

# BP Brand in Russia

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# TNK-BP Retail Brand Architecture



Corporate Identifier



Master Brands



Product Brands



Descriptors



# Identified Consumer Segments



## Segmentation process

Questionnaire

Surveying  
(>2,000  
respondents)

Advanced  
statistical  
clustering

Segment  
profiling

## Segments

- 1 Brand believers**  
To me, brand represents trust and quality – you know exactly what you get when you buy a particular brand. I only buy fuel from reputable brands – I wouldn't jeopardize my car with an inferior product
- 2 Frequent stoppers**  
I spend lots of time in my car, especially for work. I make lots of stops at service stations, and spend a lot of money at them although I don't usually buy the higher grades of gasoline
- 3 Discriminating consumers**  
I think carefully about where I shop, I know a lot about brands and where to go to get good value. I make smart choices about brands
- 4 Time stressed professionals**  
I do not have enough time in the day to do all I need to do – between my kids, work and running errands. I look for convenience and appreciate companies that try to make my life easier
- 5 Old fashioned traditionalists**  
I'm old, don't have a lot of money and don't drive much. I often rely on my neighbourhood stores for my regular household shopping and when I run out of something at home
- 6 Disengaged purchasers**  
I don't really care much about service stations and don't specifically plan my purchases there. I don't pay much attention to fuel brands and I tend to buy stuff wherever and whenever I need it
- 7 Low income neighbourhood shoppers**  
I'm young and probably unemployed. I don't drive so don't have a lot of choices on where to shop. I must pay close attention to price, since I have just enough money for food and clothes

Our research and statistical analysis has identified 7 clearly distinct customer segments making up the unique Russia/Ukraine consumer universe

# Brand positioning

THK·BP



Deploy a two distinct brand retail offer appealing to both the convenience and fuel driven consumers

## BP brand proposition

### The essence

One-Stop Shop  
Fresh and Inviting  
No Tradeoffs

### Positioning

For customers who value both quality fuel and convenience, BP Connect offers a combination of quality and speed through its guaranteed fuels, variety of convenience items, Wild Bean Café coffee and fresh food in a bright, clean environment

### Key differentiator

An entirely different quality experience, all the way through customer service, fuels, non-fuel goods and modern convenience ambience

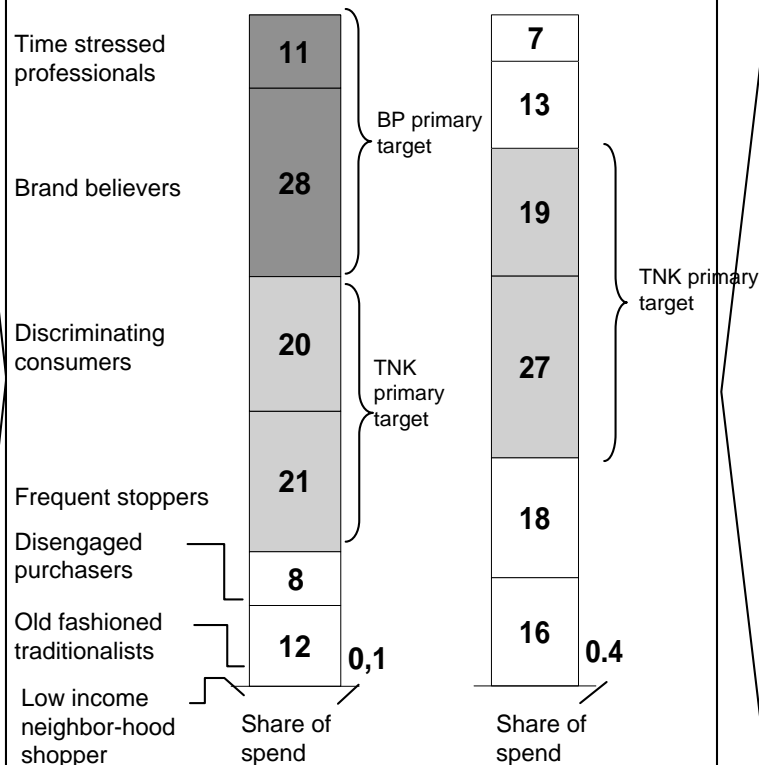
### Key site characteristics

- Standardized BP Connect large format c-store (120-250 sq. m)
- High speed check out readers
- High spec. pumps and other equipment (best in market)
- Wild Bean café
- Brightly lit
- Number of pumps – minimum 3 double sided

## Consumer focus

### Metropolitan markets

### Regional markets



## TNK brand proposition

### The essence

The Daily  
Driver's Friend

### Positioning

For daily drivers who spend a lot of time on the road, TNK is the brand of choice because it provides quality fuel and satisfies their basic on the go needs and, unlike competitors, it consistently demonstrates the quality and accuracy of the fuel they buy

### Key differentiator

Demonstrably consistent fuel quality and accuracy

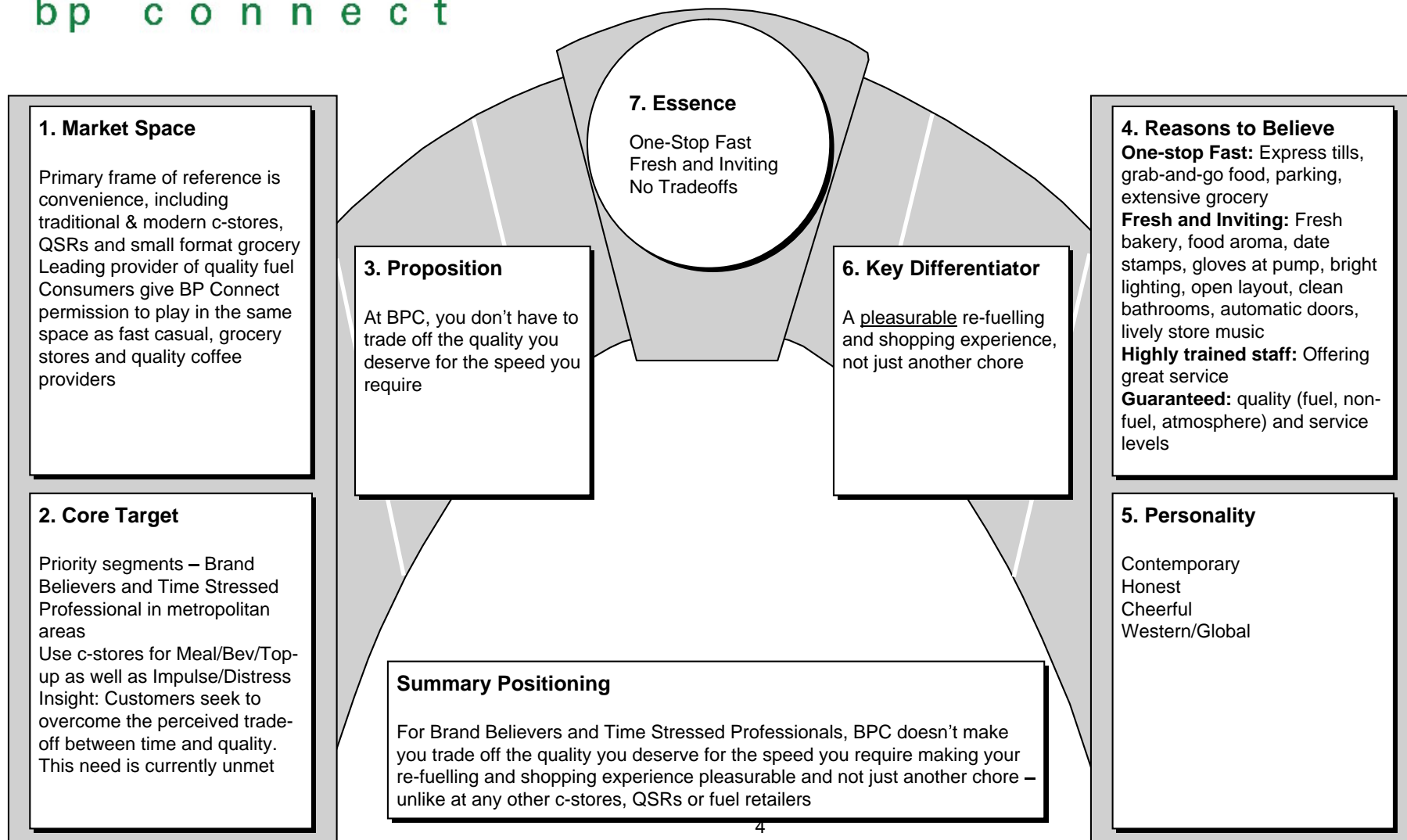
### Key site characteristics

- Walk in store ( 40 - 100 sq. m) with as much standardisation as possible
- Fast pumps and payment systems to support efficient driver focused offer and consistent fuel accuracy/quality image
- All equipment consistent with defined quality standards (inc. canopy)
- Number of pumps – minimum 2 double sided

# BP Brand Bridge



bp connect



## BP Full-Service on the Forecourt



You can also get these Quality Services:

- ✓ Ultimate Branded Fuels 98 and 95.
- ✓ Automated CarWash ... pre-wash & wax
- ✓ Convenience shopping, wide selection.
- ✓ Get high quality fresh food, espresso/cappuccino
- ✓ Citibank ATM ... make withdrawals, deposits.
- ✓ BeePay at BP ... mobile phone pay services.
- ✓ On-site Internet Kiosk ... weather, news, etc.

## Customer's First Choice



To be Moscow's one-stop convenience super shop.

To be the customer's "first choice in convenience".

Same-store sales continue to grow with increased customer purchases. BP "convenience without compromise" continues to earn more repeat business. bp becomes their destination of convenience.

The constant focus is customer-driven to deliver exactly what the customer wants and needs.

## Customer Portrait



- ✓ Majority of brand BP visitors are males.
- ✓ On average, respondents visit BP once every 2-3 days. Most respondents visit BP on way to work or way home.
- ✓ About 70% of respondents spend up to 5 minutes in bp.
- ✓ Quality petrol, fast/friendly service are top BP attractions.
- ✓ The attributes that influence overall appeal are:
  - “One wants to come again”,
  - “Differ from other petrol stations”,
  - “The driver is being taken care of” and;
  - “That is exactly what the driver needs”.

## BP Connect Store

✓ Selling space – from 130 to 225 sq.m. (+).

✓ Quantity of SKU's – from 2,500 to 3,000 items (+).

✓ Sales in shops vary; Most \$2.0 -2.5 mln (+) per annum.



## BP Connect Store



### Success factors:

- ✓ In-store stock based on what customers buy.
- ✓ The store room is sized-right, safe, and tidy.
- ✓ The store always 100% merchandized to customer-traffic flow planogram.
- ✓ The store room is organized and labeled by product category. Impulse items up-front.

# Wild Bean Cafe



Wild Bean Café represents important percentage of Store sales.



Focusing on:

- ✓ Convenience
- ✓ Value for money
- ✓ Speed
- ✓ Consistency
- ✓ Quality

## TNK-BP: Brand BP Key Success Factors



- ✓ Great brand
- ✓ Great offer
- ✓ Great network
- ✓ Great partners
- ✓ **Great people**

## Prospects



BP will always strive to be the most consistent, most innovative fuels marketer; and the most customer-friendly convenience retailer.



Thank You

