



Attract **new consumers**, drive frequency of purchase, build **brand loyalty** and grow **market share** with OPUS

A rich **source of On Premise consumer data and insights**, OPUS (On Premise User Study) gives you the power to **understand the ever-changing relationship** between consumers, brands, categories, channels and occasions.

OPUS enables you to:

- + Make **insight driven decisions** throughout your business
- + Tailor marketing and sales strategies to the most **lucrative occasions and channels**
- + Provides consumer led sales stories to **inform sales conversations and tenders** with key customers and chain outlets
- + Shape **data driven activation** and promotion strategies that will best engage consumers
- + Create **data informed serve strategies** through our Cocktail & Mixed Drinks reports
- + Creative **upselling opportunities** and **menu pricing insights** by brand & category

OPUS is designed to help you understand where and how to reach your target consumers, and shape your brand, marketing & sales strategy around the most profitable On Premise visits



Quantify visits and spend in the On Premise



Uncover size of the prize opportunities for categories and brands by occasion & channel



Explore consumer reasons for visit, need states, and path to purchase



Deep dive into consumer interactions with drink categories



Track favourite brands, flavours and serves

All findings can be broken down by drinks brand consumers and consumer demographics.

Discover OPUS for the South Korean market

Surveying **4,000 South Korean On Premise consumers**, OPUS is conducted twice a year, and is **representative by age, gender, and region**.



Market-specific channels include:

- + Korean traditional restaurant
- + Korean BBQ restaurant
- + Japanese restaurant
- + Public raw fish restaurant
- + Fusion bar
- + Soju bar
- + HOF
- + Beer speciality store

Who is OPUS for?

CATEGORY TEAMS

- + Grow category sales in the On Premise and be category champions.
- + Understand the role of categories within the consumer repertoire
- + Understand path to purchase and how best to activate brands and categories

BRAND & MARKETING

- + Drive brand sales and share by targeting and recruiting the most profitable consumers.
- + Identify how to broaden usage of brands – by channel, occasion or consumer demographic

SALES

- + Grow sales and distribution of brands with compelling sales stories that demonstrate how brands can both benefit On Premise outlets and appeal to the outlet's target consumer

CONSUMER AND MARKET INSIGHTS

- + Identify new and emerging trends influencing brand performance
- + Understand changing consumer attitudes and market forces impacting consumer behaviour

Everything you need to **track changing consumer trends** and uncover opportunities for growth

SYNDICATED PACKAGES AND CUSTOM PROJECTS AVAILABLE:



For more information, please contact:

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