



CLOCKWISE

THE CULTURAL CONTEXT

Driven by the millennial mindset, there is a global surge in social mobility and entrepreneurship, which is disrupting the status quo in a number of ways, most notably in the way people perceive free time.

As schedules loosen, time is less rigid than before and has become less of a constraint on people's lives.

THE CONSUMER INSIGHT

Consumers are finding new ways to work smarter, adjusting to living life on their own terms and not on a traditional schedule.

As a result, drinking times are shifting and growing. From day-drinking to brunch to late night, the established 'busy times' are not as rigid as they once were.

THE TRADE PERSPECTIVE

However, the industry continues to cater to a rigid definition of the most saturated times, focusing exclusively on the old fashioned concepts of happy hour, weekends at clubs and prime time at restaurants.

But there's a much bigger opportunity that the on-premise is seeking help to capitalize on.

Let's take ownership of new and unexpected times of the day and night by delivering experiences that help maximize downtimes in key locations and help extend our brands, increase appeal and grow share during the times where competition is limited, but opportunity is strong.



THE OPPORTUNITY



MAKE THE
NIGHT FLUID

THE CULTURAL CONTEXT

The past decade has seen a renewed move to urban centers among young people, who are drawn by the variety of choice in all areas of life, especially nightlife and dining.

Cities and even downtown areas are seen as playgrounds, with consumers realizing there's power in having so many options.

THE CONSUMER INSIGHT

Consumers are more dynamic and restless than ever, moving from restaurant to bar to after party, with each new location meeting the shifting mood of the moment.

This fluidity provides a breadth of experiences and helps create choice not simply in where to go, but in desired experiences. The drinks they choose contribute to that.

THE TRADE PERSPECTIVE

In catering to this new landscape, bars, restaurants and nightlife venues go to great pains to project a particular experience for consumers at all times.

Every product they offer and every decision they make is purposeful and intended to create a more compelling, ownable experience at key moments.

Let's "own the circuit", by making our brands relevant to our consumers' experiences throughout every step of their night, and by helping POCs align consumers with the right brand for the right experience.



THE OPPORTUNITY



**SHARE THE
LOVE**

THE CULTURAL CONTEXT

Innovations in technology, as well as smart new business models, have given rise to a new sharing economy, where everything, from possessions, to memories, to experiences can be readily shared.

This new dynamic is disrupting business at a rapid pace and creating a new paradigm.

THE CONSUMER INSIGHT

Millennially minded consumers now perceive brands in a completely new way. Whether sharing photos, thoughts or property, they know that things are better when experienced together.

Ownership is less of a focal point and life is about sharing what is *ours*. This generation prefers supporting each other, and the brands that can help them do this are the ones they'll keep turning to.

THE TRADE PERSPECTIVE

The on-premise is in the business of sociability and, whether they're a bar, restaurant or nightclub, venues strive to create experiences that people can share with others, near and far.

However, there's still a long way to go.

Let's find new ways to create on-premise experiences focused on sharing products and experiences alike. In a world where sociability is already a key driver, we have the chance to introduce a new level of experience when it comes to going out, connecting and sharing.



THE OPPORTUNITY



GAMING THE NIGHT

THE CULTURAL CONTEXT

The changing retail landscape and the shift to digital commerce has put the power back in the hands of consumers.

With bargains, deals and added value experiences around every corner, the rules of engagement have changed, and retail has become much more of a game.

THE CONSUMER INSIGHT

Consumers have become used to the feeling of winning, and are always on the lookout for their next chance at victory.

Whether that comes in the form of a limited time offer, exclusive access or a flash promotion, consumers love the feeling that they're winning a game, and the companies that can empower them to do so are the ones that they'll keep coming back to.

THE TRADE PERSPECTIVE

When it comes to keeping up with the changing face of retail, the on-premise is turning to means outside of our control to offer this experience to consumers.

By partnering with third party vendors, networks and even credit card companies, they're able to offer more, but find themselves profiting less.

Let's give consumers the feeling that they're winning every time they come in contact with our brands, with an experience characterized by unexpected access, deals and shortcuts that will help them game the night and chalk up new victories.



THE OPPORTUNITY



DRIVING DECISION

THE CULTURAL CONTEXT

Driven by market demands for newness, provenance and authenticity, recent years have seen an explosion in new brands in all sectors.

Nowhere is this more true than in drinks, with numerous craft beers, spirits and niche products competing for share of inventory

THE CONSUMER INSIGHT

With so many options available to them, consumers are paralyzed by choice. Increasingly unsure of their ability to make the right decision, they often don't want to admit to needing help in making decisions, and default to the brands they know.

This insecurity at the point of purchase can lead to a cycle of dissatisfaction, with consumers feeling as if they're missing out on the myriad options available to them.

THE TRADE PERSPECTIVE

This leads to complications for the on-premise, who have limited space on bars, fridges and menus to accommodate all the options

In addition, the increased time it takes a consumer to make a choice can damage the efficiency of their business.

Let's simplify and facilitate the decision process, not just at the point of decision, but throughout the consumer's life, going beyond POS and menu and finding new ways provide reassurance before the decision is made, and validation long afterwards.



THE OPPORTUNITY



**ABOVE AND
BEYOND**

THE CULTURAL CONTEXT

As technology and innovation have driven the world forward, they have created a global sense of restlessness, with products and services experiencing shorter life cycles, and consumers always looking for the next upgrade.

If there isn't a faster, better, sleeker 2.0 version around the corner, consumers are likely to lose interest quickly.

THE CONSUMER INSIGHT

Consumers have become much more demanding in every aspect of their lives.

Brand loyalty is never assured, it is constantly earned, and consumers gravitate towards the companies that consistently provide greater convenience, accessibility and immediacy than the competition, going above the call of duty to create holistic next level experiences.

THE TRADE PERSPECTIVE

Despite this, the on-premise has remained rooted in the old way of doing things, and is facing competition from a variety of new and unexpected sources, that threaten to lure consumers away with fresher, more convenient experiences that deliver more.

Let's change the rules for the on-premise and drive consumer affinity for our brands by using our scale and resources to help the on-premise deliver an experience that is consistent with what consumers have come to expect in every other area of their lives.



THE OPPORTUNITY