



Own 'Weekend Evenings' with Schweppes to drive 3X transaction growth and 1.5X Household Penetration

# INTRO: Own 'Weekend Evenings' with Schweppes on e-commerce to drive 3X transaction growth and 1.5X Household Penetration

## Short Background

- Mixers market growth- 40%+ | Schweppes growth at CAGR of 12% till Jan'22 | Market-share on e-com was under-leveraged at 35% till 2021
- Digital first brands like Jimmy's Cocktails, and Sepoy were deploying huge marketing spends
- Insight: Linking at-home consumption to create a sustainable "Weekend Ritual" and no brand owning this occasion
- Global toolkit-led creatives were giving under-indexed CTRs in the local market.
- Opportunity identification: To drive category growth and gain market share while recruiting new to-category users via 360° flywheel strategy.

## Quick Commerce

Capability to build Targeted Occasions



**30M** Monthly Active Shoppers,  
 >65% Young Adults  
 Average Delivery Time **14 min** –  
 serving **Top-up Mission**



**<1%** Household Penetration for Schweppes on E-commerce



**35%** TCCS Share in Mixers Vs 45% average in Sparkling e-Com Channel

How Do We leverage Platform's capability to Own 'Weekend Evenings' Occasion to drive Household Penetration for Schweppes

## Situation Overview: Owning a Shopper Occasion Based on Insights



# Opportunity: Own Weekend Evenings Occasion with Schweppes

## Occasion Building

How will we build brand Schweppes in India?

### Socializing

AH | AFH - Fun with Friends



### Digital First Approach

Commerce | Community | Content



### Experience First

Nightlife | Festivals | Sports



#### Occasion Building

Focus Channel Programs to engage with the consumers

Nightlife | Premium Groc | Cohort

- **Building our Community**
  - Bartenders, Product Advocates, Lifestyle Advocates
- **Building Via Ecommerce**
  - Properties, Promos and Exclusive Launches
- **Exclusive Offline to Online for Partners**
- **Experience Amplification**

- **Building Own Assets**
  - Mixology Workshops
  - Music Soiree
  - Cocktail Festivals
- **Leveraging Other Existing Assets**
  - IPL After-party
  - Festivals - Xmas, New Years, Diwali, Holi

## Creating weekend ritual

► **Why Weekend?:** As these 12 days contribute 65%+ of monthly sales versus 51% for CPG



► **Defining Touchpoints?**

- **When:** 6pm-1am
- **Out-Of-Box:** Brand-store ritual for weekends

## To drive KPIs of Market Share

(35% -> 45% in mixers)

► **Market Share & New to Brand Users:**

- To grow market share by **+1000bps**
- To grow **N2B** users from **15% to 30%**

► **Avg Order Value:**

- **Surpasses competition** with **50% increase** in **AOV** from H1

# ACTION: 360° ACTIVATION | GTM Flywheel: Content to Commerce

$$\begin{array}{c} \text{LTV} \\ \text{Lifetime Value} \end{array} = \begin{array}{c} \text{UV} \\ \text{Unique Visitors} \end{array} \times \begin{array}{c} \text{CVR} \\ \text{Conversion Rate} \end{array} \times \begin{array}{c} \text{PCT} \\ \text{Per Consumer Trxn.} \end{array} \times \begin{array}{c} \text{RR} \\ \text{Repeat Rate} \end{array}$$

## Business KPIs

- To increase household penetration to 2x
- Acquire new customers: N2B at 30%+
- To gain Market Share by +10% points

## Approach

- Weekend Ritual to drive consumption
- Test and Scale (AB testing)
- Leveraging Partnerships

## Weekend Ritual Creation: Brand-store



- To recruit new users
- Through short videos for story-telling

## 1st Live Commerce



Walmart Flipkart: Passion Point Approach

## Scale AB Testing



- Currently, @1.3% CTR
- Plan- 2X CTRs v/s RR

## Weekend Ritual



- Owning Fri-Sat-Sun ACROSS
- Dedicated Brand-store
- Videos 1st: Unbox

## Driving Bundles



- 3X increase in PCT
- Target 10x: virtual combos (cross-categ) & multi-packs

## Owning Coupons

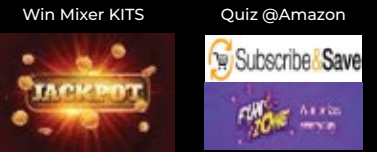
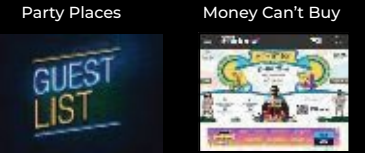


- Generating Trials: Upsell

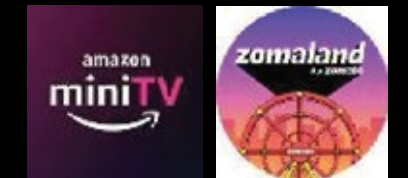


- Leveraging Events

## Gamification

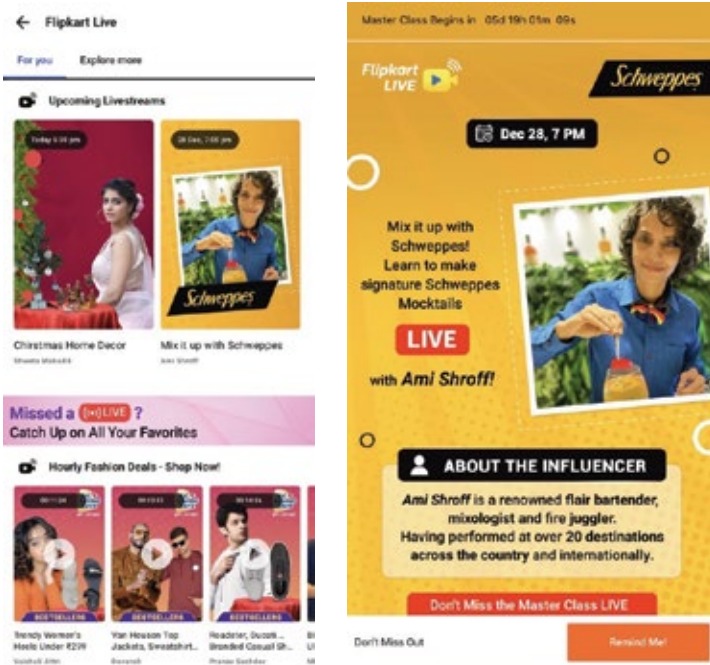


## Partnerships (Launches)

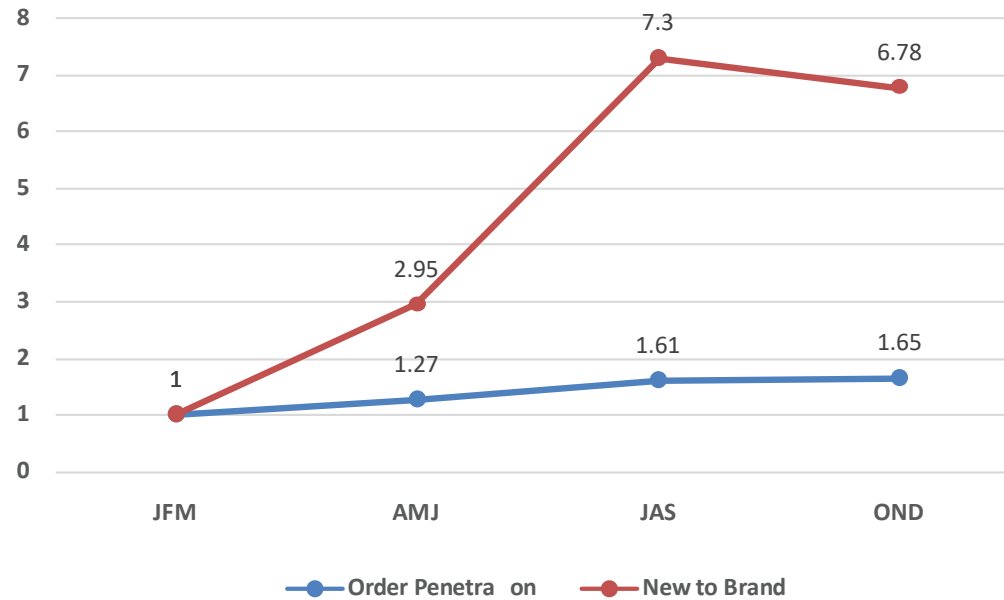


# Test & Scale: Leveraging 1st Live Commerce Activation with Flipkart

## Pool of Micro-influencers



## Order Penetration & New to Brand Users



- Consistent increase in Schweppes order penetration via brand campaigns
- Social commerce helped drive brand salience in T2 and T3 markets
- 6X NTB users vs. Jan'22

## Social Redirection to boost Traffic and Shopper Conversions

The Squad to drive reach, advocacy and engagement for 6 Months

### National



### Regional



1 Minute Recipes with India's Leading Bartender Ami Shroff



# Optimizing content to drive higher conversions to transactions with 2x jump in CTR

Variables

PRE Q4 {CTR = 1.3%}  
0.7x CPG benchmarks

POST Q4 → Relentless A/B testing to achieve 2X CTR (2.6%) ↑

Concept / Copy



Relatable Insights for GenZ (Quirker and topical) work better



Background



Socializing Creative Route works significantly better than Mixology



Range/Product



Range Creatives tend to perform better than Singles



# How PCT was driven across platforms?

## PCT Per Consumer Trxn.

**▶ Driving Bundles**



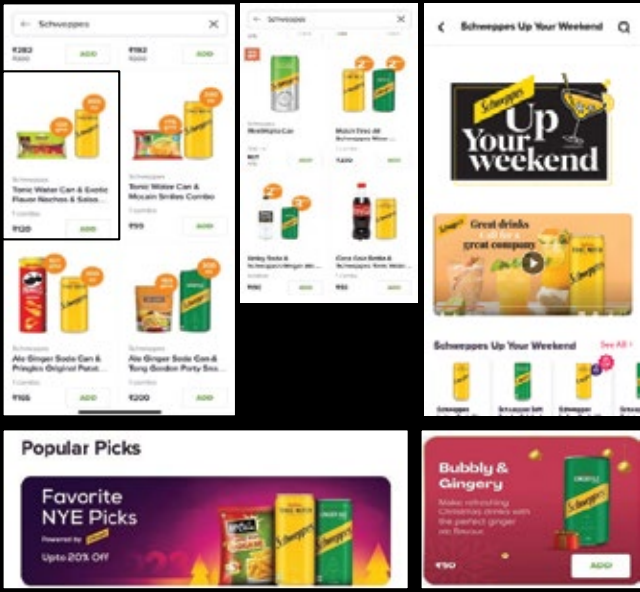
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**▶ Owning Coupons**

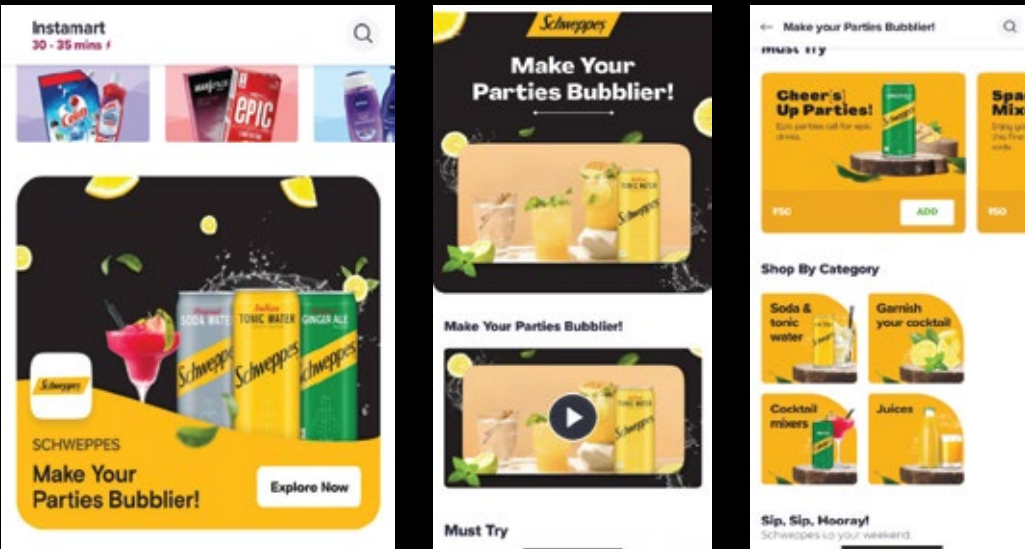


- Generating Trials: Upsell
- Leveraging Events

## AOV: \$1.5 → \$ 2.1 (Highest within KO)



## Leveraging High Traffic Days Highest New to Brand Users @29%!!

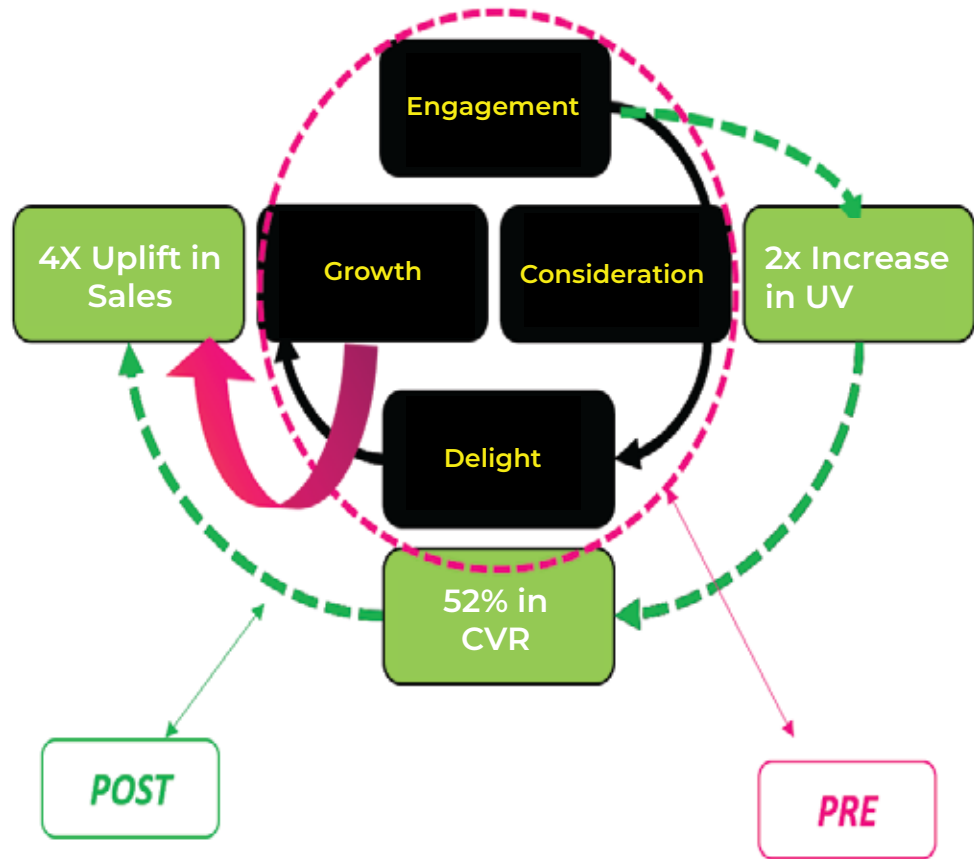


# Biggest Digital Campaign in Quick Commerce

- 40M impressions across Weekends
- Best-In-Class CTRs (1.5x of CPG benchmarks)
- 1st ever Influencer live-commerce on Walmart-Flipkart

Avg. Daily Off-Takes	H1'21	H2'21	H1'22	H2'22
Weekdays	0.7X	0.8X	1.4X	1.5X
Weekends	X	1.1X	3X	5X

# Content to Commerce Flywheel



Q4 >> 1.4x Q2



**Contribution to Schweppes**  
6% → 12% (22)

**Virtual Bundles**  
Cross-category & Multi-Packs  
10% → 45%

# Social Integration for New Range Launches

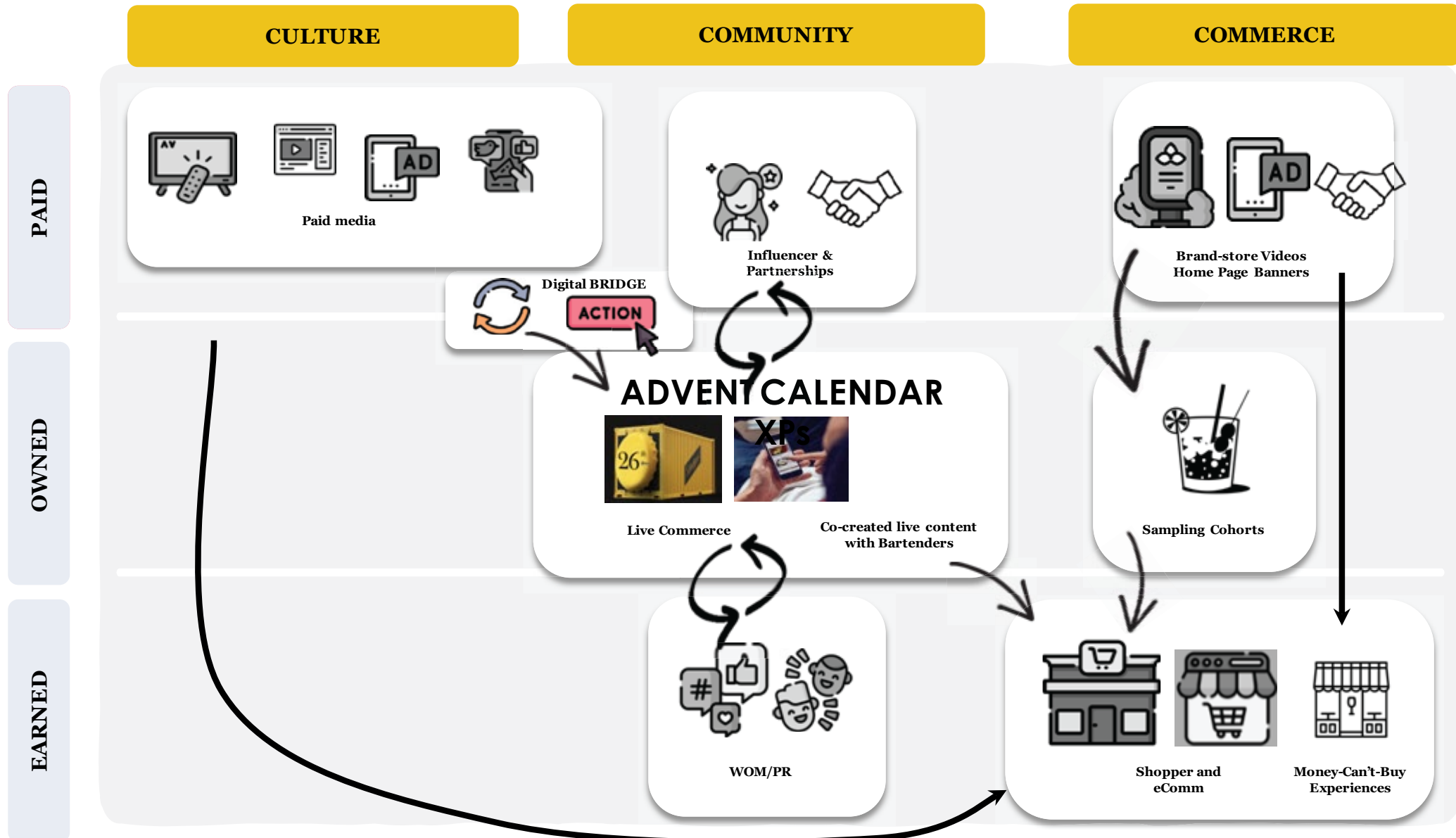


Scan The Shot Glass To Watch













# Bringing 3cs Into Life (End To End Within E-commerce)

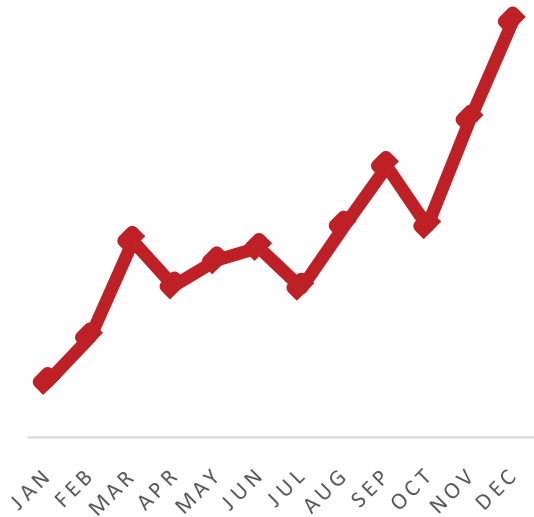


# Business IMPACT: 3.5X Transaction Growth | +6% Pts Market Share Gain | 1.5X Household Penetration | 2X Uplift Over Weekend Offtakes

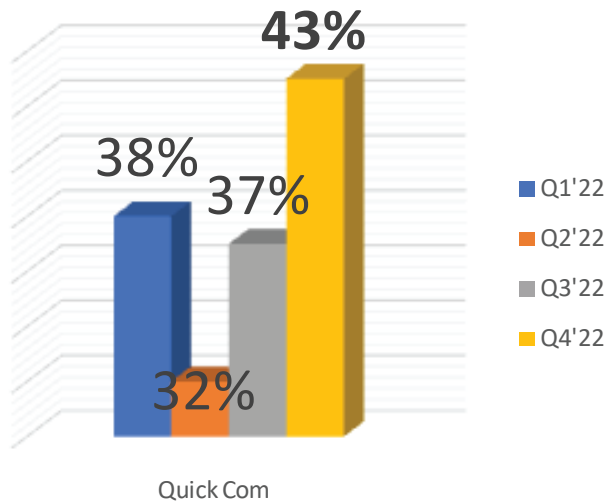
Avg Daily Off-Take	Sep'22	Oct'22	Nov'22	Dec'22
Weekdays	 5.4	 5.0	 5.8	 7.3
Weekends	 6.4	 6.5	 10.5	 12.4

~2 X Uplift over Weekends during Activation Period

## 1.5X Txn Uplift



## +6% Pts Market Share vs. Pre-campaign



## 1.5X HH Penetration vs. Pre-campaign

