

CONFIDENTIAL



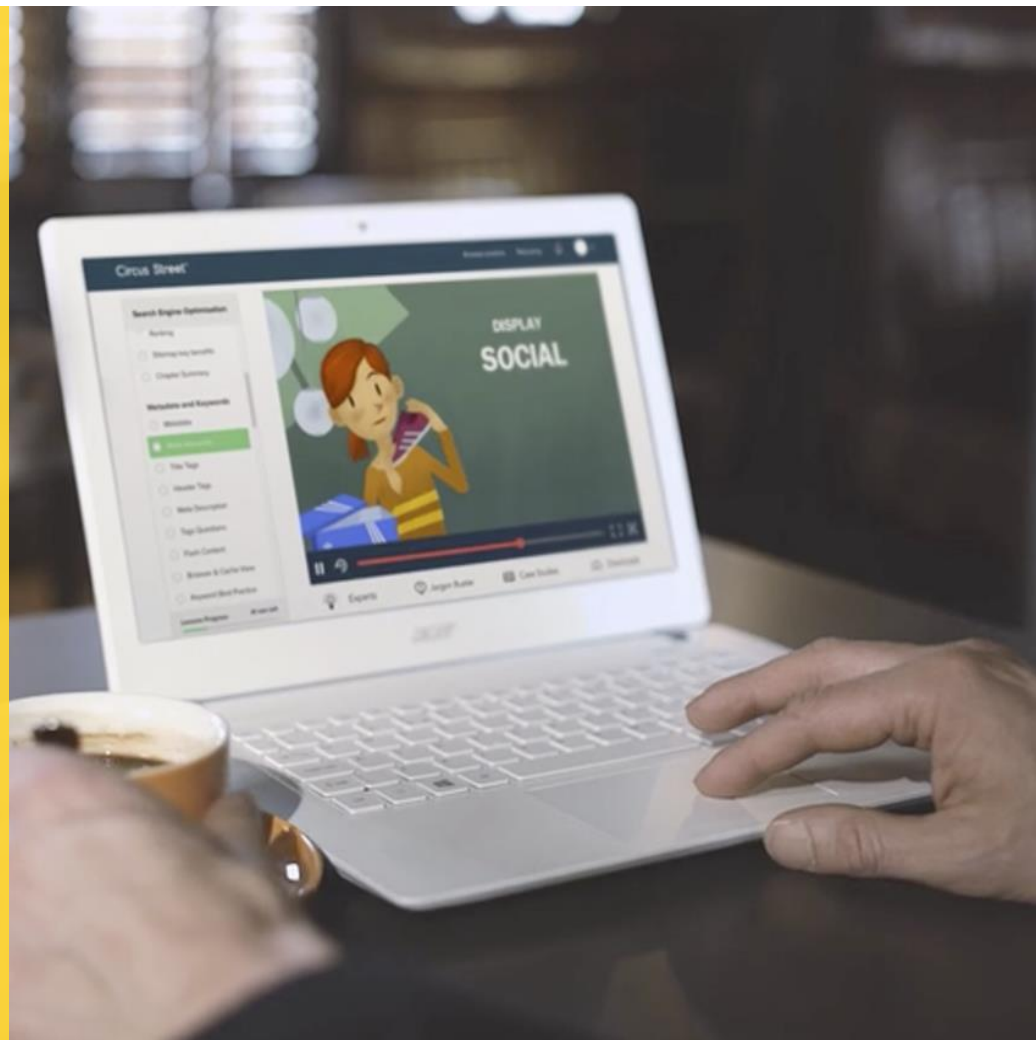
Circus Street™

Introducing Circus Street

July 2020

About Circus Street

We are an online training **solution** which allows you to **build & develop** digital **capabilities** across your organisation **at scale**.



A global training solution



Our customers are the worlds largest brands...

Brands



Media Owners & Publishers



Agencies & Consultancies



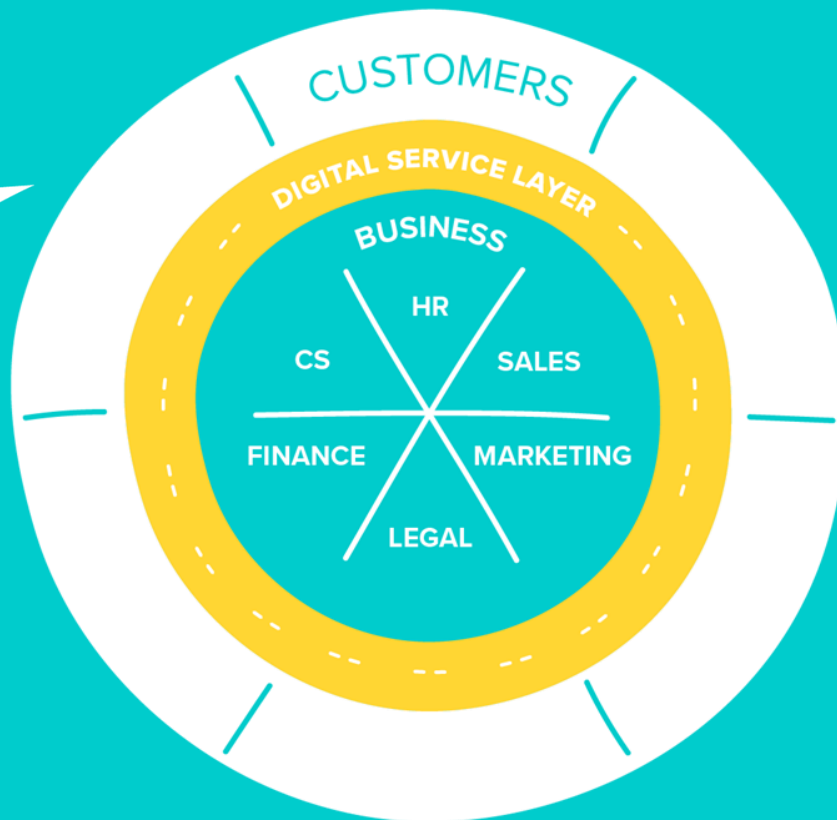
Digital

More than just
another channel





Everyone
needs to
**speak
digital**



Why we broadened our offering



In 2015, SAP reported that **53% of companies** claimed that they didn't have employees with the **skills necessary for digital transformation.** In 2017, this number had **increased to 64%.**

Source: SAP SE, Skills for Digital Transformation, 2015

<https://news.sap.com/2017/07/digital-transformation-is-more-important-than-ever-digital-skills-gap-remains-a-challenge-study-shows/>

Key Industry Insights; Alcohol & Beverage Sector COVID-19

There is much pressure on suppliers to quickly react to business changes. Service levels to modern retailers have increased, focusing on key SKUs and shelf replenishment, including outside-store hours service and direct store delivery. Significant investment in ensuring hospitality business are prepared to reopen, e.g. cleaning lines and taps and offering replacements for tapped stock.

- Possibility of second wave business closures are a concern for hospitality sector, perceived as relatively high risk balanced against the economic value of the sector, and importance to tourism and high street traffic.
- Adding to pressure on hospitality industry partners fighting against wary customers and distancing regulations.

Overall trends in the CPG space showing a dramatic shift to e-commerce, with many new customers new to online purchasing, which strongly suggests that this shift that will be permanent to some degree.

- Nielsen research showed eCommerce alcohol growth rates leading other sectors.
- Alcohol eComm gains were driven largely by new buyers
- 6% increase in dollars spent on online alcohol purchases within 35 - 44 age group post-COVID
- Dollars per buyer rose to \$122 in April (roughly 2x increase of average food purchase)

Evidence supports that alcohol low/zero alcohol products are doing well during the lockdown. Some government initiatives have been averse for alcoholic products so existence of alternative product offerings such as Heineken 0.0 is critical. e.g.

- Expect to see targeted advertising intended to influence beverage choice here.
- Second ban on alcoholic beverages in South Africa has just been put into place to reduce pressure on health system. Alcoholfree products performed very well during earlier April-May ban although there were reports that large brands were struggling to meet demands.

Significant interest from our own CPG beverage clients in tapping into increased takeout meal delivery trend.

- For example - Delivery service Uber Eats has seen orders rising by over 160 per cent over lockdown
- The number of new restaurants registered on platform has almost doubled over four months to 17,000
- Proportion of users reporting intent to order alcoholic drinks with takeout post-Covid substantially increased from 24% to 46%
- However offering of alcohol, with traditional takeaway orders still relatively uncommon, with many consumers unaware of options on purchase or lack of understanding about age verification procedures. Some delivery providers are also changing policy on these issues during the lockdown.

Client Case Study: Results & ROI



1,640

Sales & Marketing employees took part



4,321

Lessons completed in 3 months



76%

Core eCommerce lessons completed



Average lesson rated 4.5 /5



“I learned more about the impact that third party vendor have on price and rank. As a result we are having more robust and educated conversations with agency partners to ensure we have the right ecomm tactics in place to win in this space.”

Senior Brand Manager, Canada

eCommerce Phase Objectives

- 1 Build a foundational understanding of the eCommerce landscape
- 2 Increase confidence of executing local eCommerce campaigns
- 3 Build In-depth understanding of the Amazon marketplace and the opportunities available

eComm Scores & Survey Results

Average pre score:
43%

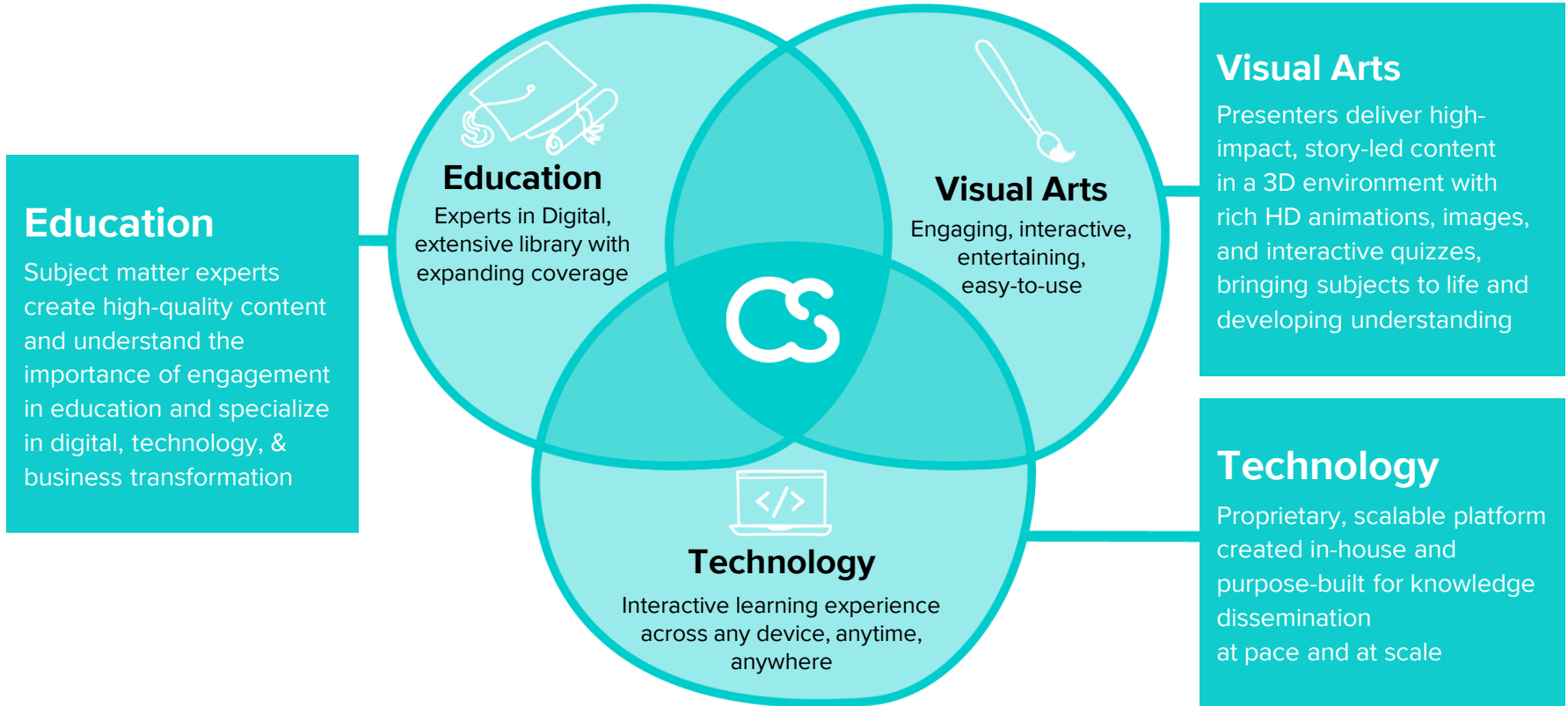


Average post score:
89%

71% of surveyed employees report they are having better conversations with retail partners about the key online levers for driving revenue

80% of managers surveyed report that their teams are asking for better data from channel partners to make more data-driven decisions

Content as a service: The Fusion of 3 distinct disciplines



PERFORMANCE MARKETING DEMO VIDEO



Circus Street™

Performance Marketing

Lesson Trailer

From completion scores to business impact



A common
digital business
language



1. Better conversations

2. Breaking down silos

3. More innovation

Build knowledge effectively & fast

49
Subjects

98+
Lessons

30_{min}

duration



split
2-3_{min}
chapters

**Pre &
Post**
assessment



**Hands on, minds
on** interactive
learning



Circus Street lesson library

Digital Essentials



Internet Jargon 1



Digital Ad Formats 1



Digital Security 3



Europe Media Marketplace 1



APAC Media Marketplace 1



US Media Marketplace 1



Ad Tech Explained 2



Ad Verification 1



Intro to Search Marketing 1

Reaching Your Audience



eCommerce 2



Mobile Marketing 2



Social Media 3



Online Video Marketing 3



On Site SEO 1



Off Site SEO 1



SEO for Mobile 1



SEO for eCommerce 1



Programmatic 2



CRM 2



Email Marketing 2



Content Marketing 3



Performance Marketing 3



Third Party eCommerce 2



eCommerce in China 1



Social in China 2



B2B Communications 3



Social Selling 2



Paid Search (PPC) 2



Optimised Digital Store 3



Mobile 2



Influencer Marketing 2

Insight & Analysis



Big Data 3



Web Analytics 3



Digital Measurement 2



Data & Targeting 2



Sales Analytics 1

Strategy & Transformation



Digital Marketing Strategy 3



Digital Transformation 3



Customer Experience 3



SEO Strategy 1



Agile 3



Leadership 6



eCommerce Strategy 3



UX 3

Spotlights



AI for Marketing



Blockchain



Martech



Product Content for eCommerce



Big Data



Making the Most of Ratings & Reviews

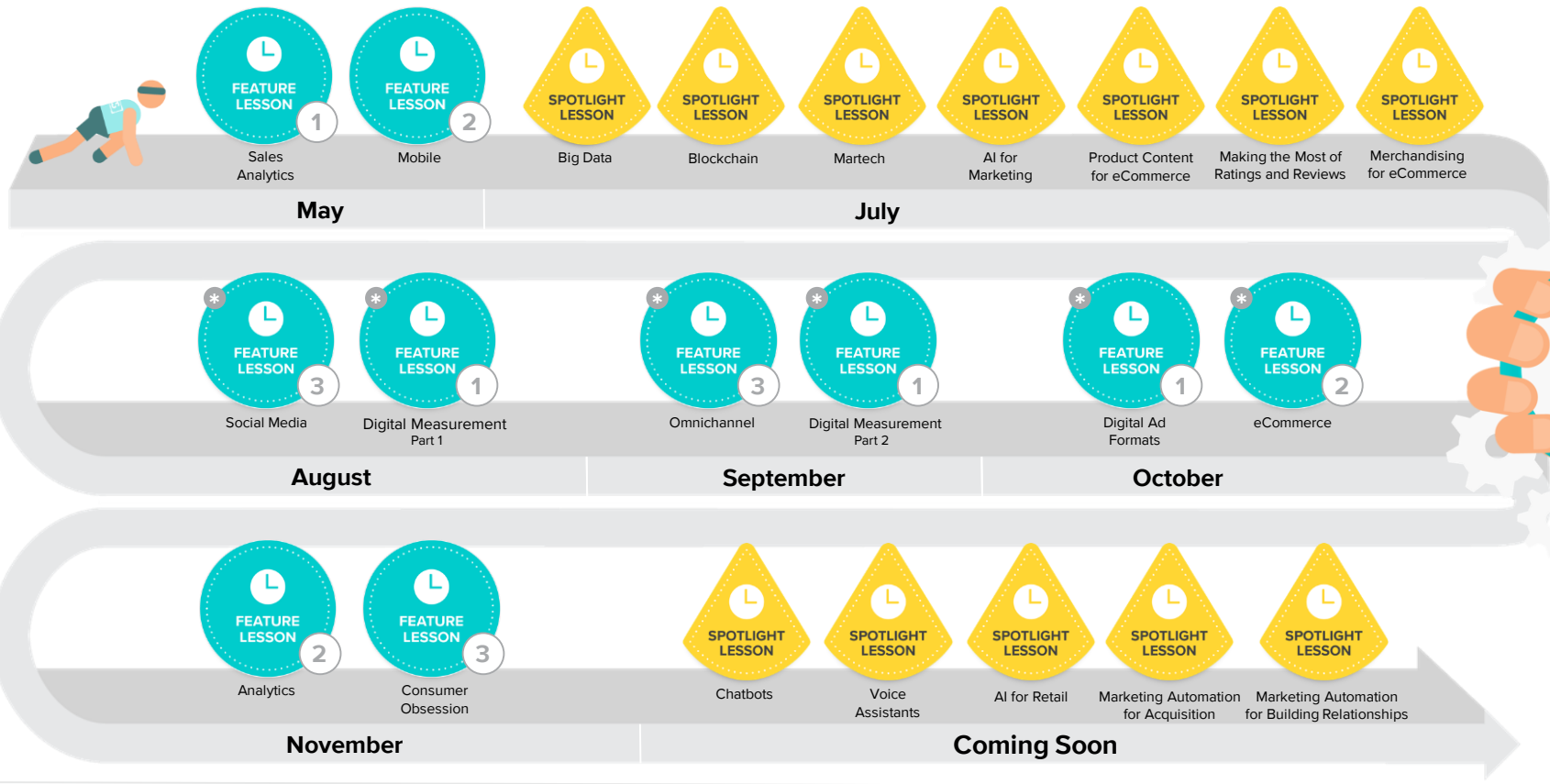


Merchandising for eCommerce

2020 lesson pipeline

NEW Spotlight Lessons **NEW**

* Lesson Refresh



Circus Street - Delivering results fast

Train tens to thousands of people simultaneously across the globe

High impact, story-led, interactive content



Subject expert scriptwriters, professional presenters, rich HD animations & interactive quizzes bring subjects to life and embed new subject knowledge.

Personalised learning environment



Users understand their individual progress, are able to track their performance & they receive informative and motivational messages directed specifically to them.

Anytime, anywhere learning



Choose when and where you want to learn.

Bespoke learning paths



Tailor the subjects your teams need to study to their role & your organisational requirements.

Data-driven reporting



Individual users can track their performance, team leaders can monitor these results & the business can use this data to identify the ROI of the programs they have rolled out.

Learning paths



Tailor the subjects
your teams need
to study to their roles
& your organisational
requirements

Digital Essentials

Familiarise yourself with the language and tools that power digital

Reaching Your Audience

Learn about the different ways to connect with your audience

Insight & Analysis

Learn about the tools you can use to gain insight on your campaigns

Strategy & Transformation

Bring everything together to ensure strategic success

Recognised training provider

Member of a professional body?

Accredited by

The CPD Standards Office

CPD PROVIDER: 50063
2016 - 2018

www.cpdstandards.com



Circus Street training is a recognised contributor towards your annual CPD hours.



We are endorsed by the IPA.



Circus Street is an OMCP registered education provider.

App: Anytime, Anywhere



**Learn anytime,
anywhere, any device**



**Download over WiFi,
watch when you're offline**



**Auto syncs your
progress across devices**





Circus Street™