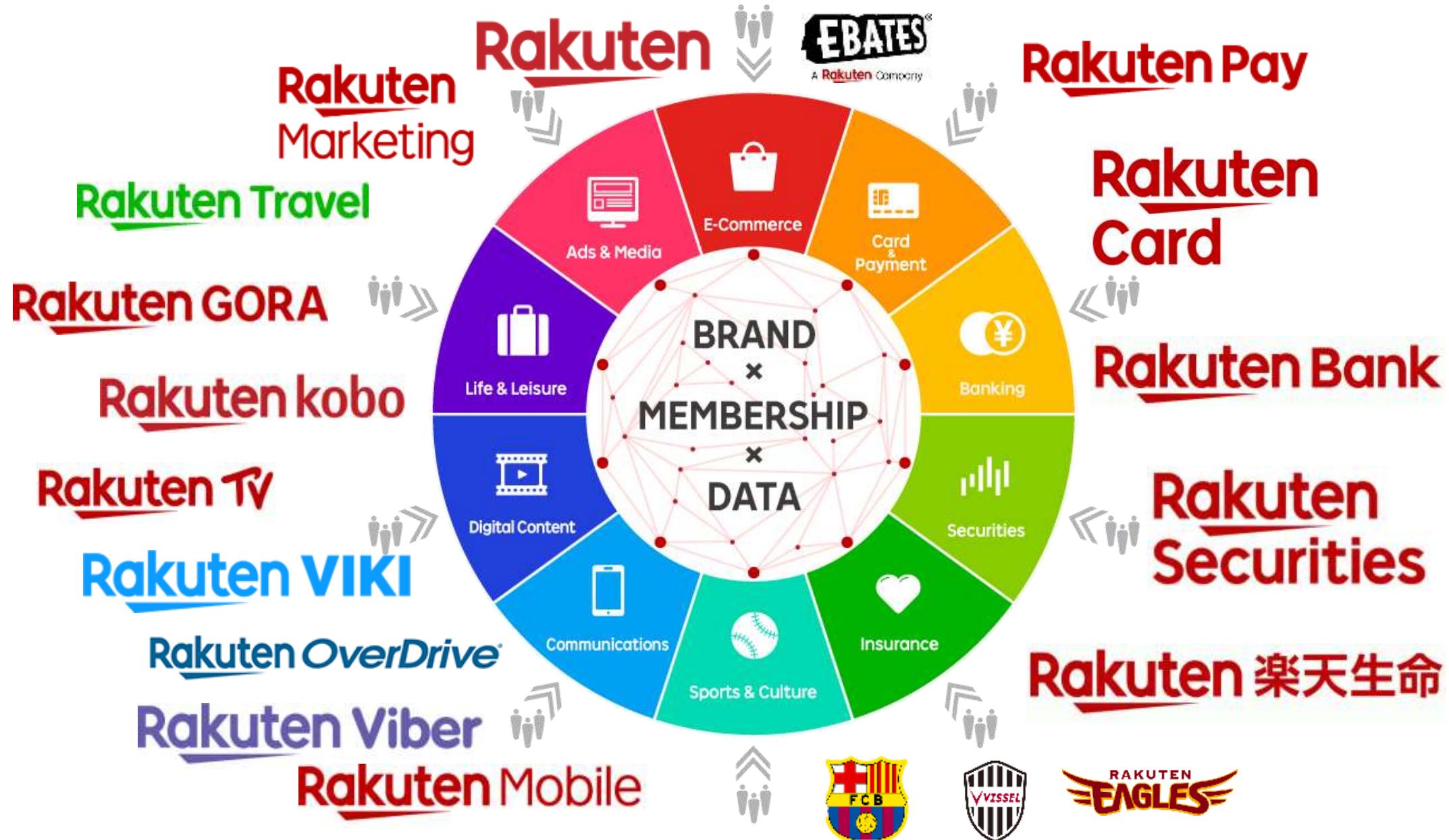


Intro to Rakuten and NSW Wine Campaign

August 2021
Rakuten, Inc.
Global Ads Division - Public Account Group



Rakuten Ecosystem



Rakuten Ichiba (Marketplace) is Japan's top e-commerce marketplace



Annual Transaction

\$41.3 billion in 2020

Number of Stores

over 49,000 stores

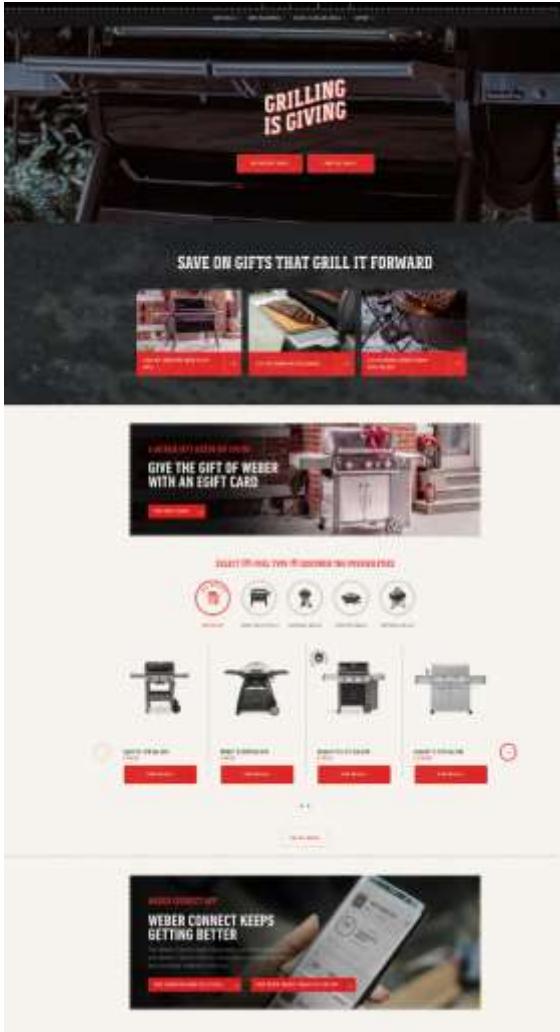
Number of Members in Japan

over 111 million members

Market share in Japanese Ecommerce

26.8 %

Comparison of Product Pages: Overseas vs. Japanese Localization



U.S. Website

VS.



Japanese Localization



Product Descriptions on Rakuten vs. Amazon Japan

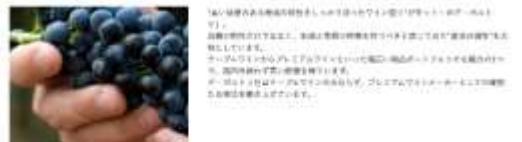
Rakuten

 **DE BORTOLI**

ワイン・カンパニー・オブ・ザ・イヤー受賞
英国王室御用達ワイナリー
「デ・ボルトリ」



De Bortoli ワイン・ファミリーは、葡萄をもつて来たオーストラリアに、ワインアドバイザリとしてやって来た人。
1980年、オーストラリアのワインの歴史を変える年、De Bortoli ワイン・ファミリーが誕生。オーストラリアの歴史を変える。
1980年、オーストラリアワインの歴史を変える年、De Bortoli ワイン・ファミリーが誕生。オーストラリアの歴史を変える。



2009-2010年、2011年、「オーストラリアワイン・オブ・ザ・イヤー」を受賞。
過去にオーストラリアワインの歴史を変える年、De Bortoli ワイン・ファミリーが誕生。オーストラリアの歴史を変える。
過去にオーストラリアワインの歴史を変える年、De Bortoli ワイン・ファミリーが誕生。オーストラリアの歴史を変える。

ITEM INFORMATION

「ベストバリュー獲得!お値打ち白」

DE BORTOLI
DB FAMILY SELECTION
Semillon Chardonnay

デボルトリ
ディービーファミリー セレクション
セミヨン シャルドネ



Tasting Note

複雑で奥深い柑橘の香りの中にわずかに感じる、薄荷かパセラのニュアンス。
心地良いフレッシュな口当たりにセミヨン特有の酸度の厚みと爽やかさが感じられます。

トロピカルフルーツとミネラル。濃烈とした酸味と爽やかな酸味が立ち並びます。

商品仕様・スペック

生産者	デ・ボルトリ	セイスト	辛口
生産地	オーストラリア	タイプ	白
品種	セミヨン シャルドネ	販売料率	辛口
内容量	750ml		

amazon.co.jp

DeBortoli DB Semillon
Chardonnay (White Wine, Medium
Spicy, Australia, 25.4 fl oz (750
ml))

Brand: デ・ボルトリ

 10 ratings

Price: ¥847 (¥847 / 10)
(Without Tax: ¥770)

In Stock.

Ships from and sold by LIFE.

About this item

- Contents: 25.4 fl oz (750 ml)
- Quantity: 1 bottle
- Suitable for: Seafood marinades
- Country of Origin: Australia
- Winner of several international competitions

[See more product details](#)

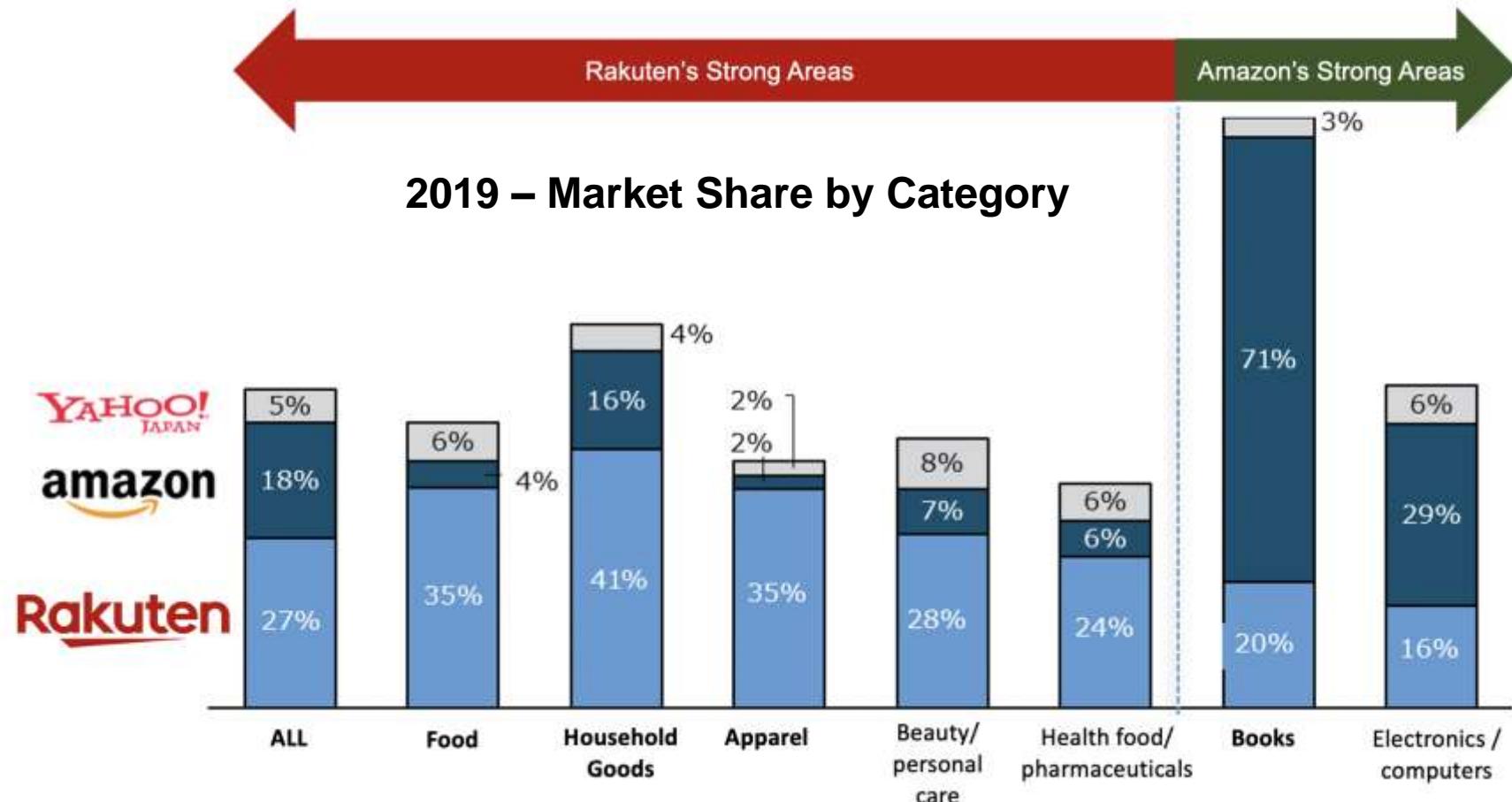
[Report incorrect product information](#)



Roll over image to zoom in

https://www.amazon.co.jp/-/en/De-Volley-Divy-Brutt/dp/B00G5X0N7G/ref=sr_1_4?dchild=1&keywords=de+bortoli&qid=1629963487&rnid=2321267051&s=food-beverage&sr=1-4

Rakuten's Strength Categories and Market Share



Japan Online Food and Household Goods Market Size:

Online food sales: **1.87 trillion yen** (~15 billion Euros / 18 billion USD) in 2020 (9.7% growth from 2019);

Household goods: **1.23 trillion yen** (~10 billion Euros / 12 billion USD) in 2020 (12.5% growth from 2019)

Source: Fuji Keizai 2020 Report

COVID-19 Trends: Long-lasting Emerging Patterns

How did your online purchase behaviour change during the COVID-19 pandemic?



Frequency of online purchases

1 in 3

shop online
several times a
month



44%

of Millennials shop
online at least once
per week

Rakuten Insight

Source: Online survey with 100,000 respondents from Rakuten Insight Proprietary Panels

After the pandemic

85%



think they would continue purchasing these items online even after businesses are open and social distancing measures are lifted

54%

Much more convenient than going to a physical store

45%

Overall positive experience with using the e-commerce sites and online shopping

28%

Still wary of contracting COVID-19/want to limit my time outside the home

15%

will switch back to offline shopping for these items once measures are lifted

3/5

prefer shopping in a physical store and being able to inspect the product before buying it

1/3

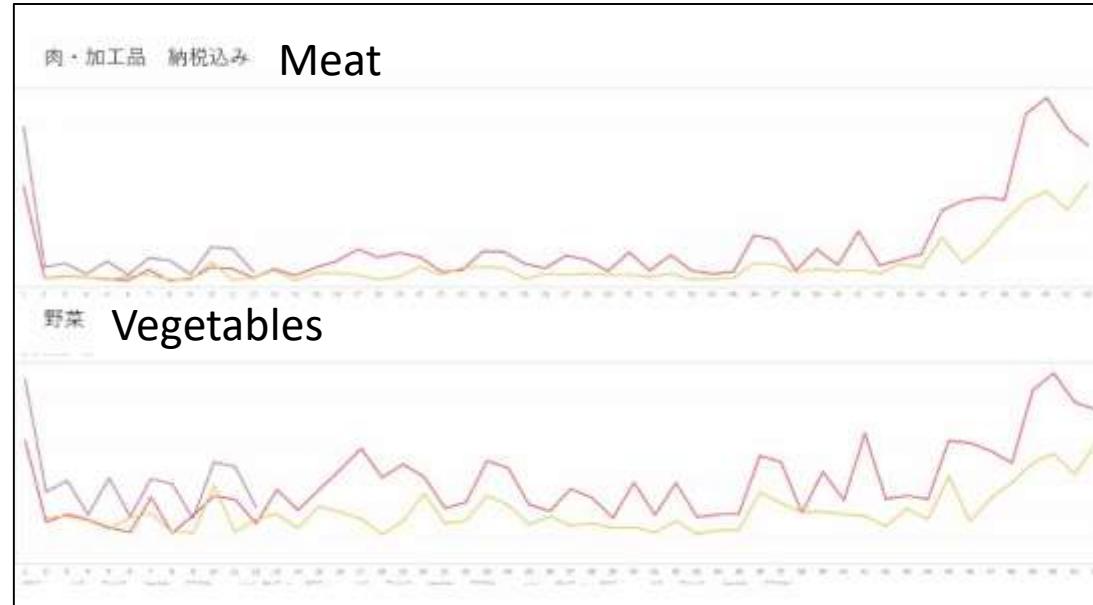
enjoy going shopping and look forward to being able to do it again

Markets: China, France, Hong Kong, India, Indonesia, Japan, South Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand, United Kingdom, United States, Vietnam

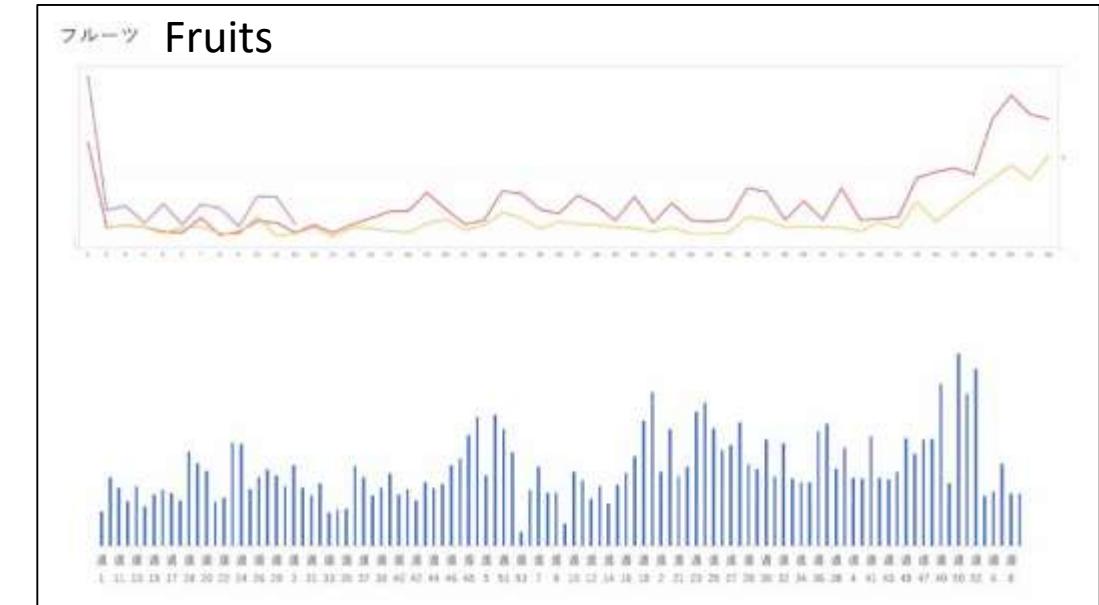
Fieldwork: May 2020

Online Food & Beverage Sales on Rakuten Is Accelerating

Meat and Vegetables
(trend for past year)



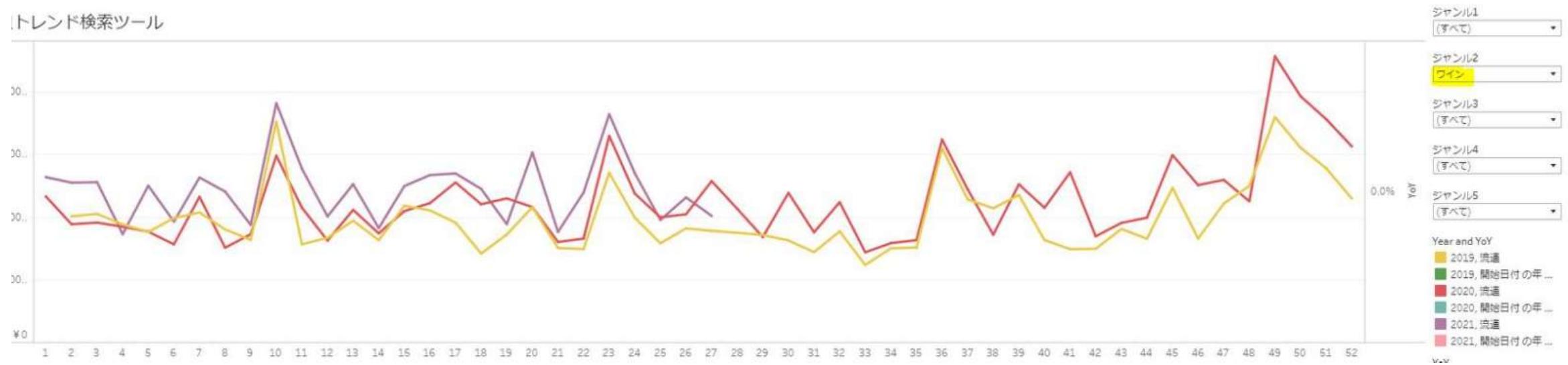
Fruits
(trend for past year)



* Actual GMS figures are confidential, so we can only report the trend for the past year.

Food and beverage is experiencing significant (double digit) growth on Rakuten Ichiba, and the sales trends for items such as meat, fruits, cheese, vegetables, wine etc. are rapidly increasing.

Wine Sales Trend on Rakuten Ichiba 2019 – 2021 YTD



* Actual GMS figures are confidential, so we can only report the trend for the past year.

Sample Merchant Selling International Specialty Products

Produced by Dress Table

送料/支払
企業理念
ランディング

お問い合わせ
会社概要
カギブリーフ

よくある質問
レシピ
楽天TOP

SOY2014
2年連続受賞

検索はコチラから

幸せ「3倍」の革命の一握り
白トリュフと黒トリュフソルト2種セット
一個から選択の幸せを！

1,463円

アルバのチーズ白トリュフと黒(ザワトリュフ)を握った
新商品アリ变得更ります。トリュフは握料所に最も相性が
良いと吉田社長に語り、朝食のスクランブルソーテから、ザ
リーナのステーキ(山内和牛)にのちゅくら相手の良い
ソルトです！
詳細はコチラをクリックしてください。

Foie Gras d'Or

Apricot sauce

1,240円

在庫数 124
過去最大のお買い得コール
1,240円

【個～送料無料】
最大級のお買い得コール！
地球上で最高の卵と称される
本場パキスタン産ピンクソルト！
ピンクソルトを1kgで貰えるバストライスでお買い得
1kg開始！通常1000円でチップリサイズで貰には1個～送料
無料にてご予約させて貰ります！
詳細はコチラをクリックしてください。

種類少アブリコット
現地でも手に入れるのが難しい、
酸味がしっかりと効いたプレンハイム種
林の強烈としわらした朝食1日分・朝食ともにそれは
もううっからとアズキオットでほんとはこんな味なん
だ！と感激してたがるるがんばる。ムニットとしたアラ
カルな肉質と手に適じていただけます！
詳細はコチラをクリックしてください。

チーズパニーニ用オーブン用
250g・重ねリノワード

18,500円

今年もこの季節がやってきた！
国際コンクール優勝のEXNオリーブオイル
秋の穫みたて一握りがご予約開始！
当店でも大人気、パルマのコシラードで握餅を要したた
「ザルバニーニ EXNオリーブオイル」今だけの特選な割引
2割引販売でご予約開始です！
詳細はコチラをクリックしてください。

EXN

ザルバニーニ社製パルミジャーノ24ヶ月熟成
ザルバニーニ社製熟成24ヶ月熟成のパルミジャーノレッジ
チーズとなります。当店が取扱する熟成は20Kgの樽木から
1Kgづつ自然熟成にした物をミックス(サンド)にしてお届けさせ

コレ買えば
¥0

通常1,080円クール便送料無料
Sous2014.DressTable.com

コレ買えば送料0円
新商品も色々なバリエーションでご案内中で御座います！
詳細はコチラをクリックしてください。

無添加
新商品登場

無添加こだわる
大人の配合S-1
CHEESE

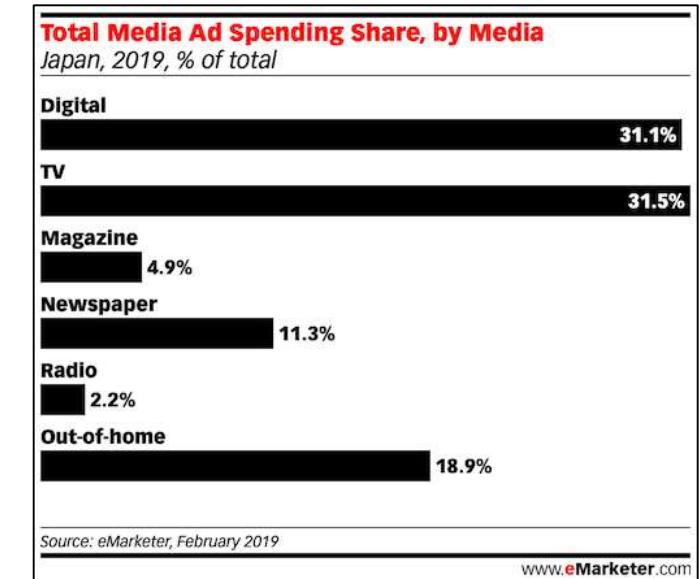
Sous2014.DressTable.com

EXN

 <p>See more</p>	 <p>2kg RM RM <small>Item 337</small></p>	
<p>Australian lamb tenderloin (fillet / lamb / lamb) [approx. 500g]... 3,680 yen + Postage 1,080 jpy 72 points (double) ★★★★★ 4.58 (33) 39ショップ</p>	<p>Australian cream cheese for business use [2 kg] [refrigerated]... 2,484 yen + Postage 1,080 jpy 48 points (double) 39ショップ</p>	<p>Australian lamb boneless leg (peach meat/lamb/lamb)... 6,624 yen + Shipping fee 200 yen 132 points (double) ★★★★★ 4.33 (12) 39ショップ</p>
 <p>[Frozen] Australian French lamb rack 8 ribs (with bone / lamb /... 4,380 yen + Postage 1,080 jpy 86 points (double) ★★★★★ 4.4 (77) 39ショップ</p>	<p>翡翠の瞳  [Free Shipping] South Australia: Live Frozen Abalone (Green Lip)... 8,980 yen free shipping 178 points (double) 39ショップ</p>	

Rakuten's Understanding of Japanese Consumers

- **Where do you reach them?** Digital has surpassed television in 2020.
- **Connected Seniors:** 1/3 are 65yrs+.
- **High smartphone use:** 85.5% (in 40s) and 72% (in 50s)
- **High incomes and food consumption:** Avg. monthly consumption expenditure is \$2,700 USD (consumer in 50s) and \$1,570 (in 20s)
 - #4 for Avg. Monthly Food Expenditure per Capita globally (e.g. HK, Switzerland, Norway)
- **Do research on competition items and pricing.** (e.g. kakaku.com)
- **Expect high standards and transparency:** Japanese likes detailed product information and superior packaging (gifting culture)
- **Have low trust, so search optimization and social** are important
- **Require in-depth translation and localisation** (99% speak only Japanese)
 - see KitKat example



Rakuten Marketing Calendar

Rakuten runs a Shopping Marathon sale event every month, and a Super Sale event once every three months. These events drive sales and engagement through discount promotions and contests, taking advantage of Rakuten's Super Points system and sales seasonality in Japan.

Campaign Distribution Can Be Customized Throughout the Year to Align With High Sales Period

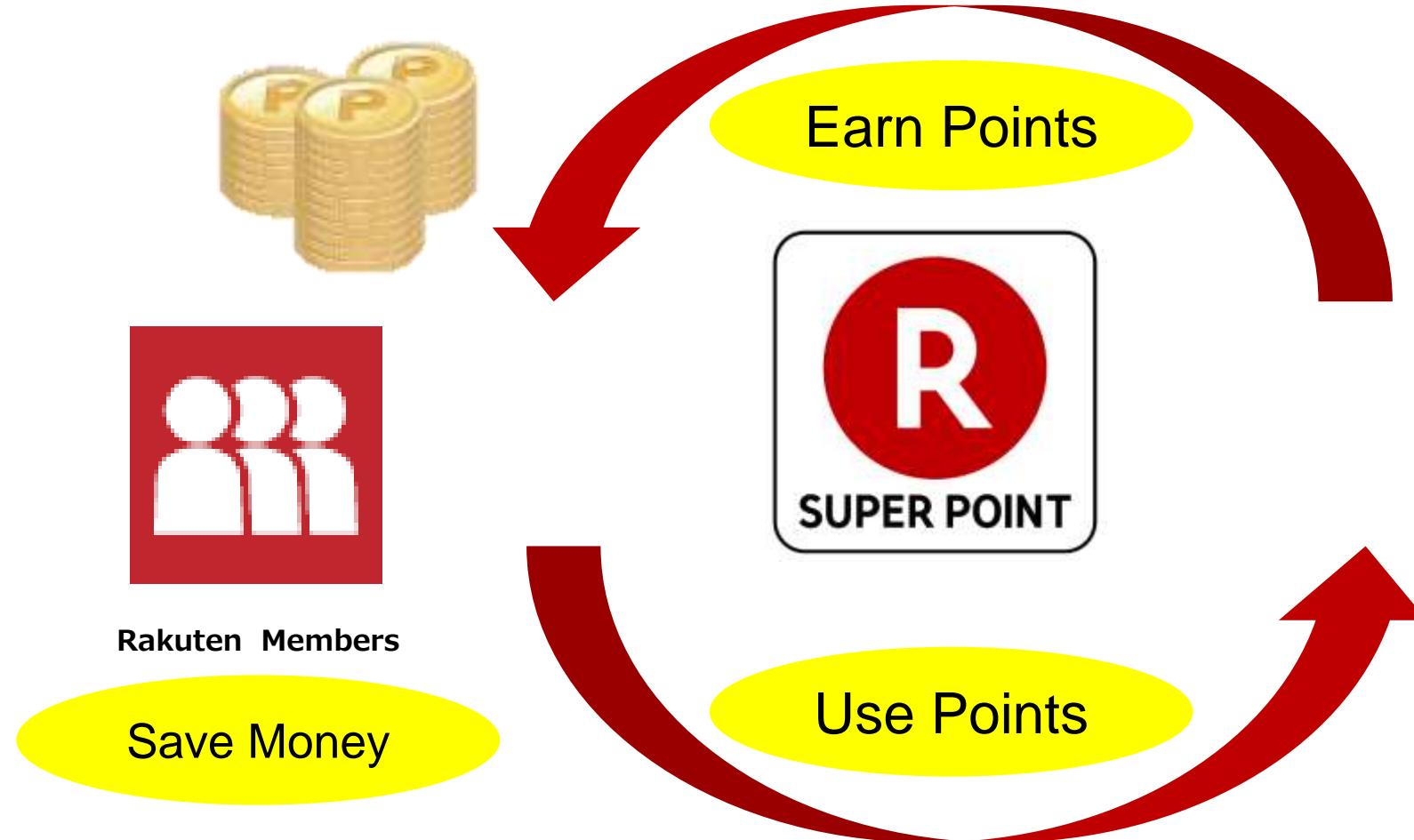


Month		January	February	March	April	May	June	July	August	September	October	November	December
Season		Winter		Spring			Summer			Fall			Winter
Trend	General		Valentine's Day 2.14			Mother's Day		Father's Day			Halloween	Black Friday	Christmas
	Japanese			White Day 3.14	Back-to-School		Summer Bonus			Elder's Day			Winter Bonus
Campaign	Major	New Year Sale	Shopping Marathon	R Super SALE	Shopping Marathon	Shopping Marathon	R Super SALE	Shopping Marathon	Shopping Marathon	R Super SALE	Shopping Marathon	Shopping Marathon	R Super SALE
	Minor		Super Point Back Festival		Mother's Day Campaign		Father's Day & Summer Bonus Campaign	Super Point Back Festival	Elder's Day Campaign			Super Point Back Festival & Eagles Support Sale	Year-End Thanks Giving Festival

Key Insights:

- Mother's Day is top sales day.
- Cherry Blossom boost in consumer spending in the spring
- Summer and winter bonuses → ~\$3,000

Rakuten Points and Coupon Ecosystem → Linked With Credit Card and Online Banking



Ecosystem Rakuten



Get 1% back in points

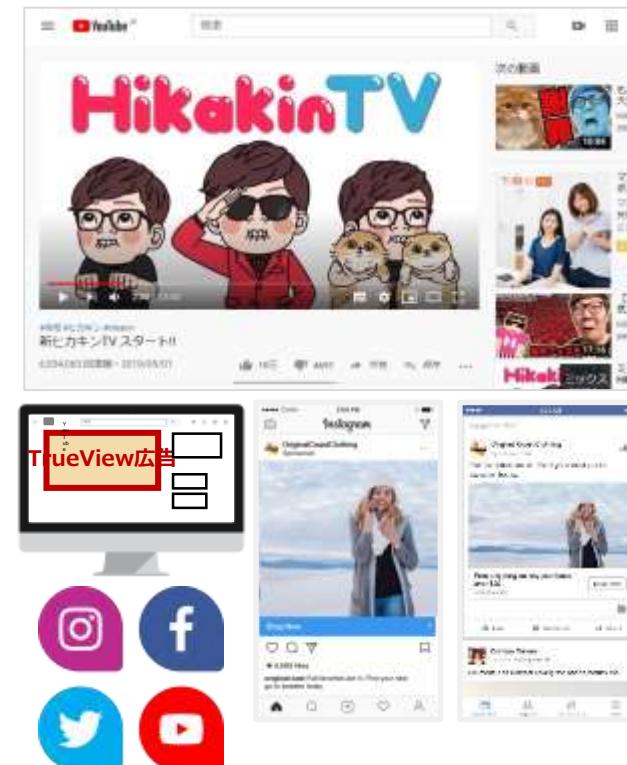
Rakuten members get 1% back on every transaction they make through the Rakuten Ecosystem.

Rakuten's Advertising Solutions – Four Main Product Pillars

Display Ads



SNS: YouTube TrueView Video Ads, FB, Instagram, Twitter, Influencer Marketing, etc.



Direct Email
(text or html)



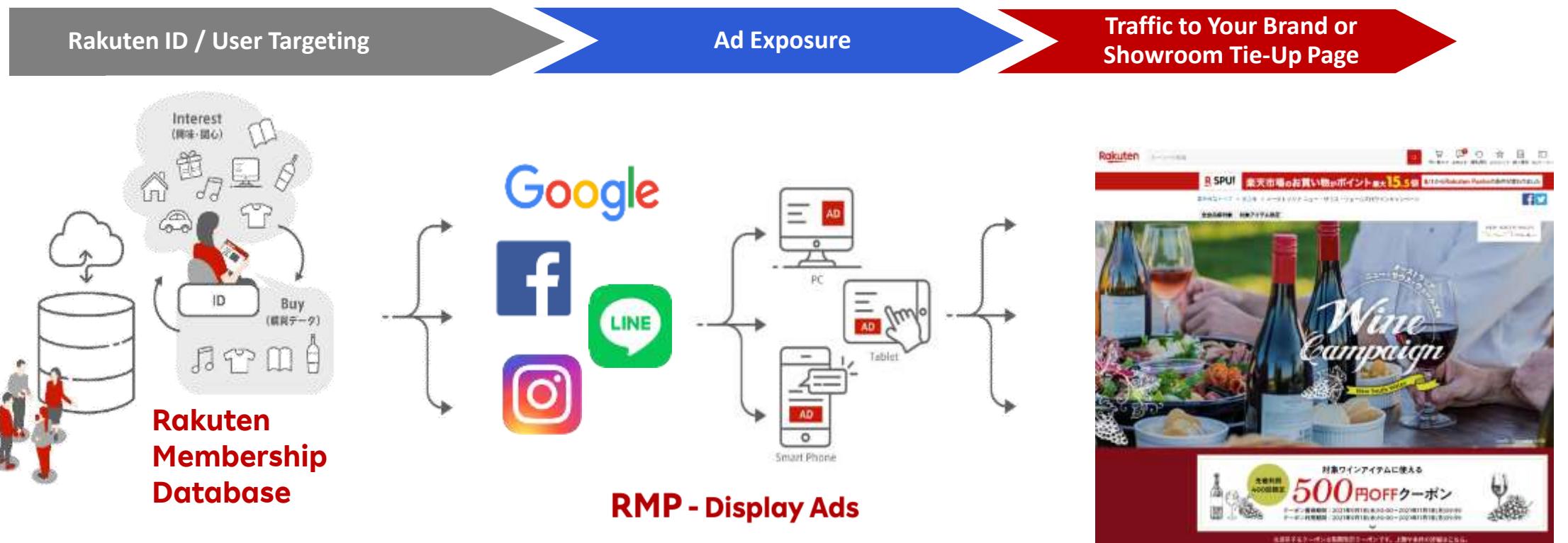
Search



See here for complete details: <https://adsales.rakuten.co.jp/media/guide/>

Leverage Rakuten's rich media assets and membership data to drive traffic, engagement, and sales!

We have a sophisticated database collecting Rakuten users' online/offline data, which can deliver ads to the appropriate target users.



OVER 100M USER DATA

EXPOSURE IN MAJOR MEDIA

Direct Traffic to Your Promotional Page

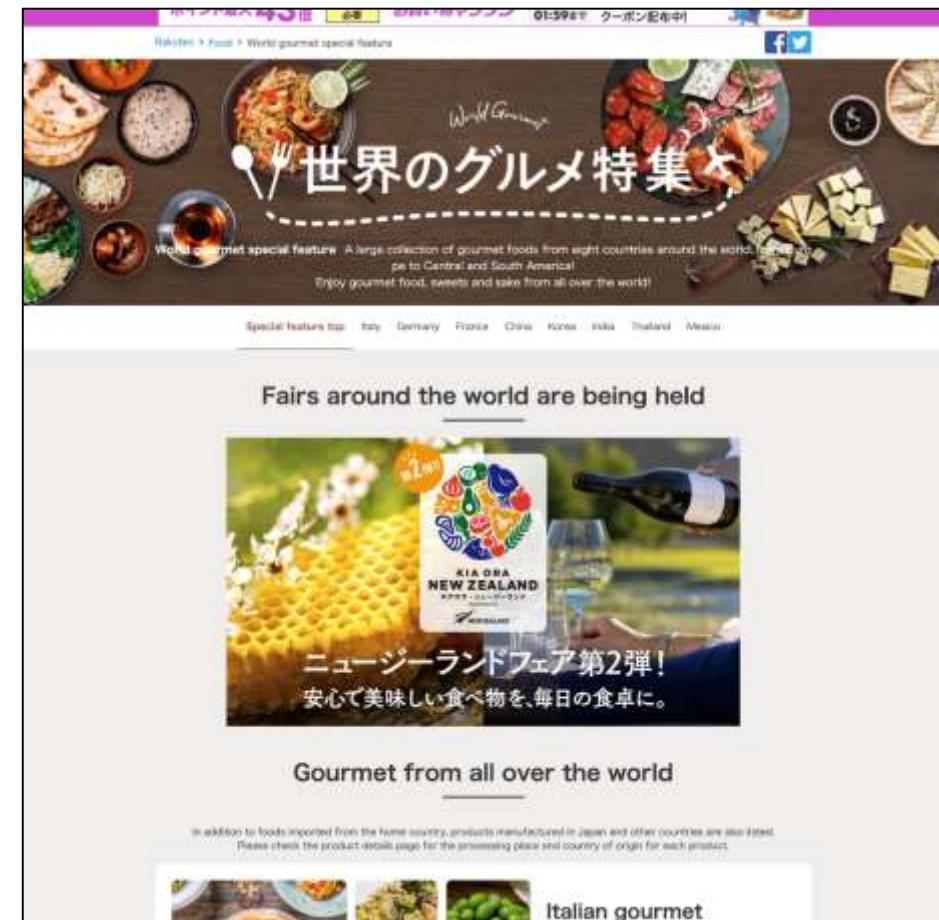
Rakuten Specialized Food Portals – Machiraku and Global Gourmet Pages



Machiraku Japanese Regional Gourmet

<https://event.rakuten.co.jp/area/>

R



Global Gourmet Page

<https://event.rakuten.co.jp/food/world/>

“Machiraku” and Sample Showroom Pages



Machiraku Regional Food Promotion

<https://event.rakuten.co.jp/area/>

R



New Zealand Showroom Sample

https://event.rakuten.co.jp/area/global/newzealand/?l-id=machiraku_pc_recommended

Sample Showroom: Ehime Prefecture Reinvents Virtual Mall

Rakuten スーパーSALE

[予告] 6/4(木) 20:00 スタート

事前エントリー受付中!
今なら抽選でポイント当たる

Rakuten Market Top > Town comfort > The first Ehime department store

For all members Target items only

Maximum number of uses: First 15,000 times

Target purchase price: Minimum purchase amount of 3,000 yen (tax included) or more per order

ピックアップ商品

すごモノ商品

すご株商品

商品検索

キャンペーン

愛媛の“愛”と、出会う場所。

愛媛百貨店

EHIME HYAKKATEN

愛媛の“愛”と、出会う場所。

愛媛の海、山、大地、そして人の手から生まれる百も千もの“愛”。

その味、その技、その想いをとにかく手に取り、触れてみてほしい。

気に入ったら、少しづつ暮らしに取りいれてみてほしい。

「愛媛百貨店」は、愛媛県のあたらしいオンラインショップ。

まるで百貨店のように、さまざまな物語をもつ愛媛の“選りすぐり”が一同にあつまう。



Sample Showroom Page: Korean Food Campaign



Campaign period: June 19, 2020 (Friday) 10:00 to September 10, 2020 (Thursday) 9:59



"#Kimchi", "#Yuzucha", "#Natsume", "#Korean ginseng", "#Kochujang", "#Sanchoyu"

100,000 Rakuten points Twitter Campaign



R

Client: Korea Agricultural and Fisheries Food Distribution Corporation (Trade Promotion Government Agency of South Korea)

Regional Showroom Performance



Government Client	# of Stores Targeted	# of items
A	181	1273
B	168	4938
C	127	6428
D	69	1169
E	108	1181
F	105	2118
Average	126	2851

Average Return on
Advertising Spend (ROAS):

560%

GMS range:

0.3 – 2.5 billion JPY
(avg. of 1.15 billion JPY)

❖ New South Wales Wine Campaign Overview



Who



New South Wales Investment
New South Wales Wine

What

New South Wales (Australia) Wine Fair

Where

<https://event.rakuten.co.jp/food/world/campaign/newsouthwales/>

When

2021-9-1 (Wed.) 10:00 ~ 2021-11-1 (Mon.) 09:59

Why

Promote the Awareness and Purchase of New South Wales Wine in the Japanese EC Market on Rakuten

How

500円OFF for Orders Above 3,000円

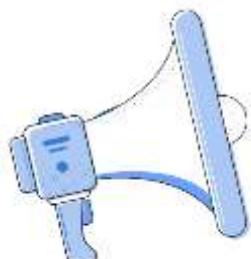
❖ Metrics for the Campaign



Sales
<ul style="list-style-type: none">• Gross Merchandise Sale (GMS) of entire campaign by categories (red, white, sparkling, rose), brand, and price ranges
<ul style="list-style-type: none">• # of orders
<ul style="list-style-type: none">• # of buyers
<ul style="list-style-type: none">• Average Order Value
<ul style="list-style-type: none">• Coupon usage data
<ul style="list-style-type: none">• Top selling wines
<ul style="list-style-type: none">• YOY Sales Data for Items Promoted (2019, 2020)



Landing Page
<ul style="list-style-type: none">• Page Views
<ul style="list-style-type: none">• Visits
<ul style="list-style-type: none">• Unique Visitors
<ul style="list-style-type: none">• # times campaign video was viewed



Marketing and Advertising Metrics
<ul style="list-style-type: none">• Impressions delivered
<ul style="list-style-type: none">• # of email campaign newsletter sent and opened
<ul style="list-style-type: none">• Click Through Rates and Clicks
<ul style="list-style-type: none">• Demographic information of those who clicked on ads (gender, age, and geography)