



A JOURNEY TOWARDS “CATEGORY BUILDING”

FROM OFFLINE TO ONLINE

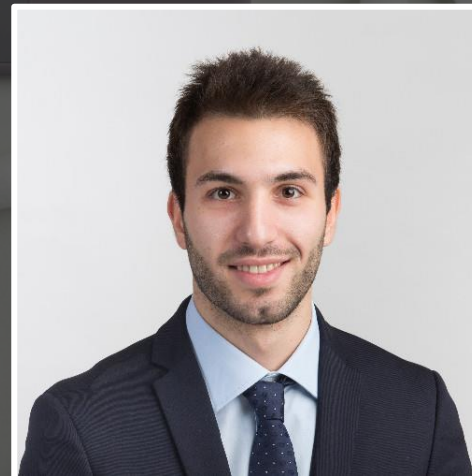
15th June 2022

THE TEAM



ALESSIA VERCESI
HEAD OF TRADE MARKETING
& CATEGORY DEVELOPMENT

FRANCESCO CASTELLANI
CATEGORY DEVELOPMENT MANAGER
RETAIL & E-COMMERCE





WHAT WE WILL SEE TODAY

THE RED BULL CATEGORY JOURNEY SO FAR

Alessia
Vercesi

OUR OMNICHANNEL CATEGORY MISSION: *THINK SHOPPER. ACT CATEGORY.*

Alessia
Vercesi

THE RED BULL ONLINE APPROACH: P.O.S.A.

Francesco
Castellani

A WORKING CASE: GETIR

The Getir logo, which consists of the word "getir" in a lowercase, rounded, orange font, enclosed within a purple circle. The circle is set against a purple rectangular background that has a yellow chevron shape on its right side.

getir

Francesco
Castellani



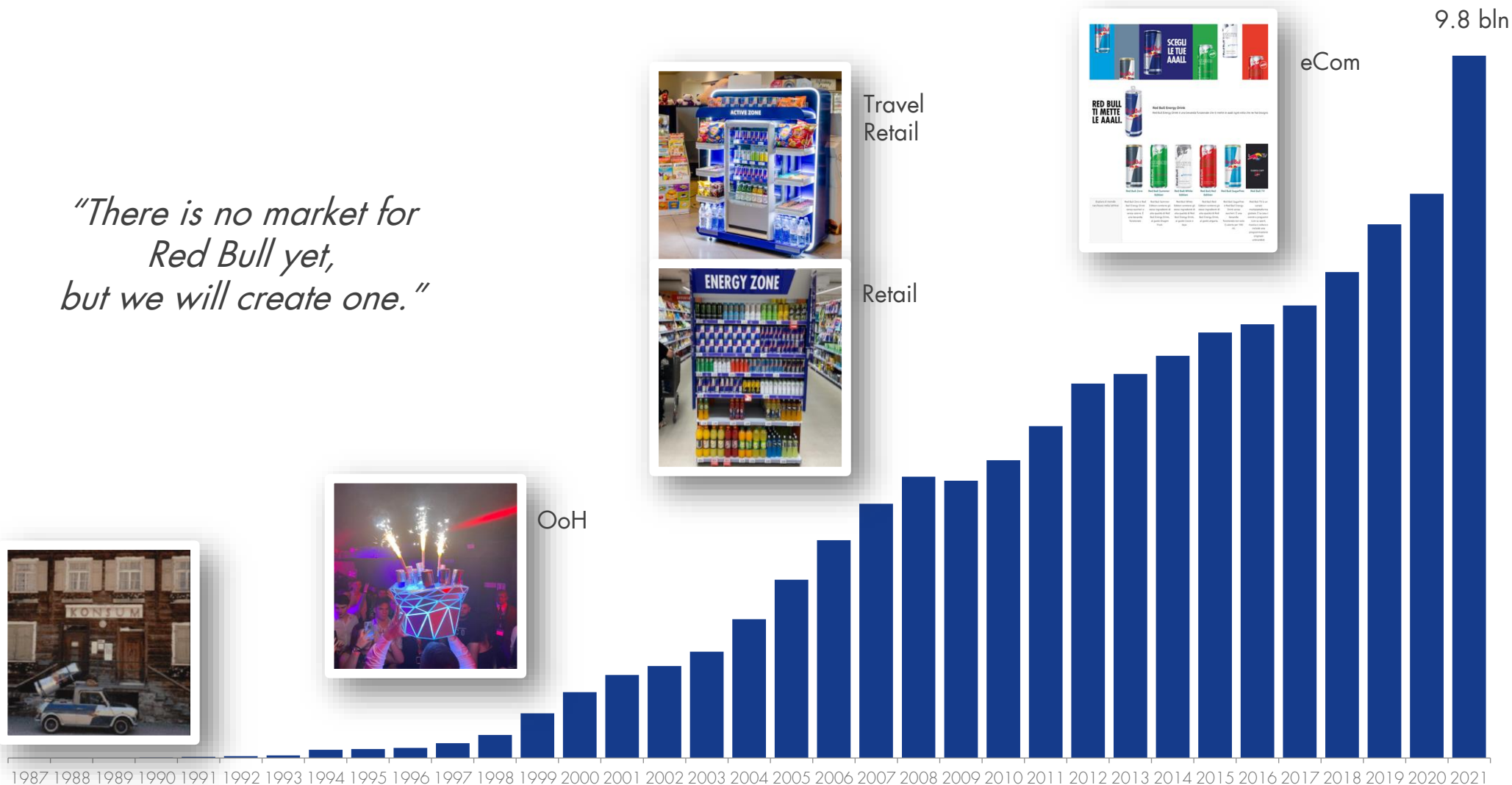
THE BUILD-UP OF A CATEGORY

SINCE THE VERY BEGINNING TO NOWADAYS, ACROSS MULTIPLE CHANNELS



THE **ENERGY DRINK** CATEGORY WAS BORN

"There is no market for Red Bull yet, but we will create one."

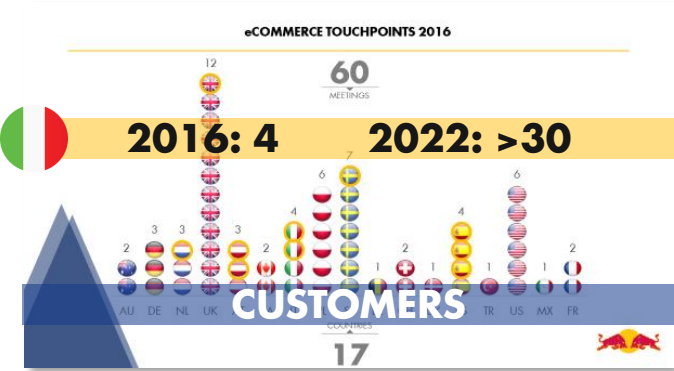




THE RED BULL ECOMMERCE JOURNEY

A GLOBAL COMMITMENT KICKED-OFF IN 2016

2016





DIFFERENT CHANNELS. ONE CATEGORY MISSION.

UNDERSTANDING AND ANTICIPATING SHOPPER NEEDS

GLOBAL SHOPPER INSIGHTS ON ONLINE CHANNEL

WE KNOW A LOT ABOUT THE ENERGY DRINK SHOPPER

9/10 Energy Drink shoppers plan to buy before entering a store

No. 1 Criteria for choosing a store to go shopping is proximity

92% Energy Drink shoppers bought a drink for themselves

2/10 Bought energy drink online on last occasion



Top 3 categories also in the basket

1. Salty Snacks
2. Chocolate (bars)
3. Fruit & vegetables

24% Energy Drink shoppers were on a regular grocery shopping / stocking up trip

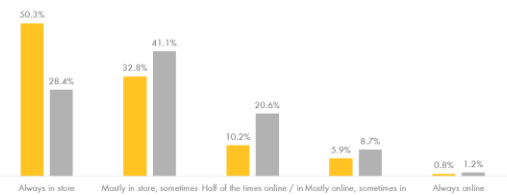
40% Energy Drink shoppers drank the drink within an hour after buying it

SOURCE: Global Retail & In-store Shopper Research 2021, Countries: AU, NZ, SG, FI, BE, ES, TR, PL, JP, CA, FR, DE, IT, 11,922 ED shoppers, 104,301 SD shoppers

WHO ARE THE CUSTOMERS IN THIS CATEGORY? ARE THERE CUSTOMER SEGMENTS IN THIS CATEGORY WE SHOULD PAY SPECIAL ATTENTION TO?

How often do you purchase groceries online compared to in store?

Salty Drinks Energy Drinks



SOURCE: Global Retail & In-store Shopper Research 2021, Countries: AU, NZ, SG, FI, BE, ES, TR, PL, JP, CA, FR, DE, IT, 11,922 SD shoppers, 104,301 ED shoppers

10% OF ENERGY DRINKS SHOPPERS BUY MOSTLY ONLINE.

ENERGY DRINKS ARE FREQUENTLY CROSS PURCHASED WITH SNACKS.

SPECIFIC SHOPPER INSIGHTS BY COUNTRY/SUBCHANNEL



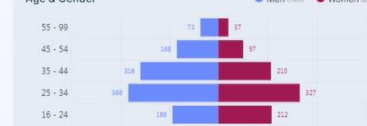
THINK
SHOPPER.
ACT
CATEGORY.

Red Bull - Online Delivery - Q-comm

Participants 1992 / 1992 COMPLETED

Create Date 30.05.22 10:05

Age & Gender



Average Age 34.5 Filtered Participants 1992

Survey countries



1. Question: 1992 Participants (100%)

Sort

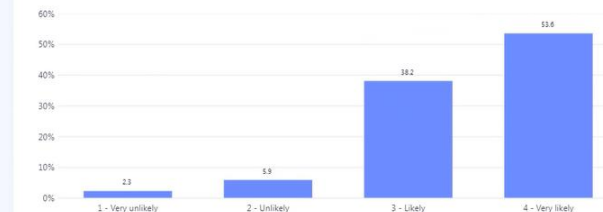
Bar Chart

Table

Significance

Split by: Standard

Imagine you see a new energy drink flavor online. How likely are you to try this new flavor?



Average 3.43
Top 2 91.8%
Bottom 2 8.2%

Q-COMMERCE SHOPPERS ARE YOUNG (25-34), KEEN TO TRY NEW PRODUCTS, DRIVEN BY IMPACTFUL CONTENTS.

12. Question: 1728 Participants (86.7%)

Sort

Bar Chart

Table

Split by: Standard

Think about the last time you were purchasing on a quick grocery delivery app. What influenced you to purchase a product that you were not originally planning to put in the basket?

Instruction for participants: Think of delivery services for groceries, not for cooked meals!
(Multiple answers possible)



Others:
Mijn vrienden raden mij het aan
om service en/of bezorgkosten te drukken
kortingscode
Danks bereik (van product en dat
controleert een promotie die vaak bij
abonnementen profiteert
product was on sale
une réduction
製品はセールで提供されている
ように思いました

Appinio | 13.06.08:08

45-54 years old: 78 percent more likely to answer "I was scrolling through the products on offer and the product caught my eye"

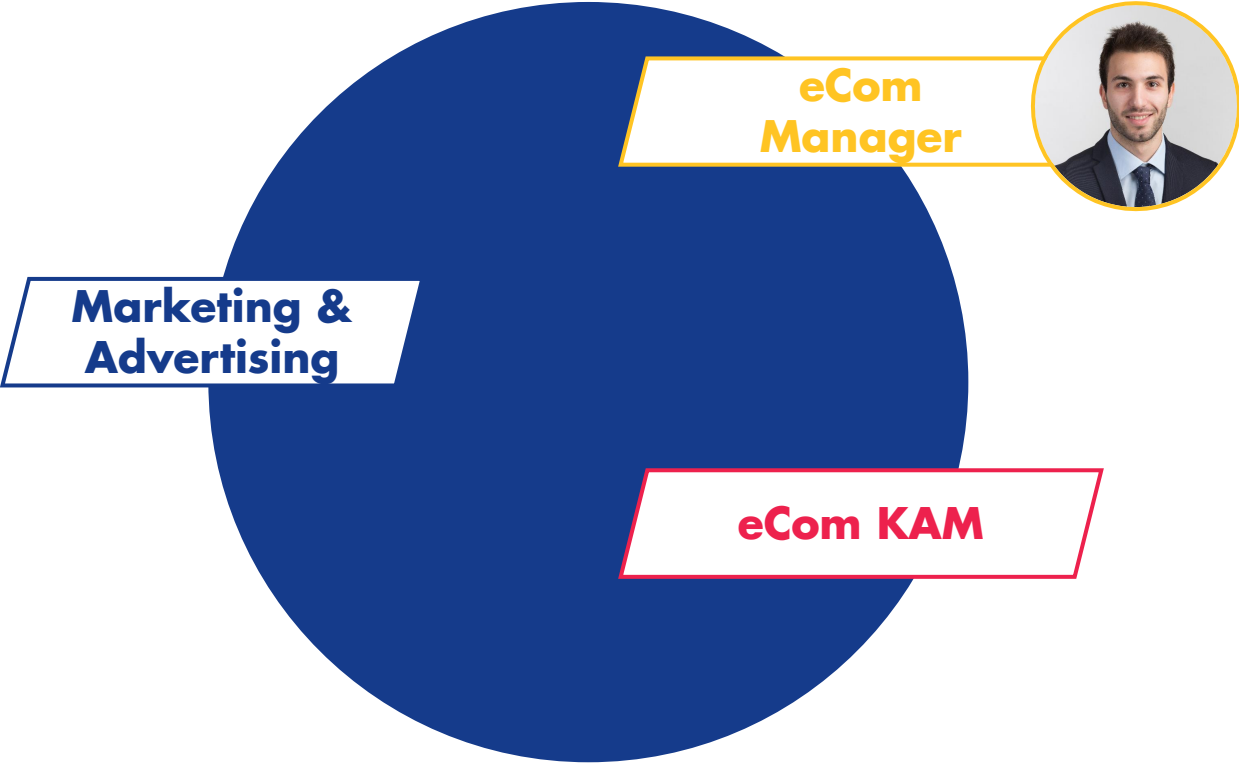


THE HERO OF OUR JOURNEY: E-COM X-FUNCTIONAL TEAM

CENTER OF EXCELLENCE FOR E-COM IN THE MARKET

- CATEGORY MANAGEMENT
- KEY ACCOUNT MANAGEMENT
- OTHER FUNCTIONS

- Insights
- Operations
- Finance





TWO MILESTONES OF THE ONLINE BUSINESS DEVELOPMENT

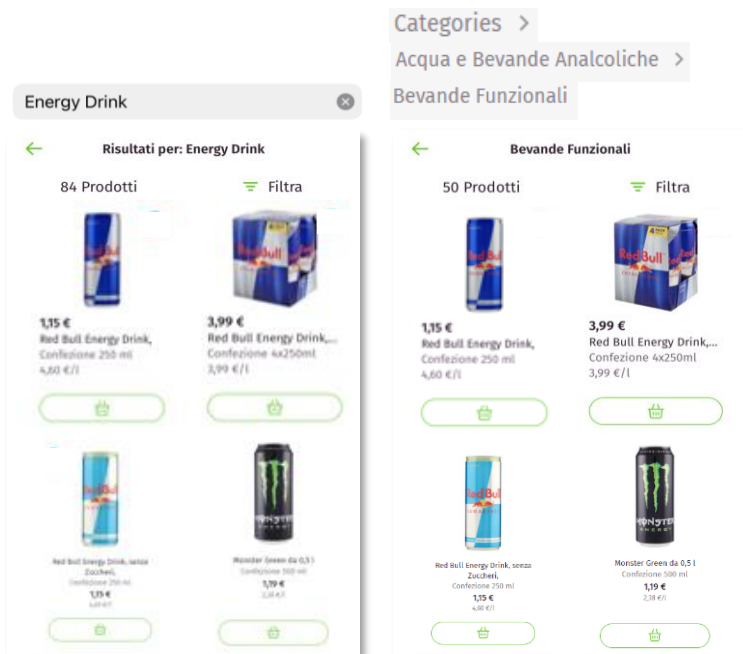
SHOPPER JOURNEY FUNNEL





THE PERFECT ONLINE STORE ANALYSIS

A FULL APPROACH TO OPTIMIZE THE ONLINE OFFER



Red Bull Energy Drink,
Zero Calorie, 250 ml

Euro 5,56 / l



€ 1,39

1



Marketing brand

- Red Bull Zero 250ml contiene ingredienti di altissima qualità: Caffeina, Taurina, Vitamine del gruppo B, Aspartame, Acesulfame K, Sucralosio, Glicosidi Steviolici e Acqua Alpina.
- Una lattina da 250 ml di Red Bull Zero contiene 80 mg di caffeina, circa la stessa quantità contenuta in una tazzina di caffè.
- Le lattine di Red Bull sono fatte di alluminio riciclabile al 100%
- Lattina singola da 250 ml di Red Bull Zero
- Stimola corpo e mente.®

ZOOM-IN: ITALY





RED BULL IS THE 2° CSD COMPANY FOR ONLINE REVENUES





ITALIAN E-COM ECOSYSTEM

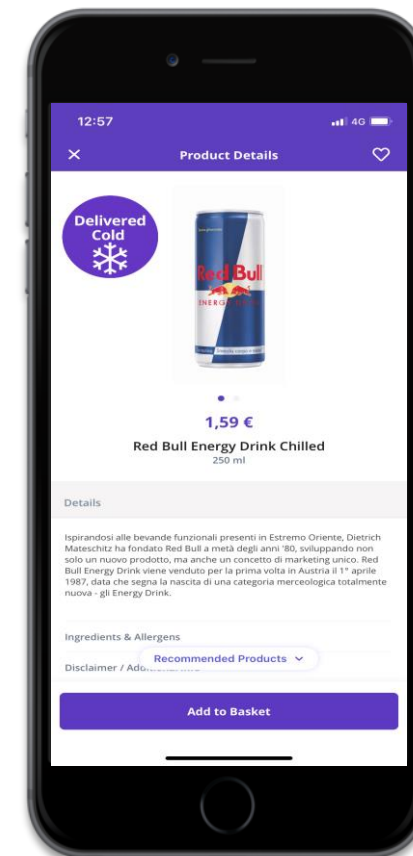
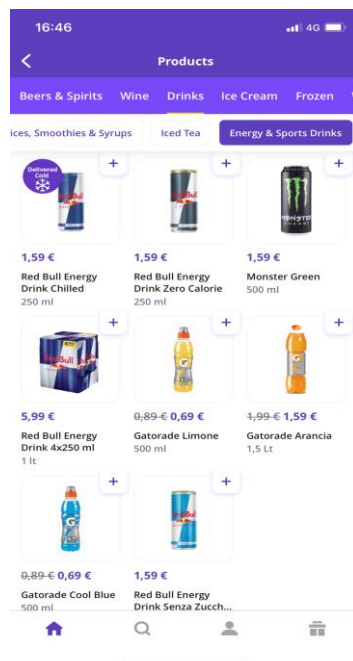
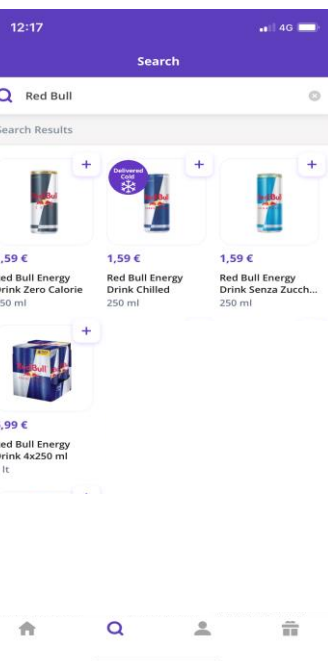
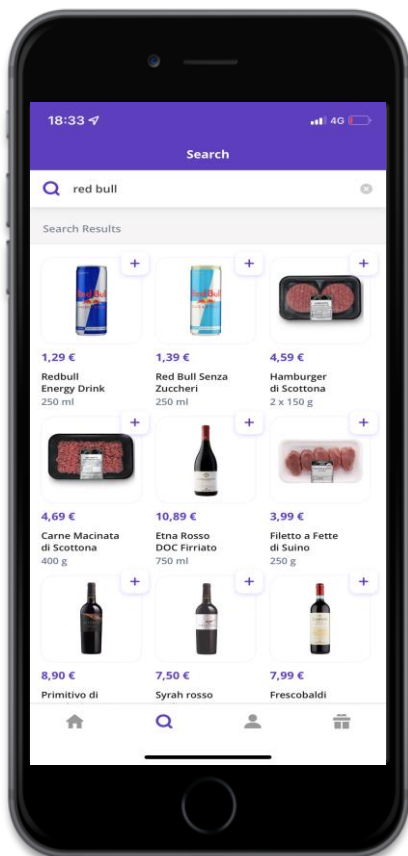
OPPORTUNITIES THROUGH DIFFERENT SHOPPING MISSIONS & BUSINESS MODELS





GETIR & RED BULL

OUR JOURNEY SO FAR



ASSORTMENT

**CATEGORY
BROWSING**

**PRODUCT
CONTENT**

SAMPLING

**COLD
AVAILABILITY**

1. THE START

2. FIX THE BASICS

3. ACTIVATE & EXCEL



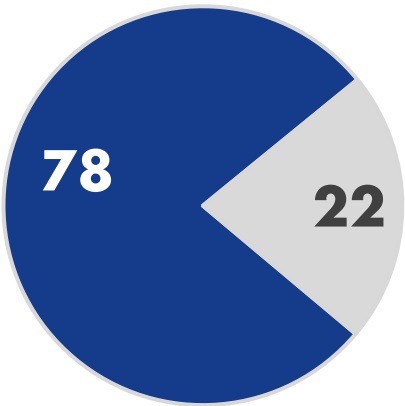
GETIR & RED BULL

RESULTS & NEXT STEPS

RESULTS

City Coverage: **Milan, Rome, Turin, Bergamo, Florence**

RB MARKET SHARE ON ED



Source: Internal Customer Data YTD Jan- May 22

NEXT STEPS

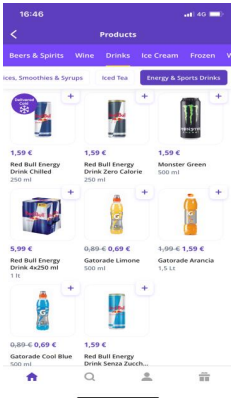
1. LIST FULL ASSORTMENT



2. MAXIMIZE MULTIPACK POTENTIAL



3. MAINTAIN CATEGORY LEADERSHIP





KEY TAKEOUTS

WHAT WE'VE LEARNED SO FAR

1

«THINK OMNICHANNEL»:

E-COMMERCE IS A KEY SOURCE OF GROWTH FOR THE TOTAL COMPANY BUSINESS

2

«THINK SHOPPER»:

DISCOVER E-SHOPPER MISSIONS, BEHAVIOUR AND NEEDS TO DRIVE AWARENESS & PURCHASE

3

«ACT CATEGORY»:

LEVERAGE OFFLINE CATEGORY PRINCIPLES AND RETAILERS' COLLABORATIONS TO DRIVE E-GROWTH



THANKS.