



# ASECAP Marketing & Communication Webinar

Marketing Acceleration

Hugo Bento – Strategic Marketing Director



- I. BRISA at a glance
- II. Marketing @Brisa way forward
  - I. Digital Agenda
  - II. Meaningful Purpose
  - III. Talent Management

- I. BRISA at a glance
- II. Marketing @Brisa way forward
  - I. Digital Agenda
  - II. Meaningful Purpose
  - III. Talent Management

# Brisa at a glance

---



The backbone of Portuguese road system



1.700 km's

5 concessions

50% share

EBITDA > 550 M€

> 3.000 employees



# Brisa at a glance



## Via Verde – pioneer in electronic toll collection



4 millions OBU's  
all PT motorways  
non-stop UX  
direct payments

# Brisa at a glance

---



We are on a journey from infrastructure to mobility



Delivering simpler, safer and sustainable mobility to the people (customer centric)

# Brisa at a glance

---



Shifting communication from cars to people (customer centric)



In a near future 0% tags and 100% digital (mobile)



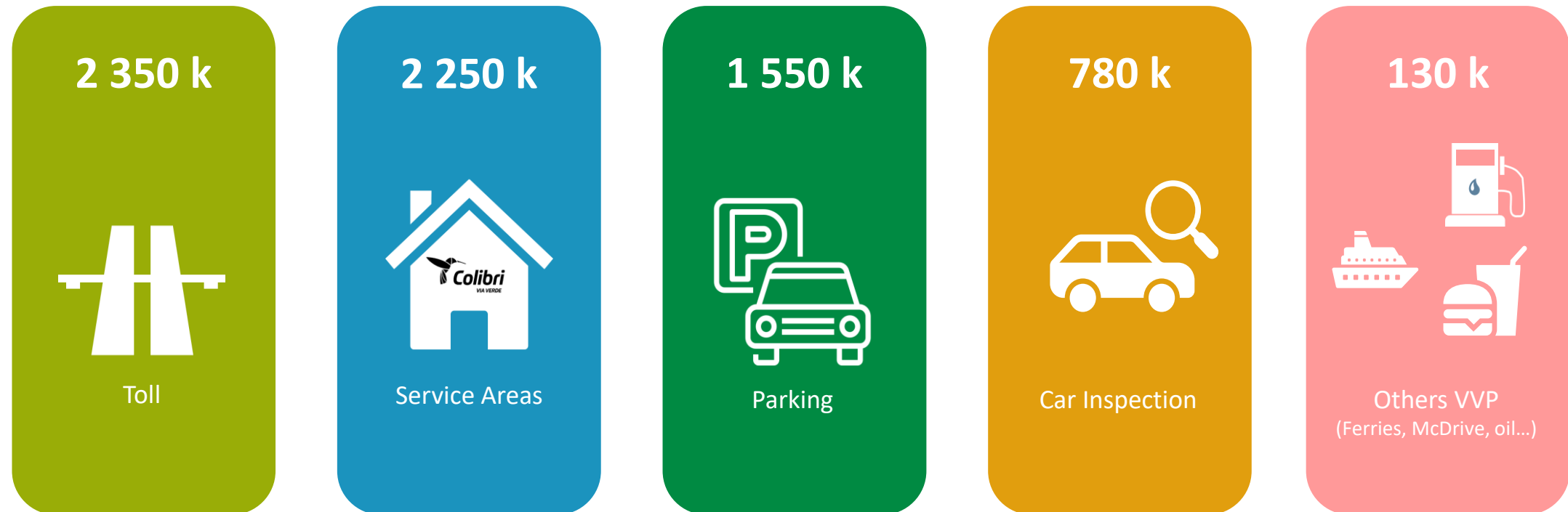
- I. BRISA at a glance
- II. Marketing @Brisa way forward
  - I. Digital Agenda
  - II. Meaningful Purpose
  - III. Talent Management



# Brisa opportunity with Digitalization



We already touch consumers lives in a variety of daily chorus



Seeking one single client view – 360º customer approach

Active customers (1 transaction in the last 12 months)

# Brisa opportunity with Digitalization



Balancing the right brands with the right ingredients

Connected Customers



Mobility Data



Access to bank account



Strong B2C Brands



Brisa could leverage on digital & customer centric approach

# What's on our agenda...



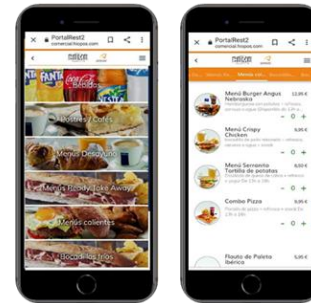
**VV Electric in-app launch** (2.391k downloads, +18% vs. 2020)



**IVR for Controlauto**



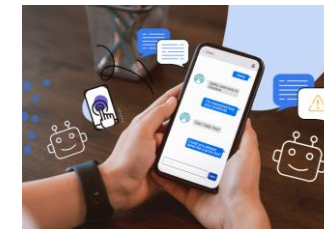
**Smart Kiosks for Colibri**



**Click&Collect for Colibri**



**VV one stop shop App**



**AI for written customer service**



**Dynamic pricing AI powered**



**Connected Cars**

- I. BRISA at a glance
- II. Marketing @Brisa way forward**
  - I. Digital Agenda
  - II. Meaningful Purpose**
  - III. Talent Management



# Meaningful Purpose

High-growth brands are ahead of the curve by infusing Sustainable Purpose more holistically



## BEYOND PRICE & QUALITY

When we look deeper, we see other important purchase considerations for consumers beyond price and quality—but it's more nuanced to demographics and categories.



## PURPOSE REQUIRES ALIGNMENT

Purpose can't be done in isolation, and—as we've seen with high-growth brands—it takes a holistic approach.



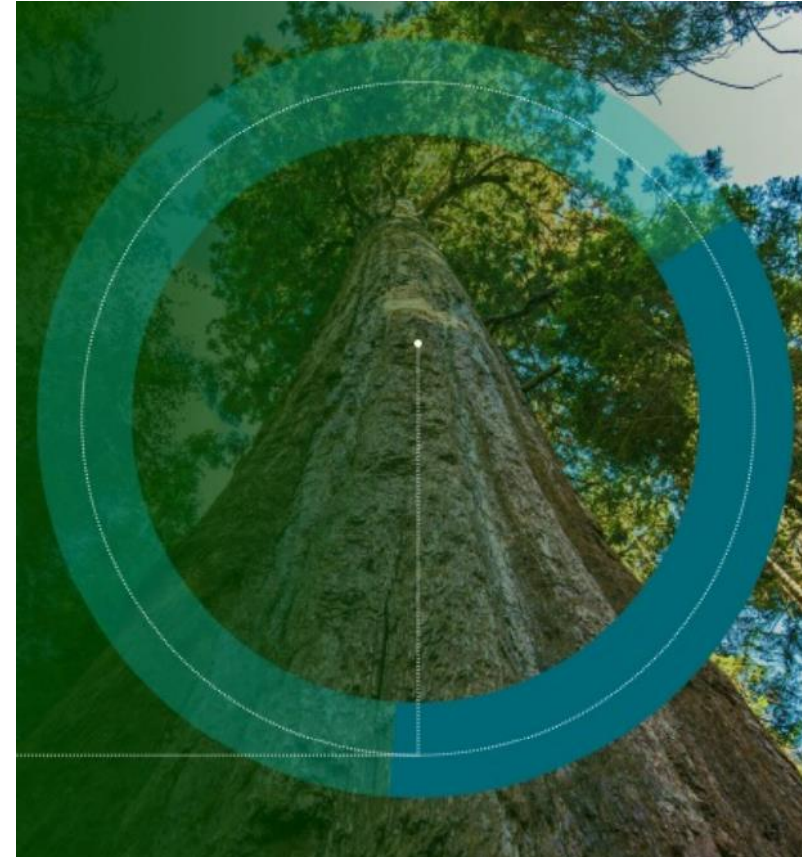
## PURPOSE TAKES ACCOUNTABILITY

Brands should continuously keep its purpose front and centre. Measuring KPIs can also help prevent brands from leaning into areas for which they are not ready.



## AUTHENTICALLY INCLUSIVE MARKETING

It's not just about advertising, it's about committing to create change and equitable outcomes. Winning future customers demands Diversity, Equity and Inclusion.



Brands can gain competitive advantage through an authentic purpose going beyond transactional

- I. BRISA at a glance
- II. Marketing @Brisa way forward
  - I. Digital Agenda
  - II. Meaningful Purpose
  - III. Talent Management

## “Wanting the best, keeping the worst”



### INTERACTIONS VS TRANSACTIONS

They want meaningful—though not necessarily in-person—interactions, not just transactions.



### PURPOSE LED

They want a renewed and revised sense of purpose in their work – identifying company values that resonate with their own values.



### EMPLOYEE EXPERIENCE

Demand for autonomy and flexibility at work - some employees are deliberately choosing to withdraw entirely from traditional forms of full-time job.



### NEW SKILLS SET

Strong coaching, mentoring, creating strong teams—are just table stakes for the challenge of the months and years ahead.



By seizing this unique moment, companies could gain an edge in the race to attract, develop, and retain the talent.



# ASECAP Marketing & Communication Webinar

Marketing Acceleration

Hugo Bento – Strategic Marketing Director

