



Fused Highlights:

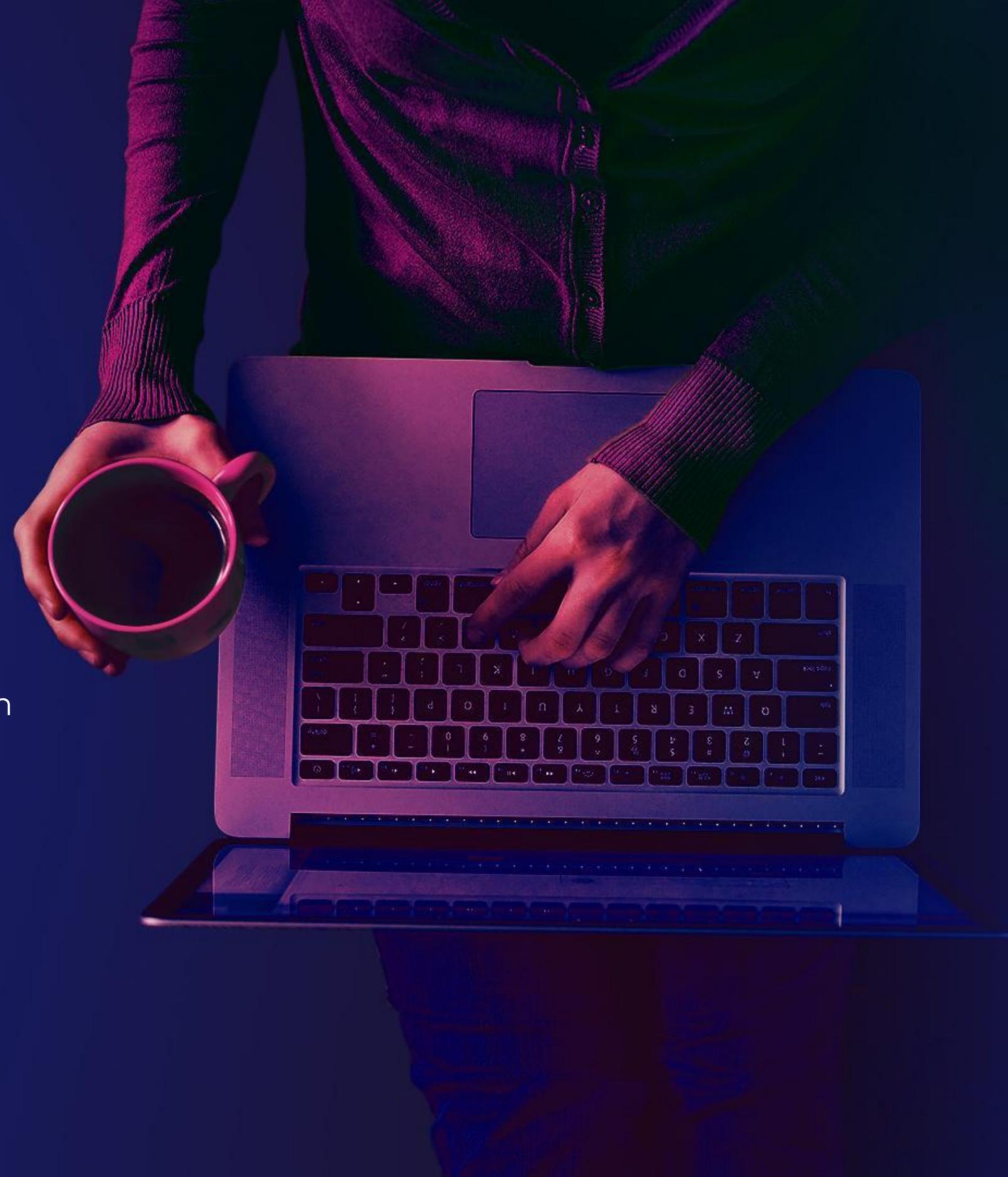
GrabAds

(Power of Mobile Media)



Agenda

- The power of **on-demand mobile platform** today
- Why Grab Ads?
- What are the different ways you can **promote your brand** on Grab Ads?
- How has the platform been used for **marketing/advertising?**



Started in 2012

With roots in Malaysia, Grab has become a superapp that is now present in 418 cities across 8 countries in Southeast Asia.



**Wiwa
Cajumban**

**Speaker:
Country Head of
GrabAds Philippines**



**The power of
on-demand
mobile
platform
today**

“When the pandemic hit, most of us had to adjust to the *new normal*.”

What does new normal mean?

a previously unfamiliar or atypical situation that has become standard, usual, or expected.



New Normal Trends



Accelerated Digital Consumption

The shift into going fully digital when consumers were constrained.



Changing Consumer Moments

The change of buying habits and changes in brand touchpoints.



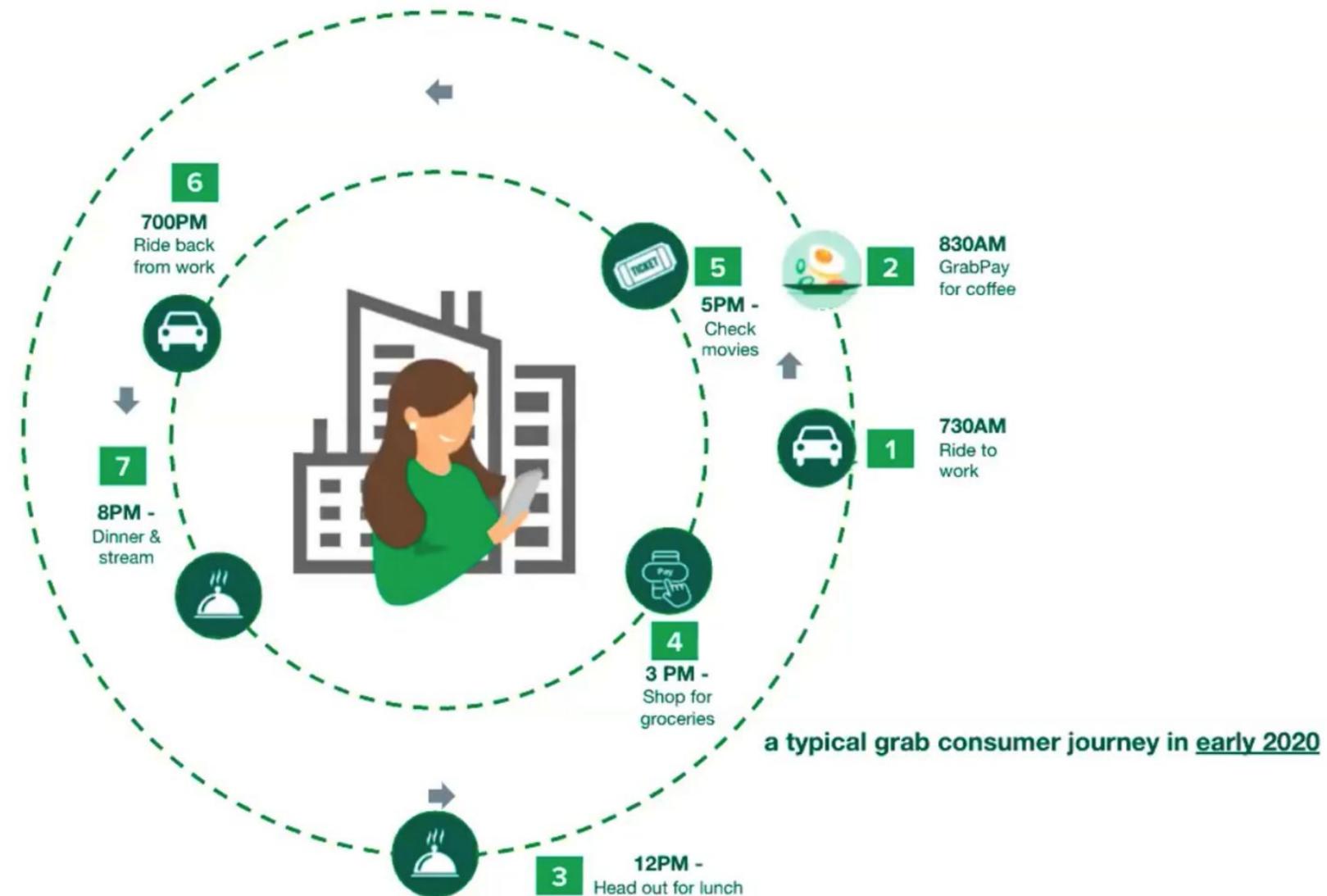
New Demands

New expectations of consumers focused on safety and reliability.

Grab Consumer Journey early 2020

Previous usual touchpoints (7) focused on transport and delivery.

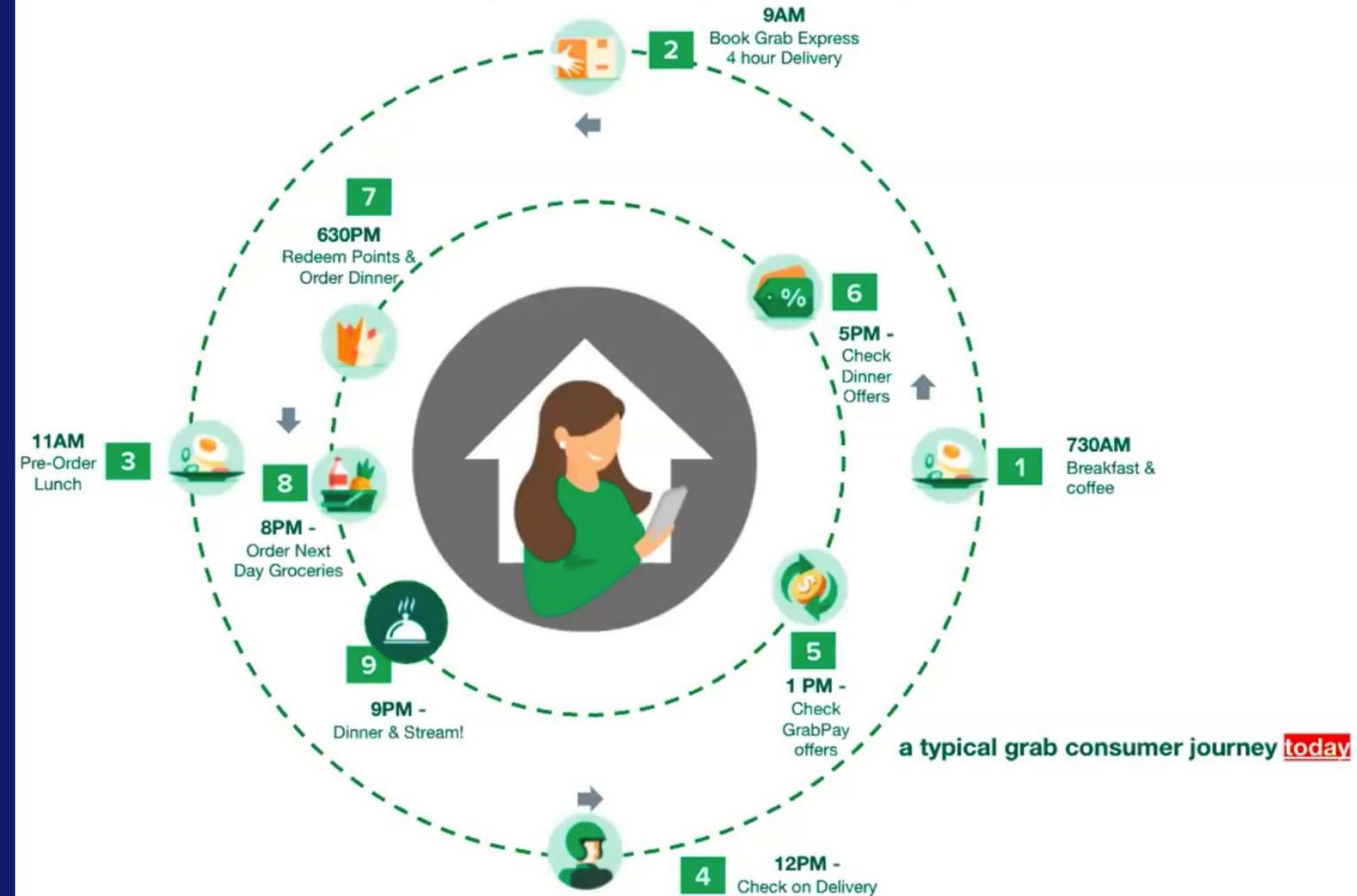
Top services used were car (transport), food delivery, and shops for groceries.



Grab Consumer Journey today

More touchpoints and opportunities for brands to reach their consumers due to multiple daily usage from customers. The demand and need for a convenient platform has increased.

The platform has now expanded to include multiple stores and services.



Additional Moments of Truths:

New moments to take into account for customer demands.

*Knowing when to approach the customer.

01

I WANT IT NOW MOMENTS

When you open the app knowing exactly what you want.

Here, consumers are expecting a quick turnaround for their orders.

02

I WANT TO CREATE MOMENTS

When customers are preparing and looking online for the things they want to purchase and use for the week.

For example: groceries for the week, items to be used for activities for the next few days.

03

I WANT TO CREATE MOMENTS

When consumers are just browsing. They are looking for good offers.

This is the time they are the most receptive to new products and services.

Top 3 reasons for choosing to purchase via on-demand platforms:

New moments to take into account for customer demands.

CONVENIENCE

Items are delivered to doorsteps

TO SAVE TIME

Consumers do not have enough time to visit offline stores

AVOID GOING OUT

Practice stay-at-home to reduce contact due to Covid-19

Your
everyday
everything
app.



**Why
Grab Ads?**

#1 Superapp in Southeast Asia

**Category leaders in mobility,
deliveries and financial services**

Grab emerged as the preferred financial services platform with access to payment licenses in 6 core markets.

- 214m+ mobile downloads
- #1 mobility platform
- #1 deliveries (largest delivery platform)



The application is deeply intertwined into consumer's lives



Double digit days show an overall increase in transactions per consumer.

Double digit days are often the days with the biggest sales and promotions in the Philippines.

10.10

>120% transactions per consumer

11.11

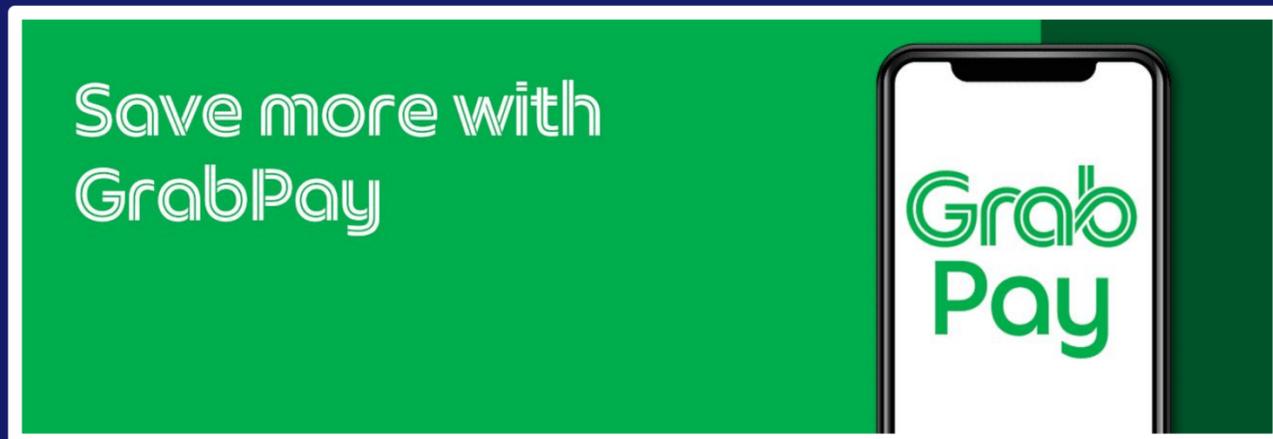
>150% transactions per consumer

12.12

>140% transactions per consumer

GrabPay

Digital payments has seen an accelerated usage during the pandemic.



Convenience

No need to go to the banks and atms for cash.



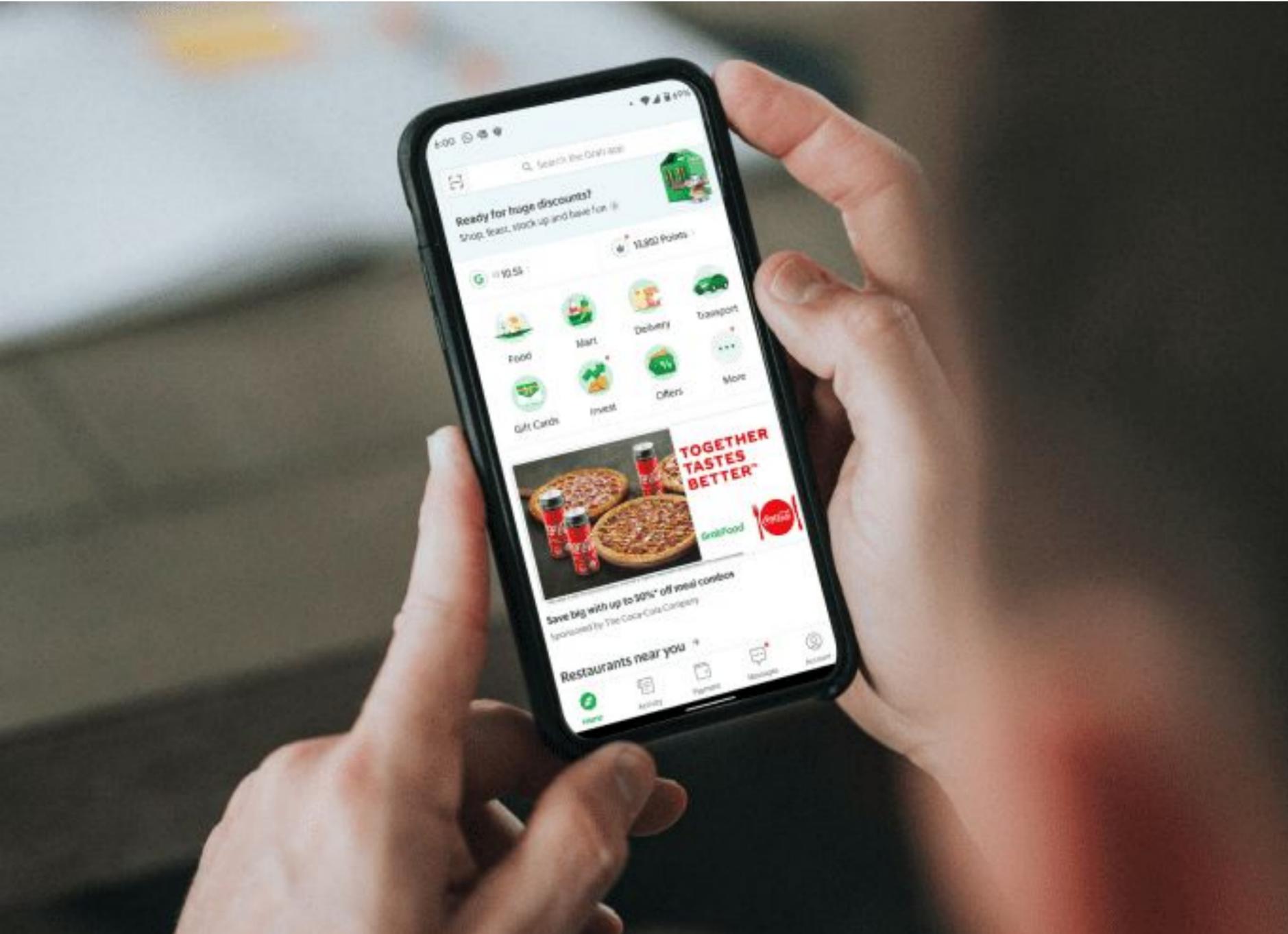
Users see value in rewards points

Points can lead to discounts and promos.



Payment hygiene

Secured and safe payments.



What are the different ways you can promote your brand on Grab Ads?

Grab's unique and high value first-party audiences

Leverage the audience segments for more efficient promotions.

Demographics

- Age
- Gender
- Income Level

Food and Beverage

- Cuisine
- Eater profile
- Beverage type
- Restaurant visits

Transportation & Travel

- Ride sharing
- Motorbike users
- Travellers

Finance

- Type of card
- spendings

Interests

- Services
- Shopping
- POI
- Mobile Device

Remarketing & Custom Audiences

- Retarget users based on their interactions

Grab Ads drives online & offline funnel solutions

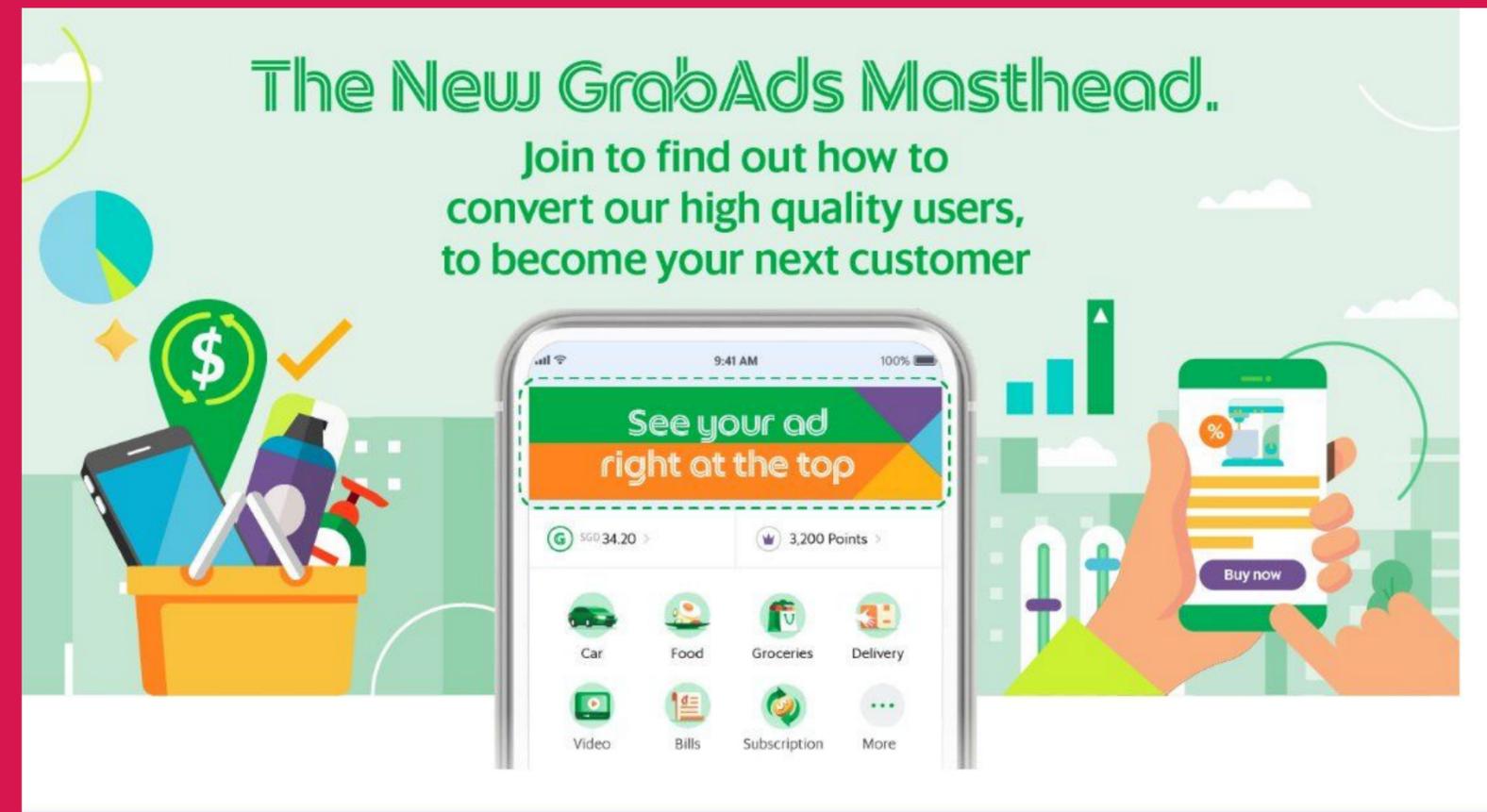
Tap into the different consumer touch points depending on your target audience and objectives.

From awareness to loyalty the superapp offers a wide range of formats to target consumers.



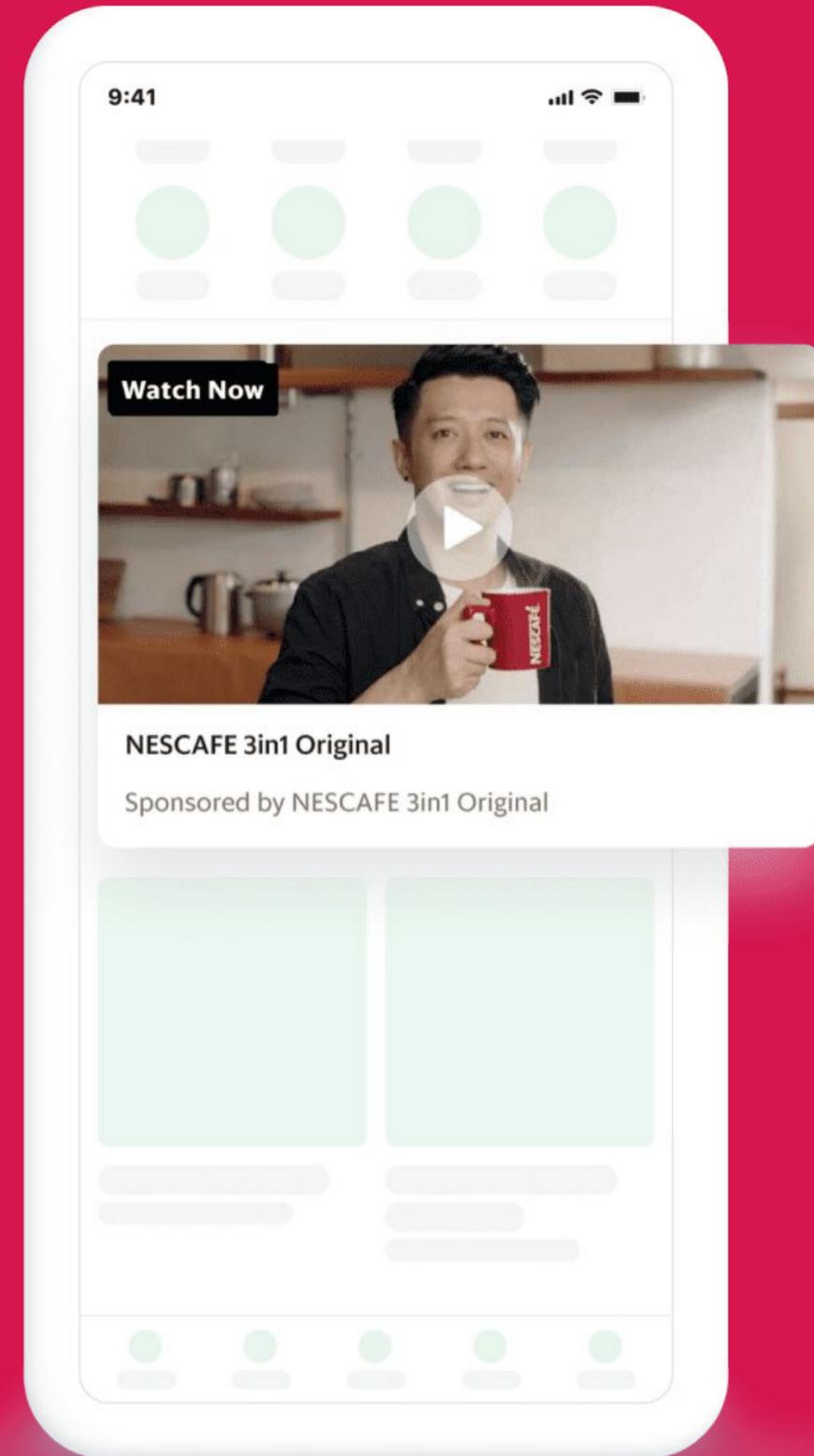
Masthead

- Hero format for GrabAds
- 100% SOV and 100% brand safe
- 100% viewable ad unit
- Part of Superapp feed
- Offers branding to conversion



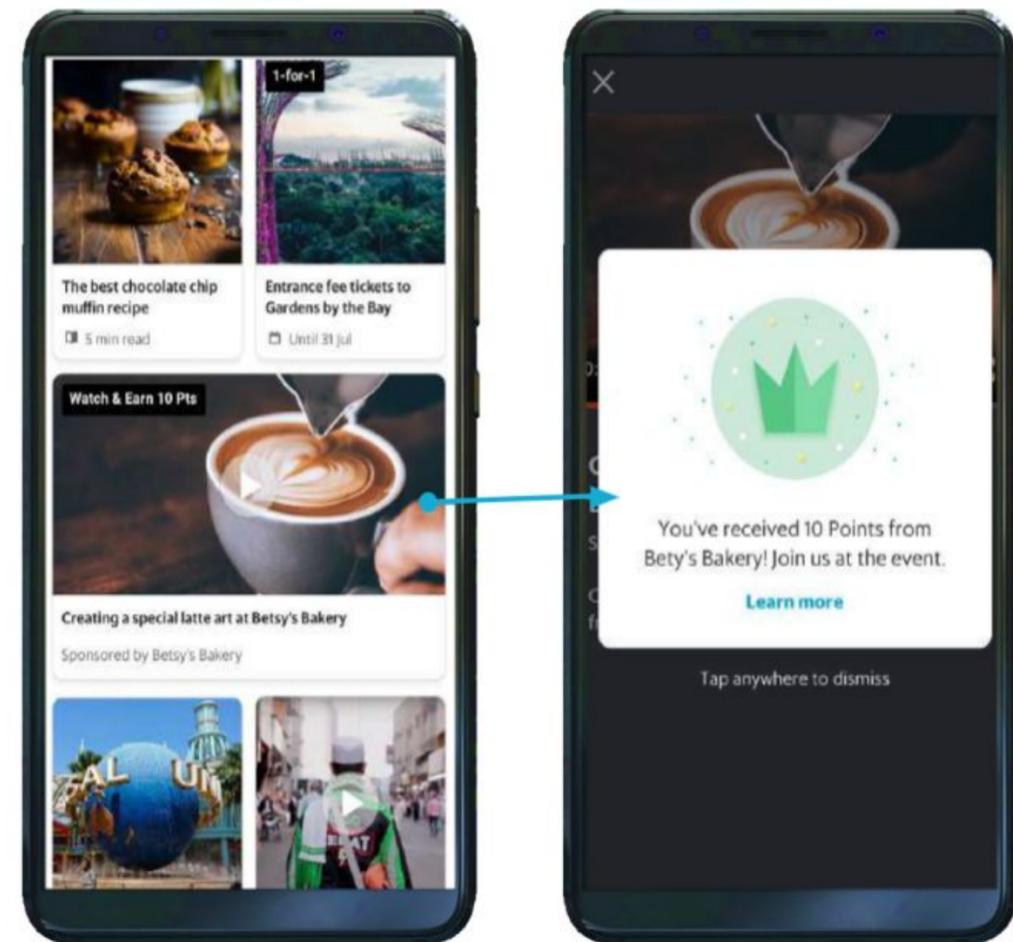
Native Images

- Hero format for GrabAds
- Stand alone ad format on Superapp
- 100% viewable ad unit and brand safe
- Offers branding to conversion
- Versatility



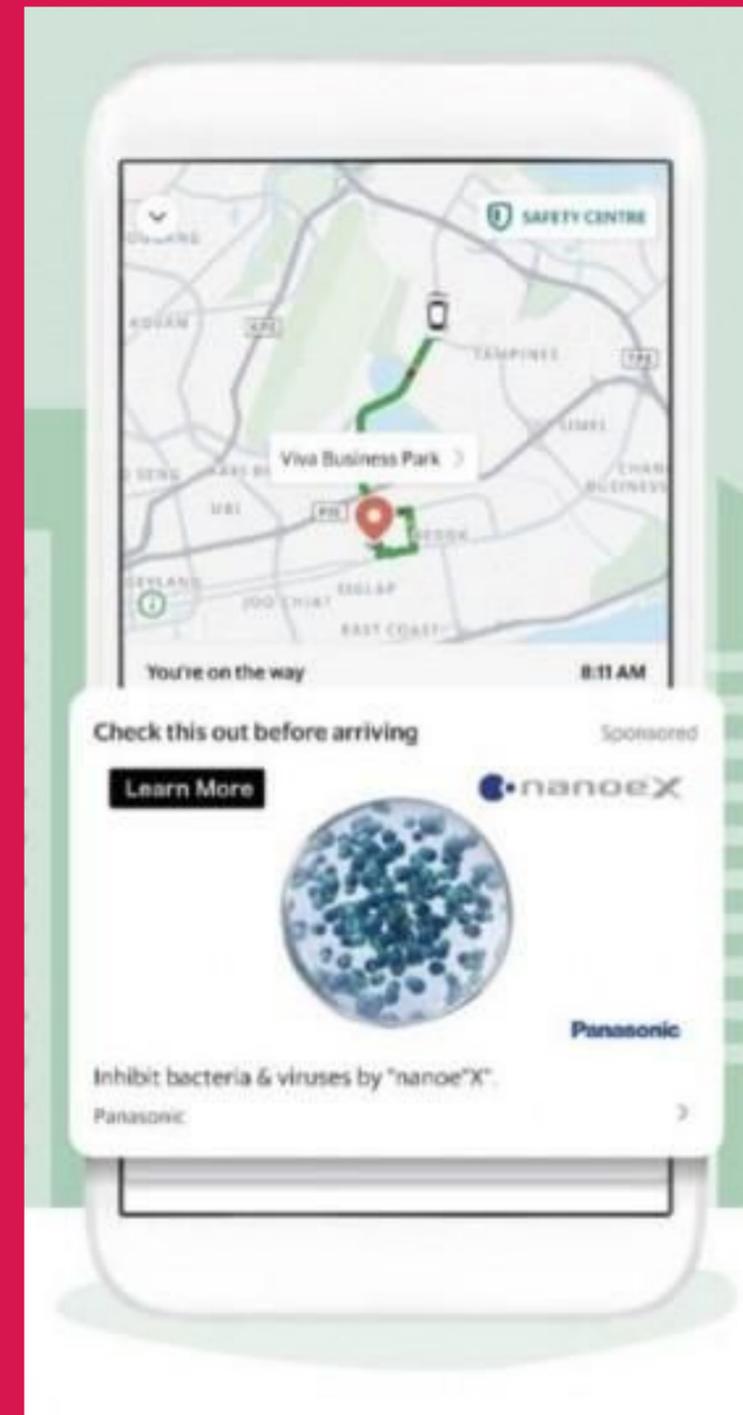
Rewarded Native Video/Image

- Taps into rewarded experiences
- Stand alone ad format on Superapp
- 100% viewable ad unit and brand safe
- Automatically rewards users with points post intended user action



In-Transit Ads (Food & Transport)

- Most sought out ad unit
- Capture user's attention as they wait for their food or in-transit
- 2x-3x higher engagement vs native images
- High user engagement ad unit



Food Power Banner

- Hero format for GrabFood
- 100% Viewable and brand safe ad unit
- Offers branding to conversion
- Enjoys highest visibility on GrabFood's app page.

Drive high
visibility

with the GrabFood
Power Banner



Automatic Placements

Lets ads appear in more places with the
same budget

■ 61% Increase in impression

■ 2X Better engagement

■ Optimized performance

OOH Advertising Capabilities

Maximizing 1:1 engagement and interaction with consumers in-transit

- In-car Branding
- In-Car Sampling





How has the platform been used for marketing/advertising?

In-Home Demo Recipe Creation

Opportunity to upsell products or introduce new samples are part of recipe and delivery.

1. Customers click on the native image ad
2. Recipes are shown in GrabMart
3. Users are taken to recipe link
4. Items can be added to the basket

Shoppable recipes

A first for GrabAds!

286 Points

Express

Pabili

Load

More

Offers

Knorr Chicken & Corn

Knorr Sinigang

Full Recipe Delivery

Easy to Cook Recipes Up to 17% off

Sponsored by Knorr and Lady's Choice

GrabAds x Knorr

Increasing brand awareness and sampling

Goal: Boost brand awareness, increase sales, and increase online store traffic.

1. User opens Grab homepage and clicks on the Alaska banner.
2. User lands on the GrabMart merchant with brand visibility on the menu
3. Alternatively, user who checks out with any GrabMart order receives a free sample with his/her order.

Achieving **100% distribution rate** in just **3 months.**

During COVID-19 lockdowns!

GrabAds x **ALASKA**
ALASKA MILK CORPORATION



Net Content 250mL

Each 1/2 cup serving (125mL) contains:
Calories 72kcal
1% of RDI

Want to learn more about the trends and digital channels for your business? Contact us at info@xiklab.com to schedule a FREE digital audit for your brand.

The presentation will only take 30 minutes of your time and more importantly, you will get a copy of this digital audit report for FREE.



Do you have any questions?

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