14 (+3)	-	-	NA	NA	40 (+40)	-		
SS Glass Multi									
Hypers	91 (+1)	-	3 (+3)	96 (=)	60 (+42)	-	-		>=65
Supers	84 (+4)	-	1 (+1)	97 (=)	48 (+33)	-	-		>=40
Mini Can Multi									
Hypers	97 (+2)	-	-	-	35 (+33)	33 (-10)	-		90
Supers	82 (+7)	-	-	-	27 (+26)	33 (-10)	-		>=40
Discounters	7 (-4)	-	-	NA	NA	-	-		

< ideal	Drop & < ideal
>= Ideal	Rise but < ideal

Low priority

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↓
Link to
shopper
materials

↓
Link to hi-res
photographs

