

Innovation, engagement and branding



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Companies marketing departments always followed the global trends. At their own pace and mode, all companies have sought to adapt and update themselves.

The shifts driven by innovation has always occurred. But never at the speed we are currently experiencing, and we will live with the closer 5G.

Today, the augmented reality habits, holography, virtual reality are changing the way we view technological advances.

Now people can see by augmented reality, how the furniture stay in the house before buying, or also see digitally shoes, clothes, or other products.



Instead of accessing something on the phone or computer, the 3D image will be in the consumer's home.

The big question is to understand what the company's marketing department is doing today, to appropriate a future that begins now.



The big challenge is to engage and be part of the people's life forever.

Purpose is innovation, too

Almost always people look at innovation as something technological and that's true. But nothing more innovative for corporate brands than choosing the purposes that have adherence to the brand.

Change the world, be relevant and this all choices generating value added for the brand, that is the dream of all the executives in the world.



Our Values
Our Values are what we stand for, and we have refreshed and added to our existing Values:

- Passion** for customers and customers
- Courage** to dream and pioneer
- Care** for people and planet
- Enjoyment** of life

Our Purpose
Our Purpose is our core reason for being, and it shapes our strategy and inspires our people:

Our Green Diamond
Using the lens of the Green Diamond we want to be clear on "what winning looks like". We want to get the balance right between short-term delivery, medium-term sustainability and between top-line growth and overall stakeholder value creation.

The Green Diamond encapsulates our balanced ambition including Growth and Profitability, Capital efficiency and Sustainability & Responsibility. At its heart EverGreen is a shift from superior growth to superior and balanced growth.

Our Green Diamond

- Growth
- Profitability
- Capital efficiency
- Sustainability & Responsibility

Welcome to EverGreen

We launched our EverGreen strategy with the goal to future-proof the business, adapt to new external dynamics and emerge stronger from the COVID-19 crisis.

EverGreen is a bold strategy to deliver superior and balanced growth and the next evolution of our HEINEKEN business. As a 157-year-old company, we think in generations and deliver long-term, sustainable value creation.

Our EverGreen strategy has been built on our value creation model, which we call the Green Diamond. The value creation model puts growth, profit and capital on equal footing with sustainability and responsibility.

EverGreen



What the company's marketing will now build, in terms of storytelling, positive brand associations and consumer engagement, will dictate its future financial results, in a complex environment.

Innovation and branding united

When a company seeks innovation, in general the focus is a lot of technology and little marketing and design. Those brands that knew how to work on technological

innovation and branding united, revolutionized their markets and the way to consume their products and services.

Innovation, when aligned with the company's business tools has significantly changes its role in brand development.

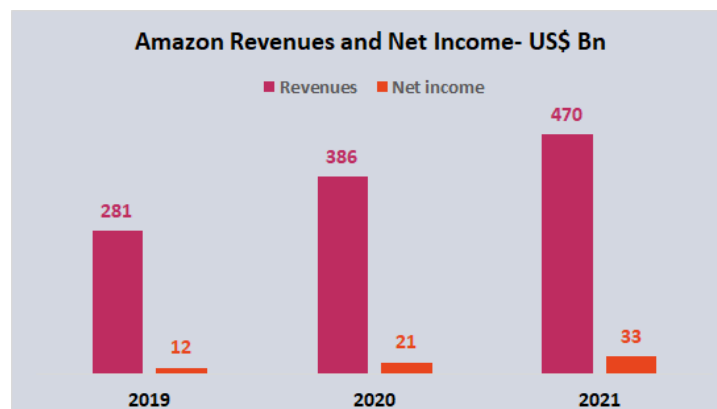


This means that when the marketing, technology and innovation department go hand in hand, the impact on the business is brutal.

Amazon showcase



One of today's biggest examples is Amazon, a conglomerate with US\$ 470 billion global sales in 2021.



Since 2019 the company's sales increase 67% and services revenues (subscriptions, AWS and third-party products sales) had a 98% increased. Amazon own channels product sales increased 51% in the same period.

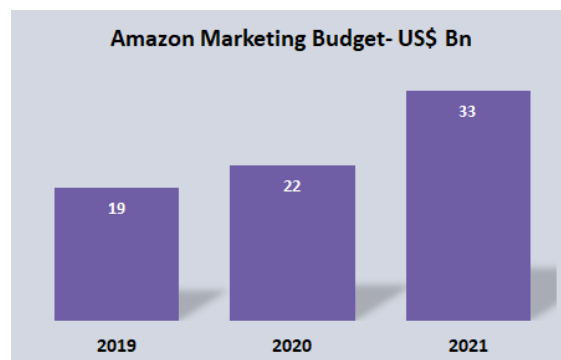
The company's net income grew 188% since 2019.

Of all the company's revenues, only 7% comes from subscriptions to its streaming services, US\$ 32 billion last year.



Amazon's spending on technology and content reached US\$ 56 billion in 2021.

This model, that uses high quality content and entertainment model to seduce and get consumer to prove the service revealed the best way to reach clients.



Marketing budget accounts for 7% of sales, a US\$ 32.6 billion investment in 2021, up from US\$ 18.9 billion in 2019.

Prime Video is a distinguished streaming service and was critical to grow the company's brand. The marketplace created by Amazon, which sells third-party products and AWS services generated other US\$ 206 billion in 2021.

Engagement that strengthens brands

One of the priority factors for brands to grow is to convert consumers into passionate advocates. In the current hyperconnectivity model, a true relationship created with its consumers represents the greatest asset for brands.

Examples such as adidas, Nike, Coca Cola, Heineken, Red Bull, Visa, Emirates, T-Mobile, show how the branding construction process is guided by positive associations.

Events sponsorships, teams, athletes, celebrities, and influencers have transformed their brands.





Sponsorships has as a great objective to attract to the brand all the positive values that these associations generate. And one of the central elements of all this positive result is the fan engagement to the brands, driven by sports properties.

Nowadays, the big engagement for sponsors brands is only possible, by the relationships created with teams, athletes, leagues and their impact on the digital environment.

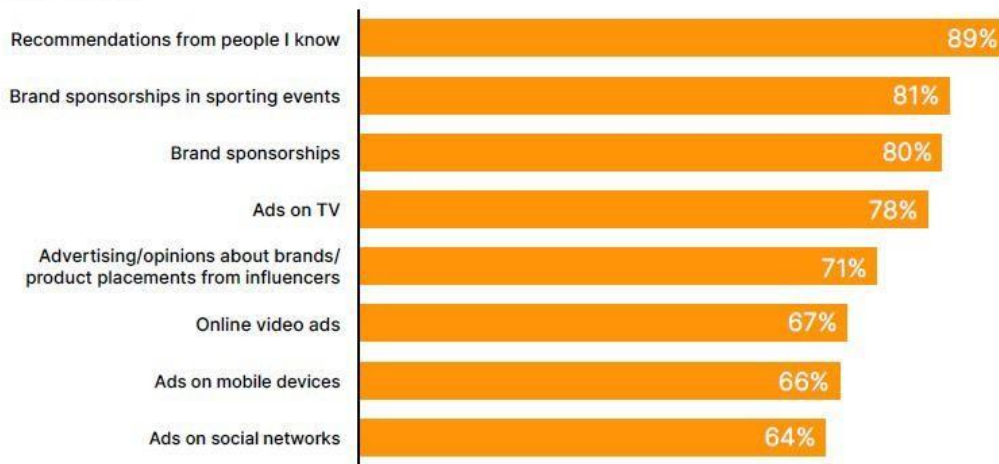




According to Nielsen in a recent survey, sponsorships are the best way to talk to the audience, after influence marketing.

Most trusted advertising channels

Percent trust



Note: Percentages represent aggregate totals for responses to 'completely trust' or 'somewhat trust' across select marketing channels.

The business strengthening depends a lot on the choices that the marketing department makes, in terms of sponsorships and different strategic associations for the brand.



The positive impact of engagement for brands depends on the adherence and purpose of the chosen project and its correct activation.

Innovation, branding and engagement together have never made so much sense!