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Japan

What are the key lessons learned from Japan, and how can we improve the partnership?	Lessons from Japan show the importance of structured WoW, clear alignment across global and local stakeholders, and end-to-end ownership to manage complexity, while improving the partnership requires embedding standardised processes, strengthening communication and approval governance, and scaling the integrator model to deliver more consistent, efficient and high-quality execution
How should we re-engage Japan post-FIFA and reinforce our Ways of Working (WoW)?	Post-FIFA re-engagement in Japan should focus on reinforcing WoW by formalising the transition from project-based delivery to structured, repeatable processes—embedding clear planning cadence, defined approval timelines and aligned communication across TCCC and bottlers, supported by retraining and consistent use of the integrator model to sustain efficiency, compliance and end-to-end visibility
How can we grow and strengthen the Korea POSM partnership?	We can strengthen the Korea POSM partnership by combining global scale with local agility—leveraging harmonised catalogues, rate cards and order windows for efficiency, while enabling local innovation and flexibility, supported by strong supplier networks, integrated planning and consistent execution aligned to global brand standards
How can AI be used to create real value (not just theory)?	AI creates real value by being embedded into day-to-day workflows—using integrated data (e.g. MyHub) to improve planning accuracy, speed up decision-making, optimize sourcing and execution, and provide continuous visibility across campaigns, delivering measurable gains in cost, efficiency and consistency rather than standalone insights

When should marketing in Japan be engaged in the process?	Marketing in Japan should be engaged early in the planning phase, with alignment on campaign timelines, requirements and approvals upfront, ensuring sufficient coordination and visibility to enable smooth execution within the integrator model
Do we have relevant case studies on reuse and sustainability in POSM?	Yes—our experience includes sustainability and reuse through scalable, standardised POSM solutions, leveraging centralised sourcing, supplier compliance and sustainable design practices to reduce waste and enable reuse across markets within the integrator model
How do we deepen understanding and alignment on AI opportunities?	We deepen understanding and alignment on AI opportunities through structured communication, stakeholder engagement and enablement, using shared platforms (e.g. MyHub) and consistent data to build awareness, demonstrate value and align bottlers around common use cases and priorities



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