



4 ESSENTIALS



OPERATIONAL EXCELLENCE



TALENT DEVELOPMENT



SUSTAINABILITY & RESPONSIBILITY



ROUTE TO MARKET / CONSUMER

4 ACCELERATORS

PORTFOLIO MANAGEMENT



DIGITAL ACCELERATION



INNOVATION



PREMIUMISATION AND LUXURY



CONSUMER CENTRIC

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CONOR MCQUAID

*Global Business
Development Director*

CONSUMER CENTRIC APPROACH



BASED ON MOMENTS OF CONVIVIALITÉ

◆ MOMENTS OF CONVIVIALITÉ ◆



◆ PORTFOLIO MANAGEMENT ◆

NIGHT OUT



PREMIUM SOCIALISING & LUXURY



GET TOGETHER



APERITIF & MEAL OCCASION



PORTFOLIO MANAGEMENT

BOND & CONNECT

IMPRESS

HIGH ENERGY

ASPIRING
SOCIALS



AMBITIOUS
SOCIALS



PORTFOLIO MANAGEMENT

4 BENEFITS

- 1 GREATER CONSUMER FOCUS
- 2 RESOURCE ALLOCATION
- 3 BRAND ACTIVATION
- 4 'WHITE SPACES'

FROM



TO



CATEGORIES

OCCASIONS

CONSUMER TARGETS

CONSUMPTION MOMENTS

BRAND-CENTRIC

CONSUMER-CENTRIC

PORTFOLIO
MANAGEMENT

+

RTM

=

COMPETITIVE ADVANTAGE