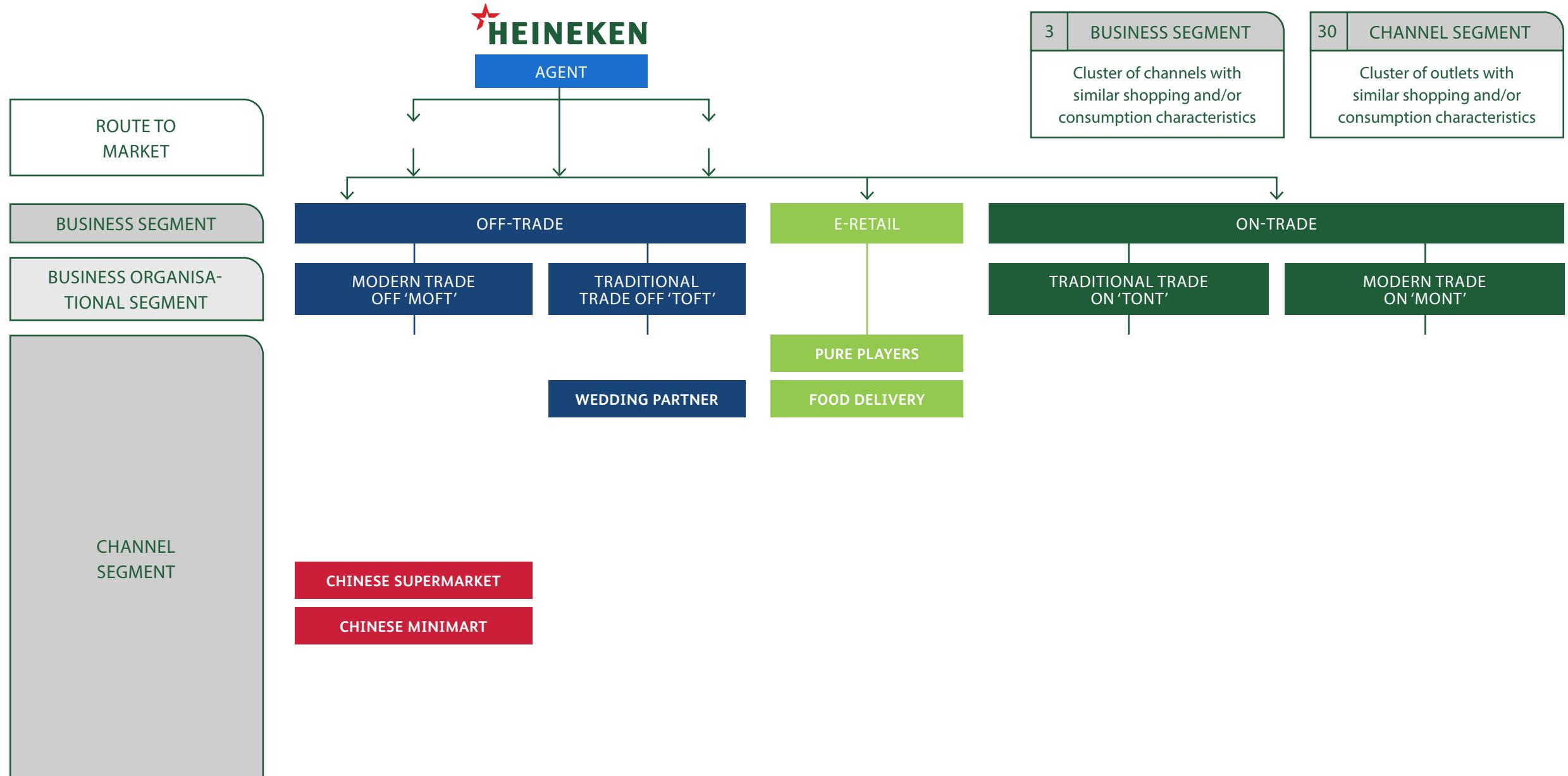


# PICTURE OF SUCCESS

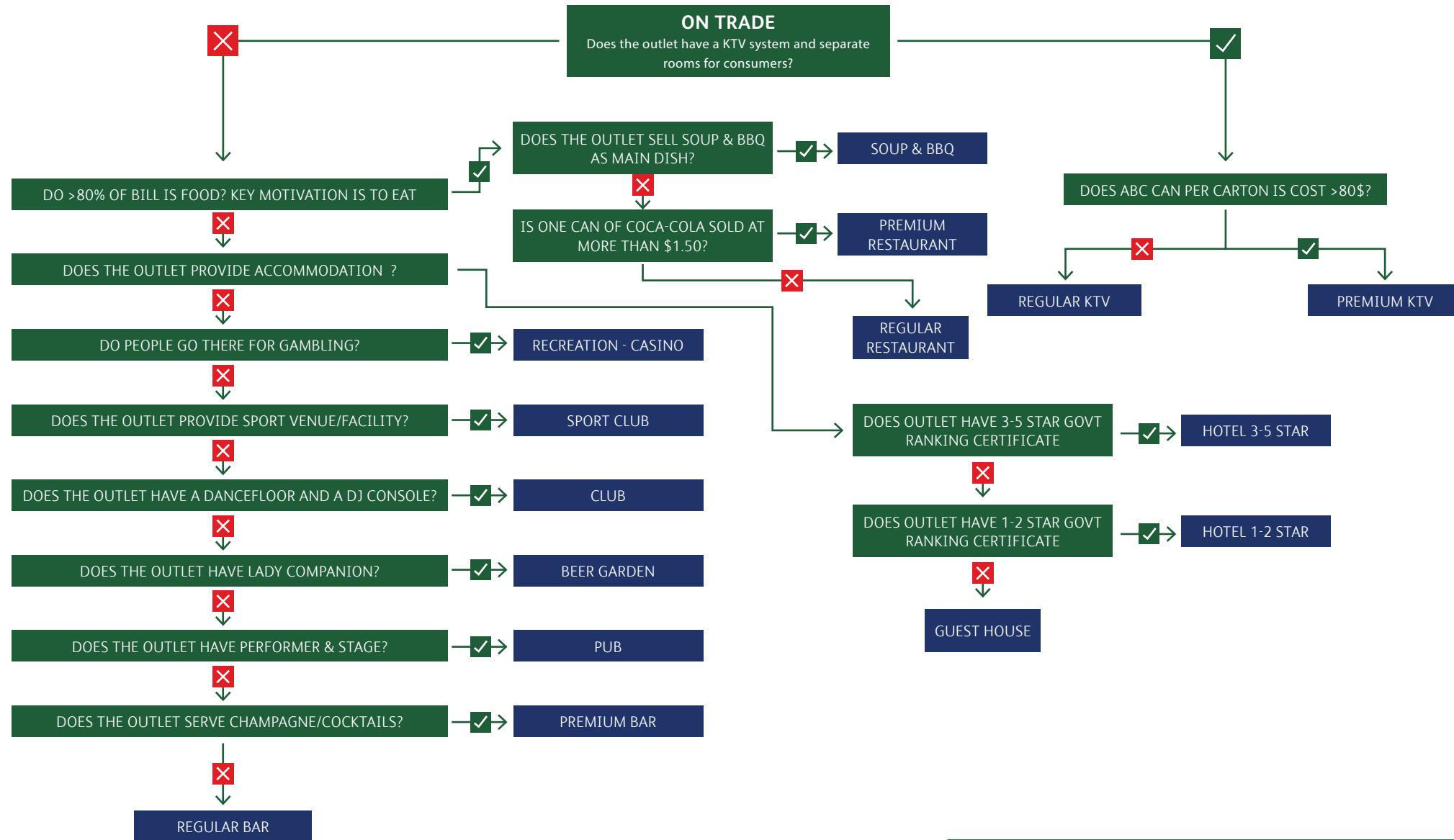
TRADE MARKETING,  
HEINEKEN CAMBODIA



# CHANNEL SEGMENTATION



# DECISION TREE



\* Reminder: Please consider outlet license when segmenting versus actual outlet concept on 4 segments, bar, pub, restaurants & beer garden. Example: license is restaurant but operating like beer garden or pub type. We follow our segmentation rather than license

# BEER GARDEN

## ► OVERVIEW

AREA  
RuralPRIORITY  
SKUGRADE  
All★ LEAD  
BRANDSUPPORT  
BRAND

### CHANNEL DEFINITION

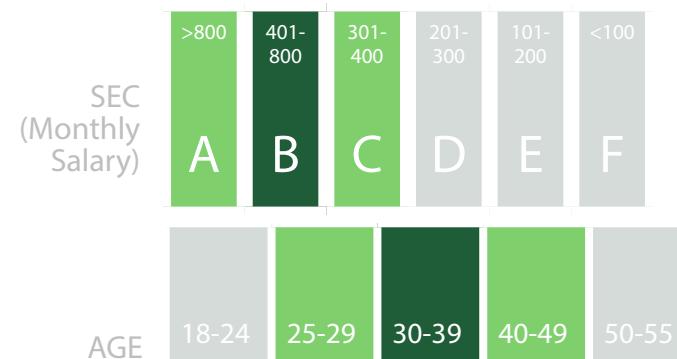
- Have band
- Outdoor space look & feel
- Lady companionship
- Variety of beer brands
- Usually have permanent beer promoter placement by companies and visited by cigarette promoter
- Seating area is divided by partition
- Less lighting but colorful

### CONSUMER PROFILE

- WHO  
Mainly Men (Age 20 – 50)
- BEHAVIOR  
Have beer brand in mind but also would listen to BP's persuasion
- GOING OUT FREQUENCY  
1 time/week
- AVERAGE SPENDING TIME  
2-3 hours
- SPENDING/PAX  
15\$ or over



### TARGET AUDIENCE



### PRIORITY DRIVERS

#### ● CONSUMER



#### ● CUSTOMER



# BEER GARDEN

## ► AVAILABILITY



PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM	
MANDATORY	MANDATORY	MANDATORY	OPTIONAL
  Bottle/Pint or Can or Draught	  Bottle/Pint or Can or Draught	  Bottle/Pint or Can	  Bottle/Pint or Can or Draught
SESSIONABLE			
OPTIONAL		OPTIONAL	
  Can	  Bottle/Pint or Can	  Can	

# BEER GARDEN

## ► VISIBILITY

### SUMMARY

#### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

#### / OUTLET GRADE

- |                                       |         |
|---------------------------------------|---------|
| <span style="color: red;">■</span>    | Attack  |
| <span style="color: grey;">■</span>   | Monitor |
| <span style="color: green;">■</span>  | Defend  |
| <span style="color: orange;">■</span> | Grow    |

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance



(Lightbox is **Optional** if the outlet have **Shop or Street signage**)

## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands

- INDOOR LIGHTBOX of Support Brand at Impact Hot Spot



Or



A

D

## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

- TENT CARD on each table



2

- STANDEE at Entrance



A

D

M

G

3

- SHOP SIGNAGE OR STREET SIGNAGE



A

D

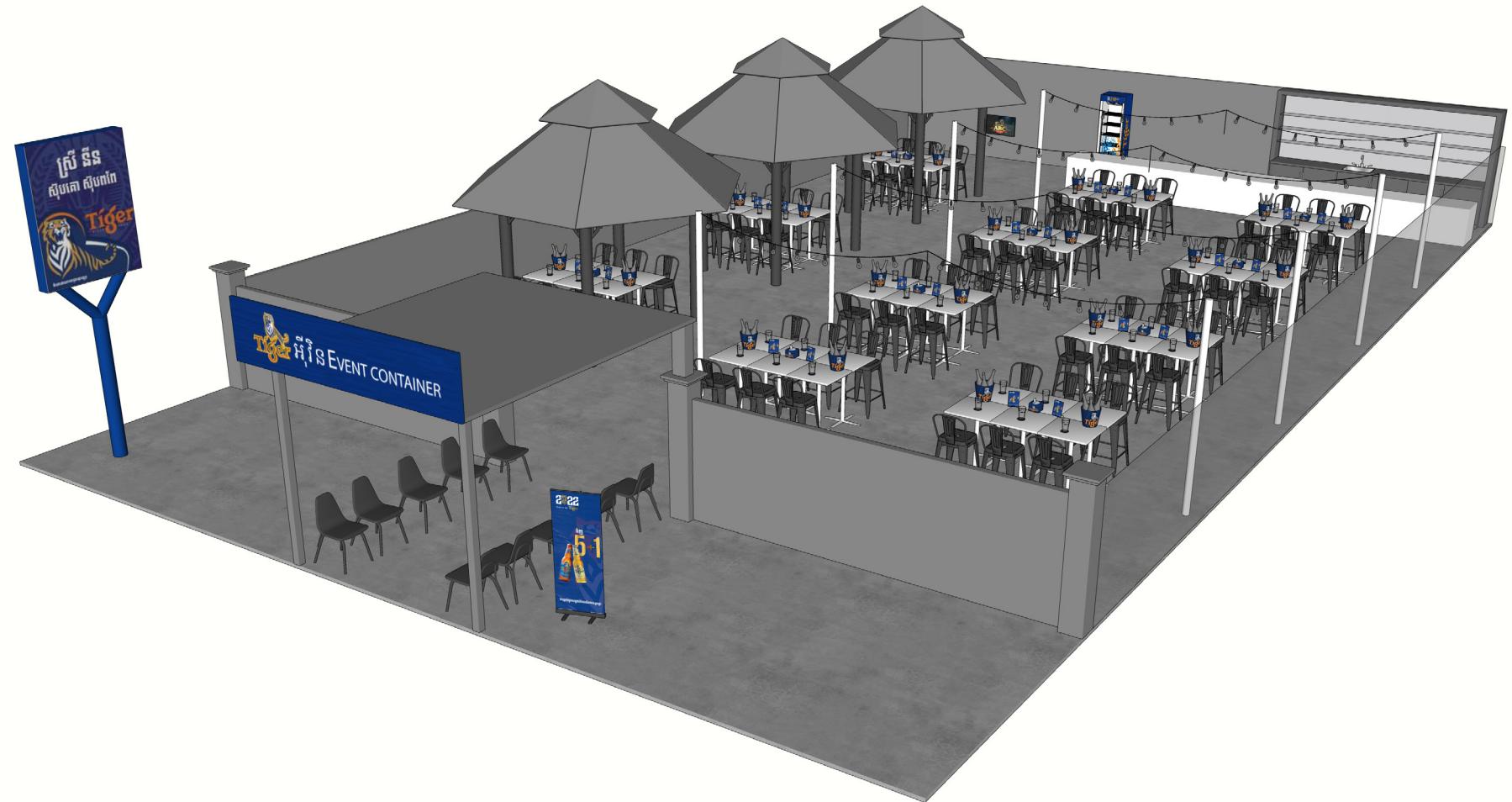


TRADITIONAL-ON-

# BEER GARDEN

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

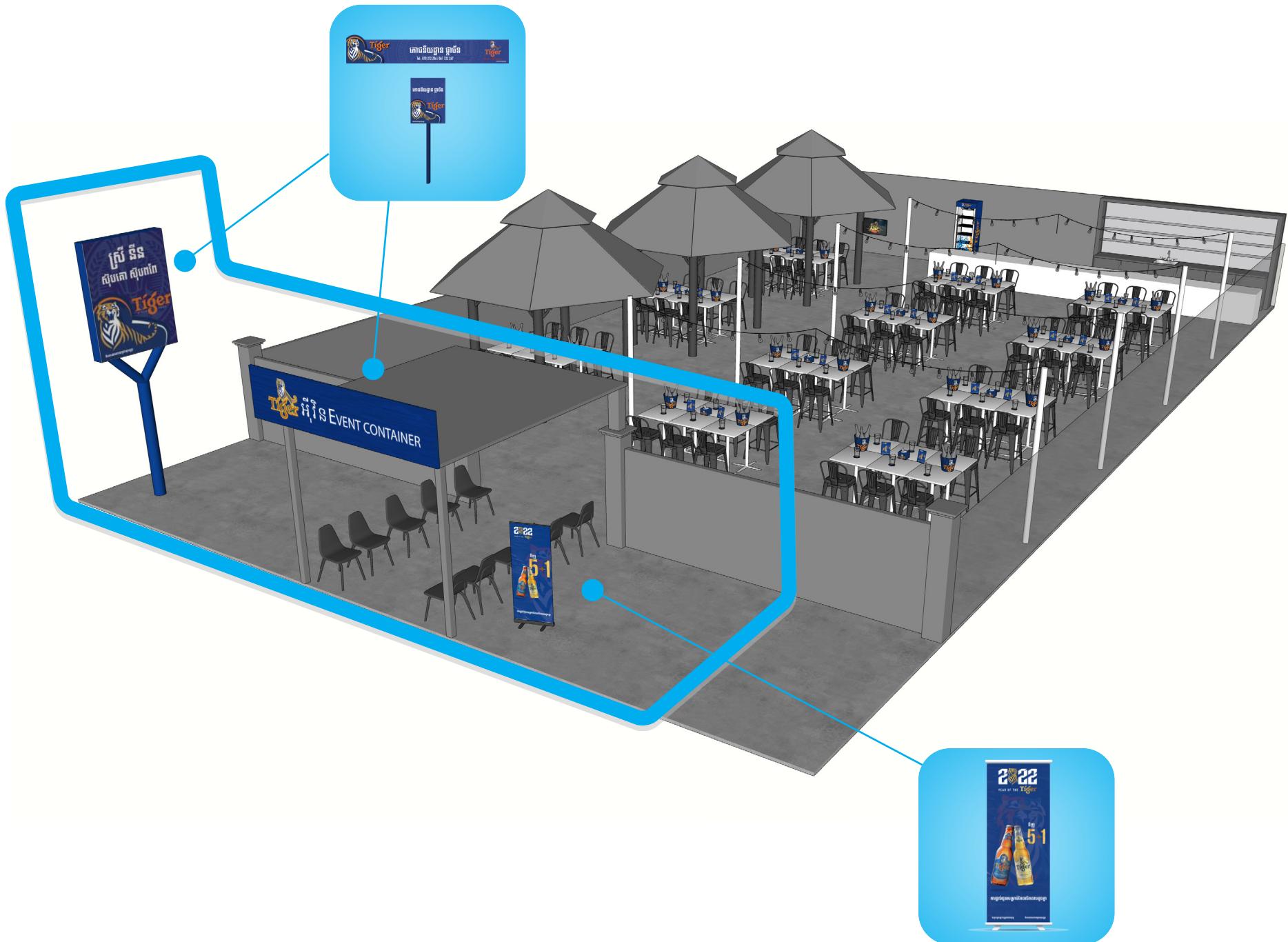


TRADITIONAL-ON-

# BEER GARDEN

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

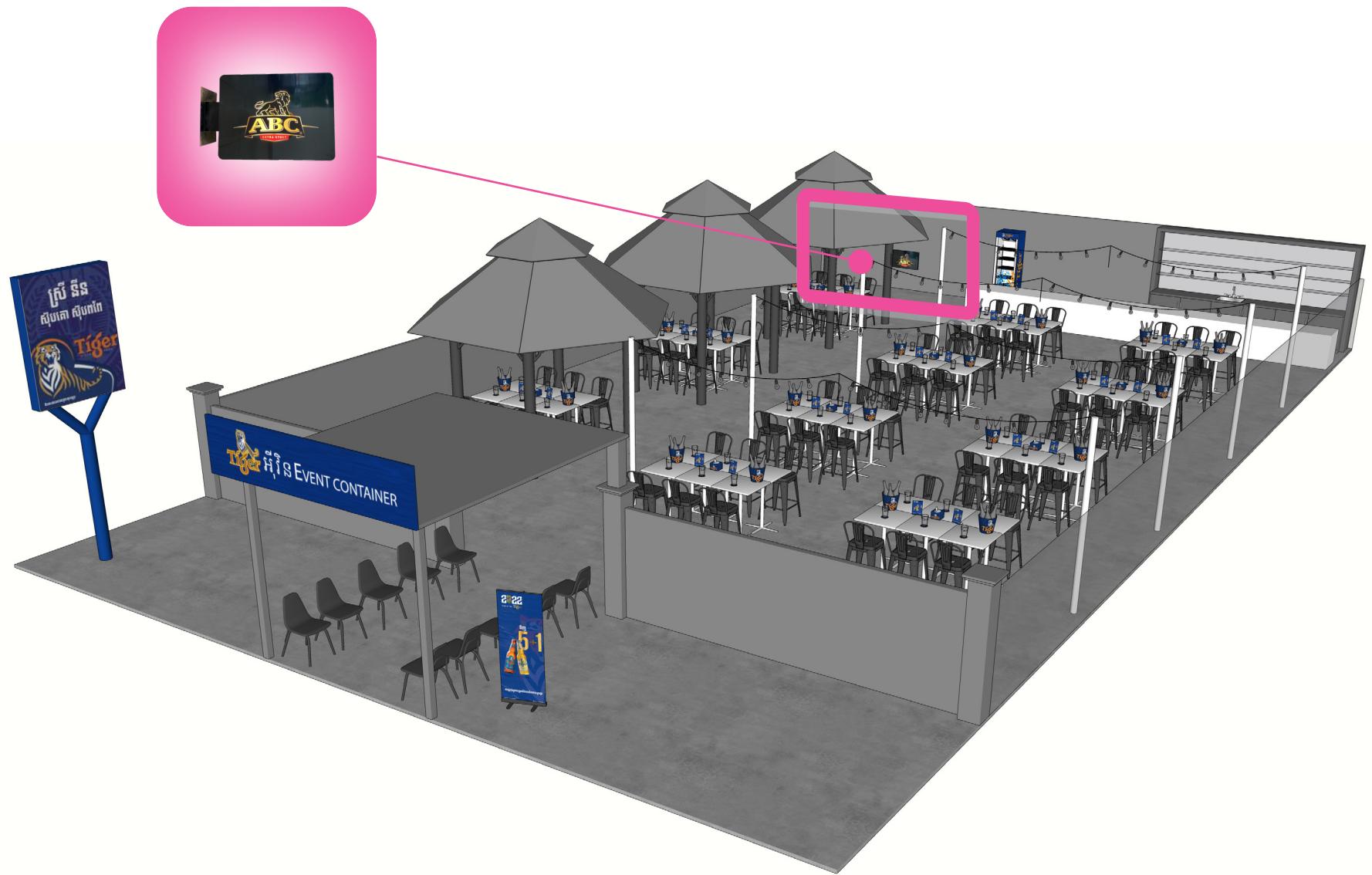


TRADITIONAL-ON-

# BEER GARDEN

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

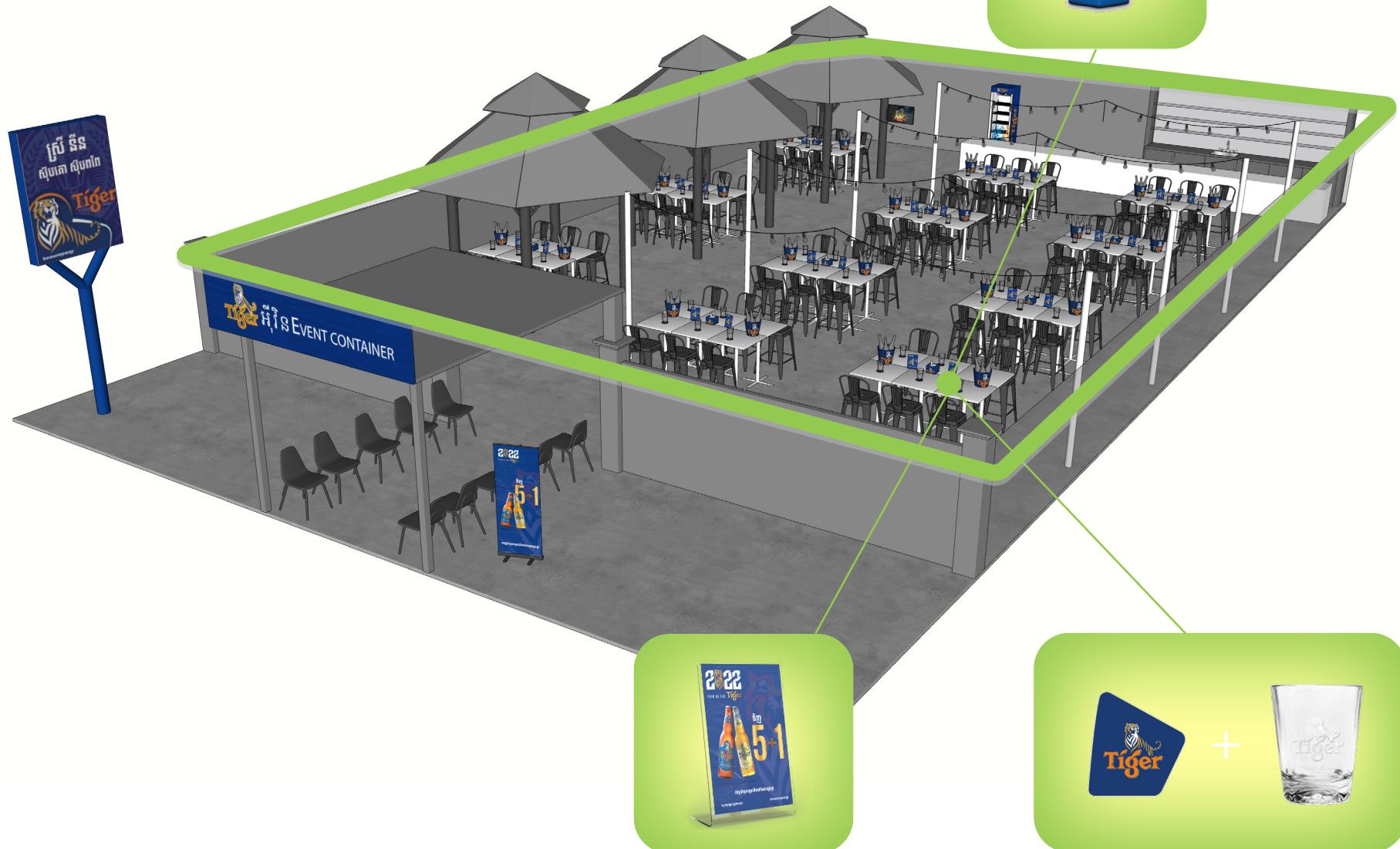


TRADITIONAL-ON-

# BEER GARDEN

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# GUEST HOUSE

## ► OVERVIEW

AREA  
Rural



PRIORITY  
SKU

GRADE  
All

★ LEAD  
BRAND  
No



SUPPORT  
BRAND



### CHANNEL DEFINITION

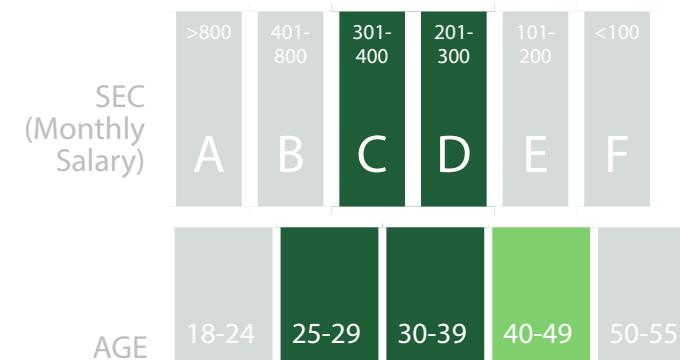
- For accommodation
- Average price start at 10\$
- Café might be available

### CONSUMER PROFILE

- **WHO**  
Tourist & Worker from another place
- **BEHAVIOR**  
Mostly drinking beer in the room
- **AVERAGE SPENDING TIME**  
Over night
- **SPENDING/PAX**  
10\$ or above



### TARGET AUDIENCE



### PRIORITY DRIVERS

- **CONSUMER**
- **CUSTOMER**



AVAILABILITY



SERVICE

# GUEST HOUSE

## ► AVAILABILITY



PRIORITY  
SKU  
Can

MAINSTREAM		PREMIUM	
MANDATORY	MANDATORY	MANDATORY	OPTIONAL
  Bottle/Pint or Can or Draught	  Bottle/Pint or Can or Draught	  Bottle/Pint or Can	  Bottle/Pint or Can or Draught
SESSIONABLE		ECONOMY	
OPTIONAL	OPTIONAL	OPTIONAL	OPTIONAL
  Can	  Bottle/Pint or Can	  Can	

# GUEST HOUSE

## ► VISIBILITY

### SUMMARY

#### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

#### / OUTLET GRADE

- |   |         |
|---|---------|
| <span style="background-color: #A52A2A; width: 10px; height: 10px;"></span> | Attack  |
| <span style="background-color: #696969; width: 10px; height: 10px;"></span> | Monitor |
| <span style="background-color: #3CB371; width: 10px; height: 10px;"></span> | Defend  |
| <span style="background-color: #FF8C00; width: 10px; height: 10px;"></span> | Grow    |

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- STANDEE at Entrance



## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

A

D

M

G

- TENT CARD on each table



A

D

M

G

TRADITIONAL-ON-

# GUEST HOUSE

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



TRADITIONAL-ON-

# GUEST HOUSE

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

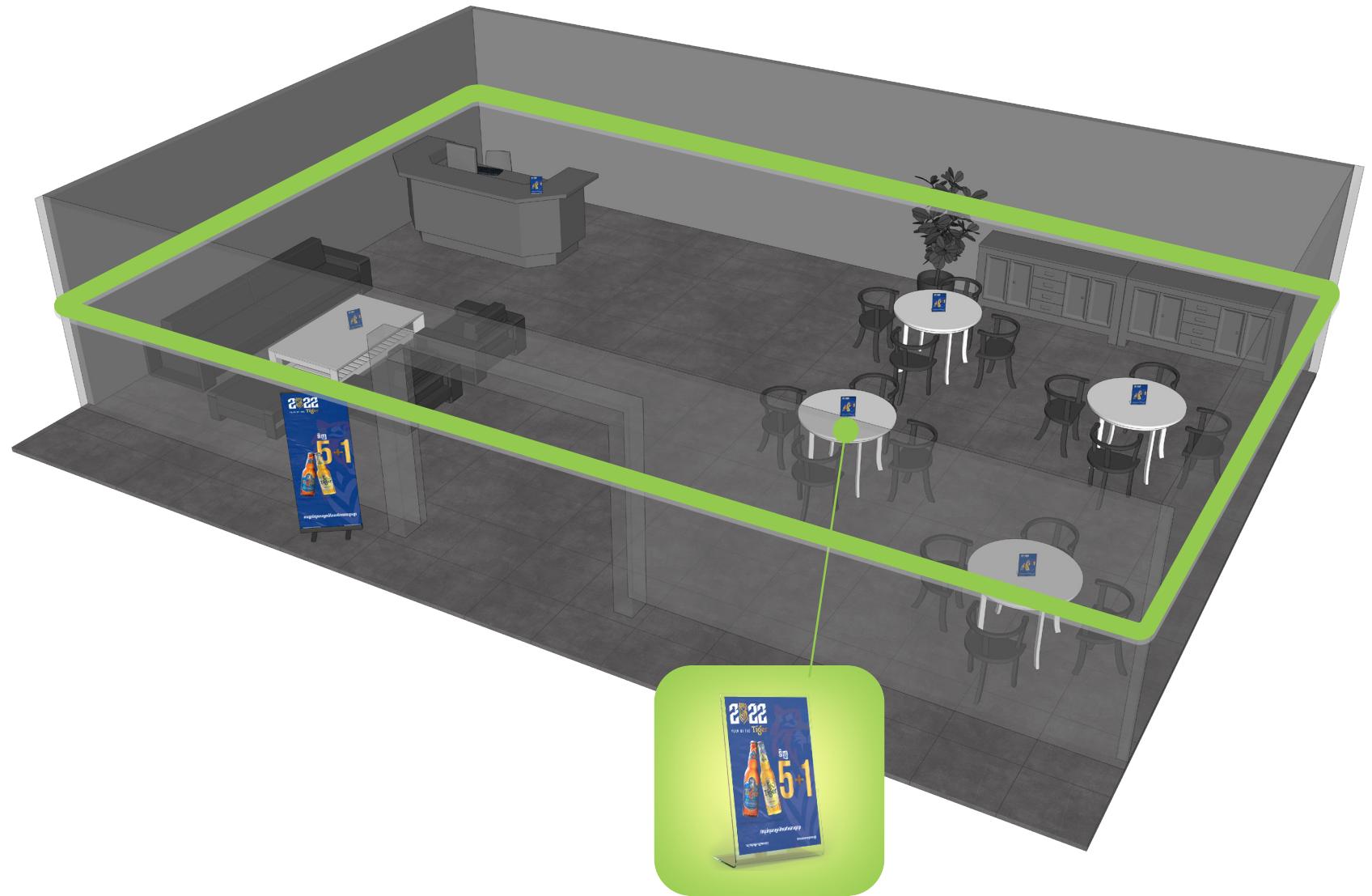


TRADITIONAL-ON-

# GUEST HOUSE

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# HOTEL 1-2 STAR

## ► OVERVIEW

AREA  
Rural



GRADE  
All



★ LEAD  
BRAND



PRIORITY  
CHANNEL  
No

SUPPORT  
BRAND



### CHANNEL DEFINITION

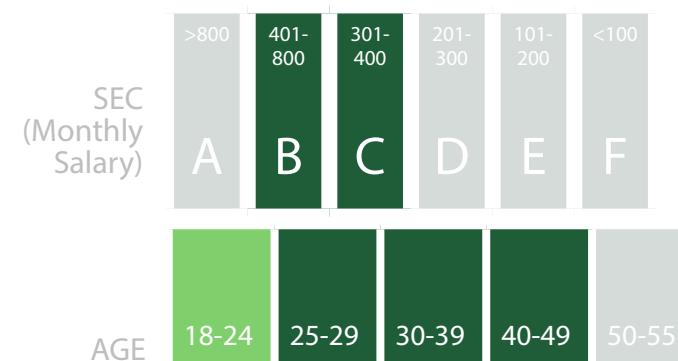
- For accommodation with great facilities.
- Average price start at 20\$
- Mini bar in room and banquet service
- Sky bar, lounge, café might be available
- Modern, boutique hotels can be classified here

### CONSUMER PROFILE

- WHO**  
Tourist & Worker from another place
- BEHAVIOR**  
Mostly drinking beer in the room
- AVERAGE SPENDING TIME**  
Over night
- SPENDING/PAX**  
20\$ or above



### TARGET AUDIENCE



### PRIORITY DRIVERS

- CONSUMER**



- CUSTOMER**



# HOTEL

## 1-2 STAR

### ► AVAILABILITY



PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM	
MANDATORY	MANDATORY	MANDATORY	OPTIONAL
 	 	 	 
Bottle/Pint or Can or Draught	Bottle/Pint or Can or Draught	Bottle/Pint or Can	Bottle/Pint or Can or Draught
SESSIONABLE		ECONOMY	
OPTIONAL	OPTIONAL	OPTIONAL	
 	 	 	
Can	Bottle/Pint or Can	Can	

TRADITIONAL-ON-

HOTEL  
1-2 STAR

► VISIBILITY

/ LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

/ OUTLET GRADE

- A Attack
- M Monitor
- D Defend
- G Grow

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance



A

D

2

- STANDEE at Entrance



A

D

M

G

## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands



A

D

## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

- TENT CARD on each table



A

D

M

G

- GLASSES, COASTERS, & BUCKETS for available brands



A

D

M

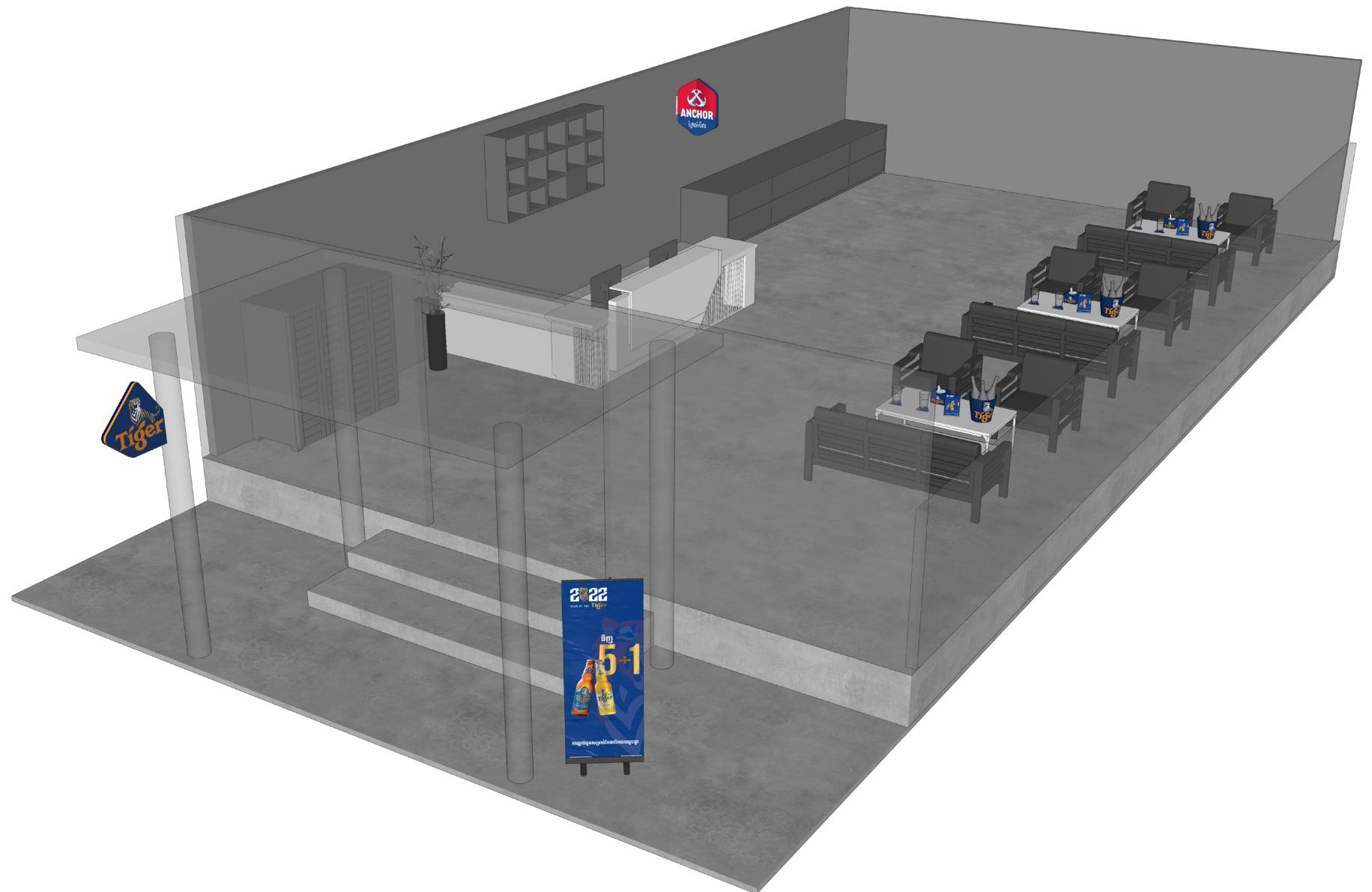
G

TRADITIONAL-ON-

# HOTEL 1-2 STAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

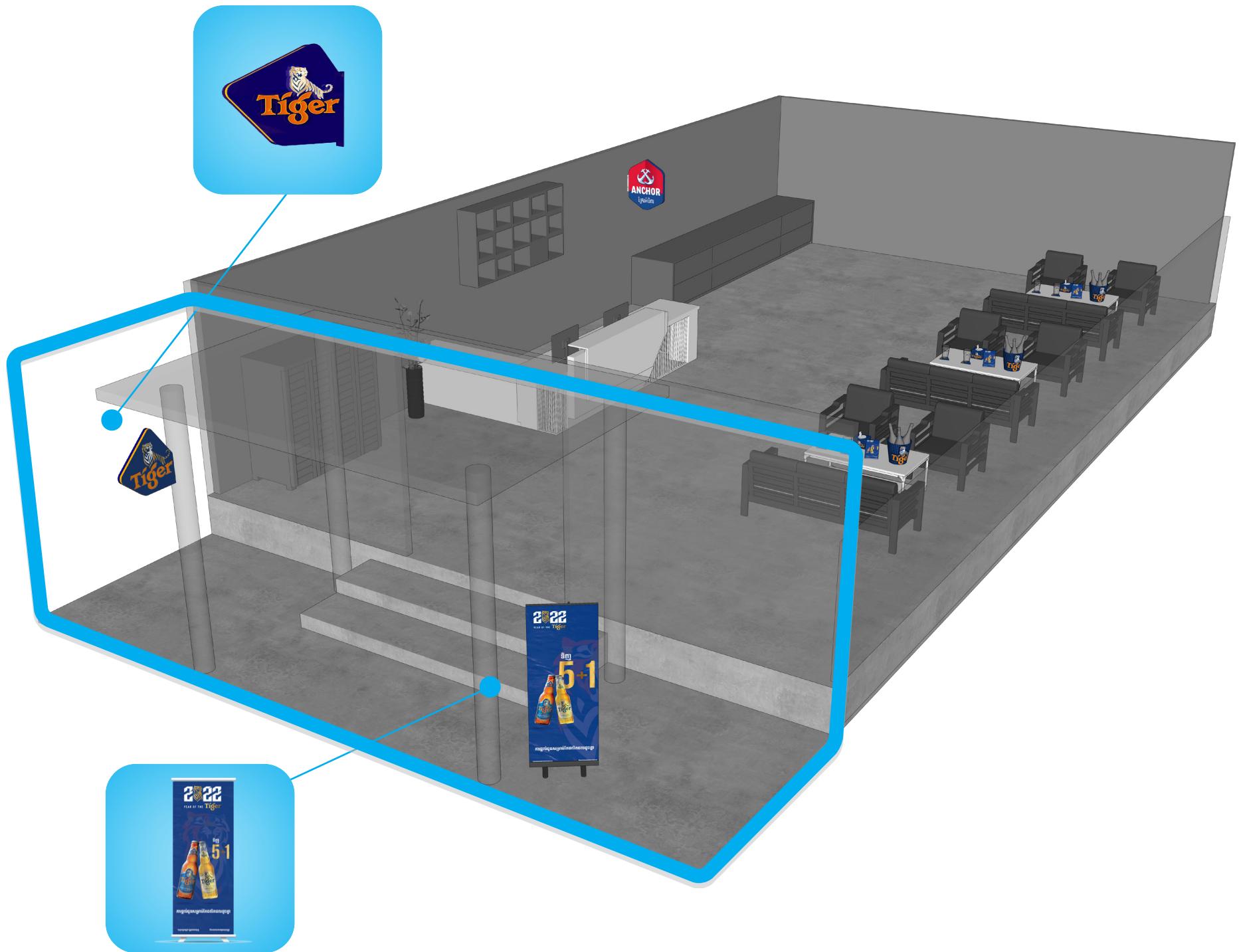


TRADITIONAL-ON-

# HOTEL 1-2 STAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

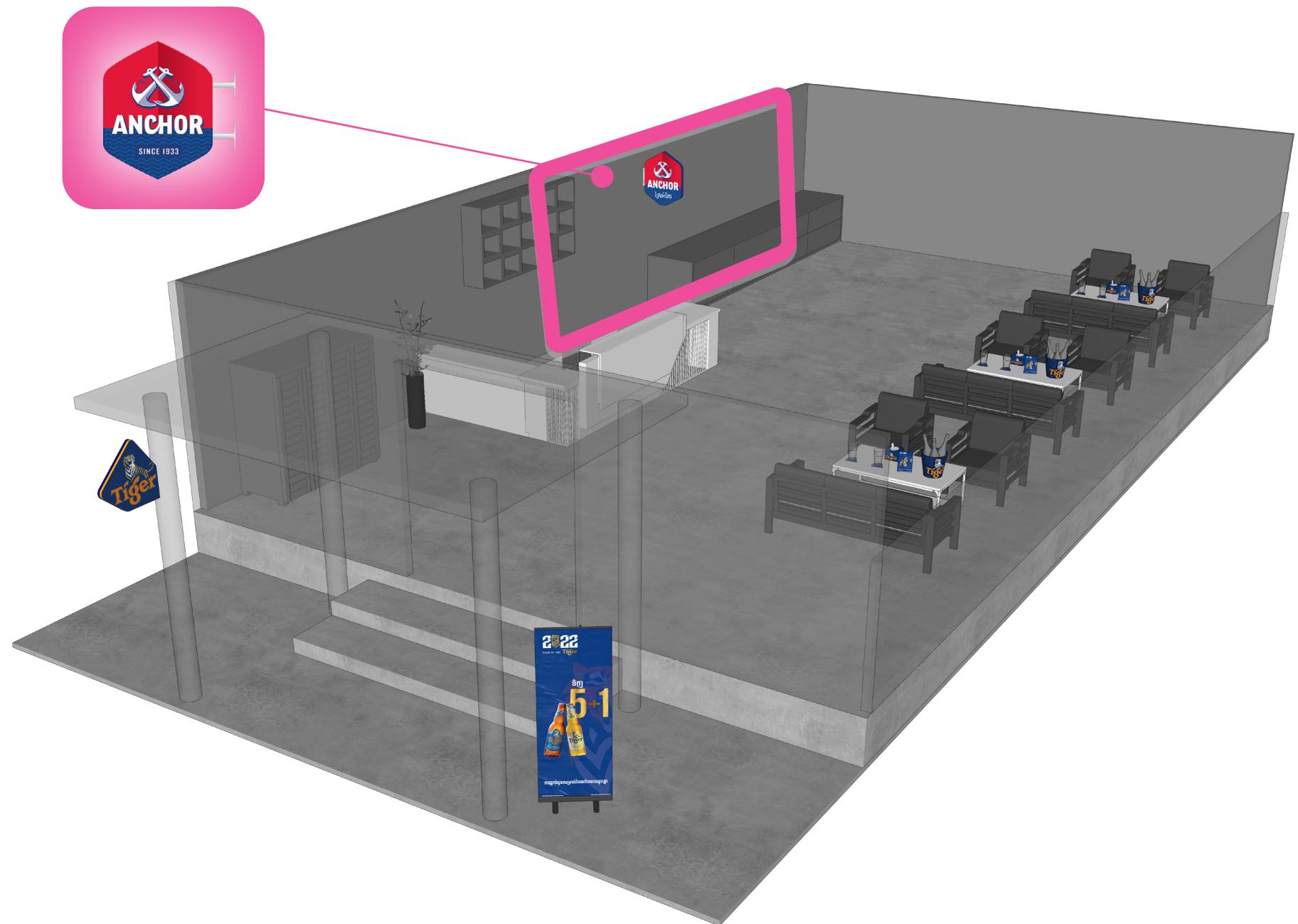


TRADITIONAL-ON-

# HOTEL 1-2 STAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



TRADITIONAL-ON-

# HOTEL 1-2 STAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



TRADITIONAL-ON-

# REGULAR BAR

## ► OVERVIEW

AREA  
Rural

PRIORITY  
SKU



GRADE  
All

★ LEAD  
BRAND



SUPPORT  
BRAND



### CHANNEL DEFINITION

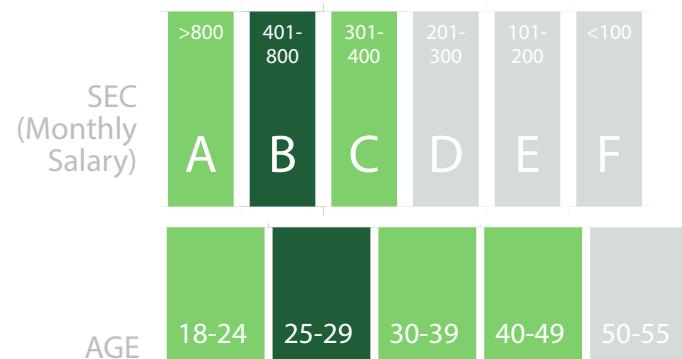
- Mainly for drinks
- Have music or DJ from 9:30 PM – 2 AM
- Has bar counter & stools
- Open at night time only (6PM – 2AM)
- Serve beer in bottle, draft, or beer tower
- Limited food selection (2 – 4 pages)
- Cocktail & Wine are available
- Outlet come out as a flat house

### CONSUMER PROFILE

- **BEHAVIOR**  
Have beer brand in mind
- **GOING OUT FREQUENCY**  
1 – 2 times/week
- **AVERAGE SPENDING TIME**  
Over 2 hours
- **SPENDING/PAX**  
15\$ or above



### TARGET AUDIENCE



### PRIORITY DRIVERS

- CONSUMER



- CUSTOMER



# REGULAR BAR

## ► AVAILABILITY



PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM	
MANDATORY	MANDATORY	MANDATORY	OPTIONAL
  <p>Bottle/Pint or Can or Draught</p>	  <p>Bottle/Pint or Can or Draught</p>	  <p>Bottle/Pint or Can</p>	  <p>Bottle/Pint or Can or Draught</p>

SESSIONABLE			ECONOMY		
OPTIONAL	OPTIONAL	OPTIONAL	OPTIONAL	OPTIONAL	OPTIONAL
  <p>Can</p>	  <p>Bottle/Pint or Can</p>	  <p>Can</p>			

TRADITIONAL-ON-

# REGULAR BAR

## ► VISIBILITY

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

### / OUTLET GRADE

- A** Attack  
**M** Monitor  
**D** Defend  
**G** Grow

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance



A

D

2

- STANDEE at Entrance



A

D

M

G

3

- SHOP SIGNAGE OR STREET SIGNAGE



A

D

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands

## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands

A

D

A

D

## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

- TENT CARD on each table



A

D

M

G

- GLASSES, COASTERS, & BUCKETS for available brands



A

D

M

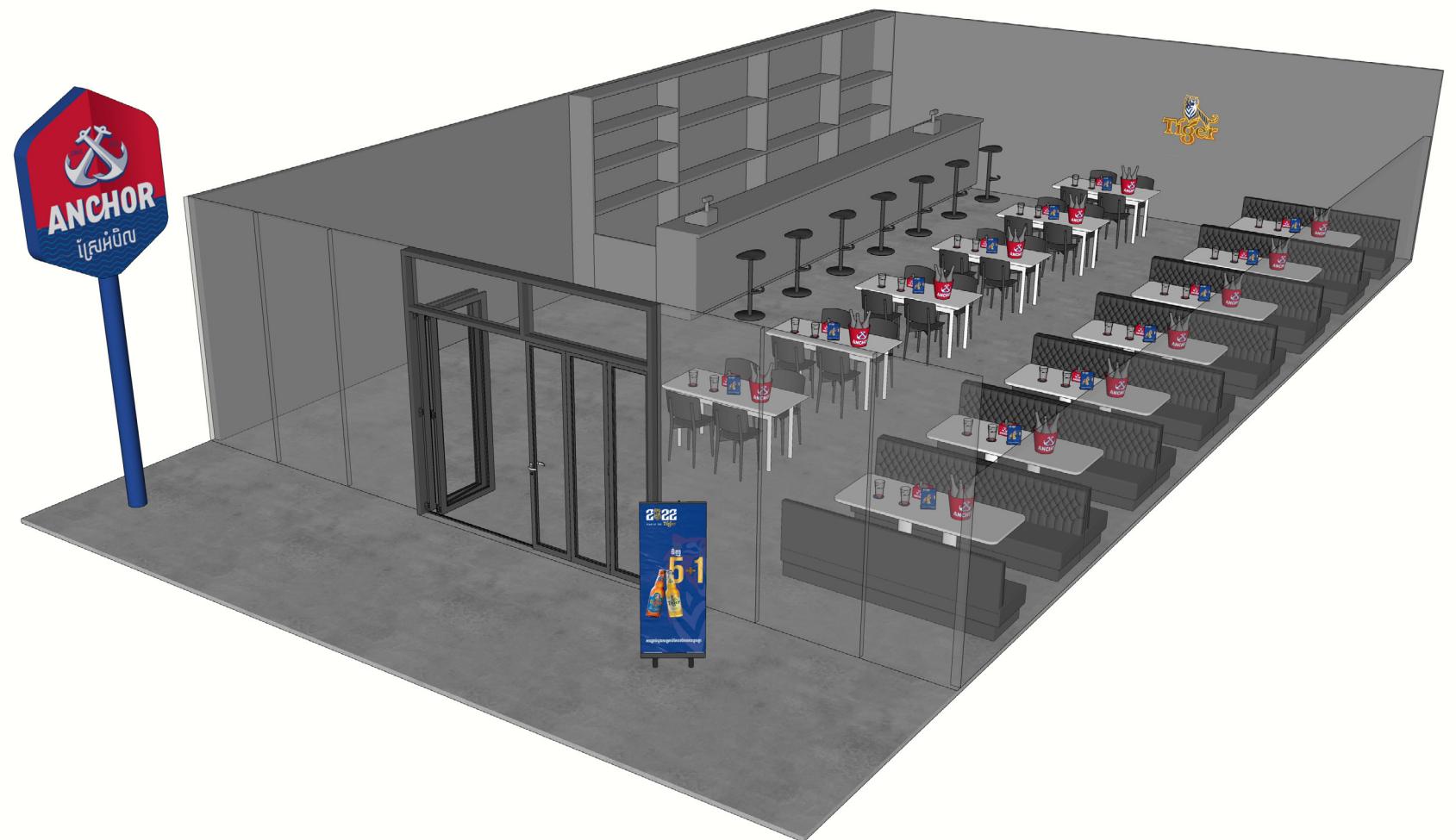
G

TRADITIONAL-ON-

# REGULAR BAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

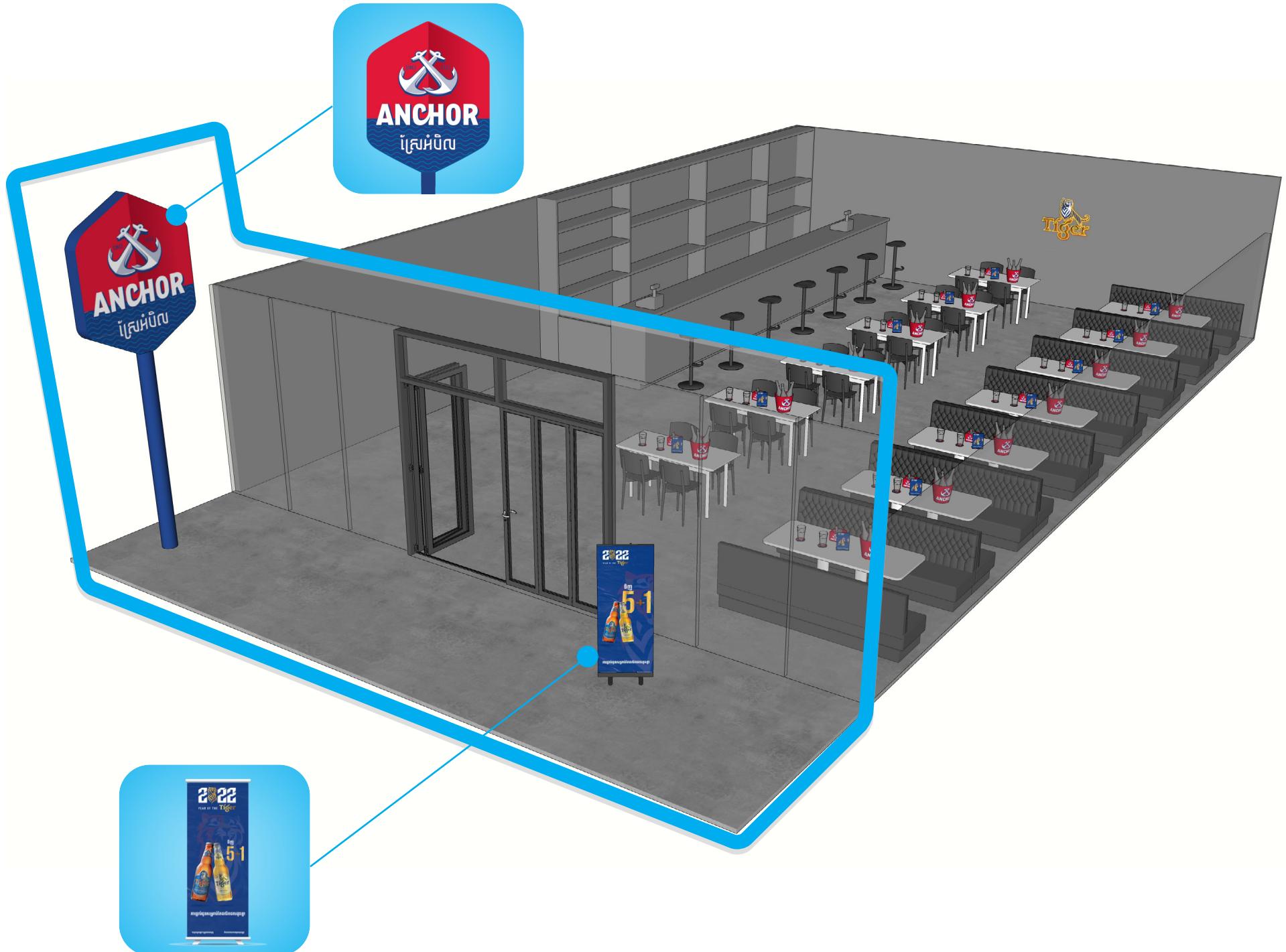


TRADITIONAL-ON-

# REGULAR BAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

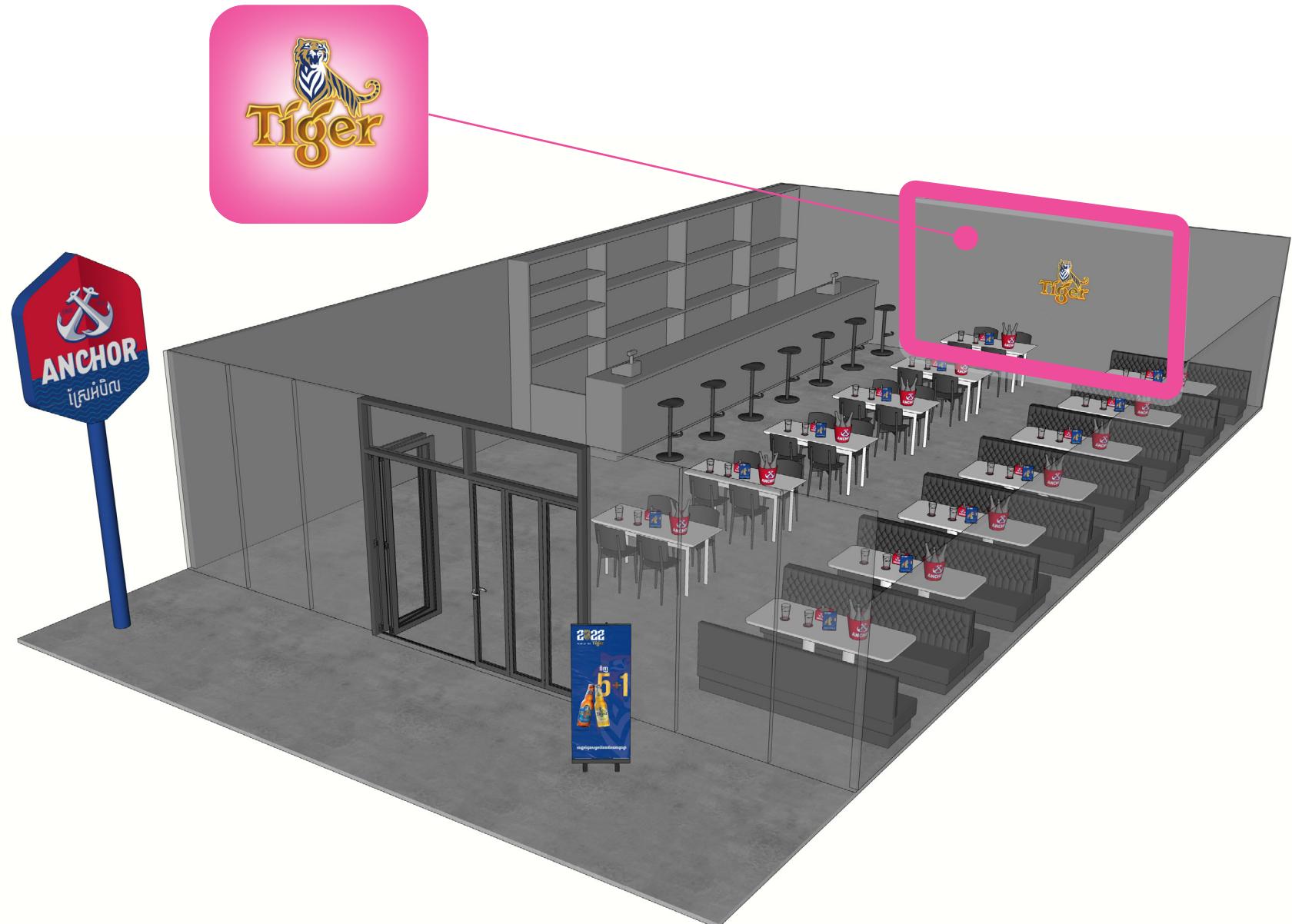


TRADITIONAL-ON-

# REGULAR BAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



TRADITIONAL-ON-

# REGULAR BAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# REGULAR KTV

## ► OVERVIEW

AREA  
Rural



PRIORITY  
SKU

GRADE  
All

★ LEAD  
BRAND

PRIORITY  
CHANNEL

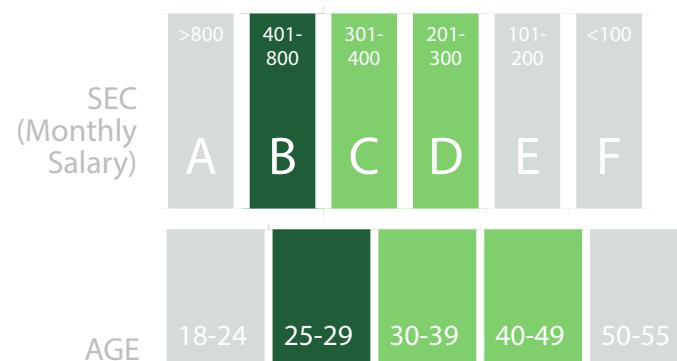
Yes



SUPPORT  
BRAND



### TARGET AUDIENCE



### CONSUMER PROFILE

- Private room with KTV station
- Have less than 10 rooms
- Mainly for entertainment
- Lady companionship
- Lead beer is mainstream
- Located in small road

- **BEHAVIOR**  
Second round drinking, go in group
- **GOING OUT FREQUENCY**  
1 – 2 times/month
- **AVERAGE SPENDING TIME**  
2-3 hours
- **SPENDING/PAX**  
30\$ above



### PRIORITY DRIVERS

- CONSUMER



AVAILABILITY



PROMOTION

- CUSTOMER



FINANCIAL TERMS



SERVICE

# REGULAR KTV

## ► AVAILABILITY



PRIORITY  
SKU  
Can

MAINSTREAM		PREMIUM	
MANDATORY	MANDATORY	MANDATORY	OPTIONAL
  Bottle/Pint or Can or Draught	  Bottle/Pint or Can or Draught	  Bottle/Pint or Can	  Bottle/Pint or Can or Draught
SESSIONABLE		ECONOMY	
OPTIONAL	OPTIONAL	OPTIONAL	
  Can	  Bottle/Pint or Can	  Can	

TRADITIONAL-ON-

# REGULAR KTV

## ► VISIBILITY

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

### / OUTLET GRADE

- A Attack
- M Monitor
- D Defend
- G Grow

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance  
(Lightbox is Optional if the outlet have Shop or Street signage)



A

D

2

- STANDEE at Entrance



A

D

M

G

3

- SHOP SIGNAGE OR STREET SIGNAGE



A

D

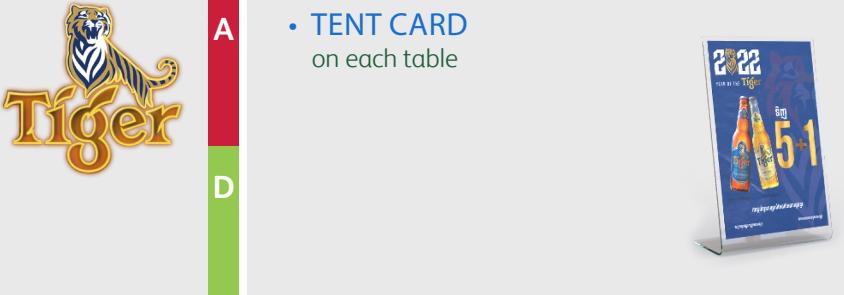
## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands



A

D



- TENT CARD on each table



- GLASSES, COASTERS, & BUCKETS for available brands



## PURCHASE ZONE

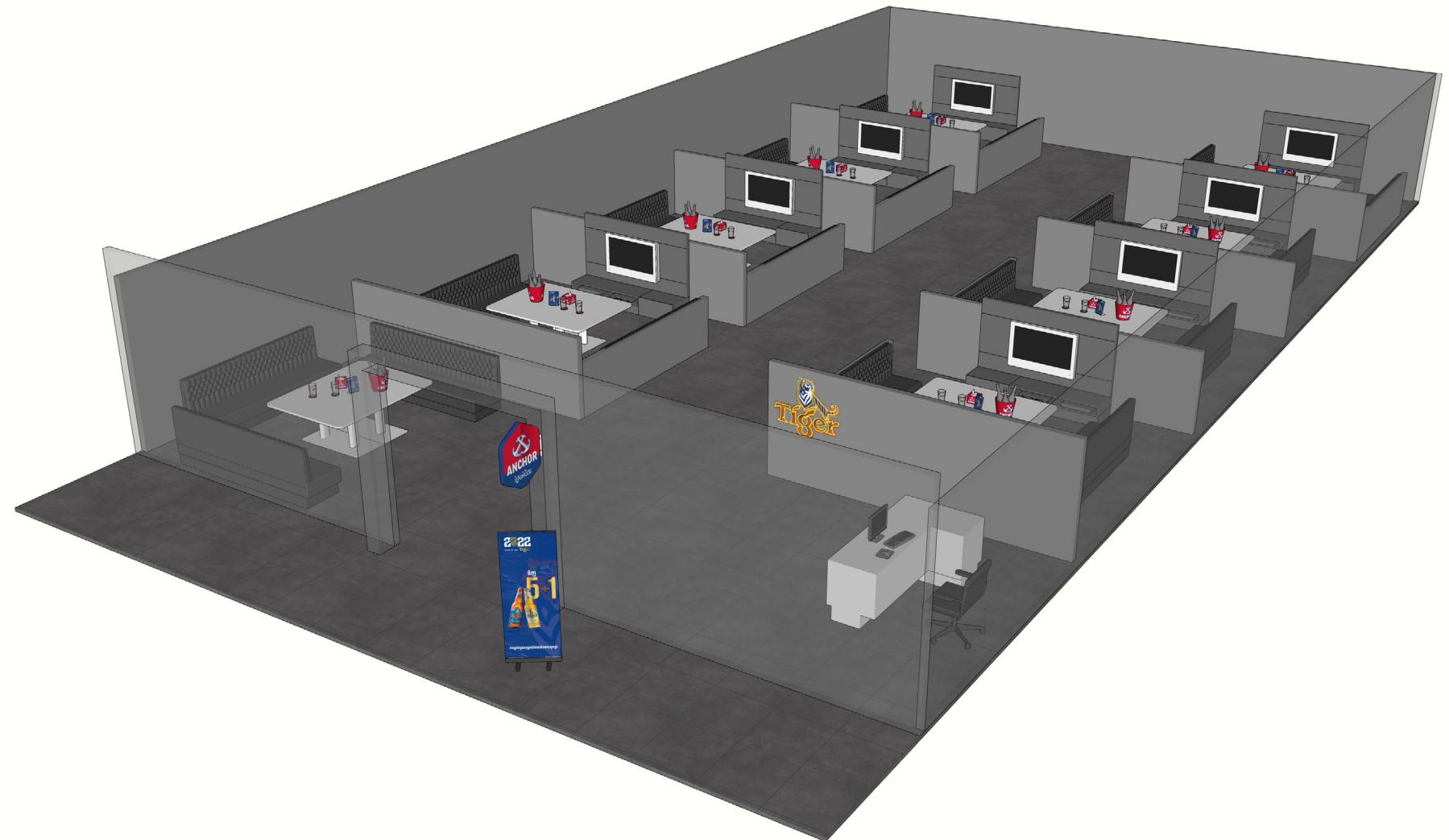
Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

TRADITIONAL-ON-

# REGULAR KTV

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

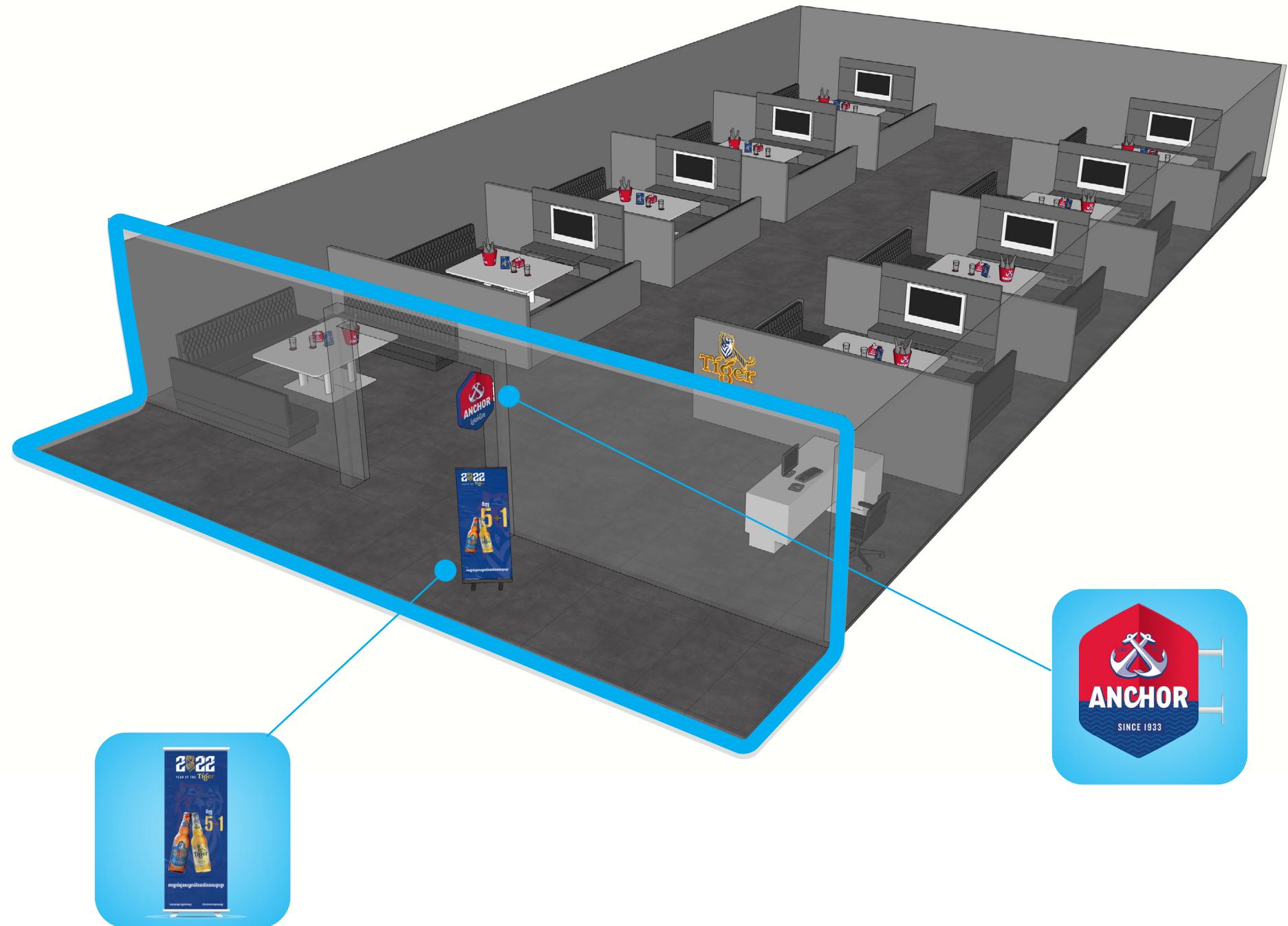


TRADITIONAL-ON-

# REGULAR KTV

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



TRADITIONAL-ON-

# REGULAR KTV

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



TRADITIONAL-ON-

# REGULAR KTV

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# REGULAR RESTAURANT

## ► OVERVIEW

AREA  
Rural



PRIORITY  
SKU

GRADE  
All

PRIORITY  
CHANNEL  
Yes



SUPPORT  
BRAND



### CHANNEL DEFINITION

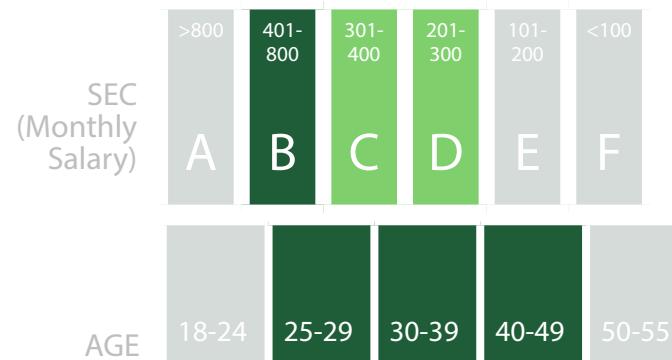
- A can of coke is sold less than 1\$
- Can beer is preferred
- Draft beer is available
- Limited food for selection (3 – 4 pages)
- Average price for food is 3\$/dish
- Surrounded by other regular outlets

### CONSUMER PROFILE

- **BEHAVIOR**  
Consume beer with limited spending
- **SHOPPING FREQUENCY**  
1 – 2 times/week
- **AVERAGE SPENDING TIME**  
1-2 hours
- **SPENDING/PAX**  
5\$-10\$/person



### TARGET AUDIENCE



### PRIORITY DRIVERS

- **CONSUMER**



- **CUSTOMER**



TRADITIONAL-ON-

# REGULAR RESTAURANT

## ► AVAILABILITY



PRIORITY  
SKU  
Can

MAINSTREAM		PREMIUM	
MANDATORY	MANDATORY	MANDATORY	OPTIONAL
 	 	 	 
Bottle/Pint or Can or Draught			
SESSIONABLE		ECONOMY	
OPTIONAL	OPTIONAL	OPTIONAL	OPTIONAL
 	 	 	
Can	Bottle/Pint or Can	Can	

TRADITIONAL-ON-

# REGULAR RESTAURANT

## ► VISIBILITY

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

### / OUTLET GRADE

- A Attack
- M Monitor
- D Defend
- G Grow

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance  
(Lightbox is **Optional** if the outlet have Shop or Street signage)



A

D

2

- STANDEE at Entrance



A

D

M

G

3

- SHOP OR STREET SIGNAGE

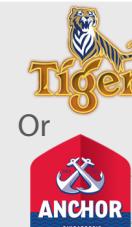


A

D

## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands



A

D

- INDOOR LIGHTBOX of Support Brand at Impact Hot Spot  
Or



A

D

## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

- TENT CARD on each table



A

D

M

G

- GLASSES, COASTERS, & BUCKETS for available brands



A

D

M

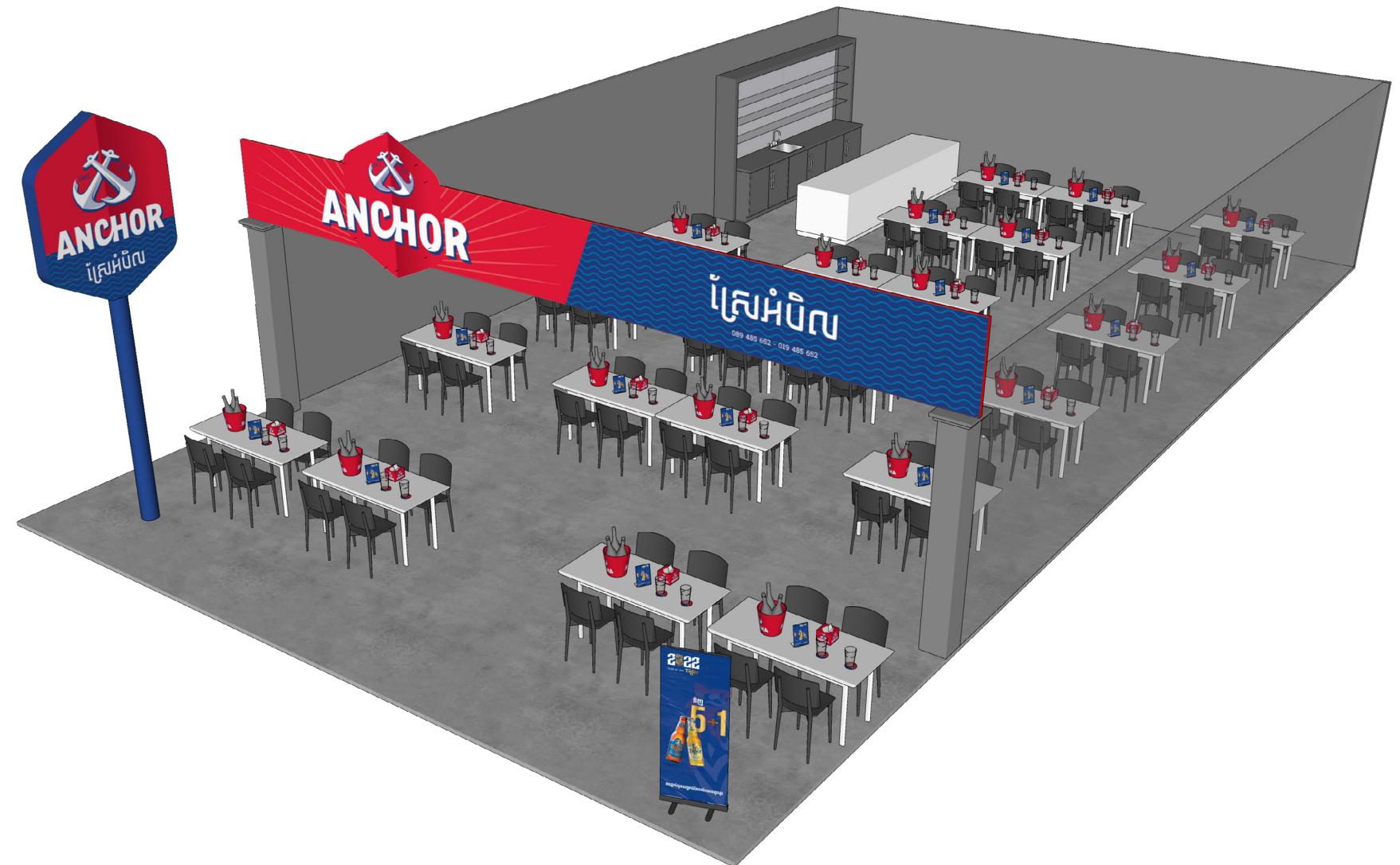
G

TRADITIONAL-ON-

# REGULAR RESTAURANT

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

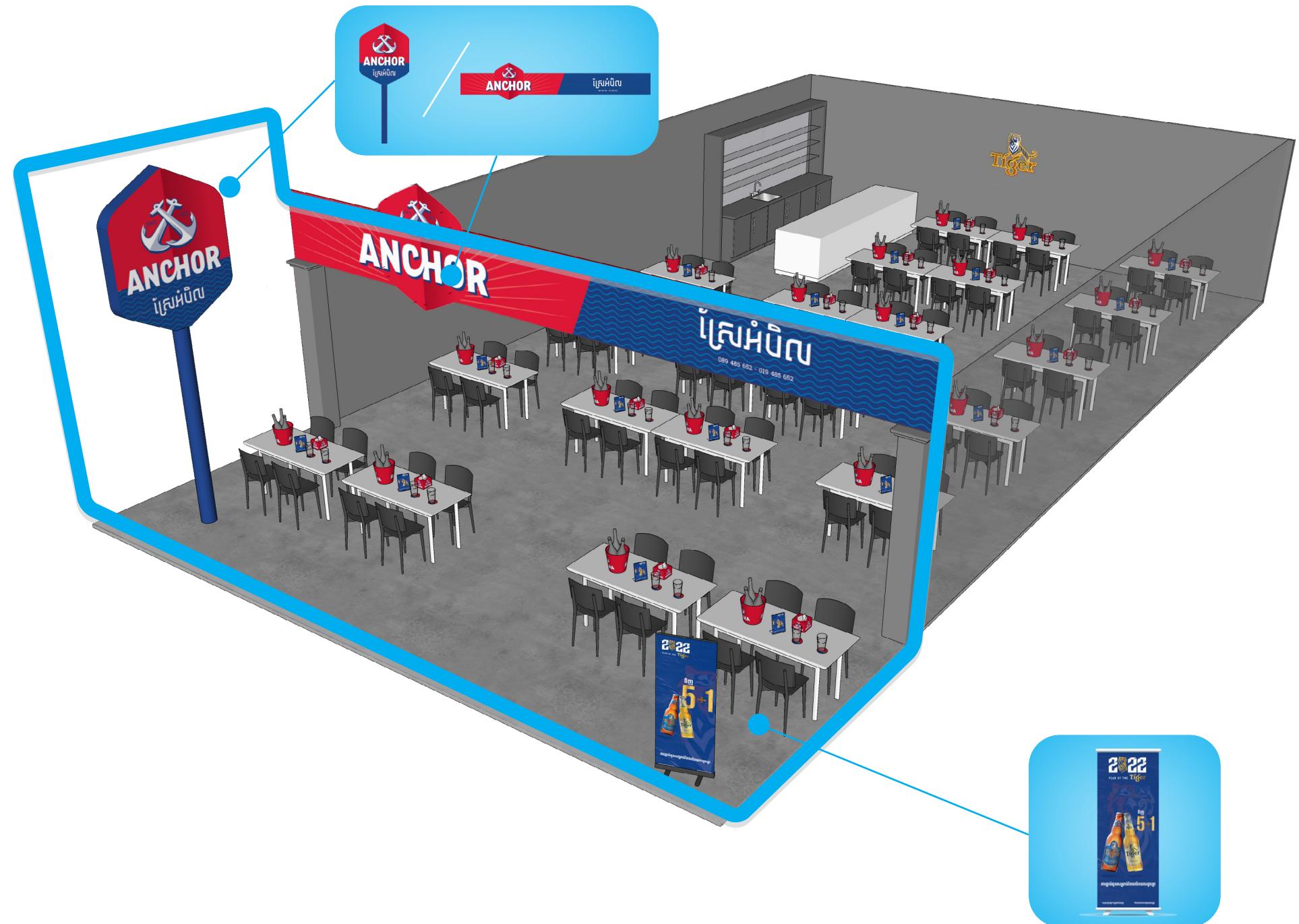


TRADITIONAL-ON-

# REGULAR RESTAURANT

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

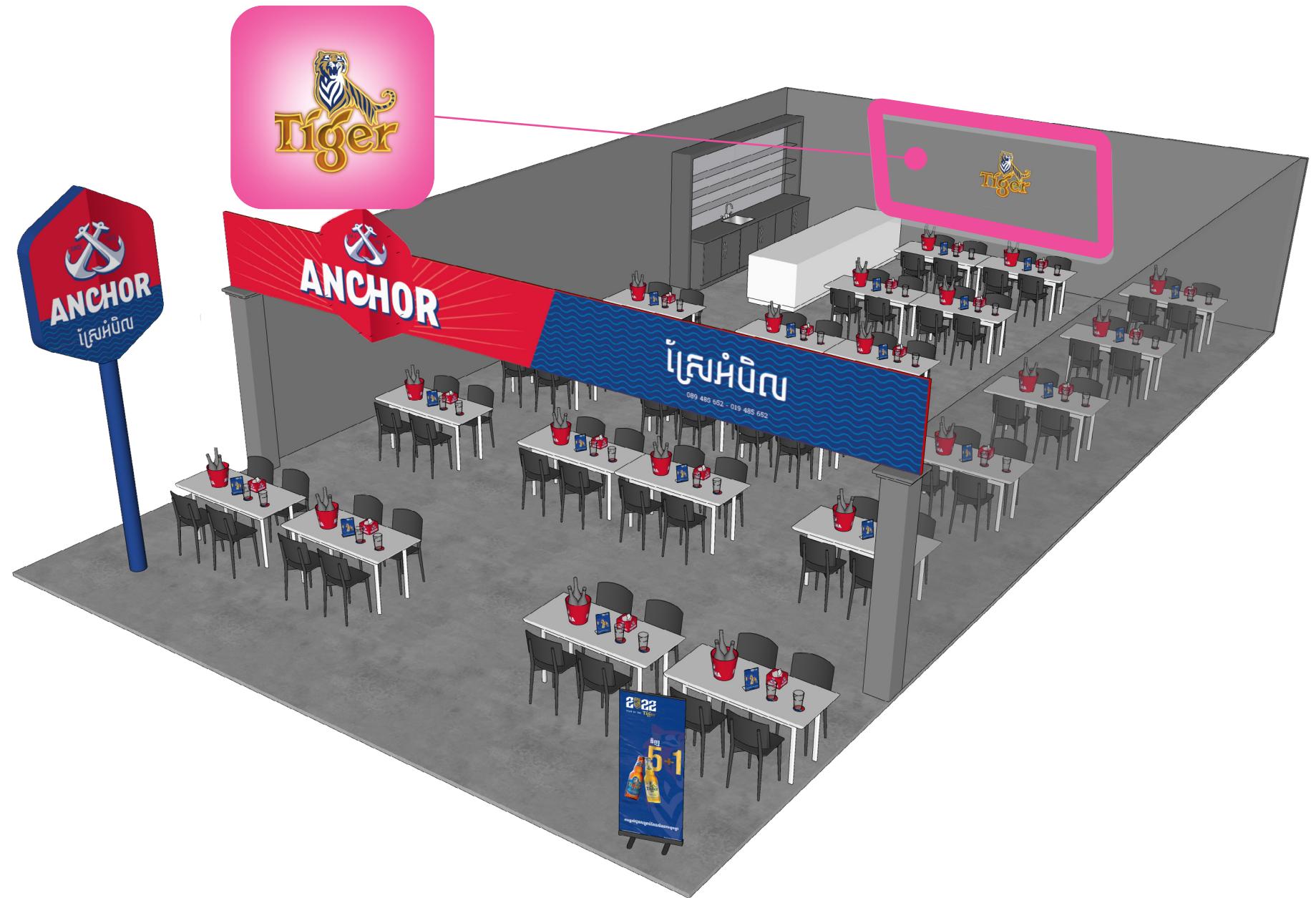


TRADITIONAL-ON-

# REGULAR RESTAURANT

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

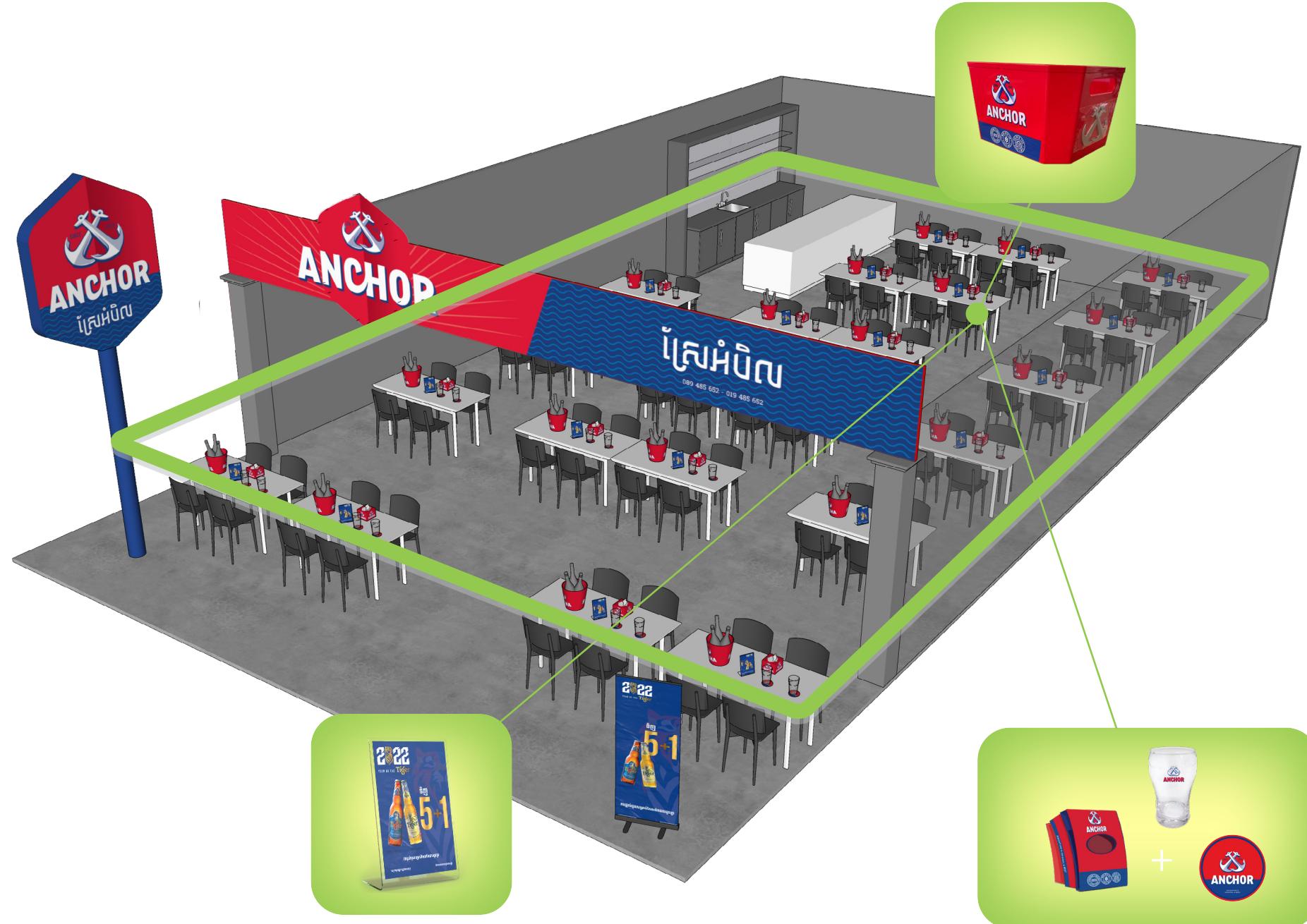


TRADITIONAL-ON-

# REGULAR RESTAURANT

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



## TRADITIONAL-ON-

# SOUP & BBQ

## ► OVERVIEW

AREA  
Rural



PRIORITY  
SKU

GRADE  
All



PRIORITY  
CHANNEL

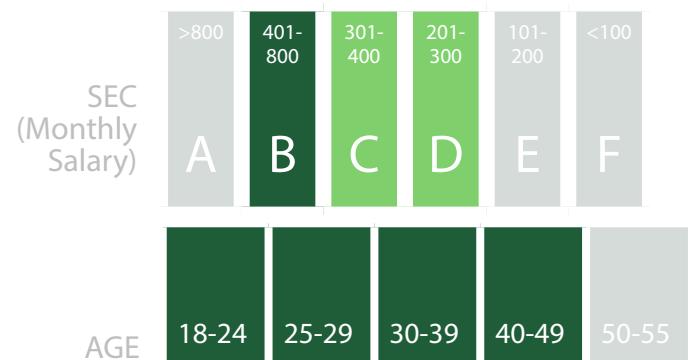
Yes



SUPPORT  
BRAND



### TARGET AUDIENCE



### CONSUMER PROFILE

- Serve soup/BBQ/grilled meat as base/main food
- Have outdoor open-air seating
- Mainstream beers preferred - we challenge this
- Some available in buffet format

#### • BEHAVIOR

Already have beer brand in mind (mainstream)

#### • SHOPPING FREQUENCY

1 – 2 times/week

#### • AVERAGE SPENDING TIME

1.5 – 2 hours

#### • SPENDING/PAX

5\$-10\$



### PRIORITY DRIVERS

#### • CONSUMER



V

VISIBILITY



P

PROMOTION



F

FINANCIAL TERMS



S

SERVICE

TRADITIONAL-ON-

# SOUP & BBQ

## ► AVAILABILITY



PRIORITY  
SKU  
Can

MAINSTREAM		PREMIUM	
MANDATORY	MANDATORY	MANDATORY	OPTIONAL
 	 	 	 
Bottle/Pint or Can or Draught			
SESSIONABLE		ECONOMY	
OPTIONAL	OPTIONAL	OPTIONAL	OPTIONAL
 	 	 	
Can	Bottle/Pint or Can	Can	

TRADITIONAL-ON-

SOUP &  
BBQ

► VISIBILITY

/ LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

/ OUTLET GRADE

- A Attack
- M Monitor
- D Defend
- G Grow

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance  
(Lightbox is **Optional** if the outlet have Shop or Street signage)



A

D

2

- STANDEE at Entrance



A

D

M

G

3

- SHOP OR STREET SIGNAGE



A

D

## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands

- INDOOR LIGHTBOX of Support Brand at Impact Hot Spot



A

D

## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

- TENT CARD on each table



A

D

M

G

- GLASSES, COASTERS, & BUCKETS for available brands



A

D

M

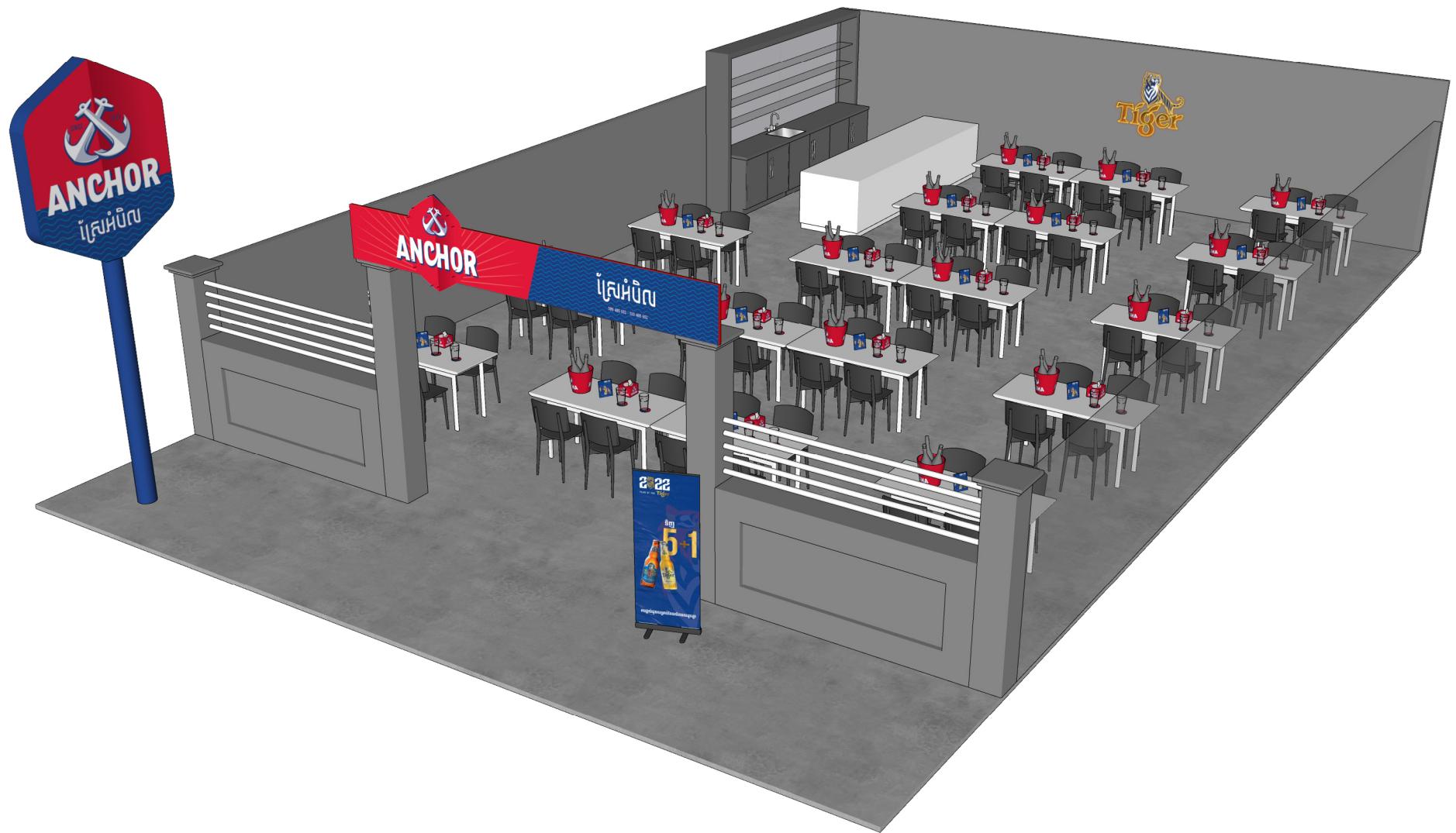
G

TRADITIONAL-ON-

SOUP &  
BBQ

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

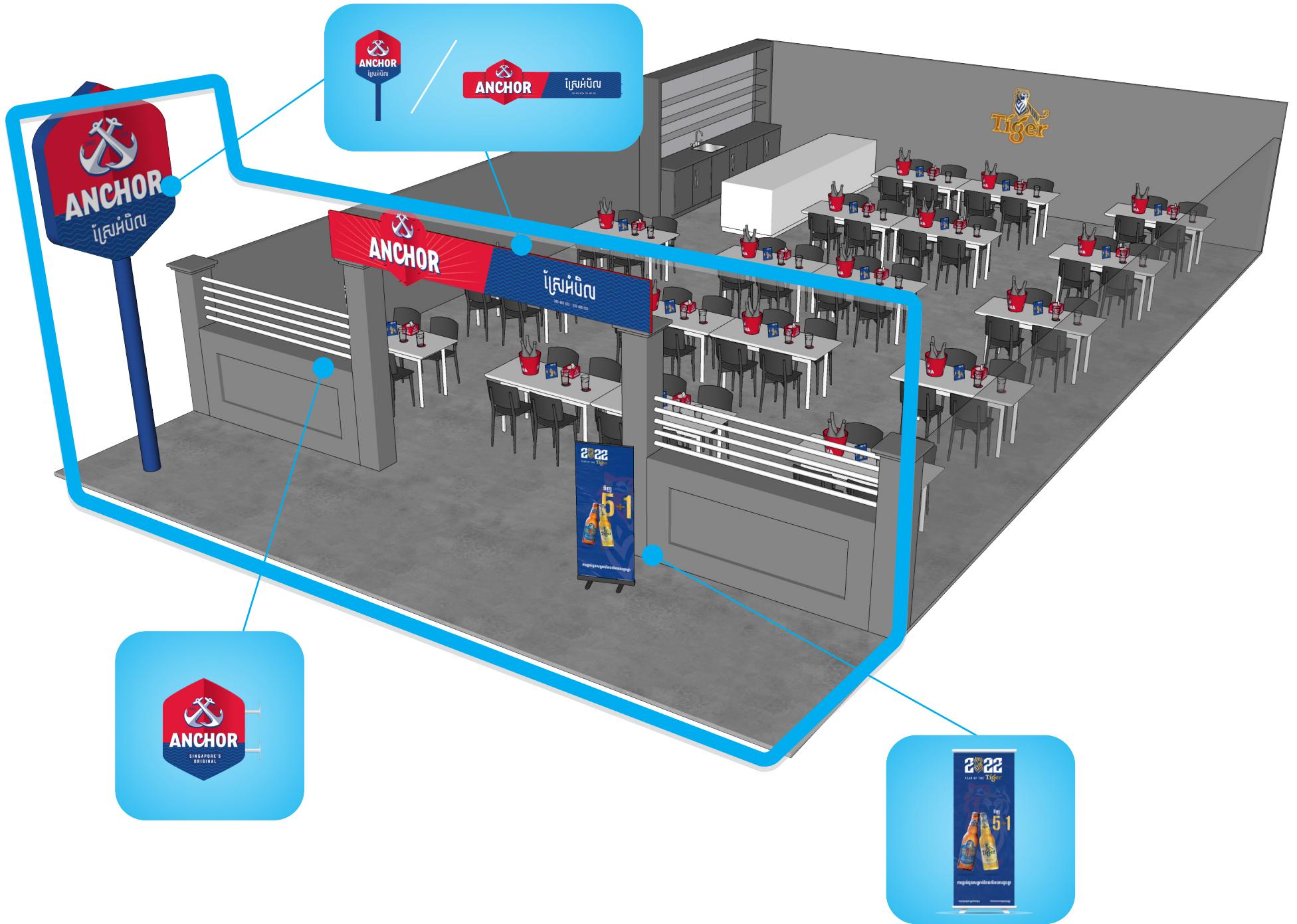


TRADITIONAL-ON-

SOUP &  
BBQ

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

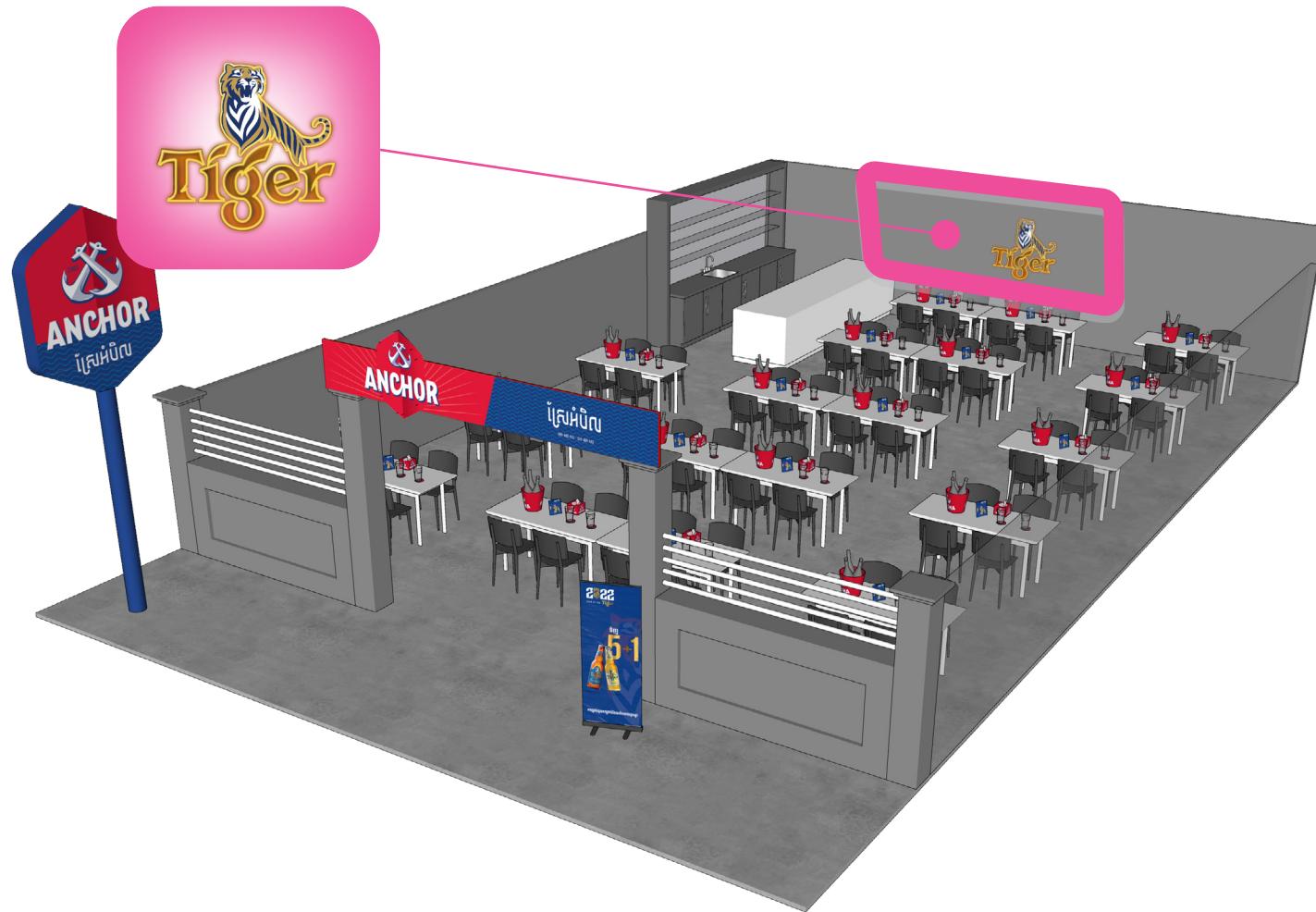


TRADITIONAL-ON-

SOUP &  
BBQ

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



TRADITIONAL-ON-

SOUP &  
BBQ

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# SPORTS CLUB

## ► OVERVIEW

AREA  
Rural



GRADE  
All



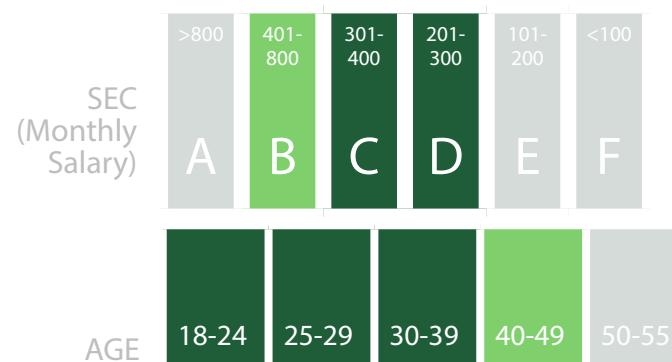
★ LEAD  
BRAND



SUPPORT  
BRAND



### TARGET AUDIENCE



### CONSUMER PROFILE

- BEHAVIOR

after the game, they didn't prefer to consume a lot of beer (just 1 or 2 bottle)

- AVERAGE SPENDING TIME

2 – 3 hours

- SPENDING/PAX

10\$ or above



### PRIORITY DRIVERS

- CONSUMER



- CUSTOMER



TRADITIONAL-ON-

# SPORTS CLUB

## ► AVAILABILITY



PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM	
MANDATORY	MANDATORY	MANDATORY	MANDATORY
 	 	 	 
Bottle/Pint or Can or Draught			
SESSIONABLE		ECONOMY	
OPTIONAL	OPTIONAL	OPTIONAL	OPTIONAL
 	 	 	
Can	Bottle/Pint or Can	Can	

TRADITIONAL-ON-

SPORTS  
CLUB

► VISIBILITY

/ LEGEND

- MANDATORY
- PROMOTION  
MANDATORY
- OPTIONAL

/ OUTLET  
GRADE

- A Attack
- M Monitor
- D Defend
- G Grow

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- STANDEE  
at Entrance



A  
D  
M  
G

## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

- TENT CARD  
on each table



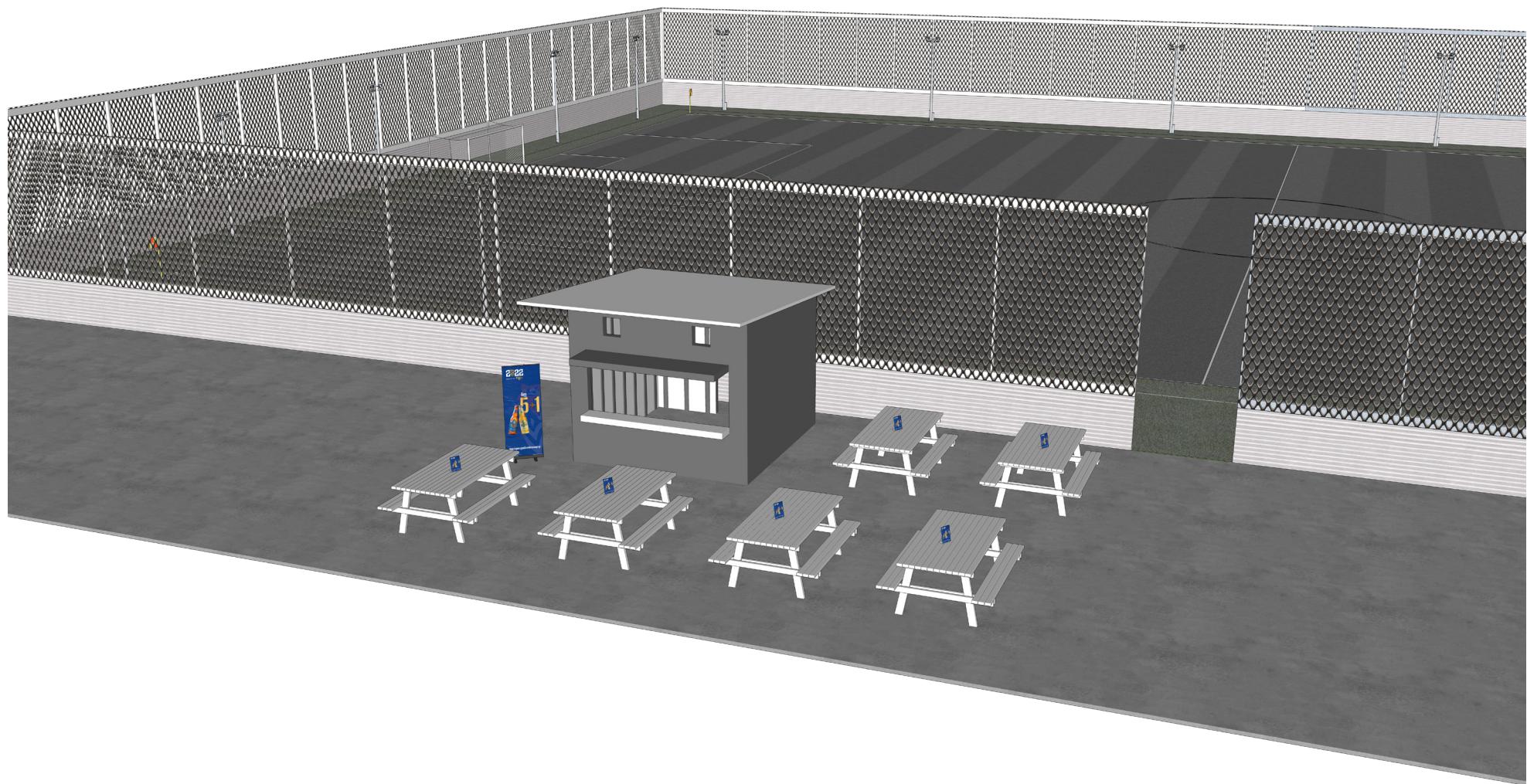
A  
D  
M  
G

TRADITIONAL-ON-

# SPORTS CLUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

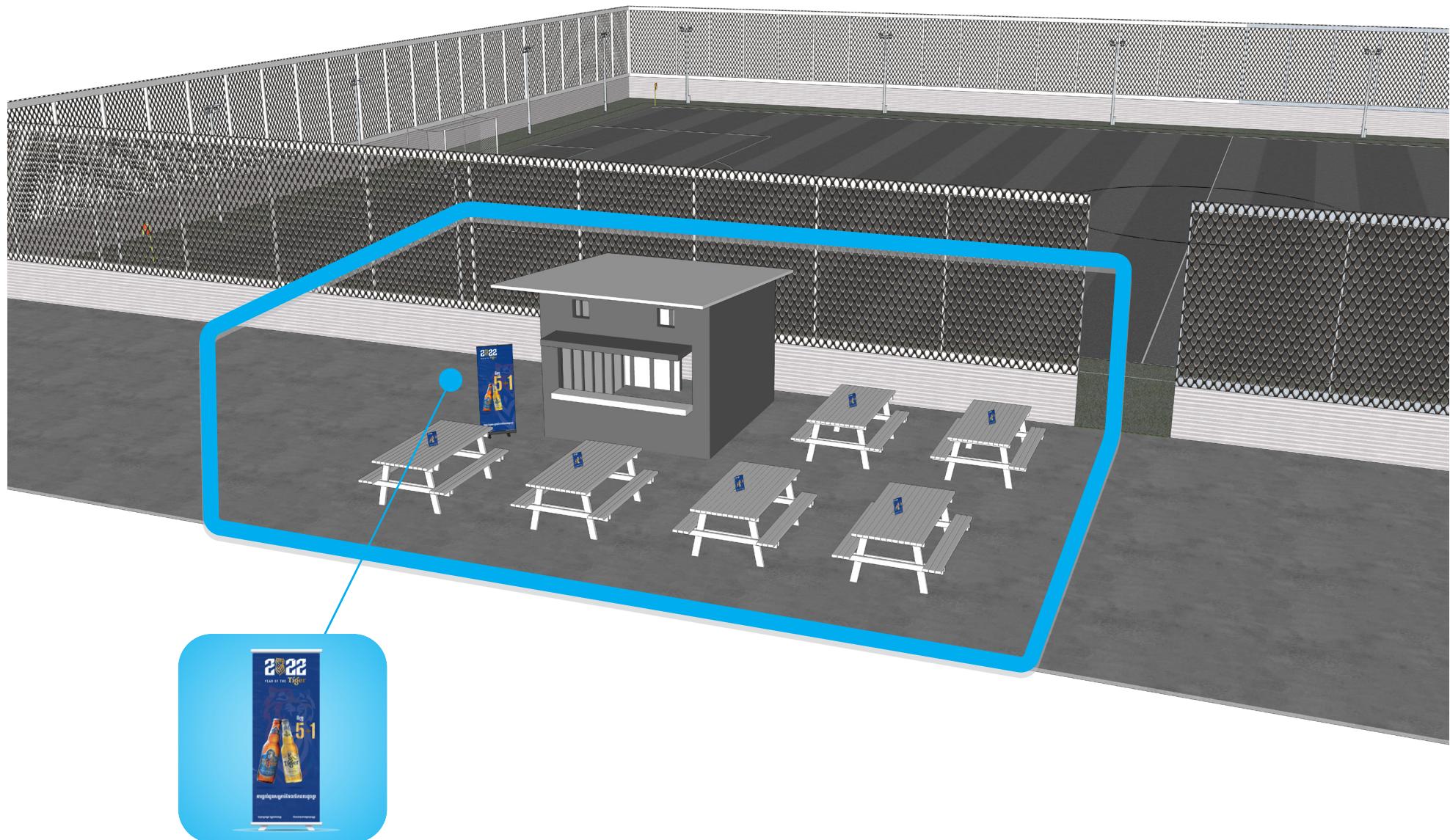


TRADITIONAL-ON-

# SPORTS CLUB

► PICTURE OF SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

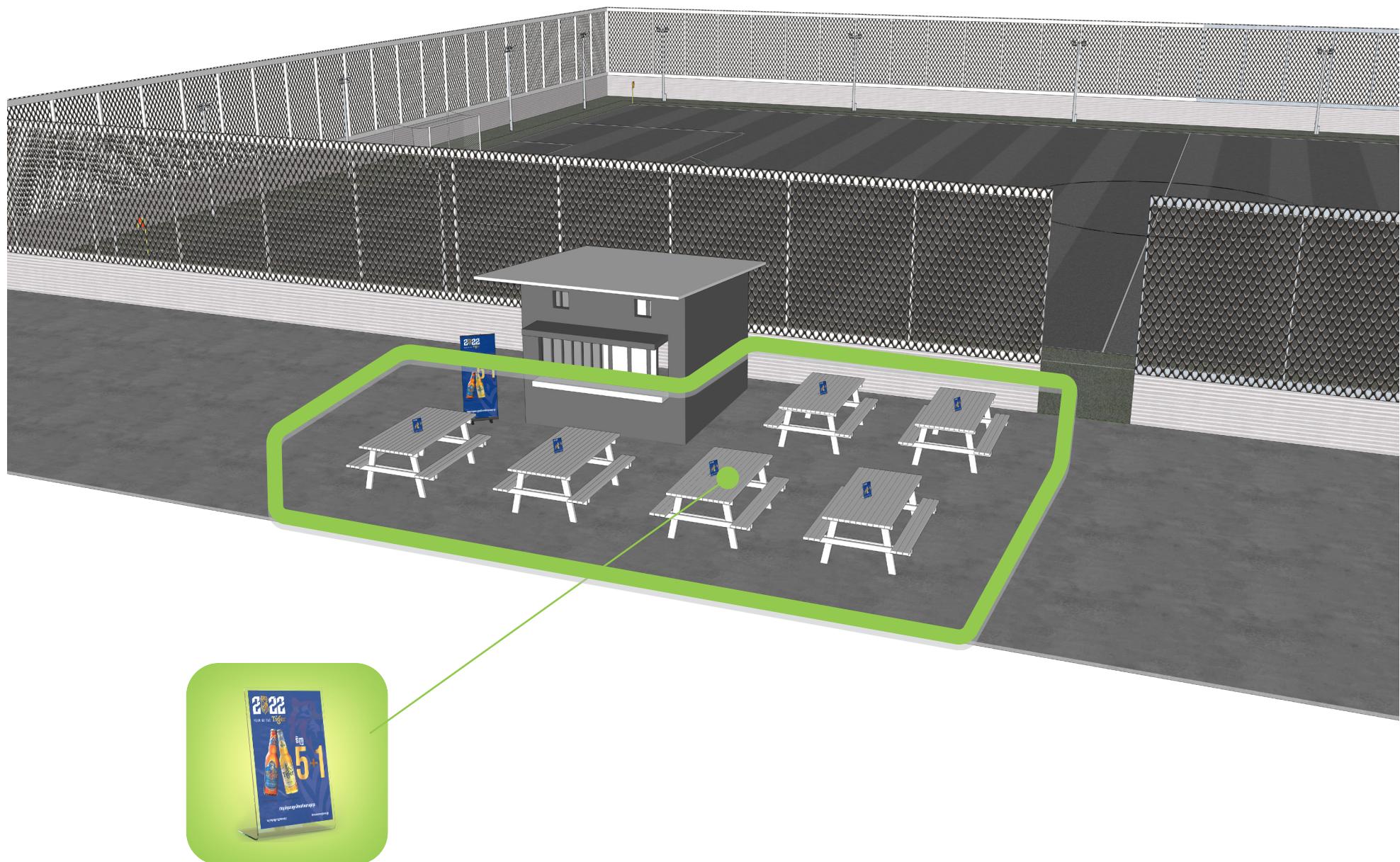


TRADITIONAL-ON-

# SPORTS CLUB

► PICTURE OF SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# CASINO

## ► OVERVIEW

AREA  
Rural

PRIORITY  
SKU



GRADE  
All

★ LEAD  
BRAND



SUPPORT  
BRAND



### CHANNEL DEFINITION

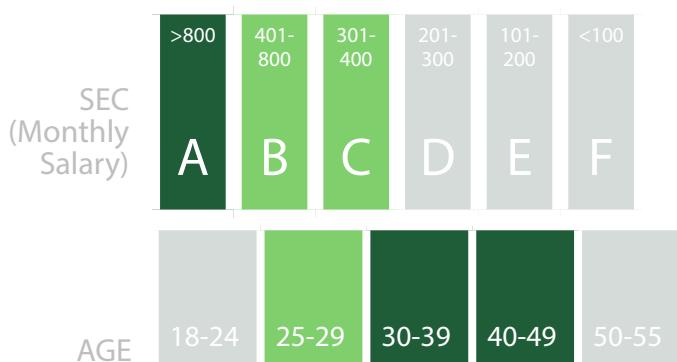
- For gambling
- Sky bar, lounge, café might be available

### CONSUMER PROFILE

- BEHAVIOR**  
Prefer to spend over in gambling
- AVERAGE SPENDING TIME**  
Over night
- SPENDING/PAX**  
30\$ or above



### TARGET AUDIENCE



### PRIORITY DRIVERS

- CONSUMER**



AVAILABILITY

- CUSTOMER**



SERVICE

## CASINO

## ► AVAILABILITY

PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM	
MANDATORY	MANDATORY	MANDATORY	OPTIONAL
			
Bottle/Pint or Can or Draught	Bottle/Pint or Can or Draught	Bottle/Pint or Can	Bottle/Pint or Can or Draught
SESSIONABLE		ECONOMY	
OPTIONAL	OPTIONAL	OPTIONAL	
			
Can	Bottle/Pint or Can	Can	

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance



A

D

2

- STANDEE at Entrance



A

D

M

G

## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands



A

D



- TENT CARD on each table



A

D

M

G

## / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

## / OUTLET GRADE

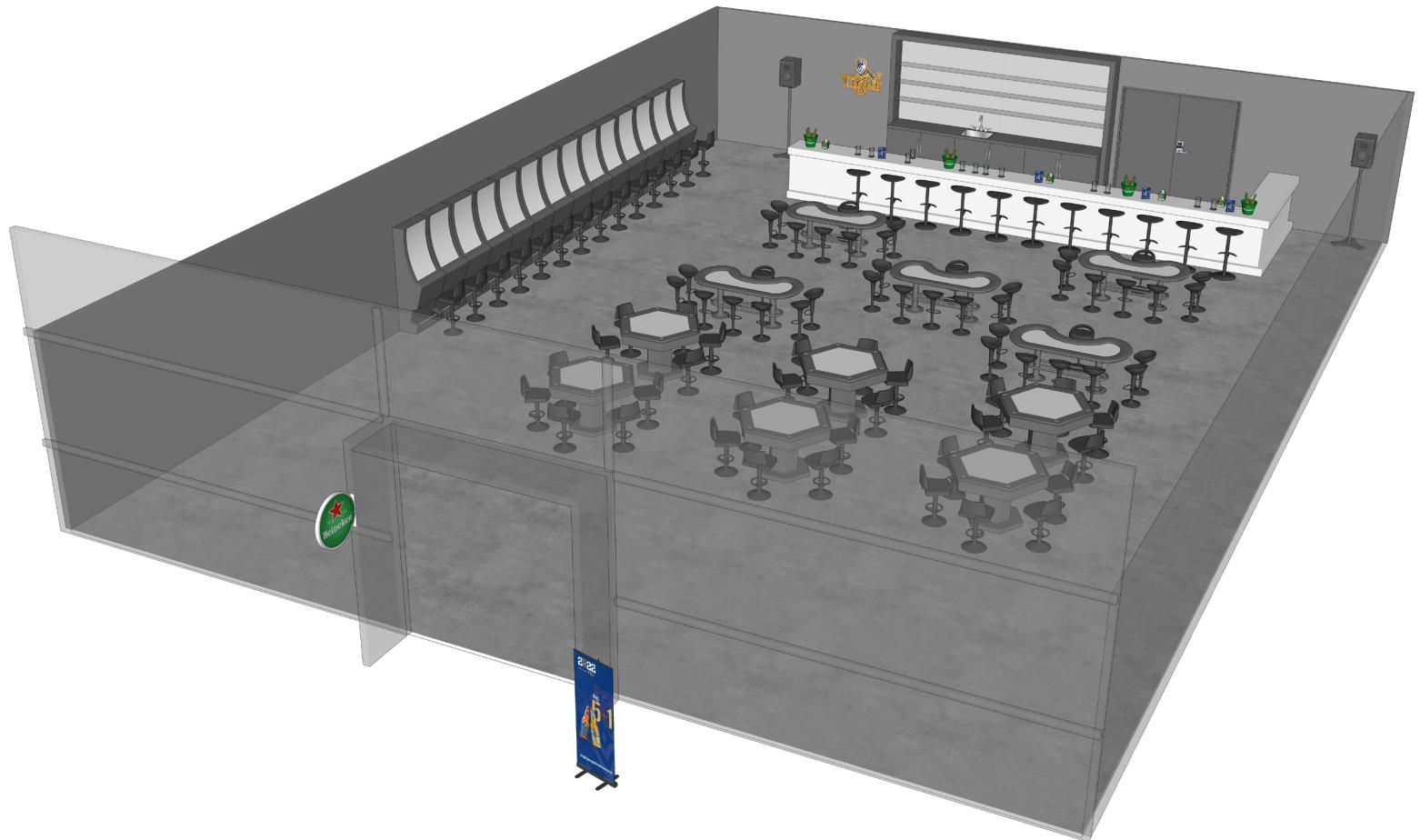
- |   |         |
|---|---------|
| <span style="background-color: #800000; color: white; padding: 2px;">■</span> | Attack  |
| <span style="background-color: #808080; color: black; padding: 2px;">■</span> | Monitor |
| <span style="background-color: #008000; color: white; padding: 2px;">■</span> | Defend  |
| <span style="background-color: #FF8C00; color: black; padding: 2px;">■</span> | Grow    |

MODERN-ON-

# CASINO

► PICTURE OF  
SUCCESS

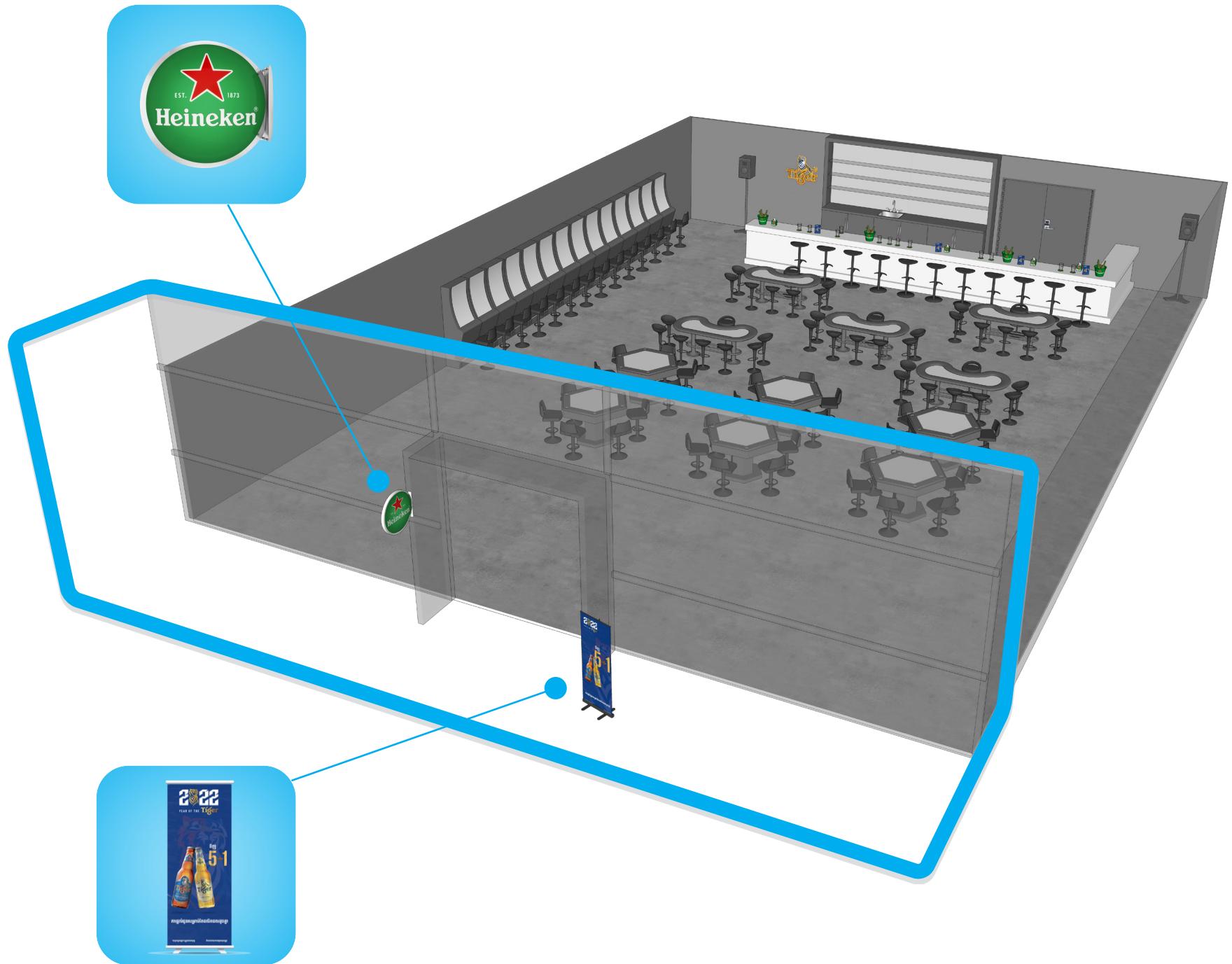
CLICK TO HIGHLIGHT  
A ZONE



# CASINO

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

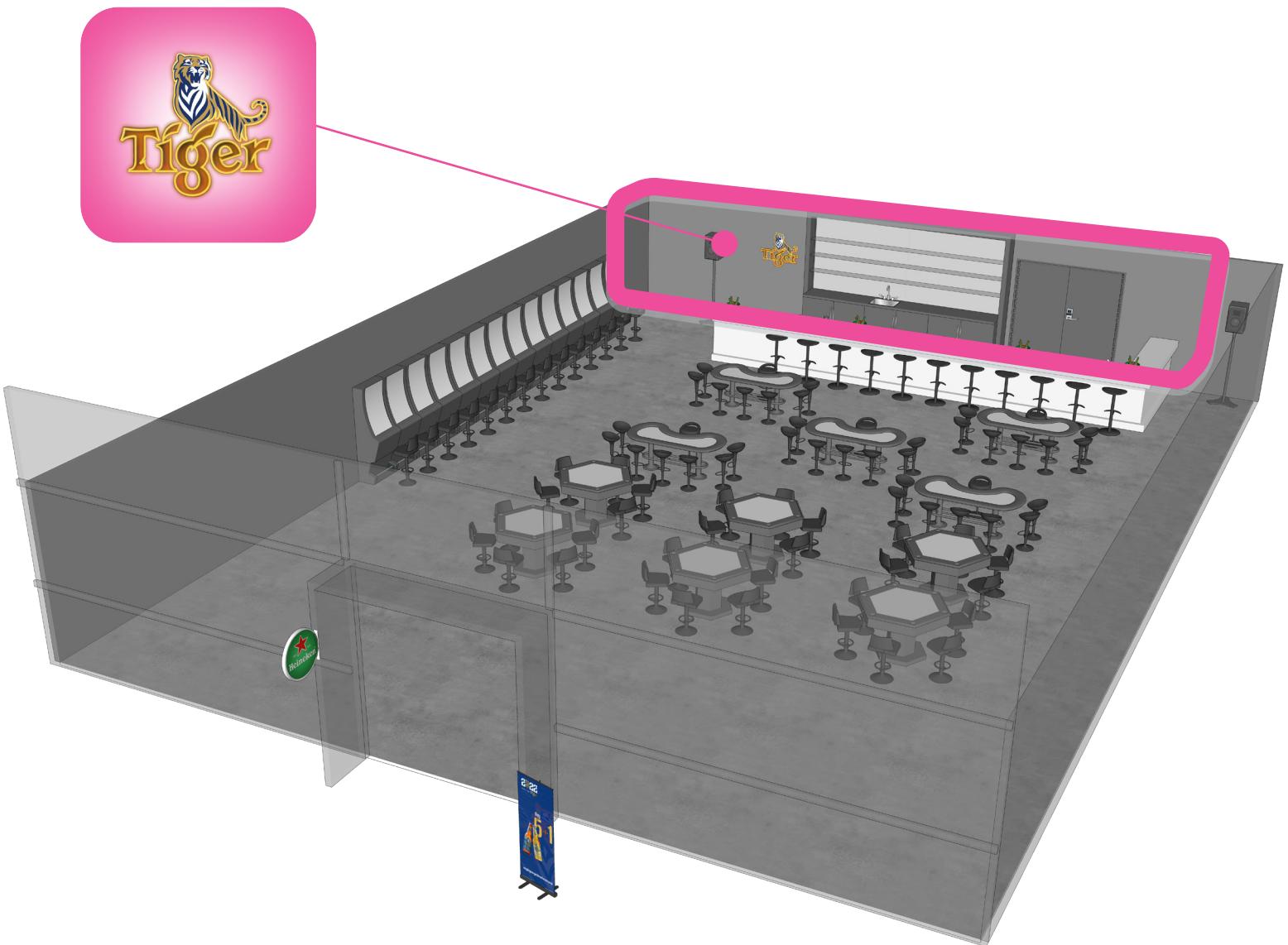


MODERN-ON-

# CASINO

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

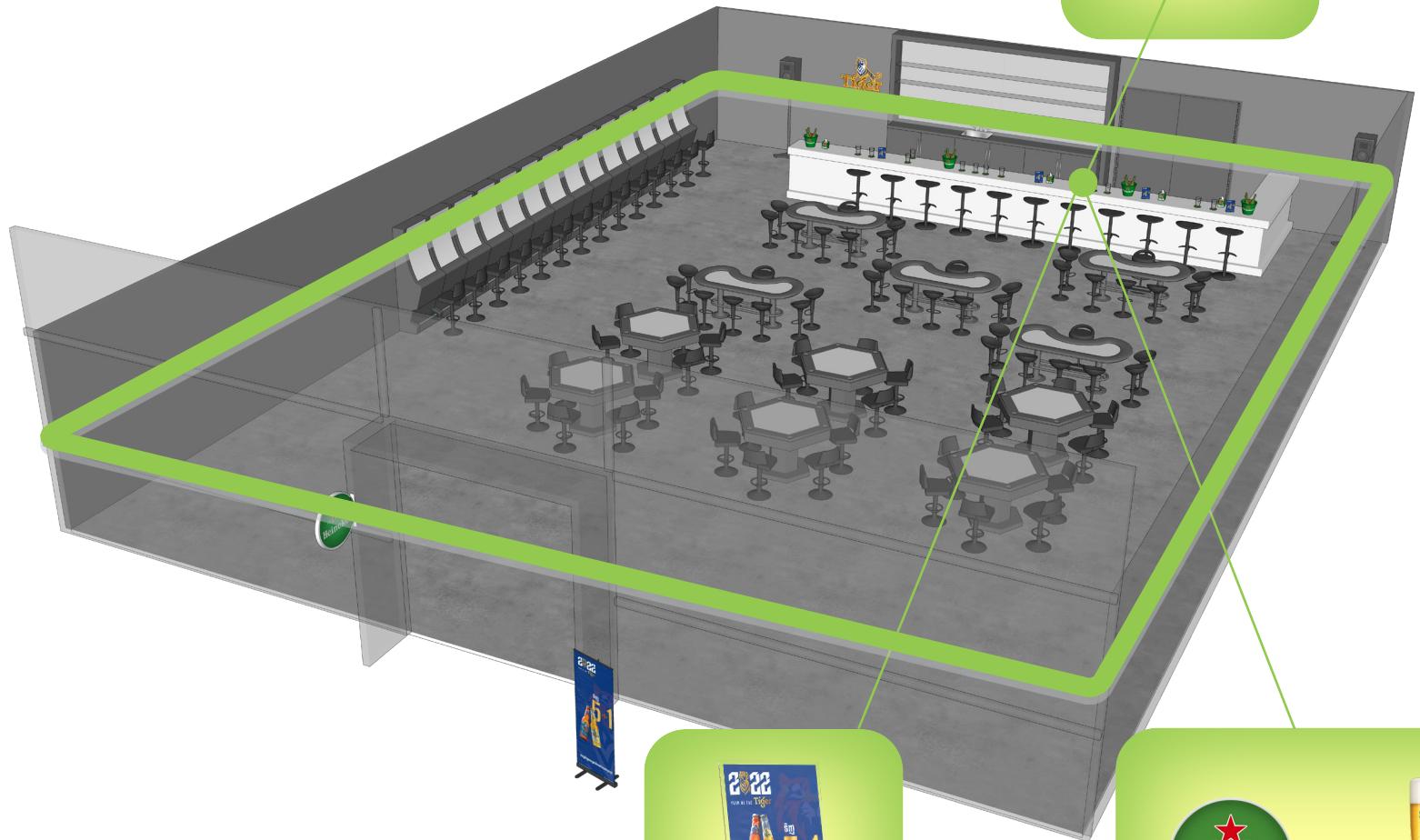


MODERN-ON-

# CASINO

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# CHINESE BAR/PUB

## ► OVERVIEW

AREA  
Rural



GRADE  
All



★ LEAD  
BRAND



SUPPORT  
BRAND



### CHANNEL DEFINITION

- Mainly for drinks
- Have band, music or DJ from 9:30 PM – 1 AM
- Open at night time only (6PM – 1AM)
- Serve beer in bottle, draft, or beer tower
- Limited food selection (3 – 4 pages)
- Cocktail & Wine are available
- Most customer are Chinese

### CONSUMER PROFILE

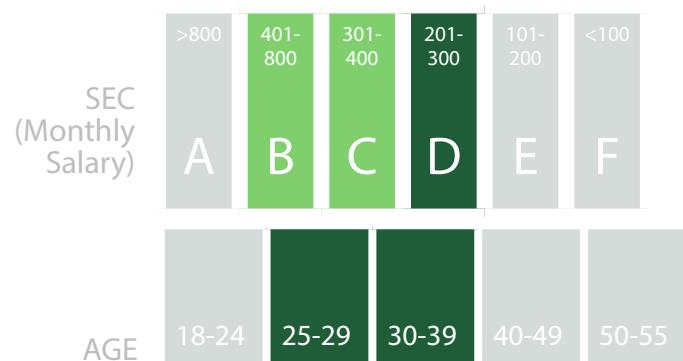
- **BEHAVIOR**  
Have beer brand in mind
- **GOING OUT FREQUENCY**  
1 – 2 times/week
- **AVERAGE SPENDING TIME**  
Over 2 hours
- **SPENDING/PAX**  
20\$ or above



2022/3/4 2



### TARGET AUDIENCE



### PRIORITY DRIVERS

- **CONSUMER**



VISIBILITY



PROMOTION

- **CUSTOMER**



FINANCIAL  
TERMS



SERVICE

# CHINESE BAR/PUB

## ► AVAILABILITY



PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM	
OPTIONAL	MANDATORY	OPTIONAL	OPTIONAL
 <b>ANCHOR</b> 	 <b>Tiger</b> 	 <b>ABC</b> EXTRA STOUT 	 <b>Heineken®</b> 
Bottle/Pint or Can or Draught	Bottle/Pint or Can or Draught	Bottle/Pint or Can	Bottle/Pint or Can or Draught

SESSIONABLE		ECONOMY
OPTIONAL	MANDATORY	OPTIONAL
 <b>ANCHOR WHITE</b> 	 <b>Tiger CRYSTAL</b> 	 <b>Crown Beer</b> 
Can	Bottle/Pint or Can	Can

MODERN-ON-

# CHINESE BAR/PUB

## ► VISIBILITY

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

### / OUTLET GRADE

- A Attack
- M Monitor
- D Defend
- G Grow

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance



A

D

2

- STANDEE at Entrance



A

D

M

G

3

- SHOP OR STREET SIGNAGE



A

D

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands



A

D

- INDOOR LIGHTBOX of Support Brand at Impact Hot Spot

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

- TENT CARD on each table



A

D

M

G

- GLASSES, COASTERS, & BUCKETS for available brands



A

D

M

G



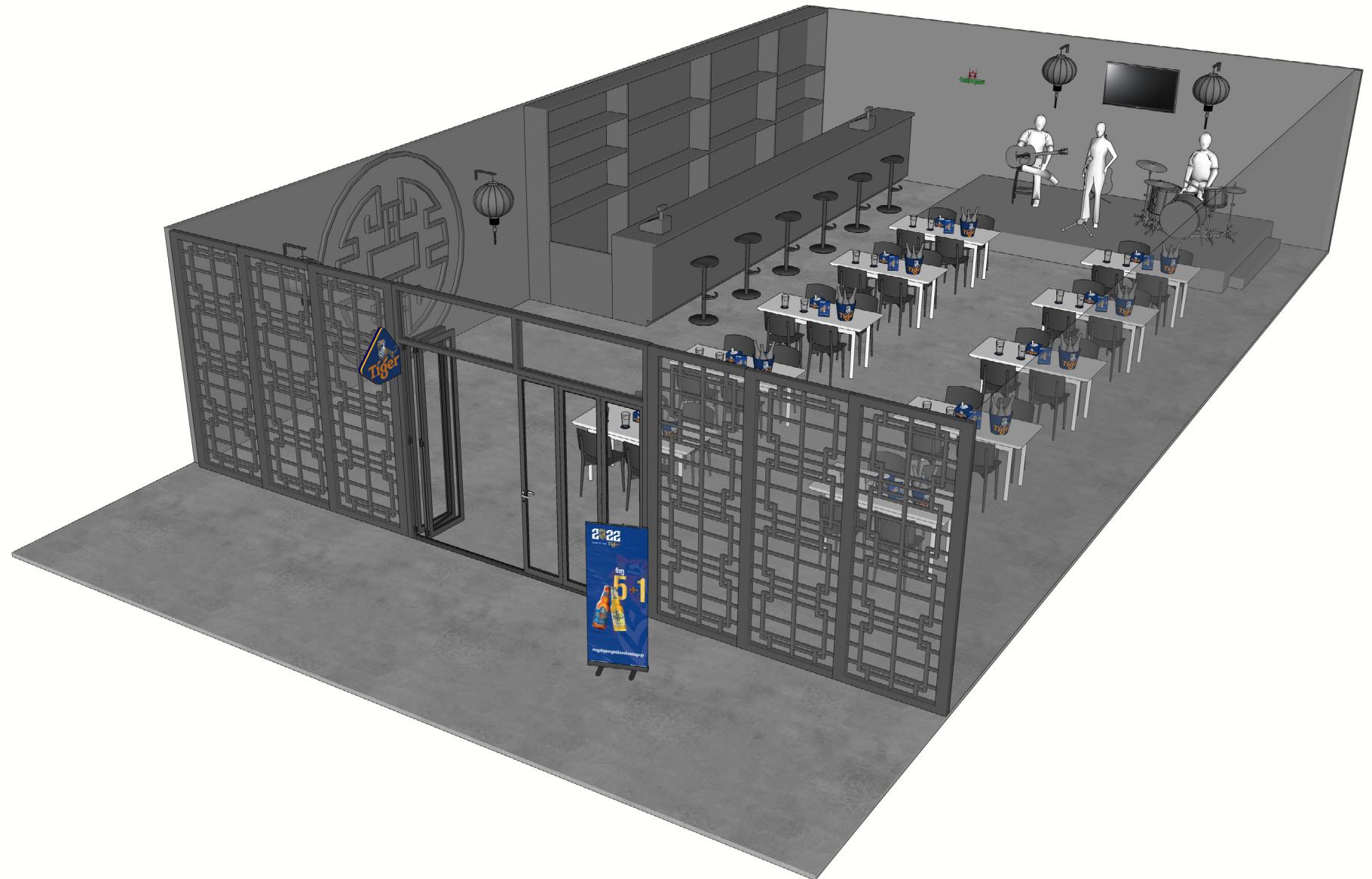
Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

MODERN-ON-

# CHINESE BAR/PUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

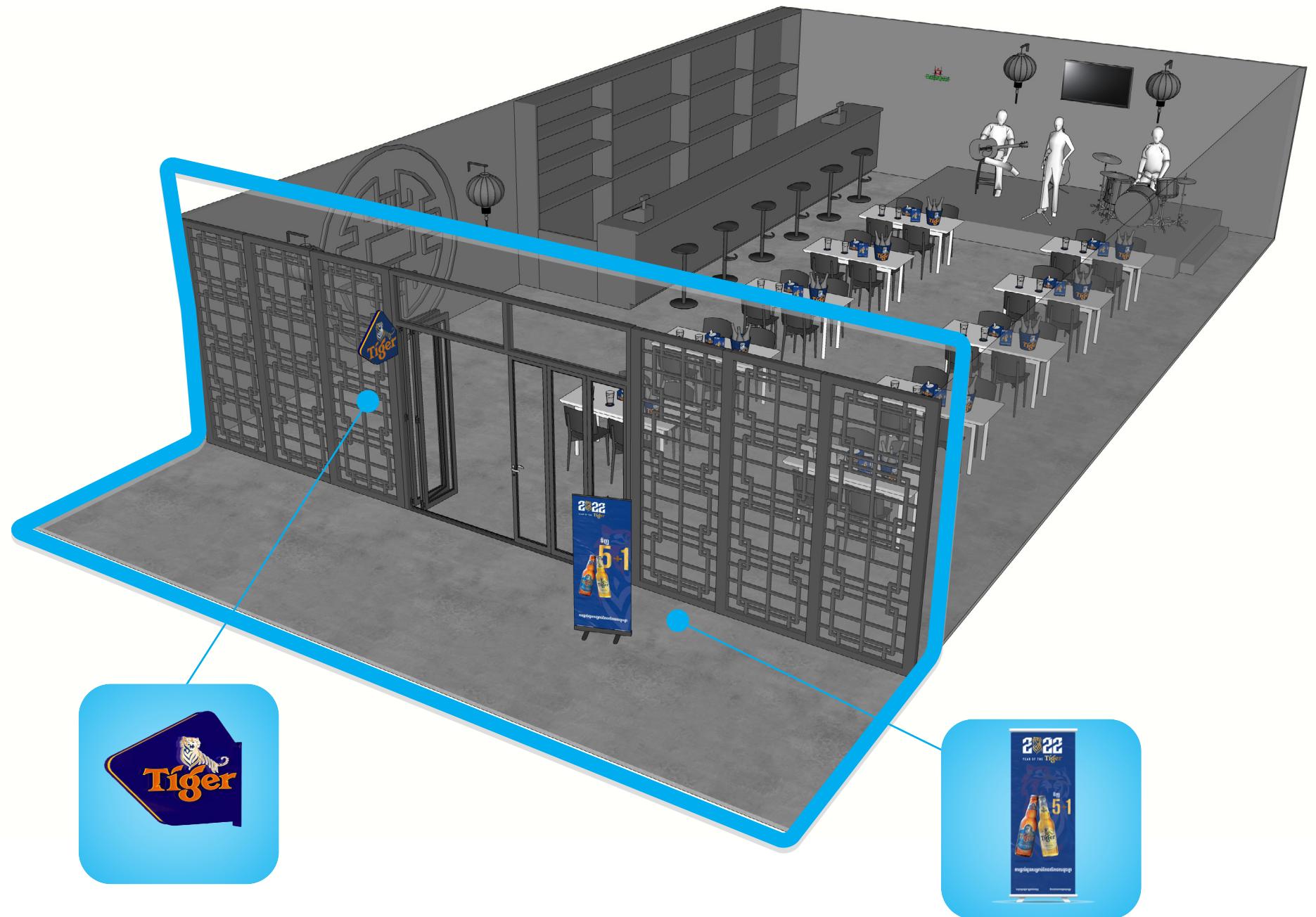


MODERN-ON-

# CHINESE BAR/PUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

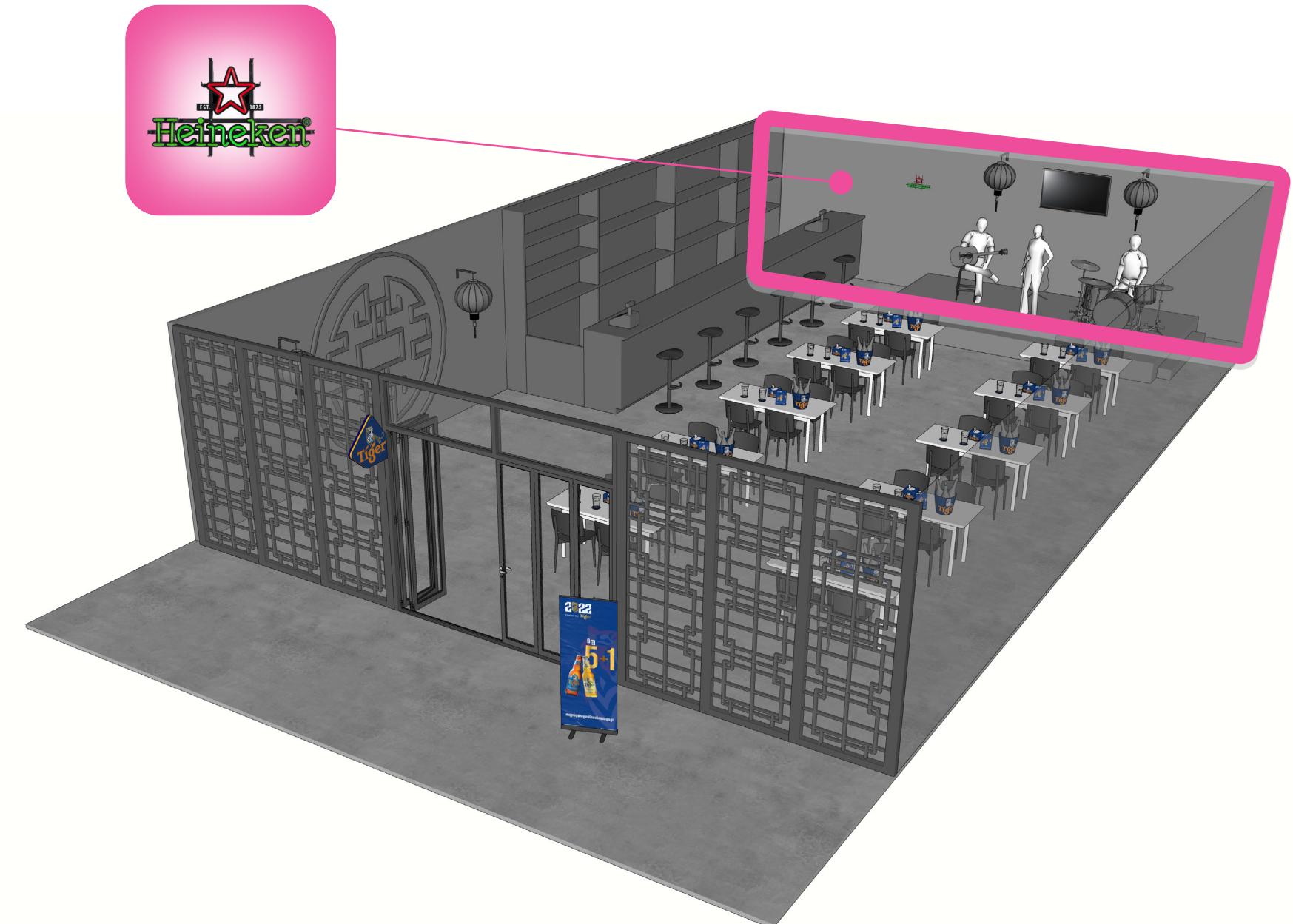


MODERN-ON-

# CHINESE BAR/PUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



MODERN-ON-

# CHINESE BAR/PUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# CHINESE CLUB

## ► OVERVIEW

AREA  
Rural

PRIORITY  
SKU



GRADE  
All

★ LEAD  
BRAND



SUPPORT  
BRAND



### CHANNEL DEFINITION

- Nice exterior & Interior decoration
- Having DJ and DJ console
- A can of Coke is sold more than 1.5\$
- Wide car parking space
- Range of Spirit available
- 1 bottle of beer costs 3\$
- Open from 10 PM – 3 AM

### CONSUMER PROFILE

#### • BEHAVIOR

Continue from first or second round

#### • GOING OUT FREQUENCY

1 – 2 times/week

#### • AVERAGE SPENDING TIME

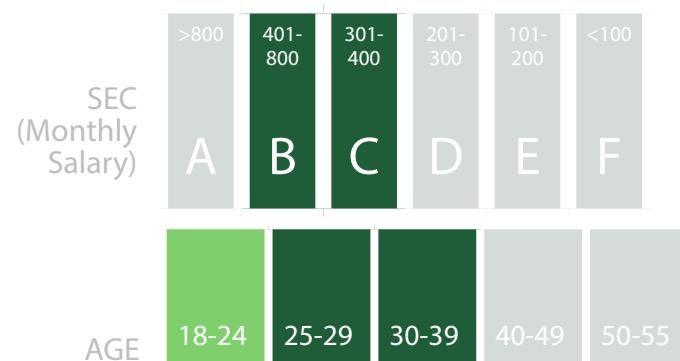
2 – 3 hours

#### • SPENDING/PAX

20\$ above



### TARGET AUDIENCE



### PRIORITY DRIVERS

#### • CONSUMER



AVAILABILITY



VISIBILITY

#### • CUSTOMER



FINANCIAL TERMS



SERVICE

# CHINESE CLUB

## ► AVAILABILITY



PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM	
OPTIONAL	MANDATORY	OPTIONAL	OPTIONAL
 <b>ANCHOR</b> 	 <b>Tiger</b> 	 <b>ABC</b> EXTRA STOUT 	 <b>Heineken®</b> 
Bottle/Pint or Can or Draught	Bottle/Pint or Can or Draught	Bottle/Pint or Can	Bottle/Pint or Can or Draught

SESSIONABLE		ECONOMY
OPTIONAL	MANDATORY	OPTIONAL
 <b>ANCHOR WHITE</b> 	 <b>Tiger CRYSTAL</b> 	 <b>Gold Crown Beer</b> 
Can	Bottle/Pint or Can	Can

MODERN-ON-

CHINESE  
CLUB

► VISIBILITY

/ LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

/ OUTLET GRADE

- A Attack
- M Monitor
- D Defend
- G Grow

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance



A

D

2

- STANDEE at Entrance



A

D

M

G

## IMPACT ZONE

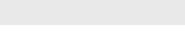
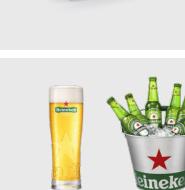
Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands



A

D

- INDOOR LIGHTBOX of Support Brand at Impact Hot Spot

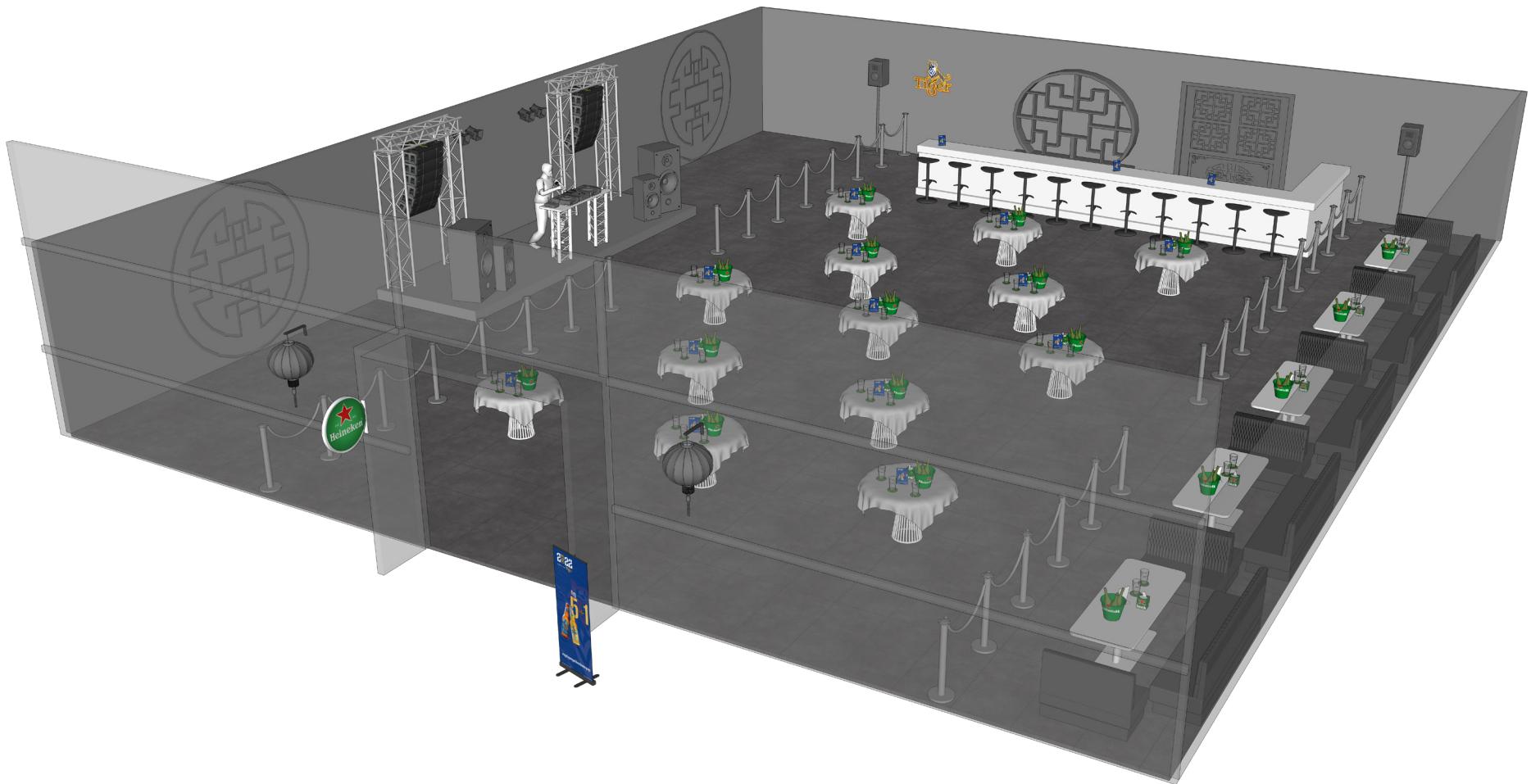


MODERN-ON-

# CHINESE CLUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



MODERN-ON-

# CHINESE CLUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



MODERN-ON-

# CHINESE CLUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



MODERN-ON-

# CHINESE CLUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



MODERN-ON-

# CHINESE KTV

## ► OVERVIEW

AREA  
Rural



GRADE  
All

★ LEAD BRAND  
Tiger



SUPPORT BRAND  
Heineken



### CHANNEL DEFINITION

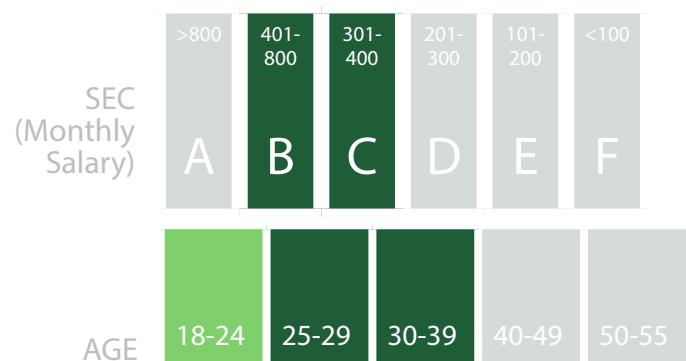
- Private room with KTV station
- Have more than 15 rooms
- Exterior & Interior decoration (gold, silver)
- Mainly for entertainment
- Lady companionship
- Premium beer is priced at least 80/ctn
- Lead SKU is ABC
- Located along the main street, boulevard or crowded area

### CONSUMER PROFILE

- WHO  
Businessmen, Officer \$ SEC A D
- BEHAVIOR  
Second round drinking, go in group
- GOING OUT FREQUENCY  
1 – 2 times/month
- AVERAGE SPENDING TIME  
2 – 3 hours
- SPENDING/PAX  
40\$ above



### TARGET AUDIENCE



### PRIORITY DRIVERS

- CONSUMER



- CUSTOMER



# CHINESE KTV

## ► AVAILABILITY



PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM	
OPTIONAL	MANDATORY	OPTIONAL	OPTIONAL
 <b>ANCHOR</b> 	 <b>Tiger</b> 	 <b>ABC</b> EXTRA STOUT 	 <b>Heineken®</b> 
Bottle/Pint or Can or Draught	Bottle/Pint or Can or Draught	Bottle/Pint or Can	Bottle/Pint or Can or Draught

SESSIONABLE		ECONOMY
OPTIONAL	MANDATORY	OPTIONAL
 <b>ANCHOR WHITE</b> 	 <b>Tiger CRYSTAL</b> 	 <b>Gold Crown Beer</b> 
Can	Bottle/Pint or Can	Can

# CHINESE KTV

## ► VISIBILITY

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

### / OUTLET GRADE

- |   |         |
|---|---------|
| <span style="background-color: #A52A2A; border: 1px solid black; padding: 2px 5px;"></span> | Attack  |
| <span style="background-color: #8B8B8B; border: 1px solid black; padding: 2px 5px;"></span> | Monitor |
| <span style="background-color: #2ECC71; border: 1px solid black; padding: 2px 5px;"></span> | Defend  |
| <span style="background-color: #F39C12; border: 1px solid black; padding: 2px 5px;"></span> | Grow    |

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance



A

D

2

- STANDEE at Entrance



A

D

M

G

## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands



A

D

- INDOOR LIGHTBOX of Support Brand at Impact Hot Spot



A  
D  
M  
G

- TENT CARD on each table



A  
D  
M  
G

- GLASSES, COASTERS, & BUCKETS for available brands



A  
D  
M  
G

## PURCHASE ZONE

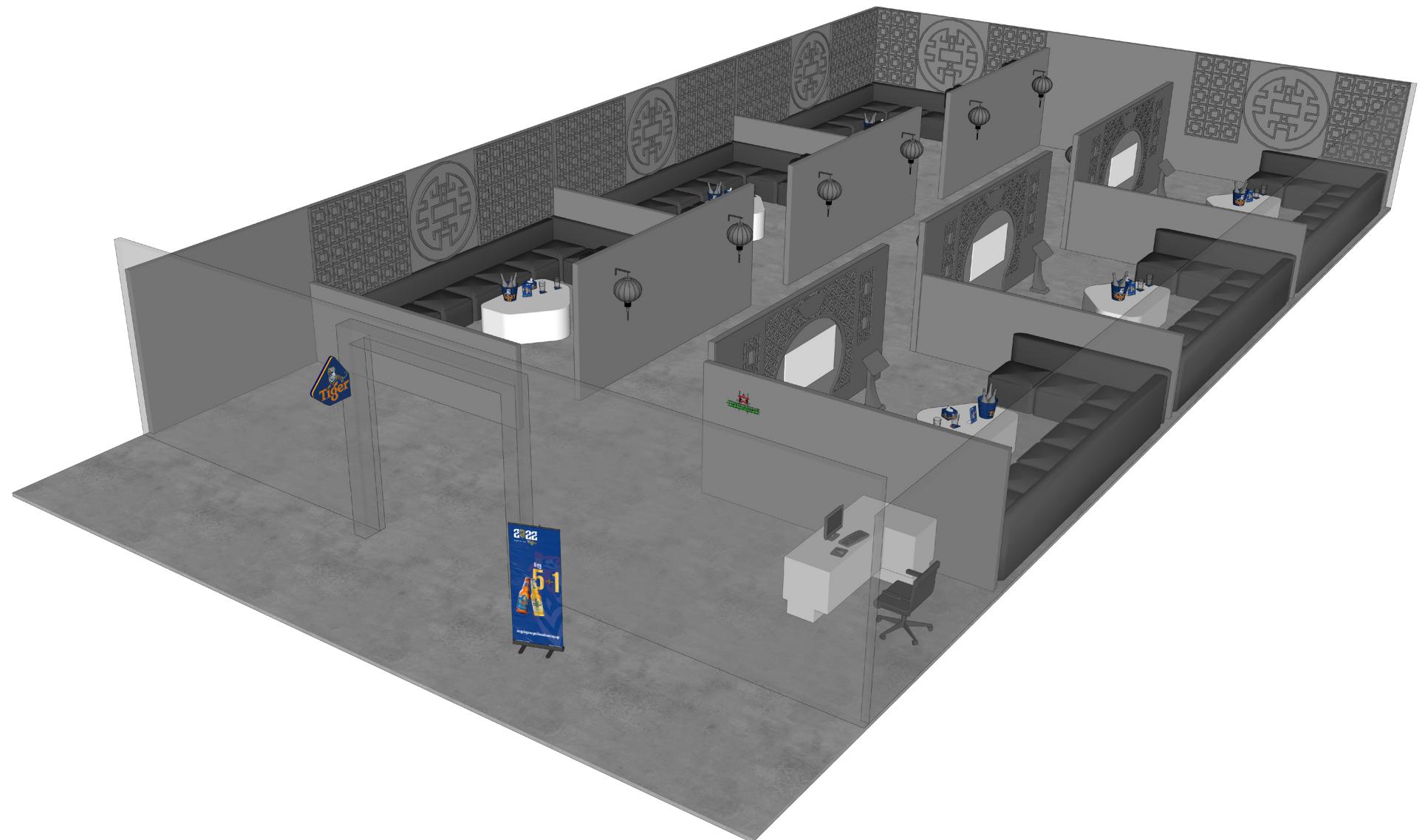
Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

MODERN-ON-

# CHINESE KTV

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

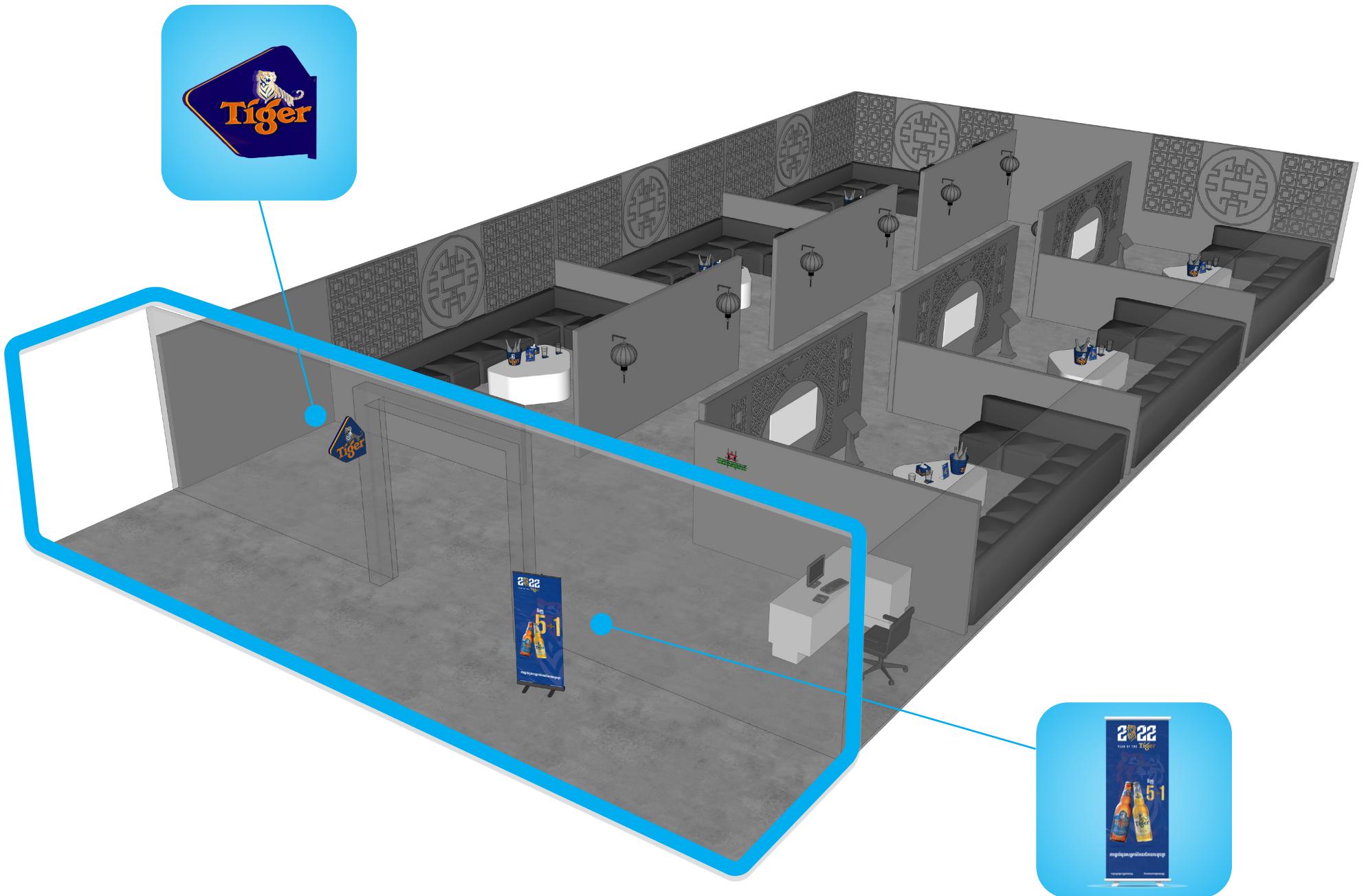


MODERN-ON-

# CHINESE KTV

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

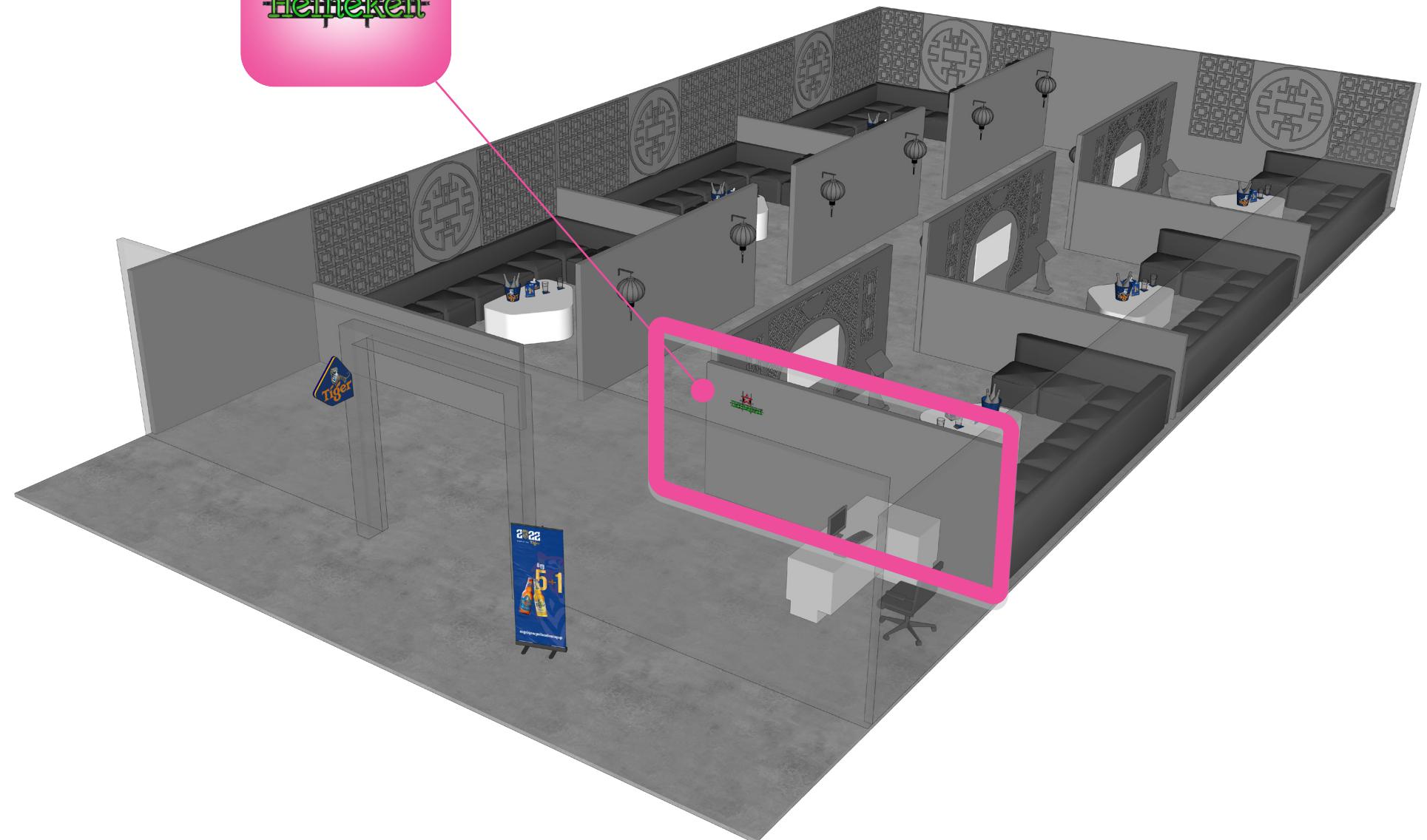


MODERN-ON-

# CHINESE KTV

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

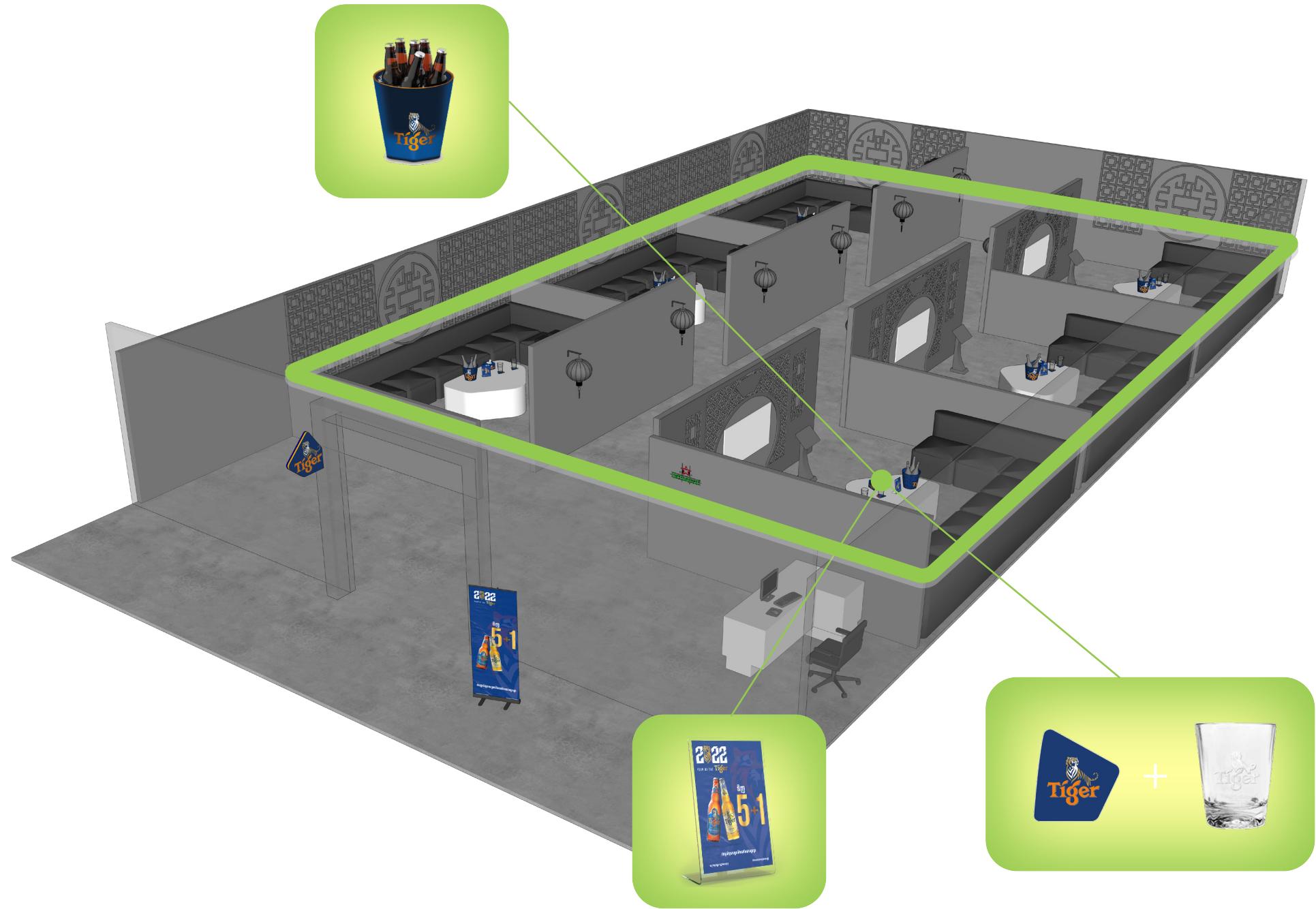


MODERN-ON-

# CHINESE KTV

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# CHINESE RESTAURANT

## ► OVERVIEW

AREA  
Urban



GRADE  
All



★ LEAD BRAND



SUPPORT BRAND



### CHANNEL DEFINITION

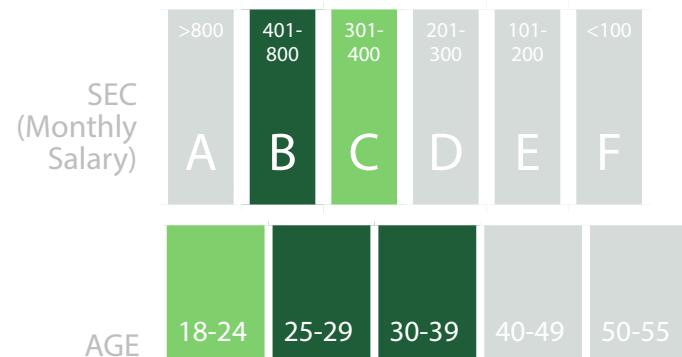
- Located in area that have a lot of Chinese people
- The decoration of restaurant is premium such as architecture, furniture & staff uniform
- A can of Coke is more than 1.5\$
- Special menu of Chinese food

### CONSUMER PROFILE

- **BEHAVIOR**  
Drink strong beer and prefer food that have strong taste
- **GOING OUT FREQUENCY**  
1 times/week
- **AVERAGE SPENDING TIME**  
2 – 3 hours
- **SPENDING/PAX**  
20\$ or above



### TARGET AUDIENCE



### PRIORITY DRIVERS

#### • CONSUMER



#### • CUSTOMER



# CHINESE RESTAURANT

## ► AVAILABILITY



PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM	
MANDATORY	MANDATORY	MANDATORY	OPTIONAL
  Bottle/Pint or Can or Draught	  Bottle/Pint or Can or Draught	  Bottle/Pint or Can	  Bottle/Pint or Can or Draught

SESSIONABLE		ECONOMY
OPTIONAL	MANDATORY	OPTIONAL
  Can	  Bottle/Pint or Can	  Can

# CHINESE RESTAURANT

## ► VISIBILITY

## ENTRANCE ZONE

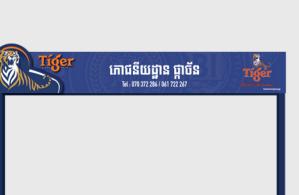
Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands

## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

1	<ul style="list-style-type: none"> <li>OUTDOOR LIGHTBOX of Lead Brand at Entrance</li> </ul>  <p>(Lightbox is <b>Optional</b> if the outlet have Shop or Street signage)</p>	A D	<ul style="list-style-type: none"> <li>INDOOR LIGHTBOX of Support Brand at Impact Hot Spot</li> </ul> 	A D
2	<ul style="list-style-type: none"> <li>STANDEE at Entrance</li> </ul> 	A D M G	<ul style="list-style-type: none"> <li>GLASSES, COASTERS, &amp; BUCKETS for available brands</li> </ul> 	A D M G
3	<ul style="list-style-type: none"> <li>SHOP OR STREET SIGNAGE</li> </ul> 	A D		

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

### / OUTLET GRADE

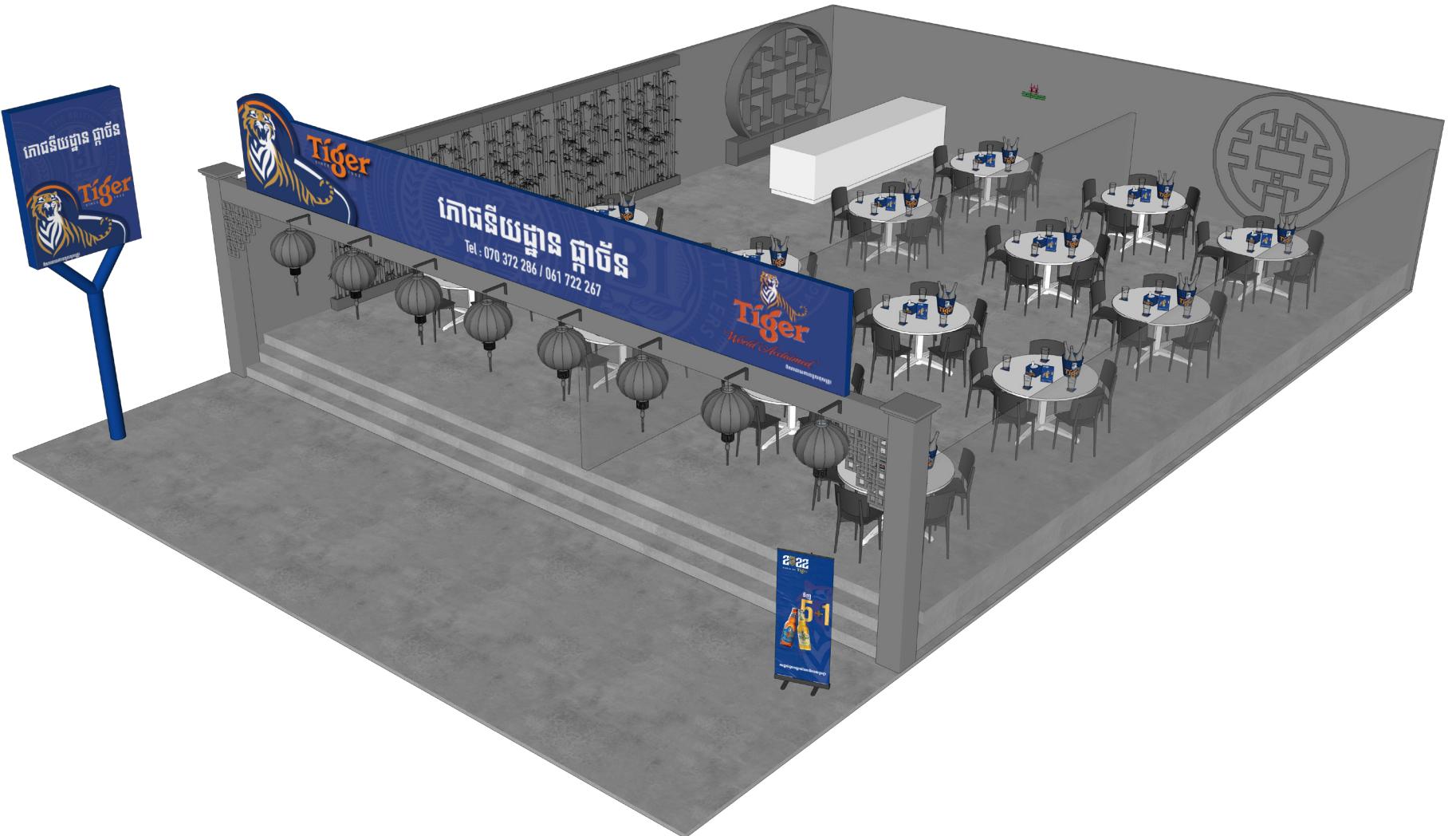
- |   |         |
|---|---------|
| A | Attack  |
| M | Monitor |
| D | Defend  |
| G | Grow    |

MODERN-ON-

# CHINESE RESTAURANT

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

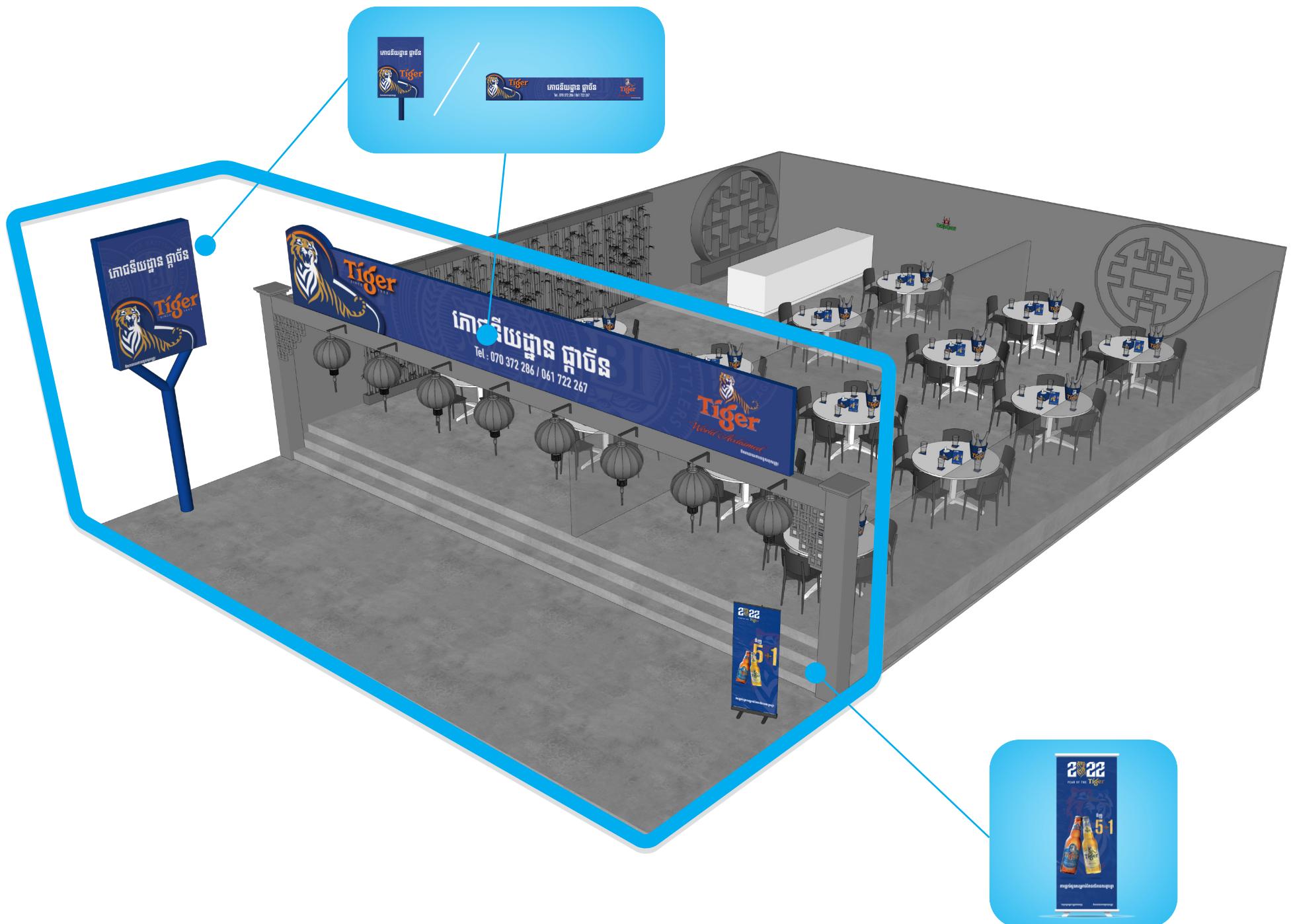


MODERN-ON-

# CHINESE RESTAURANT

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

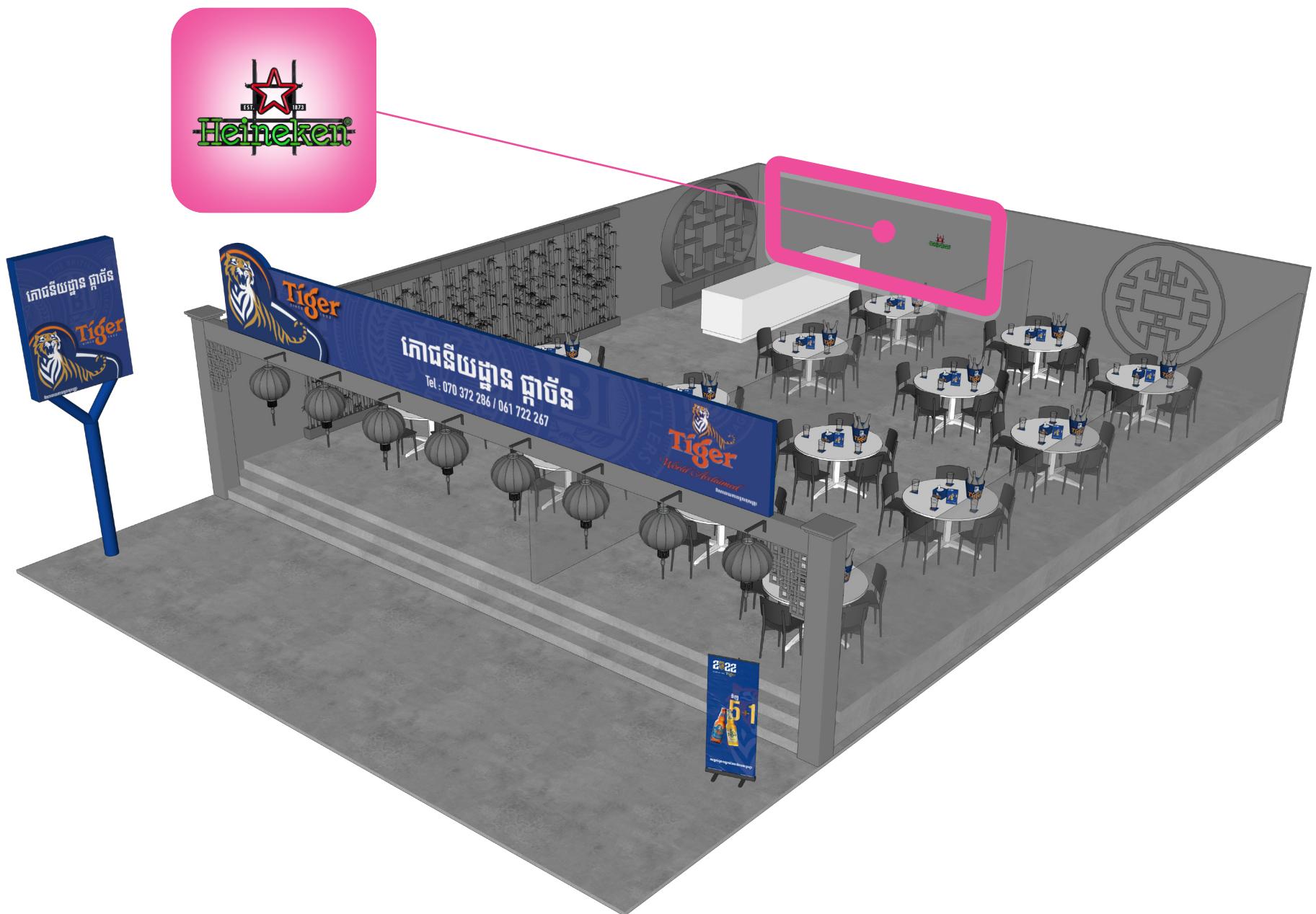


MODERN-ON-

# CHINESE RESTAURANT

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

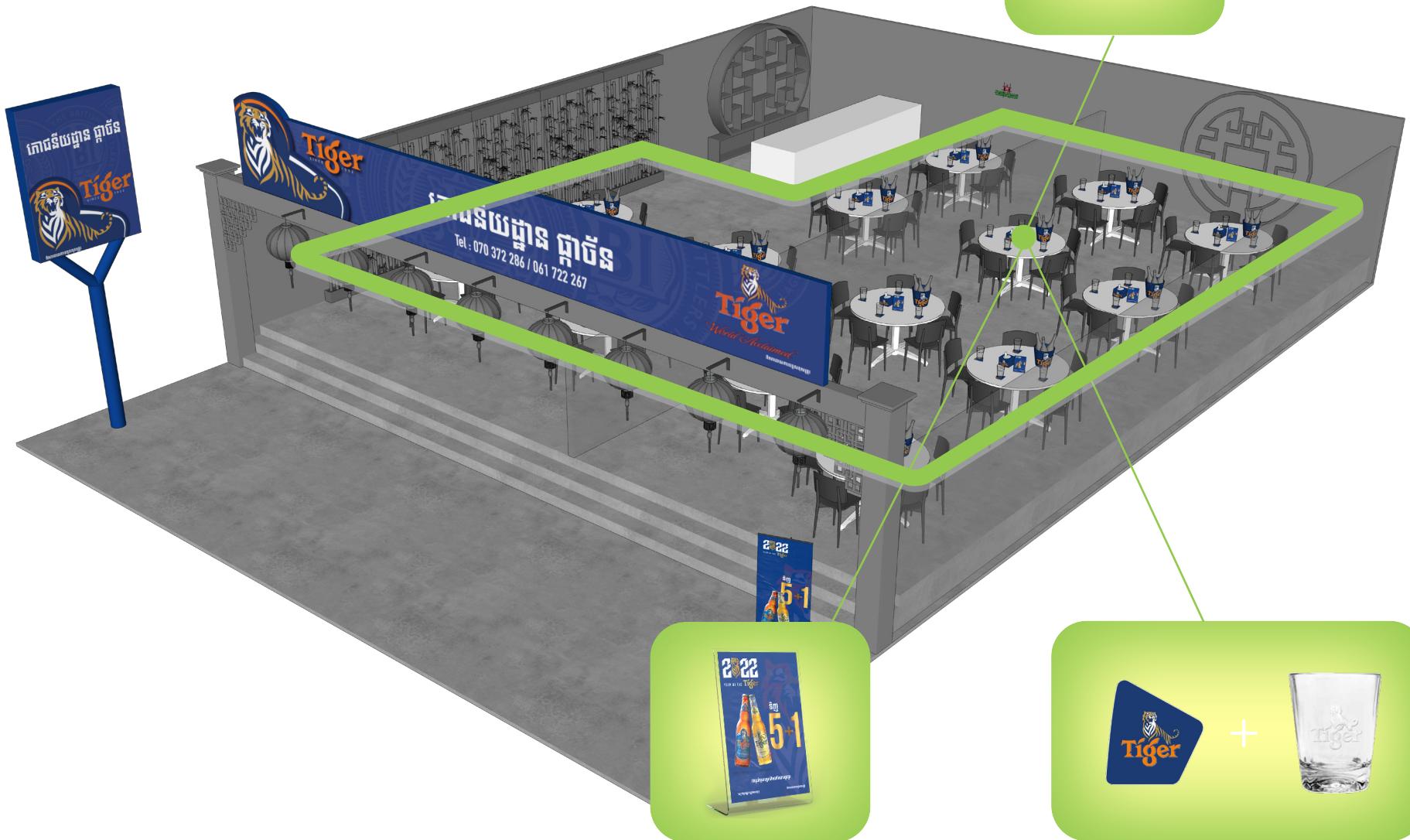


MODERN-ON-

# CHINESE RESTAURANT

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



## CLUB

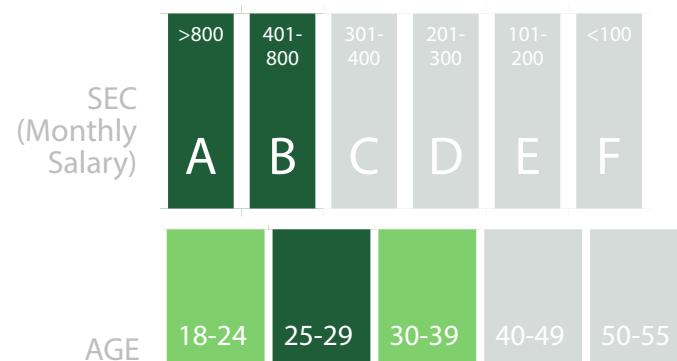
## ► OVERVIEW

AREA  
RuralPRIORITY  
SKUGRADE  
All★ LEAD  
BRANDSUPPORT  
BRANDCHANNEL  
DEFINITION

- Nice exterior & Interior decoration
- Having DJ and DJ console
- A can of Coke is sold more than 1.5\$
- Wide car parking space
- Range of Spirit available
- 1 bottle of beer costs 3\$
- Open from 10 PM – 3 AM

CONSUMER  
PROFILE

- **BEHAVIOR**  
Continue from first or second round
- **GOING OUT FREQUENCY**  
1 – 2 times/week
- **AVERAGE SPENDING TIME**  
2 – 3 hours
- **SPENDING/PAX**  
20\$ above

TARGET  
AUDIENCEPRIORITY  
DRIVERS

## • CONSUMER



AVAILABILITY



VISIBILITY

## • CUSTOMER

FINANCIAL  
TERMS

SERVICE

## CLUB

## ► AVAILABILITY

PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM	
MANDATORY	MANDATORY	MANDATORY	OPTIONAL
    <p>Bottle/Pint or Can or Draught</p>	    <p>Bottle/Pint or Can or Draught</p>	   <p>Bottle/Pint or Can</p>	    <p>Bottle/Pint or Can or Draught</p>

SESSIONABLE		ECONOMY
OPTIONAL	OPTIONAL	OPTIONAL
  <p>Can</p>	   <p>Bottle/Pint or Can</p>	  <p>Can</p>

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance



## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands

A



- INDOOR LIGHTBOX of Support Brand at Impact Hot Spot

## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

- TENT CARD on each table



### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

### / OUTLET GRADE

- |   |         |
|---|---------|
| A | Attack  |
| M | Monitor |
| D | Defend  |
| G | Grow    |

2

- STANDEE at Entrance



A

D

M

G

- GLASSES, COASTERS, & BUCKETS for available brands



A

D

M

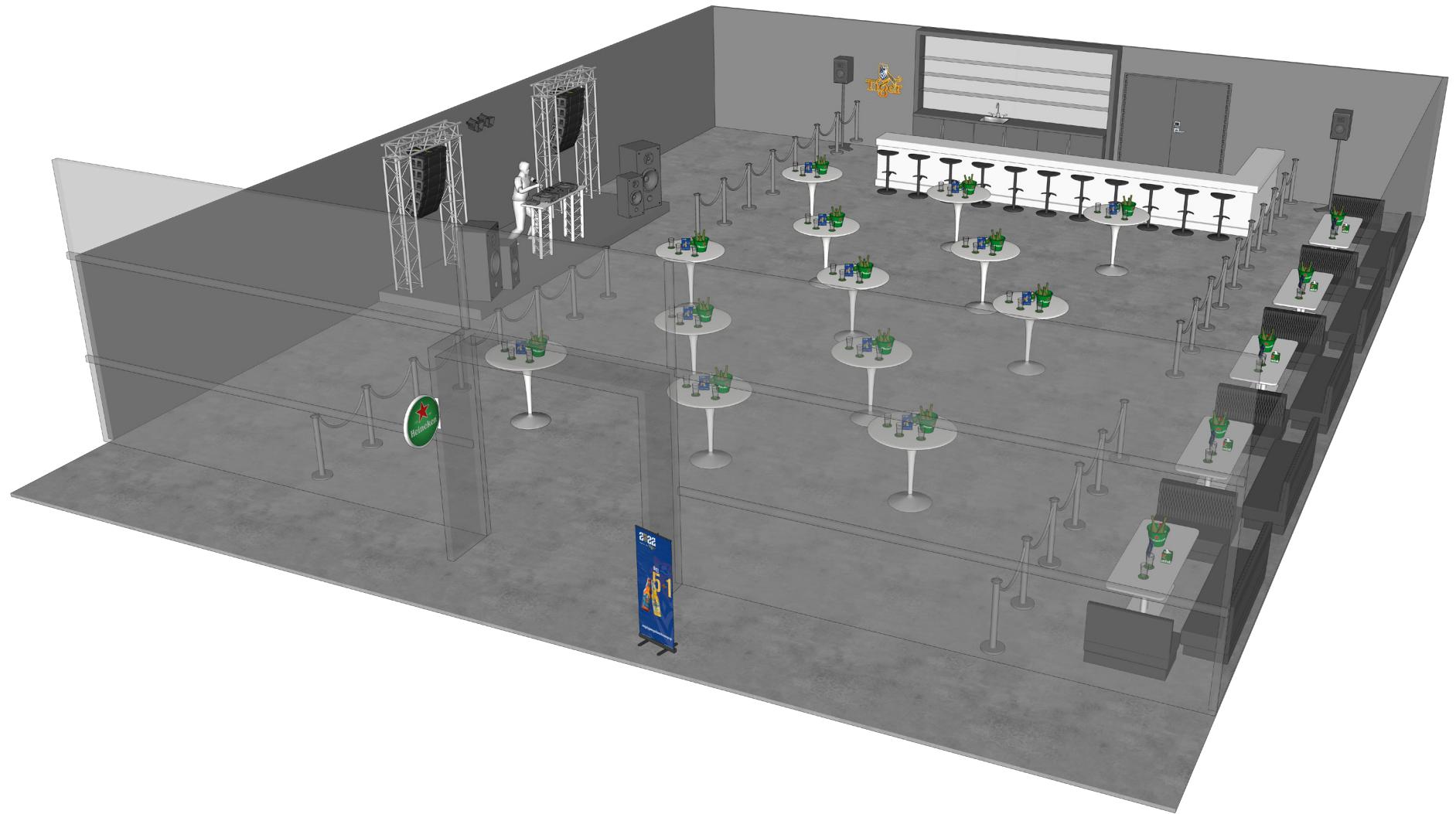
G

MODERN-ON-

CLUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

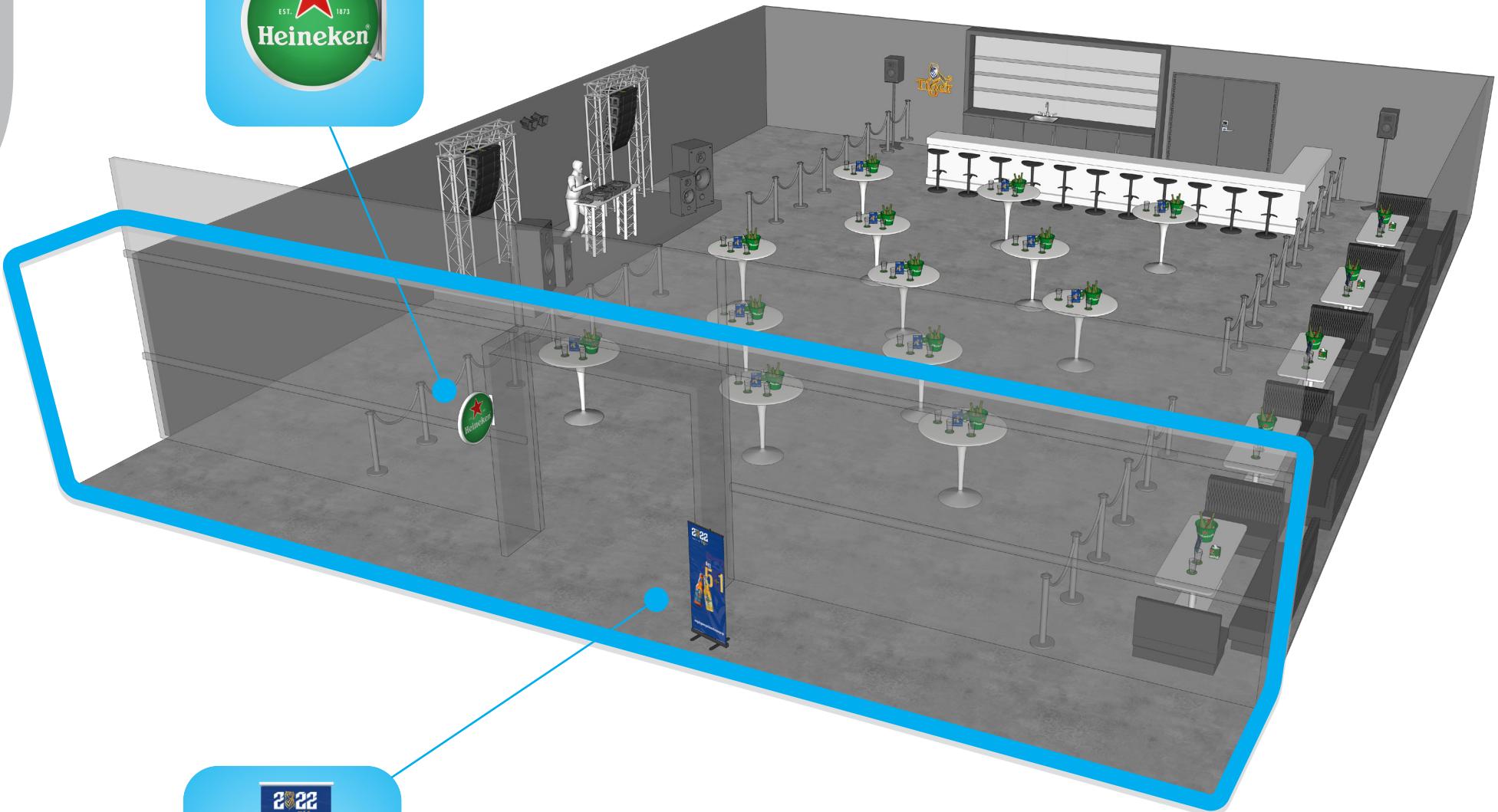


MODERN-ON-

CLUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



MODERN-ON-

CLUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



MODERN-ON-

CLUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# HOTEL 3-5 STAR

## ► OVERVIEW

AREA  
Rural



GRADE  
All



★ LEAD  
BRAND



SUPPORT  
BRAND



### CHANNEL DEFINITION

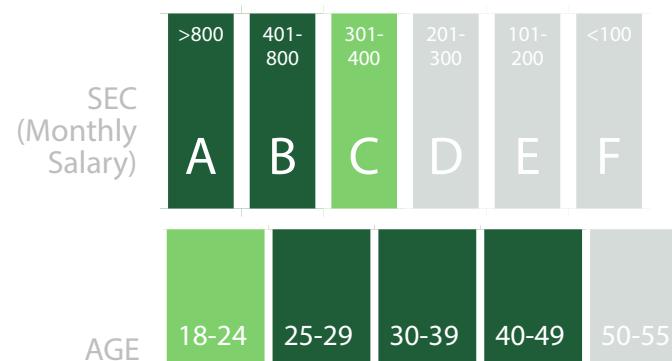
- For accommodation with great facilities.
- Average price start at 30\$
- Mini bar in room and banquet service
- Sky bar, lounge, café might be available
- Modern, boutique hotels can be classified here

### CONSUMER PROFILE

- WHO**  
Tourist & Worker from another place
- BEHAVIOR**  
Mostly drinking beer in the room
- AVERAGE SPENDING TIME**  
Over night
- SPENDING/PAX**  
50\$ or above



### TARGET AUDIENCE



### PRIORITY DRIVERS

- CONSUMER**



- CUSTOMER**



# HOTEL

## 3-5 STAR

### ► AVAILABILITY



PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM	
OPTIONAL	MANDATORY	MANDATORY	OPTIONAL
 <b>ANCHOR</b> 	 <b>Tiger</b> 	 <b>ABC</b> EXTRA STOUT 	 <b>Heineken®</b> 
Bottle/Pint or Can or Draught	Bottle/Pint or Can or Draught	Bottle/Pint or Can	Bottle/Pint or Can or Draught

SESSIONABLE		ECONOMY
OPTIONAL	OPTIONAL	OPTIONAL
 <b>ANCHOR WHITE</b> 	 <b>Tiger CRYSTAL</b> 	 <b>Gold Crown Beer</b> 

Can	Bottle/Pint or Can	Can
-----	--------------------	-----

# HOTEL 3-5 STAR

## ► VISIBILITY

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

### / OUTLET GRADE

- |   |         |
|---|---------|
| <span style="background-color: #A52A2A; border: 1px solid black; padding: 2px 5px;"></span> | Attack  |
| <span style="background-color: #696969; border: 1px solid black; padding: 2px 5px;"></span> | Monitor |
| <span style="background-color: #3CB371; border: 1px solid black; padding: 2px 5px;"></span> | Defend  |
| <span style="background-color: #FF8C00; border: 1px solid black; padding: 2px 5px;"></span> | Grow    |

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance



A

D

2

- STANDEE at Entrance



A

D

M

G

## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands



A

D

- INDOOR LIGHTBOX of Support Brand at Impact Hot Spot

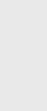
## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy



A

D



A

D



M

G

- TENT CARD on each table



A

D



A

D



M

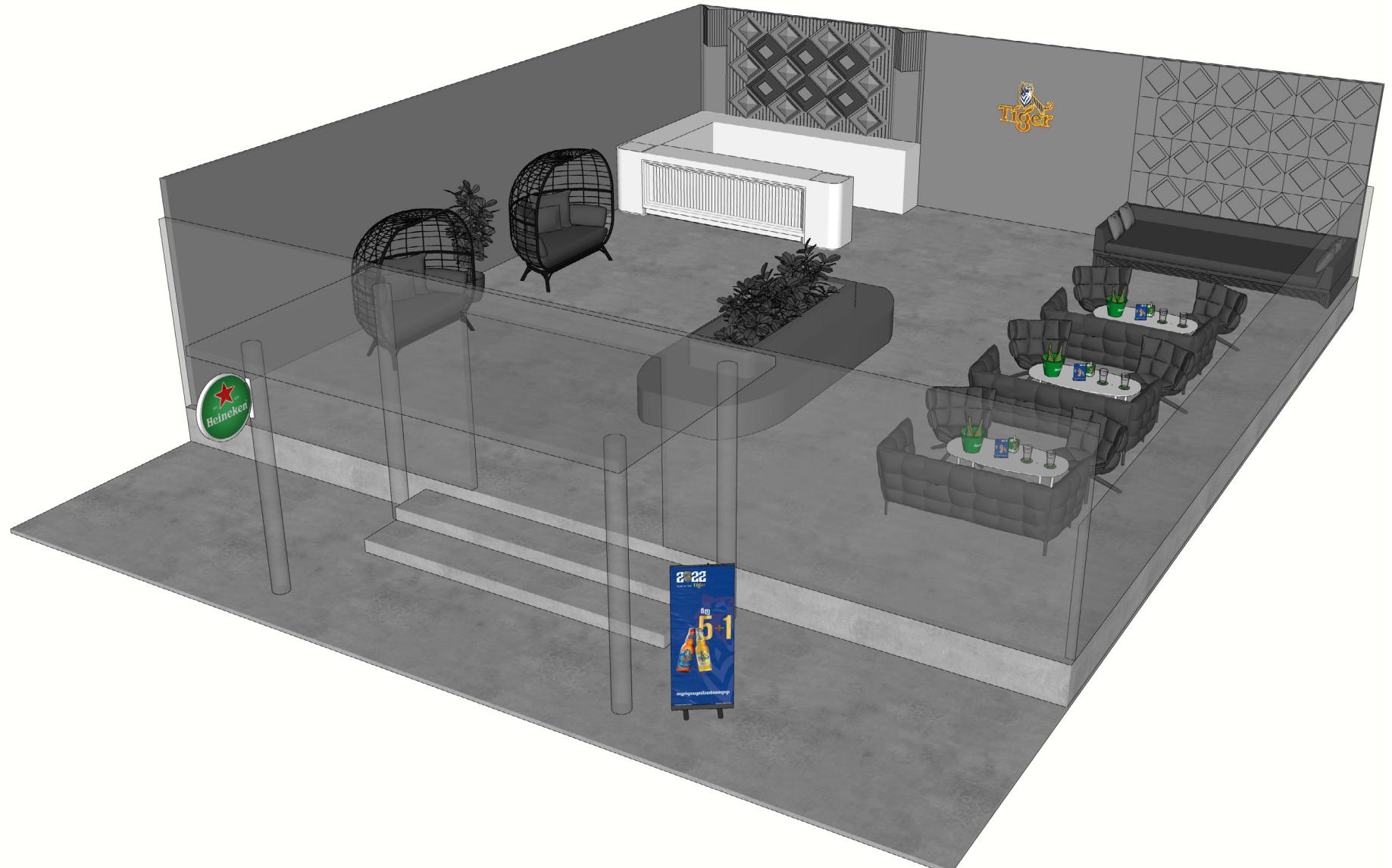
G

MODERN-ON-

# HOTEL 3-5 STAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

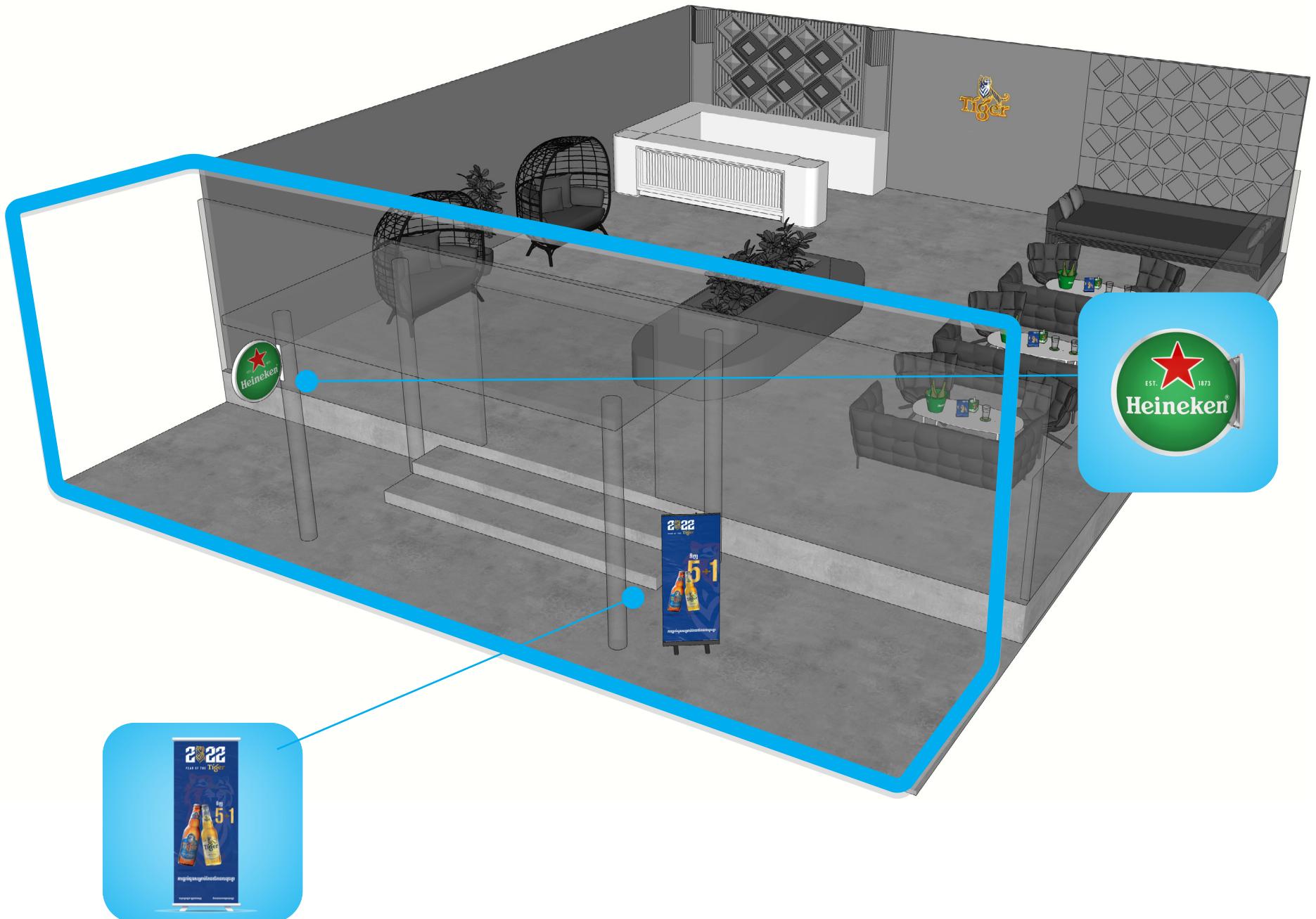


MODERN-ON-

# HOTEL 3-5 STAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

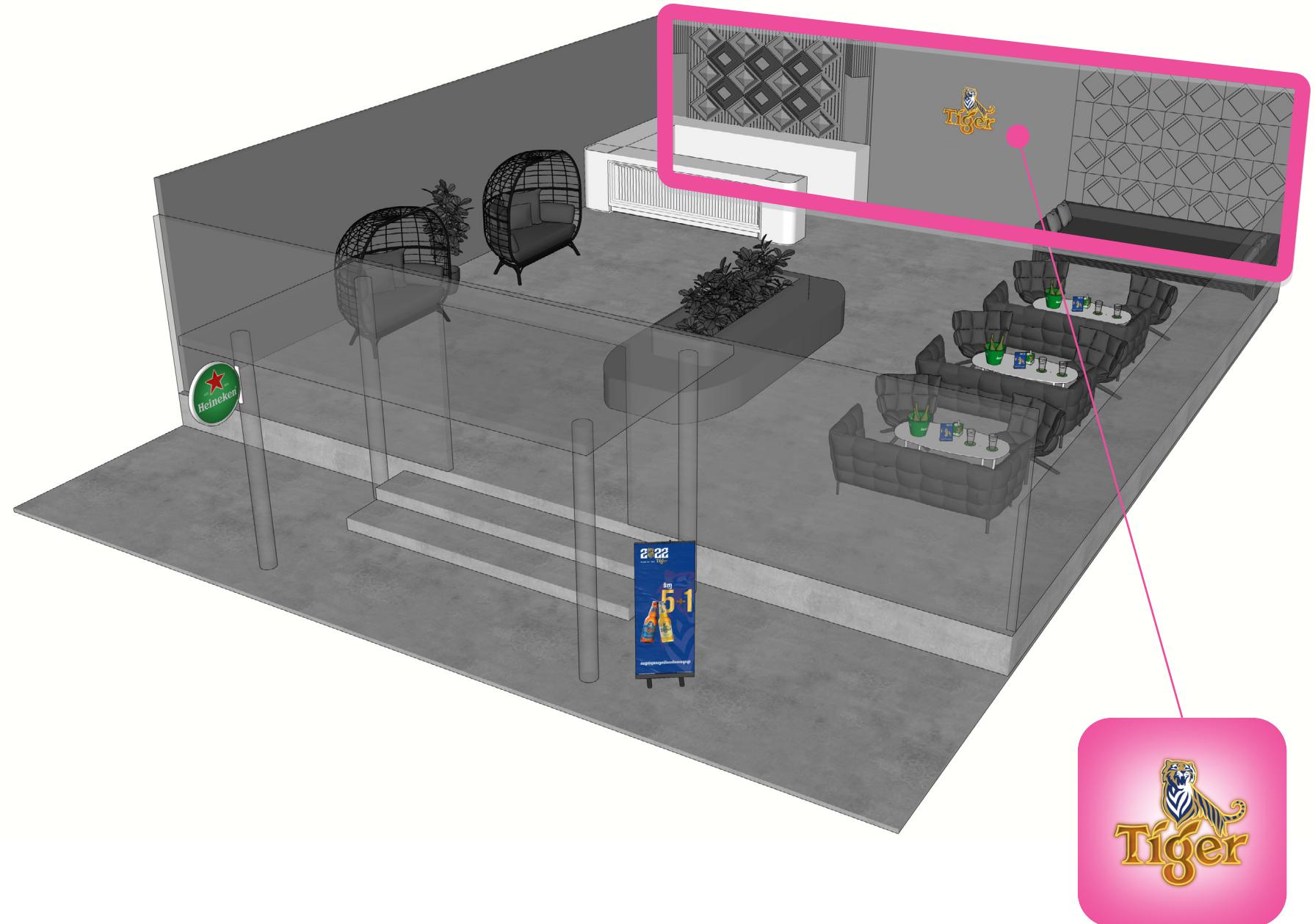


MODERN-ON-

# HOTEL 3-5 STAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

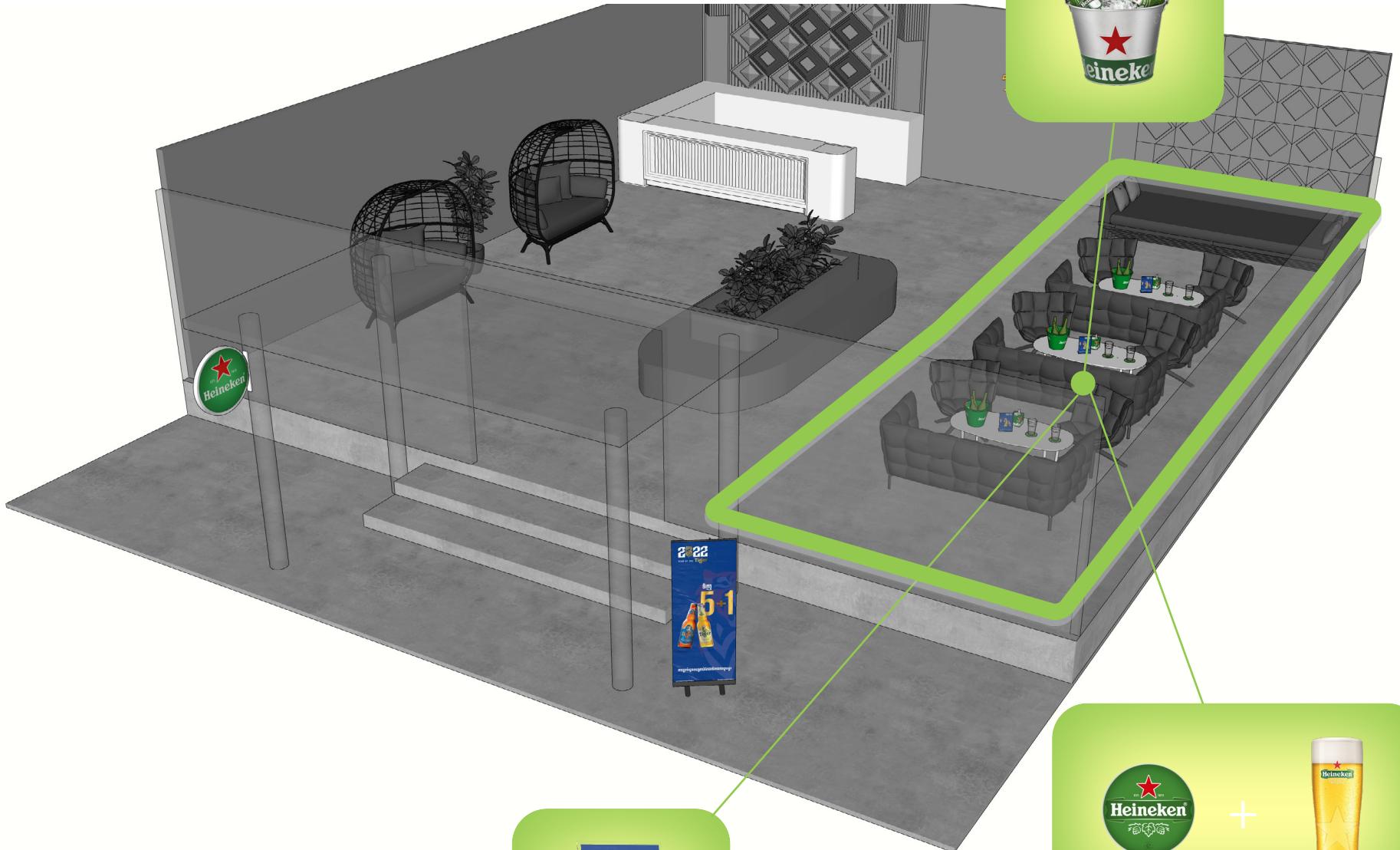


MODERN-ON-

# HOTEL 3-5 STAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# PREMIUM BAR

## ► OVERVIEW

AREA  
Rural

PRIORITY  
SKU



GRADE  
All

★ LEAD  
BRAND



SUPPORT  
BRAND



### CHANNEL DEFINITION

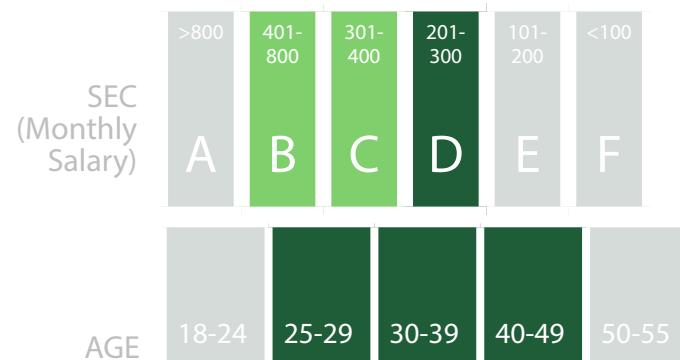
- Mainly for drinks
- Open at night time only (6PM – 1AM)
- Has bar counter & stools
- Serve beer in bottle, draft, or beer tower
- Limited food selection (3 – 4 pages)
- Cocktail & Wine are available

### CONSUMER PROFILE

- **BEHAVIOR**  
Have beer brand in mind
- **GOING OUT FREQUENCY**  
1 – 2 times/week
- **AVERAGE SPENDING TIME**  
Over 2 hours
- **SPENDING/PAX**  
15\$ or above



### TARGET AUDIENCE



### PRIORITY DRIVERS

- CONSUMER



AVAILABILITY



VISIBILITY

- CUSTOMER



FINANCIAL  
TERMS



SERVICE

# PREMIUM BAR

## ► AVAILABILITY



PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM			
OPTIONAL	MANDATORY	MANDATORY	OPTIONAL		
					
  	  	 	  		
Bottle/Pint or Can or Draught	Bottle/Pint or Can or Draught	Bottle/Pint or Can	Bottle/Pint or Can or Draught		

SESSIONABLE		ECONOMY
OPTIONAL	MANDATORY	OPTIONAL
		
	 	
Can	Bottle/Pint or Can	Can

MODERN-ON-

# PREMIUM BAR

## ► VISIBILITY

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

### / OUTLET GRADE

- A Attack
- M Monitor
- D Defend
- G Grow

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance



A

D

2

- STANDEE at Entrance



A

D

M

G

## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands



A

D

- INDOOR LIGHTBOX of Support Brand at Impact Hot Spot

## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

- TENT CARD on each table



A

D

M

G



A

D

M

G

- GLASSES, COASTERS, & BUCKETS for available brands



A

D

M

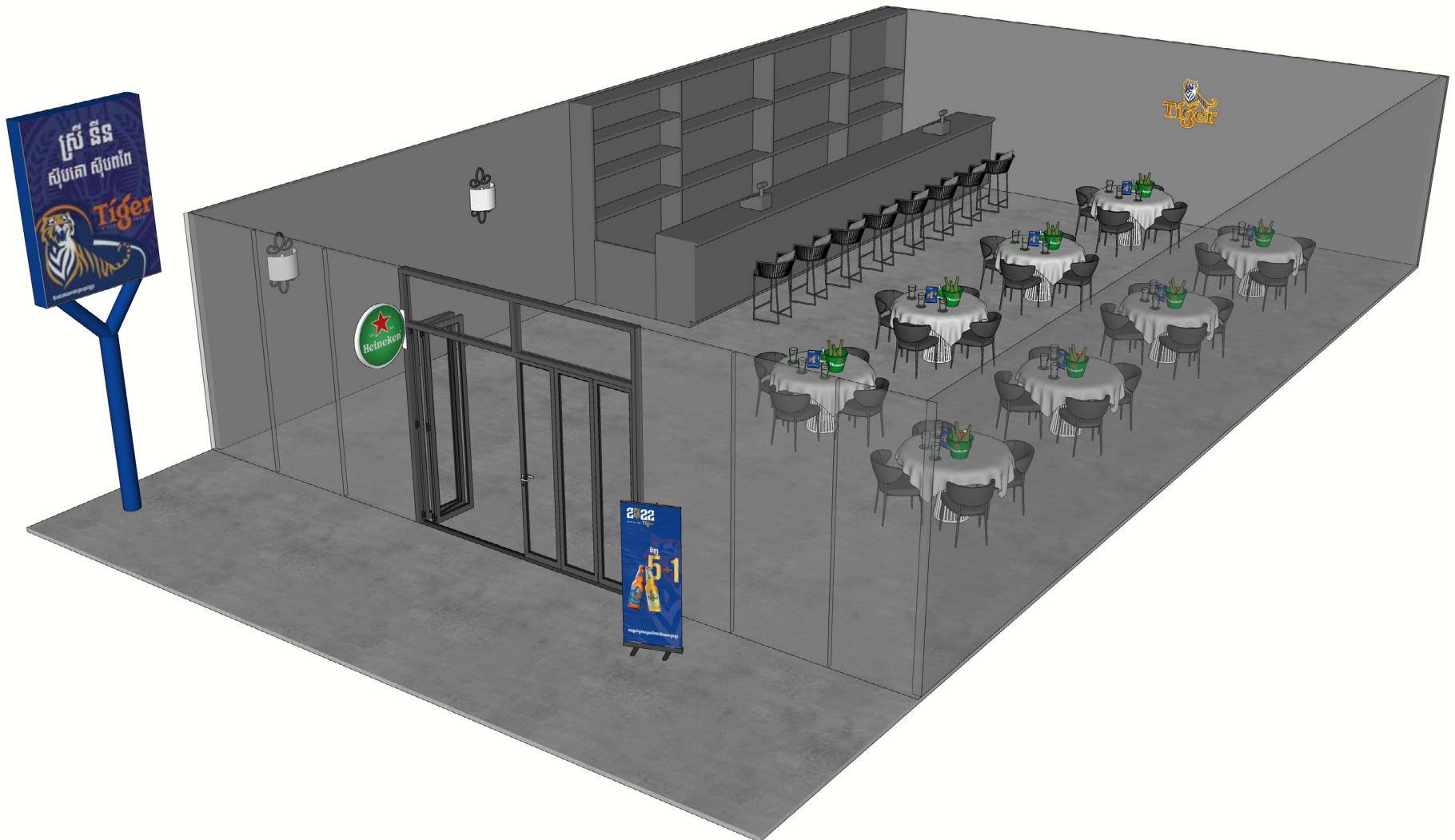
G

MODERN-ON-

# PREMIUM BAR

► PICTURE OF  
SUCCESS

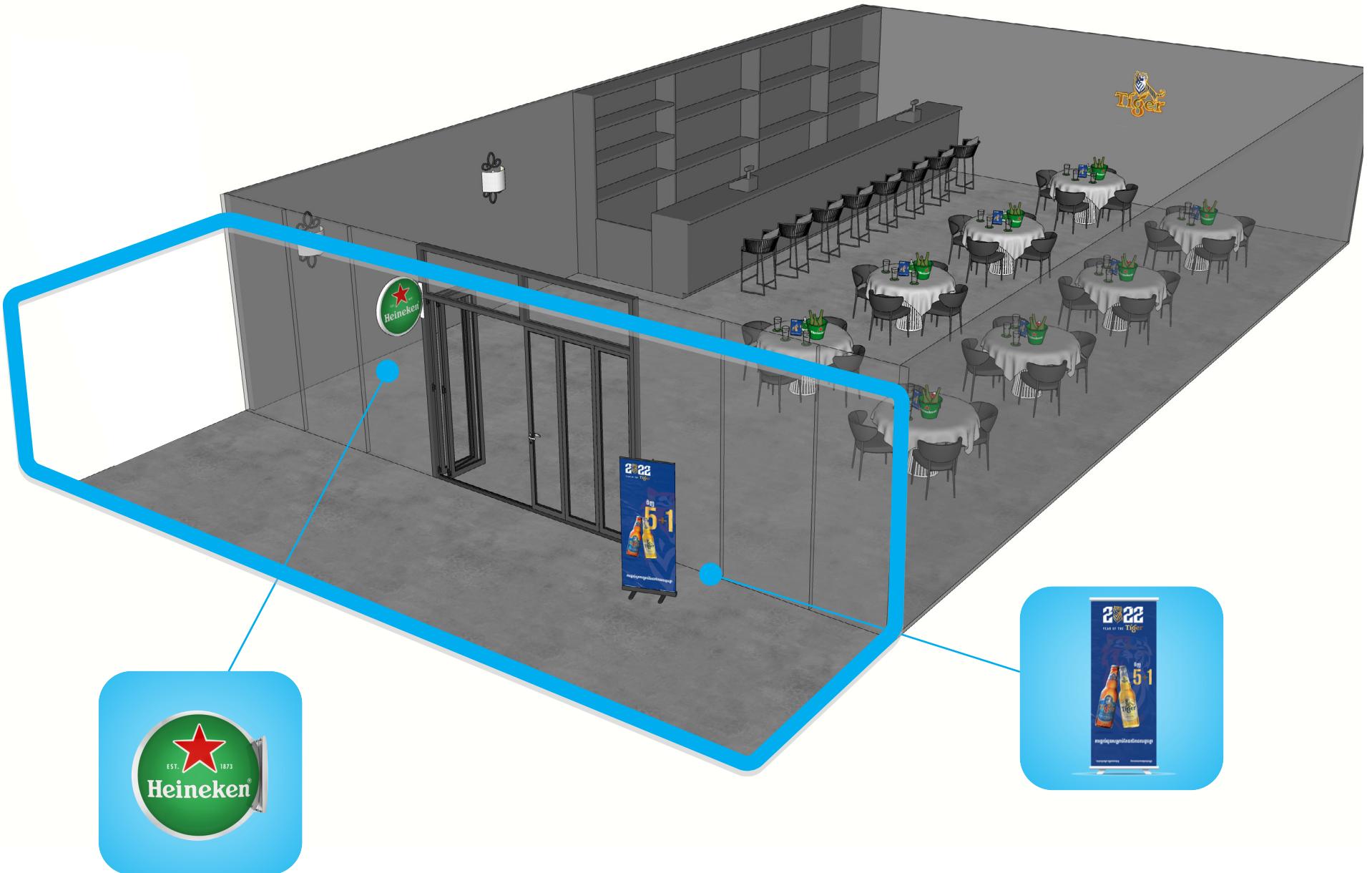
CLICK TO HIGHLIGHT  
A ZONE



# PREMIUM BAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

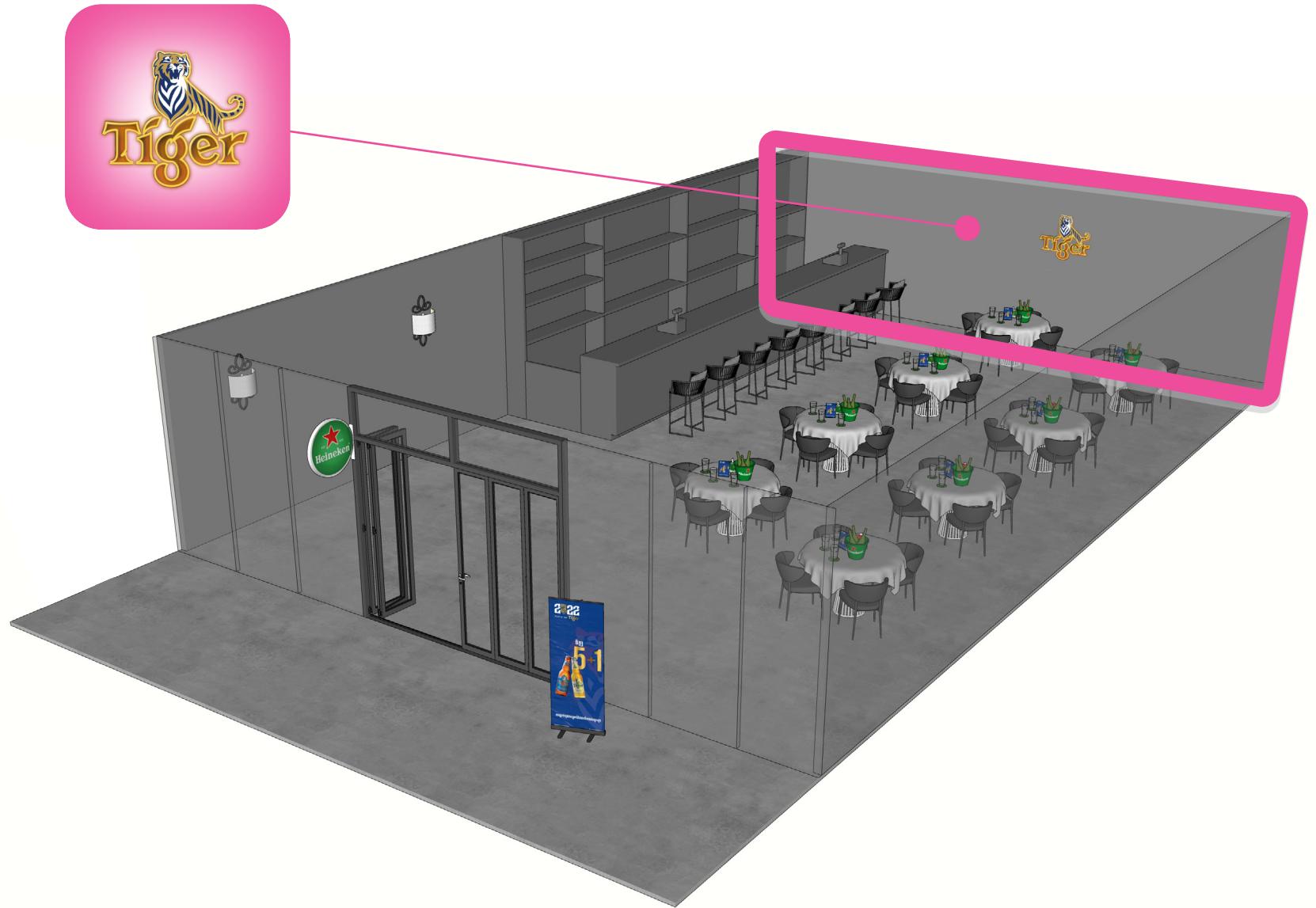


MODERN-ON-

# PREMIUM BAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



MODERN-ON-

# PREMIUM BAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# PREMIUM KTV

## ► OVERVIEW

AREA  
Rural



GRADE  
All



★ LEAD  
BRAND



PRIORITY  
CHANNEL

No

SUPPORT  
BRAND



### CHANNEL DEFINITION

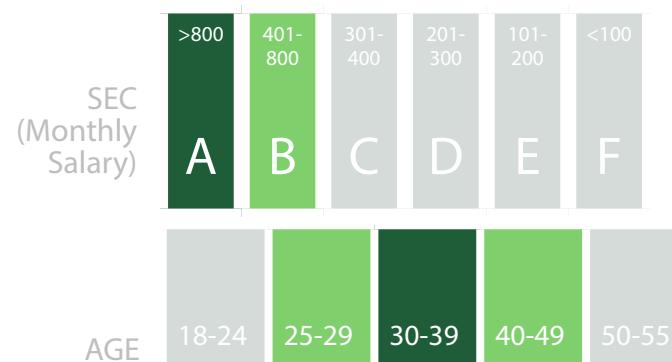
- Private room with KTV station
- Have more than 15 rooms
- Exterior & Interior decoration (gold, silver)
- Mainly for entertainment
- Lady companionship
- Premium beer is priced at least 80/ctn
- Lead SKU is ABC
- Located along the main street, boulevard or crowded area

### CONSUMER PROFILE

- WHO  
Businessmen, Officer & SEC A D
- BEHAVIOR  
Second round drinking, go in group
- GOING OUT FREQUENCY  
1 – 2 times/month
- AVERAGE SPENDING TIME  
2 – 3 hours
- SPENDING/PAX  
40\$ above



### TARGET AUDIENCE



### PRIORITY DRIVERS

- CUSTOMER



# PREMIUM KTV

## ► AVAILABILITY



PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM			
OPTIONAL	MANDATORY	MANDATORY	OPTIONAL		
 <b>ANCHOR</b> 	 <b>Tiger</b> 	 <b>ABC</b> EXTRA STOUT 	 <b>Heineken®</b> 		
Bottle/Pint or Can or Draught	Bottle/Pint or Can or Draught	Bottle/Pint or Can	Bottle/Pint or Can or Draught		

SESSIONABLE		ECONOMY
OPTIONAL	MANDATORY	OPTIONAL
 <b>ANCHOR WHITE</b> 	 <b>Tiger CRYSTAL</b> 	 <b>Gold Crown Beer</b> 
Can	Bottle/Pint or Can	Can

MODERN-ON-

# PREMIUM KTV

## ► VISIBILITY

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

### / OUTLET GRADE

- |   |         |
|---|---------|
| A | Attack  |
| M | Monitor |
| D | Defend  |
| G | Grow    |

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance



A

D

2

- STANDEE at Entrance



A

D

M

G

3

- ABC STREET SIGNAGE



## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands



A

D

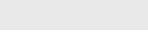
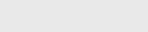
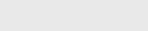
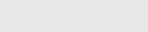
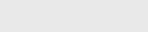
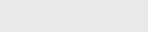
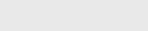
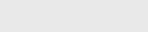
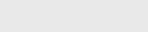
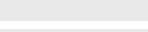
- INDOOR LIGHTBOX of Support Brand at Impact Hot Spot

## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy



- TENT CARD on each table

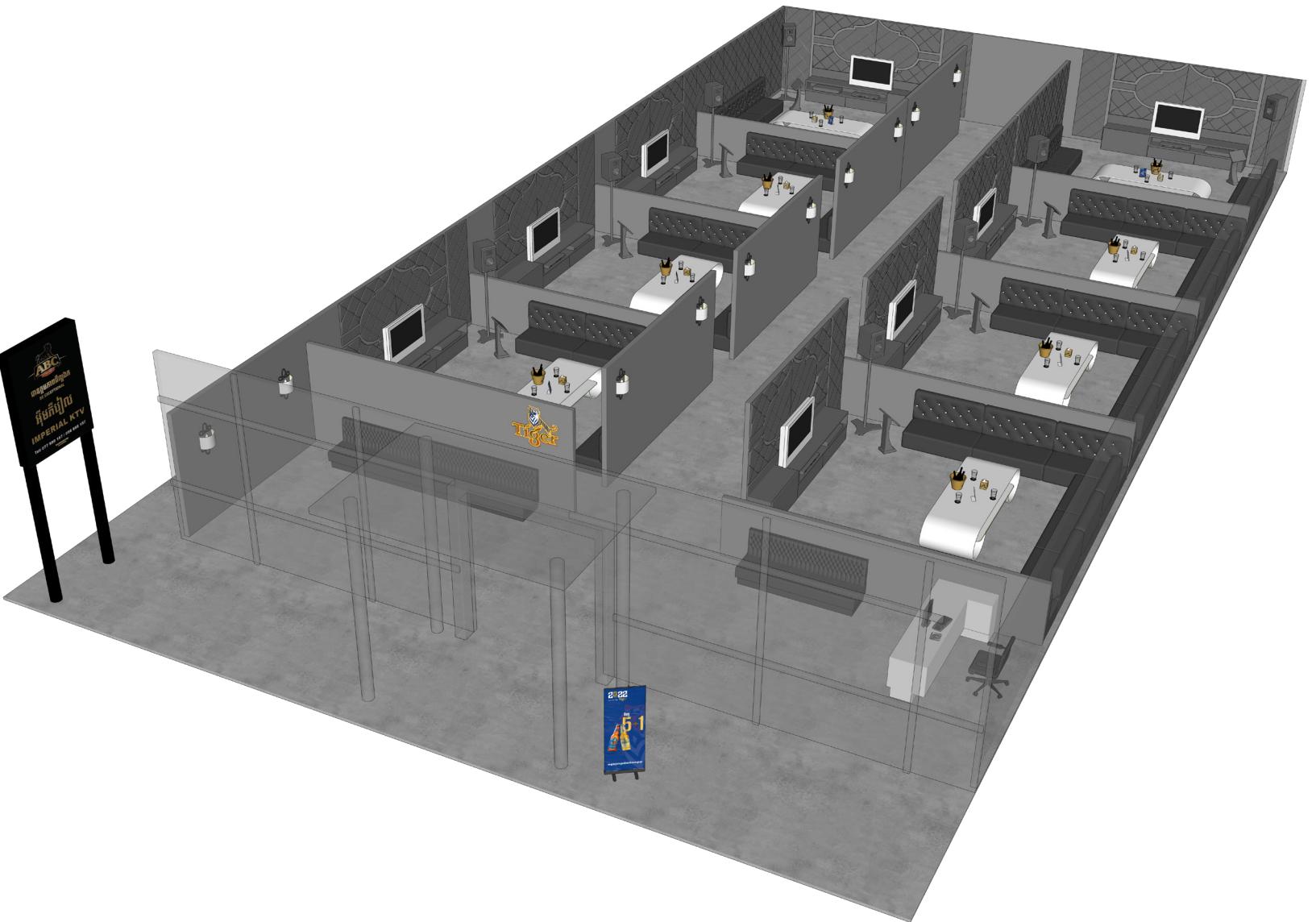


MODERN-ON-

# PREMIUM KTV

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

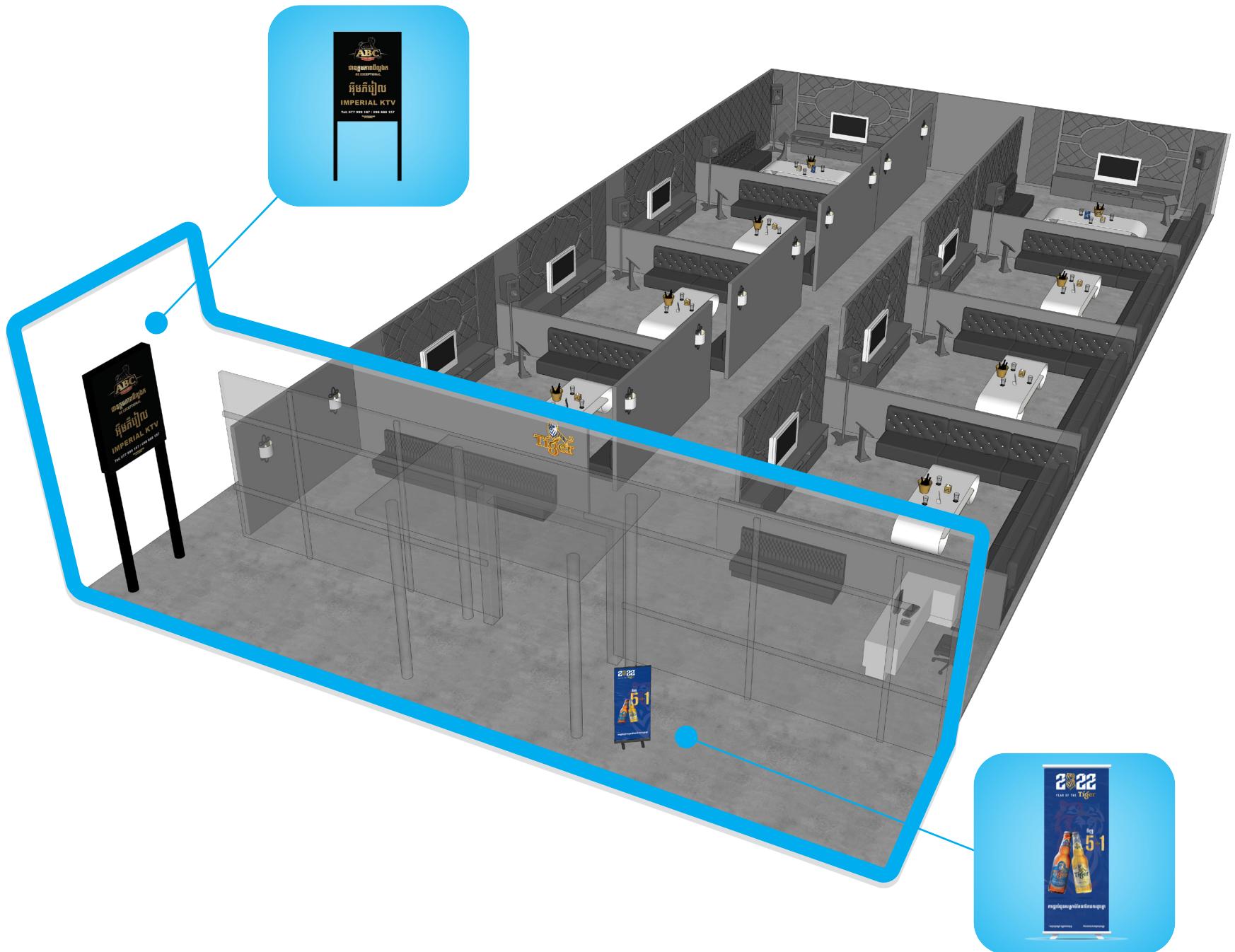


MODERN-ON-

# PREMIUM KTV

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

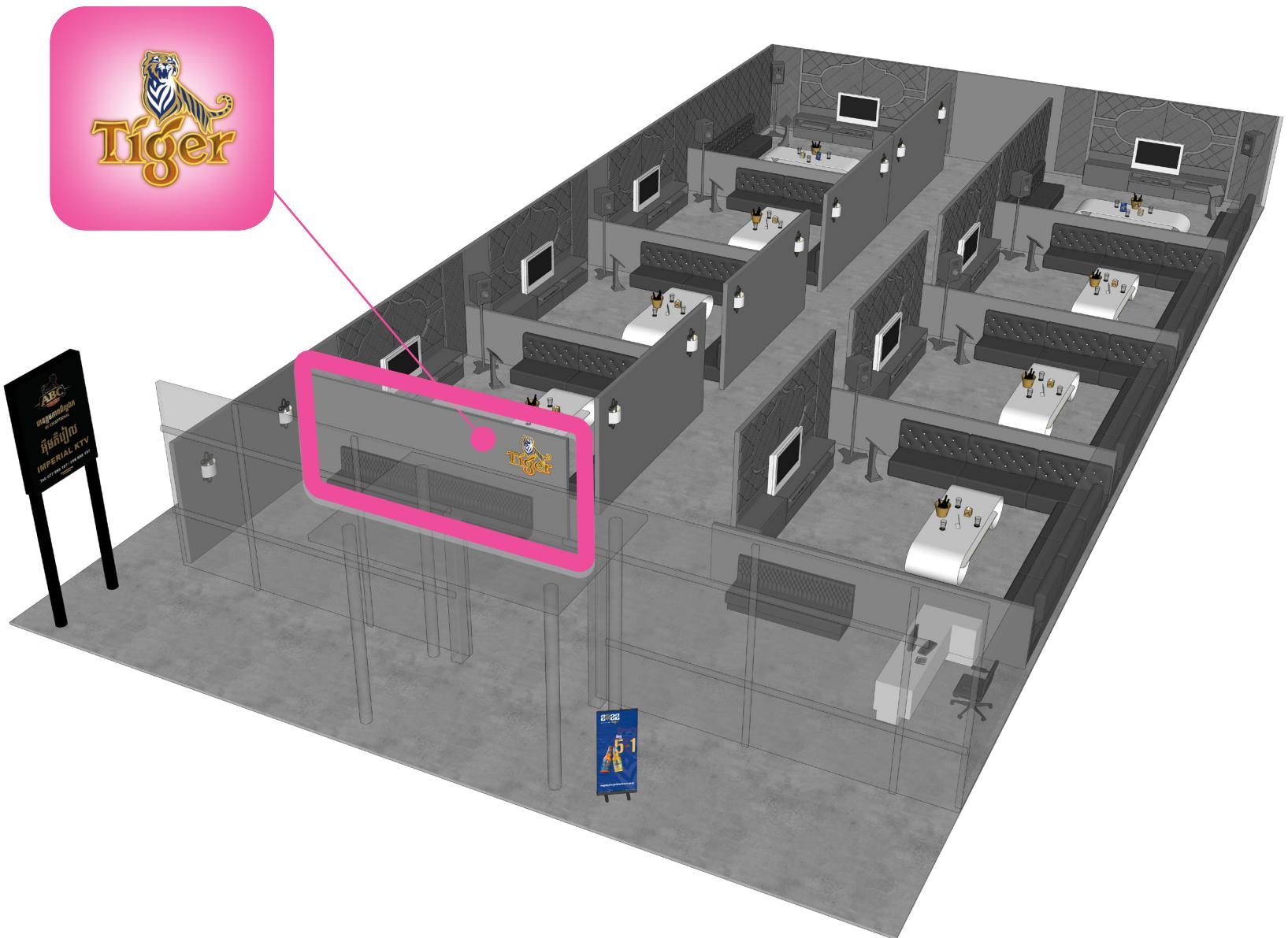


MODERN-ON-

# PREMIUM KTV

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



MODERN-ON-

# PREMIUM KTV

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# PREMIUM RESTAURANT

## ► OVERVIEW

AREA  
Rural



GRADE  
All



★ LEAD  
BRAND



SUPPORT  
BRAND



### CHANNEL DEFINITION

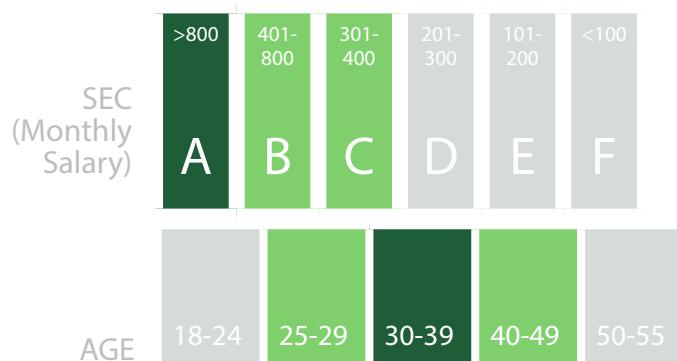
- Mainly for drinks
- Music or DJ from 9:30 PM – 1 AM
- Located in prime areas, upscale neighborhoods, main road
- The decoration of restaurant is premium such as architecture, furniture & staff uniform
- A can of Coke is more than 1.5\$
- Range of wine is available

### CONSUMER PROFILE

- WHO  
Couple, Businessmen & Family (SEC A C)
- BEHAVIOR  
Prefer wine over beer
- GOING OUT FREQUENCY  
2 times/month
- AVERAGE SPENDING TIME  
2 - 3 hours
- SPENDING/PAX  
20\$ or above



### TARGET AUDIENCE



### PRIORITY DRIVERS

- CONSUMER



AVAILABILITY



VISIBILITY

- CUSTOMER



FINANCIAL TERMS



SERVICE

# PREMIUM RESTAURANT

## ► AVAILABILITY



PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM	
MANDATORY	MANDATORY	MANDATORY	OPTIONAL
   	   	  	   

SESSIONABLE		ECONOMY
OPTIONAL	MANDATORY	OPTIONAL

 	  	 
Can	Bottle/Pint or Can	Can

MODERN-ON-

# PREMIUM RESTAURANT

## ► VISIBILITY

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

### / OUTLET GRADE

- A Attack
- M Monitor
- D Defend
- G Grow

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance  
(Lightbox is **Optional** if the outlet have Shop or Street signage)



A  
D

2

- STANDEE at Entrance



A  
D  
M  
G

## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands



A  
D

- INDOOR LIGHTBOX of Support Brand at Impact Hot Spot

## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

- TENT CARD on each table



A  
D  
M  
G

- GLASSES, COASTERS, & BUCKETS for available brands



A  
D  
M  
G

MODERN-ON-

# PREMIUM RESTAURANT

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

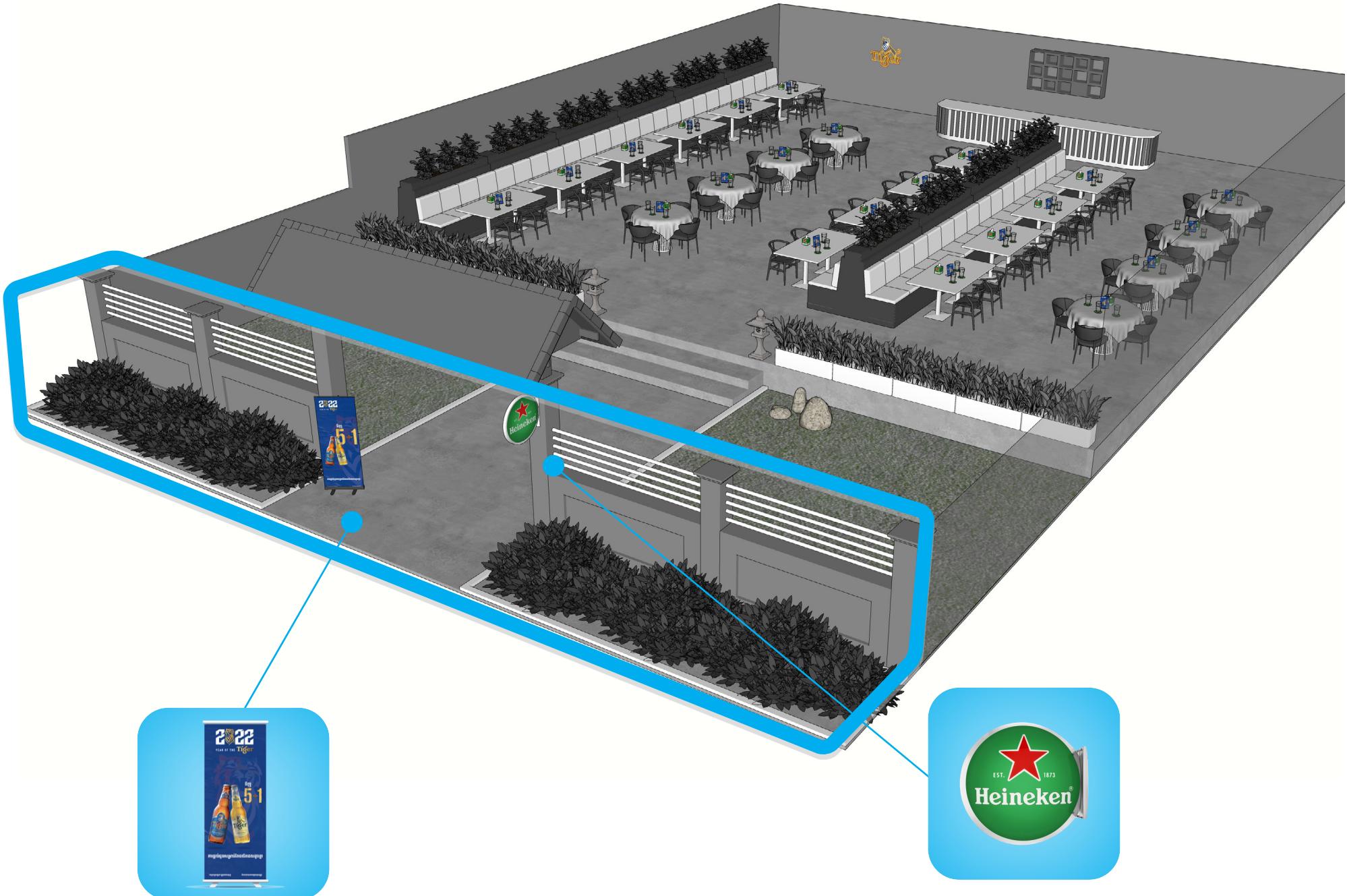


MODERN-ON-

# PREMIUM RESTAURANT

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

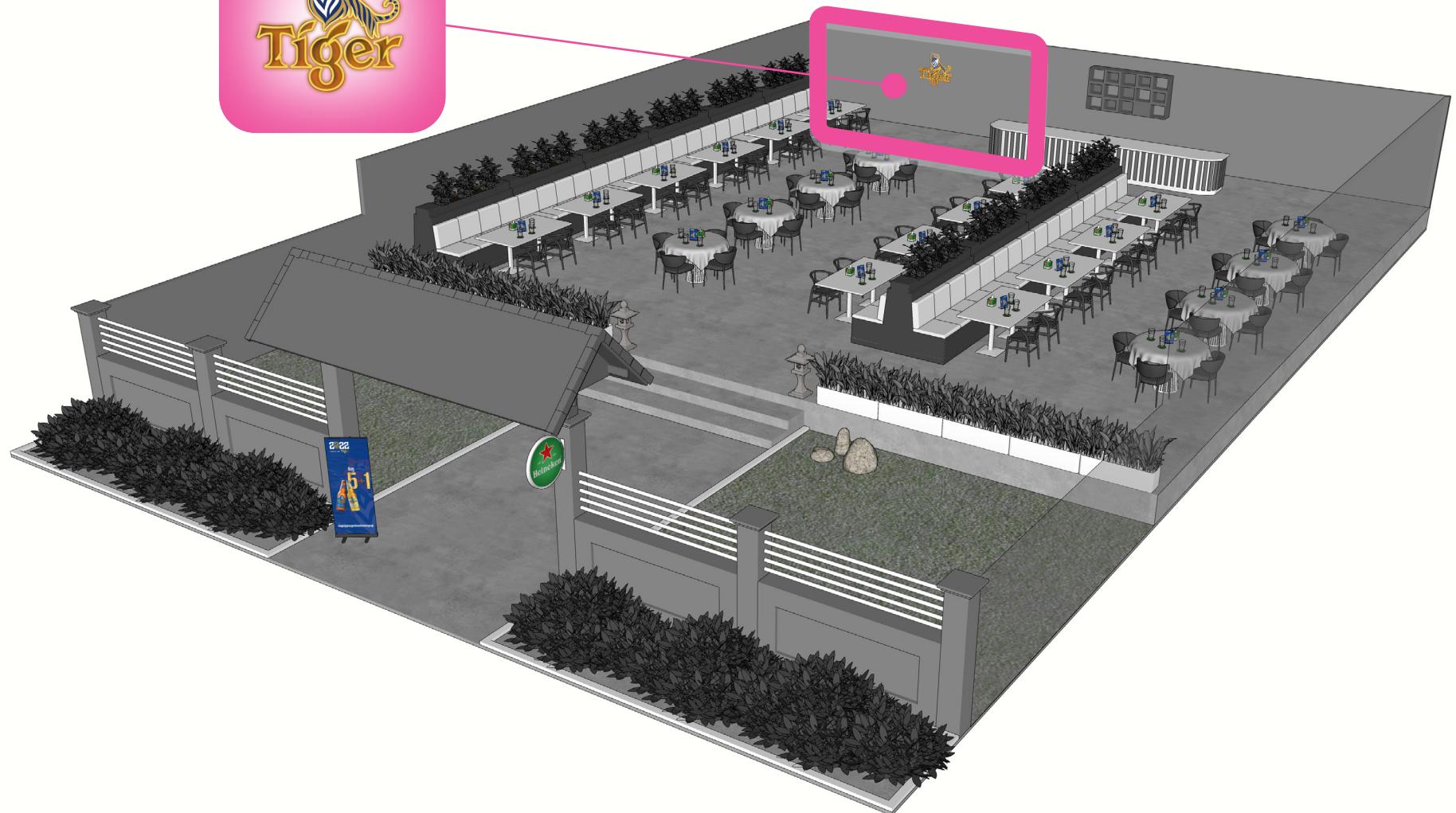


MODERN-ON-

# PREMIUM RESTAURANT

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



MODERN-ON-

# PREMIUM RESTAURANT

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



## PUB

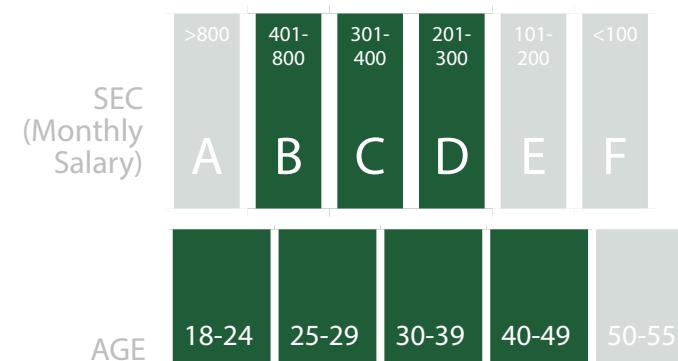
## ► OVERVIEW

AREA  
RuralPRIORITY  
SKUGRADE  
All★ LEAD  
BRANDSUPPORT  
BRANDCHANNEL  
DEFINITION

- Mainly for drinks
- Have band, music or DJ from 9:30 PM – 1 AM
- Open at night time only (6PM – 1AM)
- Serve beer in bottle, draft, or beer tower
- Limited food selection (3 – 4 pages)
- Cocktail & Wine are available

CONSUMER  
PROFILE

- **BEHAVIOR**  
Have beer brand in mind
- **GOING OUT FREQUENCY**  
1 time/week
- **AVERAGE SPENDING TIME**  
Over 2 hours
- **SPENDING/PAX**  
20\$ or above

TARGET  
AUDIENCEPRIORITY  
DRIVERS

## • CONSUMER



VISIBILITY



PROMOTION

## • CUSTOMER

FINANCIAL  
TERMS

SERVICE

## PUB

## ► AVAILABILITY

PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM	
MANDATORY	MANDATORY	MANDATORY	OPTIONAL
    <p>Bottle/Pint or Can or Draught</p>	    <p>Bottle/Pint or Can or Draught</p>	   <p>Bottle/Pint or Can</p>	    <p>Bottle/Pint or Can or Draught</p>

SESSIONABLE		ECONOMY
OPTIONAL	MANDATORY	OPTIONAL
  <p>Can</p>	   <p>Bottle/Pint or Can</p>	  <p>Can</p>

MODERN-ON-

PUB

► VISIBILITY

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands

## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

1	• OUTDOOR LIGHTBOX of Lead Brand at Entrance  (Lightbox is <b>Optional</b> if the outlet have Shop or Street signage)		A D	• INDOOR LIGHTBOX of Support Brand at Impact Hot Spot		A D	• TENT CARD on each table		A D M G
2	• STANDEE at Entrance		A D M G				• GLASSES, COASTERS, & BUCKETS for available brands		A D M G
3	• SHOP OR STREET SIGNAGE		A D						

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

### / OUTLET GRADE

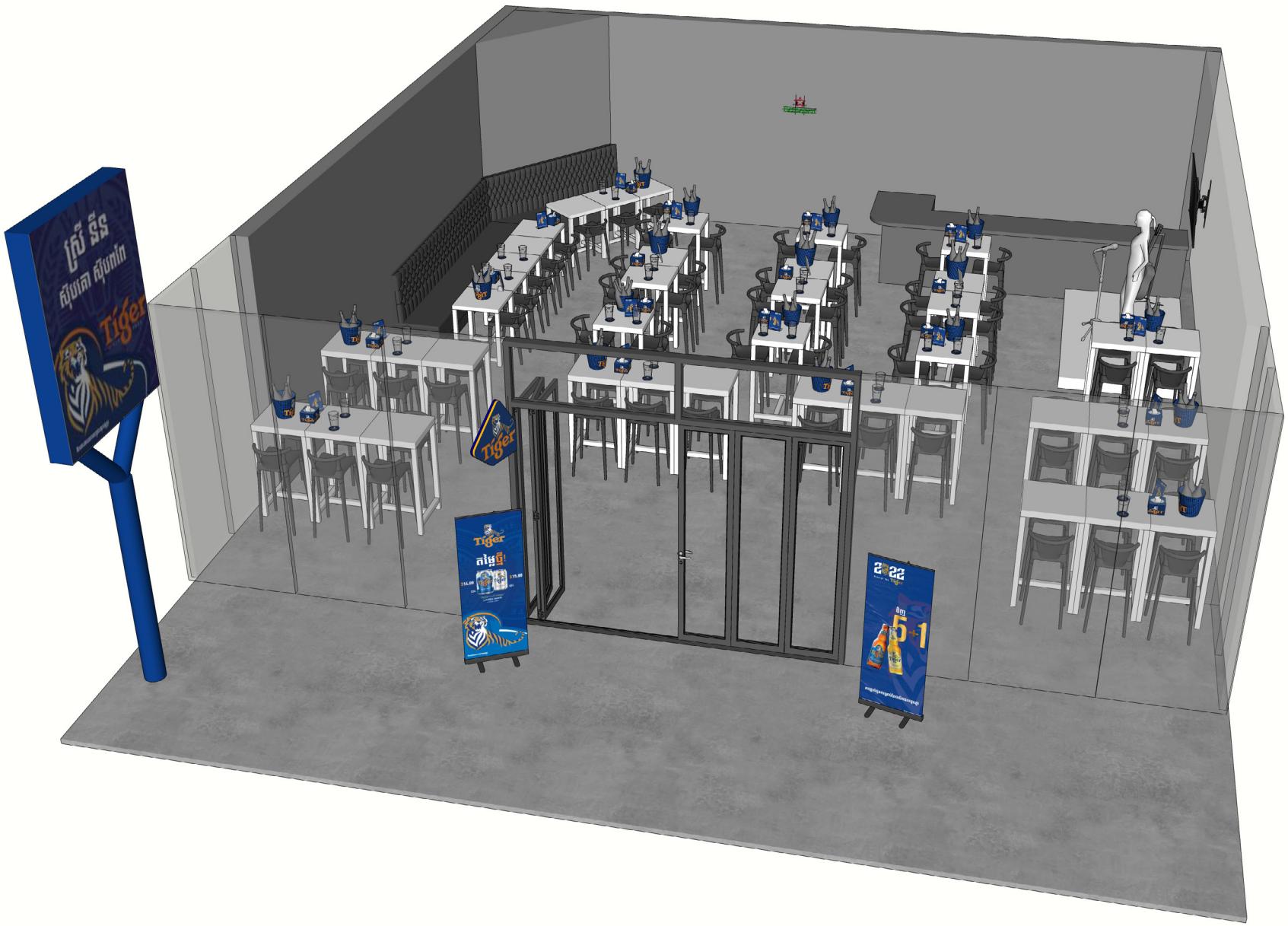
- A Attack
- M Monitor
- D Defend
- G Grow

MODERN-ON-

# PUB

► PICTURE OF  
SUCCESS

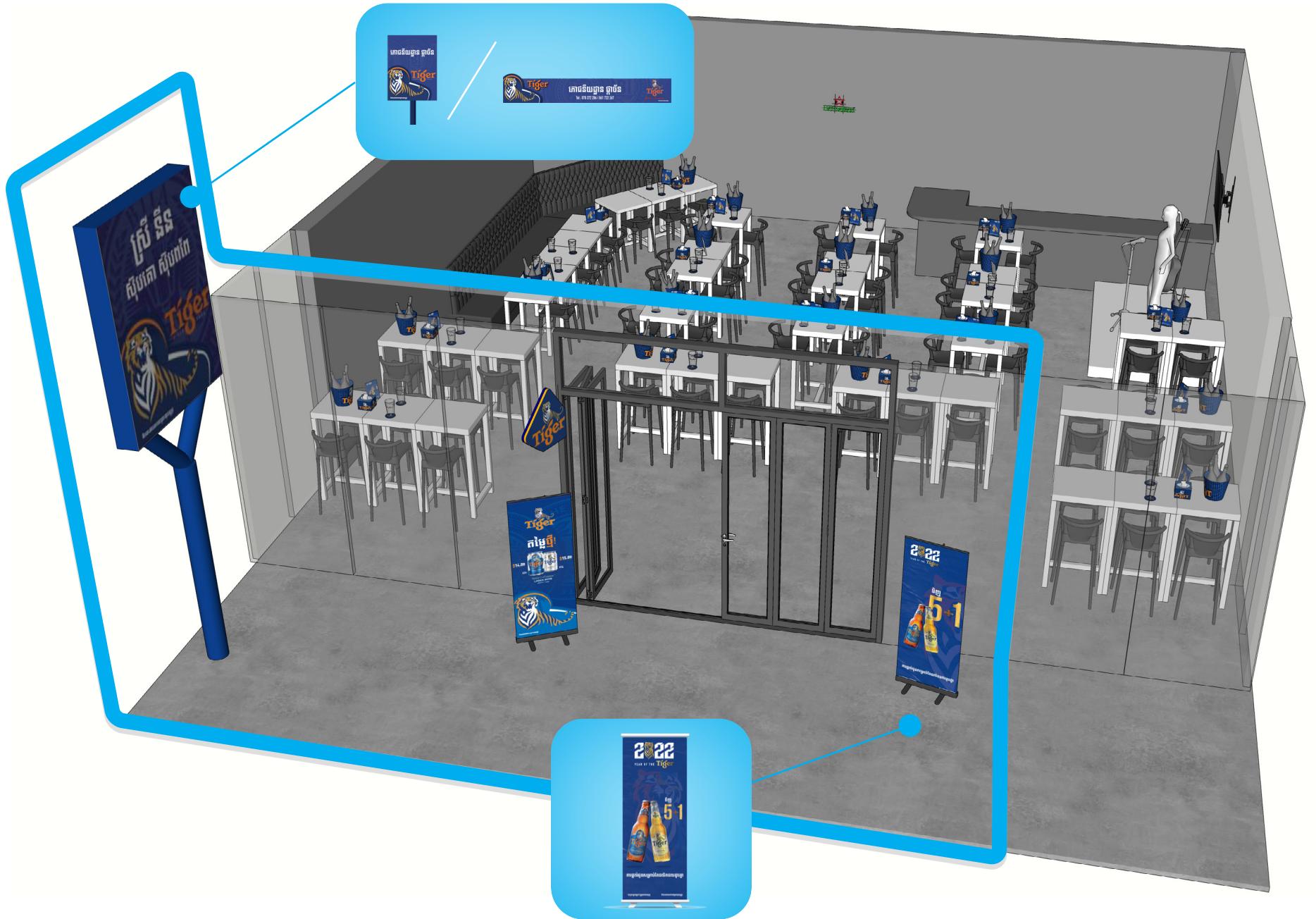
CLICK TO HIGHLIGHT  
A ZONE



# PUB

## ► PICTURE OF SUCCESS

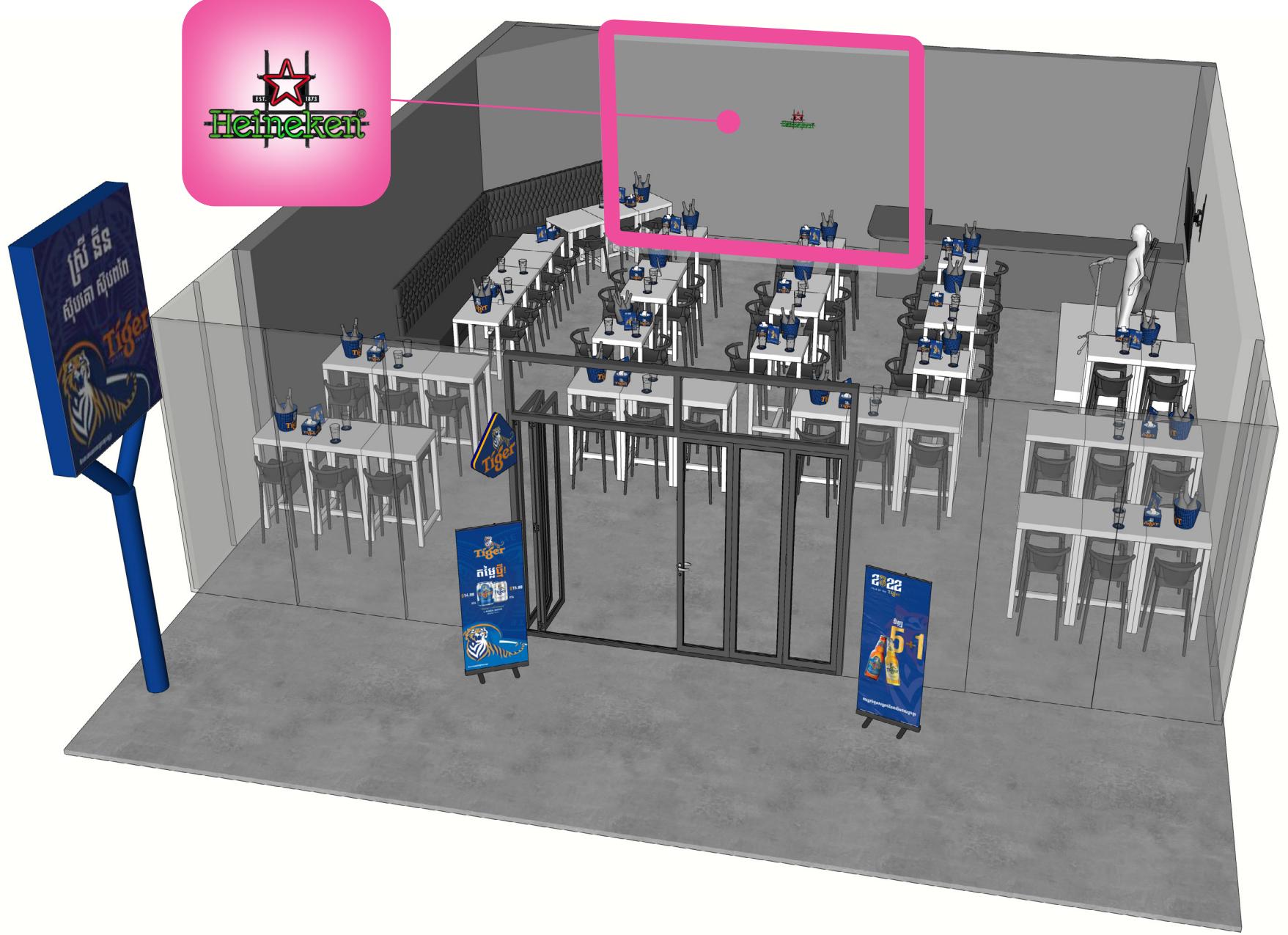
CLICK TO HIGHLIGHT  
A ZONE



# PUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



MODERN-ON-

PUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# CASH & CARRY

## ► OVERVIEW

AREA  
Rural

PRIORITY  
SKU

GRADE  
All



★ LEAD  
BRAND



SUPPORT  
BRAND



### CHANNEL DEFINITION

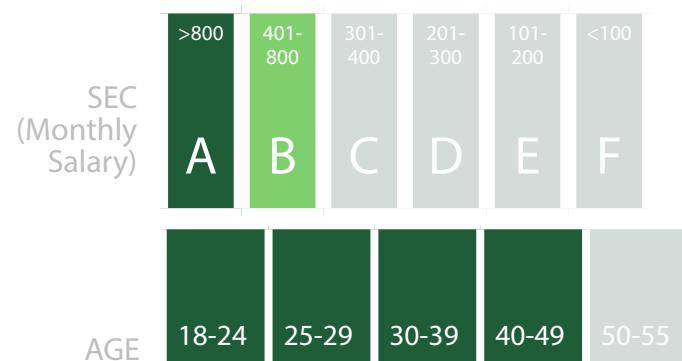
- Located on main roads, middle-or higher-class neighborhood compounds
- Hyper market
- Provide premium affordable shopping experience
- One stop shop
- Promote trust and quality product

### SHOPPER PROFILE

- WHO  
Middle class & higher
- BEHAVIOR  
Multi shopping per time, purchase beer in carton
- SHOPPING FREQUENCY  
1-2 times/week
- AVERAGE SHOPPING TIME  
30 mins
- BASKET SIZE  
25\$ and over



### TARGET AUDIENCE



### PRIORITY DRIVERS

- SHOPPER
- CUSTOMER



AVAILABILITY



VISIBILITY



FINANCIAL TERMS



SERVICE

# CASH & CARRY

## ► AVAILABILITY



PRIORITY  
SKU  
Can

MANDATORY	MANDATORY	MANDATORY	MANDATORY	OPTIONAL
 Heineken® 	 Tiger® 	 Tiger CRYSTAL 	 ABC EXTRA STOUT 	 ABC RESERVE 

MAINSTREAM		ECONOMY
MANDATORY	MANDATORY	
 ANCHOR 	 ANCHOR WHITE 	 Gold Crown Beer 

# CASH & CARRY

## ► VISIBILITY

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- STANDEE



2

3

## PRIMARY ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice, INFORM consumers on brand proposition and CONVERT to buy

- PRIMARY DISPLAY (SINGLE/PACK AREA)

Share of Space  $\geq$  30% at key level

- A4 POSTER



- PRICE LABEL



- LOGO TALKER LABEL



## SECONDARY ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

- 1 GE/FD at outlet visibility activation zone
- A4 POSTER

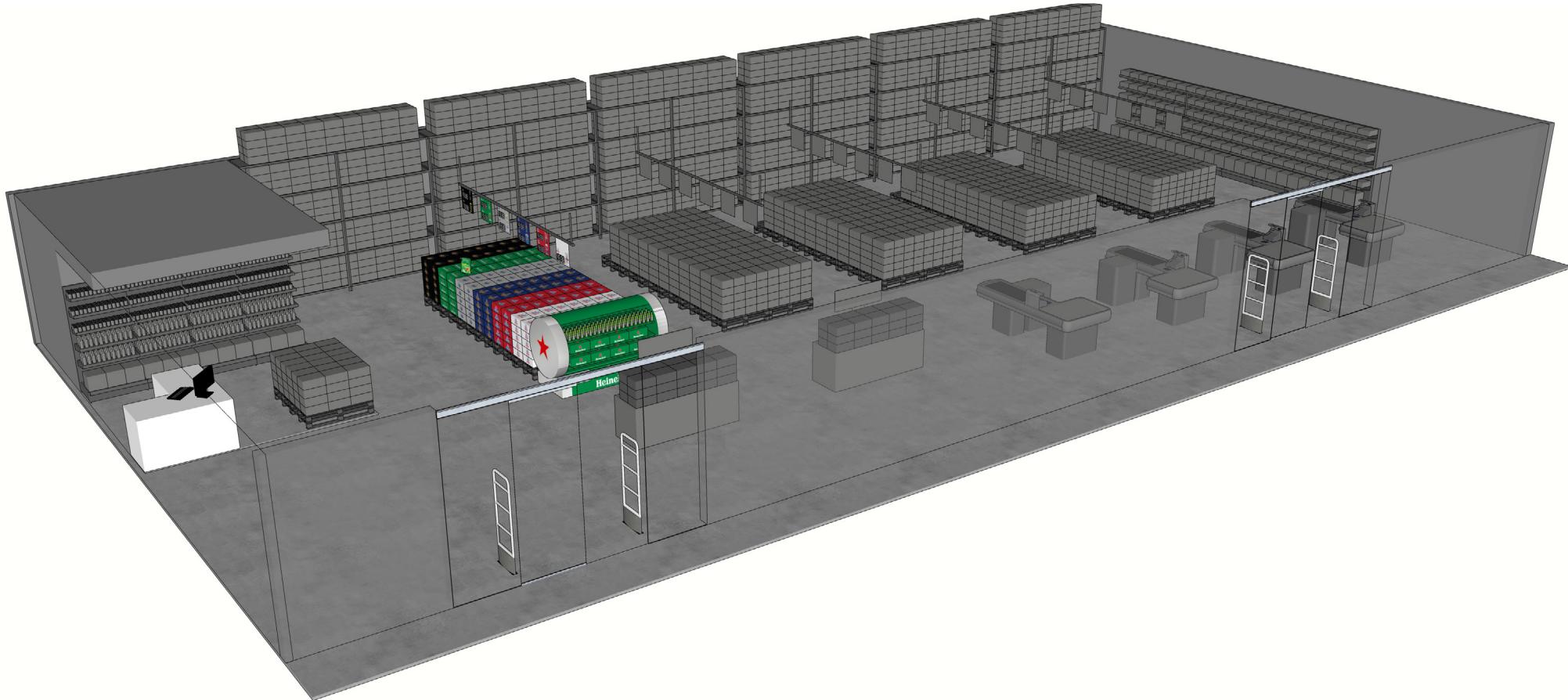


MODERN-OFF-

# CASH & CARRY

► PICTURE OF SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

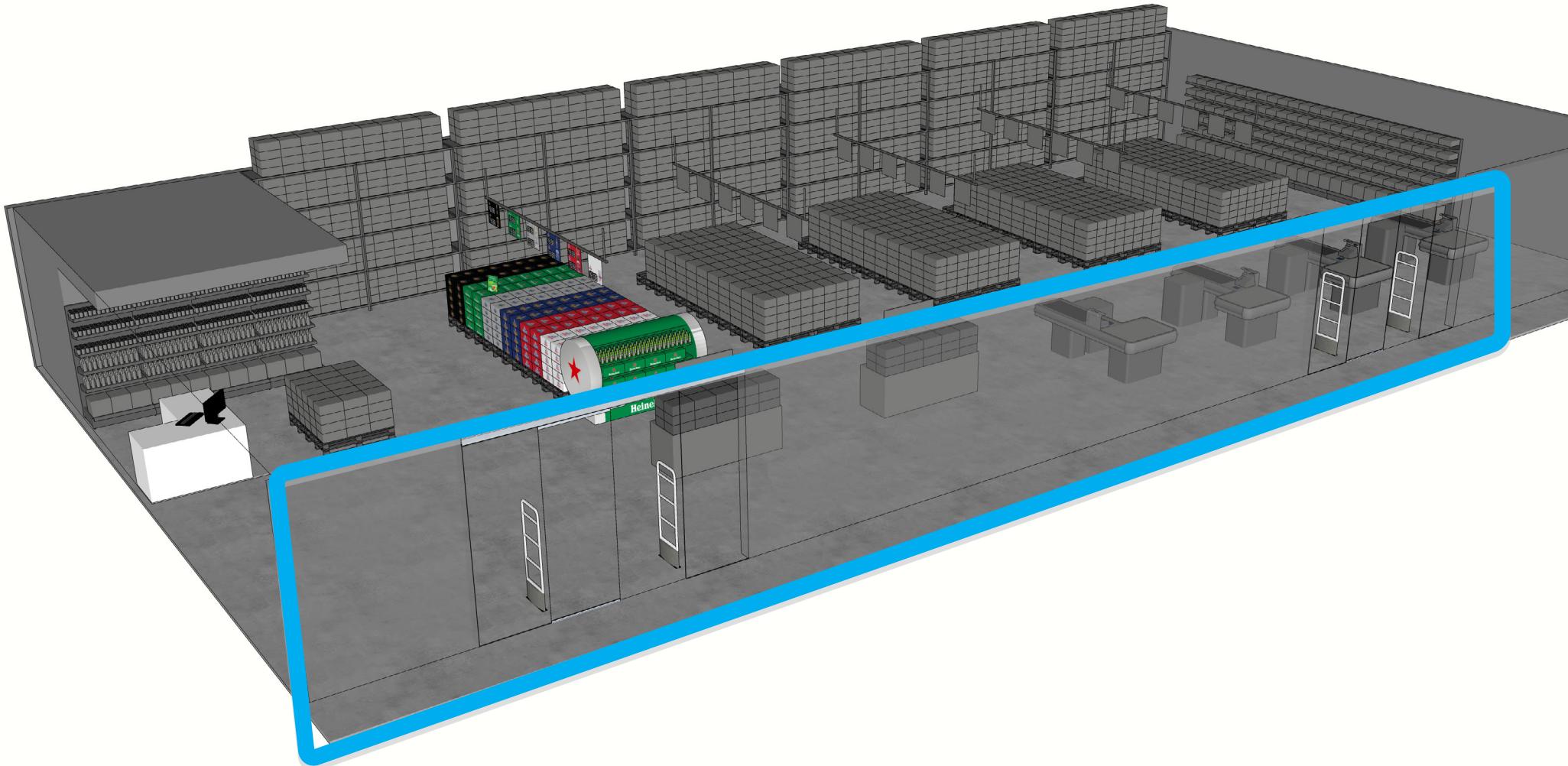


MODERN-OFF-

# CASH & CARRY

► PICTURE OF SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

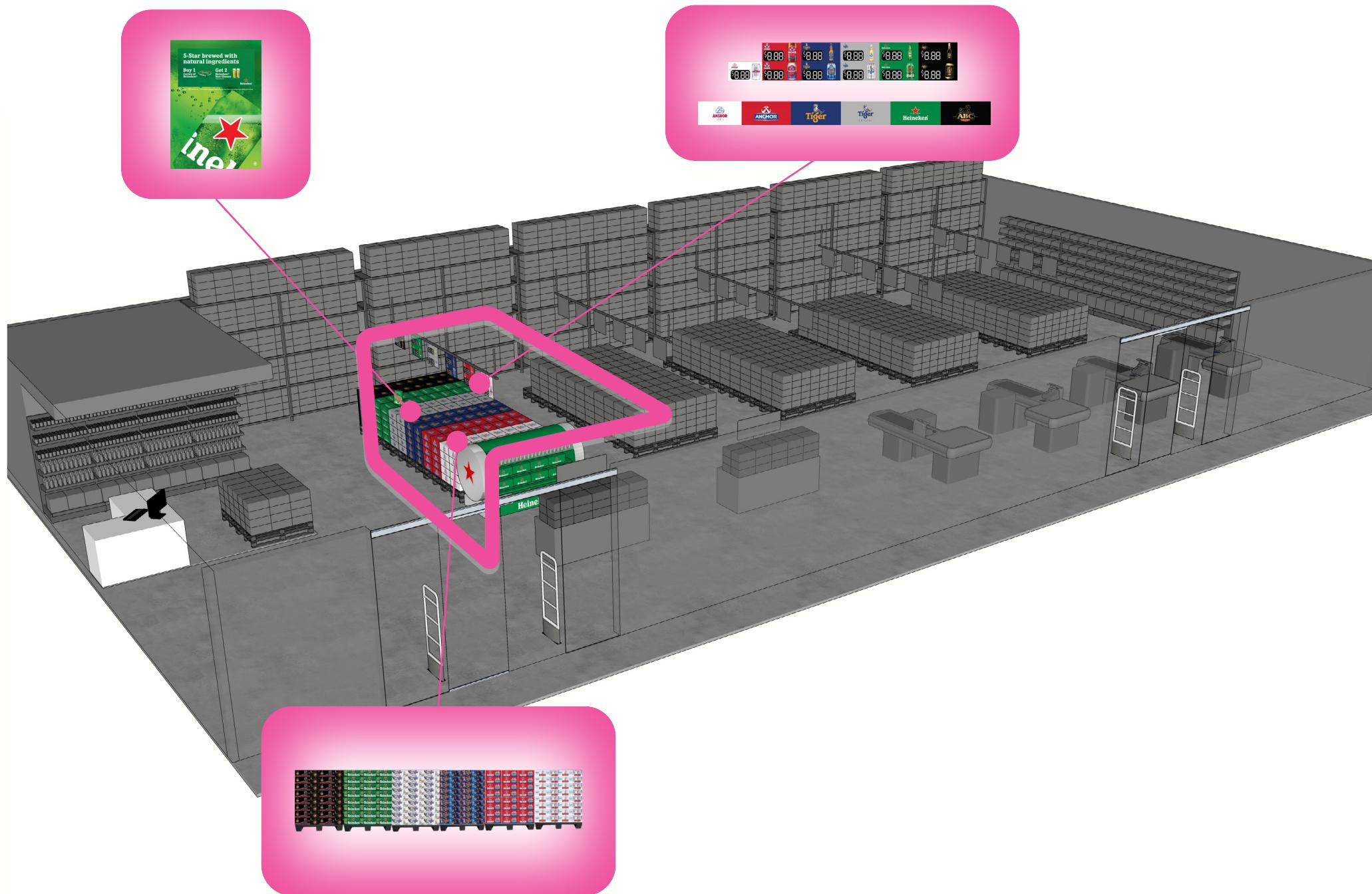


MODERN-OFF-

# CASH & CARRY

► PICTURE OF SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

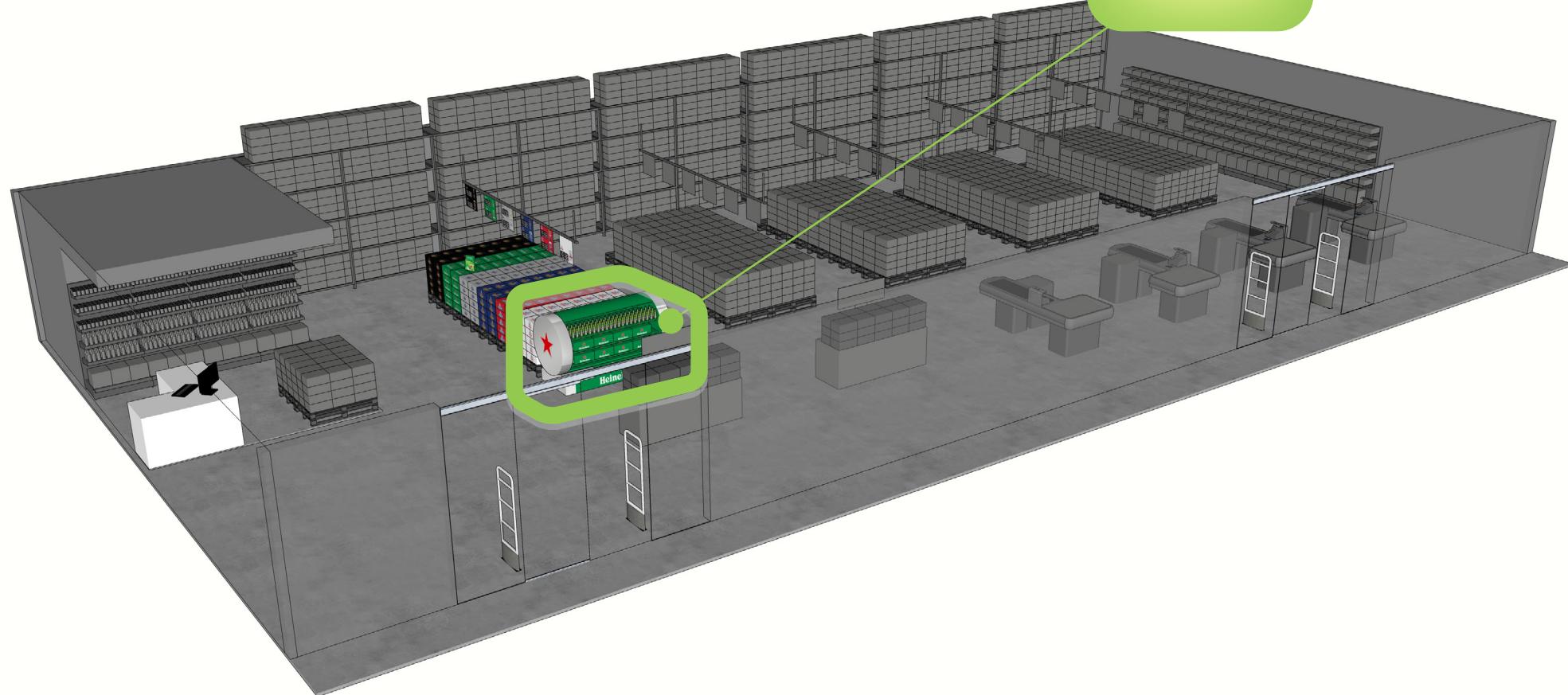


MODERN-OFF-

# CASH & CARRY

► PICTURE OF SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# SUPER-MARKET

## ► OVERVIEW

AREA  
Rural

PRIORITY  
SKU



GRADE  
All

★ LEAD  
BRAND



SUPPORT  
BRAND



### CHANNEL DEFINITION

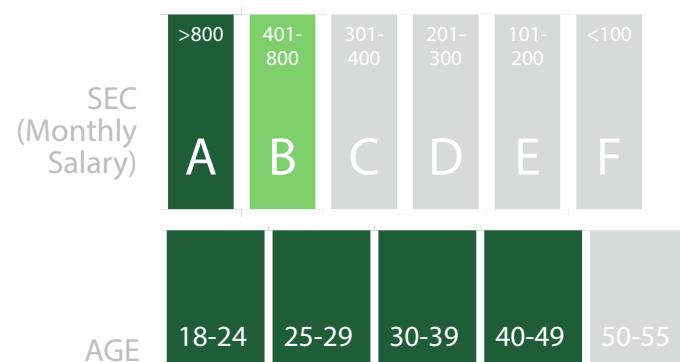
- Located in shopping malls, main roads, middle- or higher-class neighborhood compounds
- Provide premium affordable shopping experience
- One stop shop
- Promote trust and quality product
- Destination for fresh milk, and wine

### SHOPPER PROFILE

- WHO  
Middle class & higher
- BEHAVIOR  
Long shopping, often do not have beer in shopping list, purchase beer in pack & carton
- SHOPPING FREQUENCY  
1-2 times/week
- AVERAGE SHOPPING TIME  
30 mins
- BASKET SIZE  
15\$ and over



### TARGET AUDIENCE



### PRIORITY DRIVERS

#### • SHOPPER



AVAILABILITY



VISIBILITY

#### • CUSTOMER



FINANCIAL TERMS



SERVICE

# SUPER-MARKET

## ► AVAILABILITY



PRIORITY  
SKU  
Can

MANDATORY	MANDATORY	MANDATORY	MANDATORY	OPTIONAL
 Heineken® 	 Tiger® 	 Tiger CRYSTAL 	 ABC EXTRA STOUT 	 ABC RESERVE 

MAINSTREAM		ECONOMY
MANDATORY	MANDATORY	
 ANCHOR 	 ANCHOR WHITE 	 Gold Crown Beer 

MODERN-OFF-

# SUPER-MARKET

## ► VISIBILITY

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

## ENTRANCE ZONE

Outlet entrance:  
opportunity to CONNECT  
with consumers and  
TRIGGER brand  
recognition.

## PRIMARY ZONE

Primary visible Hot Spot indoors:  
opportunity  
to DISRUPT consumer choice,  
INFORM consumers on brand  
proposition and CONVERT to buy

## SECONDARY ZONE

Consumers make purchase  
decision: we can INFORM  
consumers on brand proposition  
and CONVERT  
to buy

1

- STANDEE



2

- PRIMARY DISPLAY (SINGLE/PACK AREA)

Share of Space ≥ 30%  
at key level

- WOBBLER



3

- PRIMARY DISPLAY (SINGLE/PACK AREA)

Share of Space ≥ 30%  
at key location

- POSTER A4



4

- FRIDGE DISPLAY

Share of Space ≥ 30% at  
eyes level

- WOBBLER



5

- PRICE LABEL



- LOGO TALKER LABEL

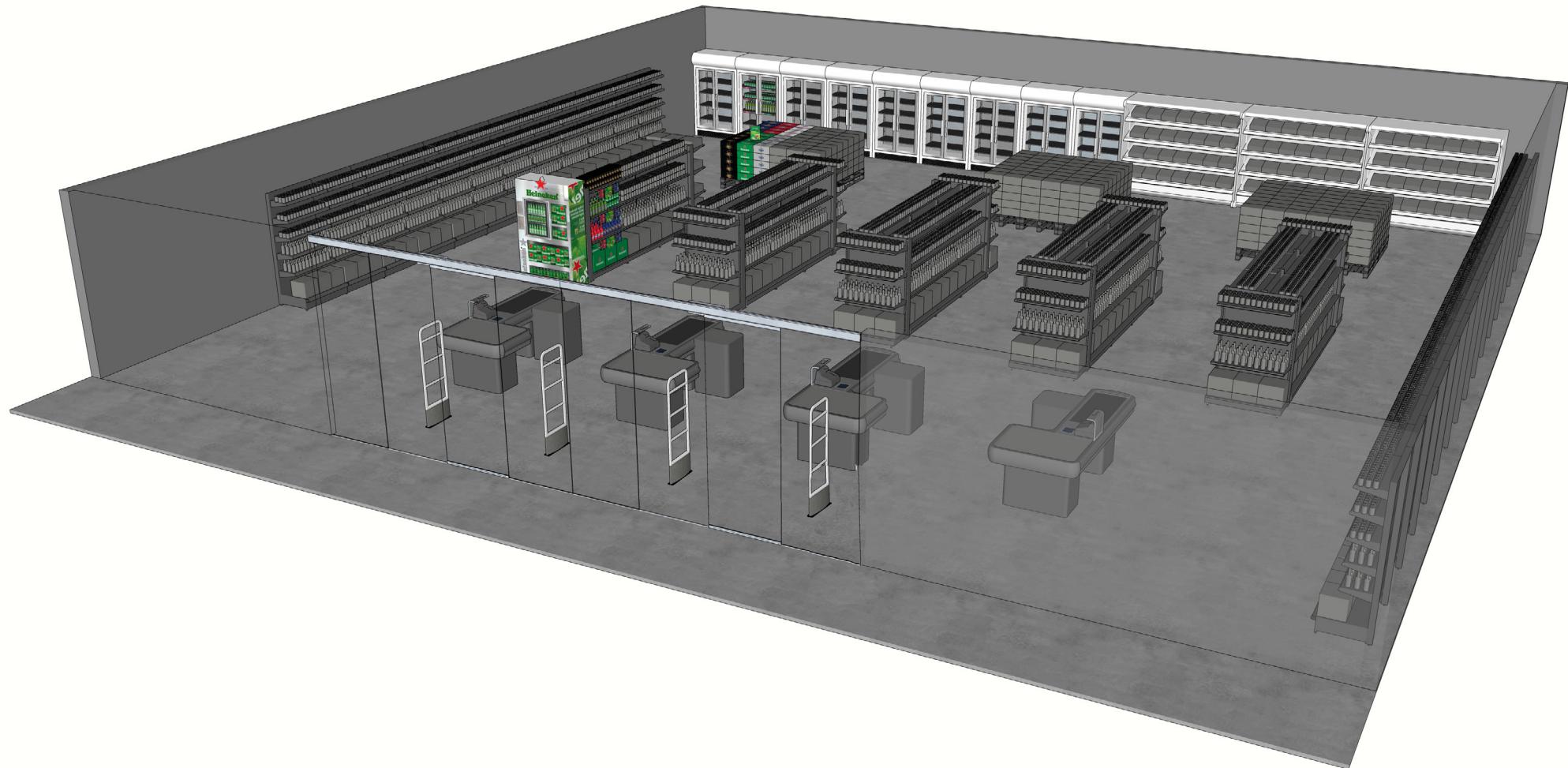


MODERN-OFF-

# SUPERMAR- KET

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

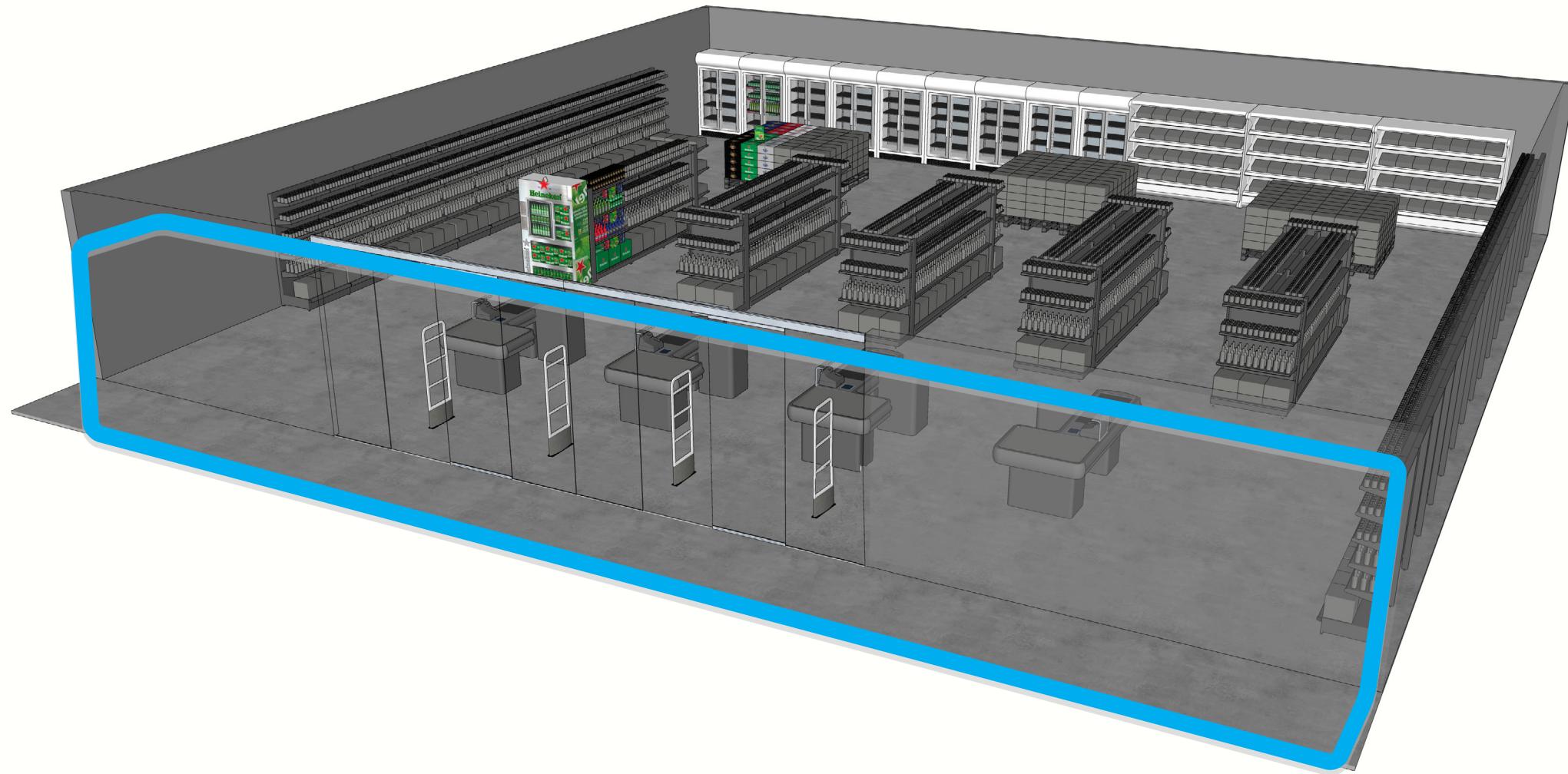


MODERN-OFF-

# SUPERMAR- KET

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

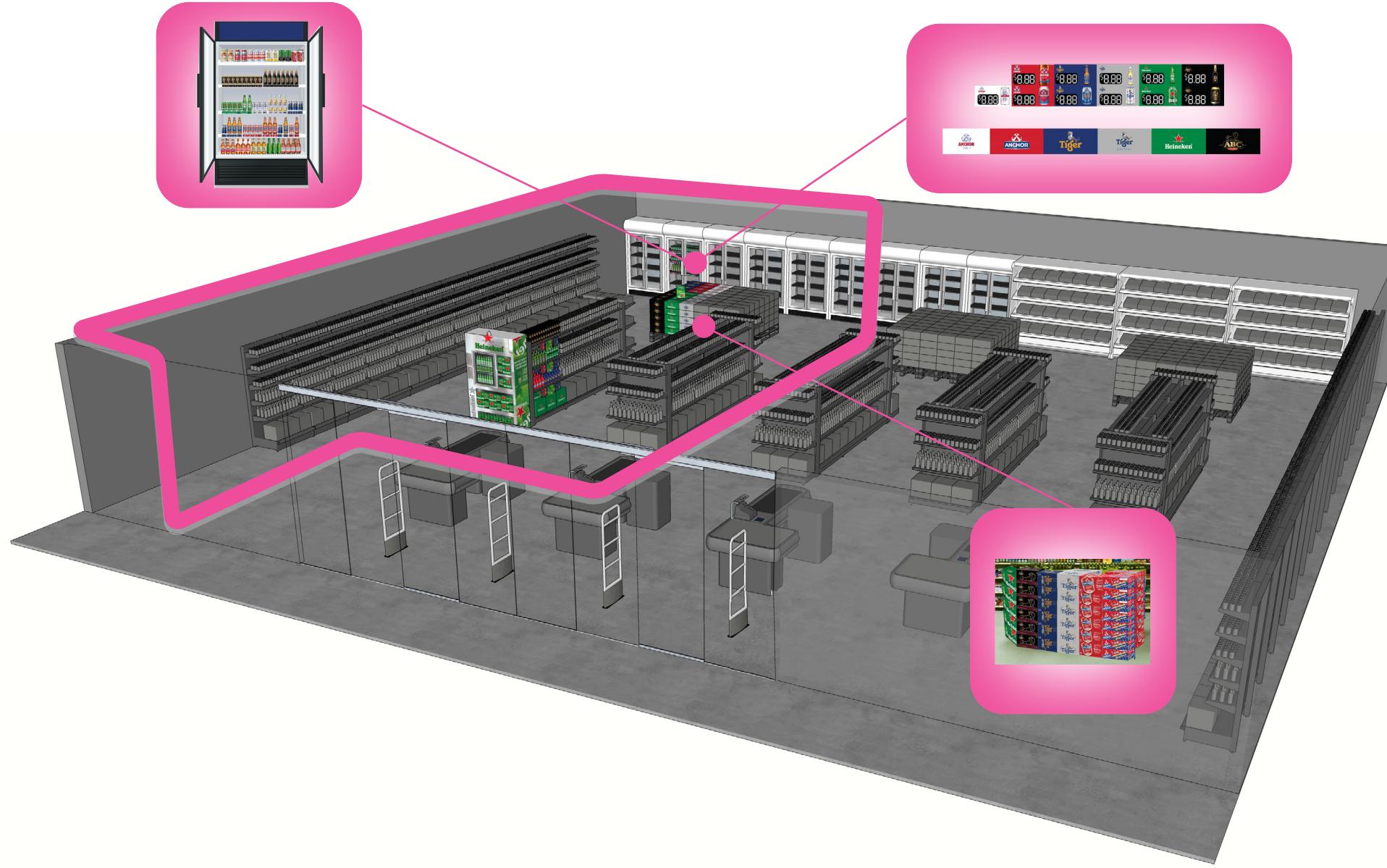


MODERN-OFF-

# SUPERMAR-KET

► PICTURE OF SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

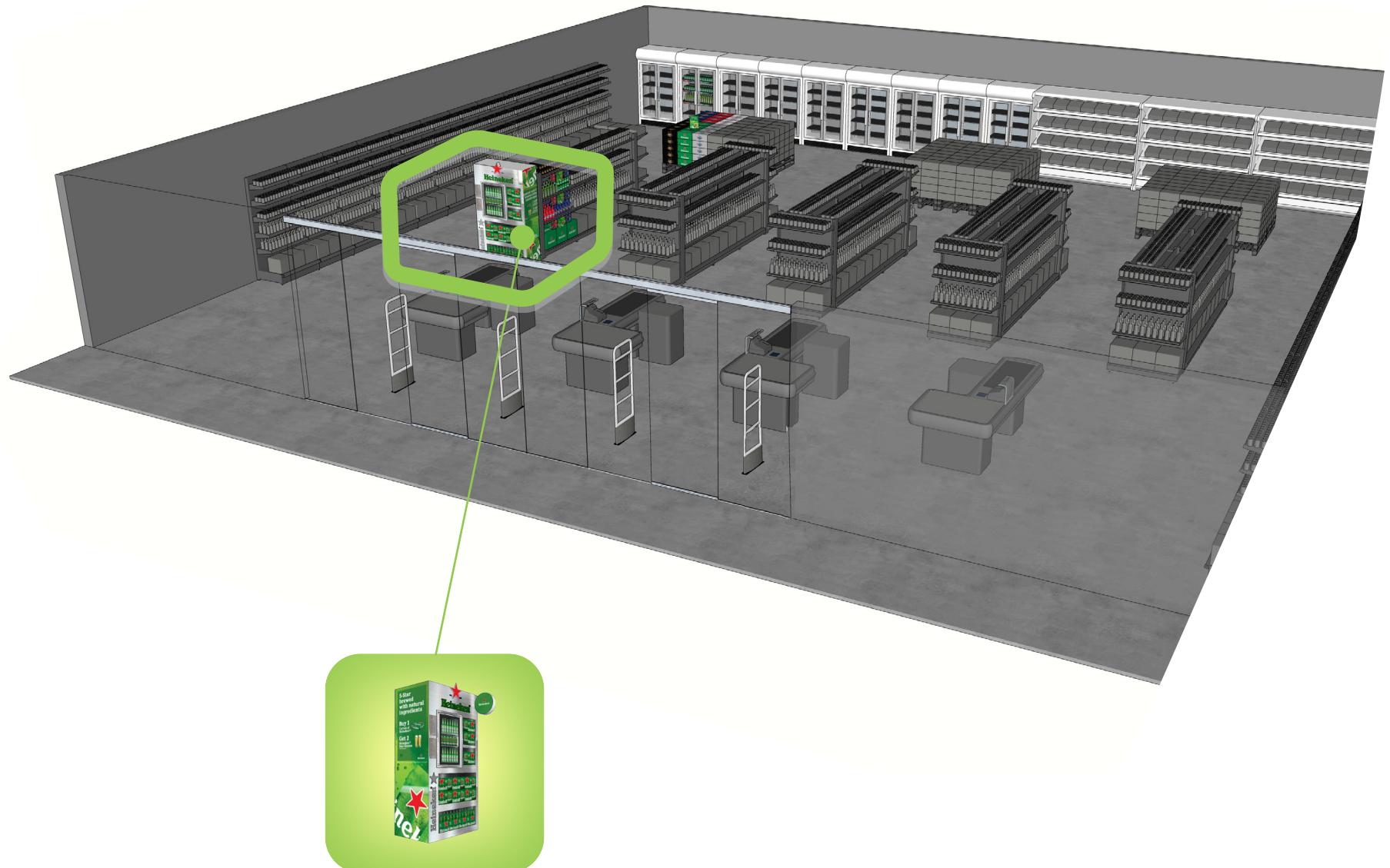


MODERN-OFF-

# SUPERMAR-KET

► PICTURE OF SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



MODERN-OFF-

# MINIMART

## ► OVERVIEW

AREA  
Rural



PRIORITY  
SKU  
  
CYCLE PRO-  
MO  
Yes



SUPPORT  
BRAND



### CHANNEL DEFINITION

- Located in main road, business district, dense population neighborhood
- Smaller than a supermarket but bigger than a convenience store in terms of size & assortment
- Carry variety of categories but food makes up at least 80% of sales
- Might or might not have a ready to eat station

### CONSUMER PROFILE

- WHO

Working professional, people in the neighborhood looking for quick top up/shopping

- BEHAVIOR

Have beer in mind but can potentially switch, purchase beer in single & pack

- SHOPPING FREQUENCY

2-3 times/week

- AVERAGE SHOPPING TIME

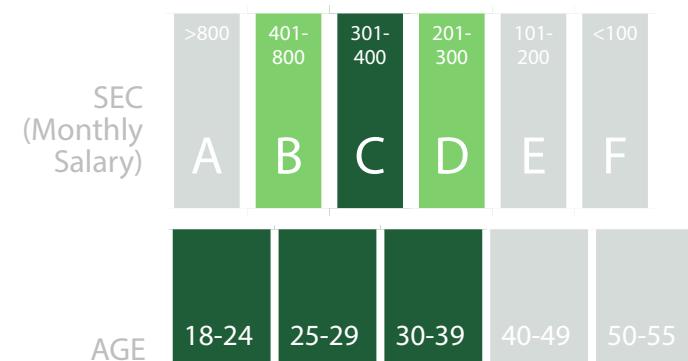
10 mins

- BASKET SIZE

2\$-10\$



### TARGET AUDIENCE



### PRIORITY DRIVERS

- SHOPPER



V

VISIBILITY



P

PROMOTION

- CUSTOMER



F

FINANCIAL TERMS



S

SERVICE

## MINIMART

## ► AVAILABILITY



PRIORITY  
SKU  
Can

PREMIUM				
MANDATORY	MANDATORY	MANDATORY	MANDATORY	OPTIONAL
 Heineken® 	 Tiger® 	 Tiger CRYSTAL® 	 ABC EXTRA STOUT® 	 ABC RESERVE® 
Bottle/Pint or Can	Bottle/Pint or Can	Bottle/Pint or Can	Bottle/Pint or Can	Bottle

MAINSTREAM		ECONOMY
MANDATORY	MANDATORY	
 ANCHOR® 	 ANCHOR WHITE® 	 Gold Crown Beer® 
Bottle/Pint or Can	Can	Can

## MINIMART

## ► VISIBILITY

## / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

## ENTRANCE ZONE

Outlet entrance:  
opportunity to CONNECT with consumers and TRIGGER brand recognition.

## PRIMARY ZONE

Primary visible Hot Spot indoors:  
opportunity to DISRUPT consumer choice, INFORM consumers on brand proposition and CONVERT to buy

## SECONDARY ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

1

- STANDEE



2

- PRIMARY DISPLAY (SINGLE/PACK AREA)



Share of Space  $\geq$  30% at key level  
• WOBBLER

3

- FRIDGE DISPLAY  
Share of Space  $\geq$  30% at eyes level
- WOBBLER



4

- PRICE LABEL



- LOGO TALKER LABEL



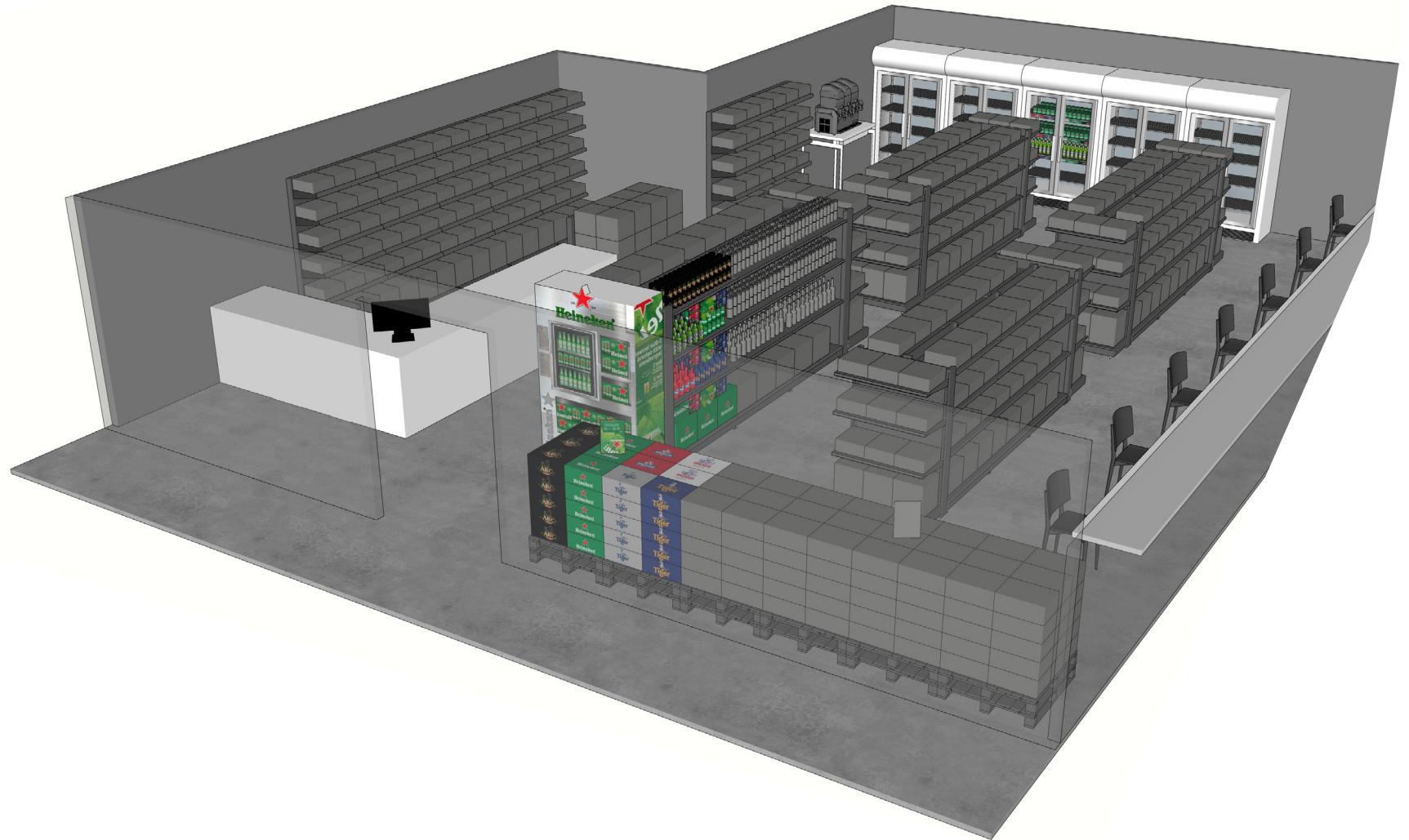
- GONDOLA DISPLAY

MODERN-OFF-

# MINIMART

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

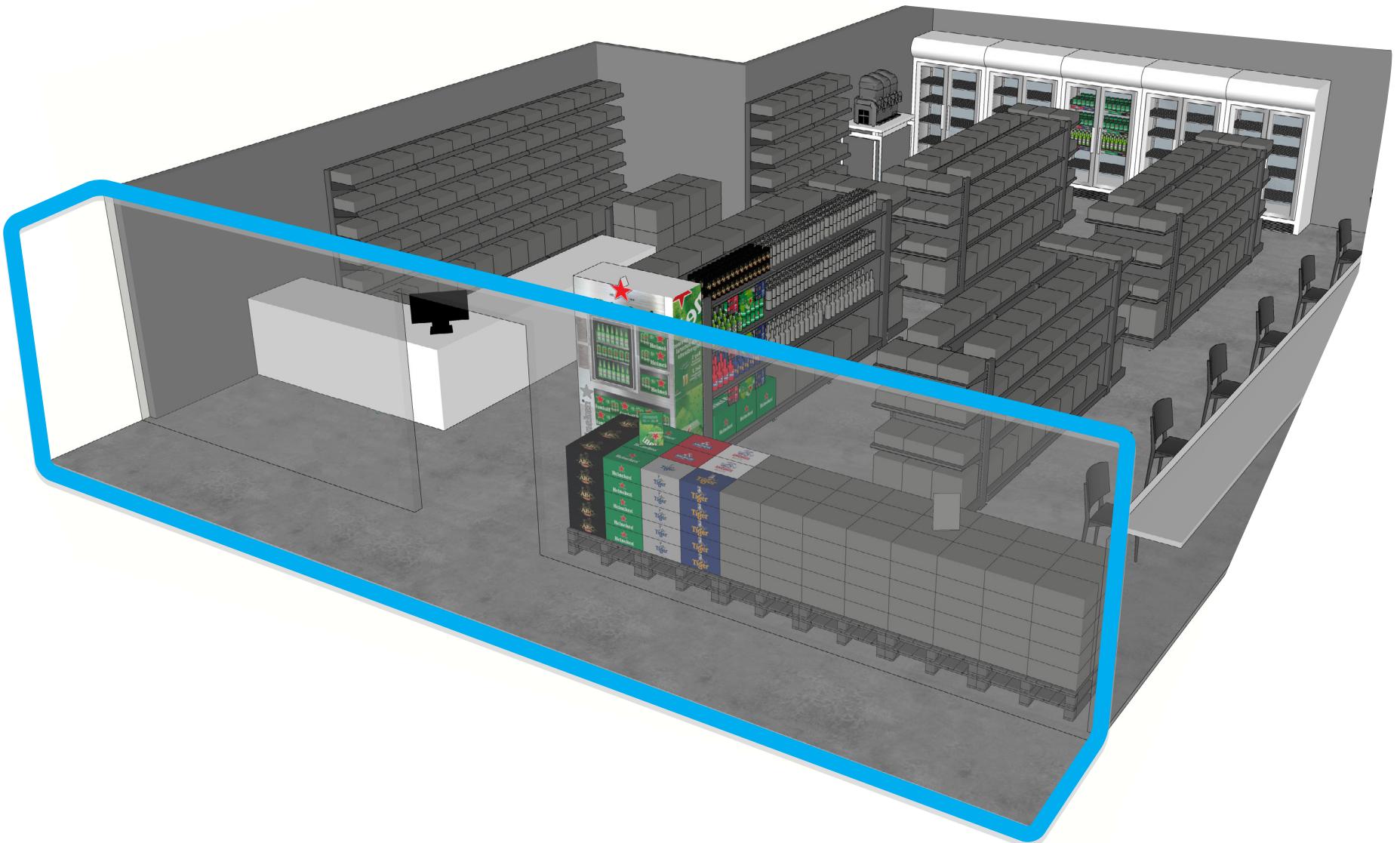


MODERN-OFF-

# MINIMART

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

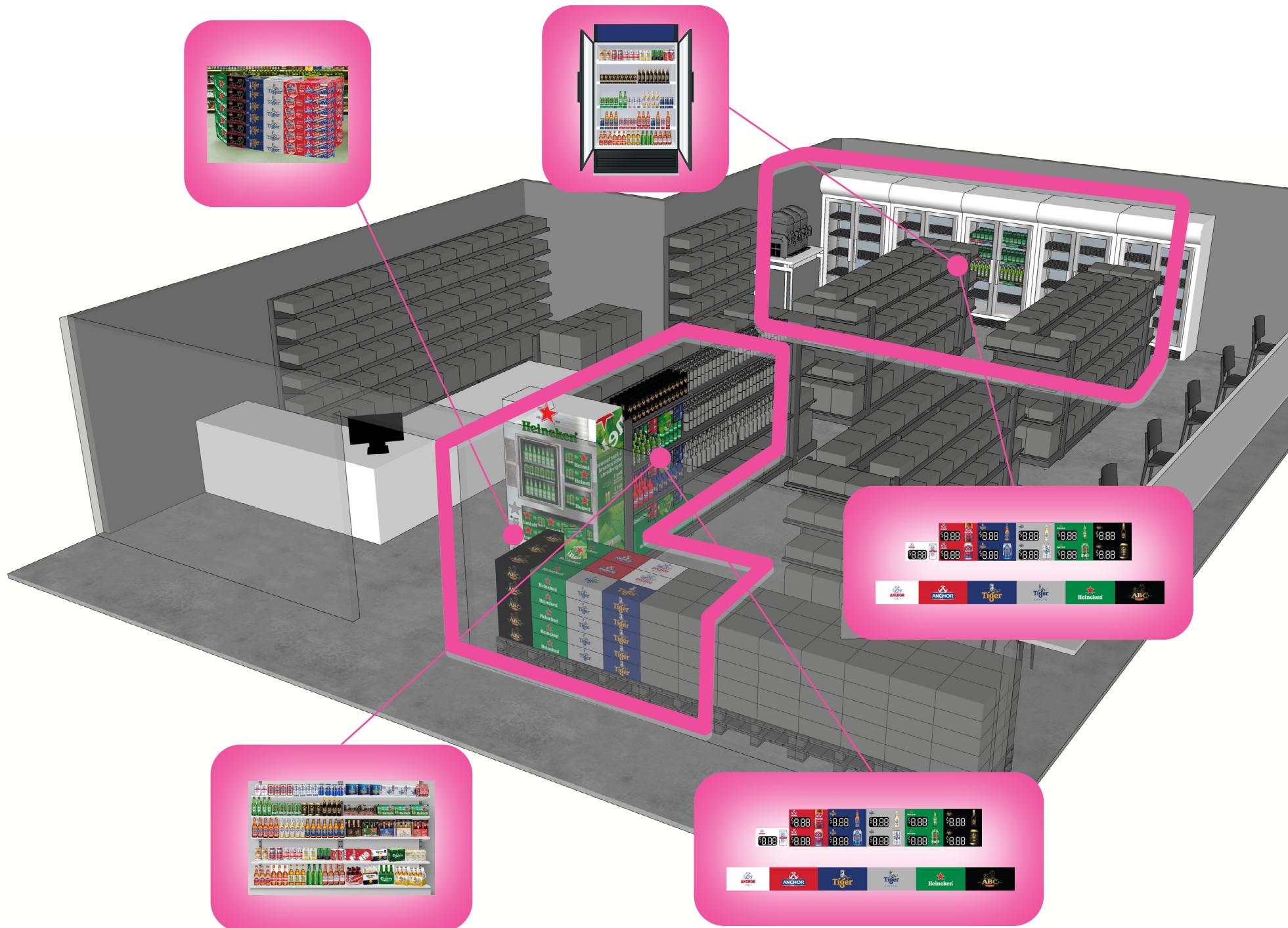


MODERN-OFF-

# MINIMART

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

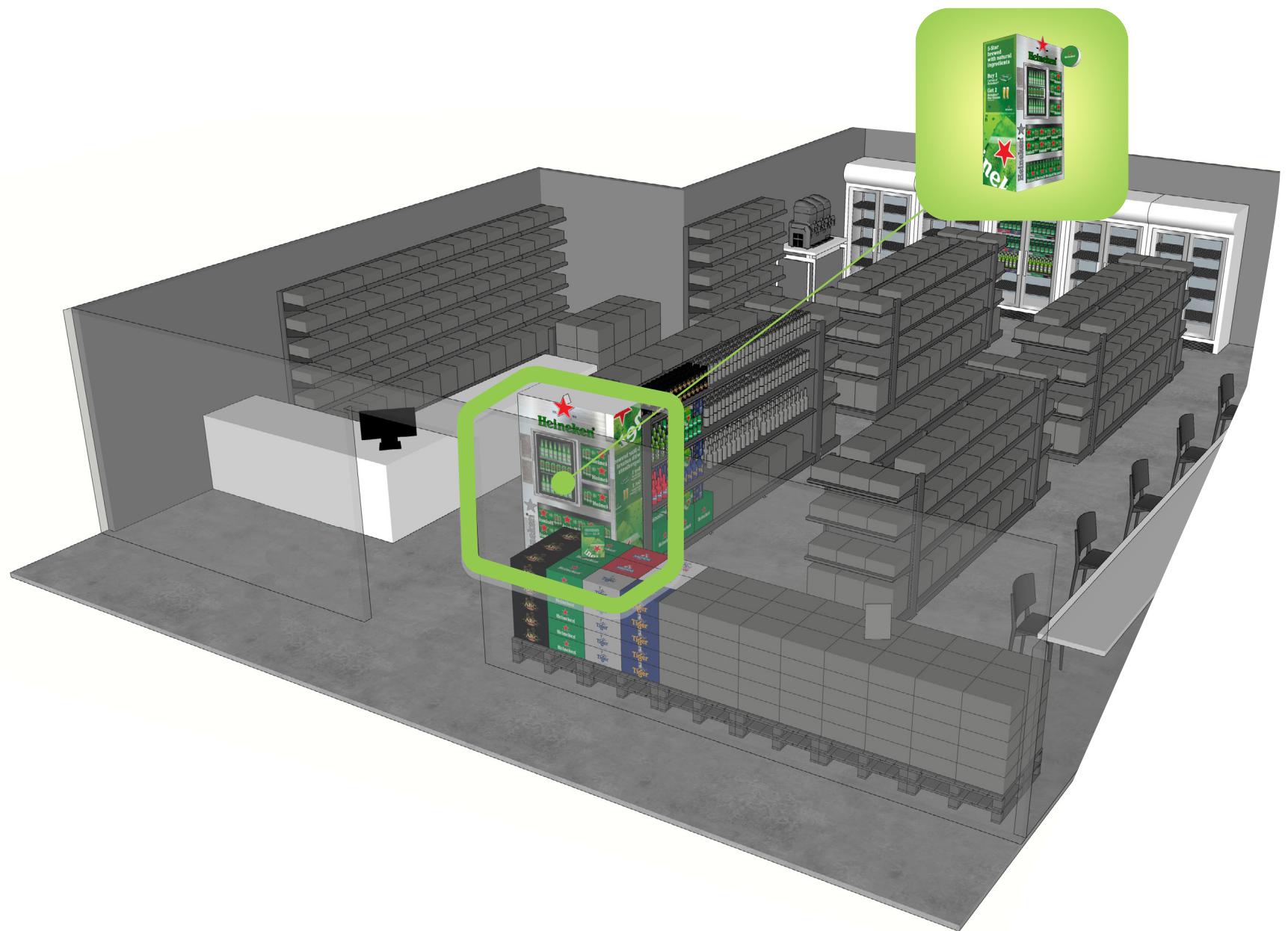


MODERN-OFF-

# MINIMART

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# CONVENIENCE STORE

## ► OVERVIEW

AREA  
Rural



PRIORITY  
SKU



GRADE  
All

★ LEAD  
BRAND  
Tiger

SUPPORT  
BRAND  
Heineken

### CHANNEL DEFINITION

- Located in main road, business district, dense population neighborhood
- Smaller than a supermarket but bigger than a convenience store in terms of size & assortment
- Carry variety of categories but food makes up at least 80% of sales
- Might or might not have a ready to eat station

### CONSUMER PROFILE

#### • WHO

Working professional, people in the neighborhood looking for quick top up/shopping

#### • BEHAVIOR

Have beer in mind but can potentially switch, purchase beer in single & pack

#### • SHOPPING FREQUENCY

2-3 times/week

#### • AVERAGE SHOPPING TIME

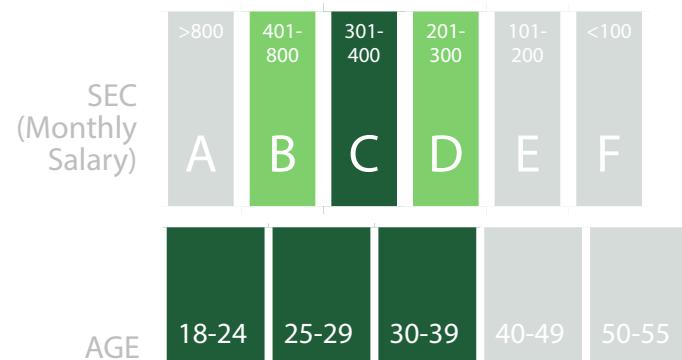
10 mins

#### • BASKET SIZE

2\$-10\$



### TARGET AUDIENCE



### PRIORITY DRIVERS

#### • SHOPPER



VISIBILITY



PROMOTION

#### • CUSTOMER



FINANCIAL TERMS



SERVICE

# CONVENIENCE STORE

## ► AVAILABILITY



PRIORITY  
SKU  
Can

MANDATORY	MANDATORY	MANDATORY	MANDATORY	OPTIONAL
 <b>Heineken®</b>  Bottle/Pint or Can	 <b>Tiger</b>  Bottle/Pint or Can	 <b>Tiger CRYSTAL</b>  Bottle/Pint or Can	 <b>ABC EXTRA STOUT</b>  Bottle/Pint or Can	 <b>ABC RESERVE</b>  Bottle

MAINSTREAM		ECONOMY
MANDATORY	MANDATORY	
 <b>ANCHOR</b>  Bottle/Pint or Can	 <b>ANCHOR WHITE</b>  Can	 <b>Gold Crown Beer</b>  Can

# CONVENIENCE STORE

► VISIBILITY

## / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

## PRIMARY ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice, INFORM consumers on brand proposition and CONVERT to buy

1

- STANDEE



2

- PRIMARY DISPLAY (SINGLE/PACK AREA)

Share of Space ≥ 30% at key level

- WOBBLER



3

- PRICE LABEL



4

- LOGO TALKER LABEL

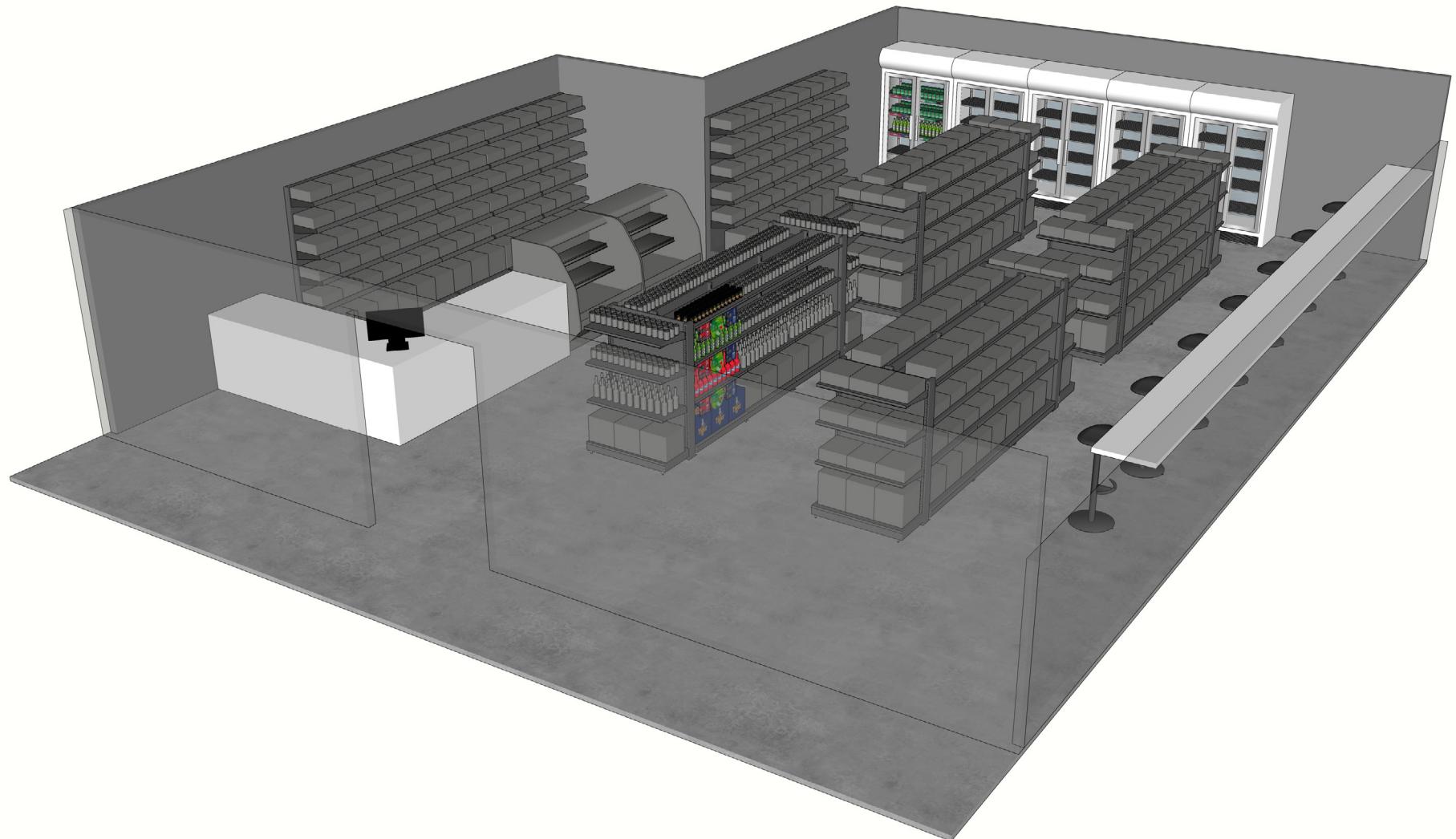


MODERN-OFF-

# CONVENIENCE STORE

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

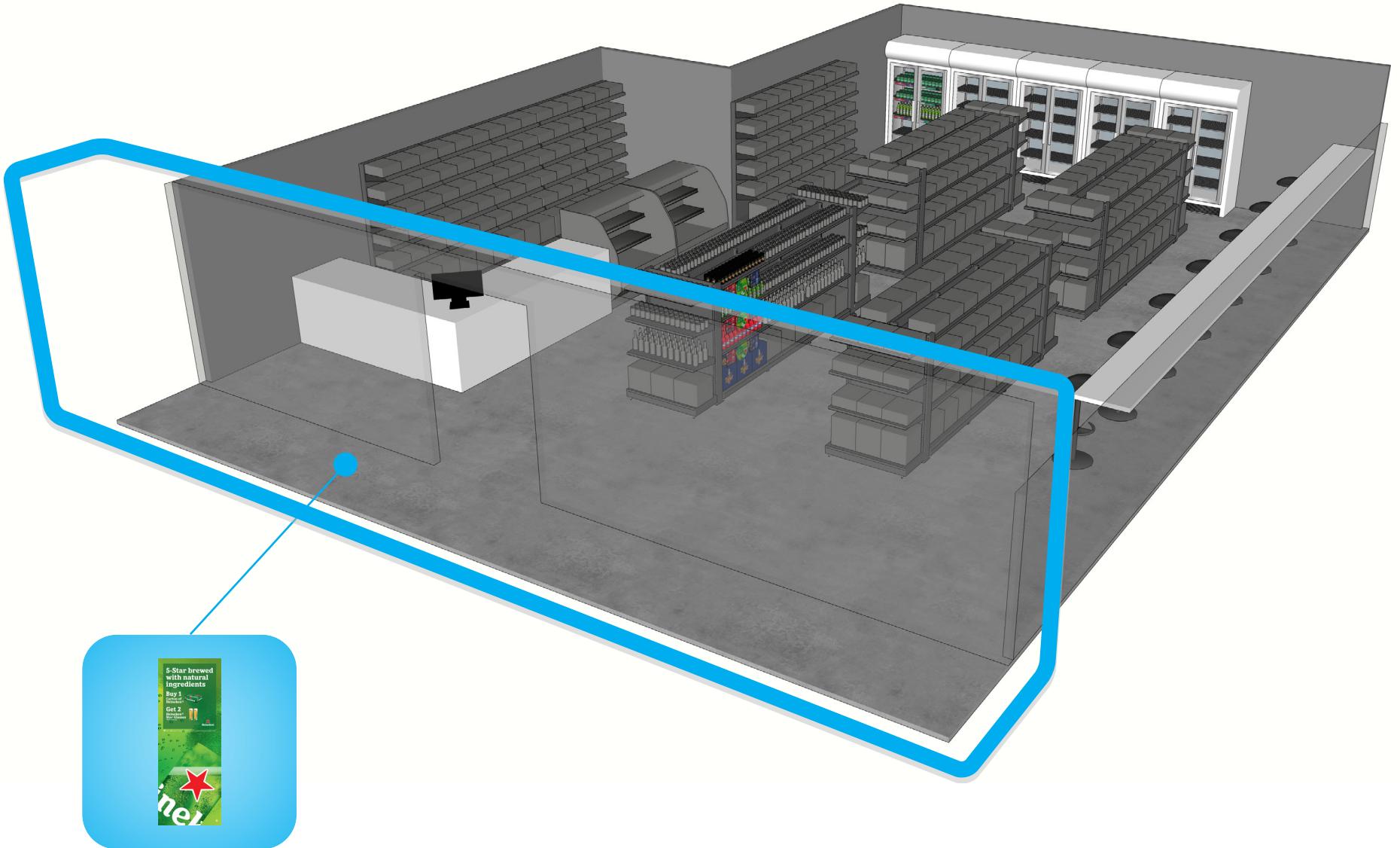


MODERN-OFF-

# CONVENIENCE STORE

## ► PICTURE OF SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

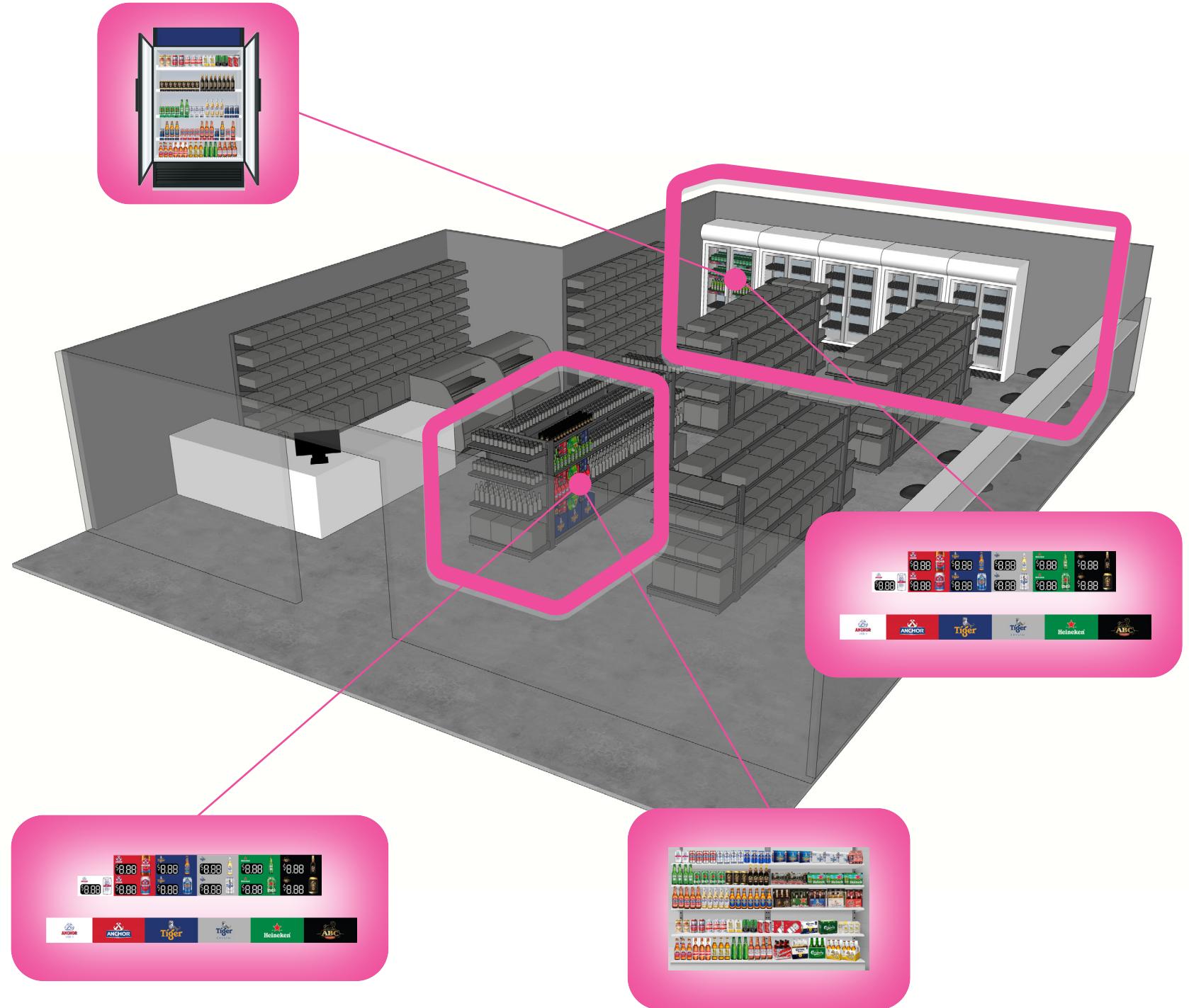


MODERN-OFF-

# CONVENIENCE STORE

## ► PICTURE OF SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# LIQUOR STORE

## OVERVIEW

AREA  
Rural

PRIORITY  
SKU



GRADE  
All

★ LEAD  
BRAND



SUPPORT  
BRAND



### CHANNEL DEFINITION

- Located in shopping malls, main roads, middle- or higher-class neighborhood compounds
- Similar supermarket
- Provide premium affordable shopping experience
- One stop shop
- Promote trust and quality product
- Destination for drink and wine

### CONSUMER PROFILE

#### • WHO

Working professional, people in the neighborhood looking for quick top up/shopping

#### • BEHAVIOR

Have beer in mind but can potentially switch, purchase beer in single & pack

#### • SHOPPING FREQUENCY

2-3 times/week

#### • AVERAGE SHOPPING TIME

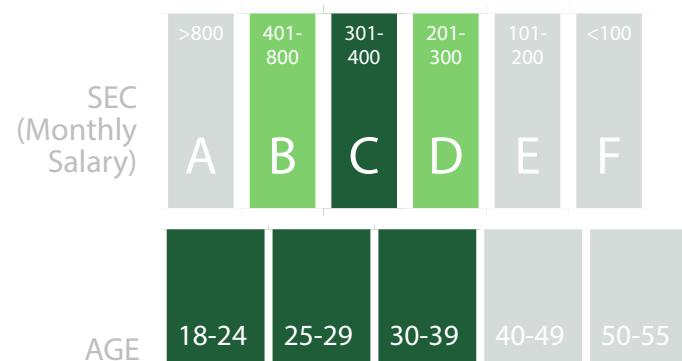
10 mins

#### • BASKET SIZE

2\$ 10\$



### TARGET AUDIENCE



### PRIORITY DRIVERS

#### • SHOPPER



AVAILABILITY

#### • CUSTOMER



FINANCIAL TERMS

SERVICE

# LIQUOR STORE

## ► AVAILABILITY



PRIORITY  
SKU  
Can

MANDATORY	MANDATORY	MANDATORY	MANDATORY	OPTIONAL
 <b>Heineken®</b>  Bottle/Pint or Can	 <b>Tiger</b>  Bottle/Pint or Can	 <b>Tiger CRYSTAL</b>  Bottle/Pint or Can	 <b>ABC EXTRA STOUT</b>  Bottle/Pint or Can	 <b>ABC RESERVE</b>  Bottle

MAINSTREAM		ECONOMY
MANDATORY	MANDATORY	
 <b>ANCHOR</b>  Bottle/Pint or Can	 <b>ANCHOR WHITE</b>  Can	 <b>Gold Crown Beer</b>  Can

# LIQUOR STORE

## ► VISIBILITY

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

## ENTRANCE ZONE

Outlet entrance:  
opportunity to  
**CONNECT** with  
consumers and  
**TRIGGER** brand  
recognition.

1

- STANDEE



2

- PRIMARY  
DISPLAY  
(SINGLE/PACK AREA)

Share of Space  $\geq 30\%$   
at key level  
• WOBBLER



3

- PRIMARY  
DISPLAY  
(CARTON AREA)
- Share of Space  $\geq 30\%$  at key  
location
- POSTER A4



4

- PRICE LABEL



- LOGO TALKER  
LABEL



## PRIMARY ZONE

Primary visible Hot Spot indoors:  
opportunity  
to **DISRUPT** consumer choice,  
**INFORM** consumers on brand  
proposition and **CONVERT** to buy

## SECONDARY ZONE

Consumers make purchase  
decision: we can **INFORM**  
consumers on brand proposition  
and **CONVERT**  
to buy

- ABC PALLET  
DISPLAY

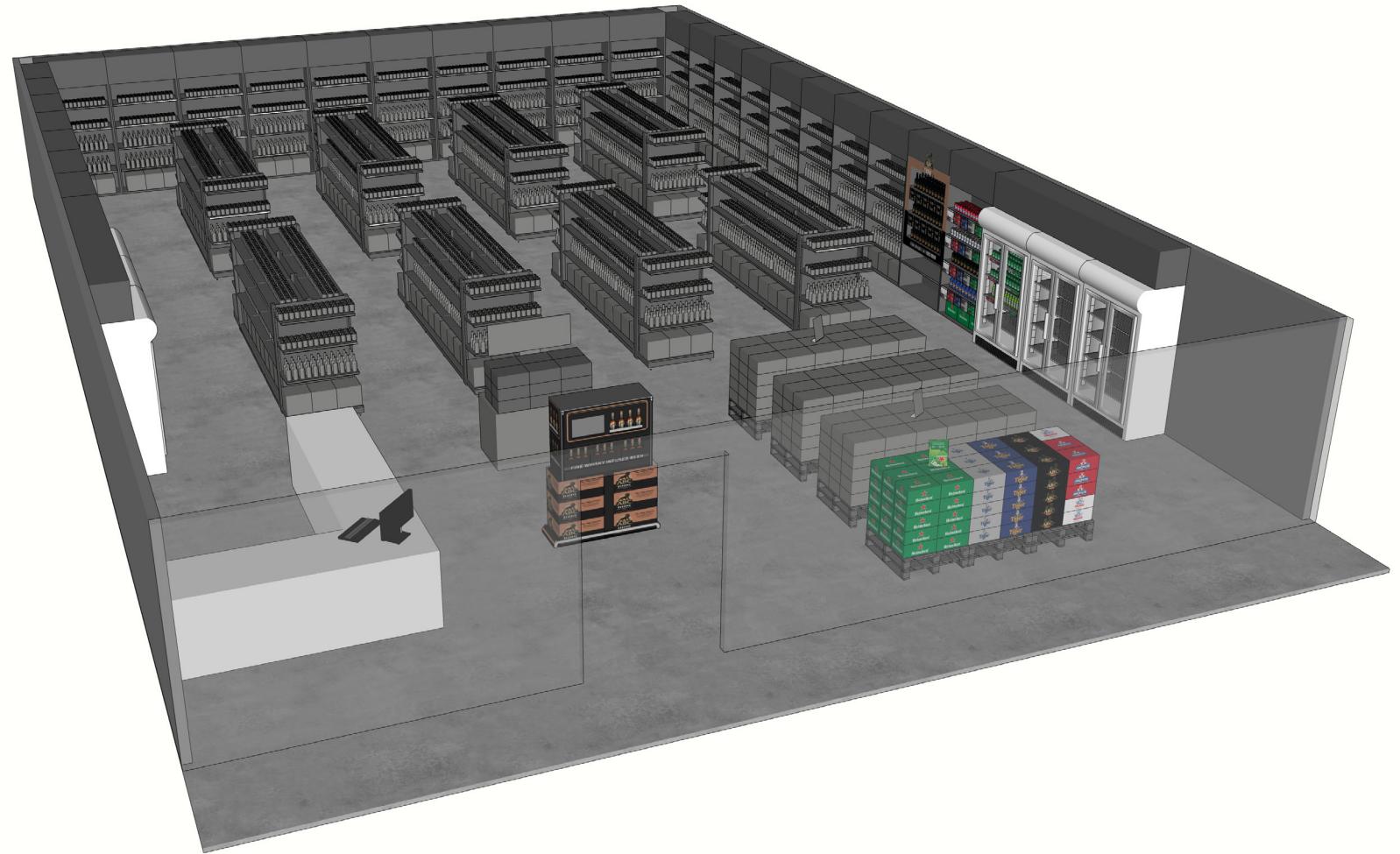


MODERN-OFF-

# LIQUOR STORE

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

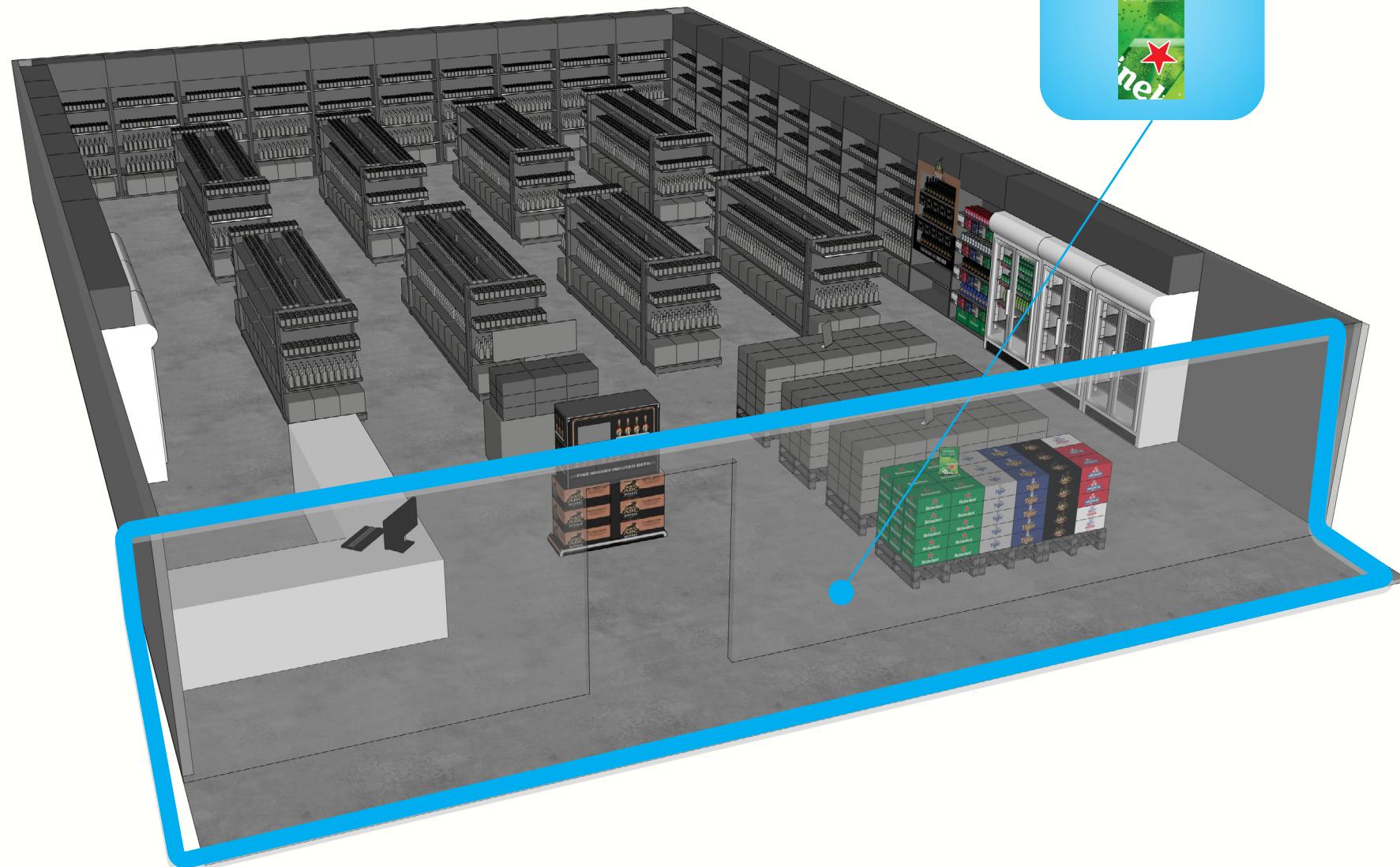


MODERN-OFF-

# LIQUOR STORE

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

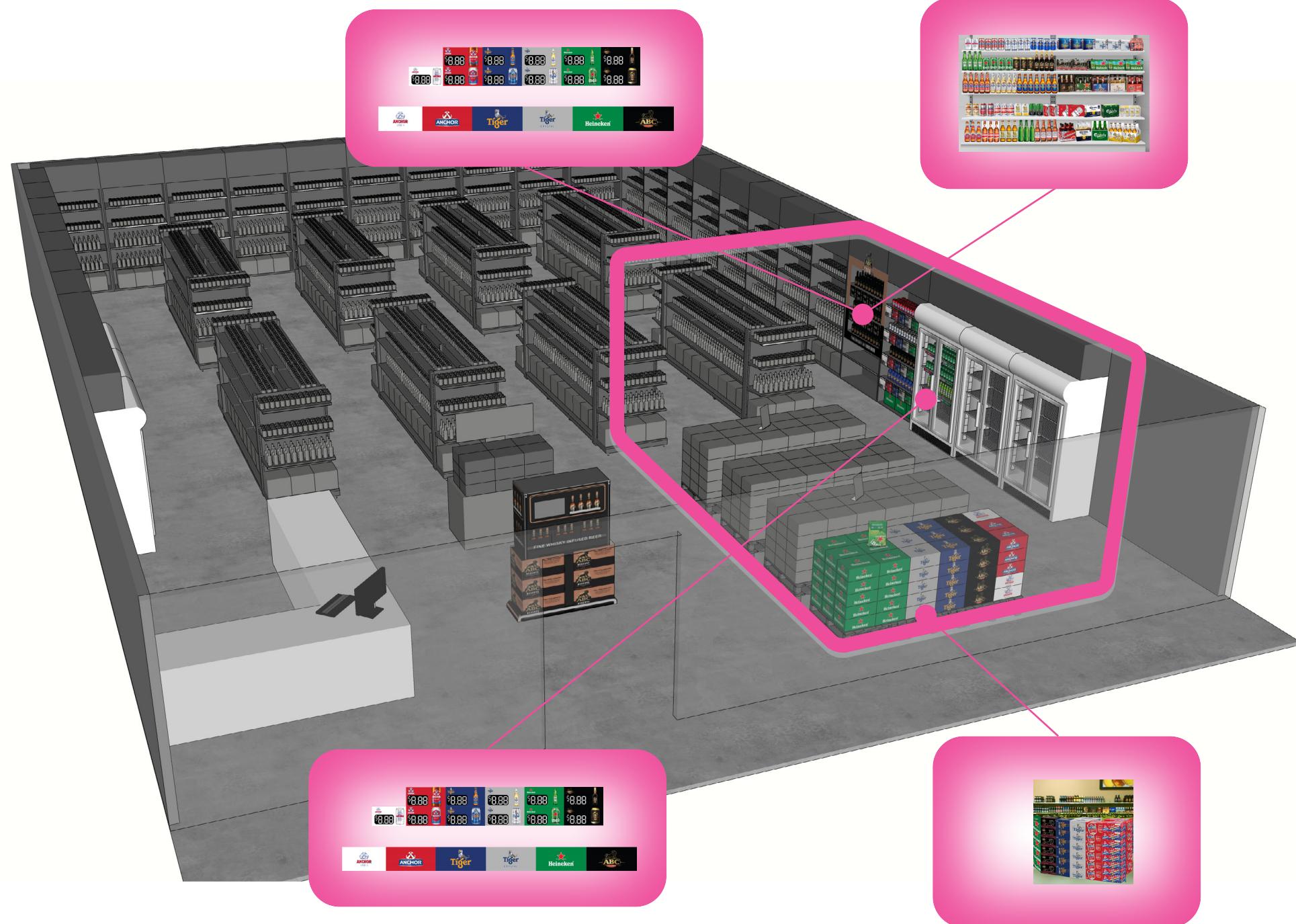


MODERN-OFF-

# LIQUOR STORE

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

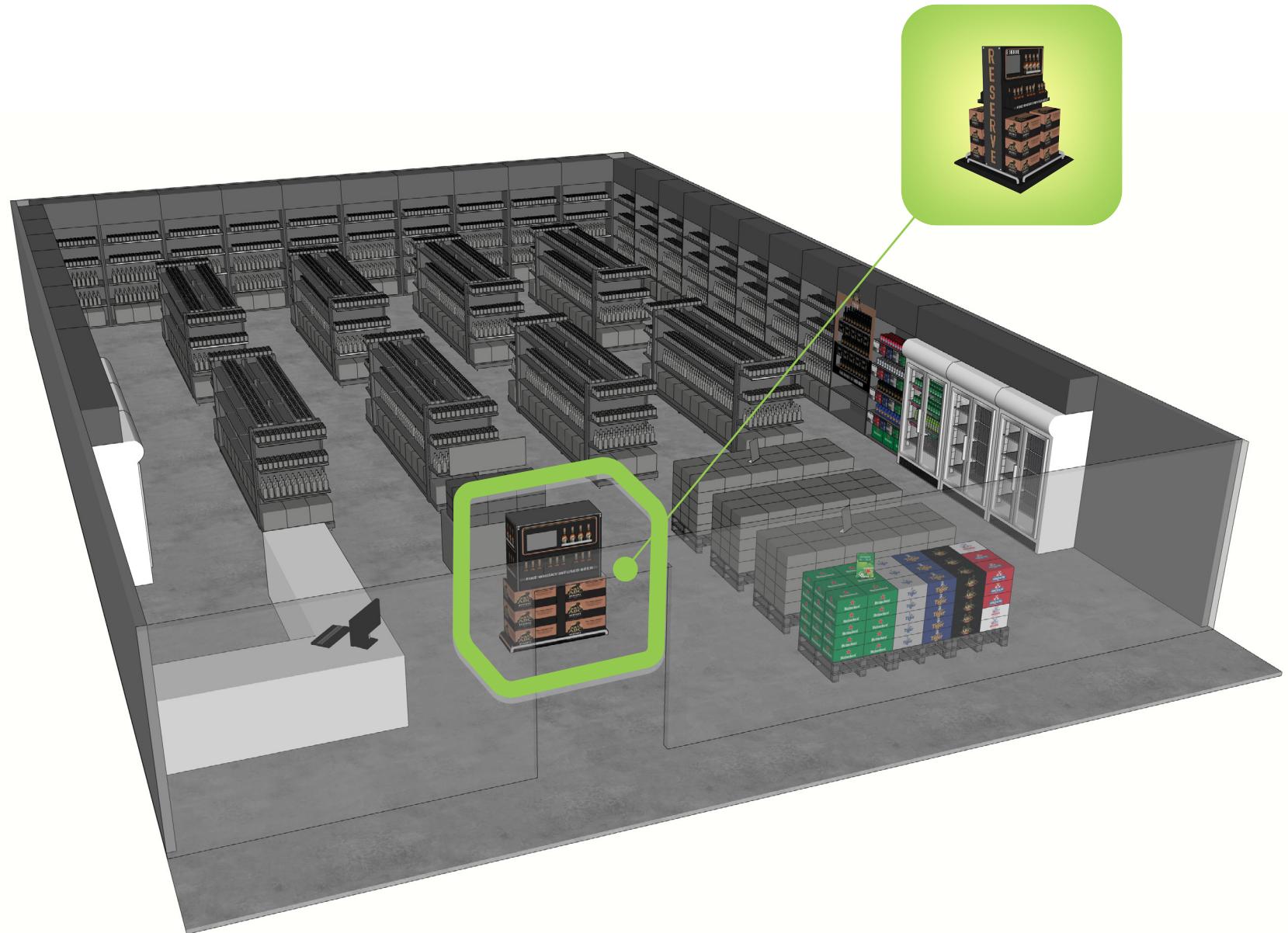


MODERN-OFF-

# LIQUOR STORE

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# DRINK SHOP

## ► OVERVIEW

AREA  
Rural



PRIORITY  
SKU

GRADE  
All

★ LEAD  
BRAND



SUPPORT  
BRAND



### CHANNEL DEFINITION

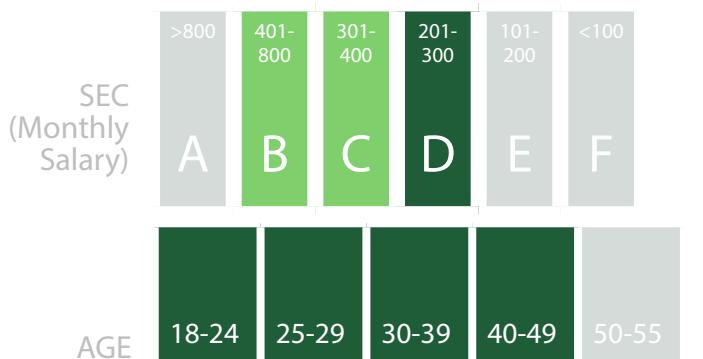
- Local shop located in neighborhoods / main road
- Drinks (Beer, Water, Soft Drink) make up at least 30% of sales and space share
- Drinks are sold in single & carton
- Carry 3-5 beer brands
- Have at least 1 cooler box / fridge
- Wide range of consumer goods available

### CONSUMER PROFILE

- WHO  
General people & families in the neighborhood)
- BEHAVIOR  
Limited browsing, already have beer brand in mind
- SHOPPING FREQUENCY  
2-3 times/week
- AVERAGE SHOPPING TIME  
3 mins
- BASKET SIZE  
0.5\$ - 15\$



### TARGET AUDIENCE



### PRIORITY DRIVERS

- SHOPPER



AFFORDABILITY



VISIBILITY

- CUSTOMER



FINANCIAL TERMS



SERVICE

# DRINK SHOP

## ► AVAILABILITY



PRIORITY  
SKU

Can  
24x33cl

MAINSTREAM		PREMIUM	
MANDATORY	MANDATORY	MANDATORY	OPTIONAL
			
 Can	 Can	 Can	 Can
SESSIONABLE			ECONOMY
OPTIONAL	OPTIONAL	OPTIONAL	
			
 Can	 Can	 Can	

# DRINK SHOP

## ► VISIBILITY

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

## ORDERING ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

### • PRODUCT DISPLAY

Must display mandatory availability SKUs in front of the store



### • FRONT DISPLAY

SHARE OF SPACE >50%

2

- SHOP SIGNAGE or STREET SIGNAGE,  
(Good to have in Attack & Defend)



- POSTER & COOLER BOX STICKER of Lead & Support Brand or Cycle Brand



TRADITIONAL-OFF-

# DRINK SHOP

PICTURE OF  
► SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



TRADITIONAL-OFF-

# DRINK SHOP

PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



TRADITIONAL-OFF-

# DRINK SHOP

PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# WHOLESALER

## ► OVERVIEW

AREA  
Rural



PRIORITY  
SKU

GRADE  
All

★ LEAD  
BRAND



SUPPORT  
BRAND



### CHANNEL DEFINITION

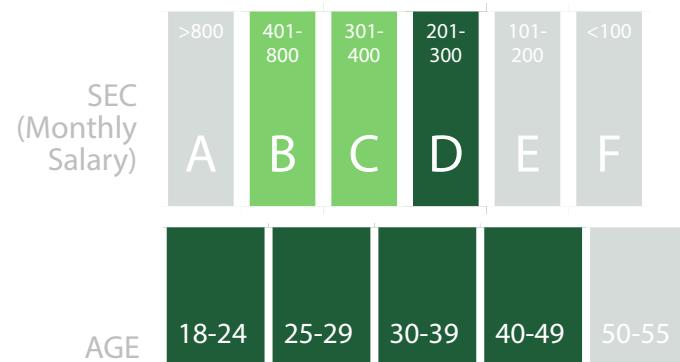
- Locate in prime location near market, busy retail areas
- Drinks are sold only in cartons
- Carry 6-7 beer brands, with only retailer price
- No Cooler Box or Fridge
- AMS: 1000-1500 cartons per month
- Focus on resale business and consumer
- Have multiple Tuk Tuk, trucks or warehouses
- Multi Category or Drinks Only

### CONSUMER PROFILE

- WHO**  
Drink Shop, On Trade, End Consumer
- BEHAVIOR**  
Buy for re selling and consumption
- ORDER**  
Planned/ pre ordered/buy on spot, already have brand & amount order in mind
- SHOPPING FREQUENCY**  
Routine/When Out of Stock/ Immediate consumption



### TARGET AUDIENCE



### PRIORITY DRIVERS

- SHOPPER**



AVAILABILITY

- CUSTOMER**



FINANCIAL TERMS



SERVICE

Sep 9, 2022 9:57:23  
National Roa  
Thnal Totu

TRADITIONAL-OFF-

WHOLESALER

► AVAILABILITY



PRIORITY  
SKU

Can  
24x33cl

MAINSTREAM

MANDATORY



Can

MANDATORY



Can

PREMIUM

MANDATORY



Can

MANDATORY



Can

SESSIONABLE

MANDATORY



Can

MANDATORY



Can

ECONOMY

OPTIONAL



Can

TRADITIONAL-OFF-

WHOLESALER

► VISIBILITY

/ LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- SHOP SIGNAGE or STREET SIGNAGE,  
(Good to have in Attack & Defend)

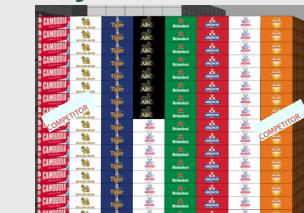


## ORDERING ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

- PRODUCT DISPLAY

Must display mandatory availability SKUs in front of the store`



- FRONT DISPLAY

SHARE OF SPACE >50%

- POSTER &

COOLER BOX STICKER  
of Lead & Support Brand or  
Cycle Brand



TRADITIONAL-OFF-

WHOLESALE

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



TRADITIONAL-OFF-

WHOLESALE

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



TRADITIONAL-OFF-

WHOLESALE

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# CHINESE WHOLESALER

## ► OVERVIEW

AREA  
Rural



PRIORITY  
SKU

GRADE  
All

★ LEAD  
BRAND



SUPPORT  
BRAND



### CHANNEL DEFINITION

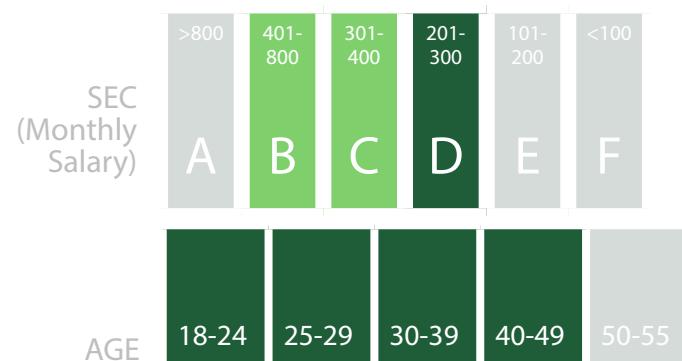
- Located on small roads near main roads
- Drinks sold in cartons
- AMS: 500 3000 cartons
- Focus on resale business
- Have vans and Tuk Tuk to deliver
- Most big Chinese Warehouses are located downtown
- Very front margin focused
- Proactively searching for end retailer through better pricing and quick service

### CONSUMER PROFILE

- WHO  
Drink shops, On Trade, Smaller Warehouse
- BEHAVIOR  
Buy for re selling
- ORDER  
Planned, pre order, already have brand & amount in mind
- SHOPPING FREQUENCY  
Routine/When almost out of stock



### TARGET AUDIENCE



### PRIORITY DRIVERS

- SHOPPER



AVAILABILITY



VISIBILITY

- CUSTOMER



FINANCIAL TERMS



SERVICE

# CHINESE WHOLESALER

## ► AVAILABILITY



PRIORITY  
SKU

Can  
24x33cl

MAINSTREAM		PREMIUM	
MANDATORY	MANDATORY	OPTIONAL	MANDATORY
			
 Can	 Can	 Can	 Can
SESSIONABLE			ECONOMY
MANDATORY	MANDATORY	OPTIONAL	
			
 Can	 Can	 Can	

TRADITIONAL-OFF-

CHINESE  
WHOLESALER

► VISIBILITY

/ LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- SHOP SIGNAGE or STREET SIGNAGE,  
(Good to have in Attack & Defend)



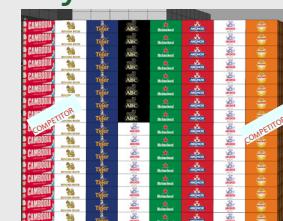
2

## ORDERING ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

- PRODUCT DISPLAY

Must display mandatory availability SKUs in front of the store



- FRONT DISPLAY  
SHARE OF SPACE >50%



- POSTER &  
COOLER BOX STICKER  
of Lead & Support Brand or  
Cycle Brand

TRADITIONAL-OFF-

# CHINESE WHOLE SALE

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



TRADITIONAL-OFF-

# CHINESE WHOLE SALE

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



TRADITIONAL-OFF-

# CHINESE WHOLE SALE

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# PORTFOLIO

Heineken®		ABC Extra Stout		N/A		Tiger			Tiger CRYSTAL			ANCHOR			ANCHOR WHITE		Gold Crown Beer	
CAN	PINT	KEG	CAN	PINT	N/A	CAN	PINT	KEG	CAN	PINT	NCP	CAN	NNCP	PINT	KEG	CAN	CAN	
		N/A			N/A						N/A				N/A			
1 CAN 330ML	1 PINT 330ML	N/A	1 CAN 330ML	1 PINT 330ML	N/A	1 CAN 330ML	1 PINT 330ML	1 KEG 10L	1 CAN 330ML	1 PINT 330ML	1 CAN 330ML	1 CAN 330ML	1 CAN 330ML	1 PINT 330ML	N/A	1 CAN 330ML	1 CAN 330ML	
					N/A													
6 PACK 330ML	6 PACK 330ML	1 KEG 20L	6 PACK 330ML	6 PACK 330ML	N/A	6 PACK 330ML	6 PACK 330ML	1 KEG 20L	6 PACK- 330ML	6 PACK 330ML	6 PACK 330ML	N/A	6 PACK 330ML	1 KEG 20L	6 PACK 330ML	N/A	6 PACK 330ML	
		N/A			N/A			N/A										
24 PACK 330ML	24 PACK 330ML	N/A	24 PACK 330ML	24 PACK 330ML	N/A	24 PACK 330ML	24 PACK 330ML	N/A	24 PACK 330ML	1 KEG 30L	24 PACK 330ML	24 PACK 330ML						