

linko & Coca-Cola

COKE SHOWROOM INNOVATION

Aug 17 You are invited



485 Hanoi Highway, Linh Trung Ward,
Thu Duc, Ho Chi Minh City

linko Your positive
change partner

Coca-Cola

COCA-COLA VIETNAM

COKE SHOWROOM INNOVATION 2023

INNOVATION & SUSTAINABILITY

COKE HEAD OFFICE

From 13:30 to 17:00

17 AUG

13:30

WELCOME

13:40

OPENING SPEECH

LINK Introduction & Credentials
Q&A

14:00

**SAMPLE SHOWCASE
INNOVATION**

Textiles
Premiums
New Items
New Technology

SOURCING

Update of product type categories for sourcing
locations - what we can offer

Local Sourcing
Regional sourcing (Indonesia, Cambodia, Thailand)
Global Sourcing

SUSTAINABILITY

Raw Materials
Elimination of Single Use Plastics
Carbon Calculator
Carbon Labelling
End of Life
Success Stories

17:00

CLOSING

From ASL to Link >

Why did you rebrand?

The rebrand from Asian Sourcing Link (ASL) to Link comes at a time of growth for our business.

We are a world-leading marketing services provider, and our new brand reflects our position as a truly global marketing execution partner for our clients.

Why Link?

We needed a new name that reflects the business we are today. The answer was simple – we took the last word from our old name and gave it a new meaning.

Keeping our proud heritage but reflecting how we have evolved as a business.

We are the link between our clients and their customers, their supply chains, and their future ambitions.

What exactly changed?

We have changed our name, logo, colours, emails and website address.

What didn't change?

There are no legal entity or company ownership changes. We will continue to operate with no difference in our processes or ways of working.

There is no change to our invoicing, bank details or financial arrangements.

Our clients can expect the same high levels of service but with a new and modern look!

Is there a change of ownership?

No. We remain a privately owned company.

Our Board members, Directors, and leadership team remain the same.

Do our contracts need to change?

No. All contracts, banking details, and financial documents remain the same.

Link is the brand name of Asian Sourcing Link Ltd including its subsidiaries, branches, and affiliates.

A man and a woman are sitting at a table in a meeting. The man is on the left, looking at a tablet. The woman is on the right, smiling and looking at the tablet. There is a glass of water on the table. The background is blurred, showing other people in a meeting room.

We are Link

Your **positive change** partner.

World-class outsourced marketing execution providing the link between our clients and their consumers, supply chains and future ambitions.

For brands that want to do better.

Vietnam Sales Team >



APAC

Roniel So
Regional Director,
APAC

Over 20 years of experience in sales and marketing roles in both brand and agency side. Prior to joining ASL, he spent 10 years in the client side managing sales and marketing in the publishing industry. He then moved away from the client side to focus on his passion for marketing. Joined ASL Global in 2015 to head up the APAC region and work with the large MNC clients.



VIET NAM

Nhan Nguyen
Country Manager

Joined Link in Aug of 2019

"15 years in Luxury and FMCG in both marketing and sales roles.

Have spent 12 years on the client-side managing well-known brands such as Johnnie Walkers, Coca-Cola, Dutch Lady, and Ovaltine. Then I moved to the Agency side to follow my passion for creating beautiful things and solutions for various types of businesses. Joined Link in 2019 to manage the transaction sales and local sourcing for VN, KO, and MM markets."



VIET NAM

Thu Dang
Senior Key Account Manager

Joined ASL in 2022 being in charge of Transaction Sales team

Over 12 years of experiences in Sales& Marketing and Business development, working with many different big FMCG Clients like Unilever, Samsung, OPPO, Grab, BDF, Castrol...etc in Media industry and then moved to Link to challenge myself in POS and Merchandising. This gives me chance to work with many different brands from creating ideas to making them come true in the market.



VIET NAM

Phuong Pham
Account Executive

Phuong joined in Aug 2022 from an event agency. She has good attitude and client services manner. She handle the Abbott, Castrol and Herbalife in both POS and Merchandising.



VIET NAM

Trang Nguyen
Account Executive

Having 2 years of experience in organizing events and activations with big brands like Samsung, Mercedes, Unilever, etc., realized the importance of promotion gifts, and merchandise and have a passion to create new concepts and ideas.

Joined 2021, almost 2 years working at Link, currently in charge of customers such as Coca - Cola, Diageo, Tik Tok, Shell, AIA and some others.



VIET NAM

Van Nguyen
Senior Account Coordinator

Van joined Link in 2020. Support all operation task from Sale process, Finance (invoicing, payment tracking), Office operation and other admin task

FULL SERVICE SOLUTION



Promotional Merchandise



Print



POS



Packaging



Digital

GLOBAL PRESENCE

59
Offices

in
53
Countries

Global supply chain

Registered local entities

Invoicing in local currencies

DDP deliveries

70% women throughout business

LINK EXPERIENCE



ONE WORLD 2030

Launched in 2020 across Link business

Driving sustainability across Link customers, suppliers and employees

Development of more eco solutions for all customers

LINK QUALITY & COMPLIANCE



Experienced team managing quality and compliance across a global supply chain

Leading compliance standards in the industry

SMETA pillar 4 accredited

TECHNOLOGY & INNOVATION

LINK Connect

GLOBAL Technology Driven Marketing Services

Team Innov8

CENTRAL Innovation Team Driving New Product Development Across all Key Accounts

FINANCIAL STABILITY

Privately owned business

No debt

US\$200 million turnover

Profitable since inception

Strong balance sheet

\$700m by 2026

LINK VALUES

Integrity

Passion

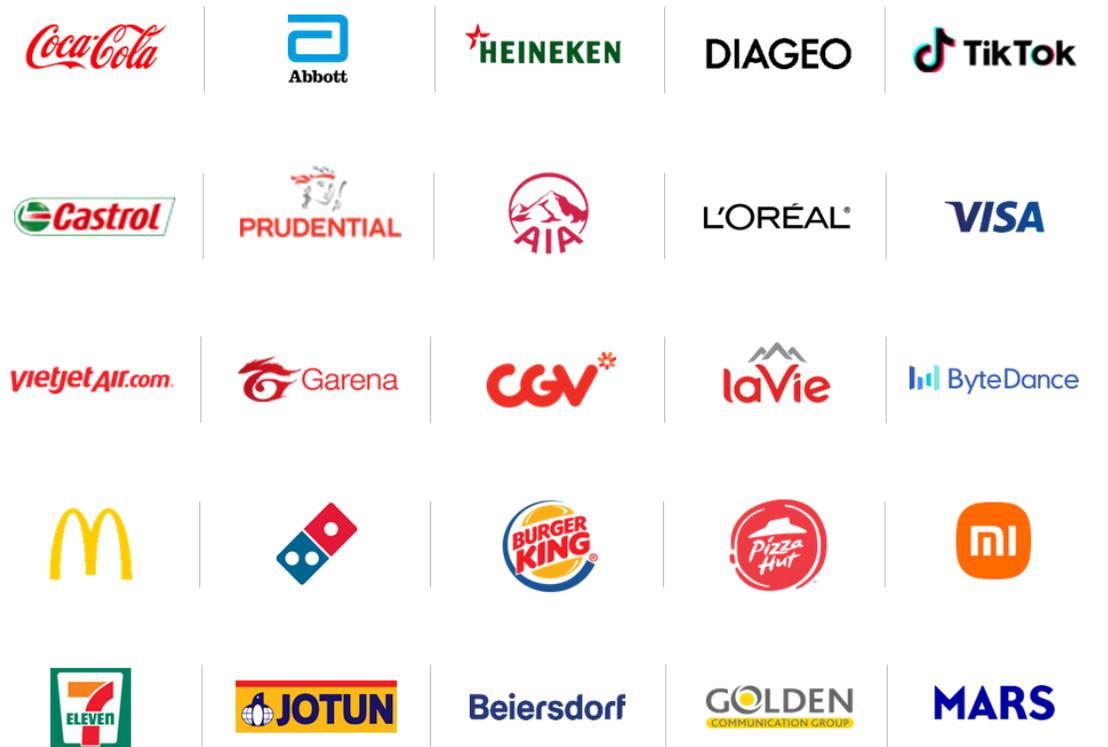
Disruption

Diversity

Respect

Vietnam Presence >

LINK LOCAL VIETNAM CLIENT BASE



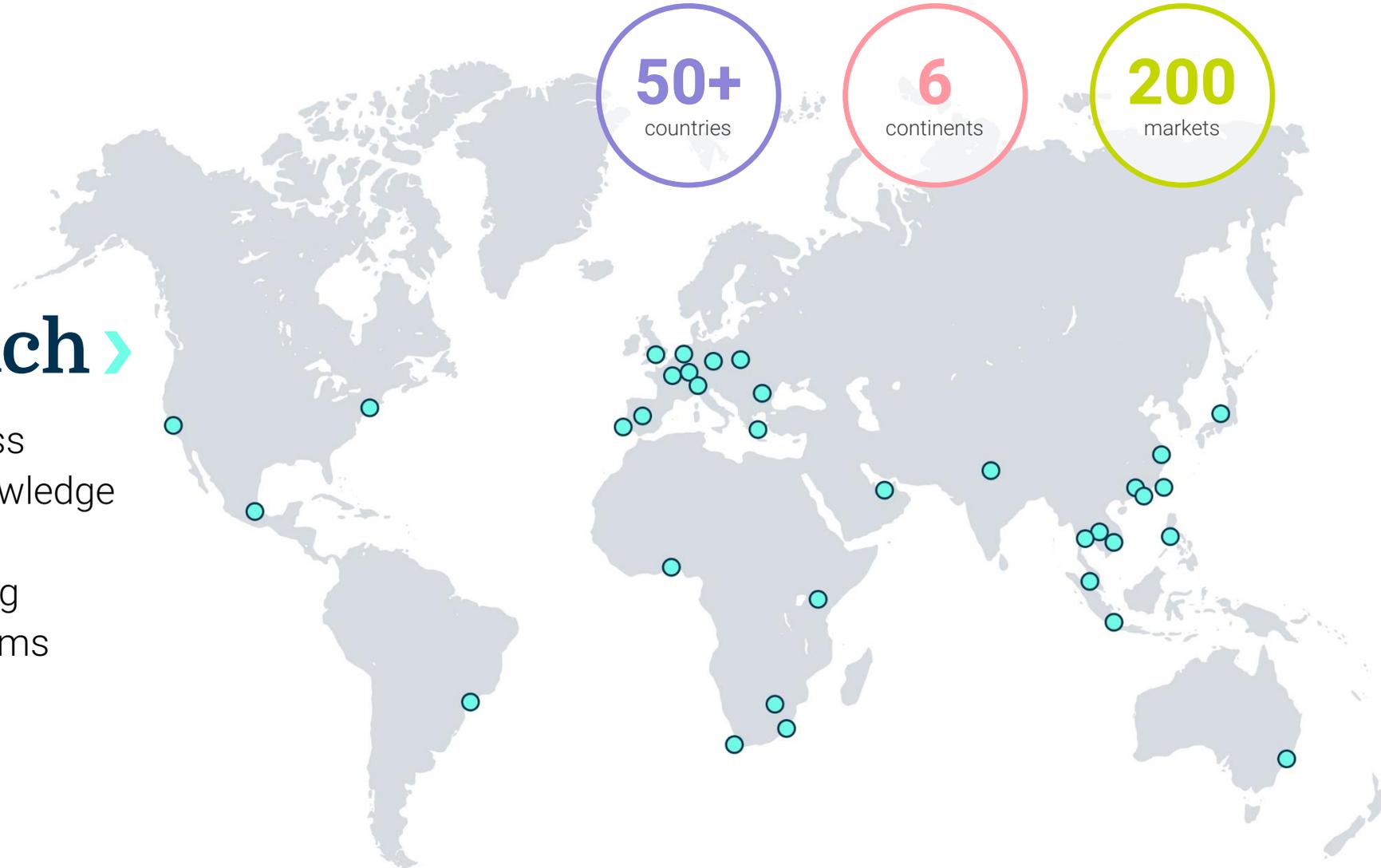
VIETNAM PRESENCE



Local & Global Supply Chain 250+ | Registered Local Entities | Invoicing in Local Currencies | DDP Deliveries Nationwide | POSM Regional Workshop Partnership

True global reach >

Our teams in 50+ countries across six continents combine local knowledge with sector expertise to deliver exceptional outsourced marketing services and global brand programs in 200 markets worldwide.



Full service solution >



Merchandise

Well-researched, carefully developed promotional products can build brand loyalty and drive repeat purchases. We produce merchandise that has high perceived customer value.



Print

Print continues to show its durability for reaching and resonating with audiences. We harness all that's good about print in a streamlined, environmentally-conscious, cost-effective way.



Point of Sale

Point of sale materials are a proven way to capture customers' attention and drive an uplift in sales. We relish finding new and exciting ways to make your products pop.



Gifting

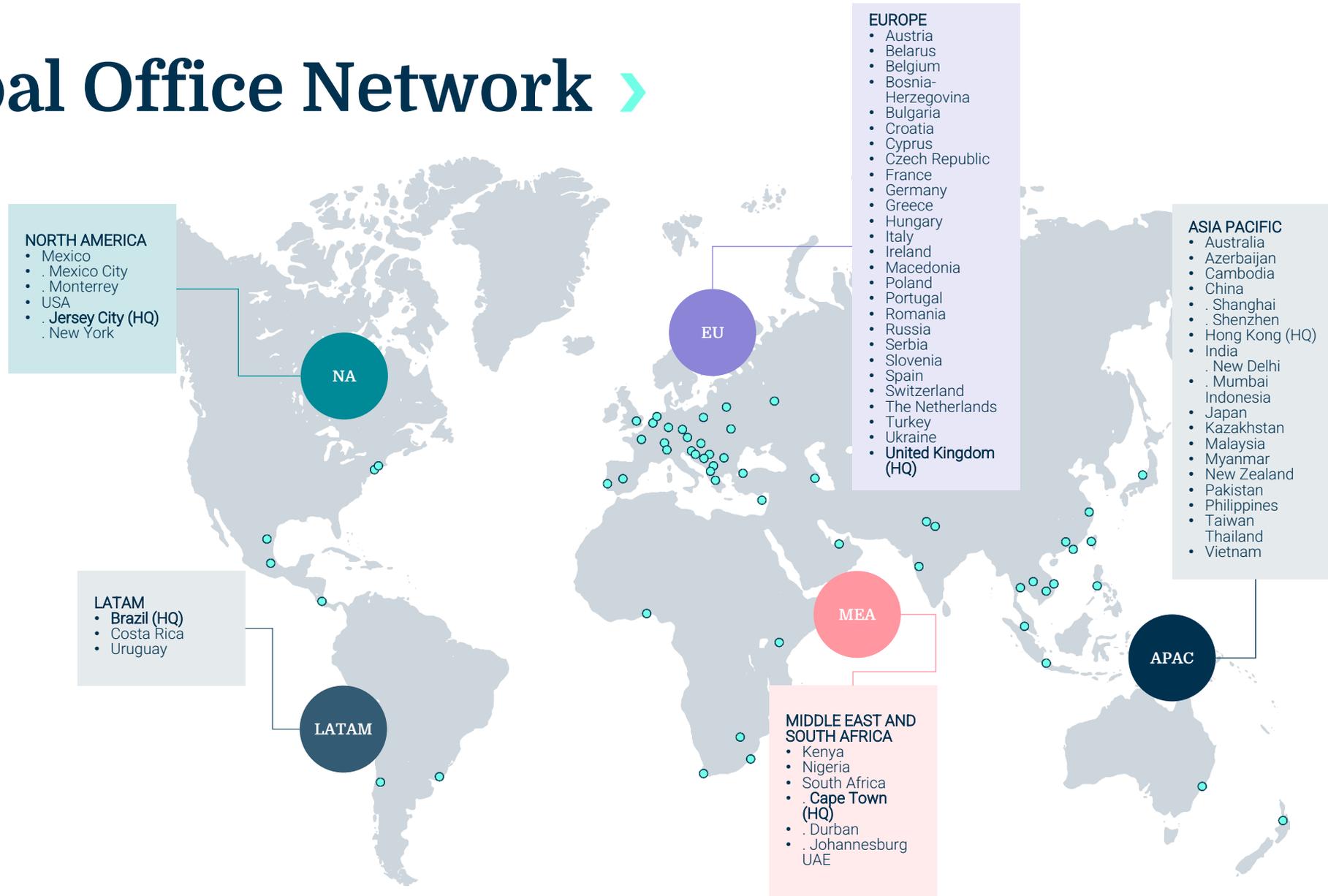
Whether physical or digital, gifts with purchase can be a valuable element of your consumer marketing strategy. We create innovative gifting solutions that set brands apart.



Consumables

From coffee cups to uniforms, packaging to disposable cutlery, our teams are focused on driving efficiency improvements in the procurement of consumables.

Global Office Network >



Global sourcing capability >

- Partnerships with key suppliers in ASI supplier network
- Covering all product categories
- End column pricing

NA

- Partnerships with key manufacturers across the region
- Textiles, Plastics, Glassware and others

LATAM

EU

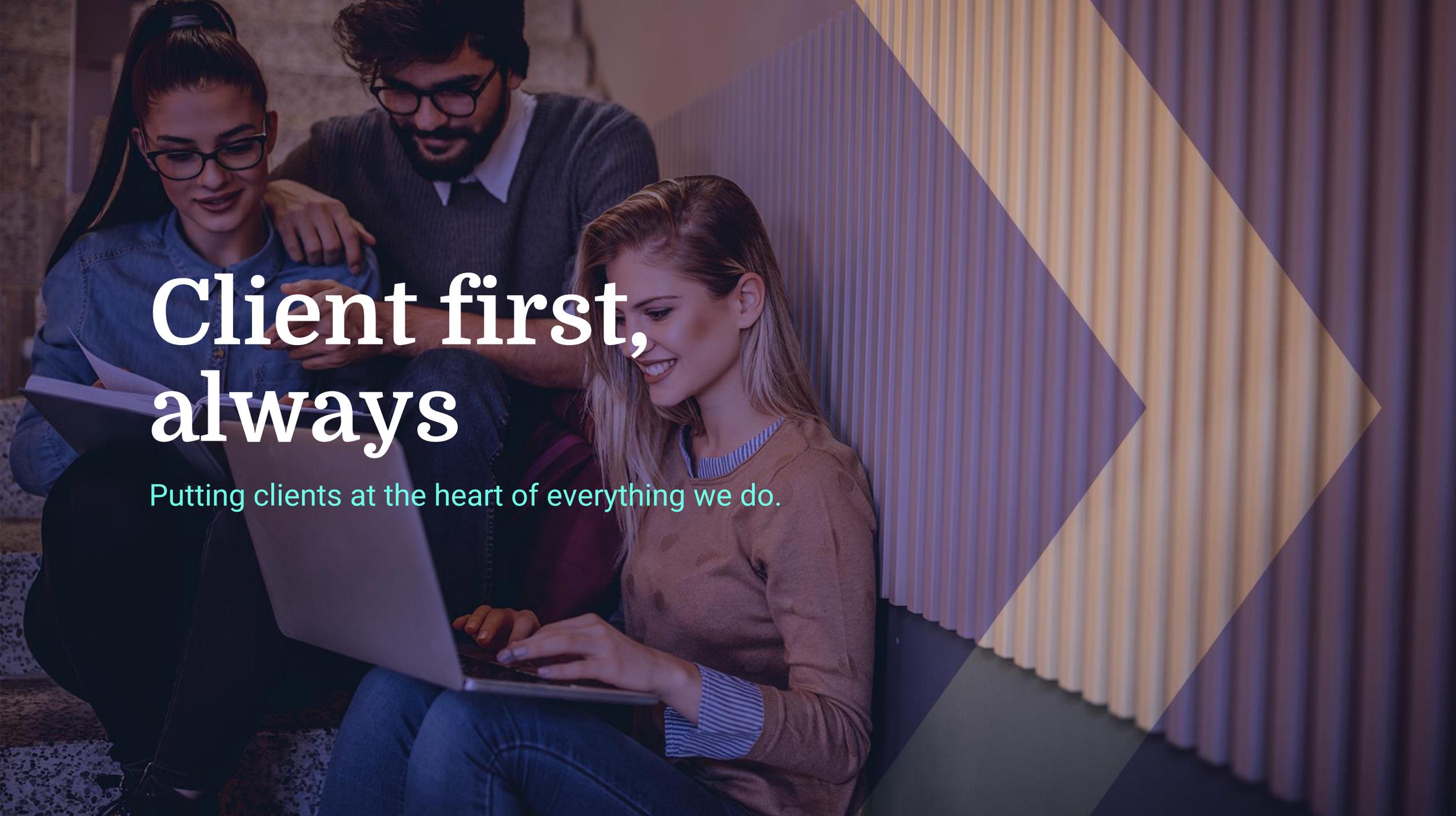
- Extensive local manufacturing partners across Europe
- Covering Print, Promo and POS
- Large network of distributors for fast turnaround requests

MEA

- Local manufacturing partners across Africa
- Covering Textiles, Plastics, Barware, Glassware and others
- Large network of distributors in South Africa

APAC

- Vast database of manufacturing partners across the region
- Covering all product categories
- 100 ASL staff located in China overseeing sourcing, production and compliance
- Sourcing from main centres – China, Cambodia, Vietnam, Thailand and Indonesia



Client first, always

Putting clients at the heart of everything we do.

Brand partners >



DIAGEO



L'ORÉAL

MARS



Herbalife



Beiersdorf



Pernod Ricard

AVON

PANDORA

Amway

Kimberly-Clark



Tupperware

ORIFLAME
SWEDEN

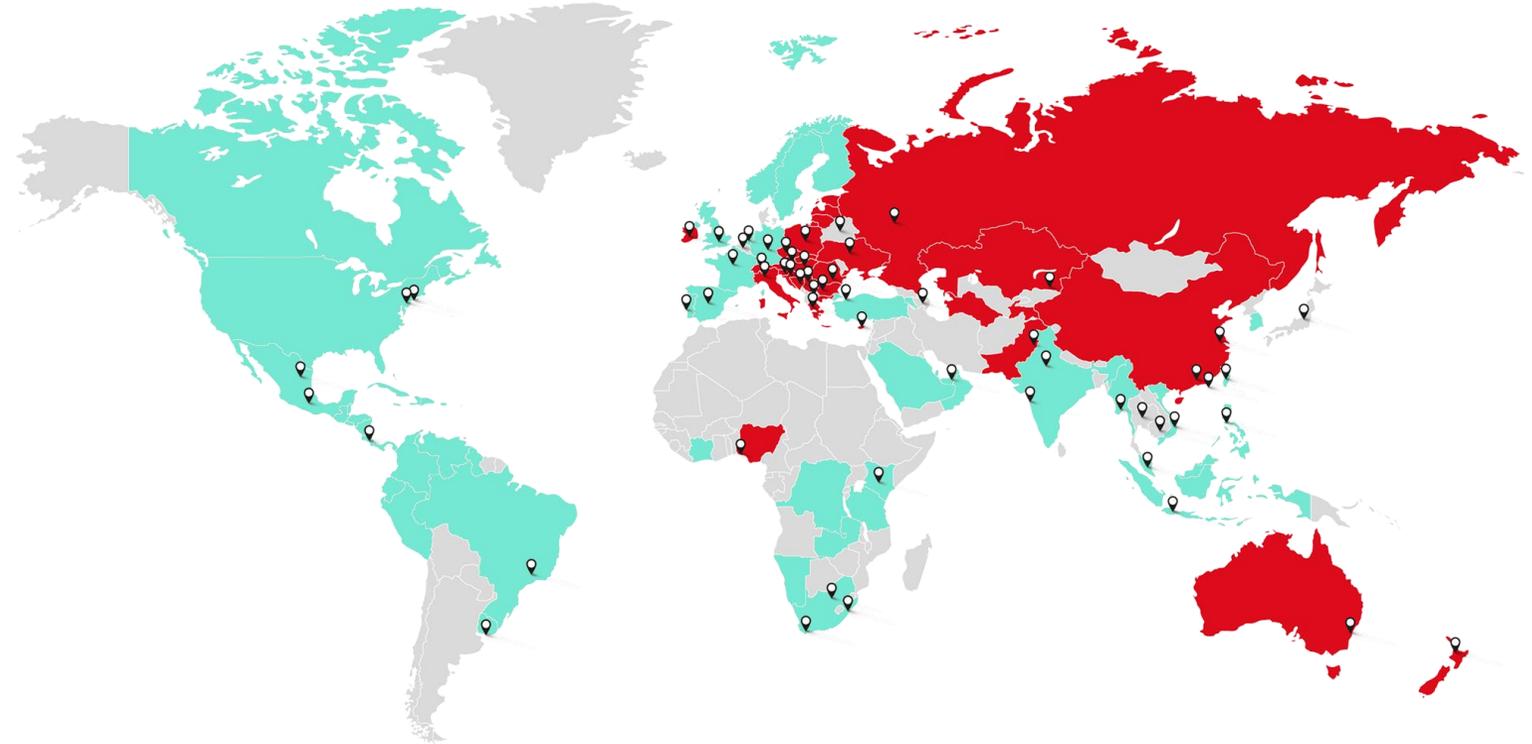
VISA



Link & Coca-Cola >

ASL Geographic Coverage

- LINK
- Integrator Countries
- Coca-Cola Deliveries



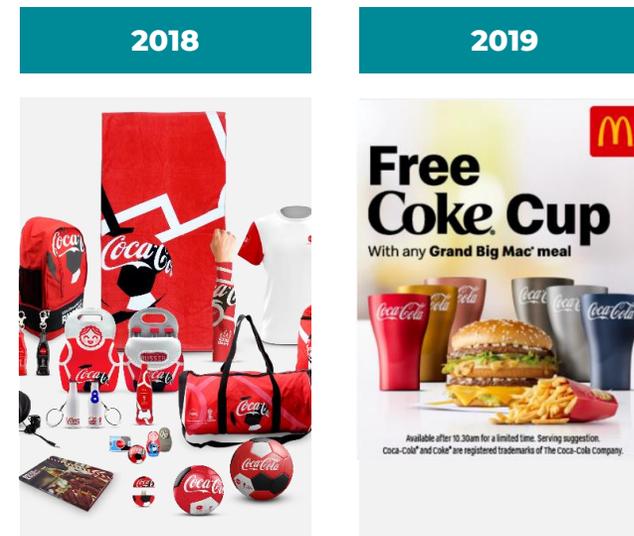
Link & Coca-Cola >

Prior to Integrator Model launch, ASL has worked with Coca-Cola on large-scale campaigns across multiple territories globally;

- **2012 Olympic Games** – developed range of Merchandise to support the local market activations
- **2016 UEFA Euro** – ASL was appointed to manage all premiums including Soccer Balls
- **2018 FIFA World Cup** – ASL was appointed to manage all premiums and Soccer Balls
- Post Outsourcing Model rollout, we have also delivered **2020 Olympics, 2020 Euros** and **2022 World Cup** products

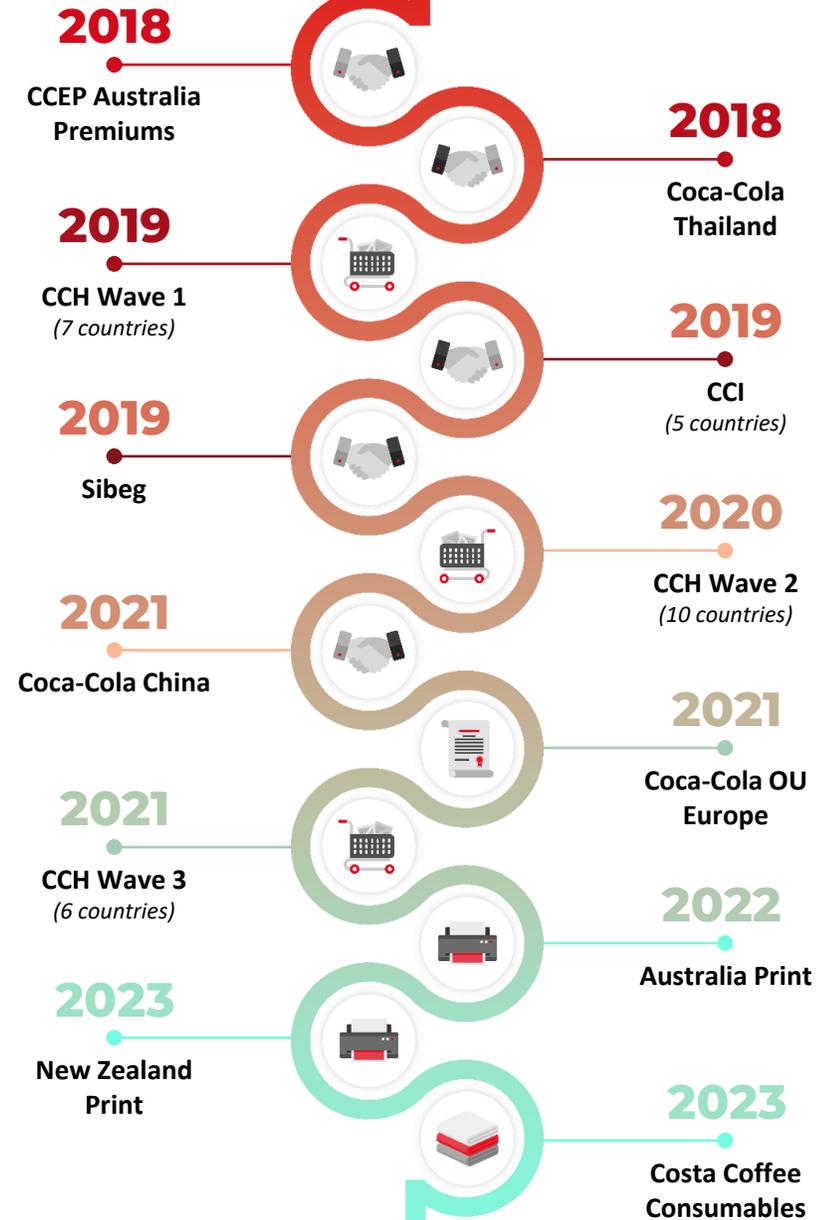
In 2014, ASL re-designed the Coca-Cola Soccer Ball to remedy previous quality issues. **“Wound bladder” technology** now in place in all Coca-Cola Soccer Balls with no quality issues

ASL has also worked extensively across the McDonald’s channel for example in Australia in 2019 producing **3 million Aluminium Cups**.



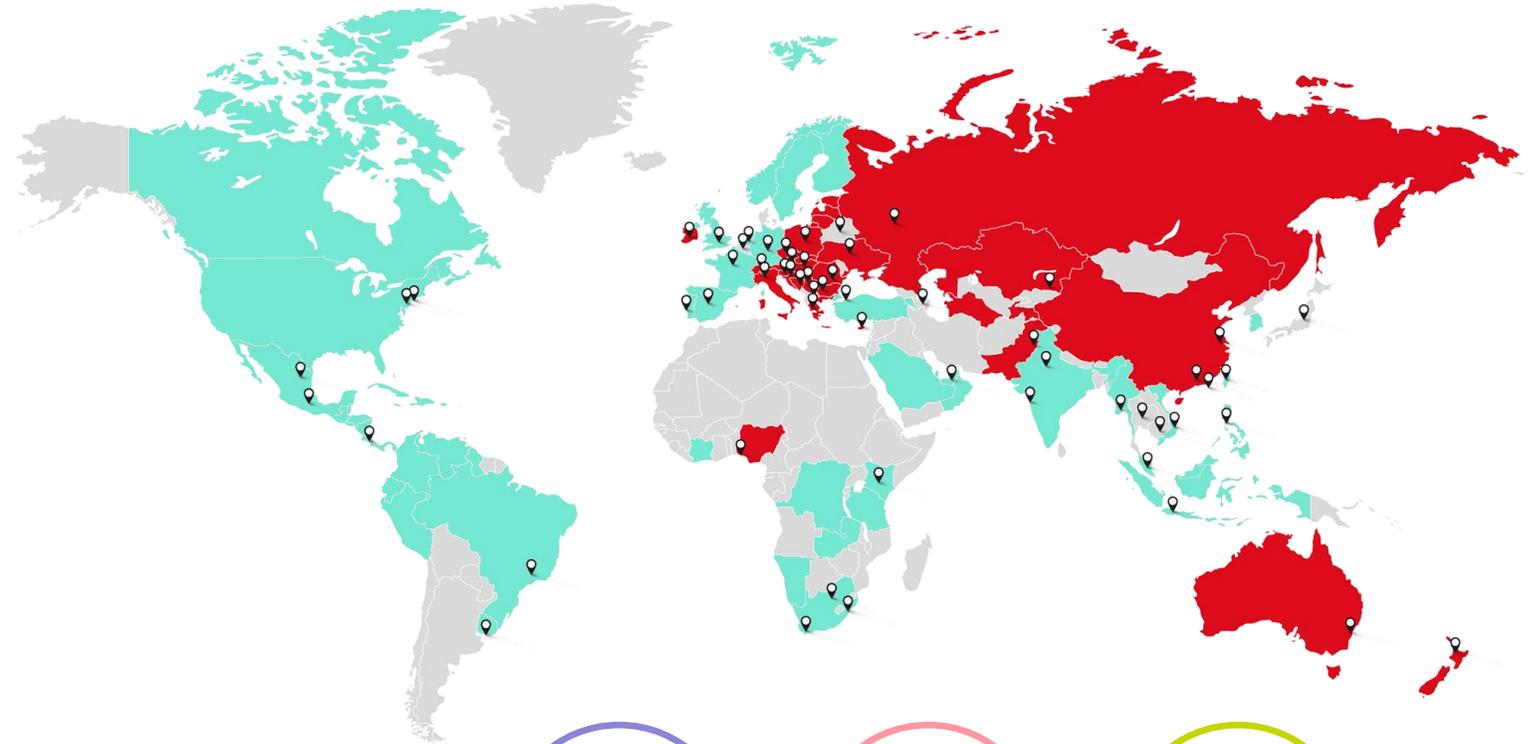
Link & Coca-Cola >

- 12 Bottling entities in the Outsourcing Model
- 35 countries across all categories
- Continuous rollout of service across the network



Services (SLA's / KPI's) >

- The ASL team comprises of over 120 dedicated staff across the Coke network



35
countries

28
Languages Spoken

+100
Years of experience



Link & Coca-Cola >

- 12 Bottling entities in the DTMx Model
- 35 countries across all categories
- Continuous rollout of service across the network
- QA/Compliance team in house
- Experienced design team in house



Services (SLA's / KPI's) >

- The ASL team comprises of over 120 dedicated staff across the Coke network
- ASL offer the full range of all DTMx core categories

Print



POSM



Premiums



Services (SLA's / KPI's) >

- The ASL team comprises of over 120 dedicated staff across the Coke network
- ASL offer the full range of all DTMx core categories
- Additional services have been made as/when required by local markets

Uniforms



Signage



Events



Fulfilment



Creative



Digital



Installation



Sustainability

Today's challenges, tomorrow's ambitions



Sustainability >

– One World initiative established 2020

POSITIVE IMPACT

Proactively working to reduce Scope 1, 2 & 3 emissions, waste & water usage



THRIVING COMMUNITY

Promoting Diversity, Equity & Inclusion in our own business and our local communities.



CREATING VALUE

Creating positive collective impact through the value chain, delivering on our ESG aspirations

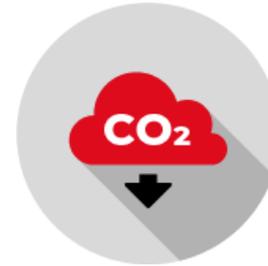


Sustainability >

- One World initiative established 2020
- Driving towards 2030 targets

POSITIVE IMPACT

Proactively working to reduce Scope 1, 2 & 3 emissions, waste & water usage



- 50% Emissions reduction
- 20% Water reduction
- 100% Recyclable packaging
- 90% Recyclable products
- 25% Renewable energy

THRIVING COMMUNITY

Promoting Diversity, Equity & Inclusion in our own business and our local communities.



- 100% Ethnic parity on SLT
- 50% Female SLT
- 90% Volunteer days
- x4 Disabled employees
- 50% Diversity supplier spend

CREATING VALUE

Creating positive collective impact through the value chain, delivering on our ESG aspirations



- 100% CSR trained
- 50% Local spend
- 100% Transparency
- 100% Products scored
- 50% Supplier improvement



Sustainability >

- Set targets:
 - Climate Action - **25%** less carbon
 - Water Stewardship - **20%** less water
 - World without Waste - **100%** recyclable packaging
 - Sustainable Agriculture - **100%** aligned to deforestation & conversion free standard
 - Human Rights - **100%** suppliers SGP compliant
- Include ESG metrics in regular MI packs from 2023
- Identify opportunities for improvement
- Drive change with proactive quoting, category targeting and positive stakeholder engagement

- **PLOT OUR COURSE** - integration of ESG reporting into MI
- **GET PROACTIVE** - encourage responsible decision-making
- **SHARE THE DREAM** - sustainability workshops
- **BUILD MORE TOGETHER** - engshared value with supply chain
- **DRIVE POSITIVE CHANGE** - aligned with CEPG pillars

FUTURE

Innovation

Fresh ideas, memorable moments



Innovation >

The Creative Process

EXAMPLE - INITIAL BRIEF

BRIEF IN A PAGE

Offering a variety of products integrated into a giveaway pack to celebrate **Summer 2024 Prize** pack, that aims to dial up the Summer Season via meet-ups using outdoor experiences as key amplifier

Meet-ups are the space where Teens & Young Adults can reassert control

During Meet-ups Teens & Young Adults are becoming more empowered, independent and free once again

NOW

Innovation >

Trends

GRAPHIC TRENDS 2024

PLAYFUL JUXTAPOSITIONS • WHIMSICAL WIGGLES • RETRO INFLUENCED • GRAPHIC GRAINS • ORNATE CRAFT • EXPRESSIVE ELEMENTS



MARKET TRENDS



Innovation >

Trends

TRENDS INSPIRATION 2024

BIOLUMINESCENT GLOW • UPLIFTING GRADIENTS • NATURAL INDUSTRIALS • COLOURFUL CRAFT • BIO-MADE FUTURES • MESMERISING METALLICS



MARKET TRENDS

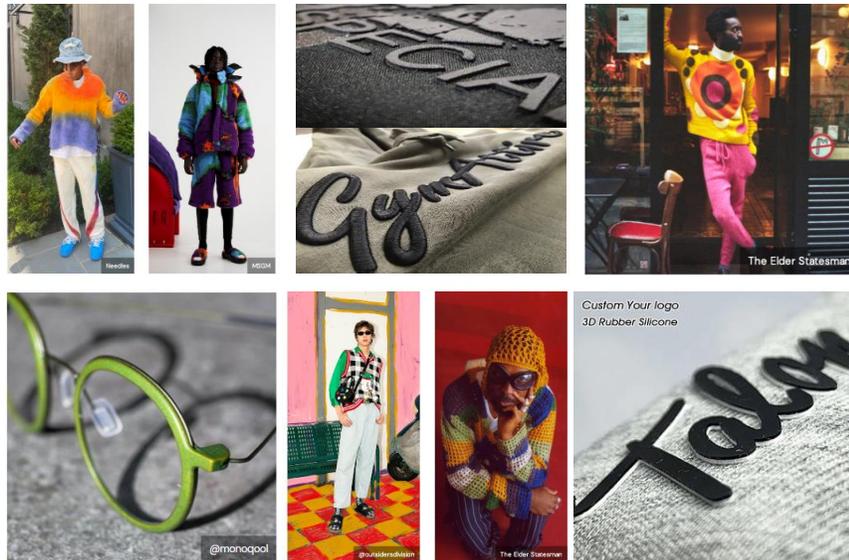


Innovation >

Trend Application

PRODUCT RANGE CONCEPT

3D Texture



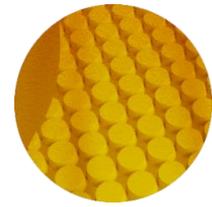
MARKET Trends



3D Print
Micro Injection Technique 1



3D Print
Micro Injection Technique 2



3D Print
Micro Injection Technique 3



3D Print
Micro Injection Technique 4



Debossed Logos
(Devoré Effect on Material)

NOW

Innovation >

Trend Application

PRODUCT RANGE CONCEPT

Colour Change & High Shine Meta Premiums



MARKET Trends



NOW

Innovation >

Trend Application

PRODUCT RANGE CONCEPT

Super Nature



Mycofam



Plant Leaves



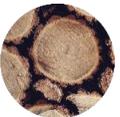
Textiles from Milk



Pineapple Leather



Sorghum Flour (edible)



Viscose



Hemp



MARKET Trends



We believe
Magic is Real.

Viscose

Hemp



Pineapple Leather



Mycofam

Edible Cutlery

Bio plastics

Bio plastic

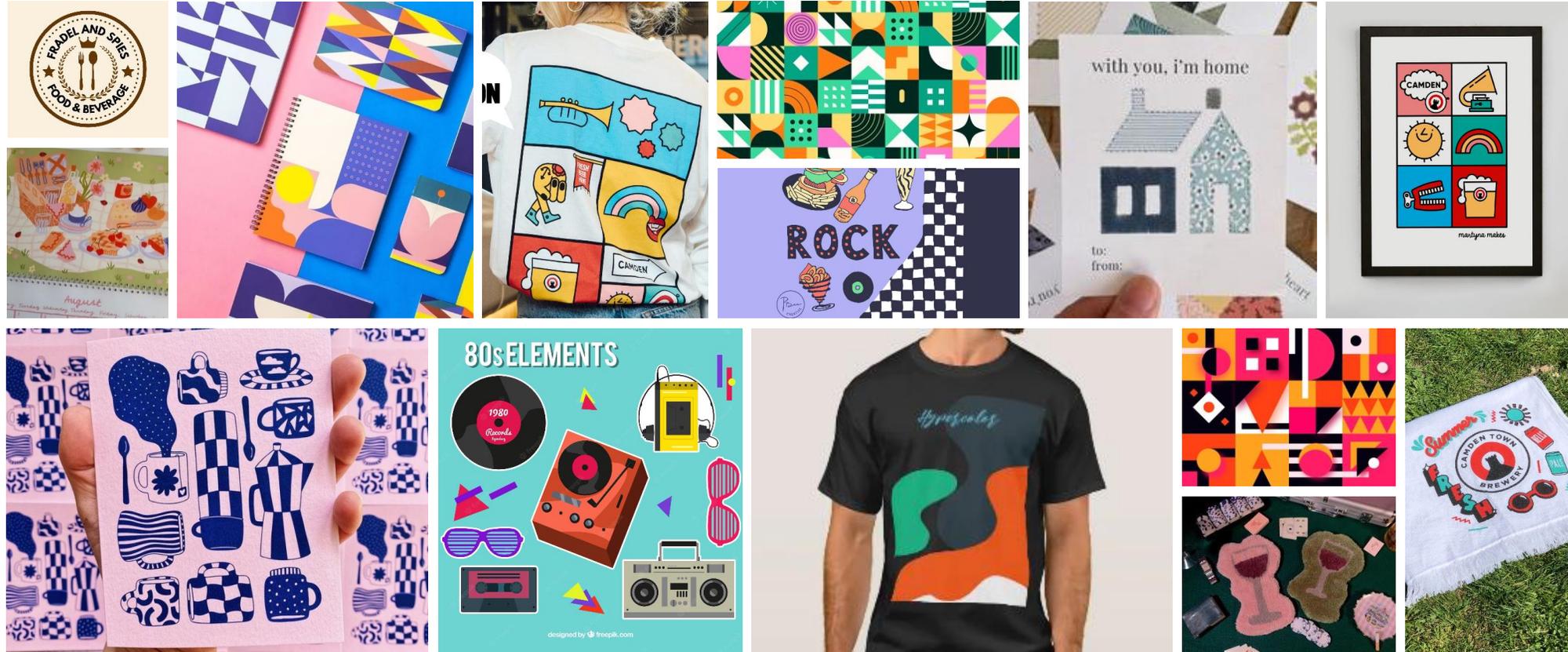


NOW

Coke Picnic Set >

Creative Process

MOOD BOARD: Graphic Style Trends Review



NOW

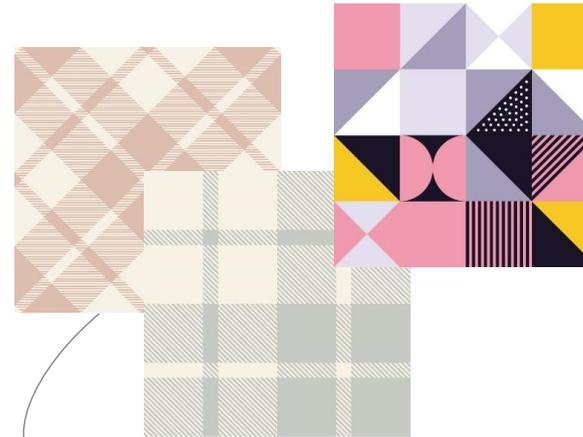
Coke Picnic Set >

Creative Process

MOOD BOARD: Collection of relevant Styles, Sketches and Branding Options



TREND ELEMENTS & STYLES



PATTERNS



COKE GLOBAL COLORS



+



+



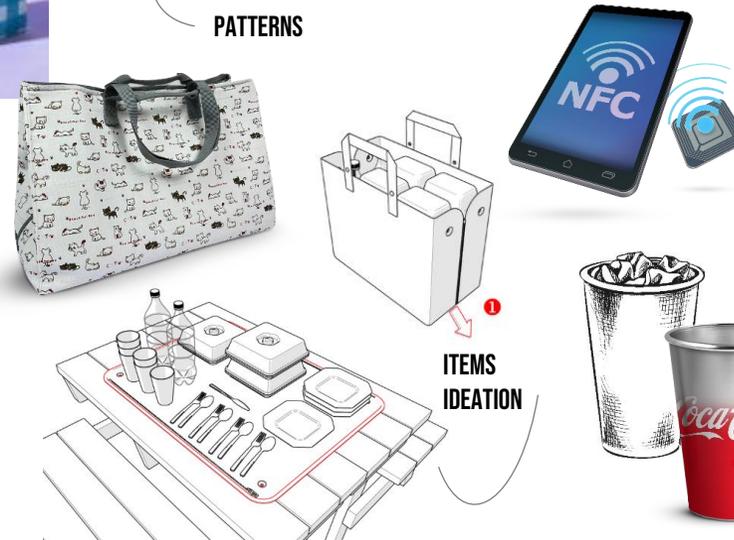
COKE GLASS GEORGIA GREEN



COKE SUMMER YELLOW 2018



PATCHES



ITEMS IDEATION



Coke Picnic Set >

Creative Process

DESIGN ELEMENTS: Conceptual & Graphical Development Stages

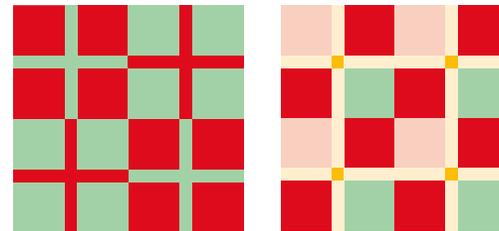
INSPIRATION

Concepts & Ideas



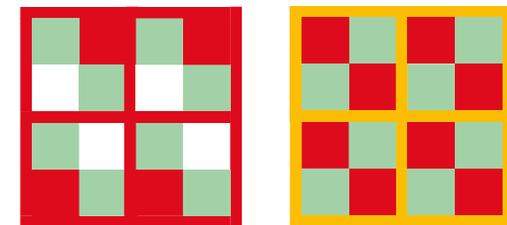
DESIGN STAGE 1

Concepts & Ideas



DESIGN STAGE 2

Concepts & Ideas



Coke Picnic Set >

Creative Process

FINAL DESIGN ROUTE: Graphical Design & Selected Items

FINAL DESIGNS

Graphical Elements



SELECTED ITEMS

Final Designs Applied



NOW

Coke Picnic Set >

Creative Process

FINAL ITEM SET

- Picnic Bag
- Multi purpose – cooler bag, picnic mat, sunshade & large shopping bag
- Reusable with high brand visibility
- Ice Bucket
- Fully portable – folds flat, saving 80% shipping costs
- Made from FSC cardboard
- Aluminium Cup
- Changes colour when cold liquid is added
- 100% recyclable
- Napkins
- NFC chip to show product information, bringing digital and product together
- 100% organic cotton



Click here for more info and ASL sustainability calculator

NOW

Innovation & Effectiveness >

Costa Coffee Summer Collection

- **Costa Coffee's new Summer Collection**
 - Stand out whilst out and about in the sun with the new 'Summer Waves' collection, available to purchase now from Costa Coffee stores nationwide.
 - Collection includes:
 - **2 Piece Ceramic Mug Set with Box**
 - **160z Travel Cup**
 - **160z Frappé Cup**
 - **5pc Neon Summer Reusable PP Cups with Box**
 - **Summer Waves Cup Keyrings**
- **It's a hit!**
 - Limited Edition Keychain with CDU at counter supporting new Cold Drinks Fresher Drinks
 - 42,000 pcs Launched
 - Solid out stock within 2 weeks of launch
 - Became a success in social media, like Tik Tok
 - Now selling on Ebay at twice the price



Innovation & Effectiveness

Costa Coffee Summer Collection

- **Costa Coffee's new Summer Collection**
 - Stand out whilst out and about in the sun with the new 'Summer Waves' collection, available to purchase now from Costa Coffee stores nationwide.
 - Collection includes:
 - 2 Piece Ceramic Mug Set with Box
 - 16Oz Travel Cup
 - 16Oz Frappé Cup
 - 5pc Neon Summer Reusable PP Cups with Box
 - Summer Waves Cup Keyrings
- **It's a hit!**
 - Limited Edition Keychain with CDU at counter supporting new Cold Drinks Fresher Drinks
 - 42,000 pcs Launched
 - Solid out stock within 2 weeks of launch
 - Became a success in social media, like Tik Tok
 - Now selling on Ebay at twice the price
 - **In the first 4 days, over30% of overall stock was sold for a three month campaign**
 - **Key rings sold out completely**

NOW

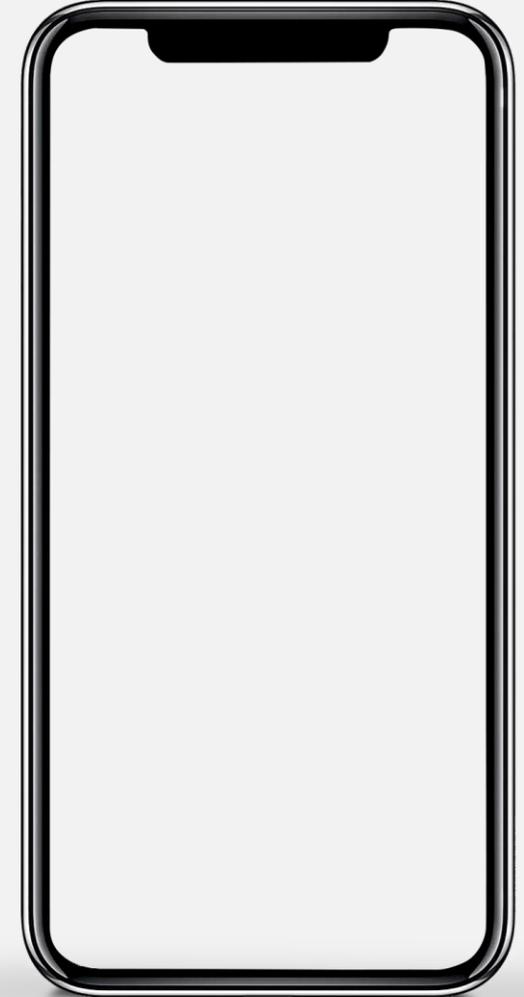


Selling on Ebay

2x
the price



Double the
rate of sales
versus 2022



Why Link?

**Client first,
always**

Forward-thinking brands are demanding more from their procurement partnerships. Our proactive mindset, agile approach and desire to share knowledge, mean we put our clients at the heart of everything we do.

**Distinctly
dependable**

Privately owned, profitable and a proven track record for exceeding expectations. 20+ years of improving efficiencies, driving sales, enhancing a brand's reputation – our clients trust us to always find the best way.

**An eye on
the future**

Technology, materials and consumer trends are constantly evolving. In our rapidly changing industry, we need to stay ahead of the game if we want to remain relevant. By staying future facing and forward thinking, every change we make for our clients is a step in the right direction.

**A force
for better**

Global climate change is one of the greatest challenges we all face today. Ours is an inherently wasteful industry, but the potential for positive change is there and we have a responsibility to lead it.

Contact us >



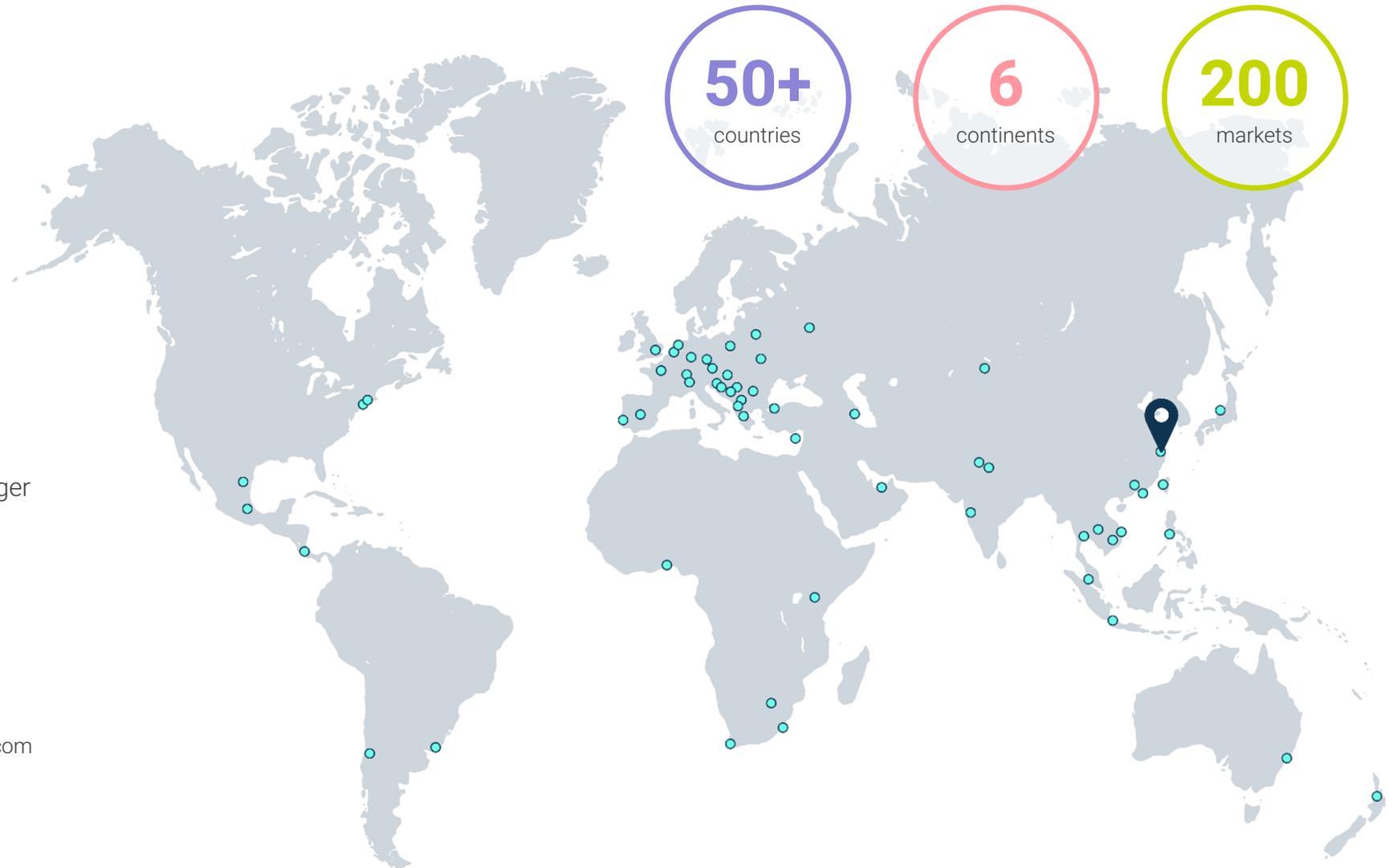
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