



MADRÍ

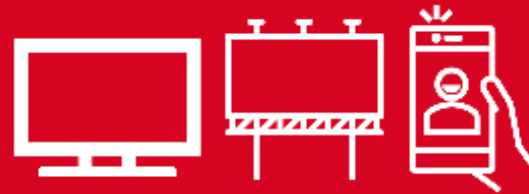
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EL ALMA DE MADRID

CEE Marketing workshop

Calendar

Launch



Sustain



Jan

Feb

March

Apr

May

June

July

Aug

Sept

Oct.

Nov

Dec



Teaser



Sustain



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Market Execution – Integrated 360 Support

ATL (Act vs Plan)

Launch campaign on air as per plan on 28.03 on TV, digital, SoMe and OOH

TV

- 96% reach 1+, 92% reach 3+
- Mix of the 3 largest TV groups in BG
- Selection of high rated quality TV content
- Standard 30' /17' TVC formats + Non-standard AA formats



OOH

- Covering the 4 largest cities in Bulgaria: Sofia, Plovdiv, Varna and Burgas
- 6 weeks starting on 1 April 2024
- TOP urban high-traffic locations



Digital (Act vs Plan)

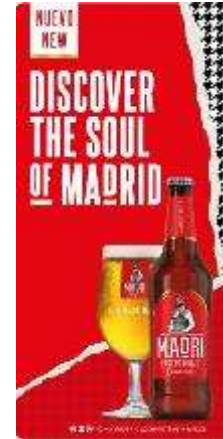
Digital campaign on air as of 28.03

- ✓ Local Publishers
- ✓ GDN, Eskimi display ne
- ✓ Social media



- ✓ Influencers

<https://fb.watch/rblwjLaO8V/>



BTL (Act vs Plan)

Focus on distribution building and POC visibility

- 100% targeted distribution built in Mar in TT
- Started with ONT distribution in April
- Focus on POC visibility § KAs activation
- Sampling started in May



Delivering significantly above BC across all KPIs



Volume

+30% vs. BC



NSR

+49% vs. BC



Brand Profitability

+408% vs. BC

- ✓ All targets in the green and above BC
- ✓ Brilliant market execution – Weighted Distribution on **target** fully achieved after **2** months
- ✓ Numeric Distribution **+24%**



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Delivering significantly above BC across all KPIs

	YTD	VS	FY Target achievement
Price Index vs key competitor	104-110%	▲	104-110%*
WD%	82,8 %	▲	118%
Prompted Awareness	59 %	▲	118%
Trial	30 %	▲	100%
SOV	6,5 %	▲	109%

*PI vs Main Competitor in Premium Segment

Source: Nielsen Retail data YTD Aug & BH Aug, last reading; Segment data: Premium

