

BUILDING TRUST WITH ASIAN CONSUMERS

Targeting growth into Asia?



01

If so, your brand needs to better connect with Asian consumers fast. It's getting more competitive every day!

This is your biggest challenge

66%

will pay more for products they trust

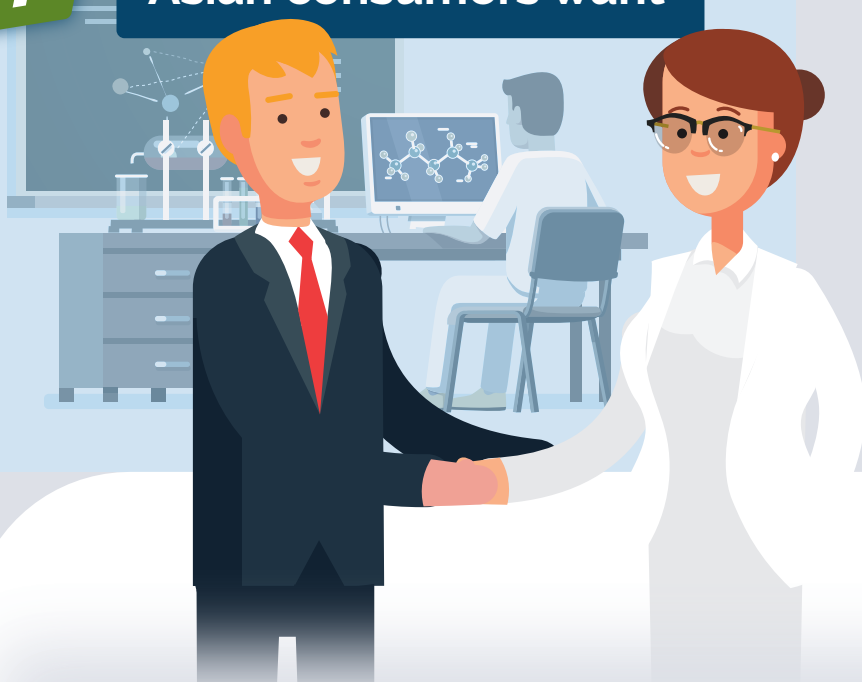


02

Whether you're a new brand or an existing brand, your biggest challenge is how to quickly and cost effectively build trust in your product with savvy Asian consumers.

04

How we know what Asian consumers want



AsureQuality are global experts in food assurance. Leveraging our expertise and NZ Government ownership, we've been supporting brand owners entering new markets, like Asia, for over 100 years

 **1,700** experts
 **100** locations

 **40** countries
 **100** years

Asian consumers need three things from you

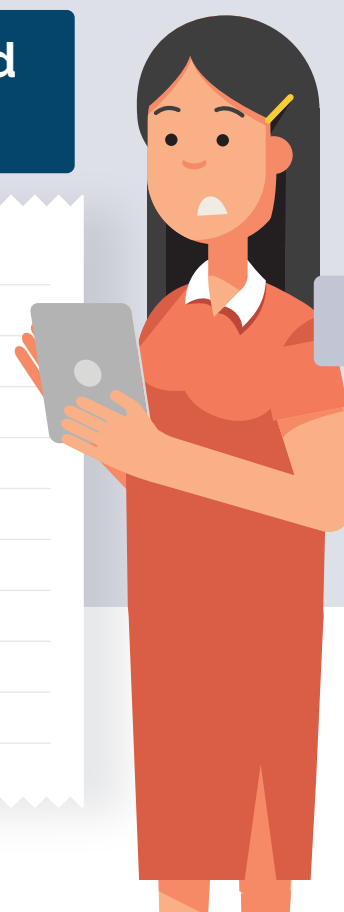
- ☒ More information about what they are buying
- ☒ Instant access to that information at point of purchase
- ☒ Assurance that the information is reliable

03

Is it a good product?

I'm going to look this up

Can I trust this brand story?



05

How we, help you



The information I want

The way I want it

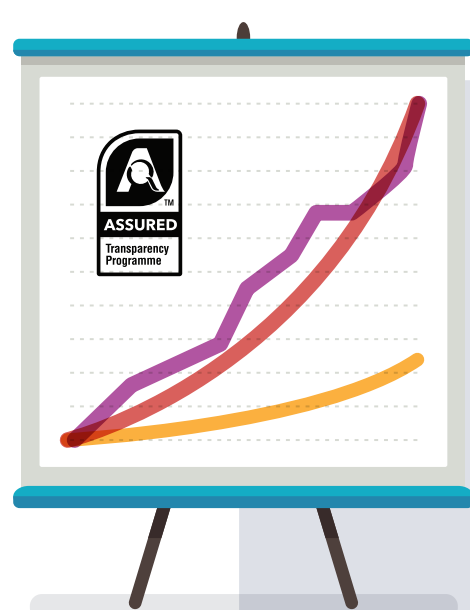
From experts I can trust

An AQ Assurance Mark delivers on-pack verification of your brand story - right across its supply chain. Consumers can quickly access the authenticated product information they need to make purchase decisions



06

Our solutions have worked for others like you



Product A – 23% sales uplift Vs previous year

Product B – 111% sales uplift Vs previous year (with brand relaunch)

Product C – 1.1 million new 'likes' of its brand in China



07

We want to support you in growing your business

The team at AsureQuality understands that working together should be easy and cost effective, which is why our Assurance Marks solutions can be implemented in as little as six weeks, with a simple pricing structure

EASY AS



08

Now it's over to you

You may have some questions for us, or even want to meet in person to discuss. Please get in touch with our friendly team here solutions@asurequality.com

