

The background is a dark, textured grey with a grid-like pattern. It features several overlapping geometric elements: a large orange circle on the right side, a smaller orange circle on the left, and several white lines and shapes, including a long white line with a grey square at its end, and a white line with a grey square at its end. The text is centered in the middle of the image.

BREAKTHROUGH

2017 LAC INNOVATION FORUM

Innovation is always risky



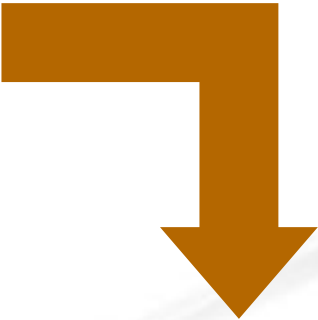
Leading organizations reported that over 40% of ideas do not break even

So...how can we take the risk out of innovation?

Experimentation

Leading companies use experimentation to understand the impact of most business decisions

Travel Telecom Consumer Retail Dining



1
Consumer Credit

2
Marketing

3
Pricing & Promotions

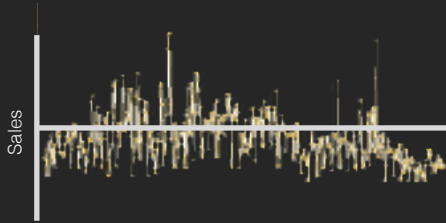
4
Labor and Operations

5
Capital Expenditures

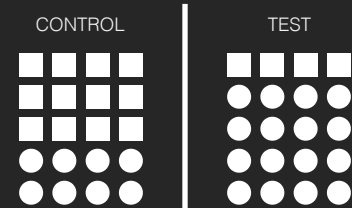
6
Merchandising

Why is testing challenging?

- 1 Real world data is extremely noisy



- 2 Test stores and markets are often different from the rest of the network



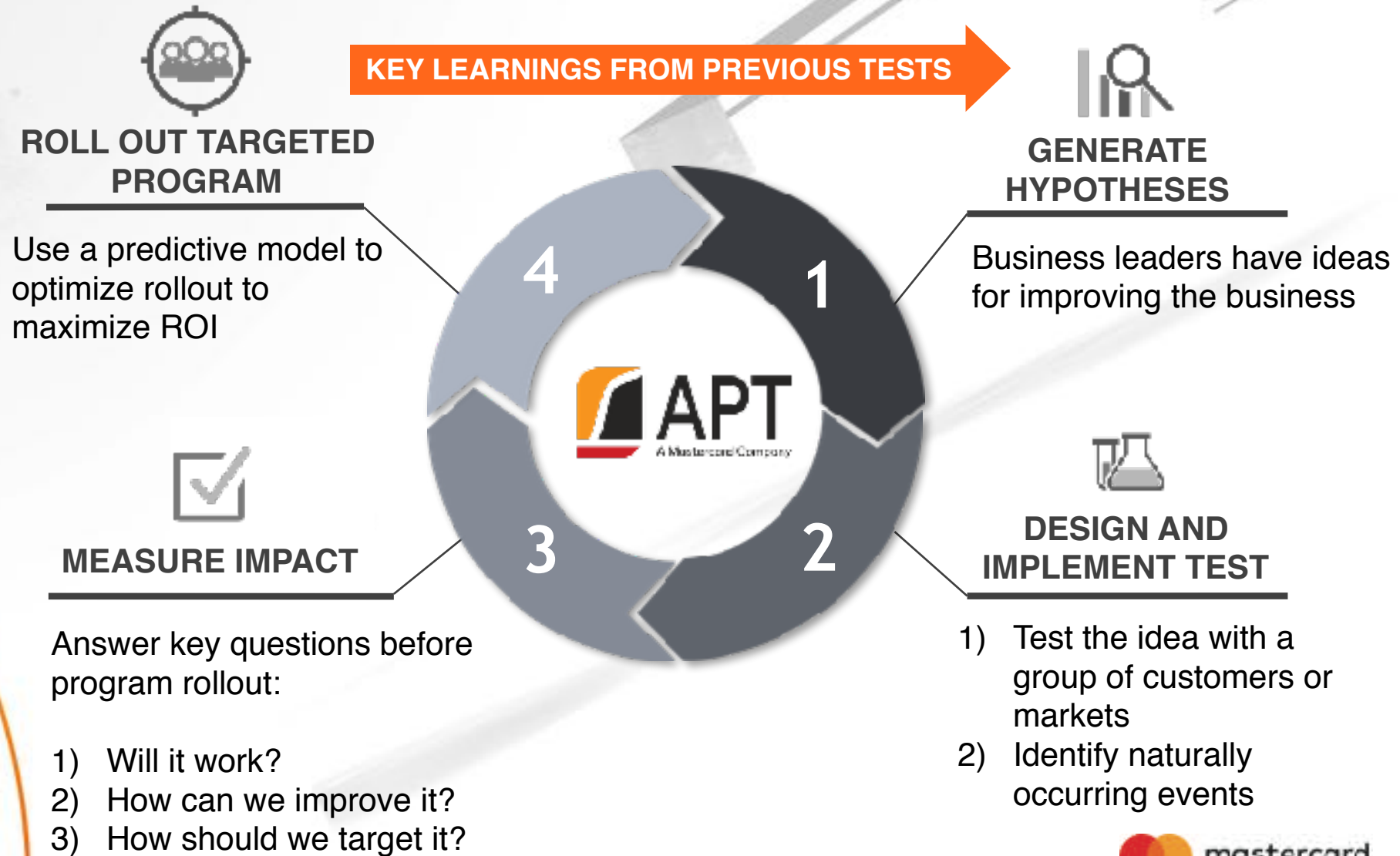
- 3 Analysis is slow; business is fast



- 4 Varying analysis approaches across the organization

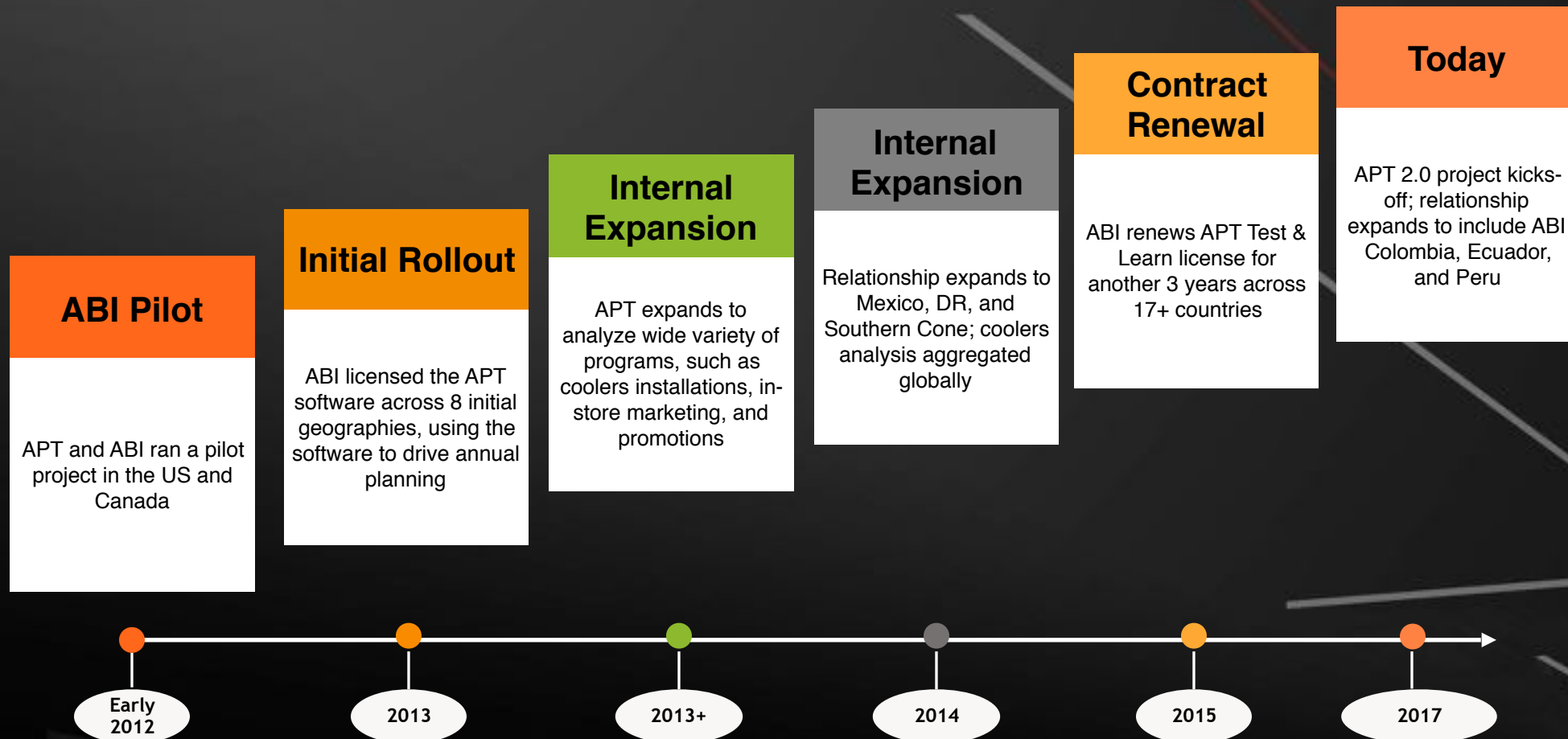


The Test & Learn Approach



APT – ABI Relationship Background

APT and ABI InBev have worked together since an initial pilot project in early 2012

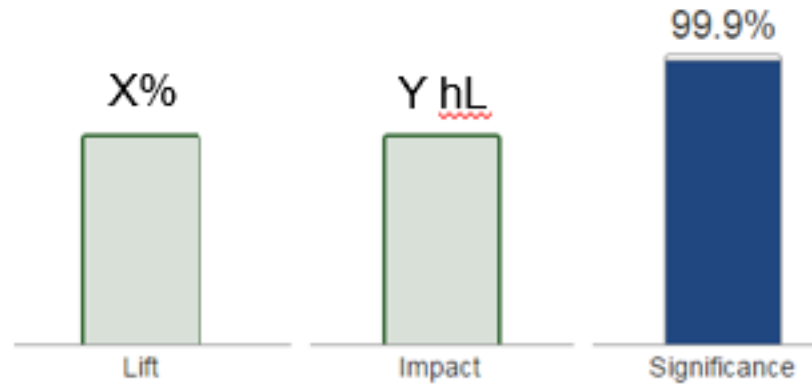


Sample Test & Learn Insights in Trade Marketing

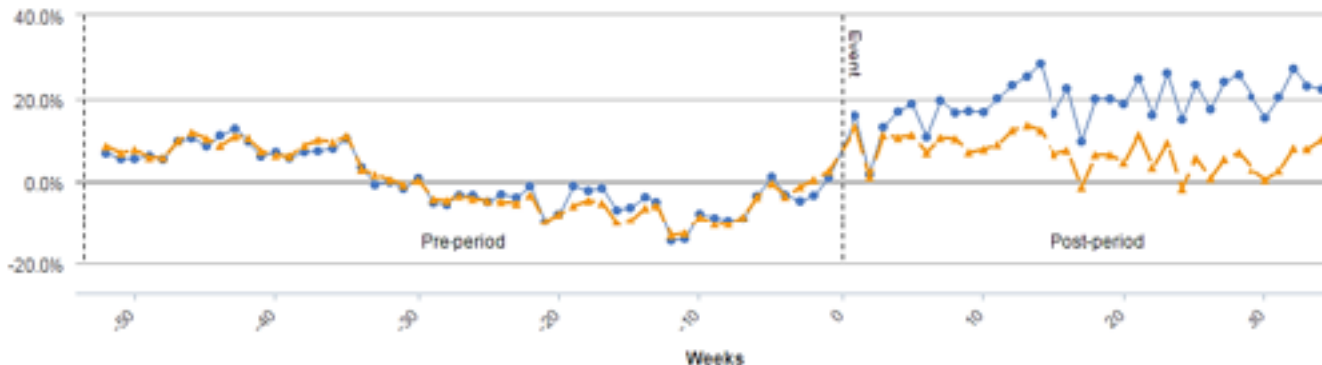
Case Study: Coronizacion

Following store remodel, total volume increased **X%**, translating to **+YYMM incremental** liters across all POCs in the program

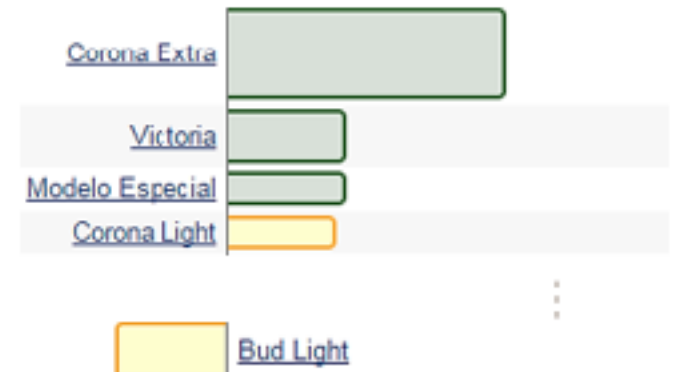
Volume – Total – Weekly



Volume Performance Over Time

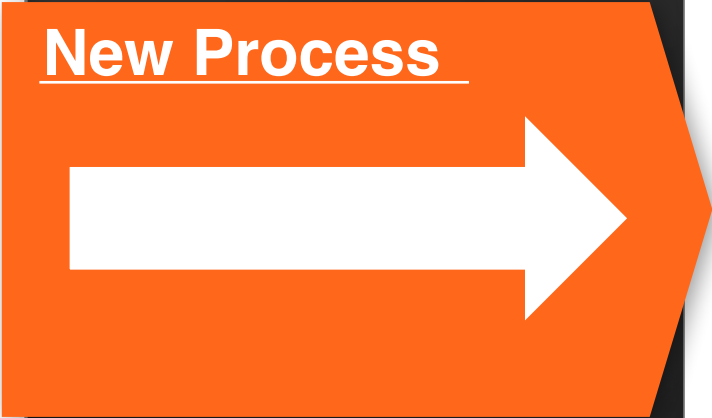
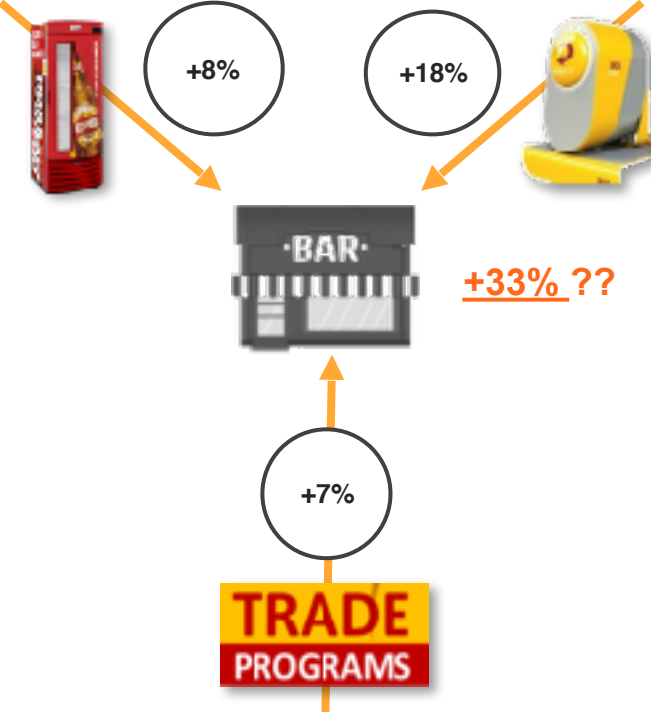


Selected Brand Winners and Losers



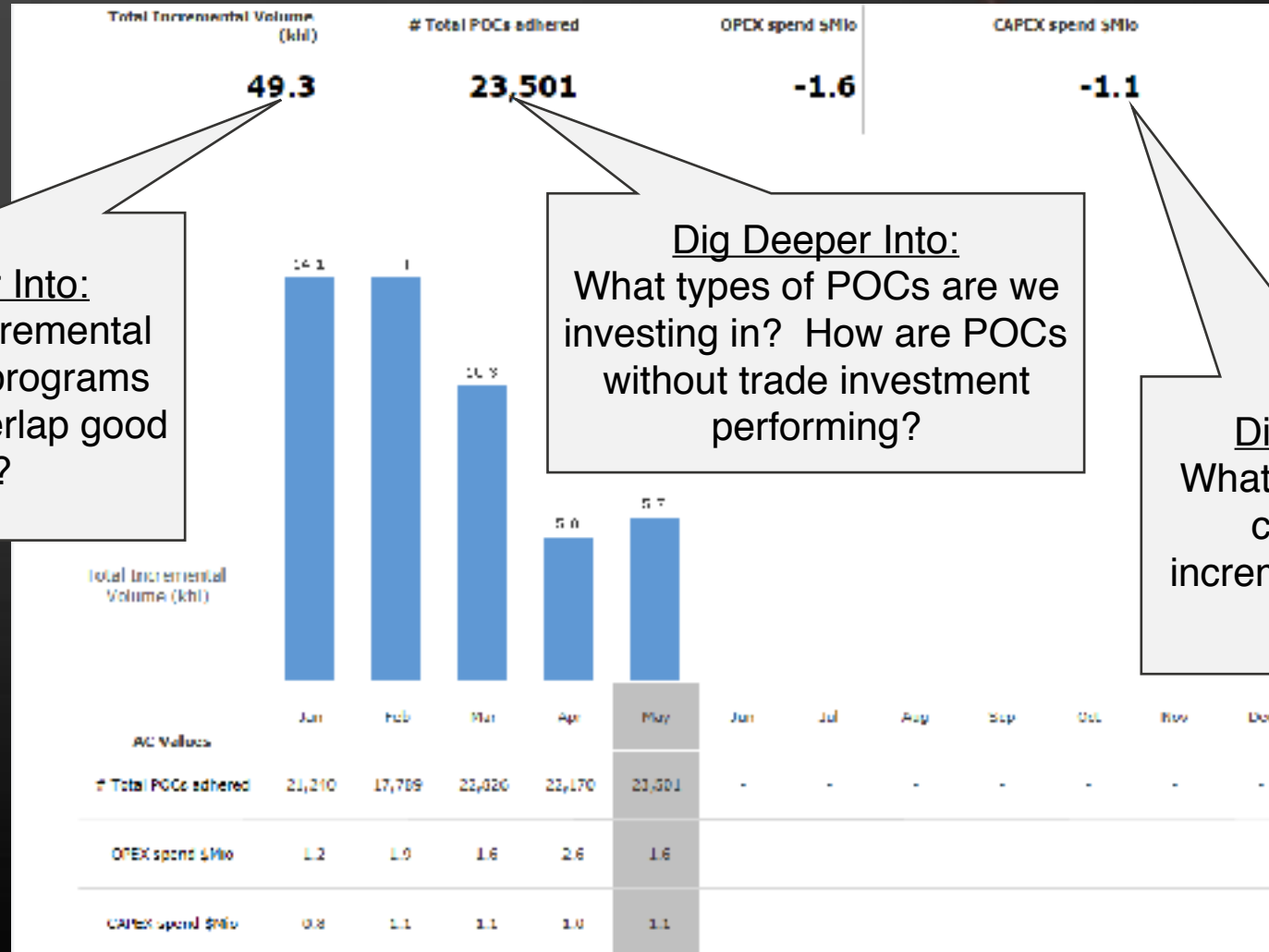
AB Inbev is now extending APT to capture & organize implementation data and drive monthly tracking

Test & Learn



APT 2.0

This new process has enabled deeper, rigorous analysis of each trade marketing investment

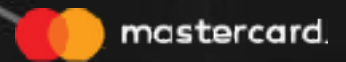


Dig Deeper Into:
 What is the incremental volume when programs overlap? Is overlap good or bad?

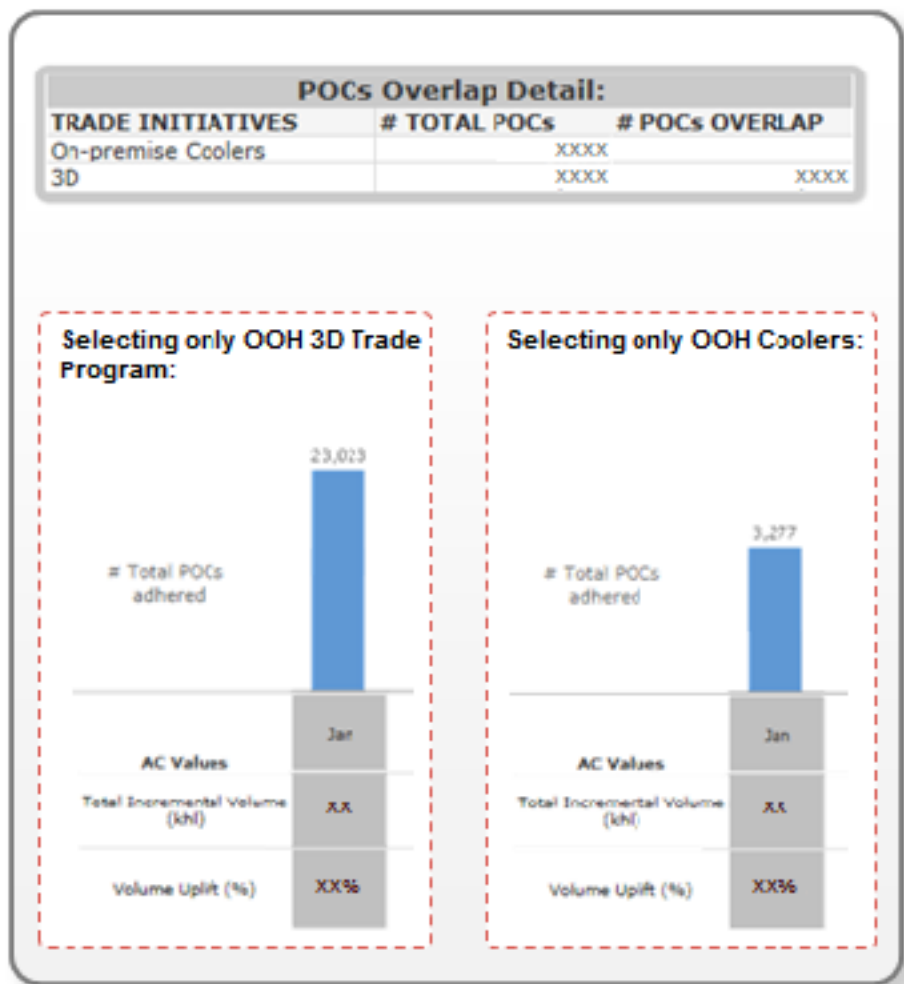
Dig Deeper Into:
 What types of POCs are we investing in? How are POCs without trade investment performing?

Dig Deeper Into:
 What investment shifts could increase incremental volume and ROI?

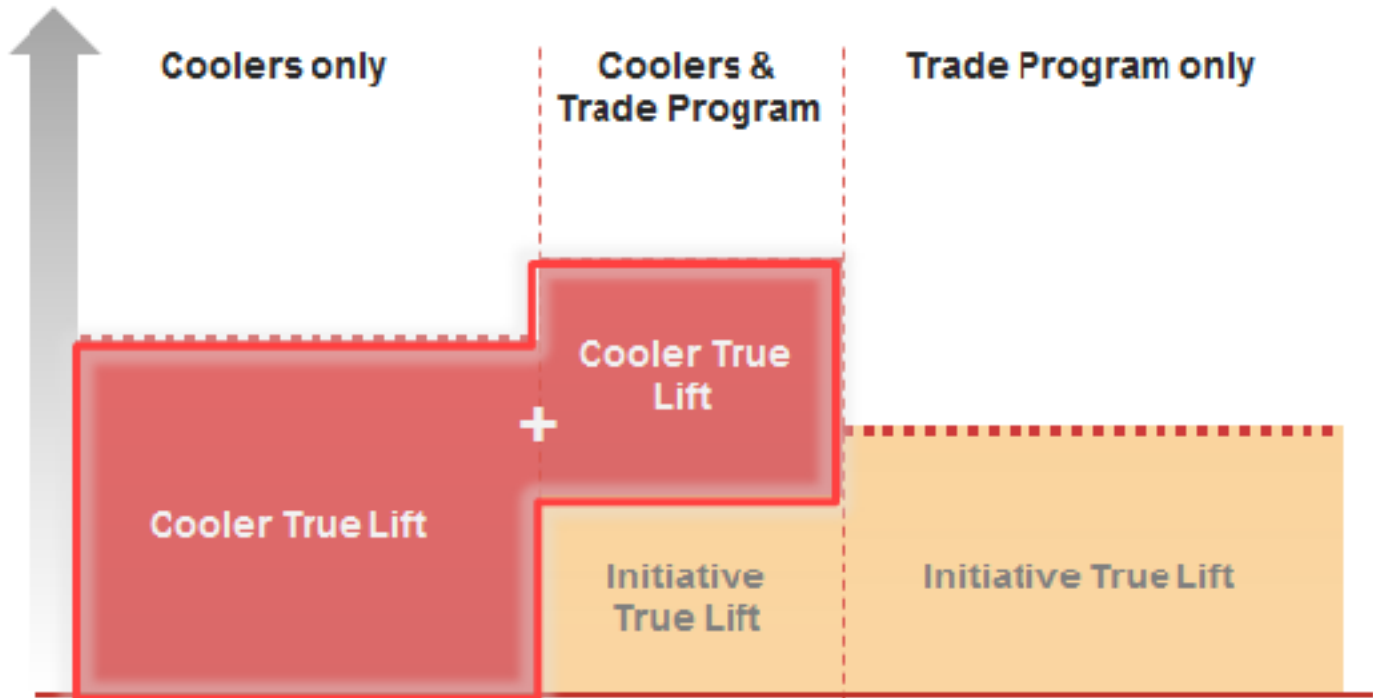
ILLUSTRATIVE



APT 2.0: By selecting an initiative in APT 2.0, we can know the isolated True Lift, even if there are overlaps with other POCs



% Lift



Q&A



Remember to fill out

Check out the MasterCard swag
at the MC Store!

