



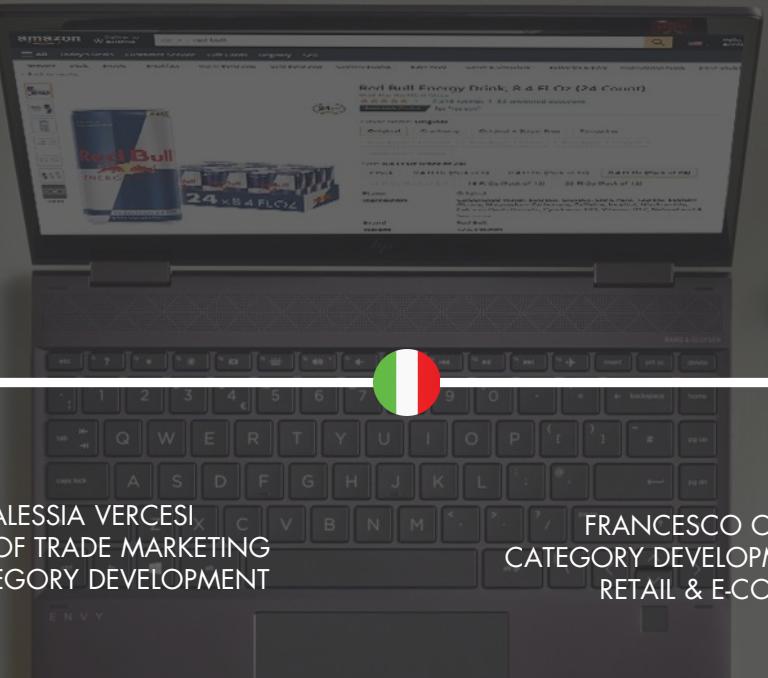
# A JOURNEY TOWARDS “CATEGORY BUILDING”

FROM OFFLINE TO ONLINE  
15<sup>th</sup> 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**



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."*



OoH

1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021

Travel  
Retail

Retail



eCom

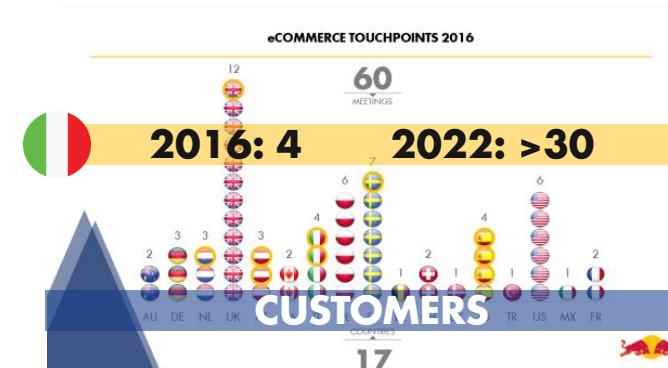
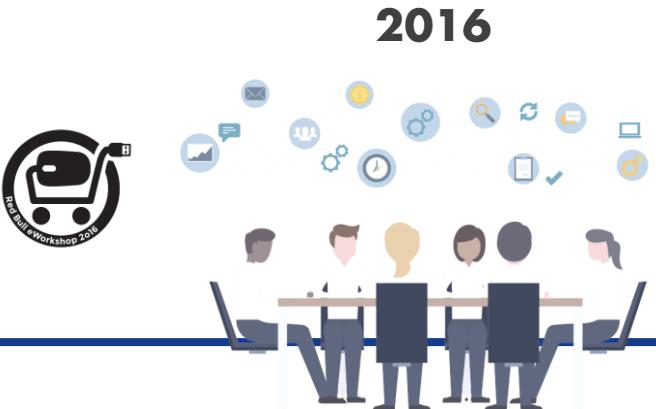
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# THE RED BULL ECOMMERCE JOURNEY

## A GLOBAL COMMITMENT KICKED-OFF IN 2016



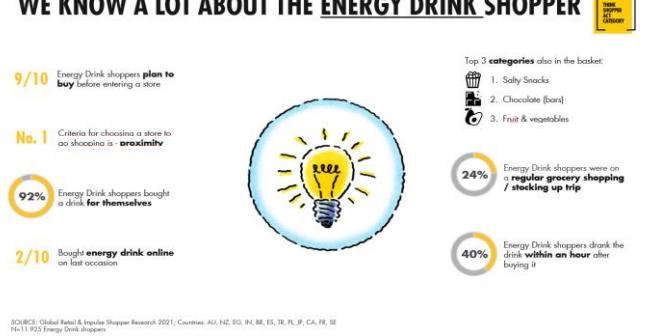


# DIFFERENT CHANNELS. ONE CATEGORY MISSION.

## UNDERSTANDING AND ANTICIPATING SHOPPER NEEDS

### GLOBAL SHOPPER INSIGHTS ON ONLINE CHANNEL

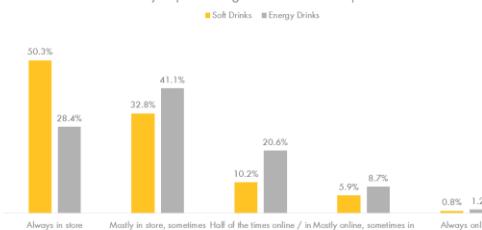
#### WE KNOW A LOT ABOUT THE ENERGY DRINK SHOPPER



SOURCE: Global Retail &amp; Impulse Shopper Research 2021; Countries: AU, NZ, EG, IN, IR, ES, TR, PL, JP, CA, FR, SE

#### 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?



SOURCE: Global Retail &amp; Impulse Shopper Research 2021; Countries: AU, NZ, EG, IN, IR, ES, TR, PL, JP, CA, FR, SE

**10% OF ENERGY DRINKS SHOPPERS BUY MOSTLY ONLINE.**

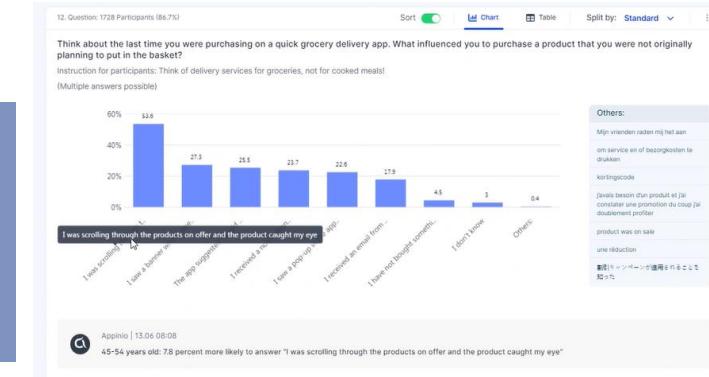
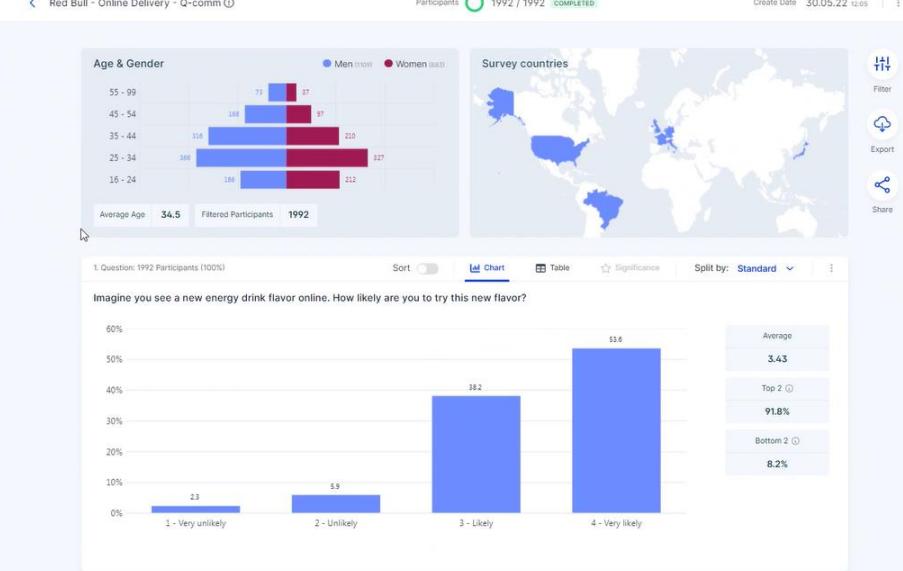
**ENERGY DRINKS ARE FREQUENTLY CROSS PURCHASED WITH SNACKS.**



**THINK  
SHOPPER.  
ACT  
CATEGORY.**

### SPECIFIC SHOPPER INSIGHTS BY COUNTRY/SUBCHANNEL

Red Bull - Online Delivery - Q-comm





# 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

Marketing &  
Advertising

eCom  
Manager



eCom KAM

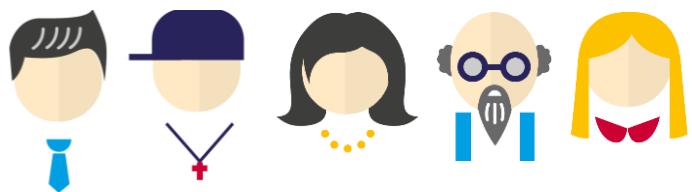
Insights

Operations

Finance



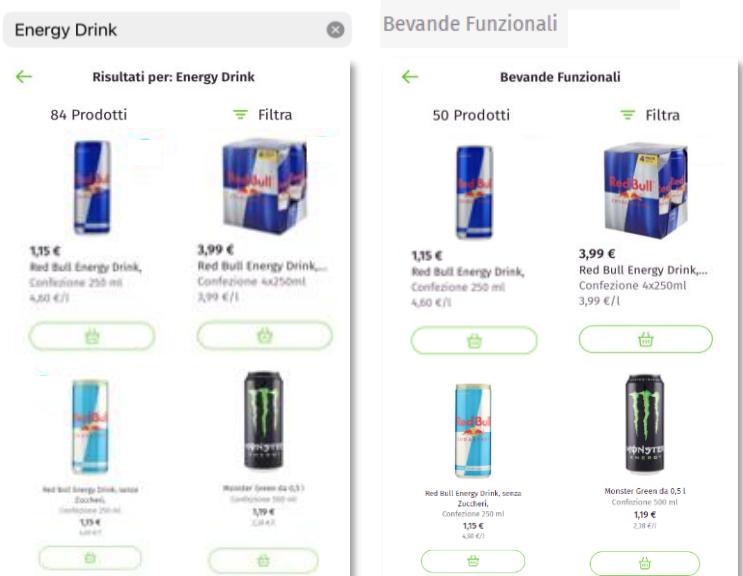
# TWO MILESTONES OF THE ONLINE BUSINESS DEVELOPMENT





# THE PERFECT ONLINE STORE ANALYSIS

## A FULL APPROACH TO OPTIMIZE THE ONLINE OFFER



Red Bull Energy Drink,  
Zero Calorie, 250 ml

Euro 5 56 / 1



## Marketing brand

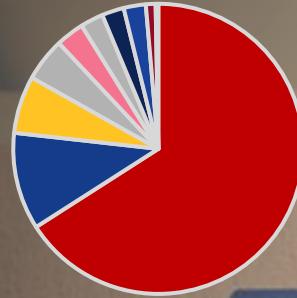
- Marketing Brand
- Red Bull Zero 250ml contiene ingredienti di altissima qualità: Caffeina, Taurina, Vitamine del gruppo B, Aspartame, Acesulfame K, Sucralosio, Glicosidi Steviolici e Acqua Alpina.
- Una lattina da 250 ml di Red Bull Zero contiene 80 mg di caffeina, circa la stessa quantità contenuta 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



**ENERGY DRINKS MAKE UP  
9% OF ONLINE CSD REVENUES**





# ITALIAN E-COM ECOSYSTEM

## OPPORTUNITIES THROUGH DIFFERENT SHOPPING MISSIONS & BUSINESS MODELS



Home stocking

WEEKLY/MONTHLY STOCK-UP



Higher total basket value

↑  
B U S I N E S S  
M O D E L  
↓

SPECIAL OCCASION



Lower total basket value

REGULAR REPLENISHMENT



SHOPPING

MISSION

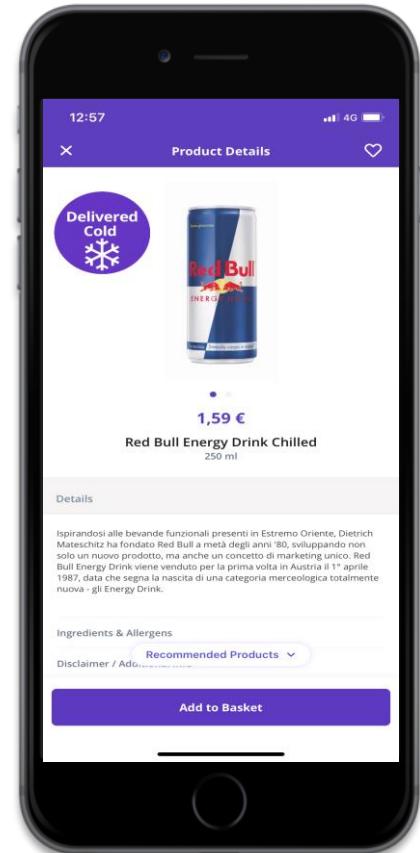
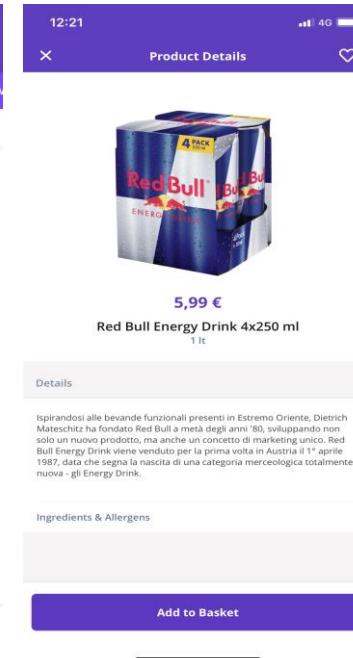
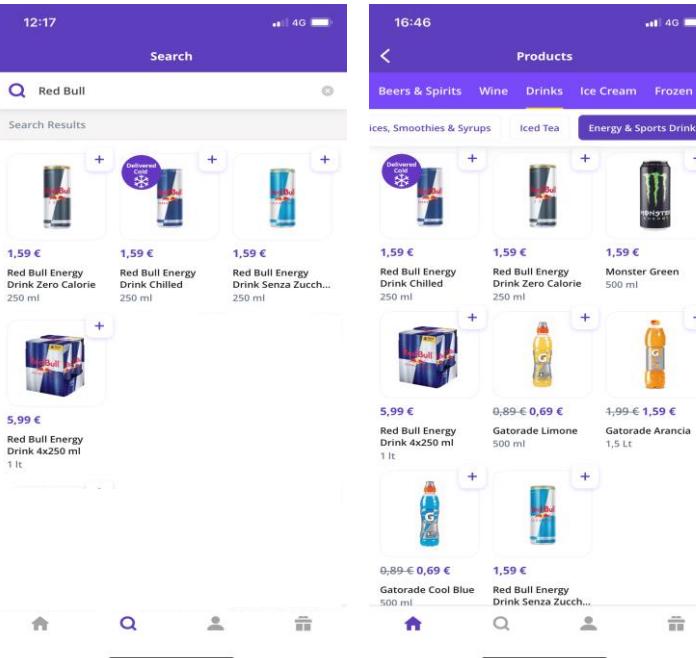
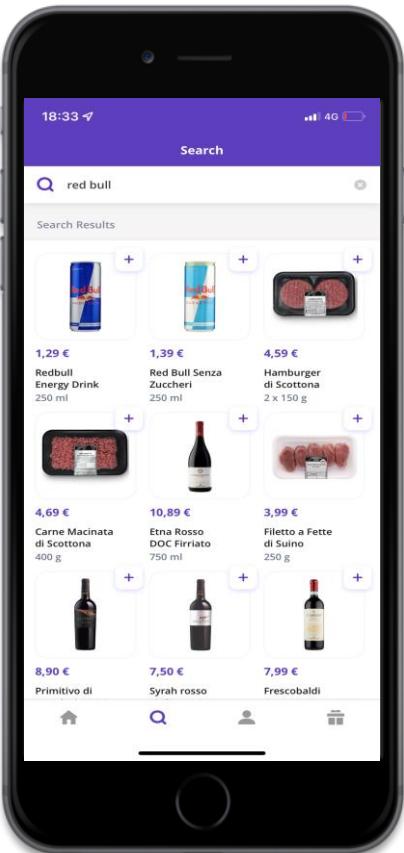
ON DEMAND/  
QUICK REPLENISHMENT

Source: Internal assessment



# GETIR & RED BULL

## OUR JOURNEY SO FAR



### ASSORTMENT

**1. THE START**

### CATEGORY BROWSING

**2. FIX THE BASICS**

### PRODUCT CONTENT

### SAMPLING

### COLD AVAILABILITY

**3. ACTIVATE & EXCEL**



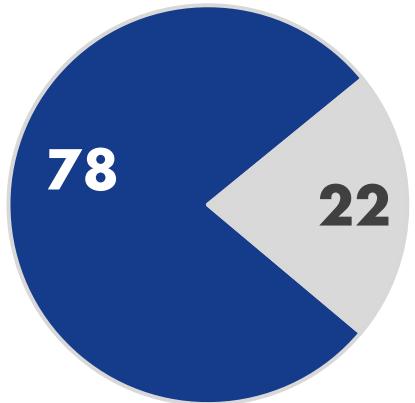
# GETIR & RED BULL RESULTS & NEXT STEPS



## RESULTS

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

RB MARKET SHARE ON ED



## NEXT STEPS

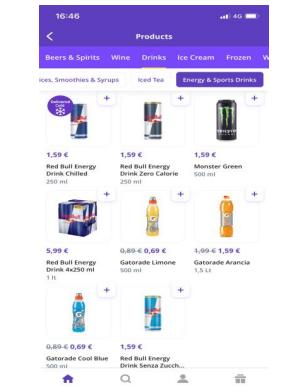
### 1. LIST FULL ASSORTMENT



### 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

