





Innovation's Role in Differentiating Commodities

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Double A paper comes from





Double A Way: CREATING SHARED VALUE



Global Brand



Double A Way: CREATING SHARED VALUE



Self-Sufficient & Surplus
State-of-the-art manufacturing



Sustainable Source
Raw material

Social Harmony
Income distribution + town development

3 pillars of **Double A** brand essence





1. *Sustainable Source*

Raw material





- 32 years of research and development
- Fast growing tree
- Cloning for consistent quality





200 Million ***Double A*** Paper-Tree
saplings planted



Sustainable Sources “KHAN-NA land”





Double A
Paper-Tree

KHAN-NA
(Unused area between
Rice paddies)

Rice



Aerial view of KHAN-NA



9/15/14



Intelligent Tree Geo - Tracking System



- Inventory tracking
- Legal wood.



It's time to **BRAND** our trees
It's time to **BOND** our farmers



Let's plant
Double A Paper-Tree
for your Additional Income



Call: 1759 Double A Hotline



Branded “*Double A Paper-Tree*”

“Even the Lucky Angel aspires for a better life”



TVC Campaign Result

- 85% brand awareness
- 30,000 calls to **Double A** hotline
- Planted 100 million trees
- Over 1.5 million farmers earning income





2. Self-Sufficient & Surplus

State-of-the-art manufacturing



The Mill of Tomorrow : “No Waste is Wasted” Production Cycle



Self-Sufficient "No Waste is Wasted" Production Cycle



Double A Paper-Tree



Wood Chip Mill



Bark



Wood Chips



Power Plant



Pulp Mill

White Liquor

Black Liquor



Surplus electricity
to 100,000 homes

Supply to our Mill



Paper Mill



Double A Paper



From **COMMODITY** to **BRAND**
From Thailand to the **WORLD**



Impactful TVC
“ROBOT”

People's misunderstanding about paper jam.
Always blame on copy machine.

Impactful TVC
“ROBOT”

KOREA 2004

Impactful TVC
“ROBOT”

The solution is easy. Just change to a better QUALITY PAPER.
No Jam No Stress

Impactful TVC
“PAPER IS NOT THE SAME”

Nothing in life is the same
Paper Is Not The Same

Impactful TVC
“PAPER IS NOT THE SAME”

France
2013

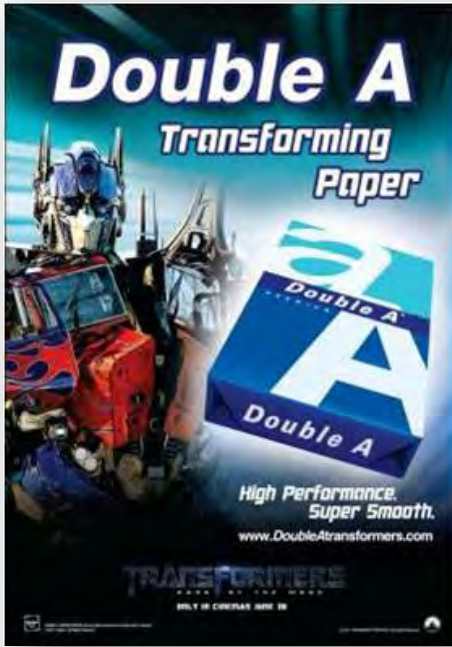
Impactful TVC
“PAPER IS NOT THE SAME”

Double A Paper Is Different



Double A French TVC “Paper is not the same”
won Cannes Lion 2014, Bronze award for film

Branding as Premium Quality Paper



Innovative Integrated Marketing Campaign in various countries

Unique Branded Distribution Channels

Double A Copy Center & *Double A* Copy Member



5,000 *Double A* Copy Centers to enhance brand awareness and create trial.

Better Paper is not enough...
How the paper can build a better world





3. Social Harmony

Income distribution + town development



Social Harmony with Community

Uplifting Socio-Economic Well-being



Key Benefits:

- 10% additional income to farmers

Farmers use income to:

- Pay down debt
- Send children to school



Social Harmony with Community

“Nationwide School Program”



- Rural school funding program
- 7,000 participating schools
- Income for education books and equipment
- Reinforcing nature conservation



Not a Factory but a Better Community

“MY GREEN TOWN” Eco Industrial Complex



From a poor village in 1991



Not a Factory but a Better Community

“MY GREEN TOWN” Eco Industrial Complex



BEFORE(1991)



AFTER(2011)

- Sustainable manufacturing and good quality of life
- We transformed a poor village into a thriving community of 100,000 people



Creating a better community



Sustainable development

- Sustainable Infrastructure
- Healthy Environment
- Happy Living
- Wealth Generation



BETTER
PAPER,
BETTER **W** **R** **L** **D**





