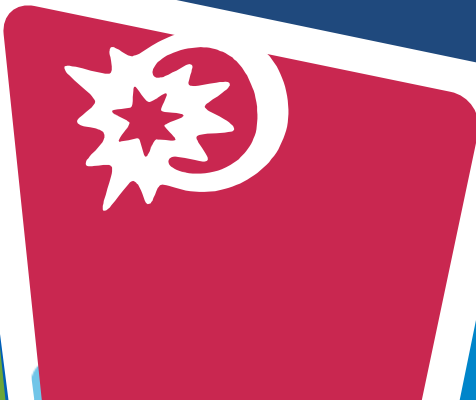


# RE-IMAGINING MARKETING

ANNUAL INVESTOR MEET | 6 JUNE 2018



*Hindustan Unilever Limited*

# SAFE HARBOUR STATEMENT

This Release / Communication, except for the historical information, may contain statements, including the words or phrases such as 'expects, anticipates, intends, will, would, undertakes, aims, estimates, contemplates, seeks to, objective, goal, projects, should' and similar expressions or variations of these expressions or negatives of these terms indicating future performance or results, financial or otherwise, which are forward looking statements. These forward looking statements are based on certain expectations, assumptions, anticipated developments and other factors which are not limited to, risk and uncertainties regarding fluctuations in earnings, market growth, intense competition and the pricing environment in the market, consumption level, ability to maintain and manage key customer relationship and supply chain sources and those factors which may affect our ability to implement business strategies successfully, namely changes in regulatory environments, political instability, change in international oil prices and input costs and new or changed priorities of the trade. The Company, therefore, cannot guarantee that the forward looking statements made herein shall be realized. The Company, based on changes as stated above, may alter, amend, modify or make necessary corrective changes in any manner to any such forward looking statement contained herein or make written or oral forward looking statements as may be required from time to time on the basis of subsequent developments and events. The Company does not undertake any obligation to update forward looking statements that may be made from time to time by or on behalf of the Company to reflect the events or circumstances after the date hereof.

# AGENDA

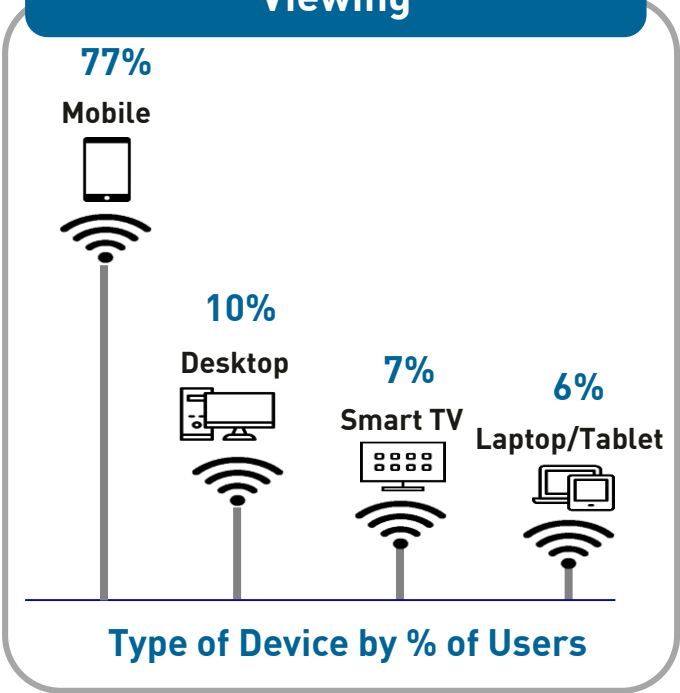


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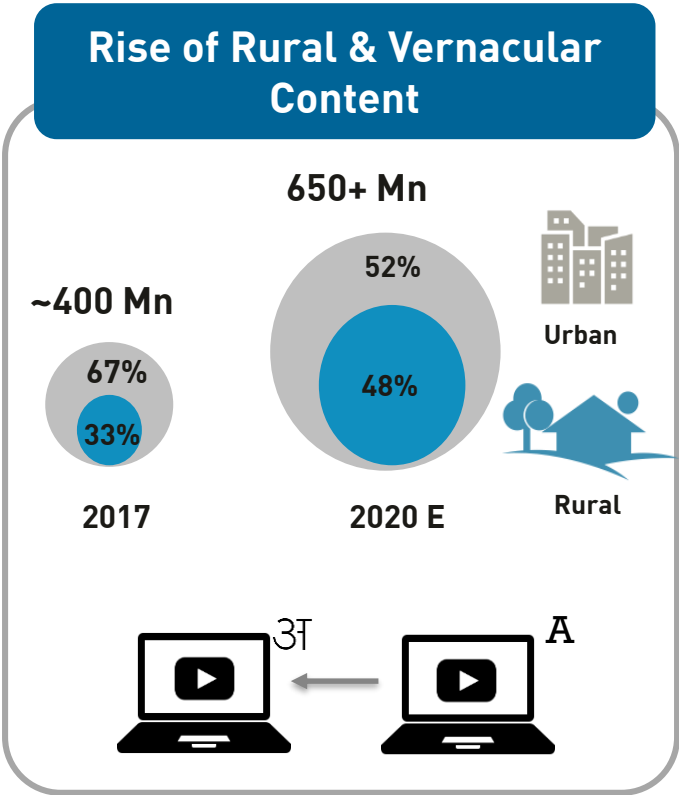
- **India Digital Landscape**
- **Impact on Marketing**
- **Reinventing Marketing @ HUL**

# DIGITAL TRENDS SHAPING INDIA

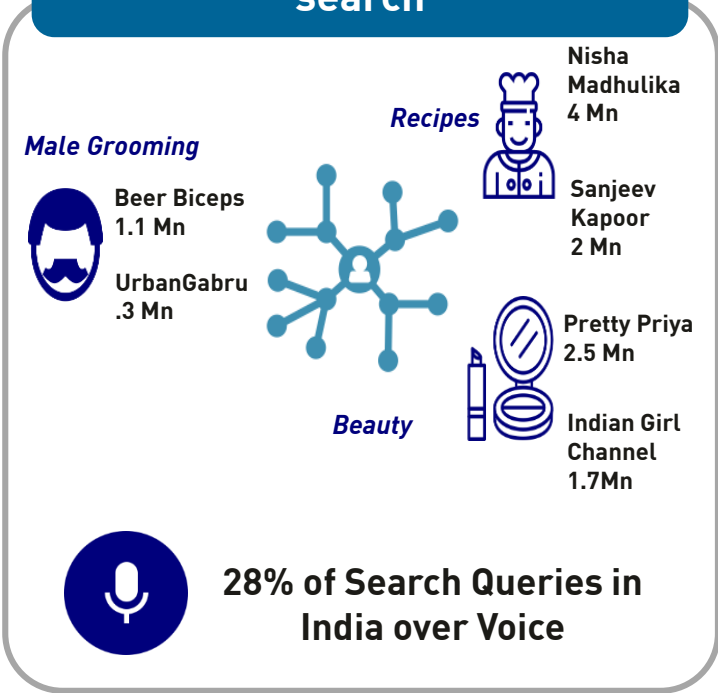
## Shift to Mobile Viewing



## Rise of Rural & Vernacular Content



## Increasing Influencers & Voice search

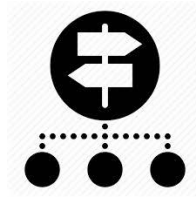


# MARKETING IS EVOLVING IN ITS 5<sup>TH</sup> GENERATION



## Product Orientation

Develop & sell products that one is good at making



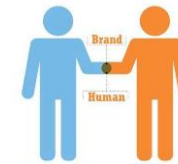
## Market Orientation

Focus on the target customer and markets and get them to buy it



## Consumer Orientation

Understand consumers and design products to solve their problem



## Human Orientation

Engaging with people through their minds, hearts & spirits



## Digital Orientation

Owning end to end consumer journey to communicate and deliver purposeful, personalised solutions

# DATA IS THE NEW OIL



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*Data is no longer just a by-product of doing business:  
it's an asset like our brands, factories and selling systems*



What data do we have today and what more we need to meet the business strategy

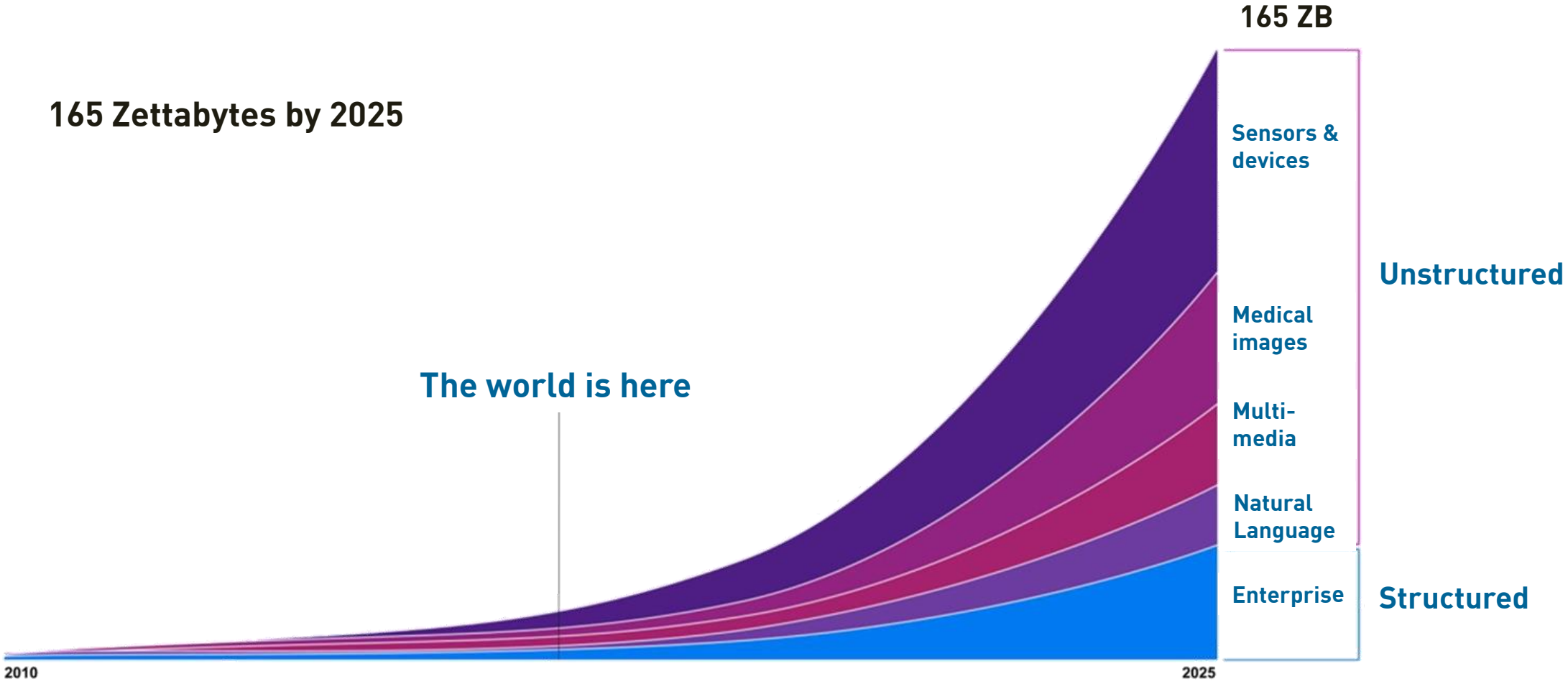
**How do we Acquire the data**  
Create, Buy, Partnerships

**How do we store the data:**  
Data and Info architecture, Technologies

**How do we use Data:**  
Analytics/  
Monetize

**How do we manage the data:**  
Security, compliance , governance

# OUR WORLD IS CHANGING



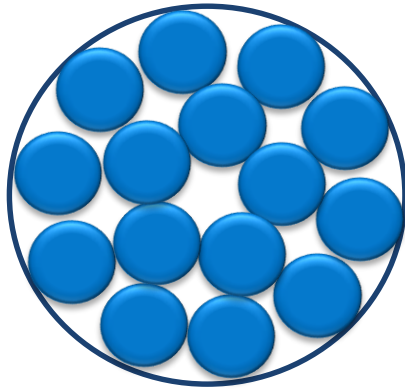
\*Source IDC. IBM projections based on analyst report



# HOLISTIC VIEW ON DATA

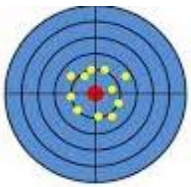


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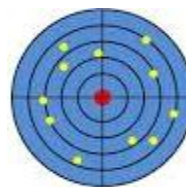
## INTERNAL

*Examples: Sales,  
Distribution, Penetration*



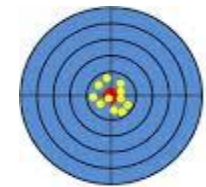
## ECOSYSTEM

*Examples: Points of Interest,  
Demographics,*



## MIXED

*Internal + External*



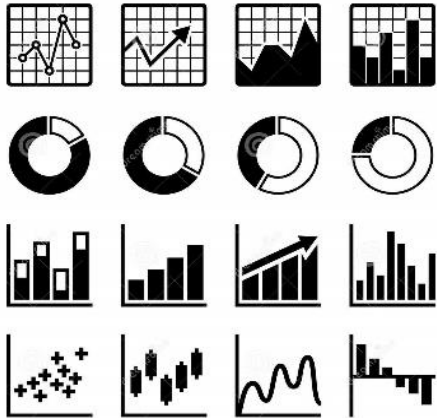


Looking beyond  
the rows and  
columns



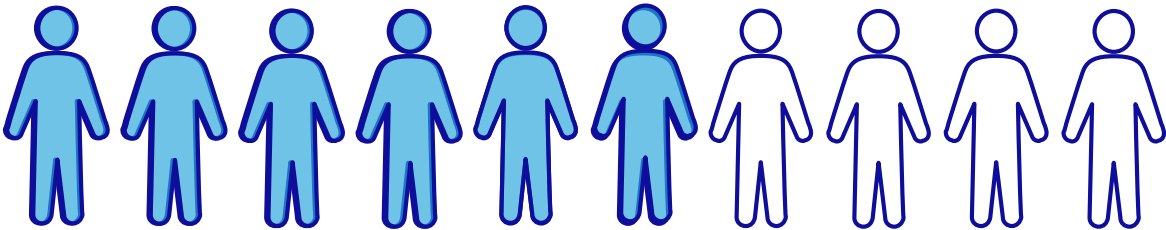


# DATA DRIVEN CULTURE



Democratizing Data

Data scientists now an integral part of Business Teams

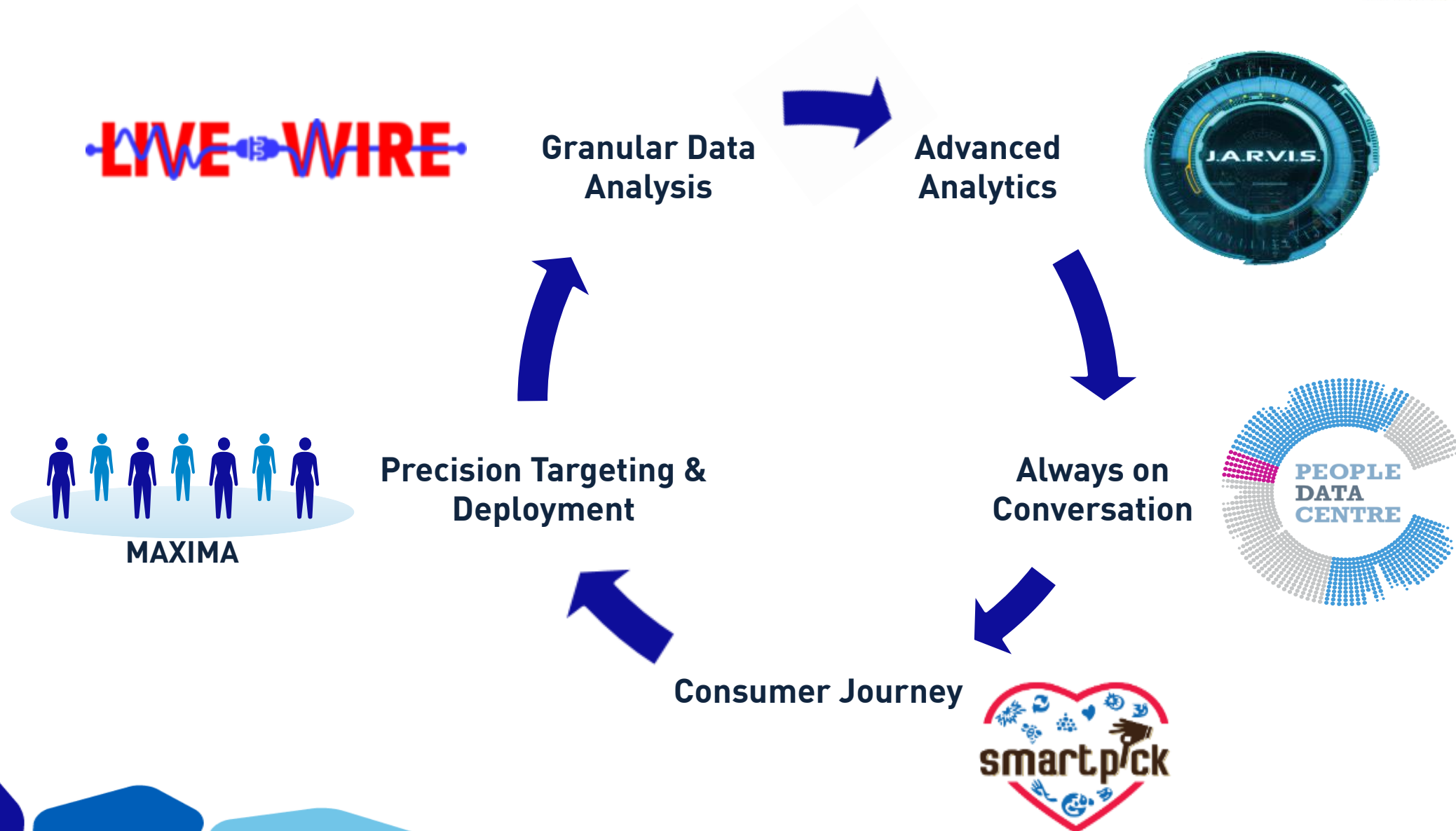


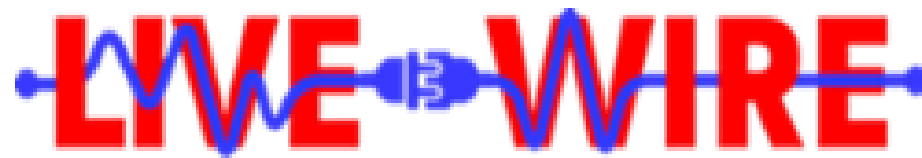
Digital & Data savvy teams

# CAPABILITIES ACROSS THE MARKETING VALUE CHAIN



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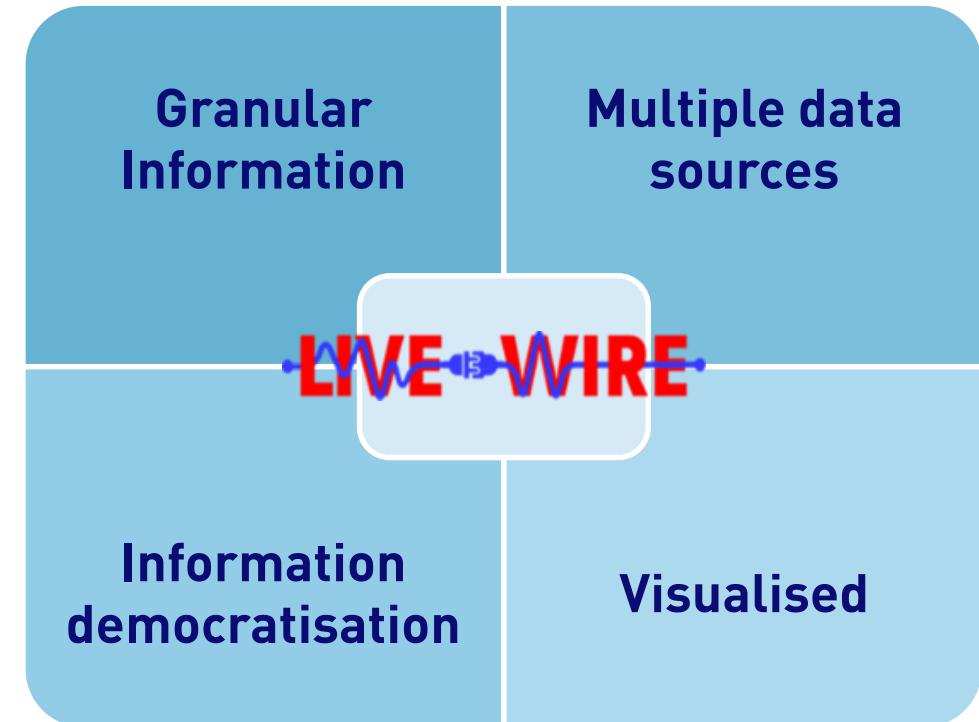


## GRANULAR DATA ANALYSIS

# LIVEWIRE



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# ADVANCED ANALYTICS

## Predictive analytics building on Livewire

### Democratising Data



### Processing



### Enabling Decisions



PRICE

ADVERTISING  
& PROMOTION

TRADE  
SPENDS

## How is predictive analytics better?



Analytics methodology

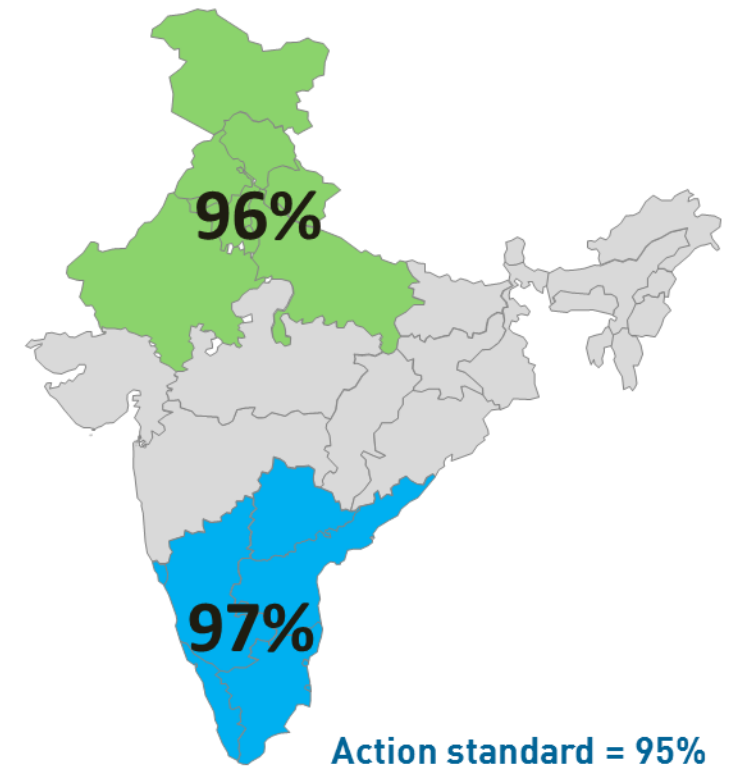


Levers & Variables



De-Averaged Output

## Jarvis in Action: Superior Accuracy







**ALWAYS 'ON' CONVERSATION**

# PEOPLE DATA CENTRE (PDC)

## Capabilities built through the PDC

Understanding Consumer Perceptions about Brand	Celebrity Assessment	Understanding Strength and Weaknesses of Brands	Understanding Category
Campaign Analysis	Impact of Macro Economic factors on business		Emerging Consumer Needs
Influencer Identification	Crisis Management	Command Centre	Reasons to use or not use certain product categories
Ecom learnings	Spotting Trends	Competition Tracking	Strategic Understanding

## Benefits of using PDC



Half the Time



Half the Cost



Rigorous & Holistic



Double the Impact



# CONSUMER JOURNEY

## Traditional Market development



## Limitations



Cost



Access to  
LSM 8+

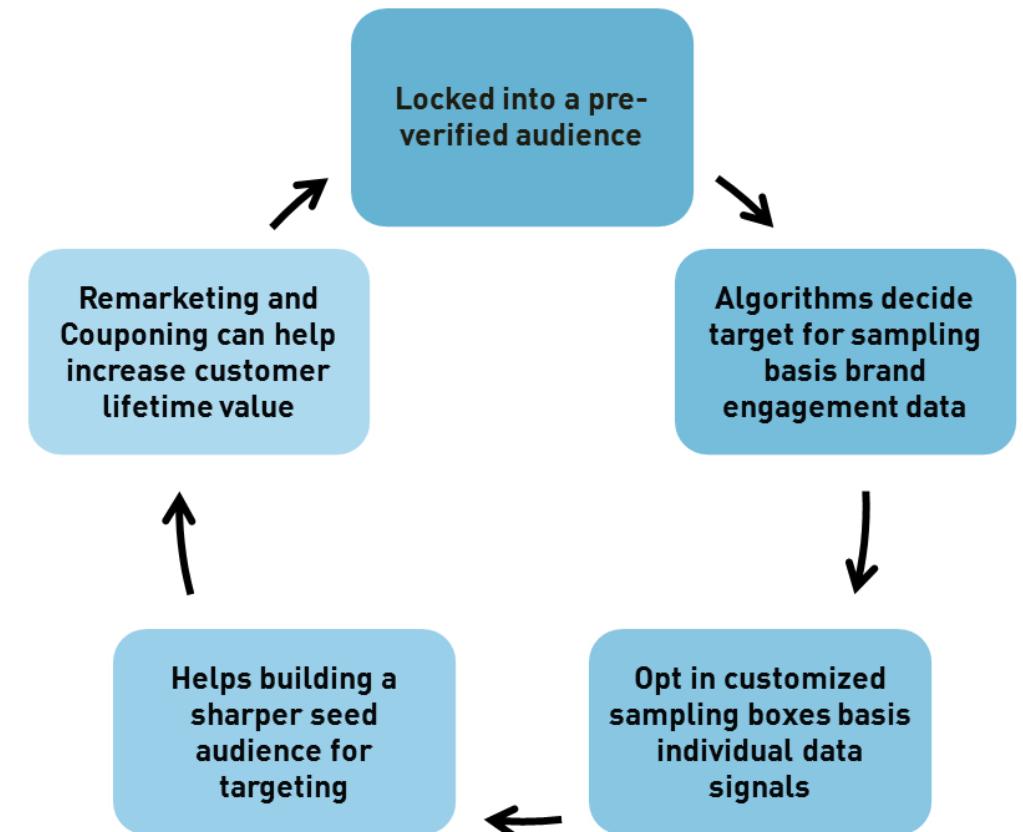


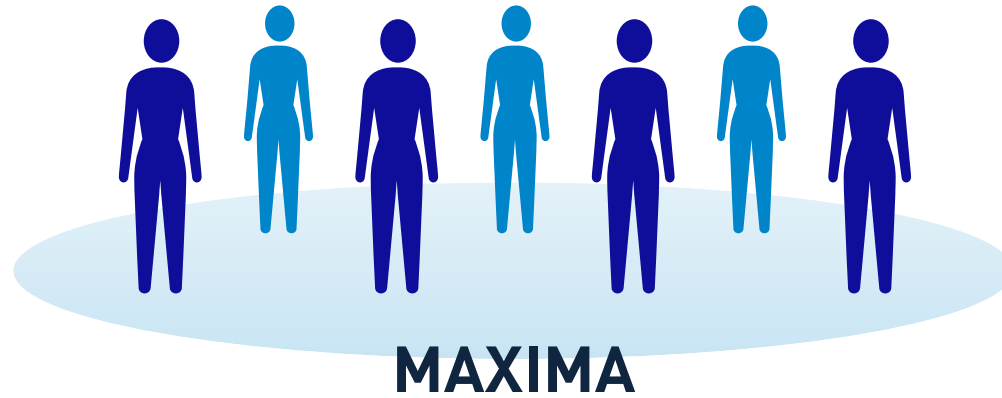
Mass  
Targeting



Promoter driven  
experience

## Smartpick: Led by data driven algorithms





# PRECISION TARGETING & DELPOYMENT



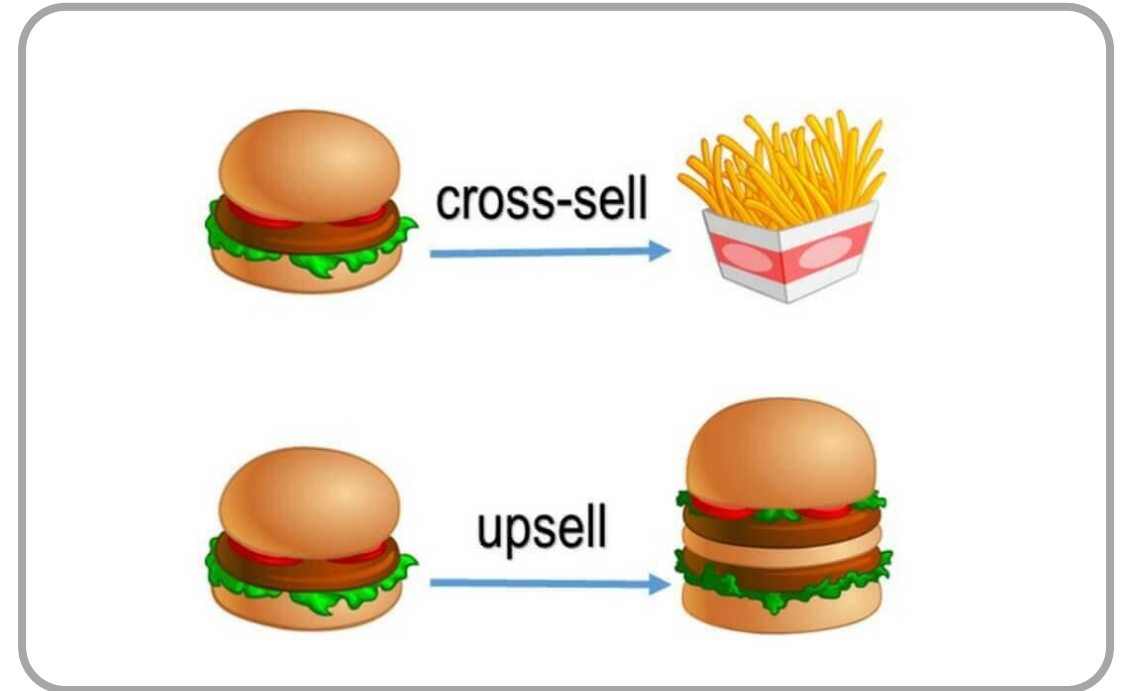


**THE RIGHT MESSAGE  
AT THE RIGHT TIME  
IN THE RIGHT PLACE  
TO THE RIGHT PERSON**

# SHARPER TARGETING



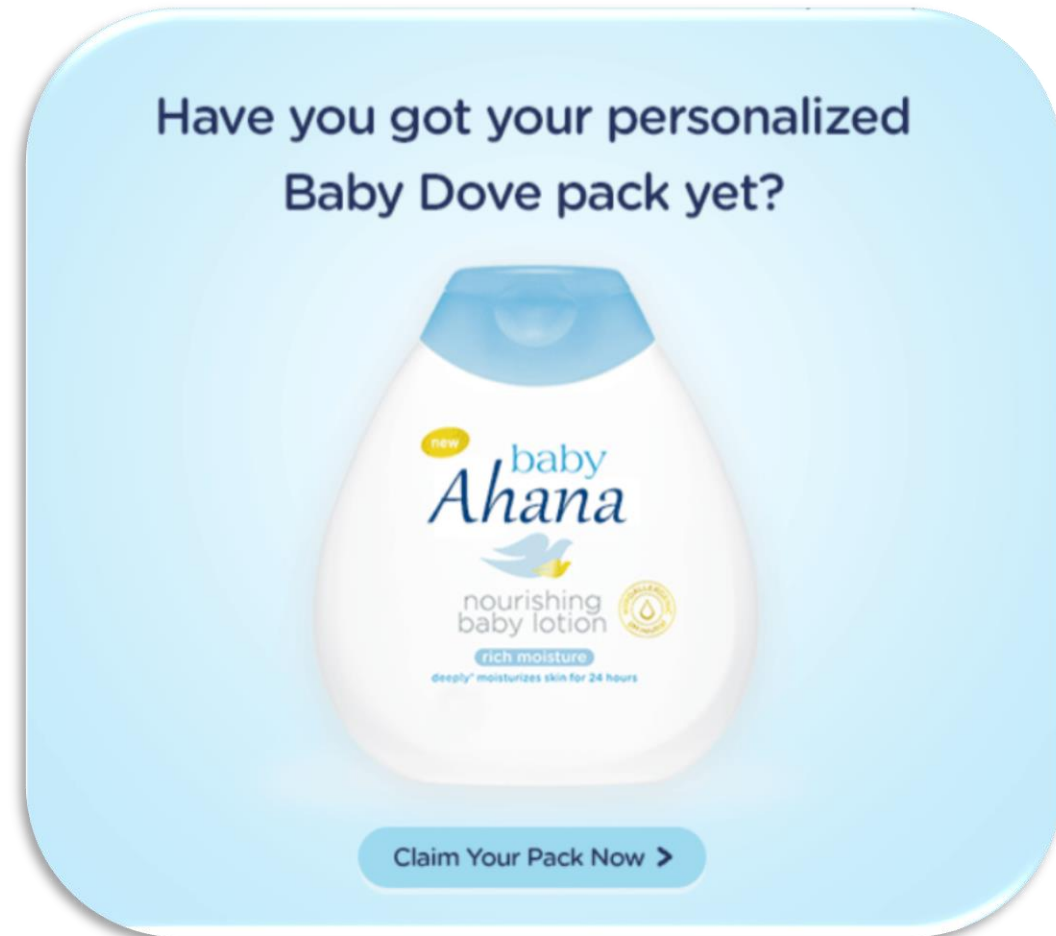
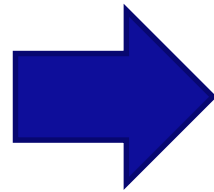
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# PERSONALISED PACKAGING



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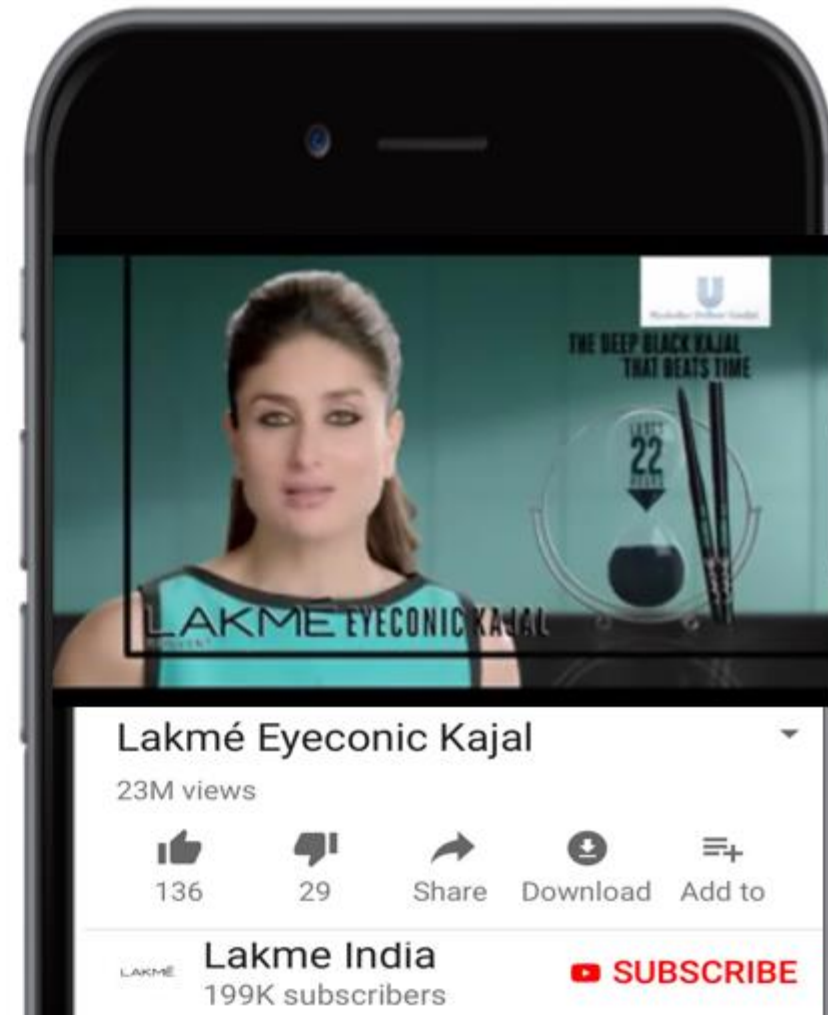




# WHAT CONSUMERS SAW ON THEIR PHONES



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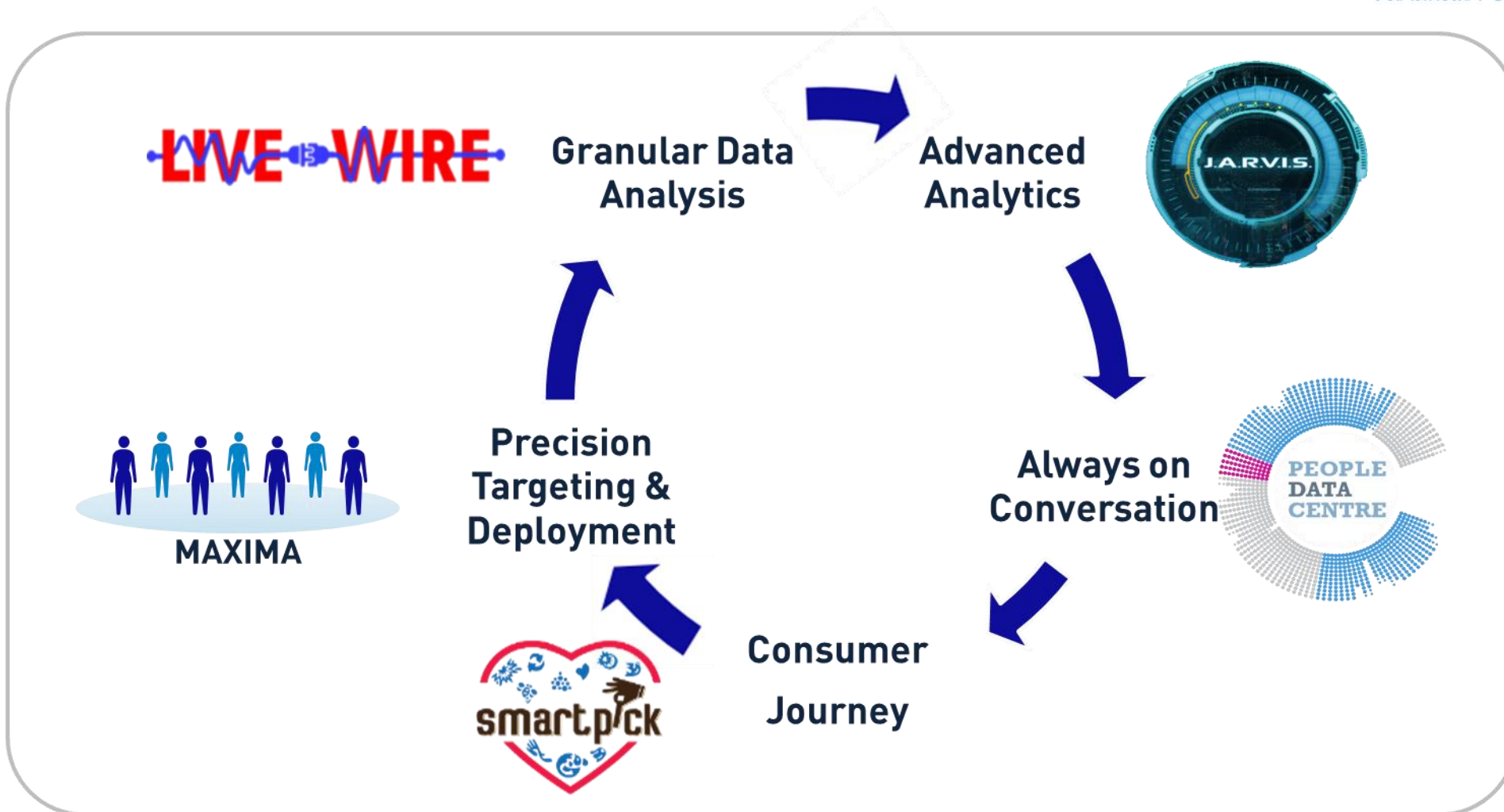


putting it all  
**TOGETHER**

# IN SUMMARY



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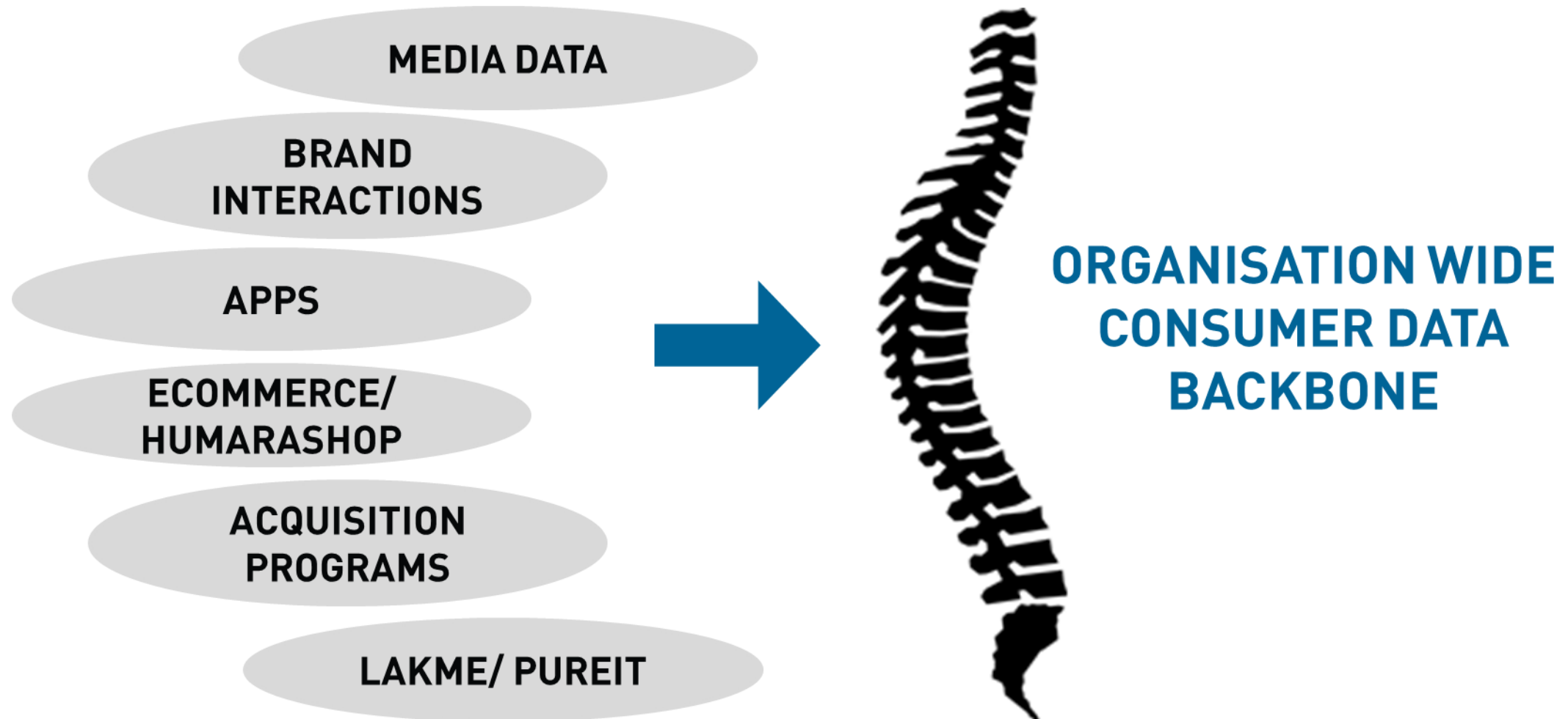


Re-imaging the consumer value chain end-to-end

# CONSUMER DATA: AN ORGANISATION WIDE CAPABILITY



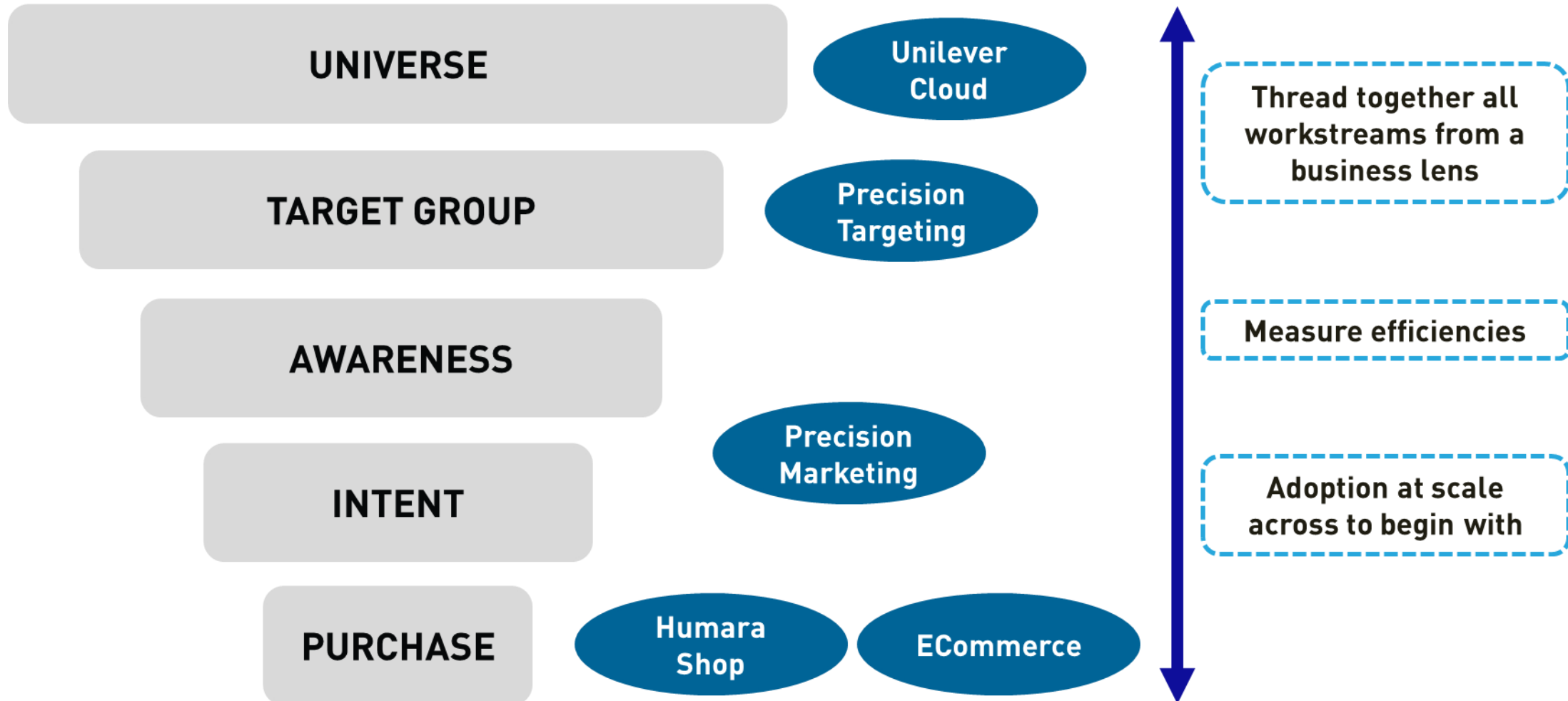
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# AN ORGANISATION WIDE END TO END VIEW



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To ***Capture and Use*** Consumer Digital Data Signals to Build

# Data Driven Marketing Funnels

that are ***Efficient and Scalable***





**"IT'S NOT THE STRONGEST OF THE  
SPECIES THAT SURVIVES,  
NOR THE MOST  
INTELLIGENT. IT IS THE ONE  
MOST ADAPTABLE TO CHANGE."  
- CHARLES DARWIN**

# THANK YOU

For More Information

## VISIT OUR WEBSITE

<http://www.hul.co.in/investorrelations/>

### Investor Relations

#### HUL Annual Investor Meet 2018

HUL's Annual Investor Meet 2018 will be held on 6th June 2018, Wednesday, at the HUL Head Office in Mumbai

[> View more](#)

#### RE-IMAGINING HUL

ANNUAL INVESTOR MEET | 6 JUNE 2018

Sanjiv Mehta, CEO & MD

