

Ben Alalouff

USA activation

US MARKET VISIT

LESSONS LEARNT

LIVE & BREATHE

x



IMPERIAL
BRANDS





Winston

Charlotte, North Carolina

BACKWOODS
Atlanta, Georgia

...and some other places and teams.

4 KEY CX LESSONS LEARNT



**Building
Partnerships
and Borrowing
Brand Equity.**

**Maximising
the Impact of
Unbranded
Assets.**

**Activation
Elements
tailored for UGC
Opportunities.**

**Nodding to
Pop Culture.**



**BUILDING
PARTNERSHIPS
AND BORROWED
BRAND EQUITY.**

SWEEPSTAKES
MAY 1 - JULY 31

YOU COULD WIN 1 OF 5 GRAND PRIZE ROAD TRIPS!

PLUS, AMAZING DAILY PRIZES! PLAY EVERY DAY FOR EXTRA CHANCES TO WIN.

COUNTRY ROADS

LEARN MORE

The Cannanalyst @theCannanalyst

Backwoods has officially partnered with their first cannabis company. Smart move to make it black owned. Shouts to GasHouse in Atlanta!

Instagram post showing Backwoods cannabis products.

FREE FUEL

Sweepstakes

Enter to Win!

FUEL CARD \$500

Sponsored by: TRUCKER PATH, New Star, New Star

SUSHISAMBA
DUBAI

FOUR SEASONS
HOTEL
RIYADH AT KINGDOM CENTRE

1 OAK
DUBAI

BURNOUT BUCKS

PLAY FOR A CHANCE TO WIN \$10,000, OR ONE OF OVER 1,000 OTHER PRIZES!

PLAY NOW

REEL DEAL
SPORTFISHING

ENTER TO WIN DEEP SEA FISHING EXPERIENCE AND OTHER PRIZES

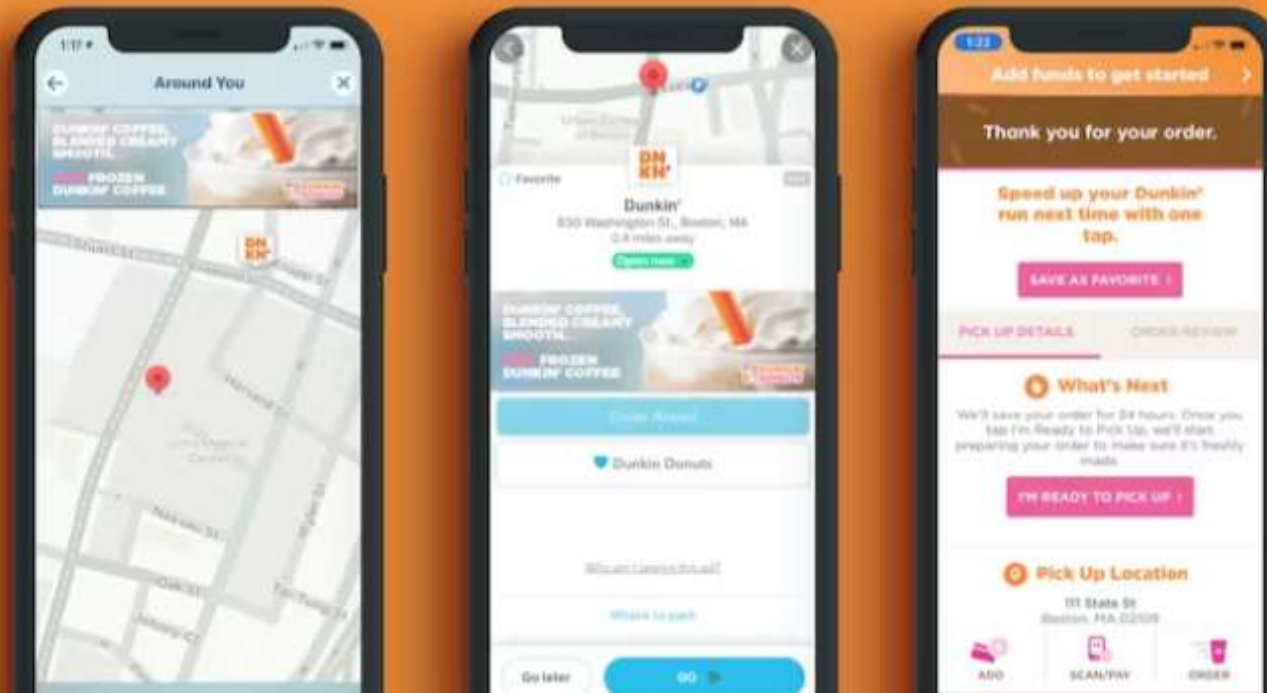
DUNKIN' X WAZE



Bringing these brands together gave the 86% of commuters who drive to work each day the option to place their Dunkin' order ahead.

At the brand level, the partnership has been effective for both companies because the program stipulates that customers must be Dunkin' rewards members and download the Waze app.

**Backend – Shared database for future engagements.
Frontend – New, unconquered digital space for both brands to play in.**





CX TAKEOUT

When we are building Consumer Engagement Platforms, uncover opportunities to partner with brands that will create the opportunity to drive larger audiences to our platforms and in turn, registration elements to become 'addressable'.

There must be 'something in it for the consumer' and we must ensure a fair value exchange.

RIZLA





MAXIMISING THE IMPACT OF UNBRANDED ASSETS



ATLANTA

BIGBIDNESS

DON'T WORRY.
DON'T CRY.
SMOKE WEED.
GET HIGH.

BLACKGIRLS
ARE ICONIC





CX TAKEOUT

Across our CX strategy we should be deploying a (or a very small group of) recognisable unbranded assets to drive recall wherever possible.

Unbranded assets will allow us to appear in environments where we wouldn't usually be able to show up.



ACTIVATION ELEMENTS TAILORED FOR UGC



LOWLANDS X WRANGLER JEANS



Bringing these brands together gave a much-needed service for festival-goers... clean clothes. Wranglers Laundromat offered free laundry services to all Lowlands' visitors including free fashionable Wrangler overalls to wear, photobooth and share opportunities whilst their clothes were being washed.

Even better, those that were having their clothes washed walked around the festival with branded overalls appearing in the televised element and driving more traffic to the stall.





CX TAKEOUT

Ensure that we are building ultra-shareable integrated activations into our thinking, although we are not the execution agency; we want our consumers to want to share, (and sometimes share without knowing!) rather than asked to share.

NOT JUST A PHOTOBOTH!



**NODDING TO
POPULAR
CULTURE.**



me n bro when they got every flavor of woods



surgeon of death ❤️ · 3-2
#fyp #viralvideo #backwoods #zaza
#gasstation #capcut_edit #capcutviral ... more



THE EVENT





CX TAKEOUT

By focusing on one, ownable element, with our consumer engagement platforms, we can nurture long-term connections to certain cultural pillars and capitalise on an existing set of aligned consumers. Eventually, our brand becomes synonymous with a pillar of popular culture, protecting against new entrants.

RECAP LESSONS LEARNT



Building Partnerships and Borrowing Brand Equity.

Maximising the Impact of Unbranded Assets.

Activation Elements tailored for UGC opportunities.

Nodding to Pop Culture.

Live & Breathe

Competitor Case Study

Beating IQOS

2023





THE PMI-IQOS
STORY IS ONE OF
CONSISTENT RISK
TAKING.



**DOING THINGS
UNCONVENTION
ALLY.**



**FAILING FAST
AND LEARNING
QUICKLY.**



SINCE LAUNCH,
THEY HAVE **LED** AND
DEFINED THE HT
CATEGORY.



**ESSENTIALLY, THEY
HAVE BECOME
SYNONYMOUS WITH
CATEGORY.**

SIX BIG IDEAS CONTRIBUTE TO CONTINUED SUCCESS AND **SYNONYMITY** WITH CATEGORY.



PRODUCT

1. Technology

Leading the pack

2. Range

An option for everyone

3. Personalisation

Something just for you

MARKETING

4. Target audience

Clear but evolving

5. Messaging

Consistency is king

6. Consumer experience

Trailblazers

1. Technology

Leading the pack



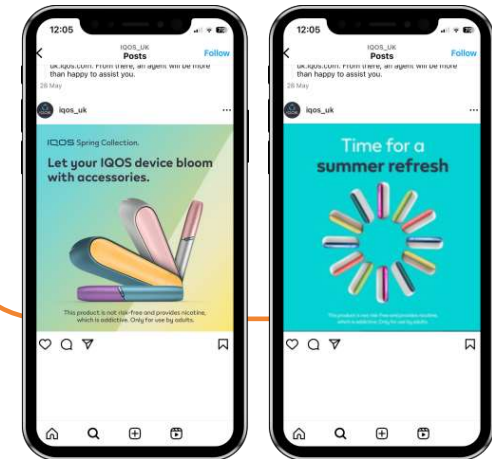
2. Range

An option for everyone



3. Personalisation

Something just for you



IQOS HAS LAUNCHED NEW DEVICES ROUGHLY EVERY 2 YEARS



IQOS 2.4 PLUS – Launch 2017 (discontinued)



IQOS 3 Multi – Launch 2019 (discontinued)



IQOS 3 Duo – Launch 2019

Through the evolution of the different devices, IQOS have consistently focused on delivering three key areas for customers:

1. Simple functionality

**2. Health benefits –
no tar, less carbon monoxide**

**3. Multiple sessions
per charge**

New ILUMA devices deliver 'revolutionary' technology



IQOS ILUMA
Launched 2022

IQOS ILUMA (UPGRADED)

An upgrade on existing device, with the same number of sessions delivered by a pocket charger with faster charging.

IQOS ILUMA PRIME

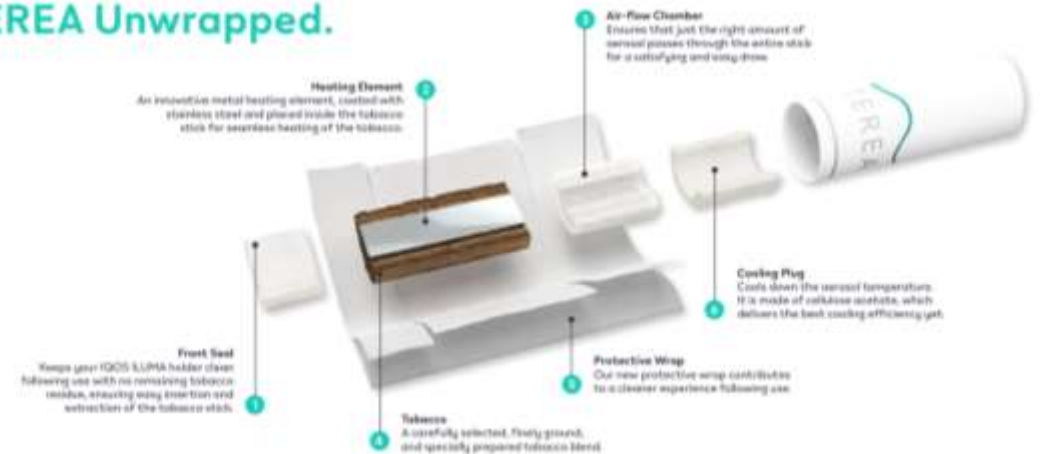
A totally new device design, with premium aluminium and textured wrap. Device has the same functionality but more ways to customise and style product.

IQOS ILUMA ONE

The simplest all-in-one pocket-sized device, which is perfect for being on the go.



TEREA Unwrapped.



COMMANDING PRODUCT CUSTOMISATION & PERSONALISATION



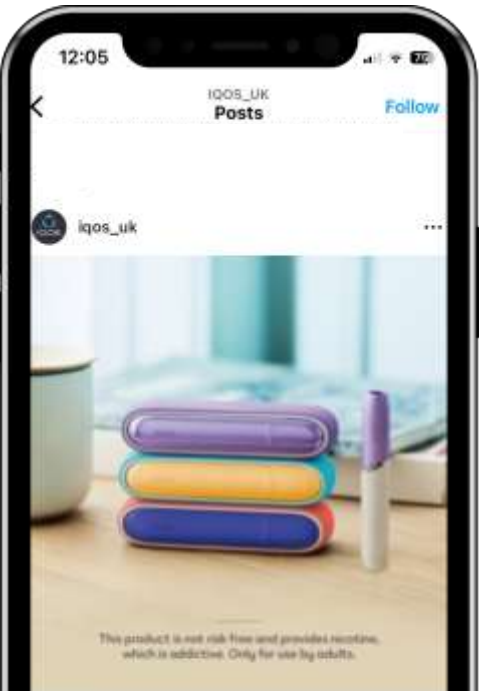
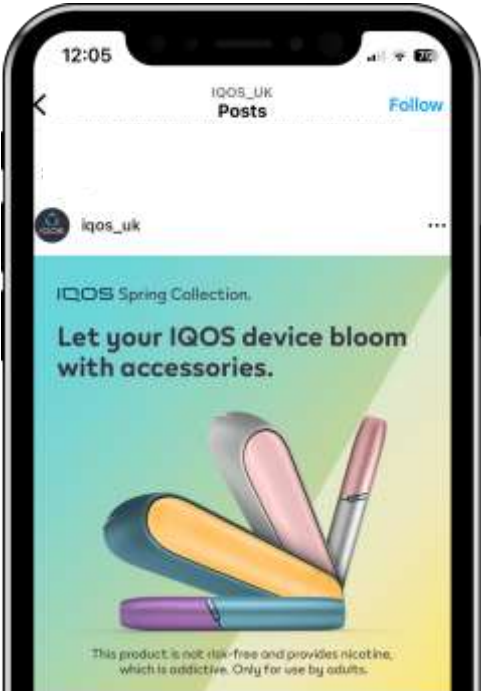
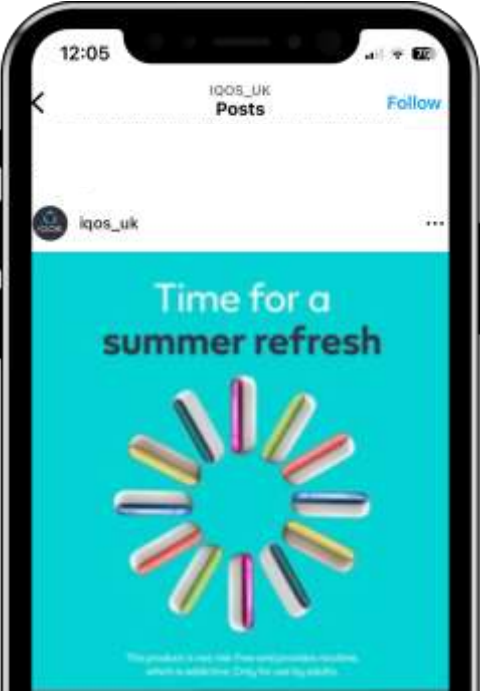
A key aspect of the IQOS product offering, is the wide variety of accessories that allow customers to create a personalised device.



Door Cover

Sleeve

Cap



Limited editions that offer something new and defend against boredom

Limited editions allow for customers to feel special, to feel rewarded and to feel as though they own something much more than just a heated tobacco device. They own a special slice of a lifestyle.



Mega Colectionar

Un colecționar dedicat merită un badge pe măsura colecției sale, așa că poți primi acest badge pentru orice dispozitiv suplimentar pe care îl adaugi în cont (cu excepția transferului de dispozitive de pe un cont pe altul).

Dacă dispozitivul este achiziționat din IQOS.ro sau din magazinele și insulele IQOS, acesta va fi înregistrat automat în contul tău.

Pentru a câștiga acest badge trebuie să efectuezi următoarele activități:

→ 1/3

Înscrie un dispozitiv suplimentar în IQOS Club

Mega collector' Rewards

A dedicated collector deserves a badge to match your collection, so you can receive this badge for any extra device you add in your account.





THE FUTURE IS BRAND EQUITY SHARING.



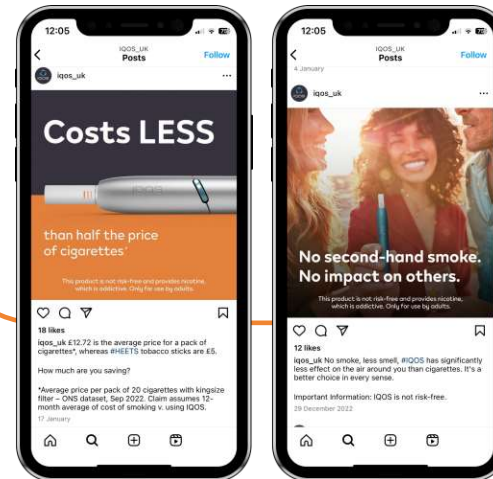
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IQOS HAVE CONSISTENT BENEFIT-LED MESSAGING



PILLARS Switching

Why switch?

Satisfaction

A better choice.

Saving

Switch to IQOS for good.

Health

Real tobacco, real satisfaction.

Unlike a vape product, which uses liquid, IQOS heats tobacco for a more satisfying taste experience. That's why the majority of smokers who trial it, switch away from smoking for good.*

IQOS uses real tobacco and gives real

tobacco taste

Savings Calculator

The Cost of Cigarettes vs Vaping vs Heated Tobacco

For those looking for better alternatives to continued smoking, there are a variety of choices available in the UK - two of these being vaping and heated tobacco products. Find out more about the differences between these.

Switch and save up to £2,500 this year.*

Cigarettes produce tar, IQOS doesn't.

No second-hand smoke. No impact on others.

Cigarettes produce high amounts of carbon monoxide, IQOS doesn't.

IQOS IS POSITIONED AS THE BRAND FOR SWITCHERS



The greatest success for the IQOS brand over the last years has been successfully positioning themselves as the brand for those looking to switch away from smoking cigarettes but who are not looking to quit altogether.

Starter Kits seen as a very big win.

TESTIMONIALS, (but funky ones!) mark a new dimension in comms strategy. Departure from the wholly functional into emotional.

Savings Calculator

20 HEETS tobacco sticks cost £5.50 RRP, less than half the average price of a pack of 20 cigarettes.*

Use our savings calculator to work out how much you could save by switching to IQOS.

*Based on the average price of a pack of 20 cigarettes in the UK in 2023. The average price of a pack of 20 cigarettes in the UK in 2023 was £5.50. The average price of a pack of 20 cigarettes in the UK in 2023 was £5.50. The average price of a pack of 20 cigarettes in the UK in 2023 was £5.50.

Tell us about you.

How much do you pay for a pack of traditional cigarettes?

0

How many cigarettes do you usually smoke a day?

0

Calculate

Your Yearly Savings

£0

Based on fully covering your consumption of cigarettes with HEETS.

Try for £10 Buy for £29

Why switch?

Whether you're looking for satisfaction, savings or a less harmful alternative to smoking, see the benefits of switching below.

Real tobacco. IQOS heats real tobacco sticks called HEETS, offering true tobacco taste and satisfaction.

1 cigarette and compared to 4 IQOS HEETS sticks in 2023 (2023 figures)

This produces high amounts of carbon monoxide.

This doesn't.

Leigh-Anne

switched to IQOS in 2016

Buy now Try for £10

"It's just cleaner, nicer, clearer on all round less smelly. What more could you want?"

Leigh-Anne

switched to IQOS in 2016

£29

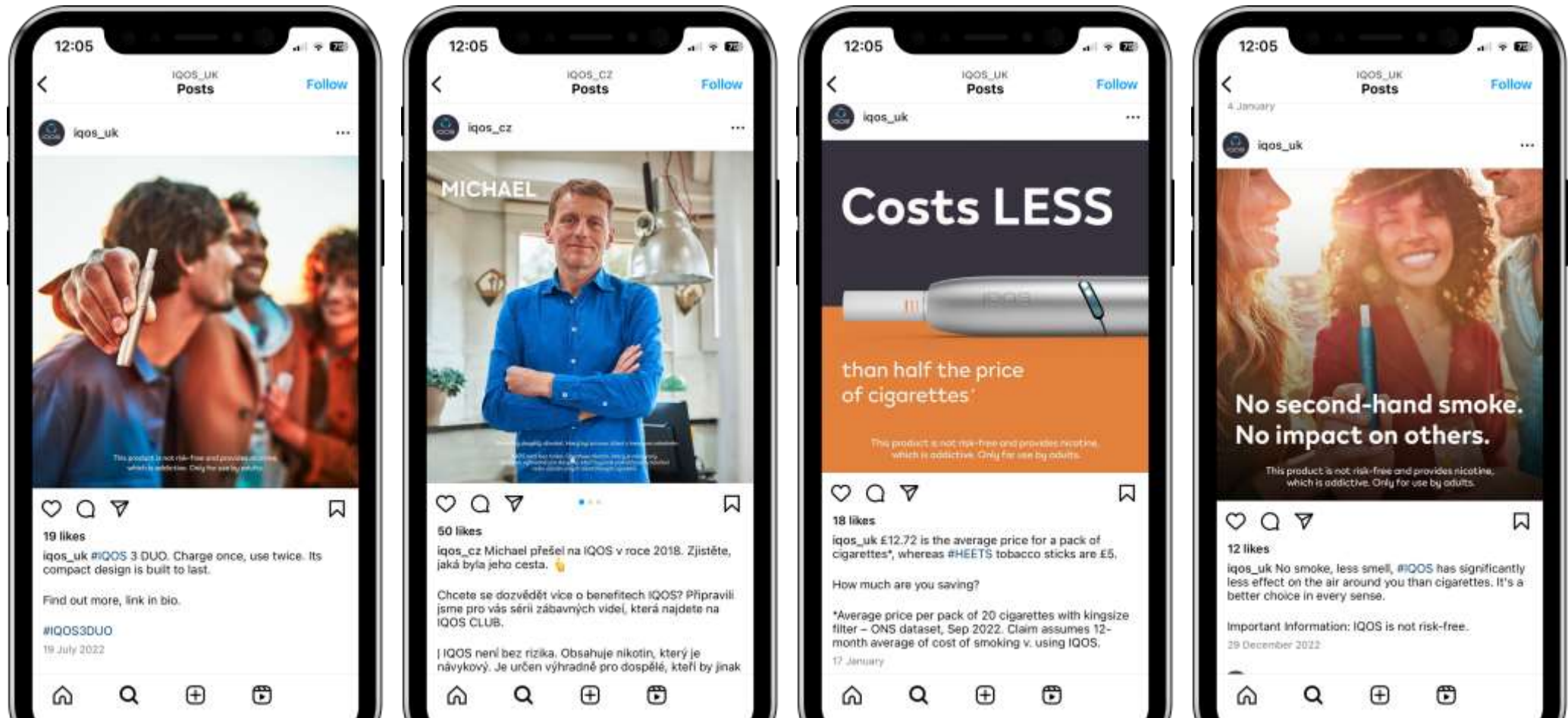
Buy now Try for £10

IQOS heats tobacco instead of burning it, producing 95% less harmful chemicals compared to cigarettes.*

OWNED SOCIAL MEDIA CONSISTENCY REINFORCES KEY PRODUCT BENEFITS



IQOS uses social media as an opportunity to deliver consistent RTBs to their audience. There is little attempt to create lifestyle content or to deliver more emotive brand messaging.

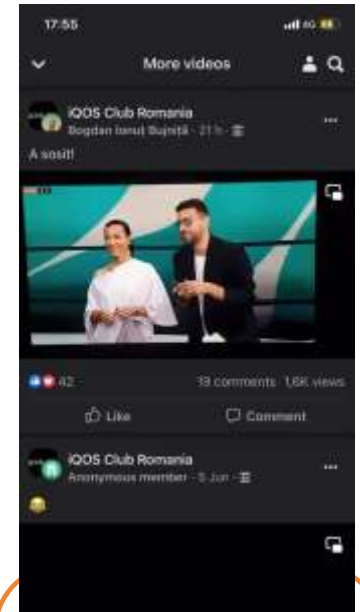


BLOGS, LIVE CHAT AND PRIVATE GROUPS ALLOW FOR CHAMPIONS TO EMERGE



IQOS Live Chat
Through trade you have the possibility to trade your old device and buy IQOS ILUMA, with a 80 lei discount from the initial price of 299 lei – you will pay only 219 lei.

Also, you can choose to buy IQOS ILUMA Prime, the most refined and advanced device from our portfolio, with a 80 lei discount from the initial price of 549 lei- you will pay only 469 lei.



With Trade-In! I traded a 2.4 and a Lil. I had a 40 lei discount voucher for buying a device and this morning I won a 50 lei voucher at a contest. So I paid 49 lei for Iluma. Terea packs I bought them with 3+1!

IQOS Club Romania
Mihaiela Gabriela Stefanescu · 4 h · 📷

Prin trade-in! Am dat la schimb un 2.4 și un Lil, am avut un voucher de reducere pentru achiziționarea unui aparat de 40 de lei și azi dimineață am câștigat la concurs un voucher de 50 de lei. Deci, am plătit 49 de lei pentru iluma. Terea le-am luat la oferta de 3+1!



Post about IQOS ILUMA launch on IQOS Club Romania

Live on Facebook- influencers moderators speaking with AI about IQOS Iluma

Instore experience makes you feel like you're buying into a lifestyle. Brand ambassadors are apple genius bars.



EVENTS DRIVE MASS AWARENESS FOR IQOS AND CONTRIBUTE TO LIFESTYLE FEEL.



IQOS use events across European markets to build awareness and engagement with the brand. Sponsorships help to associate the brand with wider everyday activity, whilst also reaching new audiences.

Exclusive Parties

IQOS hosts private parties which aim to engage existing loyal customers with the brand through the IQOS CLUB.



Pop-up Activations & Sponsorship

IQOS has a consistent presence across different events across Europe; ranging from food festivals, music festivals and even at ski resorts.



Premium, premium and more premium.





ALL THIS STUFF IS LOVELY. BUT HOW SHOULD PULZE BEAT IQOS?



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THE FACT THAT IQOS LEAD THE
CATEGORY DOESN'T MEAN WE
CAN'T COMPETE.

IN FACT, WE HAVE BEEN DOING A
GREAT JOB ALREADY AT
ENSURING WE HAVE THE CX



BUT MAYBE IT'S TIME TO THINK
ABOUT CX THAT DELIVERS THE
EXACT **OPPOSITE** TO IQOS.

BUT **RIGHT** FOR THE
CONSIDERATE BALANCER.



AND SO, I LEAVE YOU
WITH A SLIGHTLY
DIFFERENT BEST
PRACTICE LEARNING.



LET'S NOT COPY
WHAT IQOS DO.

**LET'S COPYING HOW
IQOS THINK.**



LET'S LIVE THE MENTALITY OF
DOING THINGS DIFFERENTLY.

SIMPLE, CLEVER, **UNCHARTED**
TERRITORY.