

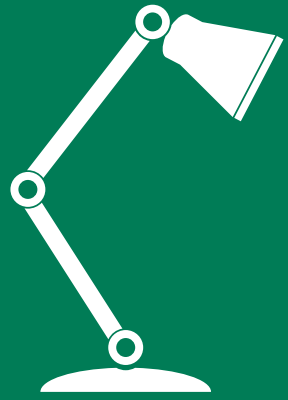
BRAZIL CHANNEL MARKETING

NEWS

S E P - 2 0 1 6 #03

Contents

3	SPOTLIGHT
6	RETAIL.COM
8	IN-STORE
9	IN-PERSON
10	LEARNINGS & INSIGHTS
11	LOOKING FORWARD
12	SCORECARD, SITETRACKER E OFFICE ATTACH



SPOTLIGHT

The new Forza launch was a big success!

27th September was a **BIG DAY** for Channel Marketing with the launch of **Forza Horizon 3** and we are happy to share **results**. Super integrated work between **Channel Mkt, Xbox Category and Sales**.

Everything started with a social content engagement tool, the LaunchPad app.

It allows **consumers and fans** to enter the game world with **augmented reality** creating content that mix their own reality with game elements like action movie takes or accessories as helmets, masks and weapons. The objective is to bring the gamer to the center of a gaming launch campaign producing content and generating among his followers awareness and engagement towards the new game. Gamers impact their follower by sharing the content they created on LaunchPad to win points that can be exchanged by game collectables and gifts, completely engaged with Retail.

Day One @Saraiva [Shopping Eldorado]

In order to generate engagement and excitement towards the games launches, we invited the retailers to participate via **LaunchPad, in Social Media competition** where they have to make Instagram posts related to the Game and the one which's posts have a higher number of likes and shares will be the winner to host the Launch Event [Winner Saraiva]. The Launch event happened on day 1 and had the presence [Patife](#). <https://www.youtube.com/channel/UCC6ayGbvqQ6R63aoz95ovuA>, who is an **Youtuber** and a **community influencer** [+1.4K followers] additionally with the fans of best content produced in **LaunchPad**. During the event we had a **live competition** with the top **15 gamers with best ranked content** created and shared with LaunchPad.

Beacons at Saraiva and Fnac

As an OmniChannel pilot project we installed **Beacons in 15 Saraiva and FNAC stores**, where through the **LaunchPad app traffic** were generated inviting users that download the app to **unlock special filters** in the displayed addresses.

Play & Learn Live @ Walmart.com

[Walmart.com Facebook fanpage](#) streaming in real time (via Youtube Live) Forza Horizon 3 Play&Learn.

Check some results:

- 157.994 people reached
- 12.934 views
- 771 facebook consumers interactions
- Only 5 negative reactions
- 366 people watched the transmition
- During the one hour transmission sales represented 28% of total sales volume in 45 days.

Brick & Mortar

Additional to the Day One event and great experiences at Saraiva and FNAC key stores, other 86 covered stores received gain visibility through POP material, special spaces and gamers activation negotiated with each retailer and store by store. Please see below the schedule for stores implementation.

Data	Qtd Lojas Implementadas:	% de Implementação
16/09/2016	55	64%
27/09/2016	31	36%
Total	86	100%

Our goal is to have 64% of the stores ready for DAY 1 and 100% by the day after launch.

Point of Sales Kit:

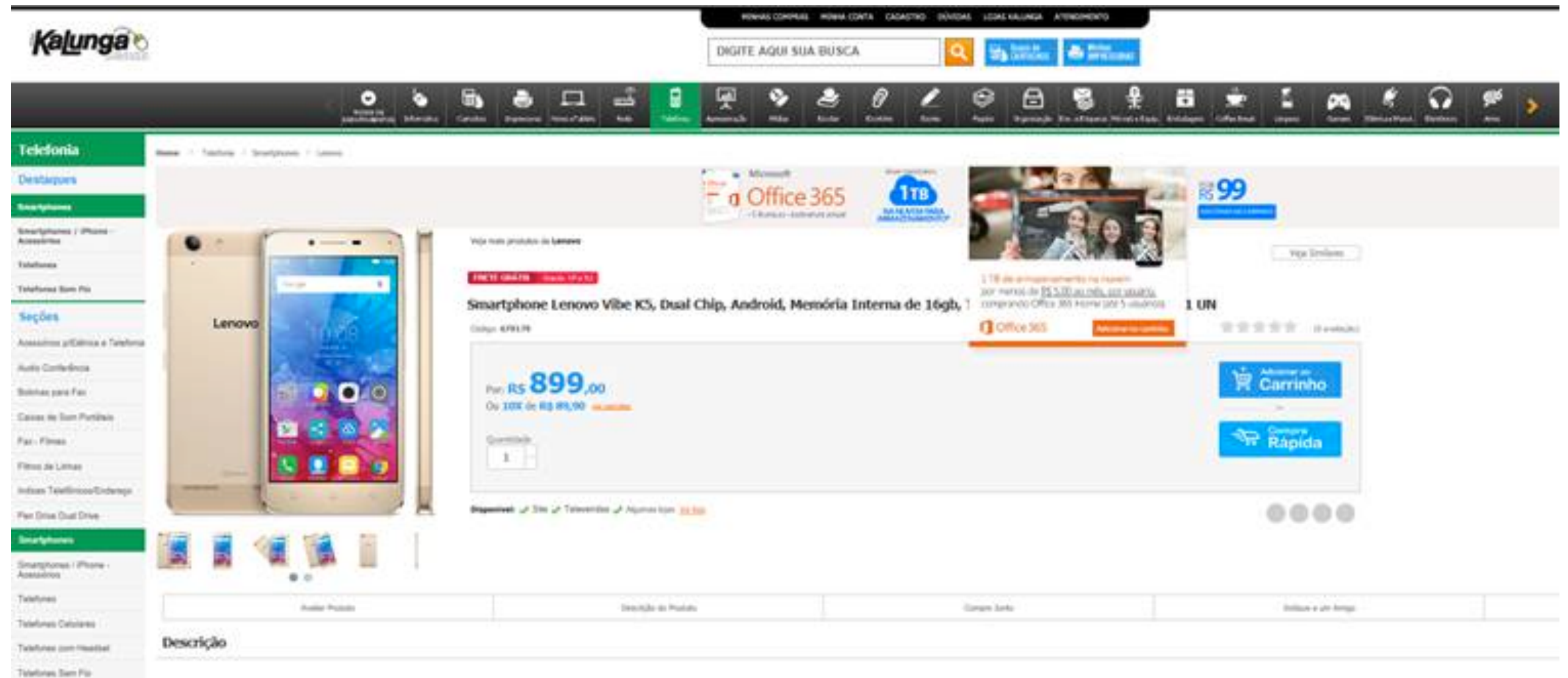




RETAIL.COM

Office attach with smartphones

Smartphones offers with Office focusing on OneDrive message implemented in 7 retailers.



The screenshot shows the Kalunga website's product page for the Lenovo Vibe K5 smartphone. The page features a navigation bar at the top with links like 'MINHA COMPRA', 'MINHA CONTA', 'CADASTRO', 'ENVIAR', 'LEGISLAÇÃO', and 'ATENDIMENTO'. Below this is a search bar and a row of category icons. The left sidebar lists various product categories under 'Telefonia'. The main content area displays the smartphone with its price (R\$ 899,00) and a bundle offer for Office 365 and OneDrive. The offer details include a 1TB OneDrive storage space and a 1-year subscription to Office 365 Home for 5 users. The page also includes a 'Verificar Produto' section and a 'Descrição' section.



RETAIL.COM



FAST

Nossa Loja | Serviços | Atendimento | Acompanhe seus Pedidos | Minha Conta

Lista de Casamento Empresas: 11 3232-3030 Tele vendas: 3093-3278

OK, para buscar, digite aqui

DESTAQUE DO DIA

Aproveite o Samsung Galaxy A5 16 GB + Microsoft Office Personal 365

Clique e confira

30 milhões em promoções da Super Mensagem

Home > Samsung > Samsung Galaxy A5 > Samsung Galaxy A5 Duos Dourado, com Tela de 5.2", 4G, 16 GB e Câmera de 13 MP - SM-A510M

Samsung Galaxy A5 Duos Dourado, com e Câmera de 13 MP - SM-A510M

Comprar

★★★★★ 4.8 (26)

Ver outras formas de pagamento e parcelamento

Calcule o total e o prazo de entrega estimado para sua região

Continuar compra

Comprar Seguro Fast Shop (obrigatório)



Office

Deixe o seu smartphone ainda mais completo. Office 365 com 1 TB de armazenamento na nuvem por apenas R\$ 100,00 na Compra de um Galaxy J7 Duos.

Galaxy J7 Duos Dourado + Office 365 Personal 32/64 Braz QQ2-00108 - Literatura

Produto em estoque

Frete grátis 5% Off F. no cartão

Comprar

Comprar com 1-Click

R\$ 1.549,99

10x de R\$ 154,99 sem juros

R\$ 1.472,49 (5% de desconto) em 1x no cartão

1x de R\$ 1.394,99

ou R\$ 1.549,99 em 24x de R\$ 77,49 sem juros

garante até 4.040 pontos



www.americanas.com.br/produto/129143635/galaxy-j7-duos-dourado-office-365-personal-32-64-braz-qq2-00108-literatura

tele vendas 24h atendimento meus pedidos minha conta loja mais próxima cartão americanas.com

americanas.com

buscar

ok, faça seu login no cadastro ou

minha conta 0 item

compre por departamento

obá, cupom

dia das crianças

melhores ofertas

iPhone em oferta

oferta do dia

celulares e telefones > smartphone

Deixe o seu smartphone ainda mais completo. Office 365 com 1 TB de armazenamento na nuvem por apenas R\$ 100,00 na Compra de um Galaxy J7 Duos.

Office

Galaxy J7 Duos Dourado + Office 365 Personal 32/64 Braz QQ2-00108 - Literatura

★★★★★ Excelente avaliação

zoom para o produto

veja a regra

R\$ 1.599,99 - (desconto de 3%)

R\$ 1.549,99

10x de R\$ 154,99 sem juros

R\$ 1.472,49 (5% de desconto) em 1x no cartão

cartão americanas.com

1x de R\$ 1.394,99

ou R\$ 1.549,99 em 24x de R\$ 77,49 sem juros

garante até 4.040 pontos

produto em estoque

vendido e entregue por americanas.com

comprar

comprar com 1 clique

frete e prazo:

CEP

calcular

não sei meu CEP

lista casamento

recomendar

80% de desconto + 12% de desconto em 1X no cartão

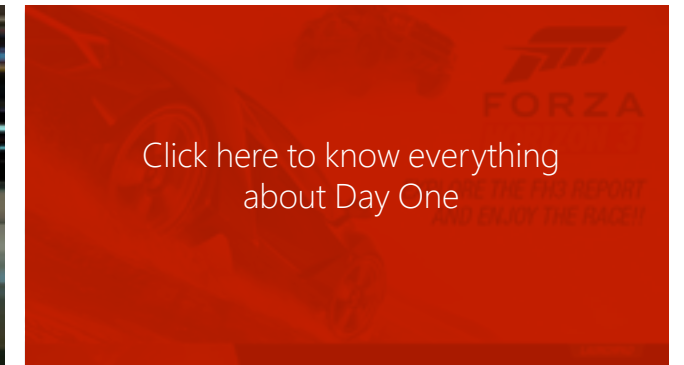
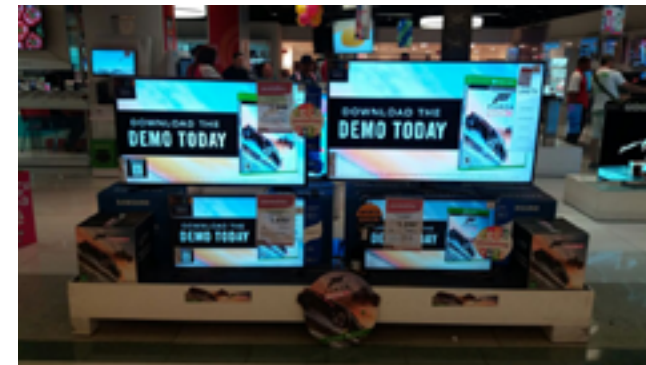
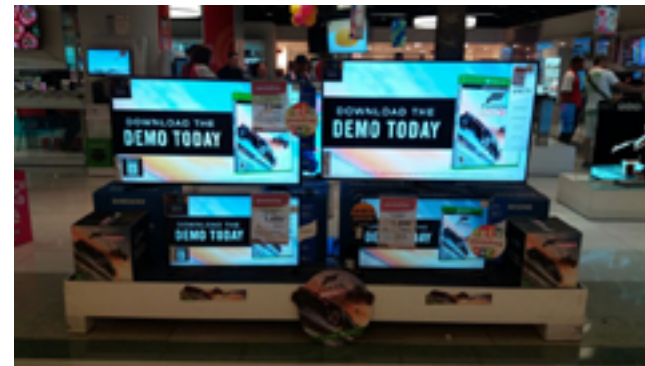
⏪ Voltar



IN-STORE

Forza Horizon 3 in stores

In order to have 100% of the expected stores implemented with POP for Day One we had all the Field Labor team focused on negotiating spaces, gaining visibility in the stores and training Retail Pros.



RDX

Aiming to increase the number of PCs running RDX in the stores, we distributed portable internet modems promoters, which are already impacting positively on the results, increasing the average from 4 to 6 devices with RDX per store. The target is reaching an average of 8 devices per store and we are speeding up to make it happen.




IN-PERSON

Finding our best evangelists



To further encourage the Field Labor team we created a monthly recognition program that ranks and reward the top 5 promoters, based on punctuality, REP Tool usage, sales, 1:1 training, EZ accreditations and RDX. The program has already shown potential champions in the team that will soon be our best evangelists.


























Microsoft

GESTÃO DE EQUIPE

SUPERVISORES

PROMOTORES

EVOLUTIVO MENSAL

Supervisor	Vaga	Promotor	RANKING ATUAL	PINS			% Plano de Carreira			
								JUN	JUL	AGO
Danieli de Figueiredo Ramos	PARJ09	Erick Santos Pereira	1º				<div><div></div></div>	1º	2º	1º
Danieli de Figueiredo Ramos	PARJ04	Bruna Simoes Rodrigues	2º				<div><div></div></div>	1º	1º	1º
Douglas Franco Santanna	PACPS01	Marcel de Lira Lourencao	3º				<div><div></div></div>	1º	1º	1º
Ezequias dos Santos	PASPO7	Renan Rodrigo Sartim	4º				<div><div></div></div>	2º	1º	1º
Danieli de Figueiredo Ramos	PARJ07	Juliana do Nascimento Silva	5º		Não atingiu o mínimo legível de Coleta RepTool		<div><div></div></div>	1º	1º	1º
Danieli de Figueiredo Ramos	PARJ03	Felipe Nunes de Oliveira	6º				<div><div></div></div>	1º	2º	1º
Danieli de Figueiredo Ramos	PARJ06	Elierg Lutz Delgado	7º				<div><div></div></div>	1º	1º	1º
Ezequias dos Santos	PASP12	Alexandre Ferreira da Silva Barbosa	8º				<div><div></div></div>	2º	1º	1º

Play& Learn

Play and Learn transmission for Forza Horizon 3, with live stream at Walmart Facebook page, with more than 500 views and more than 28K people reached on ExpertZone Facebook page.



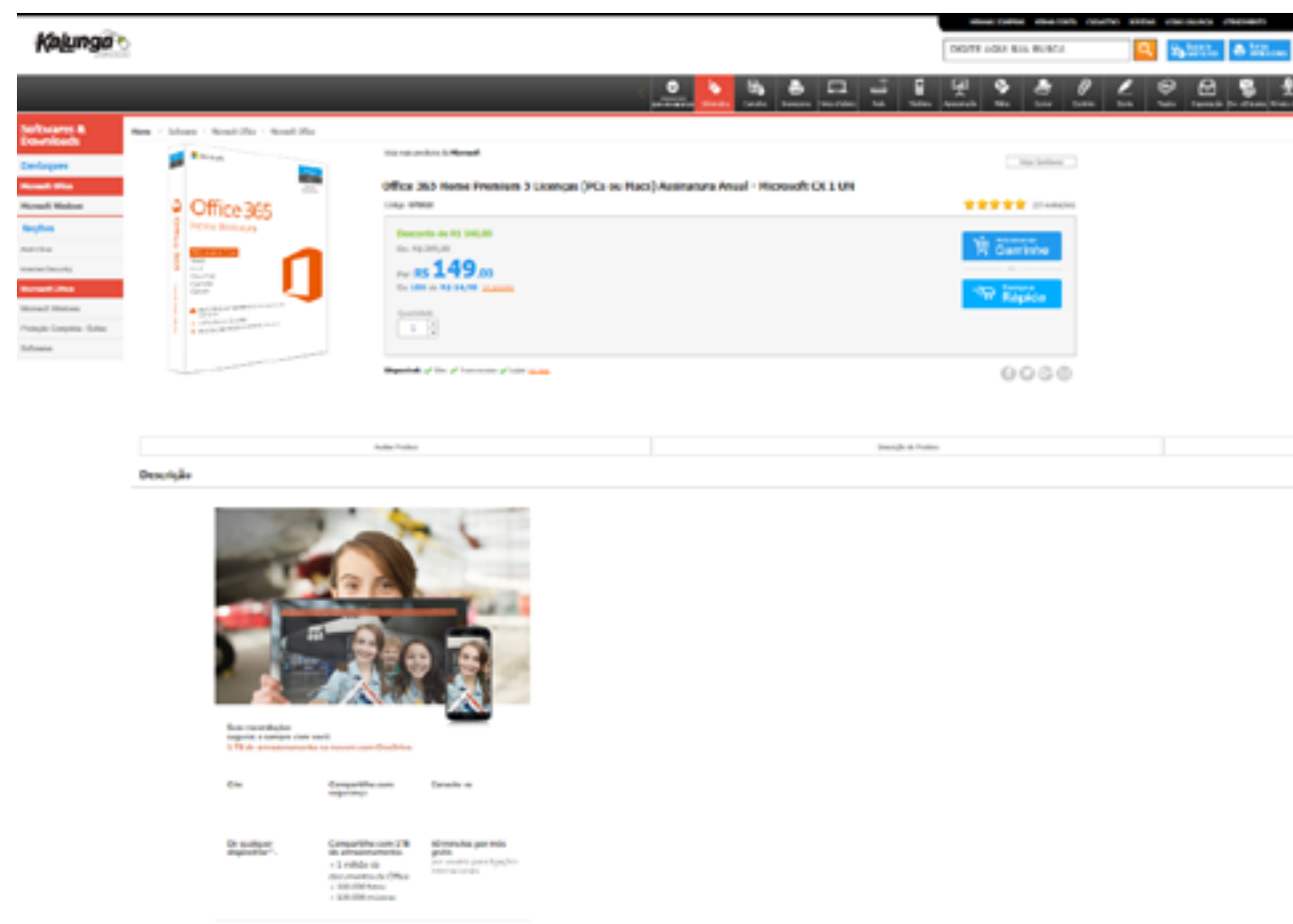


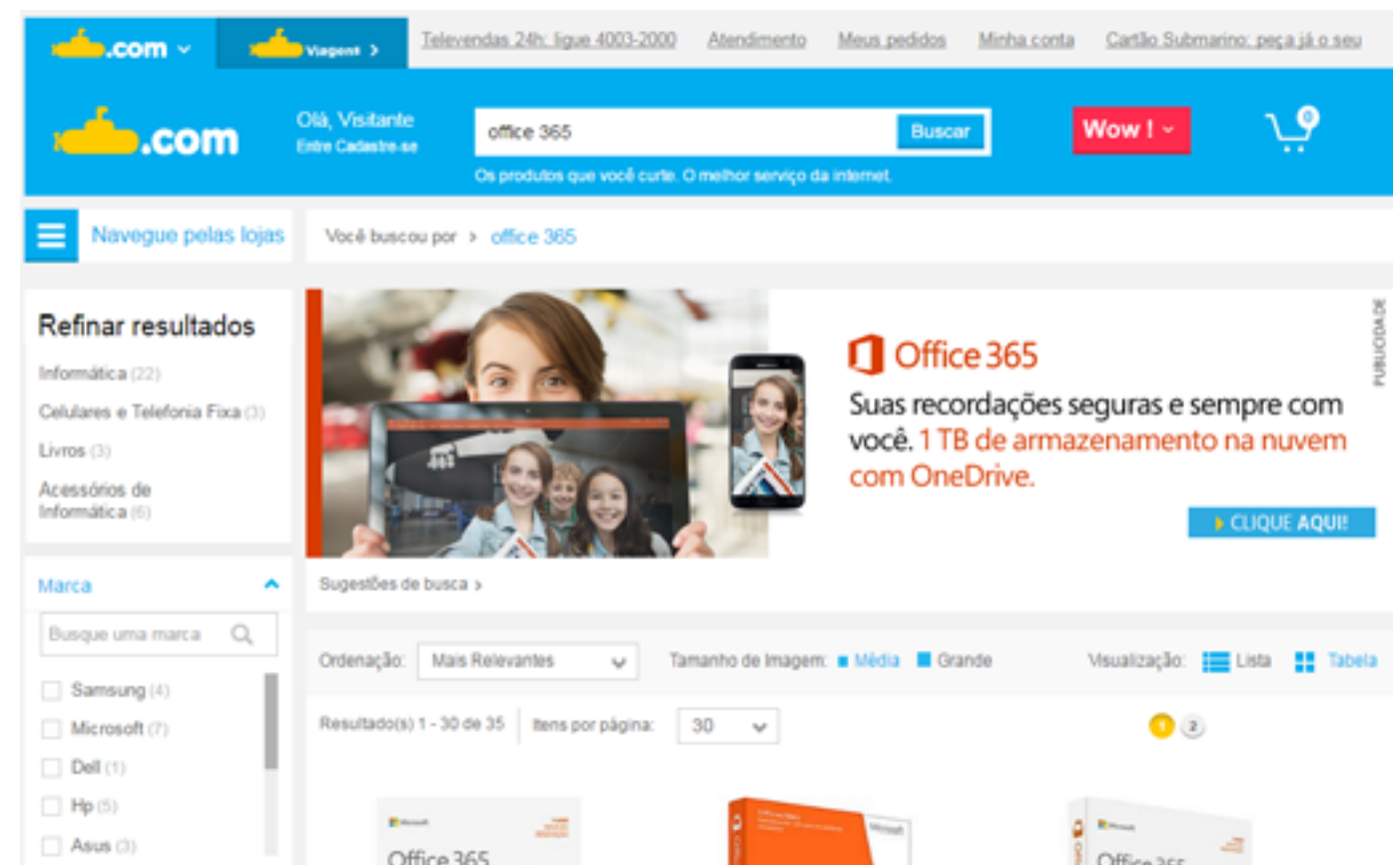
LEARNINGS AND INSIGHTS

OneDrive Message as a Key communication approach

Readiness On Going (6 RP per store, 400 already trained). Implemented in all E-tailers. VM for B&M landing in October (POSA Displays) First Insights from Retail Pros:

- Very positive feedback from retail Pro leading with OneDrive Campaign, but sales not yet impacted
- BZ customers not very used to Cloud message
- Fast Shop: Retail Pros proactive with OneDrive message, and positive on the value of the product







LOOKING
FORWARD

Digital Workshop:

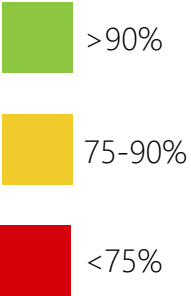
In order to deliver Digital Transformation to CCG in Q2 we will provide a Digital Workshop to our group. Focused on SEO e SEM (Google presenting), Consumer behavior and market trendings (WebShoppers presenting) and Digital IQ (Digital Lead and local agency presenting).





SCORECARD, SITE TRACKER E OFFICE ATTACH.

		Target	Actual REP/CCGI	% to target	Actual Agile	% to Target	
XBX	SELL-THRU (Fcst Attn)						100%
	DIGITAL						
	# Retail Pros Trained 1:1 - quarterly metric	416	1163	280%	1163	280%	
	# Of 1:Many Training Events	22	21	95%	21	95%	
	Avg # RPs Trained per Store Covered	1.7	4.6	280%	4.6	280%	
	FIELD LABOR COMPLIANCE			218%		218%	
	# of Accreditations	78	511	100%	511	100%	
	# of Articles and Courses consumed on ExpertZone	453	2456	542%	2456	542%	
	EVANGELISM			321%		321%	
WIN	SELL-THRU (Fcst Attn, FPP Only)			-		-	98%
	DIGITAL						
	# Retail Pros Trained 1:1 - quarterly metric	428	1126	263%	1126	263%	
	# Of 1:Many Training Events	22	19	86%	19	86%	
	Avg # RPs Trained per Stores Covered	1.7	4.5	263%	4.5	263%	
	FIELD LABOR COMPLIANCE			204%		204%	
	# of Accreditations	72	116	100%	116	100%	
	# of Articles and Courses consumed on ExpertZone	447	407	91%	407	91%	
	EVANGELISM			96%		96%	
OFC	SELL-THRU (Fcst Attn)						100%
	DIGITAL						
	# Retail Pros Trained 1:1 - quarterly metric	428	1113	260%	1113	260%	
	# Of 1:Many Training Events	22	21	95%	21	95%	
	Avg # RPs Trained per Store Covered	1.7	4.4	260%	4.4	260%	
	FIELD LABOR COMPLIANCE			205%		205%	
	# of Accreditations	72	186	100%	186	100%	
	# of Articles and Courses consumed on ExpertZone	345	457	132%	457	132%	
	EVANGELISM			116%		116%	
SRF	SELL-THRU (Fcst Attn)			-		-	-
	DIGITAL			-		-	
	FIELD LABOR COMPLIANCE			-		-	
PCA	SELL-THRU (Fcst Attn)						100%
	DIGITAL						
	# Retail Pros Trained 1:1 - quarterly metric	40	213	533%	213	533%	
	# Of 1:Many Training Events	12	10	83%	10	83%	
	Avg # RPs Trained per Store Covered	0.2	0.8	533%	0.8	533%	
	FIELD LABOR COMPLIANCE			383%		308%	
	# of Accreditations	72	0	-	0	-	
	# of Articles and Courses consumed on ExpertZone	0	0	100%	0	100%	
	EVANGELISM			100%		100%	
NLB	# Stores covered	252	252	100%	252	100%	116%
	# of Store Visits	1672	1534	92%	1526	91%	
	Total # Hours	6126	5359	87%	5589	91%	
	% of stores covered	7%	7%	100%	14%	200%	
	Avg Time per Store Visit	3.7	3.5	95%	3.7	100%	
	FIELD LABOR COMPLIANCE			95%		116%	



*Fcst Attn = Forecast Attainment

Real AGILE

	Target	Total Actual				
# of screen running Demo	1328	1168	88%	1168	88%	

REP+ESTIMATIVA



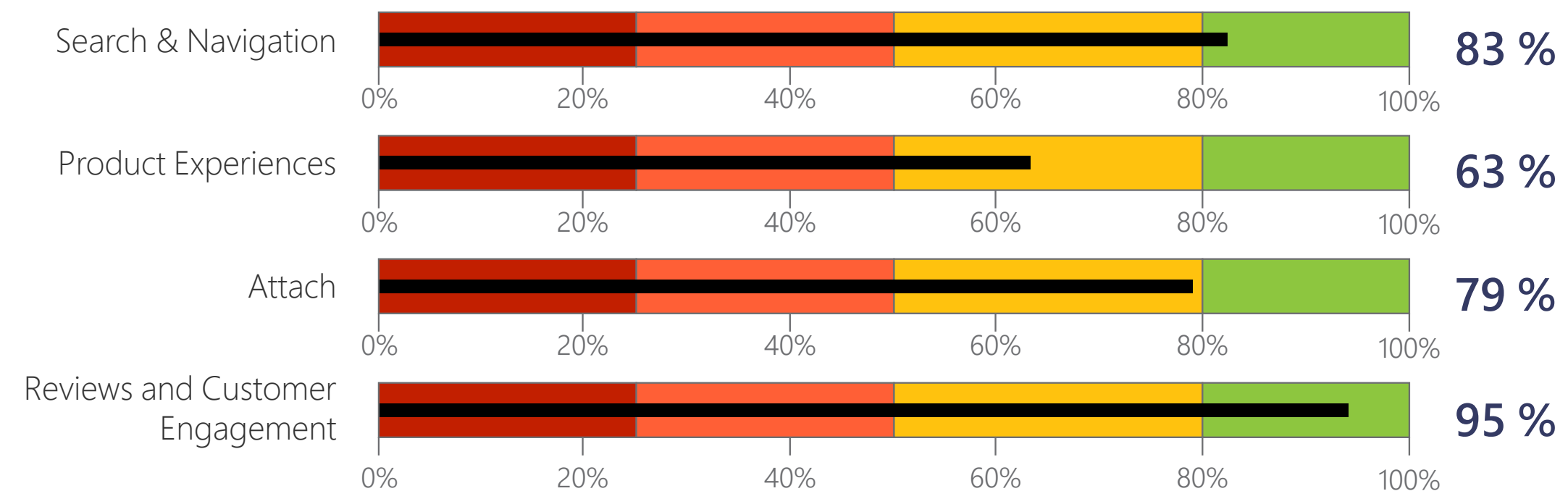
Site Tracker

- Search and Navigation: Our result for October is 83% (+3pts above the green target). October media plans help to increase our numbers, also basic executions as landing pages and research banners improve consumer purchase journey, resulting on a better shopping experience.
- Reviwes and Customer Engagement: 95% (+15 pts above the green target). All e-tailers provide organic reviews in product pages, our target for Q2 is to implemented another methods or tools to review costumers opinions.

In August our result is 74% (-6% pts above the green target).

- Product experience: Focused on Product Experience in Q2 (October). We need to improve navigation path to deliver until the end of the month a green result. Some executions were low due to sazonal dates in Q1.
- Attach: All e-tailers present at least one Attach tool. B2W, Magazine Luiza and Fastshop implemented advanced tools and Walmart, Cnova and Saraiva present assisted attach (dynamic bundles & other reminders).

Site Tracker Excutive Summary



Execution Level
74%
• Moderate



Office Tatics execution @Retail.com

Implemented N/A Will be implemented

	E-tailer	ESD [digital]		Basic		MEDIUM Assisted				Advanced					
				Related products [cross-sell]		Dynamic bundles		Sindicated Widget & other reminders		Pop up		PC Configurator		Mobile advanced tool	
		Start Date	Status	Start Date	Status	Start Date	Status	Start Date	Status	Start Date	Status	Start Date	Status	Start Date	Status
Transformation	B2W	Q2FY17	Will be implemented	-	Implemented	-	Implemented	-	Implemented	-	N/A	-	Implemented	-	Implemented
	Cnova	Q1FY17	Implemented	-	Implemented	Q2FY17	Will be implemented	Q2FY17	Will be implemented	Q2FY17	Will be implemented	Q2FY17	Will be implemented	Q2FY17	Will be implemented
	Fast Shop	Q2FY17	Will be implemented	-	Implemented	-	Implemented	-	N/A	-	N/A	Q1FY17	Implemented	Q2FY17	N/A
	Saraiva	Q2FY17	Will be implemented	-	Implemented	-	Implemented	-	N/A	-	N/A	Q2FY17	Will be implemented	Q2FY17	Will be implemented
Value	Kalunga	Q2FY17	Implemented	-	Implemented	-	Implemented	-	Implemented	-	N/A	Q2FY17	Will be implemented	Q2FY17	Will be implemented
	Magazine Luiza	Q2FY17	Will be implemented	-	Implemented	-	Implemented	-	N/A	-	N/A	-	Implemented	Q2FY17	N/A
	Walmart	-	Implemented	-	Implemented	-	Implemented	-	Implemented	Q1FY17	Will be implemented	-	N/A	Q2FY17	Will be implemented