



Battlegrounds 3Y  
*(FY25 - FY27)* CCA  
Domestic Markets

**DIAGEO**

*February 2024*

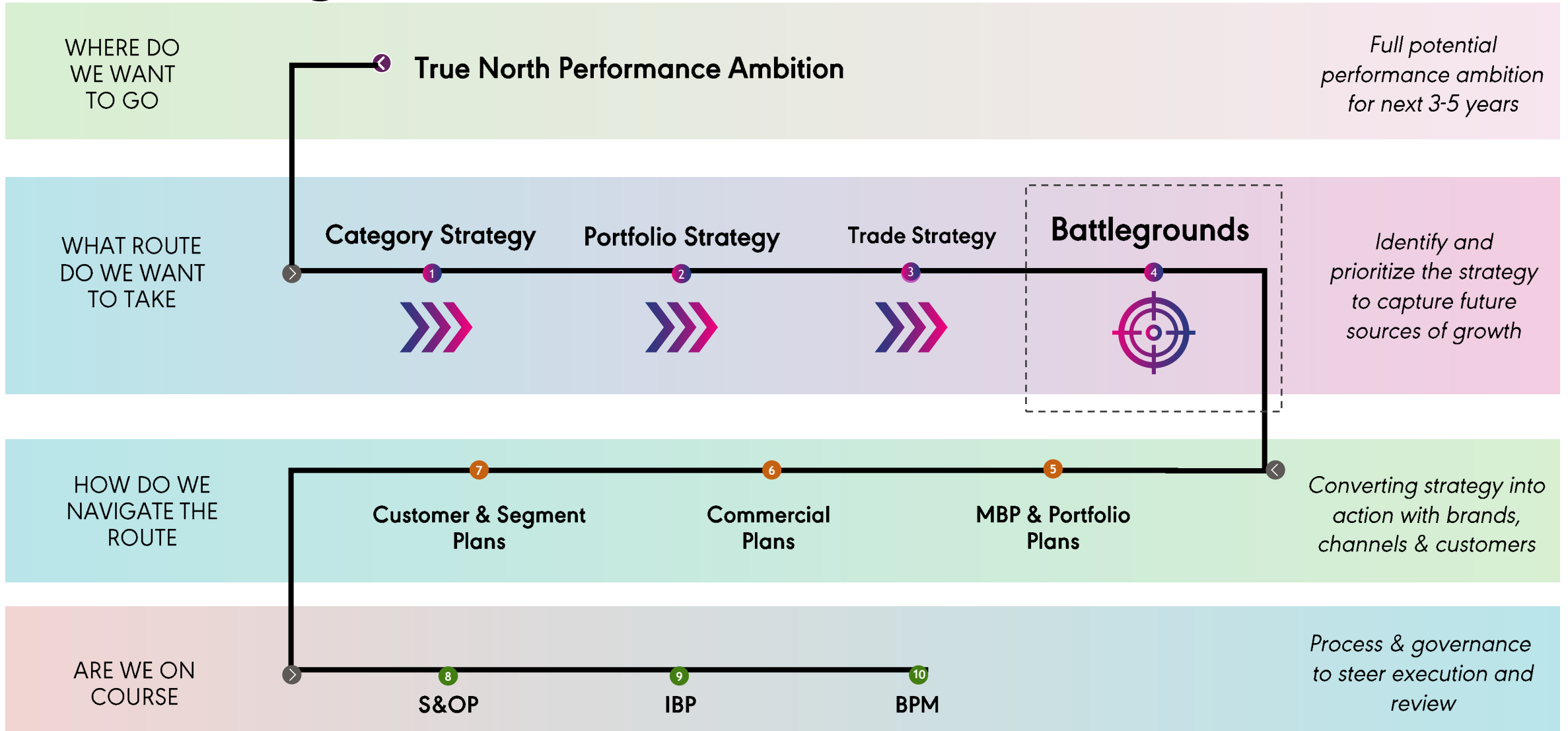


# *Agenda*

Context

Battlegrounds per\_Country

# E2E Planing Process

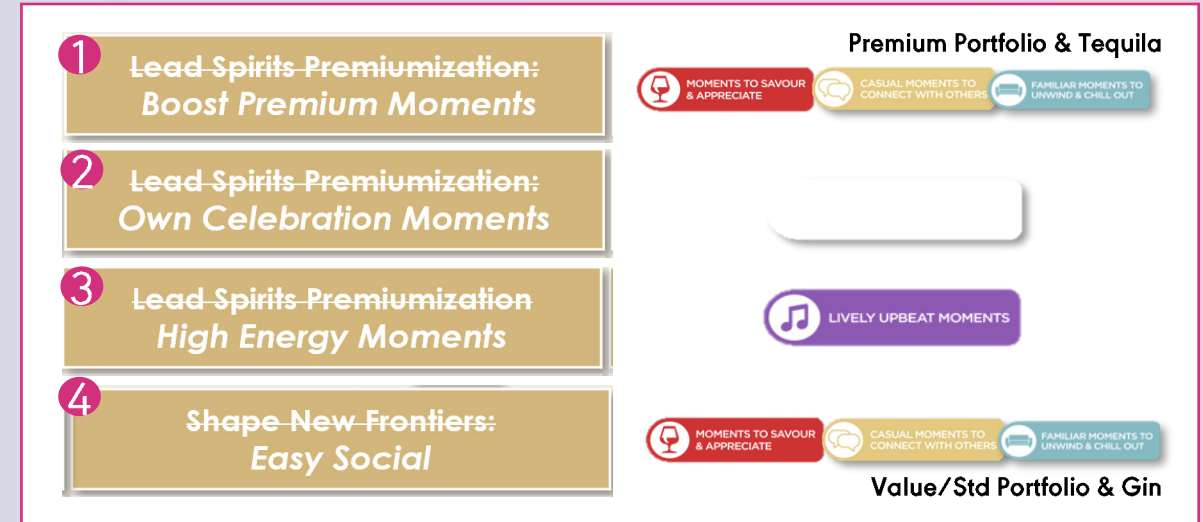


# What has changed or evolved?

From



To







- 1) Each battleground is linked to a single Strategic Pillars.
- 2) Different occasions coexist in different Battlegrounds.

- 1) A Battleground is not linked to a single Strategic Pillar.
  - Lead Spirits Premiunization & Shape new frontiers brands coexist in all the battlegrounds, depend the occasion.
- 2) Specific Battlegrounds that respond to clear occasions & Battlegrounds that tackle same occasions with Different Portfolios.

*Key Message:* The Battlegrounds' one-pagers define the must-win areas, but cannot replace the level of detail and/or analysis that should be consulted in the three strategies (Category, Portfolio, and Trade).

# CCA Domestic - Bottlegrounds Summary

Strategic Pillar	Boost Premium Moments			Own Celebration Moments	High Energy Moments	Easy Social		
<b>BATTLEGROUND</b>	Grow Premium & above ahead of Total Spirits by trading up from mainstream and std TBA into Premium Spirits at Savour & Appreciate, Familiar and Casual moments occasions, leading the experience at home in Off-trade & E-commerce and aspiration in On-trade.			Positioning our brands in the Top of Mind of the consumers, educating and influencing them to choose our Premium+ & SDX Spirits and Premium Beer vs other options at celebration occasions, leading the experience at home in Off-Trade and aspiration in On-Trade.	Recruit from Beer and local spirits by owning Lively get-togethers moments with Premium & STD Spirits and RTD, focusing on the On-trade by increasing penetration within Lively Upbeat occasions.	Increase Market Share within TBA by offering attractive, tasty simple drinks, suitable for Easy Social occasions through Value & Premium Spirits, while increasing mental & physical availability and educating consumers across top beer & Rum channels.		
When?	Casual Moments	Familiar Moments	Savour & Appreciate	Moments to Celebrate	Lively Upbeat	Casual Moments	Familiar Moments	Savour & Appreciate
Incr. Category Growth Diageo can go after ***	\$ 60,339.50			\$ 24,433.51	\$ 40,133.71	\$ 41,580.45		
RKG	1.0			4.0	3.0	2.0		
What?	Premium Whisky & Tequila			Premium+ & SDX Spirits and Premium Beer	Premium & STD Spirits and RTD	Value/ Standard Whisky & Gin		
With? -Leading Brand-								
Investment	A&P + TS							

166  
MM  
USD

\*\*\*TBA Increase value, USD Million Dollars, Source: Category & Portfolio Strategy



# Battlegrounds - Prioritization Model

## 2 Trade Strategy

In which Channels DIAGEO is going to develop and maximize all those opportunities?



## 1 Category & Portfolio Strategy

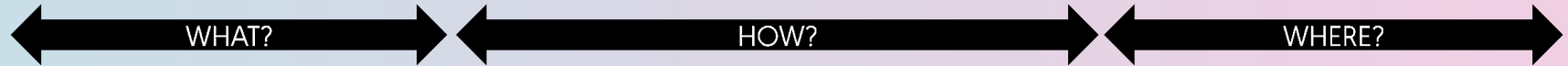
Which are the main occasions, segments and brands that will help us to build DIAGEO ambition for the next 3 years?

## 3 Battlegrounds Prioritization

Based on:

- How this occasion will growth in the future? 20%
- How big is the opportunity that DIAGEO will have, based on the RTW of this brands? 80%

# CCA Battlegrounds - (FY25 - FY27) - Scale Of Priorities



Battleground-Occasion	Incremental Value 2027	Incr. Category Growth Diageo can go after	RKG	Leading Brands	Leading Channels
High Energy Moments -Lively Upbeat Moments	\$ 214,846	\$ 40,134	1	BUCHANAN'S TWO SOULS, SPICY TAMARIND INFUSED VODKA, SMIRNOFF ICE, GUINNESS	OFF Trade, ON Trade
Easy social -Casual Moments to Connect with Others	\$ 158,375	\$ 28,120	2	Black & White, J&B Commercial Role (TS), JOHNNIE WALKER	OFF Trade, ON Trade
Boost Premium Moments -Casual Moments to Connect with Others	\$ 104,435	\$ 26,810	3	Old Parr, JOHNNIE WALKER	OFF Trade, ON Trade
Own Celebration Moments -Special Moments to Celebrate & Impress	\$ 94,125	\$ 24,434	4	JOHNNIE WALKER GOLD LABEL RESERVE, Blue Label, DonJulio 1942	OFF Trade, ON Trade, Reserve
Boost Premium Moments -Moments to Savour & Appreciate	\$ 45,280	\$ 17,408	5	DonJulio, WORLD CLASS	ON Trade, Reserve
Boost Premium Moments -Familiar Moments to Unwind & Chill Out	\$ 84,820	\$ 16,122	6	Old Parr, JOHNNIE WALKER, CASAMIGOS	OFF Trade, ON Trade
Easy social -Moments to Savour & Appreciate	\$ 28,672	\$ 7,454	7	Tanqueray	ON Trade
Easy social -Familiar Moments to Unwind & Chill Out	\$ 52,931	\$ 6,006	8	Old Parr DR	

Grand Total \$783,484 \$166,487
















# *Agenda*

Context

Battlegrounds per\_Country



# Dominican Republic Battlegrounds Details

Strategic Pillar	Boost Premium Moments				Own Celebration Moments					High Energy Moments			Easy Social		
<b>BATTLEGROUND</b>	<b>Grow Premium &amp; above</b> ahead of Total Spirits by trading up from mainstream and std TBA <b>into Premium Spirits at Savour &amp; Appreciate, Familiar and Casual moments occasions</b> , leading the experience at home in Off-trade & E-commerce and aspiration in On-trade.				Positioning our brands in the Top of Mind of the consumers, educating and influencing them to <b>choose our Premium+ &amp; SDX Spirits and Premium Beer</b> vs other options <b>at celebration occasions</b> , leading the experience at home in Off-Trade and aspiration in On-Trade.					<b>Recruit from Beer and local spirits</b> by owning Lively get-togethers moments <b>with Premium &amp; STD Spirits and RTD</b> , focusing on the On-trade by increasing penetration within <b>Lively Upbeat occasions</b> .			<b>Increase Market Share</b> within TBA by offering attractive, tasty simple drinks, suitable for <b>Easy Social occasions</b> through <b>Value &amp; Premium Spirits</b> , while increasing mental & physical availability and educating consumers across top beer & Rum channels.		
When?	Casual Moments	Familiar Moments	Familiar Moments	Savour & Appreciate	Moments to Celebrate					Lively Upbeat			Casual Moments	Familiar Moments	Savour & Appreciate
Sub-Occasion	<i>Hanging out at home</i>	<i>Out to unwind</i>	<i>Out to Unwind</i>	<i>Meals to savour &amp; explore</i>	<i>Impresing in Home</i>	<i>Impresing in Home</i>	<i>Impresing in Home</i>	<i>Out to make an Impression</i>	<i>Out to make an Impression</i>	<i>Lively Night Out</i>	<i>House Party</i>	<i>House Party</i>	<i>Out to catch-up with friends</i>	<i>Time to relax with friends</i>	<i>Meals to savour &amp; explore</i>
Incr. Category Growth Diageo can go after ***	\$ 15,826				\$ 9,346					\$ 7,810			\$ 12,016		
What?	Premium Spirits				Premium+ & SDX Spirits and Premium Beer					Premium & STD Spirits and RTD			Value & Premium Spirits		
With? -Leading Brand-															
JW Black	JW Black	Casamigos	DJ	JW Blue	Gifting OND	GUINNESS	JW Gold	DJ 1942	B2S	SMICE	S. Tamarind	B&W	OP12	Tanqueray	
BIG BET	HARD	HARD	SOFT	HARD	HARD	HARD	SOFT	SOFT	HARD	SOFT	SOFT	SOFT	SOFT	HARD	SOFT
Where?	Off Trade	On Trade	On Trade	On Trade	On/Off Trade	Off Trade	Off/ On Trade	Off/ On Trade	Off/On trade	Off/On Trade	OFF Trade	On/Off Trade	Off Trade	Off/On Trade	On Trade
	Liquor Stores	Bars	Tourism Channels	Restaurants	Liquor Stores	Liquors Stores	Liquor Stores	Liquor Stores	Liquor Stores	Liquor Stores	Liquor Stores	Liquor Stores	Traditional Trade	Liquor Stores	Restaurants
	Modern Trade	Restaurants		Bars	Bars	Modern Trade	Traditional Trade	Bars	Bars	NightClubs	Traditional Trade	Traditional Trade		Modern Trade	
	EB2B	TB Specialist		EB2B On	Restaurants		Bars & Restaurants	Night Clubs	NightClubs			EB2B	Bars & NightClubs		Traditional Trade
	Egrocery	Quick Commerce		TB Specialist	TBA Specialist	EB2B	EB2B	EB2B	TBA Specialist			Quick Commerce	Quick Commerce & EB2B	EB2B	Quick Commerce
Investment	ATL	ATL	-	ATL	ATL		ATL	-	-	ATL	ATL	ATL	-	-	-
	BTL	BTL	BTL	BTL	BTL	BTL	BTL	BTL	BTL	BTL	BTL	BTL	BTL	BTL	BTL
	TS	TS	TS	TS	TS	TS	TS	TS	TS	TS	TS	TS	TS	TS	TS
KPIs	TBC	TBC	TBC	TBC	TBC	TB	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC

**JW Red** play in Commercial Role to Protect and Expand our brands positions thru Physical Availability, distribution & visibility (assortment).

**Core Priority:** ATL, BTL & TS  
**Channel Focus:** BTL & TS  
**Commercial Role:** Only

# Costa Rica



# Battlegrounds Details












Strategic Pillar	Boost Premium Moments				Own Celebration Moments		High Energy Moments			Easy Social			
<b>Battleground</b>	Grow Premium & above ahead of Total Spirits by trading up from mainstream and std TBA into <b>Premium Spirits at Savour &amp; Appreciate and Casual moments</b> occasions, leading the experience at home in Off-trade & E-commerce and aspiration in On-trade.				Positioning our brands in the Top of Mind of the consumers, educating and influencing them to <b>choose our Premium+ Spirits</b> vs other options <b>at celebration</b> occasions, leading the experience at home in Off-Trade and aspiration in On-Trade.		Recruit from Beer and local spirits by owning Lively get-togethers moments <b>with Premium Spirits &amp; RTD</b> , focusing on the On-trade & Out-trade by increasing penetration within <b>Lively Upbeat</b> occasions.			Increase Market Share within TBA by offering attractive, tasty simple drinks, suitable for <b>Easy Social</b> occasions through <b>STD&amp; Premium Portfolio</b> , while increasing mental & physical availability and educating consumers <b>across top beer channels</b> .			
<b>When?</b>	Casual Moments	Familiar moments	Savour & Appreciate	Savour & Appreciate	Moments to Celebrate		Lively Upbeat			Savour & Appreciate	Casual Moments	Casual Moments	Casual Moments
<b>What?</b>	Premium Spirits & Tequila				Premium+ Spirits		Premium Spirits & RTD			STD & Premium Spirits			
<b>Incr. Category Growth Diageo can go after**</b>	3,267				723		3,948			6,334			
<b>With? -Leading Brand-</b>	JW Black	OP12	Baileys	DJ	DJ 70	Gifting OND	BUCH12	S.Tamarind	SMICE	Tanqueray	JW Blonde	JW Red	B&W
<b>BIG BET</b>	PROTECT	PROTECT	PROTECT	HARD	HARD	HARD	HARD	HARD	HARD	SOFT	HARD	SOFT	HARD
<b>Where?</b>	Off Trade Modern Trade Quick Commerce	Off Trade Modern Trade Traditional Trade	Off Trade Modern Trade	On/ Off Trade Modern Trade Liquor Stores Restaurants Bars	On trade Bars Night Clubs Restaurants	Off Trade Modern Trade	Off/On Trade Modern Trade Night Clubs Bars OOT Restaurants	Off/On Trade Modern Trade Traditional Trade Bars & Nightclub OOT Quick Commerce	Off/On Trade Modern Trade Traditional Trade Bars & Nightclub OOT Quick Commerce	On Trade Bars Hotel EB2B	Off/On Trade Traditional Trade Bars Restaurants	Off/On Trade Traditional Trade Bars EB2B	Off/On Trade Traditional Trade Bars EB2B
<b>Investment</b>	- BTL TS	- BTL TS	- BTL TS	ATL BTL TS	ATL BTL TS	- BTL TS	- BTL TS	ATL BTL TS	ATL BTL TS	- BTL TS	ATL BTL TS	- BTL TS	ATL BTL TS
<b>KPIs</b>	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC

**SM21 & J&B** Commercial Role to Protect and Expand our brands positions thru Physical Availability, distribution & visibility (assortment).

**Core Priority:** ATL, BTL & TS  
**Channel Focus:** BTL & TS  
**Commercial Role:** Only TS

\*\*\* TBA Increase value, USD Million Dolars, Source: Category & Portfolio Strategy













# Panama Battlegrounds Details

Strategic Pillar	Boost Premium Moments			Own Celebration Moments		High Energy Moments				Easy Social	
<b>Battleground</b>	Grow Premium & above ahead of Total Spirits by trading up from mainstream and std TBA into Premium Spirits at Savour & Appreciate, Familiar and Casual moments occasions, leading the experience at home in Off-trade & E-commerce and aspiration in On-trade.			Positioning our brands in the Top of Mind of the consumers, educating and influencing them to choose our Premium+ Spirits vs Other options at celebration occasions, leading the experience at home in Off-Trade and aspiration in On-Trade		Recruit from Beer and local spirits by owning Lively get-togethers moments with Premium & STD Spirits and RTD, focusing on the On-trade & Out-trade by increasing penetration within Lively Upbeat occasions.				Increase Market Share within TBA by offering tasty simple drinks, suitable for Easy Social occasions through Value & Premium Spirits, while increasing mental & physical availability and educating consumers across top beer channels.	
<b>When?</b>	Casual Moments	Familiar Moments	Savour & Appreciate	Moments to Celebrate		Lively Upbeat				Casual Moments	Savour & Appreciate
<b>Incr. Category Growth Diageo can go after ***</b>	3,825			792		2,913				4,551	
<b>What?</b>	Premium Spirits			Premium+ Spirits		Premium & STD Spirits and RTD				Value & Premium Spirits	
<b>With? -Leading Brand-</b>	 OP12	 OP12	 DJ	 Gifting OND (Whisky Premium/Baileys)	 WorldClass	 BUCH12	 B2S	 SMICE	 SMI21	 B&W	 Tanqueray
<b>BIG BET</b>	HARD	HARD	PROTECT	HARD	SOFT	PROTECT	HARD	HARD	SOFT	HARD	PROTECT
<b>Where?</b>	Off Trade	On Trade	On Trade	Off Trade	On Trade	On Trade	On/Off Trade	OFF/On Trade	OFF/On Trade	Off/On Trade	On Trade
	Modern Trade	Bars	Bars	Modern Trade	Bars	Bars	Bars & Nightclub	Modern Trade	Modern Trade	Traditional Trade	Bars
	Traditional Trade	Hotels	Restaurants	Liquor Stores	Restaurants		Liquor Stores	Traditional Trade	Traditional Trade	Restaurants	Restaurants
	EB2B	OOT	EB2B & "The Bar"		EB2B & "The Bar"	EB2B & "The Bar"		EB2B & Quick Commerce		EB2B	EB2B & "The Bar"
	Quick Commerce							OOT	Bars	Quick Commerce	
<b>Investment</b>	ATL	ATL	-		-	-	ATL	ATL	-	-	-
	BTL	BTL	BTL	BTL	BTL	BTL	BTL	BTL	BTL	BTL	BTL
	TS	TS	TS	TS	TS	TS	TS	TS	TS	TS	TS
<b>KPIs</b>	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC

Casamigos & Gordons plays in Commercial Role to Protect and Expand our brands positions thru Physical Availability, distribution & visibility (assortment).

Core Priority: ATL, BTL & TS  
 Channel Focus : BTL & TS  
 Commercial Role: Only TS

# Puerto Rico Battlegrounds Details

Strategic Pillar	Boost Premium Moments						Own Celebration Moments		High Energy Moments			Easy Social
<b>Battleground</b>	Grow Premium & above ahead of Total Spirits by trading up from mainstream and std TBA into Premium & Spirits at Savour & Appreciate, Familiar and Casual moments occasions, leading the experience at home in Off-trade & E-commerce and aspiration in On-trade.						Positioning our brands in the Top of Mind of the consumers, educating and influencing them to choose our Premium & Reserve Spritis vs other options at celebration occasions, leading the experience at home in Off-Trade and aspiration in On-Trade		Recruit from beer and local spirits by owning the switching moments from Casual into Lively get-togethers with Premium Scotch, STD Vodka and RTD focusing on the On-trade & Out-trade by increasing penetration within Lively Upbeat occasions.			Increase Market Share within TBA by offering tasty simple drinks, suitable for Easy Social occasions with Gin, while increasing mental & physical availability and educating consumers across top beer channels.
<b>When?</b>	Casual Moments	Familiar Moments	Casual Moments	Savour & Appreciate	Savour & Appreciate	Savour & Appreciate	Moments to Celebrate		Lively Upbeat			Savour & Appreciate
<b>Incr. Category Growth Diageo can go after**</b>	9,523						2,901		5,233			1,117
<b>What?</b>	Premium+ Spirits						Premium & Reserve Spirits		Premium & STD Spirits and RTD			
<b>With? -Leading Brand-</b>	 JW Black	 JW Black	 BUCH Pineapple	 World Class (Ketel One)	 DJ	 Baileys	 JW Gold	 Gifting OND	 BUCH12	 SMICE	 S.Tamarind	 Tanqueray
<b>BIG BET</b>	HARD	HARD	HARD	SOFT	HARD	PROTECT	PROTECT	HARD	HARD	SOFT	HARD	PROTECT
<b>Where?</b>	Off Trade Modern Trade	On Trade Bars	Off/On Trade Modern Trade	On Trade Bars	On Trade Bars	Off Trade Modern Trade	On Trade Bars	Off Trade Modern Trade	On Trade Nightclub	Off/On Trade Modern Trade	Off/On Trade Modern Trade	On Trade Bars
	Bulk Bar & Restaurant	Restaurants Hotels	Bulk Bar & Restaurant	Restaurants	Restaurants	Bulk	Nightclub Restaurants & Hotel	Bulk	Bars	Bulk	Bulk	Restaurants
	Quick Commerce		Specialty Store				Specialty Store			Bar & Nightclub	Bar & Nightclub	
										Quick Commerce	Quick Commerce	
<b>Investment</b>	ATL BTL TS	ATL BTL TS	ATL BTL TS	- BTL TS	BTL BTL TS	- BTL TS	- BTL TS	- BTL TS	- BTL TS	ATL BTL TS	ATL BTL TS	- BTL TS
<b>KPIs</b>	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC

OPI2 & Casamigos plays in Commercial Role to Protect and Expand our brands positions thru Physical Availability, distribution & visibility (assortment).

\*\*\* TBA Increase value, USD Million Dolars, Source: Category & Portfolio Strategy

Core Priority: ATL, BTL & TS  
Channel Focus: BTL & TS  
Commercial Role: Only TS

# Guatemala



# Battlegrounds Details

Strategic Pillar	Boost Premium Moments				Own Celebration Moments				High Energy Moments		Easy Social	
<b>Battleground</b>	Grow Premium & above ahead of T Total Spirits by trading up from mainstream and std TBA into Premium Spirits at Savour & Appreciate, Familiar and Casual moments occasions, leading the experience at home in Off-trade & E-commerce and aspiration in On-trade.				Positioning our brands in the Top of Mind of the consumers, educating and influencing them to choose our Premium & SDX Spirits vs other options at celebration occasions, leading the experience at home in Off-Trade and aspiration in On-Trade				Recruit from beer and local spirits by owning the switching moments from Casual into Lively get-togethers with Premium & STD Spirits focusing on the On-trade & Out-trade by increasing penetration within Lively		Increase Market Share within TBA by offering tasty simple drinks, suitable for Easy Social occasions through Standard Spirits, while increasing mental & physical availability and educating consumers across top beer	
Incr. Category Growth Diageo can go after	\$ 4,405				\$ 1,068				\$ 3,973		\$ 2,851	
<b>When?</b>	Casual Moments	Familiar Moments	Familiar Moments	Savour & Appreciate	Moments to Celebrate				Lively Upbeat		Casual Moments	
<b>What?</b>	Premium Spirits				Premium+ & SDX Spirits				Premium & STD Spirits		Standard Spirits	
<b>With? -Leading Brand-</b>	JW Black	JW Black	OP12	DJ	JW Gold	JW Blue	Gifting OND	DJ 1942	B2S	S.Tamarind	JW Red	
<b>BIG BET</b>	HARD	HARD	HARD	HARD	SOFT	HARD	HARD	HARD	HARD	HARD	HARD	
<b>Where?</b>	Off Trade Modern Trade Egrocery Quick Commerce	On Trade Bars Restaurants	Off/On Trade Modern Trade Bars Restaurants	Off/On Trade Bars Restaurants Modern Trade Liquor Stores	On/ Off Trade Liquor Stores Bar & Nightclubs Restaurants	Off/On Trade Liquors Stores Restaurants TB Specialist	Off Trade Modern Trade Liquor Stores TB Specialist	On/ Off Trade Liquor Stores Bar & Nightclubs Restaurants	Off/On Trade Nightclub Bars & Restaurants Modern Trade	OFF/On Trade Modern Trade Traditional Trade Bars Quick Commerce	Off Trade Modern Trade Traditional Trade	
<b>Investment</b>	ATL BTL TS	ATL BTL TS	BTL BTL TS	BTL BTL TS	- BTL TS	ATL BTL TS	- BTL TS	- BTL TS	- BTL TS	ATL BTL TS	- BTL TS	
<b>KPIs</b>	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	

BUCH12 & 18Y, Guinness, SMICE & B&W play in Commercial Role to Protect and Expand our brands positions thru Physical Availability, distribution & visibility (assortment).



Core Priority: ATL, BTL & TS  
Channel Focus: BTL & TS  
Commercial Role: Only TS



# El Salvador



# Battlegrounds Details











Strategic Pillar	High Energy Moments	
<b>Battleground</b>	Recruit from Beer and local spirits by owning Lively get-togethers moments with <b>STD Spirits &amp; RTD</b> , focusing on the On-trade by increasing penetration within <b>Lively Upbeat</b> occasions.	
<b>Incr. Category Growth Diageo can go after*</b>	\$	2,490
<b>When?</b>	Lively Upbeat	
<b>What?</b>	STD Spirits and RTD	
<b>With? -Leading Brand-</b>	 <b>S.Tamarind</b>	 <b>SMICE</b>
<b>BIG BET</b>	<b>HARD</b>	<b>HARD</b>
<b>Where?</b>	<b>Off/On Trade</b>	<b>Off/On Trade</b>
	Modern Trade	Modern Trade
	Traditional Trade	Traditional Trade
	Bars & Restaurants	Bars & Restaurants
	Nightclubs	Nightclubs
	OOT	OOT
	Quick Commerce	Quick Commerce
<b>Investment</b>	ATL	ATL
	BTL	BTL
	TS	TS
<b>KPIs</b>	TBC	TBC

SM21, B&W, JW BLACK & BUCH12 plays in Commercial Role to Protect and Expand our brands positions thru Physical Availability, distribution & visibility (assortment).

\*\*\* TBA Increase value, USD Million Dolars, Source: Category & Portfolio Strategy

**Core Priority:** ATL, BTL & TS  
**Channel Focus:** BTL & TS  
**Commercial Role:** Only TS

# VCC - Battlegrounds Details








Strategic Pillar	Casual Premium Moments					Own Celebration Moments			High Energy Moments	
<b>Battleground</b>	Grow Premium & above ahead of Total Spirits by trading up from mainstream and std TBA into Premium Spirits at Savour & Appreciate, Familiar and Casual moments occasions, leading the experience at home in Off-trade & E-commerce and aspiration in On-trade.					Positioning our brands in the <b>Top of Mind of the consumers</b> , educating and influencing them to choose our Reserve Spirits and Premium Beer vs other options at <b>celebration occasions</b> , leading the experience at home in Off-Trade and aspiration in On-Trade			Recruit from beer and local spirits by owning the High Energy Moments with RTD focusing on the Off Trade by increasing penetration within <b>Lively Upbeat</b> occasions.	
<b>When?</b>	Casual Moments	Familiar Moments	Familiar Moments	Savour & Appreciate	Savour & Appreciate	Moments to Celebrate			Lively Upbeat	
<b>Incr. Category Growth Diageo can go after ***</b>	\$ 20,576					\$ 9,601			\$ 13,767	
<b>What?</b>	Premium Spirtis					Premium+ & SDX Spirits			RTD & Beer	
<b>With? -Leading Brand-</b>	 JW Black	 JW Black	 Casamigos	 DJ	 World Class (Ketel One)	 JW Gold/ JW Blue	 DJ1942	 Gifting OND	 SMICE	 Guinness
<b>BIG BET</b>	PROTECT	PROTECT	SOFT	SOFT	SOFT	SOFT	SOFT	SOFT	HARD	HARD
<b>Where?</b>	Off Trade Modern Trade Quick Commerce Bulk	On Trade Bars Restaurants Hotels	Off/On Trade Modern Trade Bulk Bars Restaurants	On Trade Bars Restaurants	On Trade Bars Restaurants	On Trade Bars Nightclub Restaurants OOT	On Trade Bars Nightclub Hotels	Off Trade Modern Trade Liquor Sotres	Off/On Trade Modern Trade Convenience Bulk Bars	Off/On Trade Modern Trade Bulk OOT Bars
<b>Focus Mkts:</b>	Across VCC	Across VCC	Aruba, SXM, USVI & Bahamas	SXM, Bahamas, USVI, Cayman	SXM, Bahamas, USVI, Cayman	SXM, USVI, Cayman	Bahamas		PR	Guyana, Haiti, Jamaica, Bahamas
<b>INVESTMENT</b>	- BTL TS	- BTL TS	- BTL TS	- BTL TS	- BTL TS	- BTL TS	- BTL TS	- BTL TS	- BTL TS	ATL BTL TS

SM21, B&W, J&B, TQ & Baileys plays in Commercial Role to Protect and Expand our brands positions thru Physical Availability, distribution & visibility (assortment).

\*\*\* TBA Increase value, USD Million Dolars, Source: Category & Portfolio Strategy

Core Priority: ATL, BTL & TS  
Channel Focus: BTL & TS  
Commercial Role: Only TS


# Trinidad Battlegrounds Details

Strategic Pillar	Boost Premium Moments			Own Celebration Moments		High Energy Moments	Easy Social
<b>Battleground</b>	Grow Premium & above ahead of Total Spirits by trading up from mainstream and std TBA into <b>Premium Spirits</b> at <b>Savour &amp; Appreciate Familiar and Casual</b> moments occasions, leading the experience at home in Off-trade & E-commerce and aspiration in On-trade.			Positioning our brands in the <b>Top of Mind of the consumers</b> , educating and influencing them to choose our <b>Premium+ Whisky and Premium Beer</b> vs other options at <b>celebration occasions</b> , leading the experience at home in Off-Trade and aspiration in On-Trade		Recruit from beer and local spirits by owning the High Energy Moments with <b>RTD</b> focusing on the Off Trade by increasing penetration within <b>Lively Upbeat</b> occasions.	Increase Market Share within TBA by offering tasty simple drinks, suitable for <b>Easy Social</b> occasions through <b>Value Spirits</b> , while increasing mental & physical availability and educating consumers across top beer channels.
<b>When?</b>	Casual Moments	Familiar Moments	Savour & Appreciate	Moments to Celebrate		Lively Upbeat	Casual Moments
<b>What?</b>	Premium Spirits			Reserve Spirits and Premium Beer		RTD	Value Spirits
<b>With? -Leading Brand-</b>	 JW Black	 JW Black	 DJ	 JW Gold	 Guinness	 SMICE	 B&W
<b>Where?</b>	Off Trade Modern Trade	On Trade Bars Resstauntars OOT (Carnivals)	On Trade Bars Restaurants	On Trade* Bars Nightclub Restaurants OOT (Carnivals)	Off/On Trade Modern Trade Traditional Trade OOT (Carnivals)	Off/On Trade Modern Trade Convenience Bar & Restaurant OOT	OFF/On Trade Traditional Trade Bar
<b>Investment</b>	ATL BTL TS	ATL BTL TS	- BTL TS	- BTL TS	ATL BTL TS	- BTL TS	- BTL TS
<b>KPIs</b>	TBC	TBC	TBC	TBC	TBC	TBC	TBC

OP12, TQ, Baileys, Ciroc, JWBlue & Casamigos plays in Commercial Role to Protect and Expand our brands positions thru Physical Availability, distribution & visibility (assortment).

Core Priority: ATL, BTL & TS  
Channel Focus: BTL & TS  
Commercial Role: Only TS

# VCA (Honduras & Nicaragua) - Battlegrounds Details

Strategic Pillar	High Energy Moments
<b>Battleground</b>	Recruit from Beer and local spirits by owning Lively get-togethers moments with STD Spirits & RTD, focusing on the On-trade by increasing penetration within Lively Upbeat occasions.
<b>Incr. Category Growth Diageo can go after***</b>	
<b>When?</b>	Lively Upbeat
<b>What?</b>	RTD
<b>With? -Leading Brand-</b>	 SMICE
<b>BIG BET</b>	SOFT
<b>Where?</b>	On/Off Trade Modern Trade Traditional Trade Bars
<b>Investment</b>	- BTL TS
<b>KPIs</b>	TBC

\*\*\* TBA Increase value, USD Million Dolars, Source: Category & Portfolio Strategy



Battlegrounds 3Y  
(FY25 - FY27) CCA  
Domestic Markets

**DIAGEO**

*February 2024*

