



On Premise Brand Health Report

Recruit and retain consumers in the On Premise



Understand and track your brand's performance and influence the key drivers of consumer brand choice to:

- Drive rate of sale in the On Premise
- Grow your brand's market share



On Premise Brand Health Report

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What is the report and what can it do for you?

The On Premise Brand Health Report is a new annual syndicated report providing a measurement of consumer brand preferences and drilling down into what makes consumers choose one brand over another in the On Premise.

Utilising CGA's Brand Builder service, which surveys 10,000 On Premise consumers annually, over 500 brands and brand variants, the report will enable you to;

- Evaluate consumer perceptions against your brand purpose and values, adding the extra "why" behind volumetric performance
- Compare your own brand reach against your competitor set to identify strengths (loyal drinkers), weaknesses (lapsed) and opportunities (non-recruited)
- Understand path to purchase, drivers & barriers and occasions & channels that influence brand choice
- Track over time - benchmark vs previous year as On Premise continues its recovery

What key questions will the report answer?



- How and why do consumers first trial your brand?



- Who is your current consumer, from the typical drinker, to the retreating consumer



- What channels and occasions do your consumers visit vs the category and what drives the in-outlet & wider path to purchase?



- How your brand compares on key equity metrics vs total category & competitors



- Why consumers are leaving your brand and what would encourage them to drink it more frequently



- Who are the non-recruited consumers and what would draw them into the brand?



All comparable vs YA

Split into three key areas..



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Drinker Profile

Allowing you to understand why consumers start drinking your brand and who they are, informing and tracking the impact of changes to above and below the line marketing to win new consumers

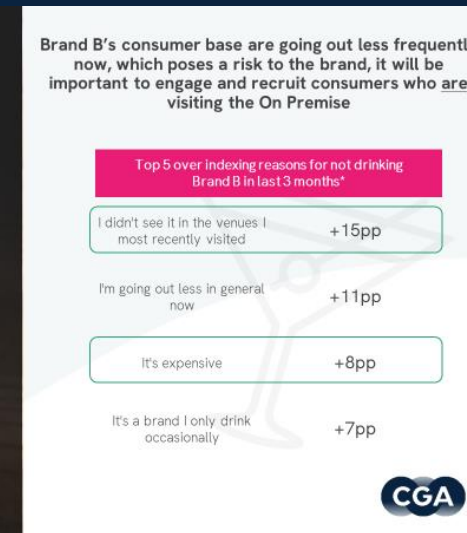
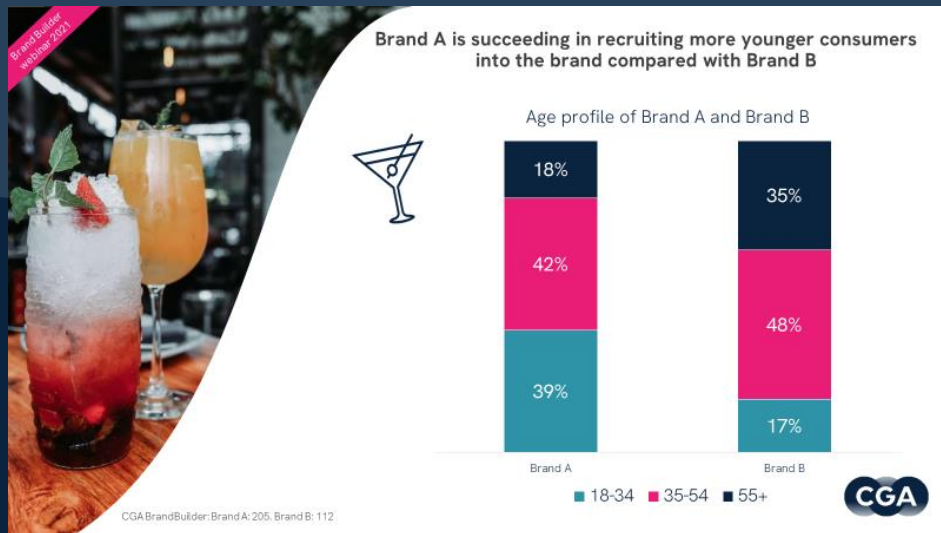
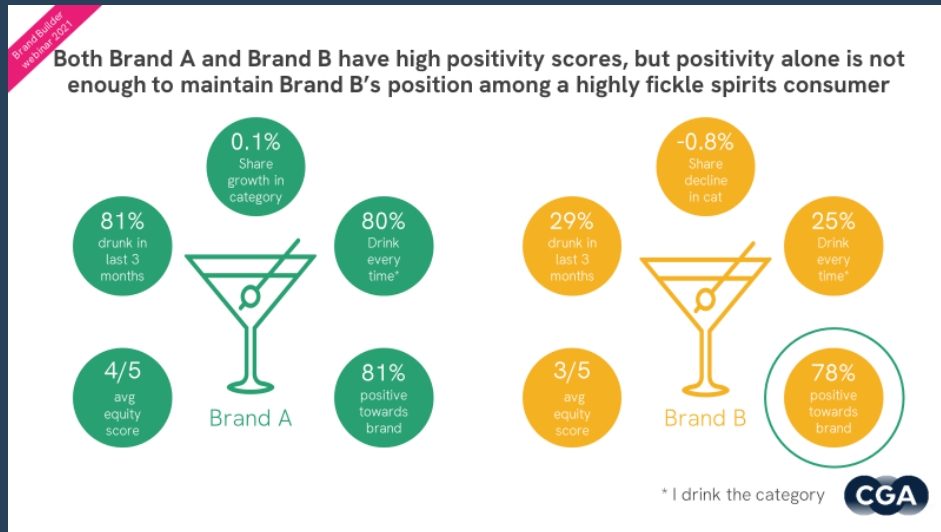
Drivers and Perceptions

An understanding of how your consumers engage with your brand and what their general thoughts are, allowing you to ensure brand communications resonate with them and ultimately drive RoS

Retaining and recruiting

Focusing on how you can stop your brand losing consumers and win/win them back, driving positive share gains within your category

Example Outputs:



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The bottom line

The On Premise plays a vital role in driving equity and engagement for drinks brands. As well as a key sector for driving trial, the On Premise provides an opportunity to create experiences that can lead to long lasting consumer relationships with brands.

CGA's On Premise Brand Health Report can enhance your On Premise strategy, including in-outlet activations, promotional mechanics, serve style and bartender advocacy programmes, all of which are key On Premise leavers for driving overall brand...

- ✓ Awareness
- ✓ Associations
- ✓ Perceptions of quality
- ✓ Loyalty



Investment options

Option 1	1 brand vs. category average	£6,000
Option 2	1 brand vs. category average & x2 competitors	£8,000
Option 3	2 brands vs. category & up to x2 competitors	£14,000
Option 4	3 brands vs. category & up to x2 competitors	£18,000

What reasons could the brand health report be utilised?

"I am looking to understand *why my brand is struggling to compete* with new competitors in the category – we haven't lost distribution but RoS is a problem!"



"We don't *properly understand our consumer* and need to ensure our marketing messages are appropriate"

"Why are consumers *choosing our competitors* over our brand?"



"Our sales team are looking for positives to take to trade on our brand – volumetrically we don't have the stories yet but is there anything we can get to on this?"

Contact Us

To learn more or to speak to a member of the team,
please feel free to get in touch:



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