

Rapidly Launch and Scale Up D2C Delivery over COVID-19

Profile

Grupo Simões is the largest Coca Cola bottler by continuous geography, in the world. Serving over 15 million potential consumers across northern Brazil, Grupo Simoes' territory covers over 4.1 million kilometers. The team uses multiple modes of transportation, from trucks on road to fluvial boats on rivers to serve Coca Cola retailers and partners for over 50 years.

Compelling Event

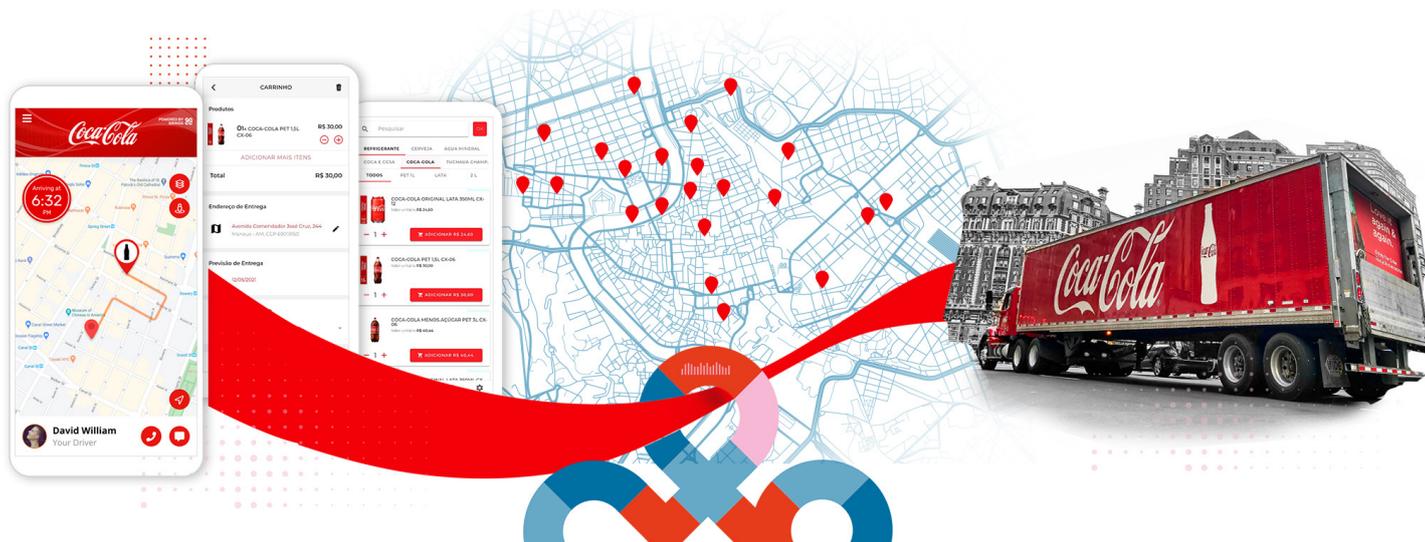
With the onset of COVID-19, leadership recognized that shopper behavior was rapidly changing. The rapid shopper adoption of eCommerce, as well as growing shopper concern over in-person retail shopping, accelerated Grupo Simões' plans to launch a direct-to-consumer offering.

4
Weeks
From Contract
To First Delivery

50%
Faster
Delivery Than
Internal Pilot

Over
95%
Orders Delivered
Same-Day

1st
Place
Coca Cola Global
D2C Innovation



Challenges

- 1 Rapidly launch D2C eCommerce and delivery to meet growing shopper demand.
- 2 Provide customers with an innovative, branded, on-demand delivery experience.
- 3 Engage, manage and optimize local crowdsourced delivery providers across multiple vehicle formats (e.g. sedans, motorcycles) to launch and scale same-day delivery.

Solutions

Engaged Bringg's data-led delivery and fulfillment cloud platform to manage, automate and optimize third-party D2C delivery at scale. **Bringg's Delivery Hub** provided instant access to local fleets, allowing Grupo Simões to accelerate their go-to-market, without compromising on performance, visibility, efficiency or customer experience. Branded delivery experiences provide customers with a consistent Coca Cola experience across every delivery provider, with real-time order updates and live delivery tracking, right through their mobile app.



"We take great pride in our world-class B2B logistics. With Bringg, we were able to rapidly make the leap to agile, flexible D2C deliveries. Bringg's data insights, integrations and automation are now delivering the next generation of Coca Cola experiences, delighting our customers at scale. They are our true partners in growth."



Reginaldo Ferreira da Silva
Logistics Manager, Grupo Simões