

Zero Zone - Product Launch

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How to generate category growth by creating disruption and aiding shopper navigation.

- How to create standout for a sub-category in a busy retail environment.
- The importance of researching the environment and trialing initial concepts.
- Recognising and accepting that your solution needs to be scalable, whilst still winning in store.
- The benefits and requirements of becoming a category partner.
- Sales uplift potential from establishing a strong on-shelf presence.



INTRODUCING...

ZERO
zone

A scalable category
approach to the 0%
alcohol segment.



RECAP ON 2018



WHAT A YEAR!

WHAT
NEXT?

Are we satisfied with this?
What more can we do?



OBJECTIVES

01

Accelerate
Moderation
category



02

Develop a
permanent solution
Which can house all Non-
Alcoholic brands, within any
retail space



03

Internal
& External Engagement



IN THE BEGINNING

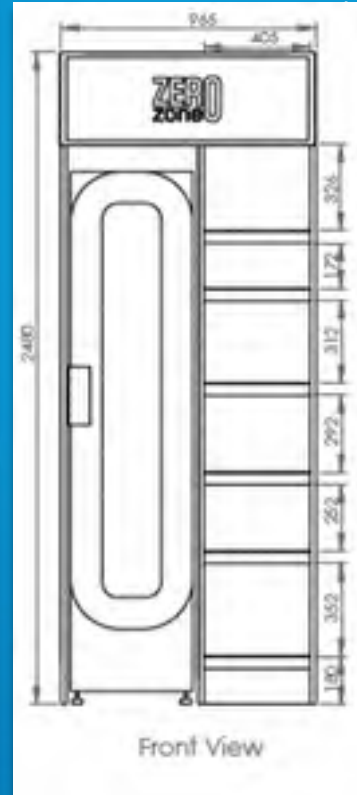


NAMING

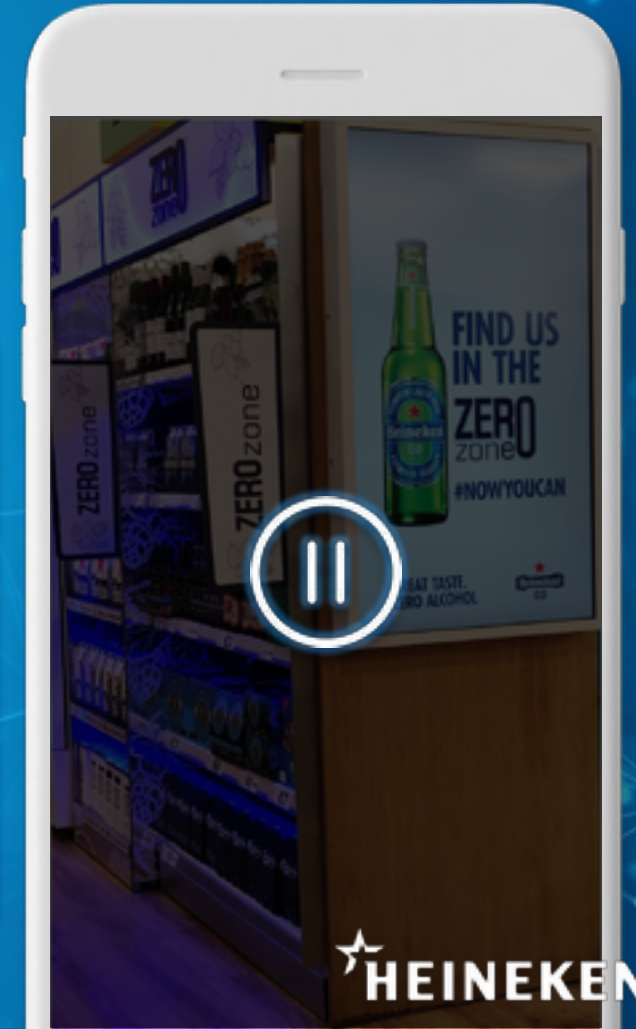
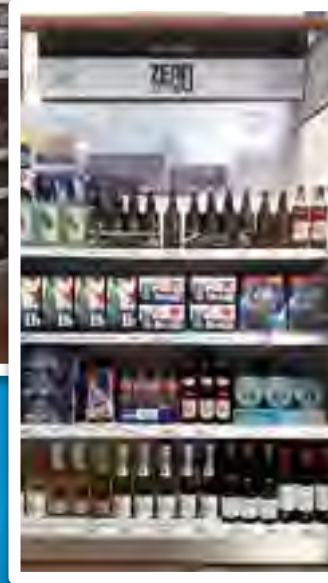
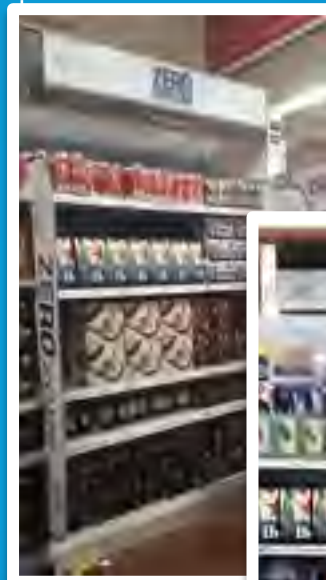
ZERO
zone



DESIGN



TRIAL





V360 INSIGHT TO EXECUTION

CATEGORY VISION

PARTNER WITH KEY CUSTOMERS ACROSS IRELAND

- > Shared our vision with customers
- > Share category trajectory
- > NA category needs more presence, according to shopper research
- > Need for clear segmentation
- > Zero Zone – create a destination across market

CATEGORY COLLABORATION

Work together with customer category teams

Tailor units to each customer's needs/requirements

Build planograms together

Consider other Non Alcoholic categories within BWS



HEINEKEN

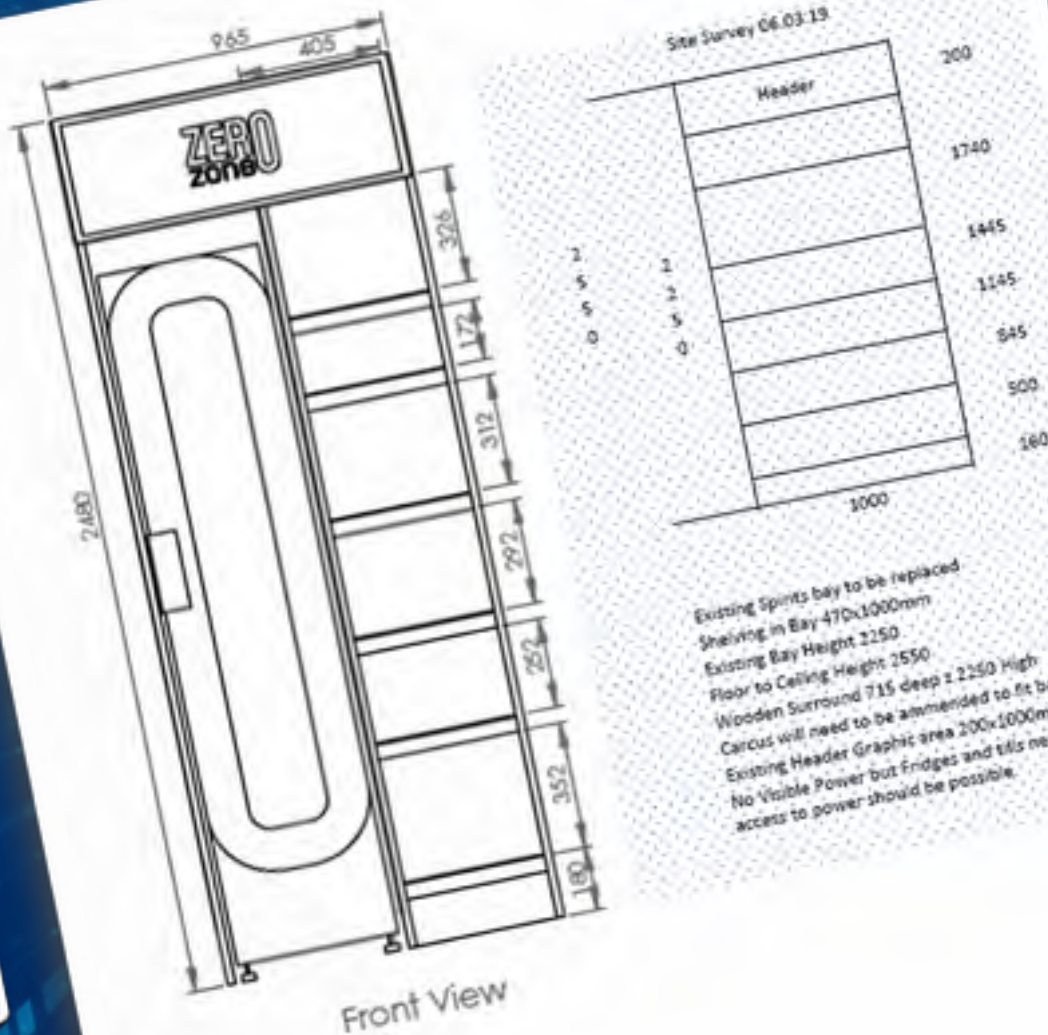
MAKING IT HAPPEN

Checklist

- Height
- Width
- Depth
- Power
- Space available
- Existing bay type

Field Sales

- Developed a sell in video
- Selling concept at a store level
- Advise and educate retailers
- Coordinate with install teams
- Quality control post install ongoing



MEET OUR ZONES

- > Scalability allows us to extend footprint across trade
- > All shapes & sizes
- > Individual channel focus
- > Identify and support shopper mission within each channel

CONVENIENCE



SUPERMARKET



WHOLESALE



CONSISTENCY
ACROSS ALL
CHANNELS

THE RESULTS



01

SHOPPERS



57%
Growth NA
shoppers
(70% new to
Beer!)

02

MARKET
COVERAGE
TARGET

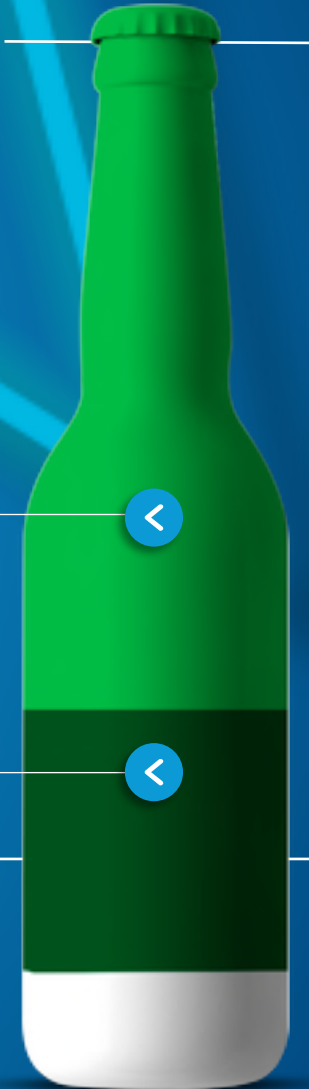
Almost 700
Zones
installed
across Ireland

03

CATEGORY
SALES

+50% NA
category
growth*
*With little
cannibalisation
to BWS

35%
Heineken™
0.0% growth





ZERO ZONE
RECAP



WHEN YOU'RE CATEGORY
LEADERS, LEAD THE CATEGORY

