

ASUTIL CONFERENCE

• IT'S •
BACK

Travel Retail & Meta.
Building the future together.



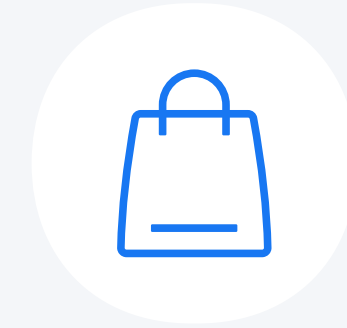
MANAGED BY





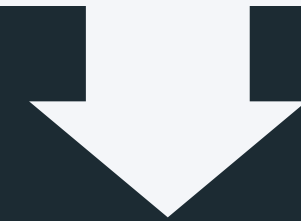
01. Inspiring travelers connections.

Travel planning
has fundamentally
changed.



I NEED TO PLAN MY TRIP

Routine, functional, intent-based



ALWAYS DREAMING AND PLANNING

Serendipitous, curated, integrated into daily life

Discovery is happening on Meta technologies at an incredible scale.

90%

of people surveyed say they **discover new businesses** on Meta technologies¹



3.81B

People GLOBALLY²



+450M

People in LATIN AMERICA²

use at least one of our technologies on a monthly basis

The majority of these discoveries lead to purchases.

The percent of US travelers surveyed who are using each technology for travel-related activities:



76%



73%

Source: Traveler Journey Survey by Kantar Profiles (Facebook-commissioned online survey of 1,033 respondents ages 18-64 who have traveled in the previous three months, United States, 2020)



Connecting brands to new and existing consumers in three distinct ways



VIDEO



CREATORS



EXPERIENCES



VIDEO 4 hrs/day

Online video consumption increased to 4 hours/day.

SHORT VIDEO is the next big shift in how we make, watch and share entertaining content.



Unvarnished, lo-fi and relatable



Concise stories that reward our attention



Highly entertaining, surprising or mesmerizing

01 INSPIRE NEW CONNECTIONS

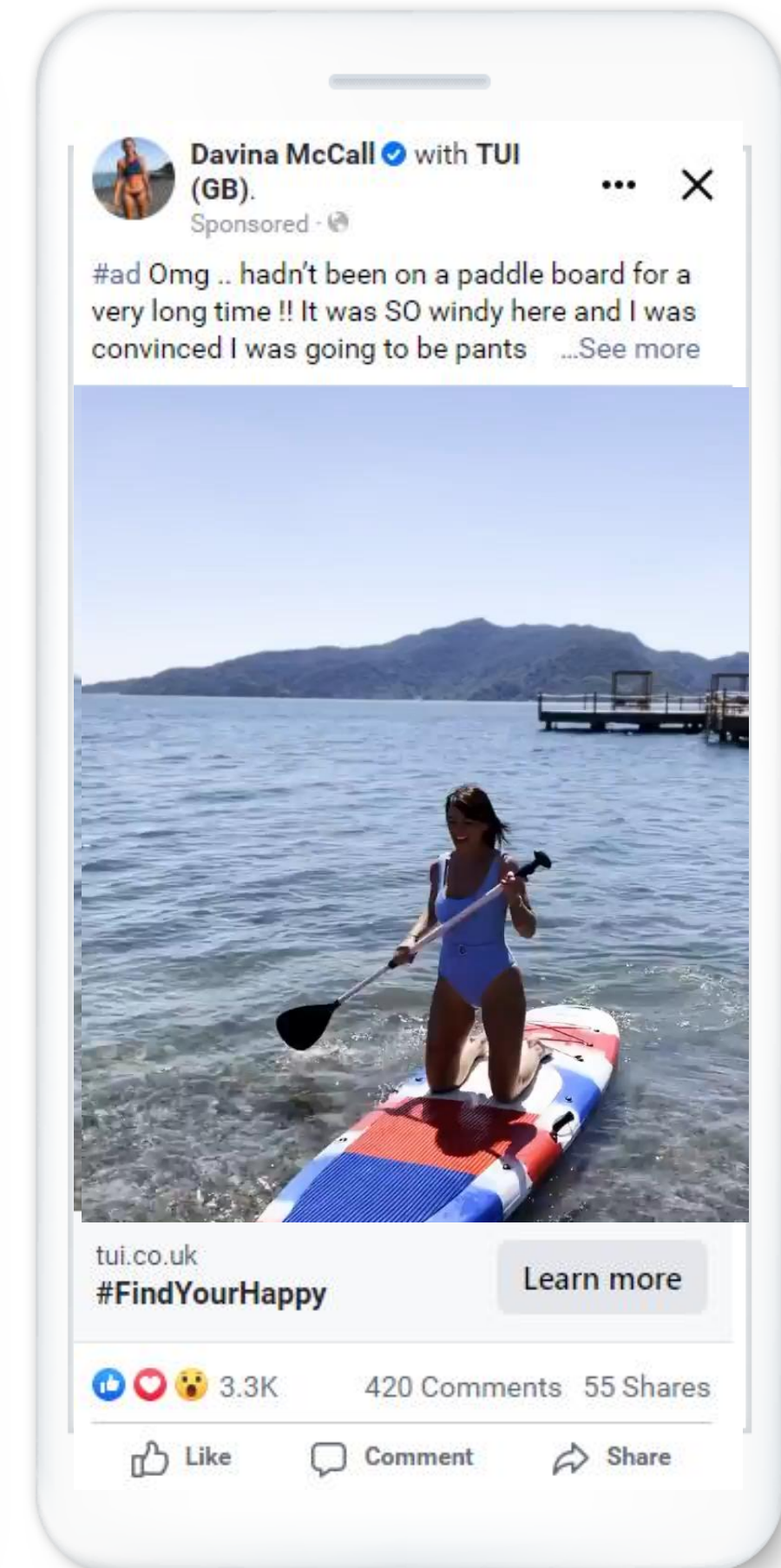
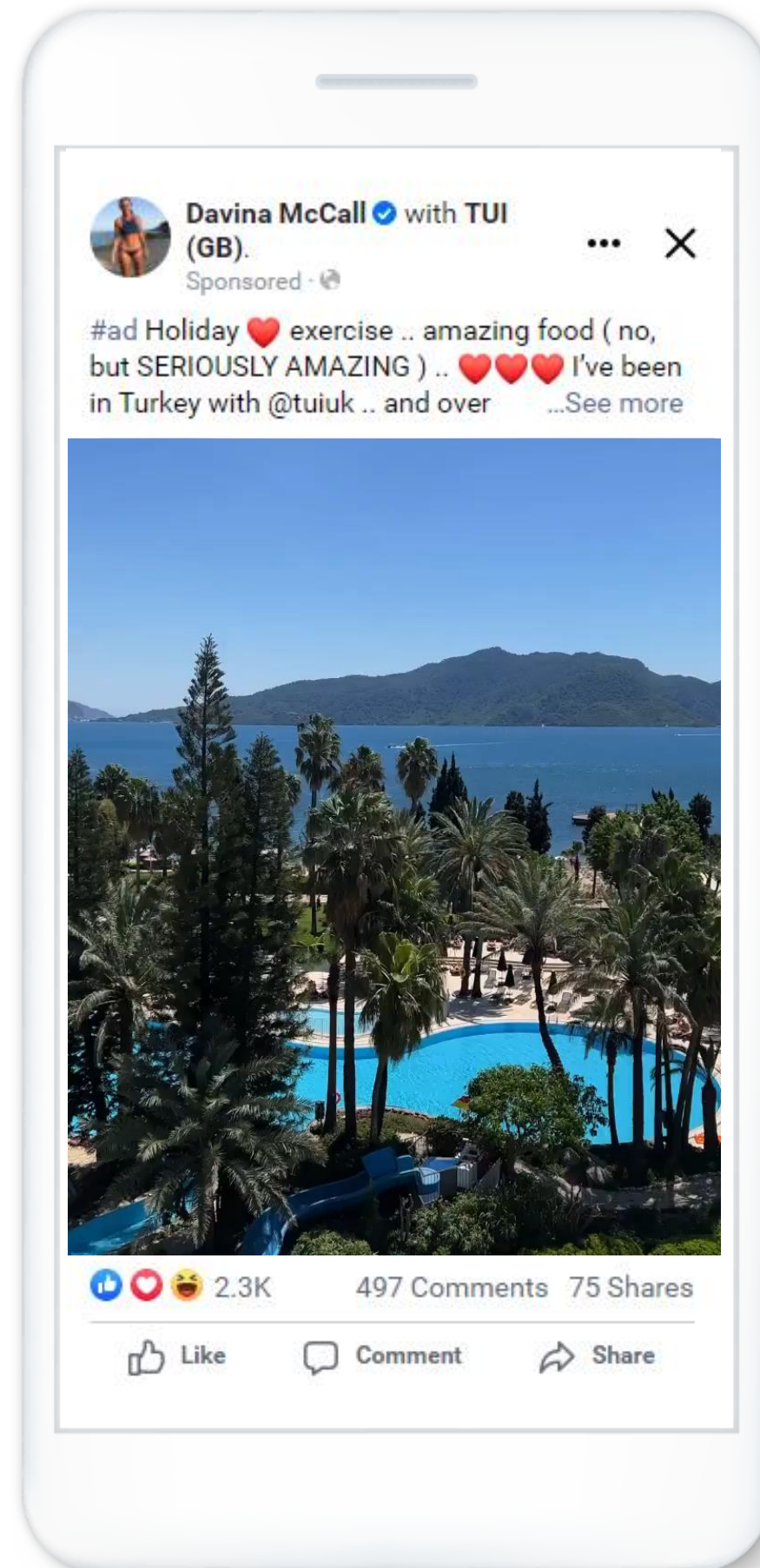
People spend their time and money with **CREATORS** they love.

54%

Brazilian shoppers discover new brands or products from creators¹

42%

Mexican shoppers discover new brands or products from creators¹



Sources: ¹ Liffreing, Ilyse, "Top influencers reach twice as many Gen Zers on social as do top broadcasters", AdAge, April 28, 2021

² "Discovery-Led Shopping Study" by GFK (Facebook-commissioned online survey of 12,063) , 2020

AUGMENTED REALITY will help customers discover, explore and purchase in a frictionless experience

78%

of people globally say AUGMENTED REALITY is a fun way to interact with brands.

+100M

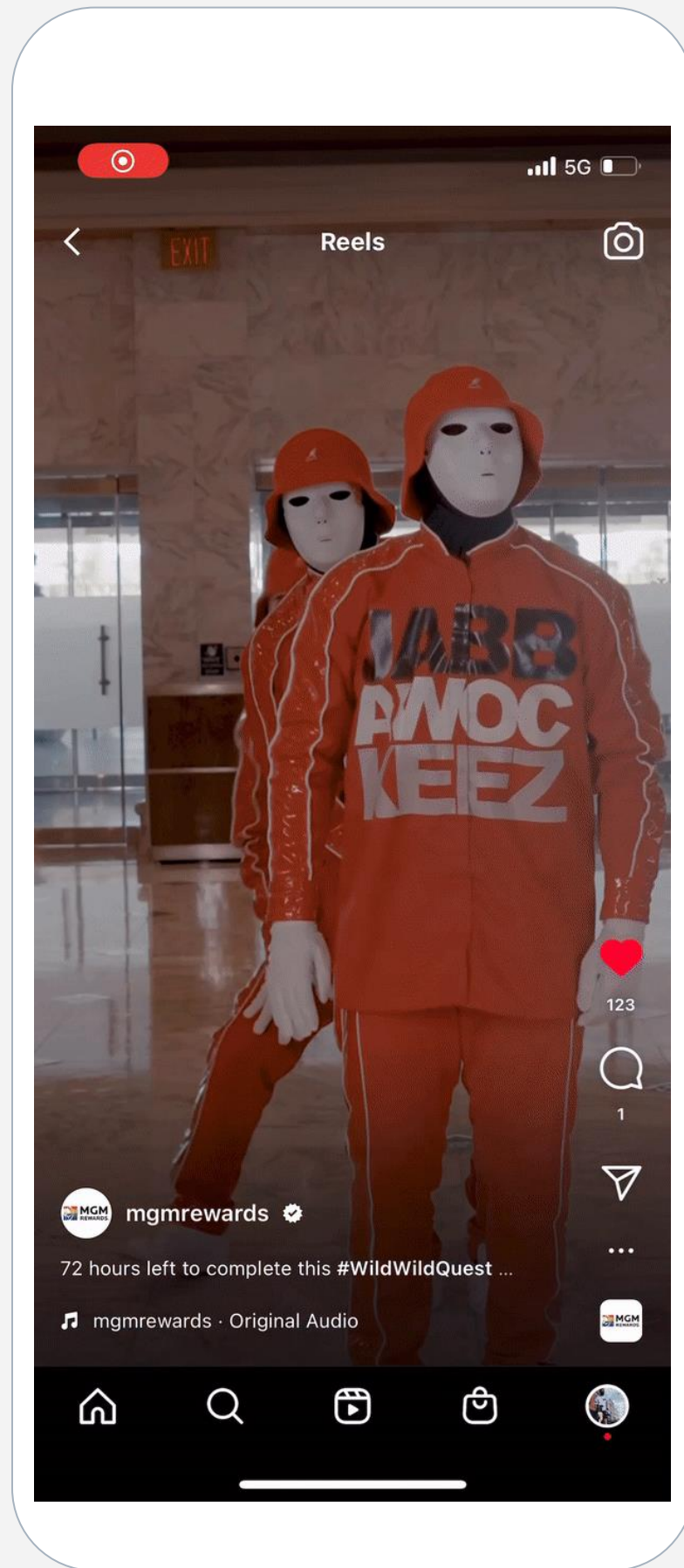
of people in using used AUGMENTED REALITY filters or effects monthly

Source: "Emerging Trends Research" (Facebook-commissioned survey of 12,500 online people ages 18–64 in AR, AU, BR, CO, GB, ID, IN, MX, NG, PH, SA, TH, US and VN) by Ipsos, Sep 2020. N=1,000 for all markets except AU, GB and US (where N=500). "Industry Micro-Shifts Monthly Tracker" by Kantar Profiles (Facebook-commissioned online survey of 96,938 adults across AU, BR, CA, DE, ES, FR, HK, ID, IN, IT, JP, KR, MX, TW, UK, US), Oct–Nov 2020. Unless otherwise specified, data is a cross-country average across all 16 markets. Facebook Success Story.

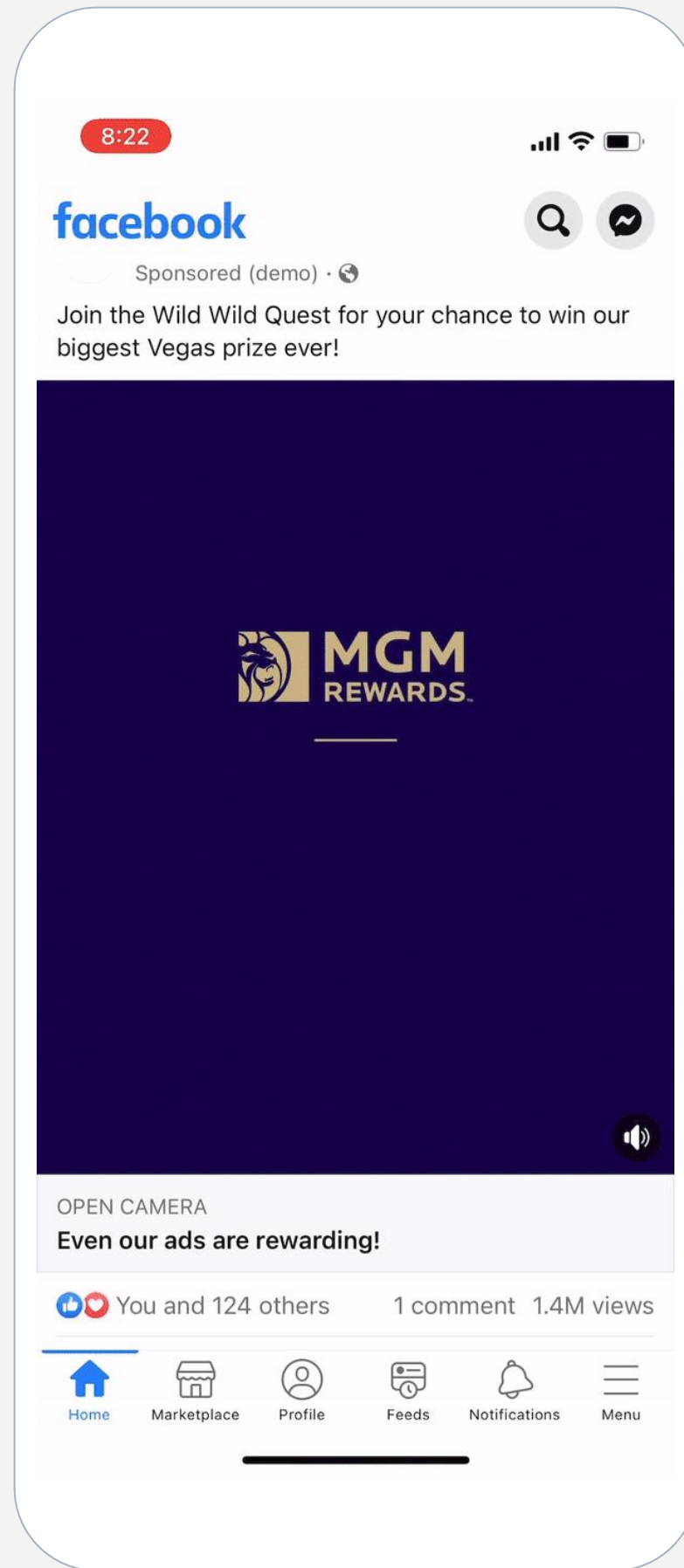




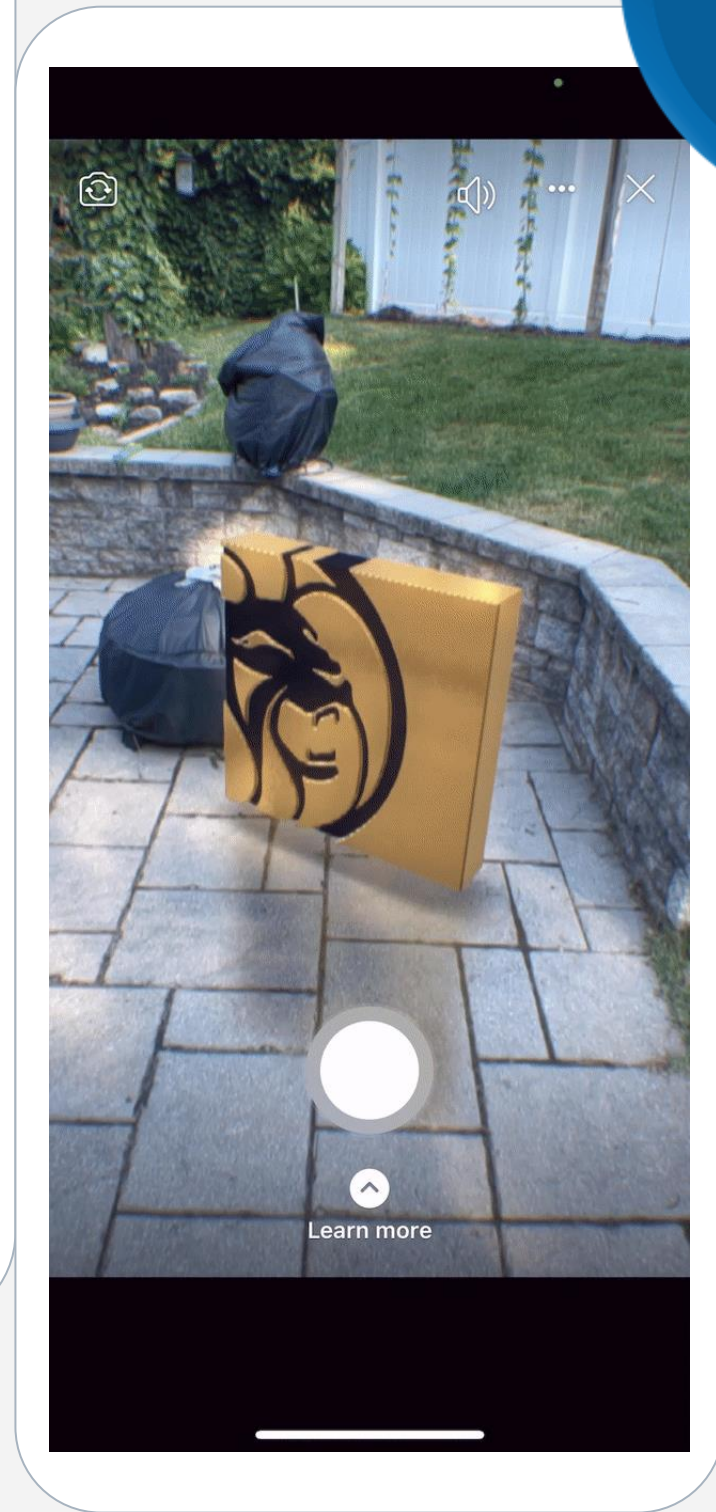
STORIES



REELS



NEWSFEED



AUGMENTED EXPERIENCES

+8.3pts Brand Awareness

+3.7pts Action Intent



02. Build TRAVEL RETAIL businesses for the future.

350M+ International Frequent Travelers



Source: Ads Manager, All Genders +18, International Frequent Travelers

THREE TRAVEL RETAIL HUBS



LONDON



MIAMI

SINGAPORE



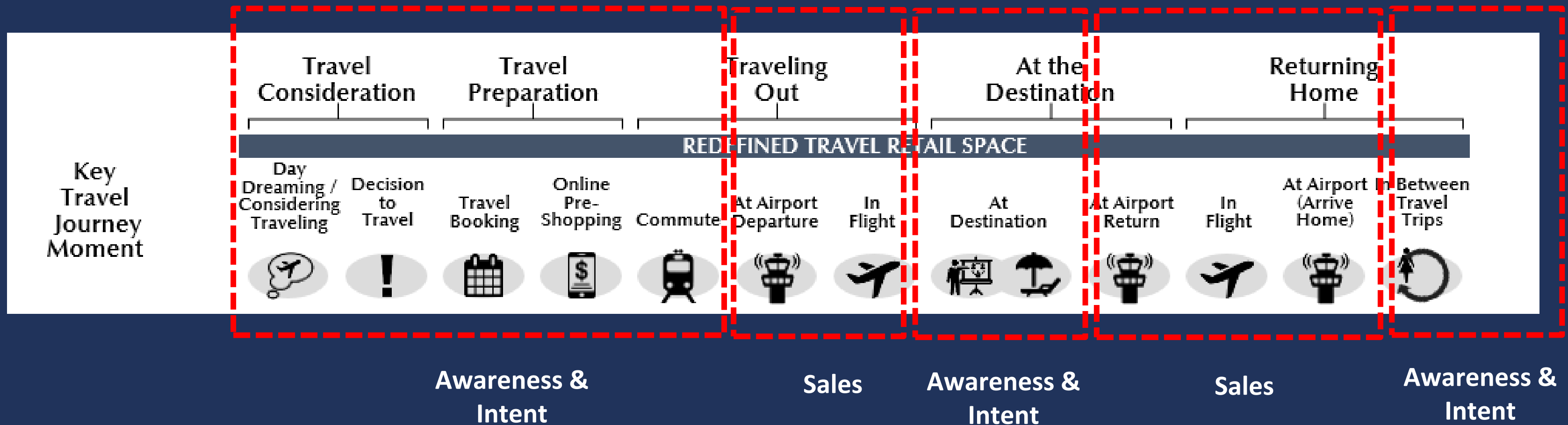
Build TRAM businesses for the future.

2.1

Increase Demand and average ticket in the stores.



Traveling Consumer Journey



LUXURY: CONNECTED



How do I target my Travelers to build Consideration & Sales in Meta?

Demographics:

- Gender / Age/ Location
- App Language

Behaviors:

- Frequent International Travelers
- People who have Intent to travel
- Online Shoppers

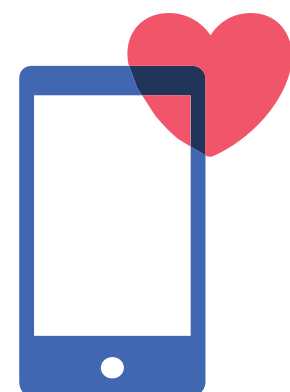
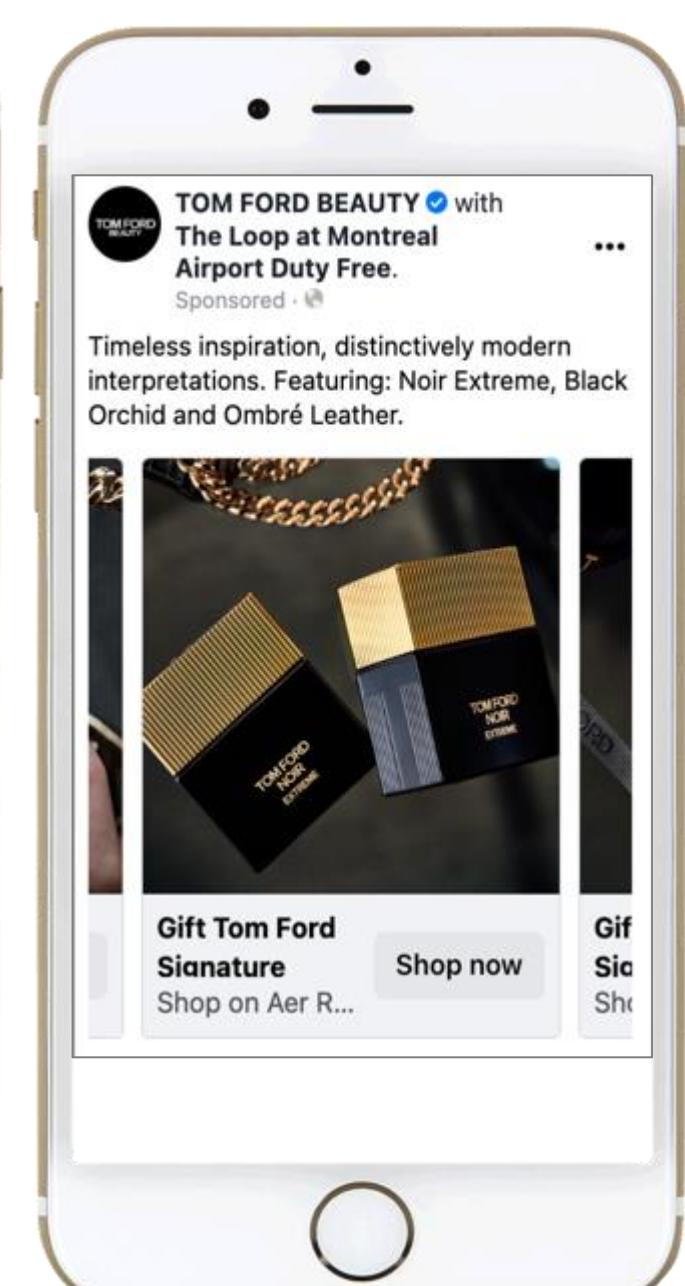
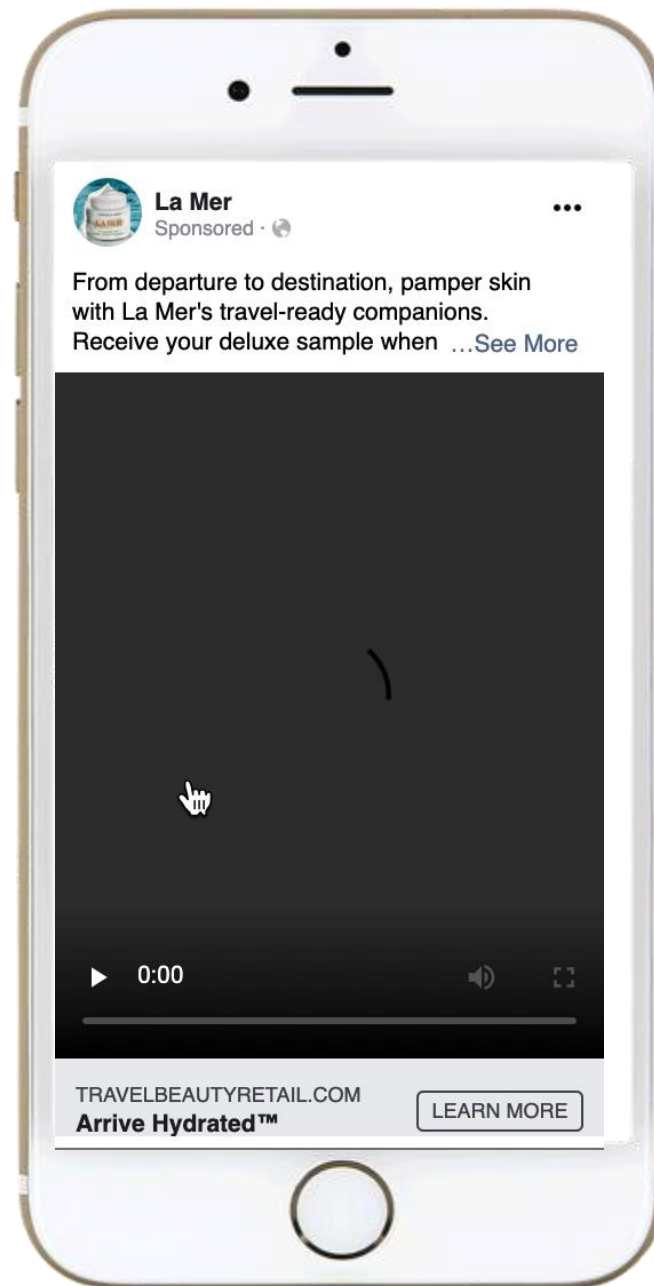
Interest:

- Engaged shoppers
- Luxury Shoppers
- Cosmetics, Skin Care, Beauty or Specific Brands

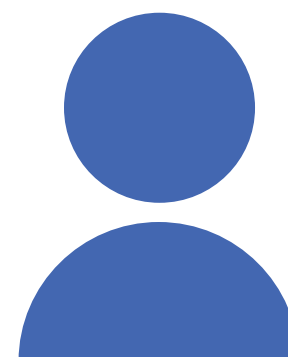
1st Party Data: Brand/Partners First Party Data



How can we Impact the Travel Consumer throughout the journey



PRE/POST TRIP



AT AIRPORT



TRAVEL RETAIL CONSUMER

Build TRAM businesses for the future.

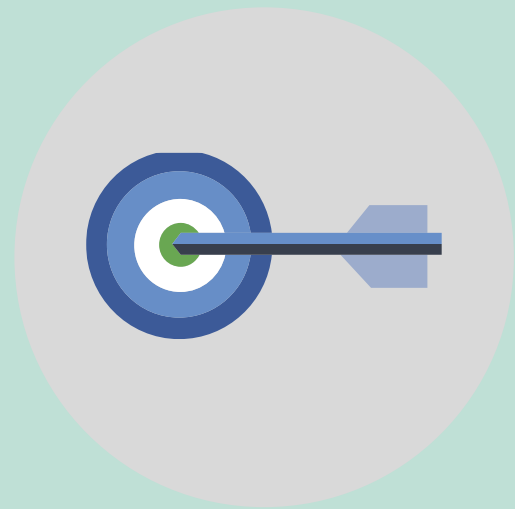
2.2

Develop solutions to
accelerate collaboration
between Brands & Retailers
for mutual benefits.



COLLABORATIVE ADS BETWEEN BRANDS & RETAILERS

TARGETING



Get access to re-targeting and broad audience (likely to be interested in your product)

OPTIMIZATION



Ability to optimize on purchases instead of ad click

MEASUREMENT



Know how much sales your campaign drove

COLLABORATIVE ADS BETWEEN BRANDS & RETAILERS

Bobbi Brown & Paris Chile

Bobbi Brown - Paris

Ventas potenciadas con Anuncios colaborativos de Facebook

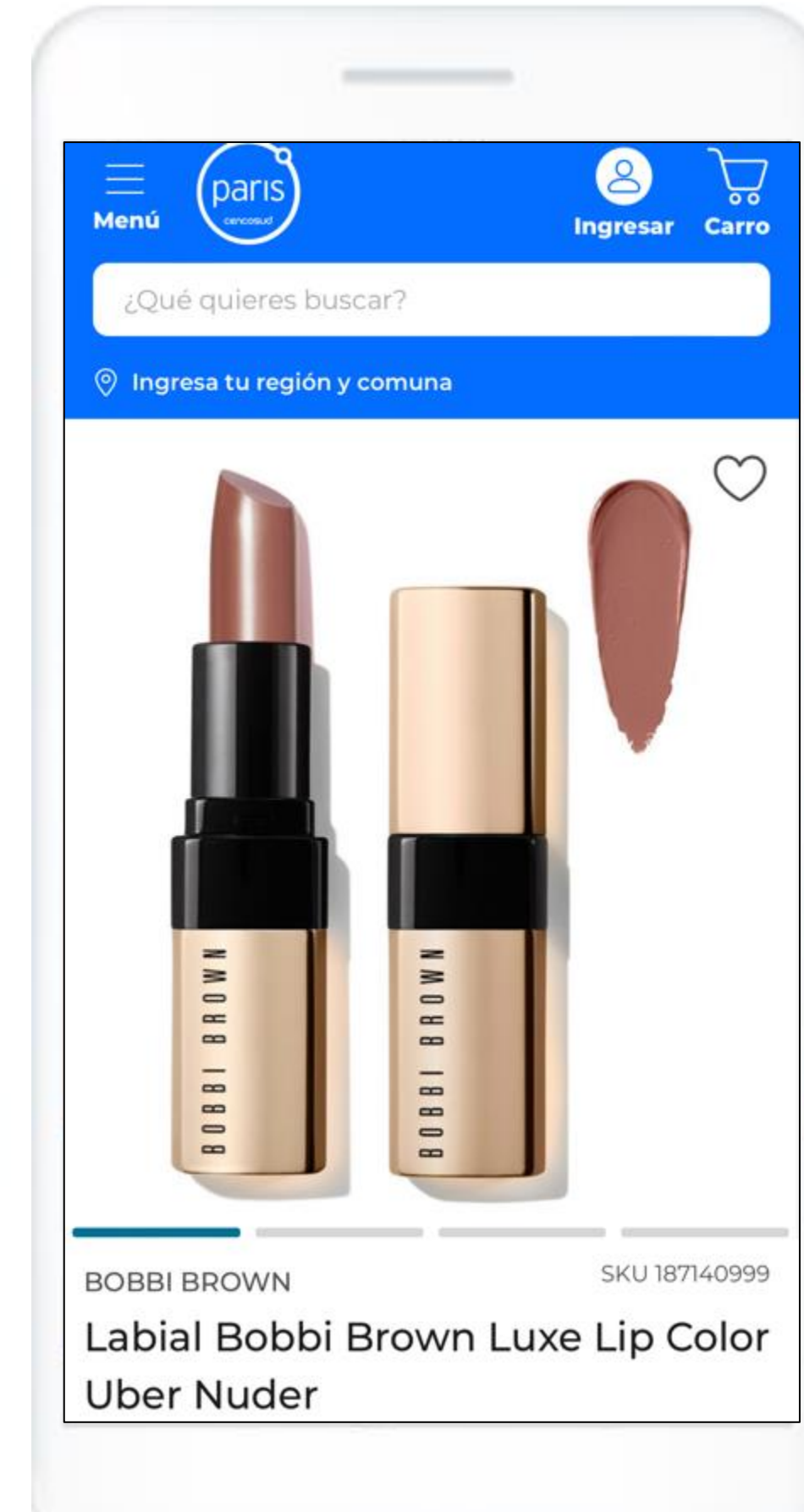
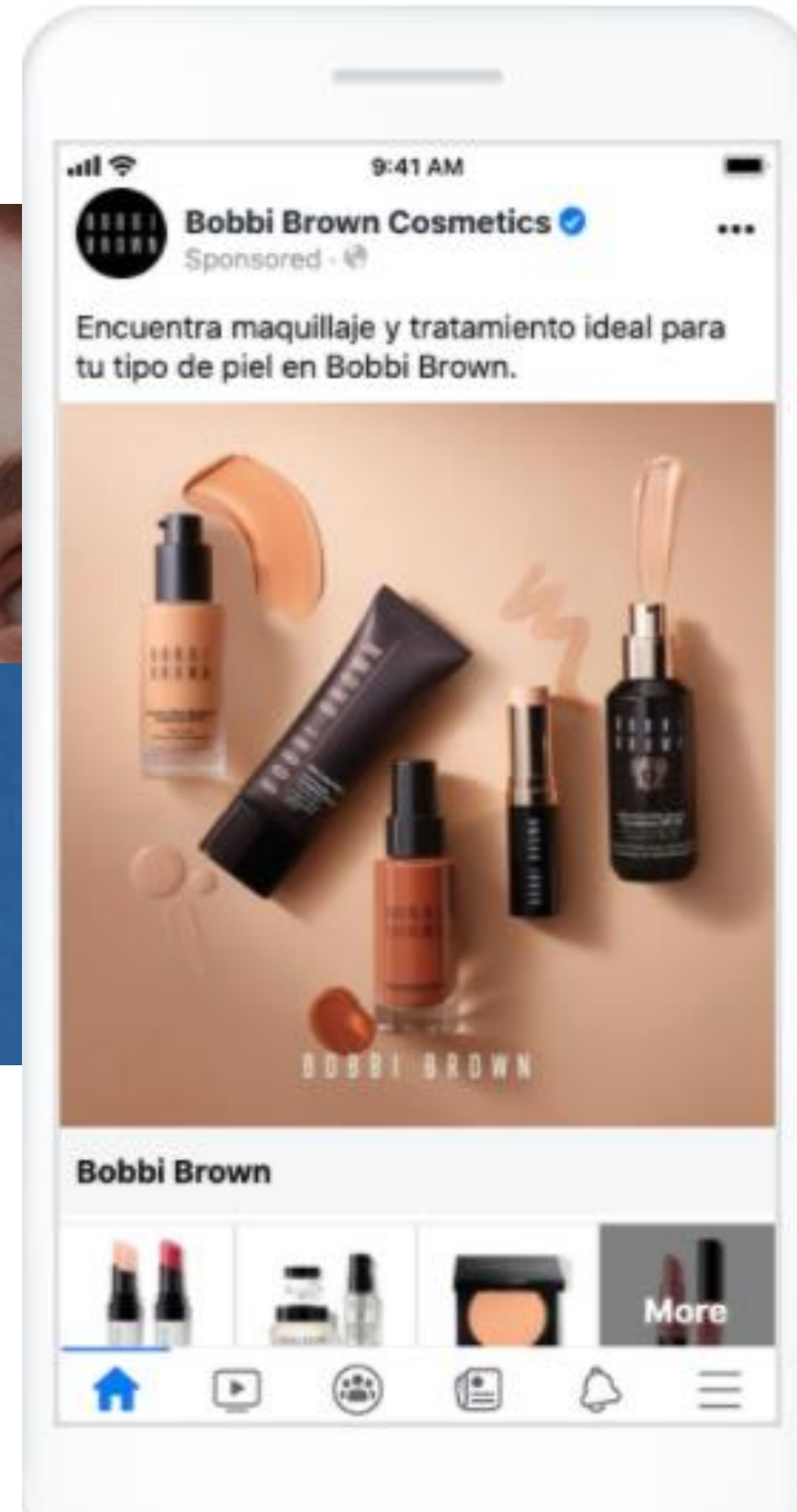
78%

de conversiones incrementales

3.8X

más de retorno en la inversión
publicitaria

BOBBI BROWN



Build TRAM businesses for the future.

2.3

Build unique brand experience for travelers wherever they are to increase loyalty and drive sales.



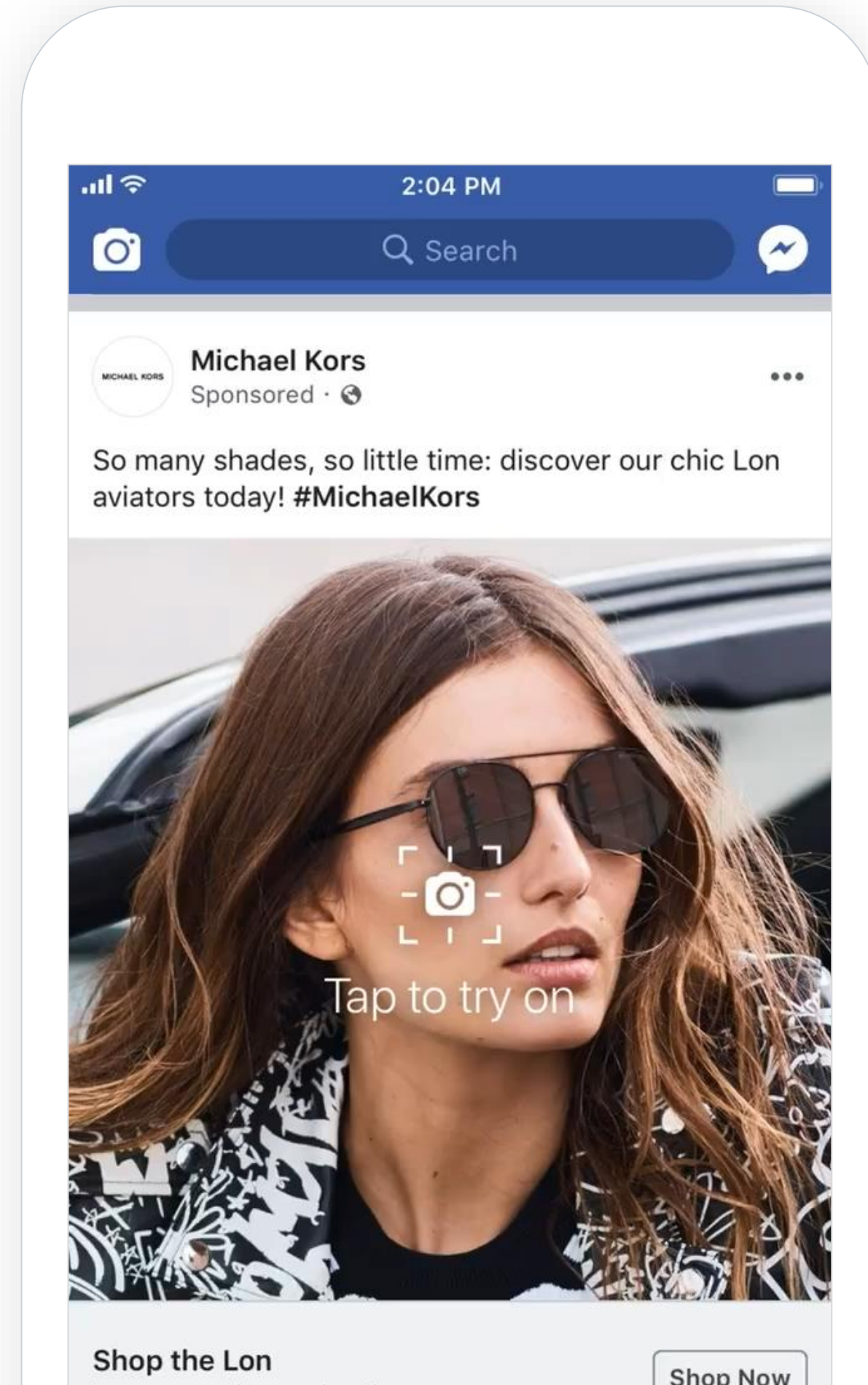
Personalizing the shopping experience

The luxury fashion retailer ran Facebook Augmented Reality ads to increase awareness and sales of its Lon aviator sunglasses, resulting in a 14% incremental lift in purchases.

14%

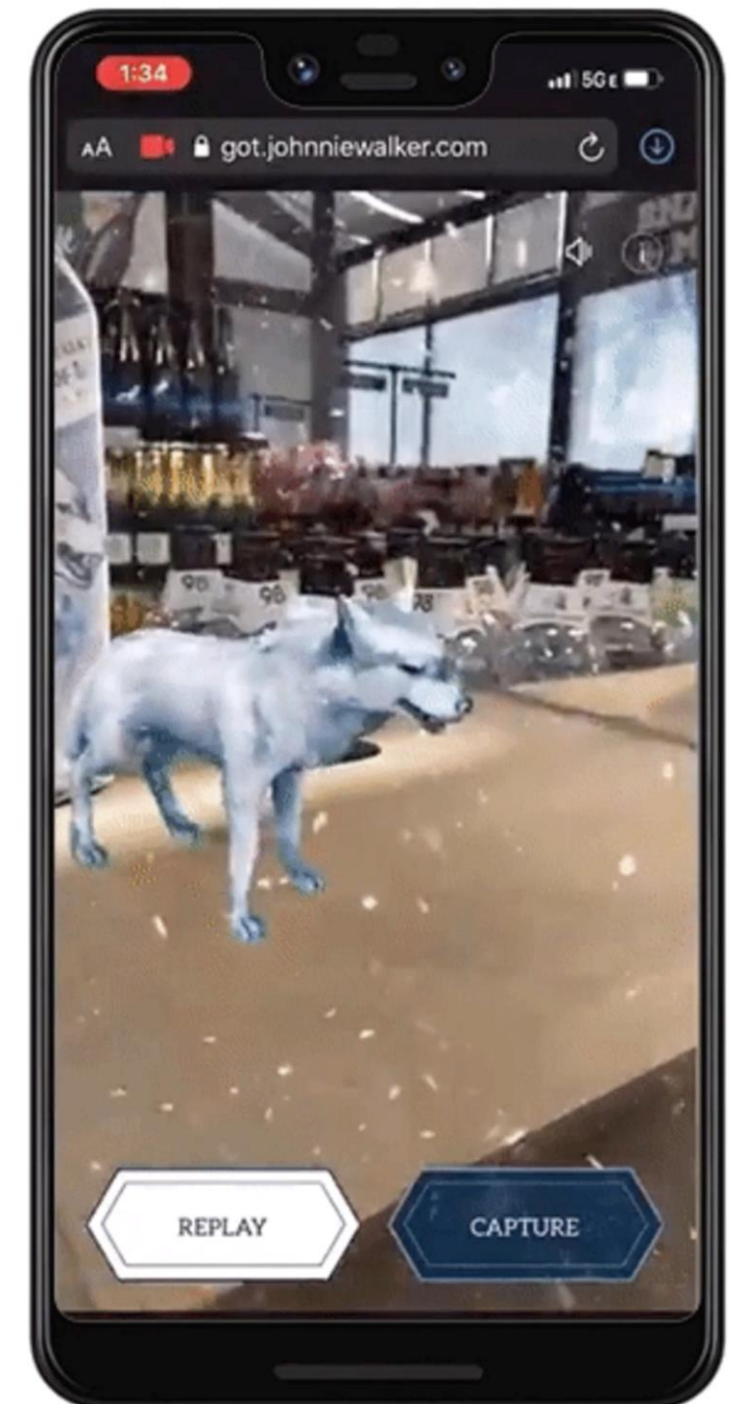
incremental lift in purchases

Source: Facebook Success Story, October 2019.



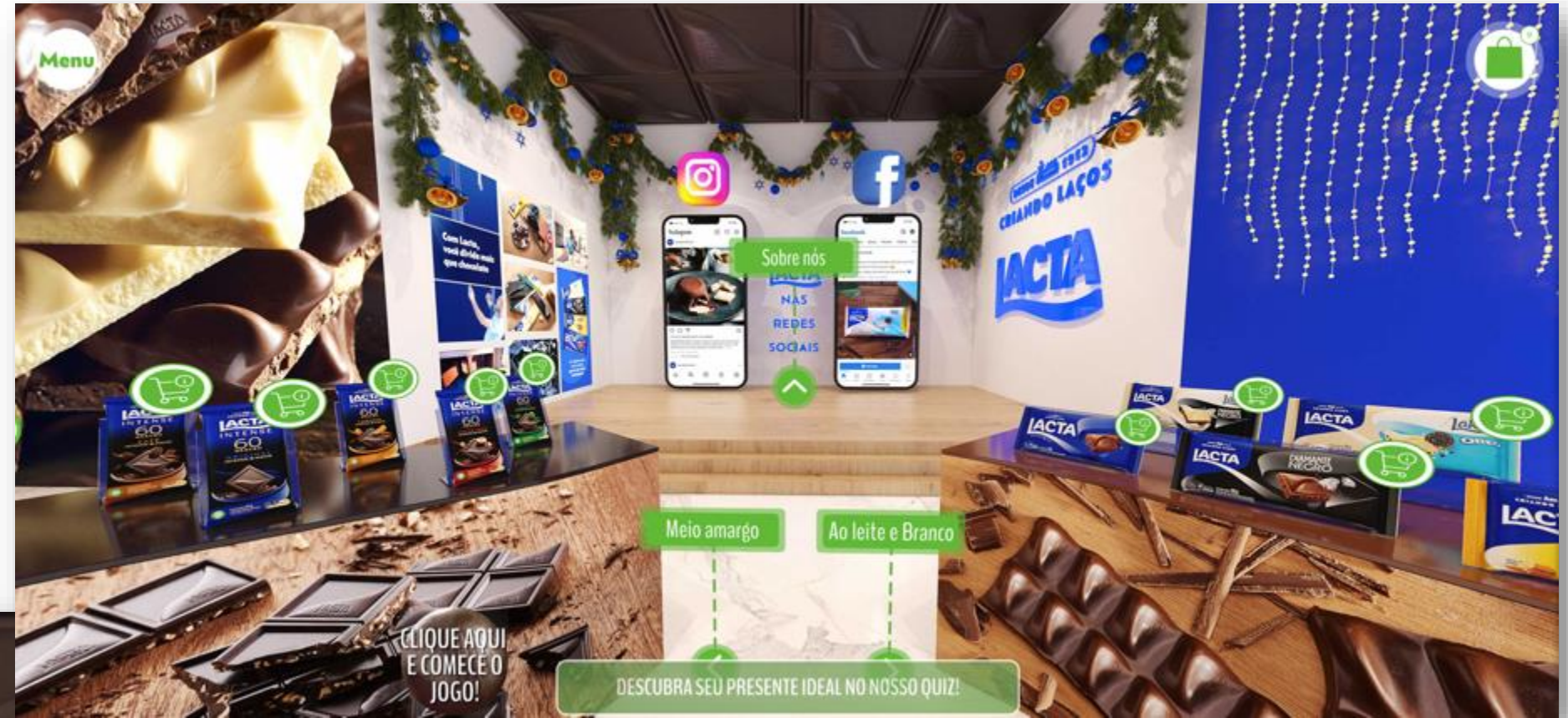
Johnnie Walker creating engaging experiences through pack interaction.

JOHNNIE WALKER
GAME OF THRONES





Lacta chocolates creating 3D virtual store to consumers



LACTA AO LEITE ×

A perfeita combinação de cacau e leite traz o sabor único para a barra Lacta. Com a cremosidade certa para que o chocolate derreta lentamente na boca esse chocolate oferece uma experiência saborosa e marcante. Dividir um Lacta te ajuda a estreitar ainda m

Produto indisponível

LACTA AO LEITE 165G ▾

Meio amargo

Ao leite e Branco

**THIS JOURNEY
1% FINISHED**

Let's do it together!

ASUTIL CONFERENCE

**• IT'S •
BACK**