

WELCOME TO



ITALIAN TRADE AGENCY



LazMall

Prepared for ITA Partner

AGENDA

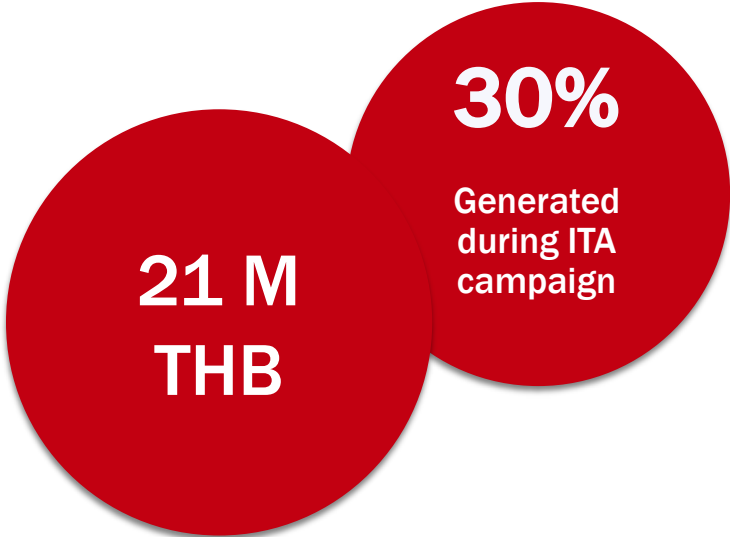
1. Introduction to Authentic Italian Campaign
2. Grand launch Event
3. Introduction to Lazada – LazMall
4. What new sellers or multi-brand sellers have to prepare
5. Checklist for sellers to be ready for the campaign
6. Campaign timeline



Introduction to Authentic Italian Campaign

INTRODUCTION TO AUTHENTIC ITALIAN CAMPAIGN – Performance 2022

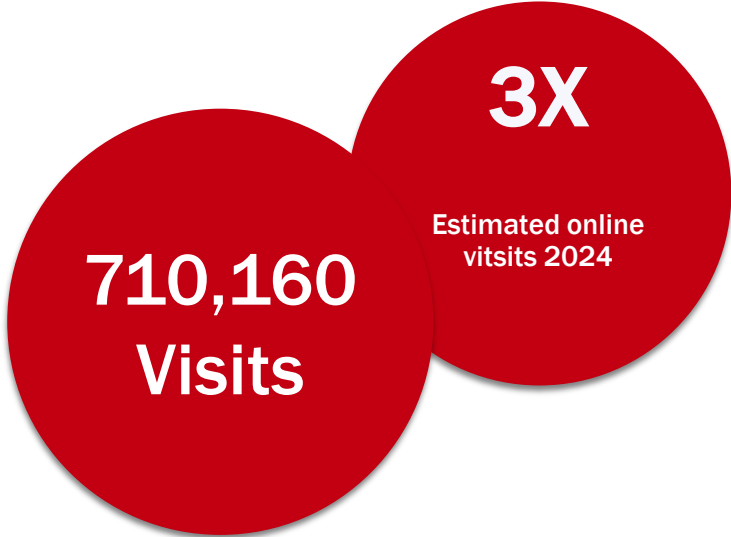
TOTAL GMV



ORDER GROWTH



ONLINE VISIT



INTRODUCTION TO AUTHENTIC ITALIAN CAMPAIGN – Main Campaign Page

MADE IN ITALY
ผลิตจากอิตาลีแท้ 100%

5%ส่วนลด
ซื้อขั้นต่ำ 8500
5-31 ต.ค. 2021

10%ส่วนลด
ซื้อขั้นต่ำ 8250
27-31 ต.ค. 2021

ดีลเด็ดประจำสัปดาห์

illy ซื้อครบ 6,000.- ลด 300.- ซื้อเลย	AGNESI ซื้อครบ 399.- ลด 5% ซื้อเลย
BERTOLLI ซื้อครบ 499.- ลด 5% ซื้อเลย	Fincher ซื้อครบ 490.- ลด 10% ซื้อเลย
ILLEVA	CIRO

Special Deal
Lazada help promote special deal (submit by seller on early of Campaign Month)

Participated brand
Total 54 brands (19 non-food, 35 foods)

แบรนด์ของพวกเรา

คูปองจากแบรนด์ชั้นนำ!

10%ส่วนลด ซื้อขั้นต่ำ 8399 23-31 ต.ค. 2021 เก็บ	10%ส่วนลด ซื้อขั้นต่ำ 8499 19-31 ต.ค. 2021 เก็บ	5%ส่วนลด ซื้อขั้นต่ำ 8399 23-31 ต.ค. 2021 เก็บ
10%ส่วนลด ซื้อขั้นต่ำ 81,500 23-31 ต.ค. 2021 เก็บ	200 ซื้อขั้นต่ำ 82,000 23-31 ต.ค. 2021 เก็บ	50 ซื้อขั้นต่ำ 82,000 19-31 ต.ค. 2021 เก็บ

Seller Voucher
Lazada help promote seller voucher (customer can redeem on top with Platform Voucher)

ซื้อตามหมวดหมู่

FASHION แฟชั่น

PASTA พาสต้า

SPICE & CONDIMENT เครื่องปรุง

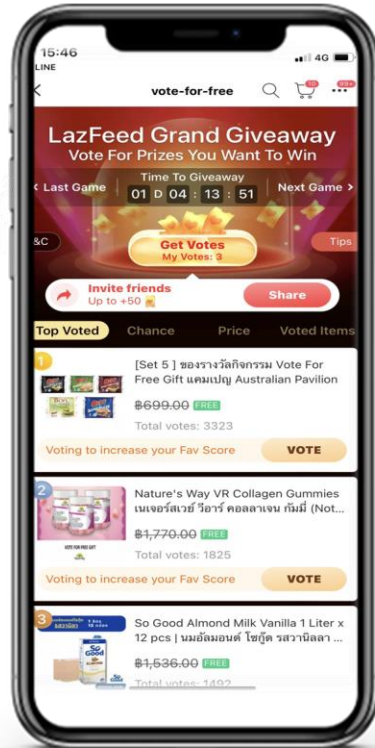
RISOTTO ข้าว

Category
Separate SKUs by category

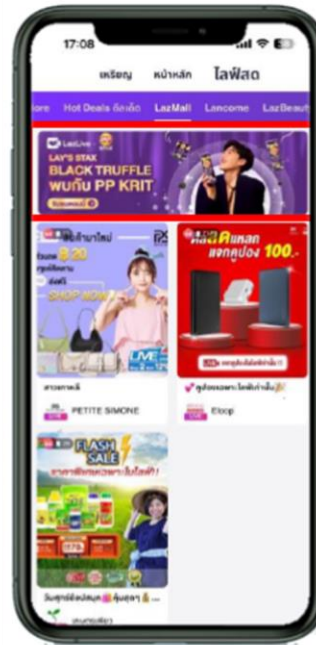
INTRODUCTION TO AUTHENTIC ITALIAN CAMPAIGN - Visibilities



LAZFLASH SLOT



VOTE FOR FREE GIFT



CHANEL PAGE TOP BANNER



PINNED ON TOP



FACEBOOK POST LAZDEAL



TWITTER POST LAZLIVE

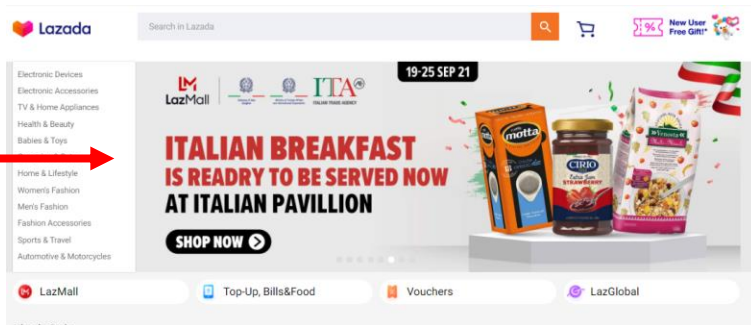
*Supported by Lazada

INTRODUCTION TO AUTHENTIC ITALIAN CAMPAIGN - Visibilities

Homepage Banner (Mobile version)

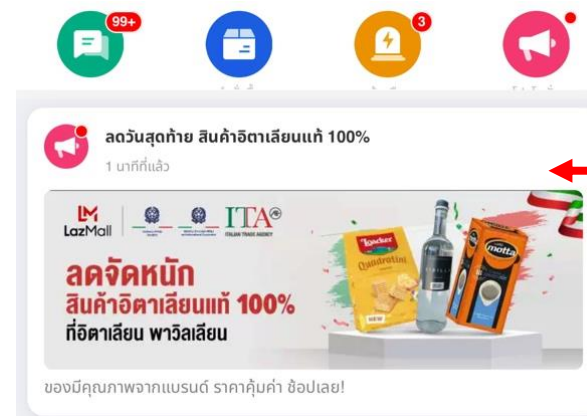


Homepage Banner (Desktop version)



Lazada's Feed

"Ciao Italia, Authentic Italy Grand Launch!!" แคมเปญอิตาลีเริ่มขึ้นแล้ว เดือนนี้ เราคัดสรรแบรนด์ชั้นนำทางอาหาร ไม่ว่าจะเป็น น้ำมันมะกอก กาแฟ แยม หรือของใช้ เสื้อผ้า กระเป๋า เครื่องสำอาง เครื่องประดับของแท้ส่งตรงจากอิตาลี มารวมไว้ที่นี่ทีเดียว



CRM (Inbox Message)

INTRODUCTION TO AUTHENTIC ITALIAN CAMPAIGN - Visibilities

Instagram post



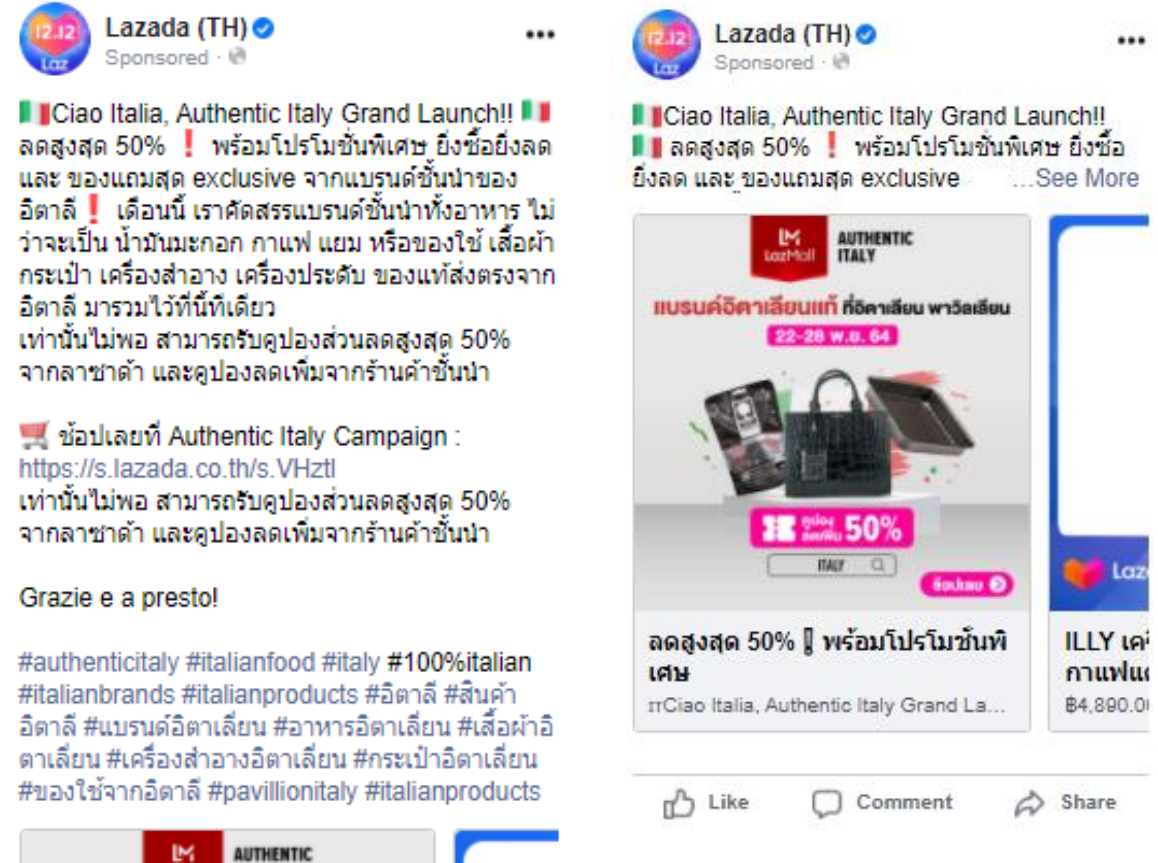
Instagram post from lazada_th Publicidad. The post features a promotional banner for the Authentic Italy campaign. The banner includes the LazMall logo, ITA logo, and the text: "ดีลสุดพิเศษ สินค้าแบรนด์แท้ 100% ที่อิตาลี พาวิลเลียน 27-31 ส.ค. 64". Below the banner, there is a 50% discount badge and a search bar with "ITALY" entered. The caption below the post reads: "lazada_th ลดสูงสุด50% +คูปองลดเพิ่ม Authentic Italy First Launch เปิดตัวแคมเปญสินค้า... más".

Instagram story



Instagram story from lazada_th Publicidad. The story features a promotional banner for the Authentic Italy campaign. The banner includes the LazMall logo, AUTHENTIC ITALY logo, and the text: "แบรนด์อิตาลีแท้ ที่อิตาลี พาวิลเลียน 27-31 ส.ค. 64". Below the banner, there is a 50% discount badge and a search bar with "ITALY" entered. The caption below the story reads: "Ciao Italia, Authentic Italy Grand Launch!! แคมเปญอิตาลีเริ่มขึ้นแล้ว เดือนนี้ เราคัดสรรแบรนด์ชั้นนำทั้งอาหาร ไม่ว่าจะเป็น น้ามันมะกอก กาแฟ แยม หรือของใช้ เสื้อผ้า กระเป๋า เครื่องสำอาง เครื่องประดับ ของ... más".

Facebook CPAS



Facebook CPAS for the Authentic Italy campaign. The CPAS features a promotional banner for the Authentic Italy campaign. The banner includes the LazMall logo, AUTHENTIC ITALY logo, and the text: "แบรนด์อิตาลีแท้ ที่อิตาลี พาวิลเลียน 22-28 พ.ย. 64". Below the banner, there is a 50% discount badge and a search bar with "ITALY" entered. The caption below the CPAS reads: "Ciao Italia, Authentic Italy Grand Launch!! ลดสูงสุด 50% ! พร้อมโปรโมชั่นพิเศษ ยิ่งซื้อยิ่งลด และ ของแถมสุด exclusive จากแบรนด์ชั้นนำของอิตาลี ! เดือนนี้ เราคัดสรรแบรนด์ชั้นนำทั้งอาหาร ไม่ว่าจะเป็น น้ามันมะกอก กาแฟ แยม หรือของใช้ เสื้อผ้า กระเป๋า เครื่องสำอาง เครื่องประดับ ของแท้ส่งตรงจากอิตาลี มารวมไว้ที่นี่ทีเดียว เท่านั้นไม่พอ สามารถรับคูปองส่วนลดสูงสุด 50% จากลาซาด้า และคูปองลดเพิ่มจากร้านค้าชั้นนำ". The CPAS also includes a link to the campaign: "https://s.lazada.co.th/s.VHztI" and a list of hashtags: "#authenticitaly #italianfood #italy #100%italian #italianbrands #italianproducts #อิตาลี #สินค้าอิตาลี #แบรนด์อิตาลี #อาหารอิตาลี #เสื้อผ้าอิตาลี #เครื่องสำอางอิตาลี #กระเป๋าอิตาลี #ของใช้จากอิตาลี #pavillionitaly #italianproducts".

INTRODUCTION TO AUTHENTIC ITALIAN CAMPAIGN - Visibilities



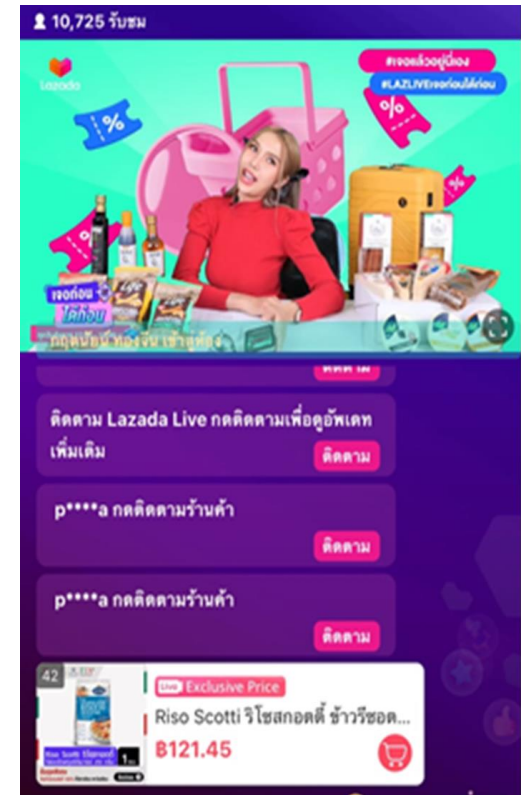
Instagram Post by KOL



Instagram reels by KOL

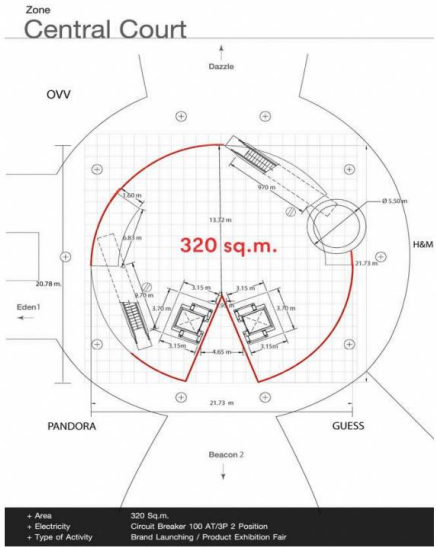
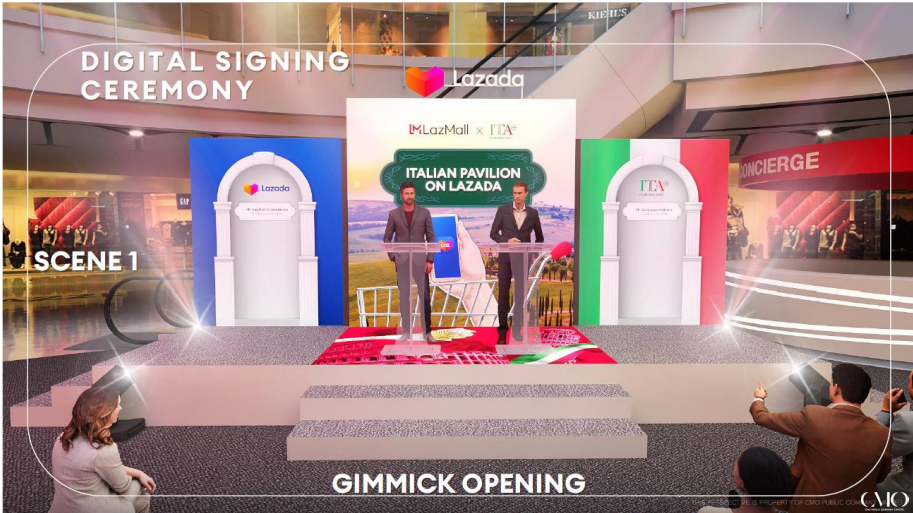
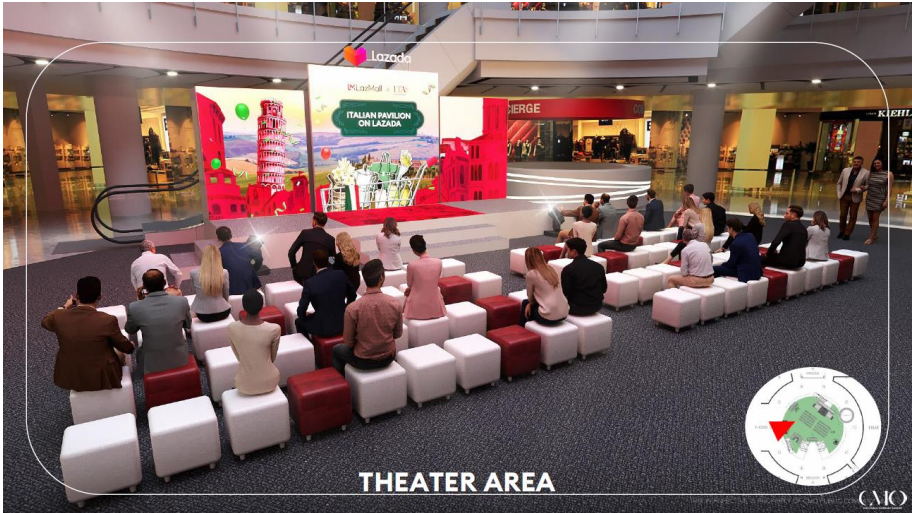


Facebook post by KOL



LazLive session

OFFLINE EVENT – Press Conference Authentic Italian Campaign



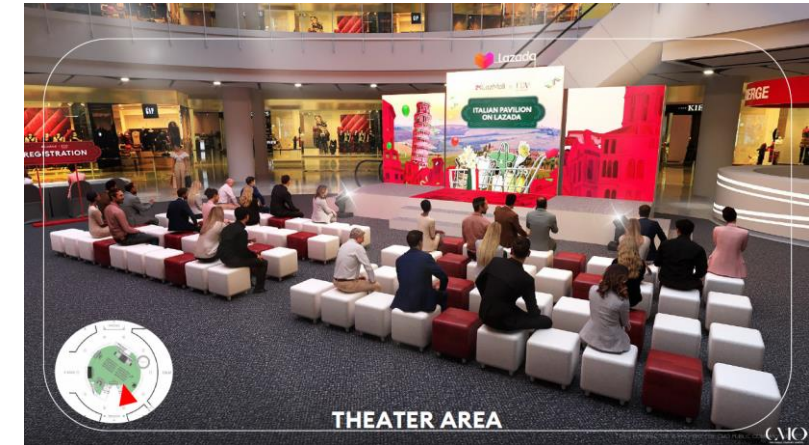
Press Conference Offline Event as a inaugural

Date: 24th January 2024

Time: 5 – 7 pm

Location: Central Court at Central World

OFFLINE EVENT – Press Conference Authentic Italian Campaign



Event Agenda

- 17.00-17.30 : Media & Partners registration
- 17.35-17.45 : Welcome speech from Embassy of Italy, Lazada CEO
- 17.45-17.50 : Opening Show
- 18.00-18.15 : Interview about regarding their life style
- 18.15-18.30 : Introduction Authentic Italian Pavilion Campaign
- 18.30-18.45 : Game with onsite and online Audience
- 18.45-19.00 : Group Photo session



Introduction to Lazada – LazMall

OUR RAPID GROWTH IS UNDERPINNED BY A COMPREHENSIVE ECOSYSTEM

WE RANK AMONG THE TOP 10 E-COMMERCE PLATFORMS

30M

Monthly Active Users
On Lazada TH

8M

Daily Active Users
On Lazada TH

SUPPORTED BY A WORLD-CLASS E-COMMERCE ECOSYSTEM

Technology-
Enabled
Solutions

VOYAGER

Alibaba.com

Payments

LAZADA
WALLET

支付宝
ALIPAY

Logistics

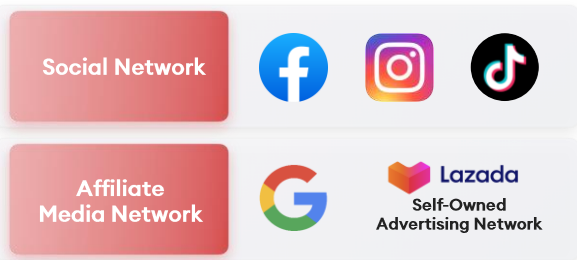
Lazada Logistics

SMEs, Global and
Local brands

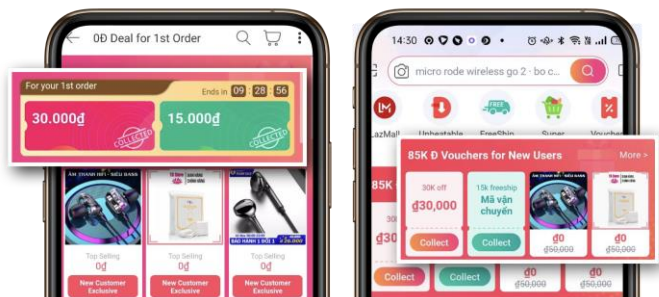
Consumers

WE HAVE GROWN OUR BUYERS SUSTAINABLY AND CONTINUE TO INNOVATE TO DRIVE DEEPER ENGAGEMENT

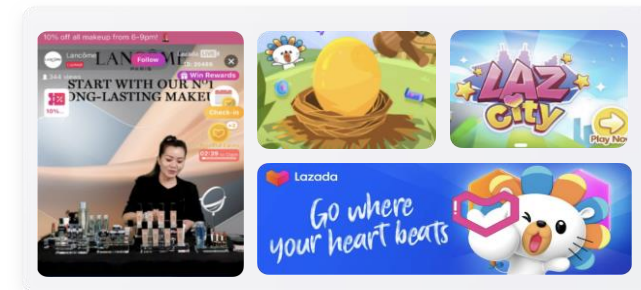
Diversify Channels for Aggressive User Acquisition



Designed Contents and Incentives Driving Higher Conversions



Engage Users With Innovative and Interactive Mechanisms

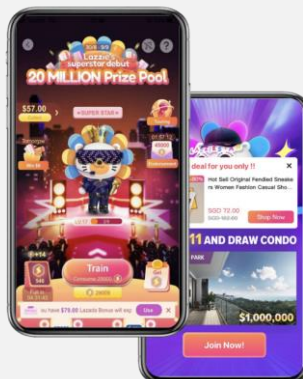


Laz Live



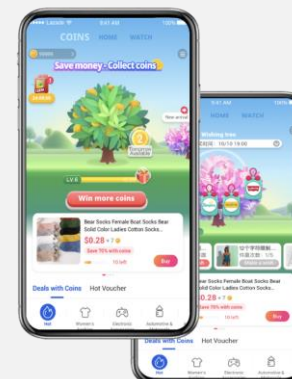
Laz LIVE
> 19Mn
 Views¹ on Lazlive on 12.12 in 2022

Engaging Games to Win Prizes



Campaign Games

Games to Earn Points for Vouchers



Coins Games

Note:
 1. Purchase Days per Month, According to Lazada Business Analytics for L30D Ended December 31, 2022, L30D Ended December 31, 2021 and L30D Ended December 31, 2020; 2. Growth in App Order/PV According to Lazada Business Analytics for Twelve Months Ended December 31, 2022 Over Twelve Months Ended December 31, 2021

WE ORGANIZE YEAR-ROUND CAMPAIGNS TO SUSTAIN BUYER ENGAGEMENT

MEGA CAMPAIGNS



MEGA CAMPAIGNS

SEA-wide sale events driving sales peaks, supported with integrated marketing investment

BAU CAMPAIGNS



DOUBLE DIGIT

Seasonal, local and trending thematic events aimed at engaging local customer base



MID MONTH & PAY DAY

Dedicated campaign to drive BAU sales, launch new assortment & recruit / 'loyalize' buyers

ITA CAMPAIGNS



BRAND CAMPAIGNS

Brand events integrating co-branding, engagement and most attractive deals to deliver highest GMV uplift



Lazada 2024 CAMPAIGN CALENDAR



Quarter 1 Jan-Mar

- JAN SUPER**
NEW YEAR
GRANDE SALE
Italian Pavilion Campaign
- FEB SUPER**
2.2 DOUBLE
DIGIT SALE
Italian Pavilion Campaign
- MAR MEGA**
3.3
MEGA SALE
- MAR MEGA**
3.27
MEGA SALE
Italian Pavilion Campaign

Quarter 2 Apr-Jun

- APR SUPER**
4.4 DOUBLE
DIGIT SALE
Italian Pavilion Campaign
- MAY SUPER**
5.5 DOUBLE
DIGIT SALE
Italian Pavilion Campaign
- JUN MEGA**
6.6 MEGA
WOW SALE
Italian Pavilion Campaign

Quarter 3 Jul-Sep

- JUL SUPER**
7.7 DOUBLE
DIGIT SALE
Italian Pavilion Campaign
- AUG SUPER**
8.8 DOUBLE
DIGIT SALE
Italian Pavilion Campaign
- SEP MEGA**
9.9 MEGA
BRANDS SALE
Italian Pavilion Campaign

Quarter 4 Oct-Dec

- OCT SUPER**
10.10 DOUBLE
DIGIT SALE
Italian Pavilion Campaign
- NOV MEGA**
11.11
BIGGEST SALE
Italian Pavilion Campaign
- DEC MEGA**
12.12 YEAR
END SALE
Italian Pavilion Campaign

A+ MID MONTH SALE every 15th

A+ PAYDAY SALE every end of the month

OUR UNIQUE SELLING POINTS



100% Authenticity Guaranteed

- ✓ Guaranteed 100% genuine products
- ✓ Pro-active IP protection 99% suspect listings removed before first sale



15 Days Hassle-free Returns

- ✓ 15 days return period
- ✓ Change of mind return applicable³



Get 2x Money Back

- ✓ Get 2 times your money back if you receive a non-authentic product from LazMall

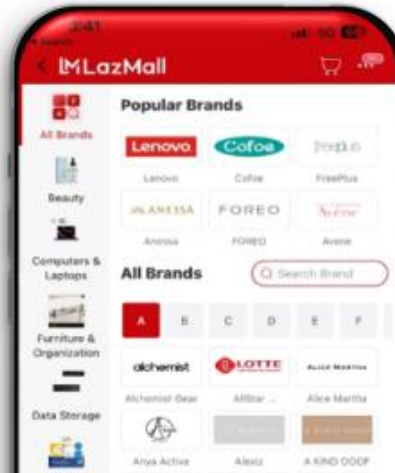
BRAND MEGA OFFER

Featured 24-hour only brand deals to drive conversion



BRAND DIRECTORY

Providing brand visibility just like a shopping mall



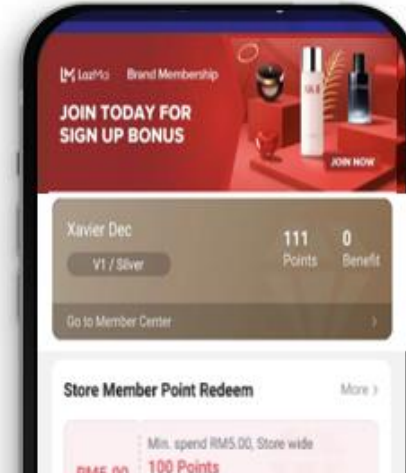
BRANDS FOR YOU

Personalized featured brands based on consumer preference






MEMBERSHIP CENTRE

Seamless integration with your membership program for targeting



What new sellers or multi-brand sellers have to prepare

Document to sign up

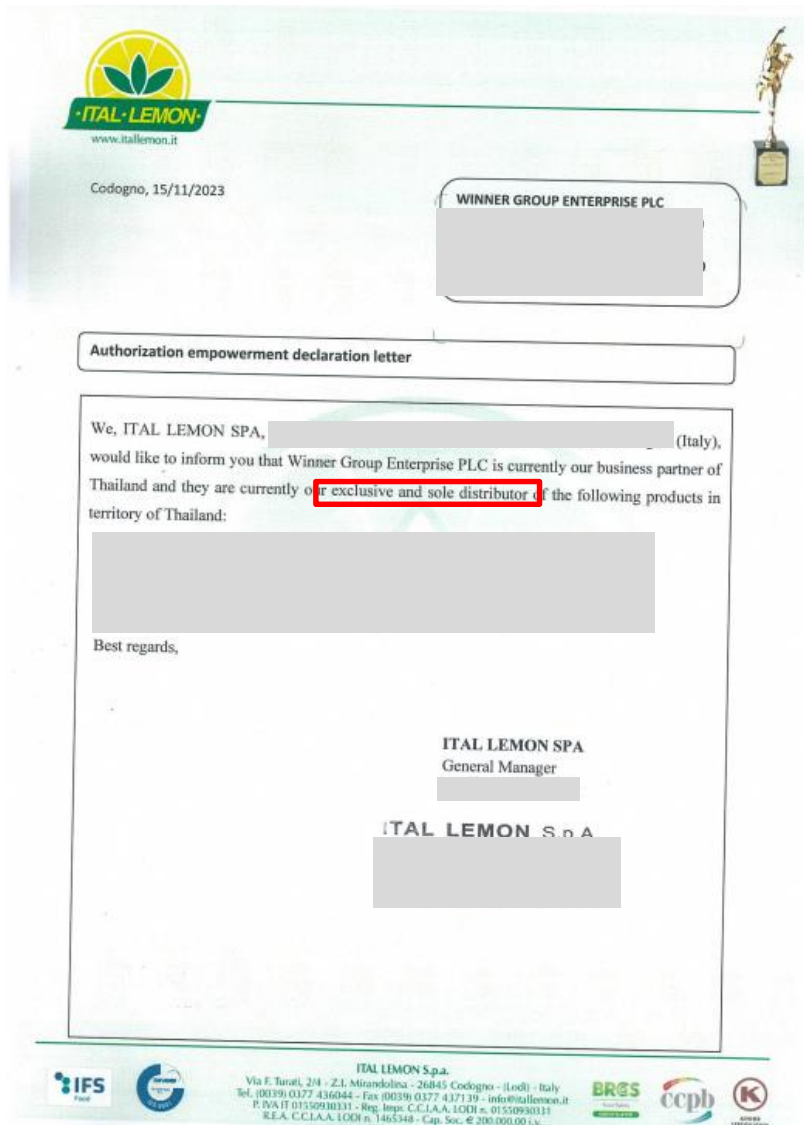
LazMall Store		Documents & Files to Prepare	
Store Type	Relationship with brand	New Seller	Existing Seller
 Flagship Store	Brand Owner	1. Company Registration 2. VAT license (P.P. 20) 3. Business Bank Account Documents (E.g. Statement of Accounts) 4. Trademark Certificate	1. Trademark Certificate
 Flagship Store	Exclusive Distributor	1. Company Registration 2. VAT license (P.P. 20) 3. Business Bank Account Documents (E.g. Statement of Accounts) 4. Exclusive Authorization Letters (LoA) from brand owner	1. Exclusive Authorization Letters (LoA) from brand owner
 Authorized Store	Non-Exclusive Distributor	1. Company Registration 2. VAT license (P.P. 20) 3. Business Bank Account Documents (E.g. Statement of Accounts) 4. Brand Authorization Letters from brand owner	1. Brand Authorization Letters (LoA) from brand owner


Additional:

Authorization Letters (LoA) from brand owner should have at least 6 months validity.
 If unable to follow according to above conditions Please contact PIC.

Brand Document Example

Letter of authorization (LOA) of Exclusive Distributor




www.itallemon.it

Codogno, 15/11/2023

WINNER GROUP ENTERPRISE PLC

Authorization empowerment declaration letter

We, ITAL LEMON SPA, [redacted] (Italy), would like to inform you that Winner Group Enterprise PLC is currently our business partner of Thailand and they are currently our **exclusive and sole distributor** of the following products in territory of Thailand:





[redacted]

Best regards,

ITAL LEMON SPA
General Manager
[redacted]

ITAL LEMON S.p.A.
[redacted]

ITAL LEMON S.p.a.
Via F. Turati, 24 - Z.I. Mirandolea - 26845 Codogno - (Lodi) - Italy
Tel. (0039) 0377 436044 - Fax (0039) 0377 437139 - info@itallemon.it
P. IVA IT 01536930331 - Reg. Imp. C.C.I.A.A. Lodi n. 01550930331
R.E.A. C.C.I.A.A. Lodi n. 1465348 - Cap. Soc. € 200.000,00 i.v.

Letter of authorization (LOA) of Non-Exclusive Distributor





29.04.2020

Official Campagna products Distributor

We Corex S.p.A. are pleased to acknowledge and confirm as **non-exclusive distributor** in Thailand:

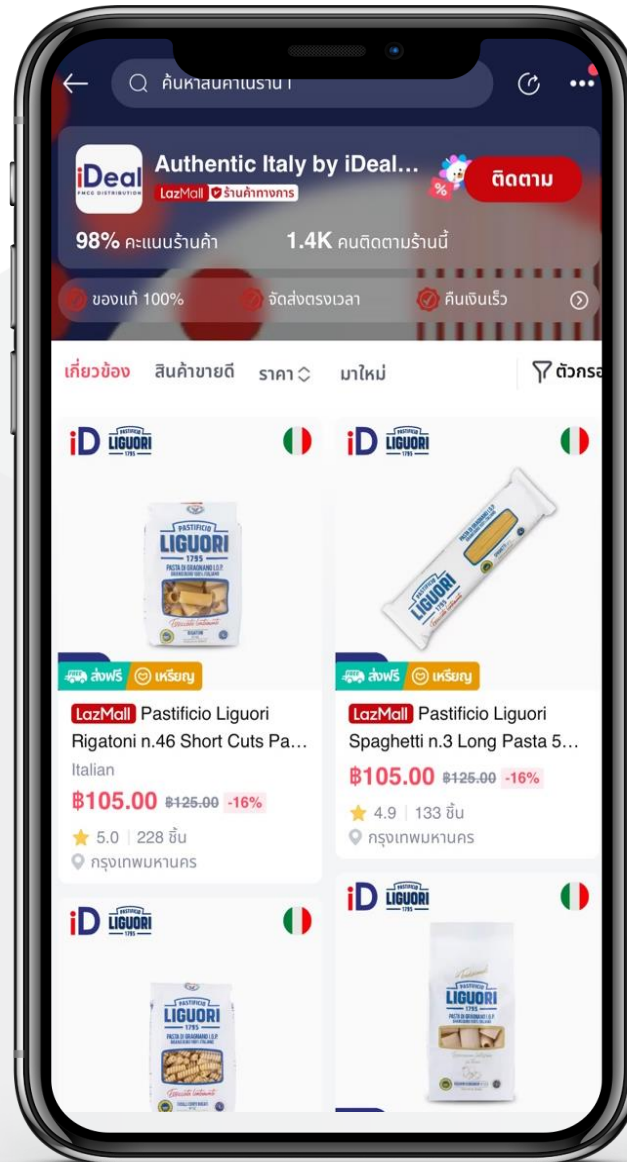
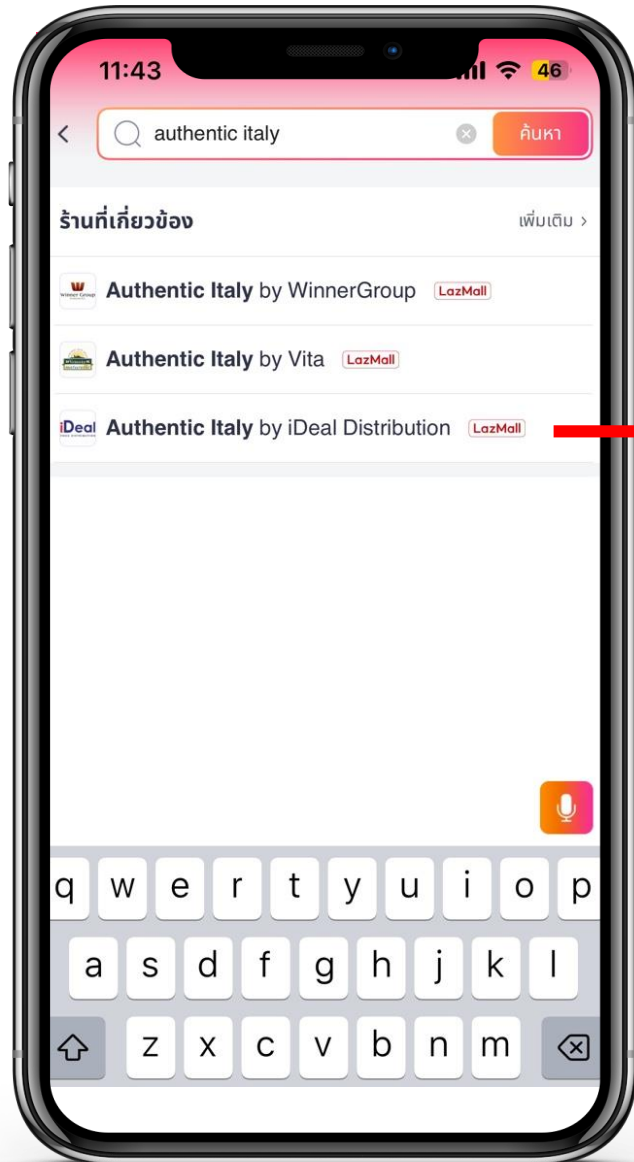
Winner Group Enterprise PLC
[redacted]

The distributor has the rights to conduct marketing activities and to act as sales representation for our Campagna products.

Should you require anything, further, please do hesitate to contact us at the address below.

Sincerely,

Store Set-up Example



Checklist for seller to be ready for the campaign

LazMall MasterClass Checklists

Improve the store's performance and sales ability

Level 1: In order to enhance product selling efficiency

Upload >10 Products
with Excellent ratings

1

2

Promo tools
utilization

- Store Voucher
- New Follower Voucher
- Flexi Combo

Joining > 5
Campaigns

3

4

Utilize CEM's
broadcast feature

5

Must have >90%
available to purchase

Level 2: Boost product sales performance while sustaining store ratings

Chat response rate
must be > 95%

6

Joining BMO or
Creating Store Flash sale

7

8

Seller rating
Must be > 80%

9

Maintain
efficiency in the
NCP score



Accelerate your sales with
the Accelerator team

Store set up – Get your store ready to sell on platform

Home > Manage Products > Add Product

Add Product

Basic Information

Product Images
This is the main image of your product page. Multiple images can be uploaded at once. Maximum 8 images. Size between 330x330 and 5000x5000 px. Max file size: 3 MB. Obscene image is strictly prohibited.

Upload product images

Product Name
Ex. Nikon Coolpix A300 Digital Camera 0/255 Translate

English Ex. Nikon Coolpix A300 Digital Camera 0/255

Category
Select category...

Submit

Content Score
Poor

Tips
Please make sure to upload product images(s), fill product name, and select the correct category to publish a product.

Lazada 2023. All rights reserved. Lazada University Service Marketplace API Document Help Center Contact Us Lazada Seller App

Upload products

- Product listing > 10 items
- Provide stock and manage inventory
- Adjust categories, and optimize product names including product description



Store Decoration

- Enhance your store's appeal with attractive décor
- Include Brand identity, Italian key visual
- Emphasize top selling product, promotion to guide buyer



Store operation – Join Italian pavilion campaign and create conversion tools

New way to register LazFlash and ELP Campaign. Check here

Campaigns Flash Sale Brand Mega Offer LazLive Shop Everyday 9 THB LazBeauty LazMom Club Campaign Tools

Campaign Invitation [Join campaign](#) [View All Campaigns>>](#)

Sep Payday : 25 Sep - 1 Oct 2023 **A+** [TH] Sep Payday : 25 Sep - 1 Oct 2023
Registration Ends on: 2023-10-01 23:59:59
Eligible to join: Unregistered: 1 Registered: 0 [Start Now](#)

[TH] 10.10 Double Sale : 10-11 Oct 23 **A+** [TH] 10.10 Double Sale : 10-11 Oct 23
Registration Ends on: 2023-10-09 20:59:59
Eligible to join: Unregistered: 2 Registered: 0 [Start Now](#)

Oct Mid-Month : 15 Oct 2023 **A+** [TH] Oct Mid-Month : 15 Oct 2023
Registration Ends on: 2023-10-11 23:59:59
Eligible to join: Unregistered: 2 Registered: 0 [Start Now](#)

Brand Campaign Participation: Join the campaign to expand your Italian market reach

Pending Submission Registered Products

All SKUs (39) Pending Review SKUs (0) Approved SKUs (39) Rejected SKUs (0) Withdrawn SKUs (0)

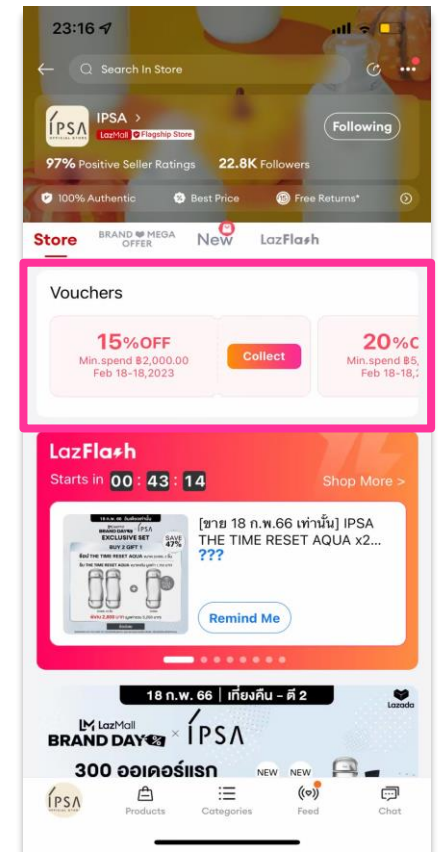
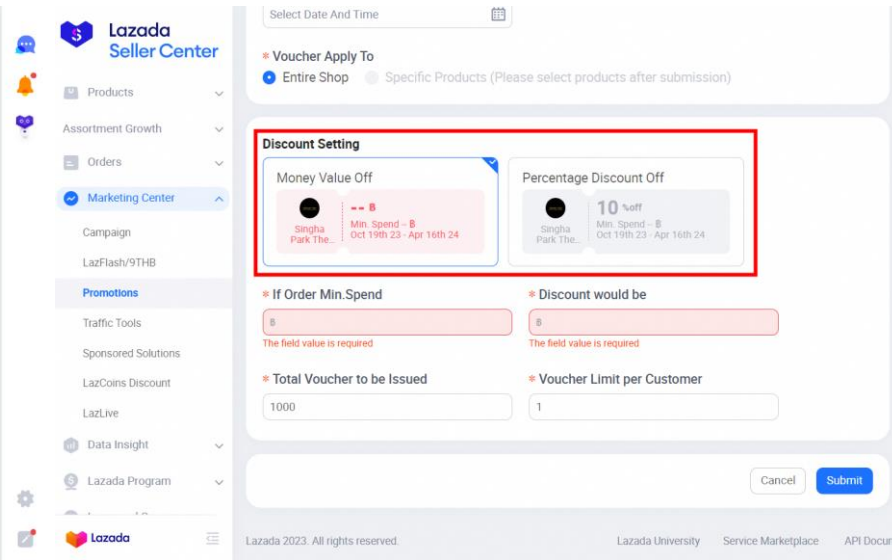
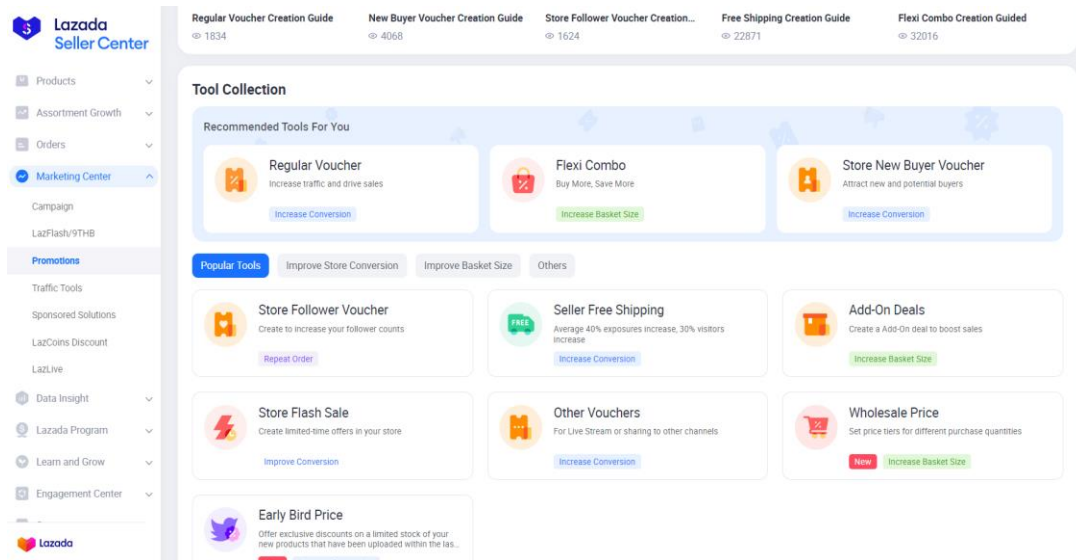
Select category... Seller SKU Click 'Enter' to Search Pending Adjusted SKUs

Basic info	Category Name	Status	Current Price	Current Stock	Campaign Price
		Approved	฿200	32	฿194
		Approved	฿225	47	฿218

Total 31 [5](#) [Previous](#) [1](#) [2](#) [3](#) [4](#) [7](#) [Next](#) 1/7 Go to Page View

Offer special prices for campaign to attract customers into your store.

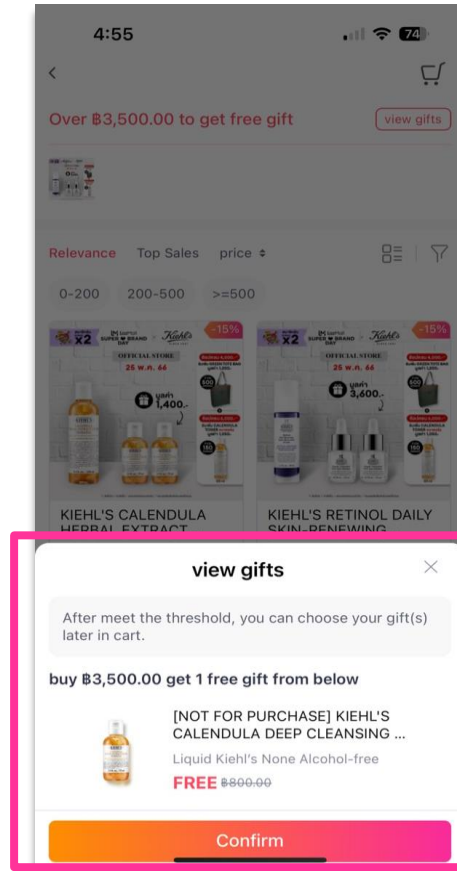
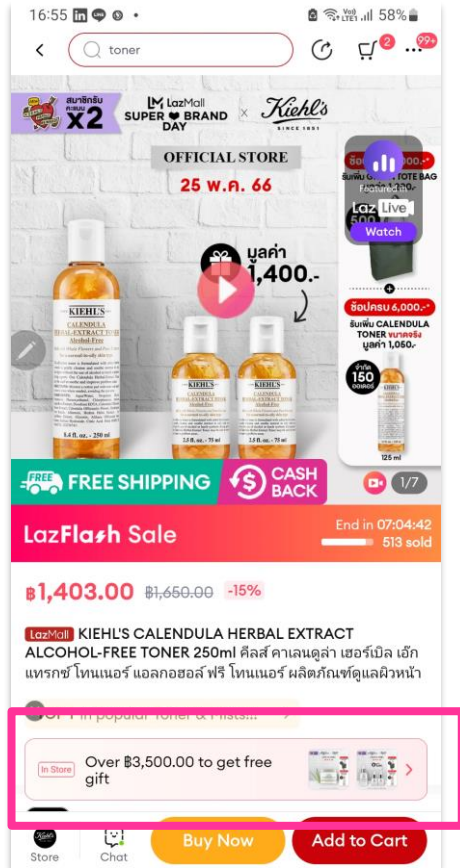
Store operation – Join Italian pavilion campaign and create conversion tools



Promo Tools: Use promotional tools for increased visibility and better conversion rates such as voucher, free shipping

Create coupons to regularly display in stores to attract customers and can set purchase condition such as spend 100 Baht, Get 10% Off

Flexi Combo is one of the best conversion tools for Embassy Project



What is it?

- Flexi-combo feature allow flexibility to adjust or create a combination of discounts offered, free gifts and free samples as best suited to marketing strategy.
- Stackable promotion is available to let customer purchase at the maximum.

Key Benefits?

- Encourage conversion and bigger basket size.
- Promote new product launch via free sample to gain customer awareness through this product.

Campaign Timeline

ACTIVITY	START DATE	END DATE
Deal Submission (D-Day)	20 Dec 2023	17 Jan 2024
Voucher ID Submission	20 Dec 2023	17 Jan 2024
Vote for Free Gift Submission	TBC	TBC
FS deal Submission	TBC	TBC
ITA Campaign Soft Launch Press Conference	24 Jan 2024	24 Jan 2024
Vote for Free Gift Live	TBC	TBC
Flash Sale Live	TBC	TBC
Italian Pavilion Week – Jan24	24 Jan 2024	30 Jan 2024

Monthly Activities

PROMOTION OF THE DAY

27 NOV 23

THE BODY SHOP



2,511.-
~~2,790.-~~

THE BODY SHOP OILS OF LIFE™
INTENSELY REVITALISING
FACIAL OIL 30 ML

ELEMIS



7,000.-
~~10,200.-~~

[HOLIDAY SET]
THE PRO-COLLAGEN
PERFECT DUO

28 NOV 23

CATH KIDSTON



2,691.-
~~2,990.-~~

CATH KIDSTON KIDS CLASSIC
LARGE BACKPACK LOONEY
TUNES BLUE

PMR



1,090.-
~~1,290.-~~

ผลิตภัณฑ์เสริมอาหาร
วิตามิน เค พลัส

Promotion of the Month:
Create a special deal of your products
and get prime monthly visibilities

ITALIAN PAVILION 'AUTHENTIC ITALY'
สินค้าอิตาลีเยี่ยมแท้ 100%

DEAR LOVER OF REAL ITALIAN PRODUCTS,
WELCOME TO THE ITALIAN PAVILION AT LAZMALL!

Here you can choose from a selection of authentic Italian food, beverage, fashion, and other design products of Italian tradition related also to personal care, home & kitchenware and much more, delivered at your doorstep. Please use our keywords to reach us:

* คำค้นหา: อิตาลีอิตาลี Authentic Italy Made in Italy Italian Pavilion *

ดีลเด็ดประจำวัน

	8 CAPSULES DOLCE GUSTO ESPRESSO COMPATIBLE NESCAFE 170.- 199.- จับเลย		เครื่องชงกาแฟฟลัดปั๊ม รุ่น Y5 + 21 ชิ้นแถม 4,990.- 6,900.- จับเลย
	ควอดรามี คิมบี้ ช็อก 250 กรัม 115.- 128.- จับเลย		แฮมสดรอกอร์ริ ขนาด 280 กรัม 110.- 129.- จับเลย
	FOX UMBRELLA WITH CASE AND RING 12,635.- 13,300.- จับเลย		ยาสีฟัน ไวท์เทนนิ่ง ซินต์ 340.- 425.- จับเลย

Main Campaign Page (MCP):
Where we feature your product on visibilities we provide to
help promote your brand

FLASH SALE

After ฿7.00 subsidy **฿11.00**
After ฿7.00 subsidy **฿9.00**
After ฿8.00 subsidy **฿96.00**

FLASH SALE

Lifestyle Mom & Family Groceries&E-Voucher

฿29.50 41% OFF
฿50.00
368 sold

฿34.00 72% OFF
฿120.00
63 sold

WeTV VIV Live
แพ็คเกจ 7 วัน
฿18.00 After Subsidy ฿20.00
138 sold

CIRIO OFFICIAL STORE
CIRIO Pasta Sauce Napolitana 420 g. พาสต้าซอสสำหรับปรุงต้นตำรับอิตาลีแท้ๆ...
฿89.00 18% OFF
฿109.00
On sale now

LazMall Chilled Pesto with out Cheese - 150gr
฿180.00 53% OFF
฿380.00
Only 6 left!

LazMall [E-Voucher] Farm factory (ฟาร์มแฟคทอรี) Pumpkin Soup
฿75.00 After Subsidy ฿30.00
On sale now

BULK BUYS
Flash Sale Brand Mega Offer Bulk Buys

ITA Campaign Week:
At the end of each month will have "Italian Pavilion Campaign" so please prepare your stocks and promotion to join us

THANK YOU