



# Welcome to the Bridgestone

Helen Roe

Senior Brand, Event, Product &  
Digital Manager





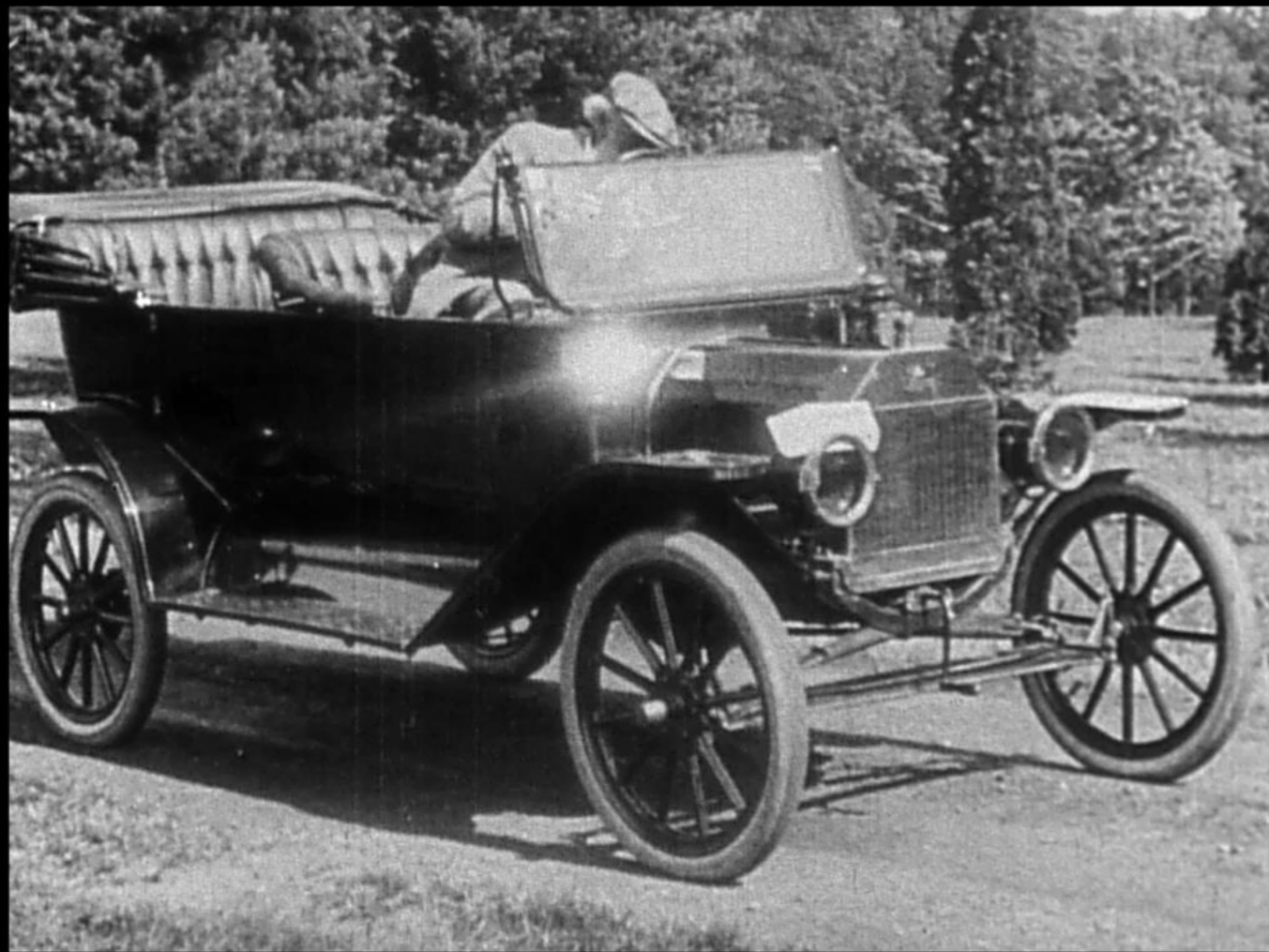
# About Bridgestone



# Our Company

A Global Leader in Premium Tyres,  
Services and Solutions





# Bridgestone

Serving society with superior quality

A Global Leader  
in Premium  
Tyres and  
Sustainable  
Mobility Solutions



Guided by the  
**Bridgestone  
E8 Commitment**



At the forefront of  
**tyre innovation**



For a **Sustainable  
Future of Mobility**



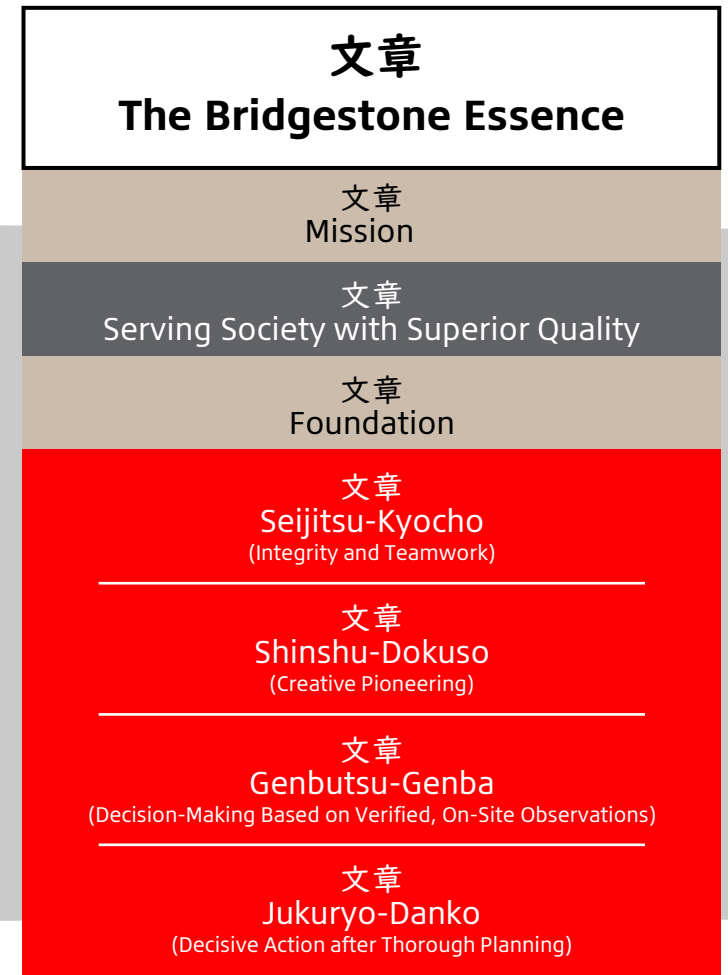
# History & Heritage

Built upon a strong heritage, founded by Shōjirō Ishibashi



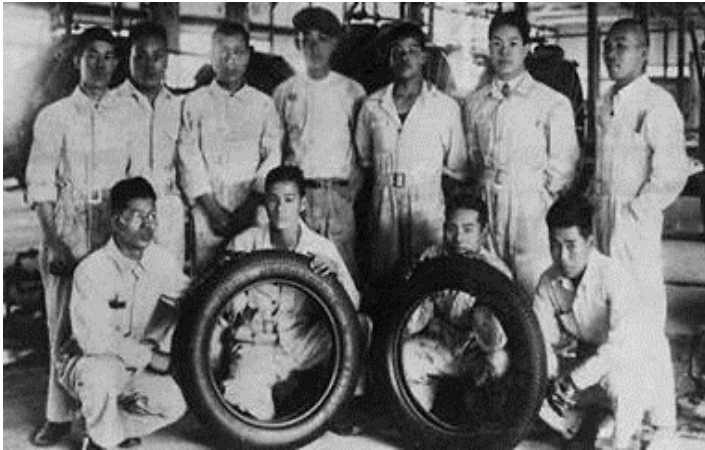
“I am convinced that a simple profit-seeking business will never thrive, but a business that contributes to its society and country will be forever profitable.”

Shōjirō Ishibashi  
Founder of Bridgestone Corporation



# Bridgestone's Past and Future Vision

Bridgestone  
**1.0**

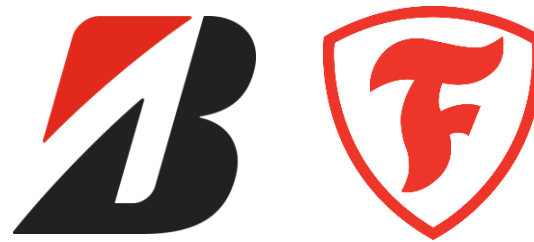


**1931**

**The Foundation**

Serving society with superior quality

Bridgestone  
**2.0**



**1988**

**A truly global company**

Merger of Bridgestone & Firestone

Bridgestone  
**3.0**



**2020**

**A solutions company**

Providing social & customer value as a sustainable solutions company



# Who Are We?

## Our company

A Global Leader in Premium Tyres and Sustainable Mobility Solutions

Quality at our core for over **90** years  
**121,000+** employees across **150+** countries  
**120+** plants and R&D facilities worldwide  
Headquartered in **Tokyo**, Japan



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## Our vision

Providing Value as a Sustainable Solutions Company





# Products & Operations



Premium Tyre Business



Solutions Business



Diversified Products Business

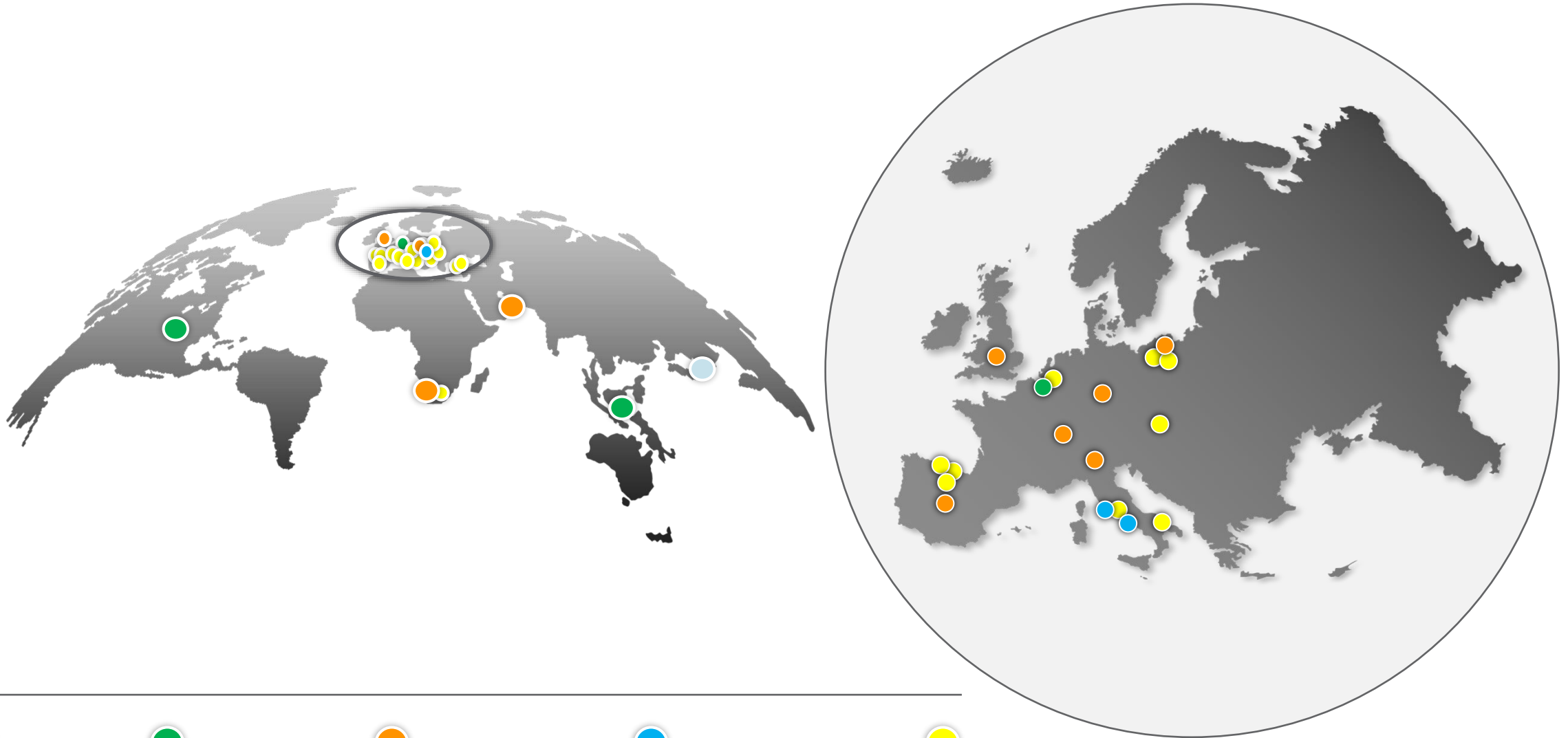


Exploratory Businesses

Notable Diversified Products: Seismic isolation rubber, Industrial machinery, Agricultural machinery, Motorcycles, Polyurethane, High pressure hose, Seat pads for automobiles



# A Global Company with a Strong Local Presence in EMEA



- Global HQ
- Regional HQs
- EMEA Regional offices
- EMEA R&D Centre and Proving Ground
- EMEA tyre plants





### Uncompromising Performance with a Focus Towards Sustainability

# ENLITEN is a next-generation technology, revolutionizing how Bridgestone engineers tyres.

Driven by a deep understanding of market and customer needs, ENLITEN is designed to deliver customized and uncompromised tyre performance while promoting a focus on enhanced sustainability<sup>1</sup>. ENLITEN also advances EV-readiness across Bridgestone EMEA's tyre portfolio.

<sup>1</sup>The specific ENLITEN technology attributes vary by tyre product. Results may vary depending upon proper tyre and vehicle maintenance, road conditions, and driving habits.

### Focus areas of ENLITEN Technology:



#### Customization

Delivering on the criteria that matter most to the customer



#### Performance

Offering outstanding performance in the focus area of each product



#### Sustainability

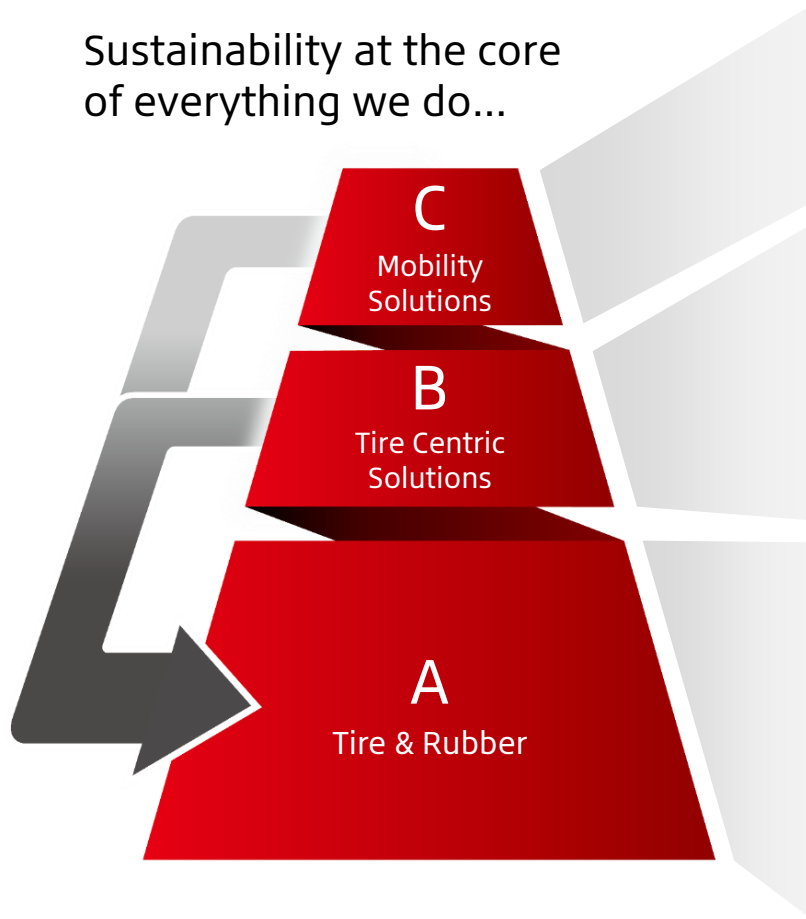
Enabling a lower environmental impact through CO2 emissions reduction, resource efficiency and material circularity



# Where We Are Headed: Transformation at a Glance

From a Tyre Business... to a Sustainable Solutions Business

Sustainability at the core  
of everything we do...



Create and Sell  
"Value as a System"



Create and Sell  
"Value"



Bridgestone  
Dealer  
Network

Produce and Sell  
"Products"

Powered by:  
**ENLITEN**  
TECHNOLOGY



Bridgestone  
Potenza Sport <sup>A</sup>



Bridgestone  
Dueler Ascent  
A/T



Bridgestone  
Turanza 6



Firestone  
FS424, FD624 and FT524  
Regional On-Road Truck

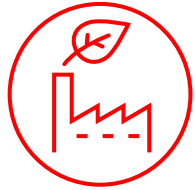


Bridgestone  
Ecopia  
Steer and Drive



# Committed to Creating a More Sustainable Future for Mobility

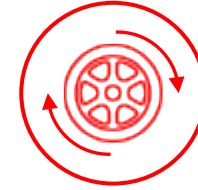
Towards this Ambition, We Are Working to:



Decarbonize our operations



Drive sustainability across the value chain



Innovate tyres and solutions for people and planet



Sustainable sourcing of raw materials



R&D investment and digitalization



Green factories of the future



Supporting the evolution of CASE mobility



End-of-life tyre management





***BRIDGESTONE***

*Solutions for your journey*

# About Bridgestone : Quick Fire Recap



1.Q: What are the three pillars of ENLITEN technology?

2.Q: Name any two focus areas from the Bridgestone E8 Commitment.

3Q: Roughly how much does Bridgestone invest in R\&D each year?

4Q: True or False — Bridgestone operates only in the tyre business.

5Q: Where is the EMEA R\&D Centre and Proving Ground located?

6Q: Approximately how many employees and in how many countries?

7Q: By 2050, what environmental goals is Bridgestone working toward? (*name one+*)

1.A: Customization, Performance, Sustainability.

2.A: Any two of Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease, Empowerment.

3.A: ~€600 million.

4.A: False — we also have diversified products and exploratory businesses.

5A: Rome, Italy (near Rome for the European centre and proving ground).

6.A: ~130,000 employees across 150+ countries.

7.A: Carbon neutrality across the value chain & product life cycle; 100% sustainable materials; advancing sustainable tyre technologies and solutions.





# The Basics of Marketing & Why it Matters

# MARKETING



# A BIT ABOUT ME

**VISA**





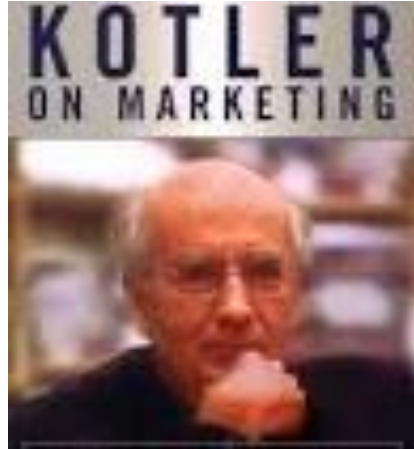
What's your Brand and how  
would you market yourself?



# The Origins of Marketing

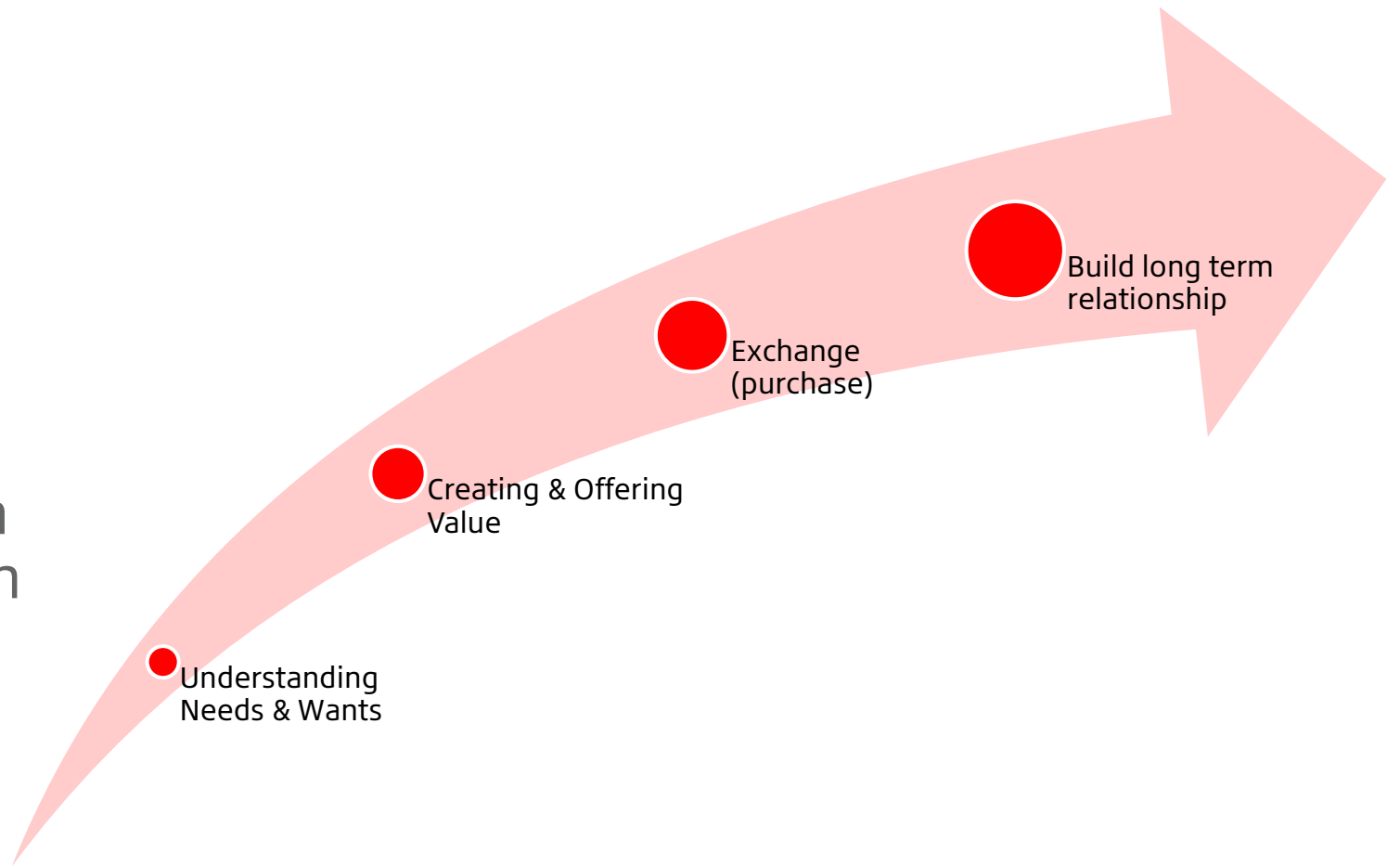


# Definition of Marketing



“Marketing is a social and managerial process by which individuals and groups obtain what they want and need through creating, offering and exchanging products of value with others”

Phillip Kotler 1991



# Do you remember when....?



An aerial view of a busy pedestrian crossing with white zebra stripes on a dark asphalt surface. The scene is overlaid with a network of white lines connecting various digital marketing icons. These icons include speech bubbles, thumbs-up, location pins, Wi-Fi symbols, hearts, and surprised faces. Several red rectangular callouts with white text indicate 'LIKE' counts for different nodes in the network. The overall image conveys a sense of digital connectivity and social media influence in a public space.

2025.....

The world of  
marketing has  
changed

# Marketing and Sales - what's the difference?



Split into two equal Teams...



Get ready.....

# You have 2 minutes in your two teams to answer....

Ask: "You're **Sales**. What help do you need from Marketing. What would happen without Marketing?"

Ask: "You're **Marketing**. why do you need sales & what do you need them to do? What would happen without sales?"

## Round 1: Sales Alone

### EMPTY HOUSE

#### You're Sales...

- Party is ready, but no one knows about it.
- How do you get people in?
- Why is it so hard?



## Round 2: Marketing Alone

### ALL HYPE, NO HOST

#### You're Marketing...

- People show up, but no Sales at the door!
- What happens?
  - Confused guests?
  - Miss the cake?



# Challenge Part 2.... Together as Sales & Marketing how can you organise the perfect party? You have 2 mins to discuss

Ask: **Sales** - Welcome guests, guide them, sell the cake

Ask: **Marketing** - Create the invite, shout the party, attract guests

**Round 3: Together**

**THE PERFECT PARTY!**

**Marketing + Sales Work Together:**

- Invite the Guests
- Sell the Cake

An illustration of a party scene. In the foreground, a man in a dark tuxedo with a white shirt and bow tie is smiling and gesturing with his hands. Next to him is a woman wearing a blue cap and a blue shirt, also smiling and gesturing. To their right, a large, multi-layered cake sits on a table covered with a white tablecloth. In the background, several other people are gathered around a building entrance decorated with colorful string lights and balloons. The scene is set outdoors at night or dusk.

## Challenge Part 2....

### Key Takeaway:

#### THE SECRET TO SUCCESS

- Marketing brings them to the party.
- Sales *makes them buy* the cake.
- Alone, neither works...

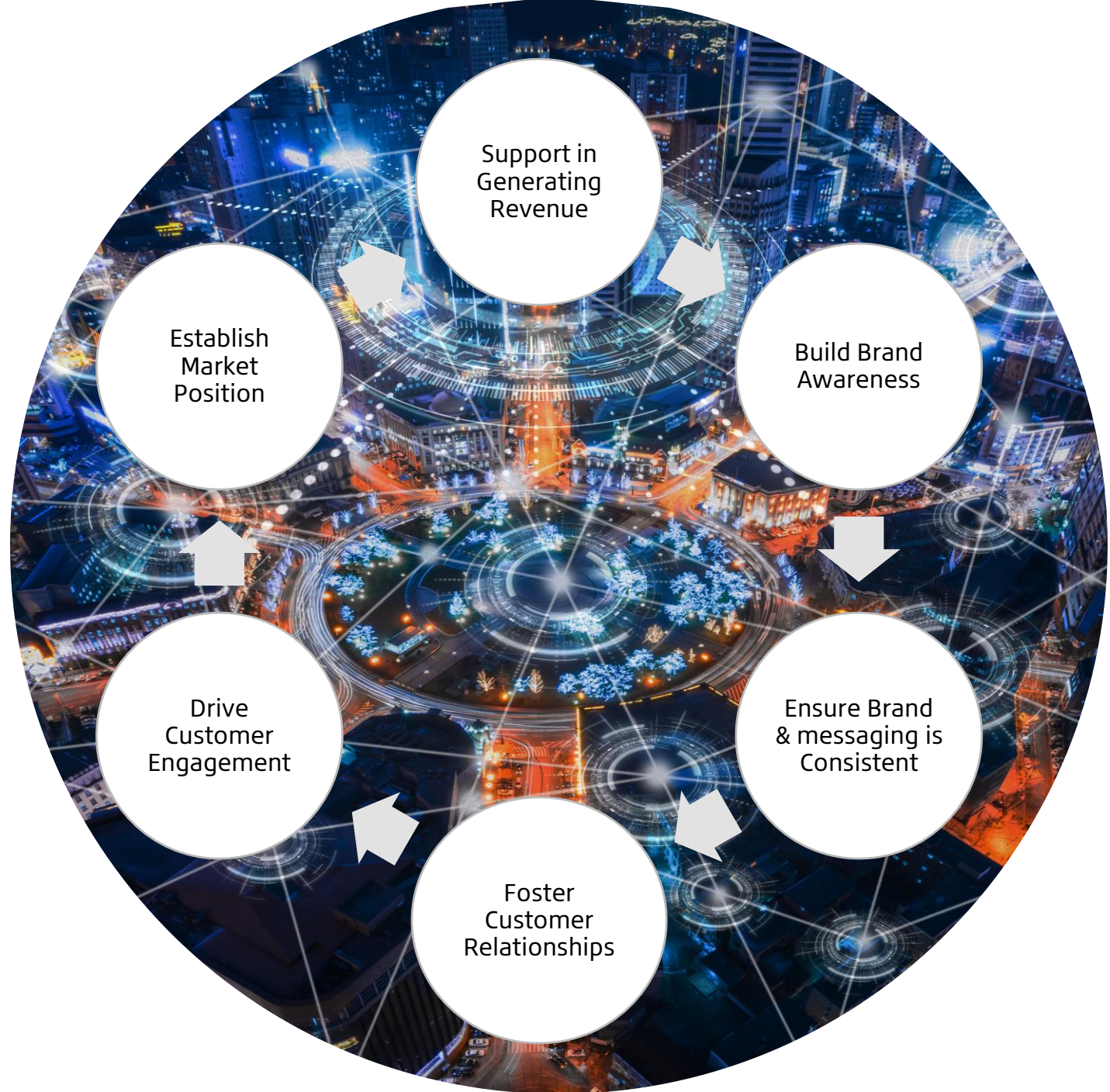
Together, they're **unstoppable!**



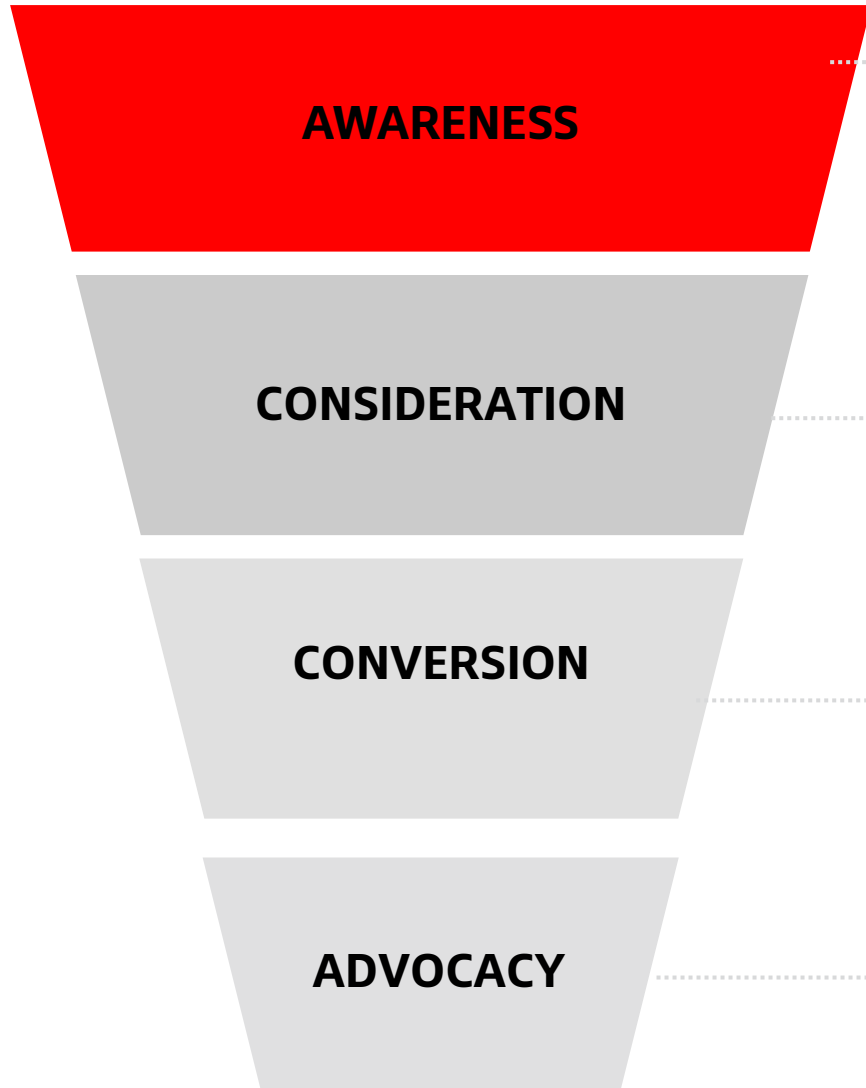
**In summary both are needed:**

- Marketing = demand creation
- Sales = demand conversion

# The Key objectives of Marketing



# The Marketing Funnel



Awareness = **Attract!**

Consideration = **Educate**

Decision = **Convert**

Retention & Advocacy = **Loyalty**





**When it comes to choosing a product or service, having a recognizable brand can make all the difference.**

**A strong brand gives customers confidence that they are getting quality and value for their money. It also helps create an emotional connection with the customer, making them more likely to choose your product over others on offer.**

**In short, brands matter - so don't underestimate their importance!**

# What is a Brand and Why does it Matter?



- Consistency builds trust
- Every action shapes the brand
- Reason to Care: trust & confidence
- Reason to Buy: quality & innovation



# What does a brand really do?



- Shout out which brand you think each one is?
- What do the brands mean to you? Do you trust them? What do you expect?
- If this was a no-name version... would you trust it as much? Pay the same price? Feel as confident selling it?

# Can you name the 5 Ps' of Marketing?

1. Product, Placement, Price, Purchase, Population
2. Produce, Place, Purchase, People, Promotion
3. Product, Price, Promotion, Place, People



# The Marketing 5 P's



## PRODUCT

e.g. Turanza 6



## PRICE

Set by Pricing



## PROMOTION

e.g. Digital promotions  
Event activation



## PLACE

E.g. Bridgestone content at POS, & digital activity



## PEOPLE

e.g. Interaction with our retailers and end consumers



# Importance of Audience Segmentation for Marketing targeting



perian.

C C10 C11 C12 C13

## Country Living

Well-off owners in rural locations enjoying the benefits of country life



### Who We Are

<b>Age</b>	<b>Household income</b>
66+	£70k-£99,999
191   35.2%	176   14.0%
<b>Household composition</b>	<b>Number of children</b>
Family	No children
167   38.2%	111   76.7%
<b>Tenure</b>	<b>Residency type</b>
Owned	Detached
131   84.5%	350   64.9%

### Advert Response Cha

92	122
147	95

### Household Technolog



Very Lt

### atures

locations  
old, detached houses  
ronic money transfers  
en or allotment  
ntral heating  
environmental impact gap



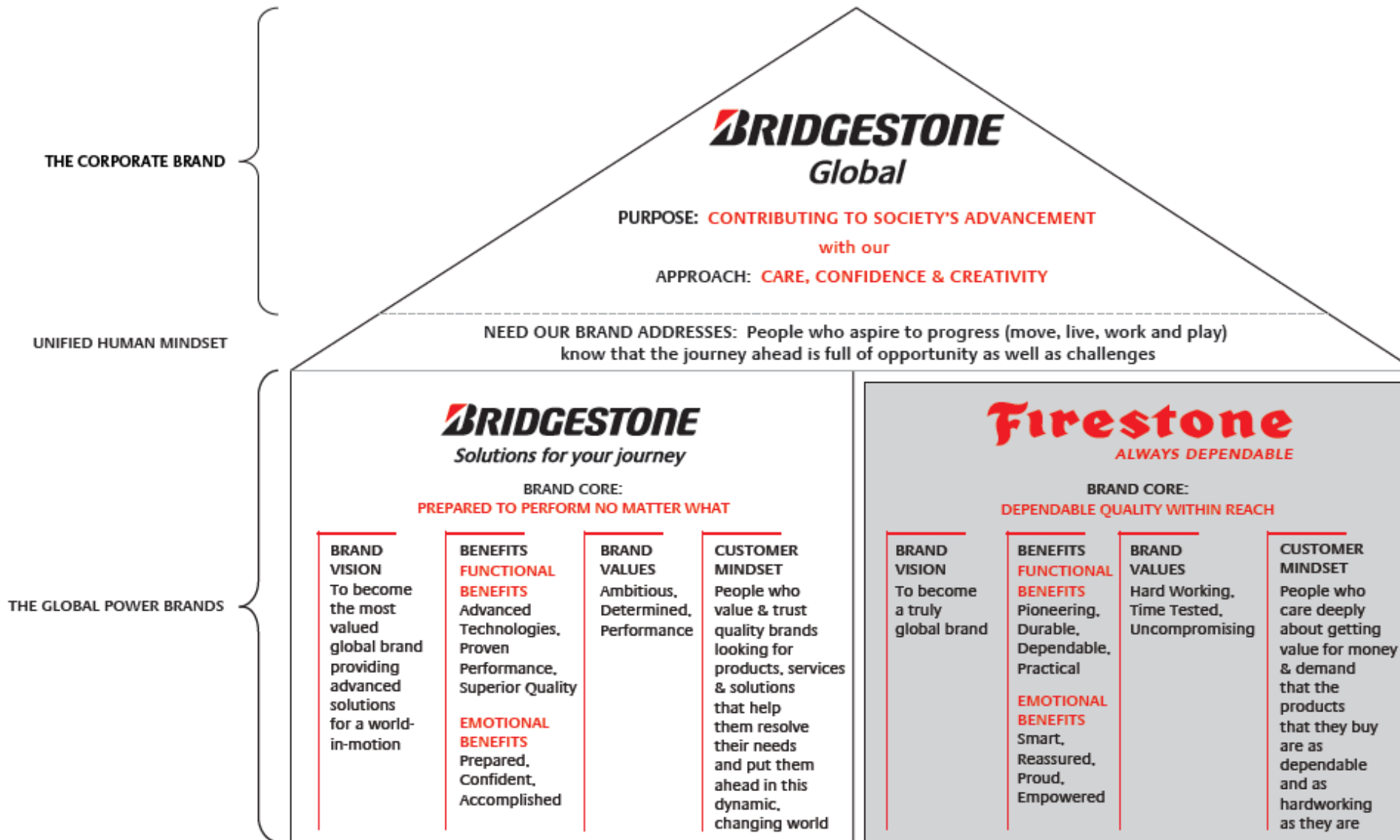
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2022 © E



# Our Full Brand House

## Two Global Power Brands clearly differentiated yet united

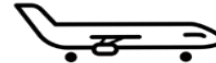


# OUR PRODUCTS AND SOLUTIONS

## TYRE AND RUBBER PRODUCTS



SPORTING GOODS



DIVERSIFIED PRODUCTS

## MOBILITY SOLUTIONS

B2C



B2B



## TYRE BRANDS



## RETREAD BRANDS

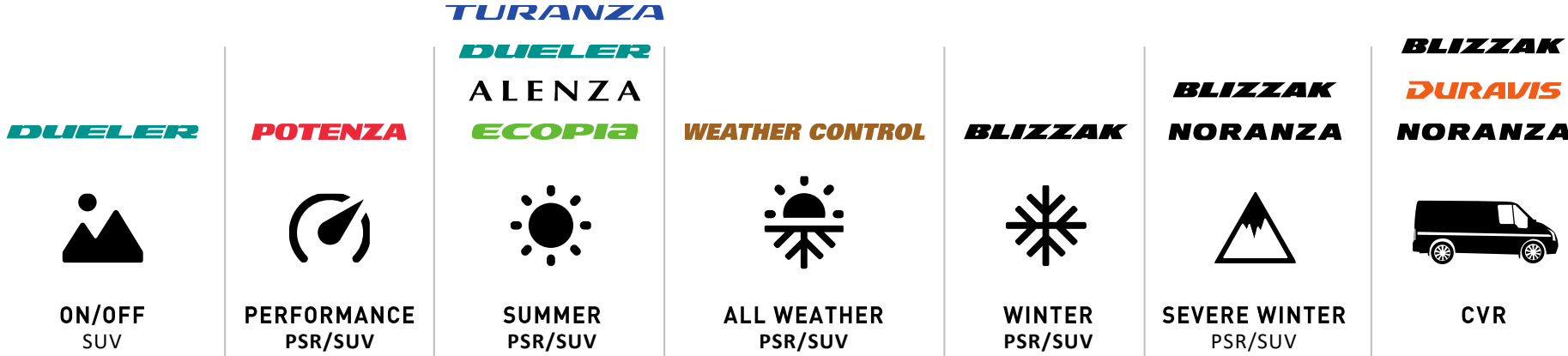


Back to  
BRIDGESTONE

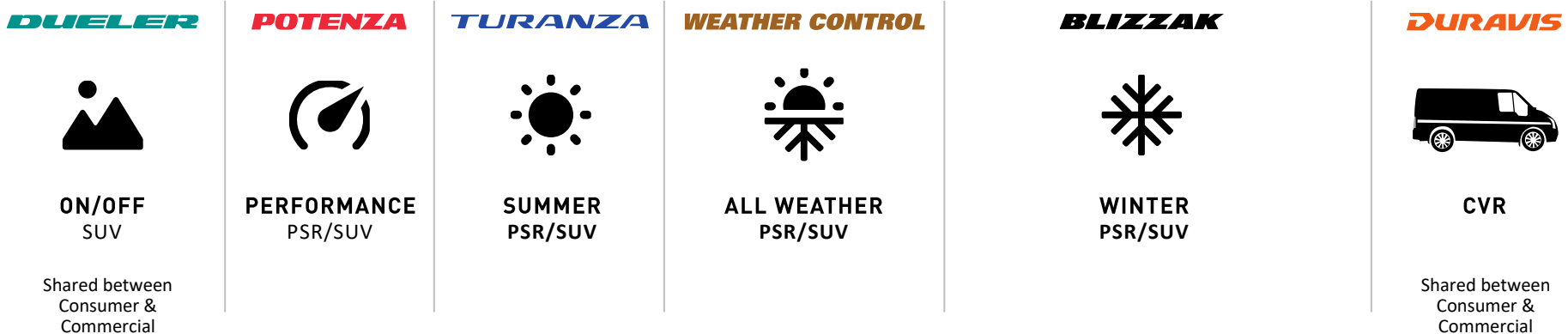
# CONSUMER PRODUCT BRAND ARCHITECTURE TRANSITIONING FROM TYRE CENTRIC TO CONSUMER CENTRIC

Resulting in less product brands & a focus on first line product portfolio with the removal of Alenza, Noranza & Ecopia

**Then**  
Product brand representing mix of season & application.



**Now**  
Product brand representing usage  
Entry point -> CONSUMER need.



# Marketing & about Bridgestone: Quick Fire Recap



1.Q: Q: What animal featured when I explained the origins of marketing?

2.Q: According to Kotler's definition on what is marketing fundamentally about?

3Q: Name at least 2 of the objectives of Marketing I mentioned.

4Q: What are the four main stages of the Marketing Funnel?

5Q: What is the key benefit of segmenting audiences?

6Q: What is Bridgestone's strap-line?

1.A: A Cow.

2.A: Understanding needs, creating & offering value, exchange, and building long-term relationships.

3.A: Generate revenue, Build brand awareness, Drive engagement, Foster customer relationships, Ensure consistency, Establish market position.

4.A: Awareness, Consideration, Conversion, Advocacy.

5A: It enables more personalised, relevant marketing that boosts engagement, loyalty, and revenue.

6.A: Bridgestone – Solutions for your journey.

