



# 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 RFPs** with key customers and the biggest Canadian 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 Japanese markets

Surveying **7,500 Japanese On Premise visitors**, OPUS is conducted **twice a year**, and is representative by **age, gender, and region**.

Tailored insights include **core market specific On Premise channels and occasion behaviour**.



## 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:**

### Executive summary

Comprehensive PPT of On Premise consumer preferences, visit and drinking habits, and brand engagement

**Syndicated**

### Category market overview & key metrics

Comprehensive On Premise overview of preferences, visit and drinking habits + Excel detailing top brands in the category

**Syndicated**

### Category champion deep dives

Exploration of the category in focus, detailing drinkers + behaviours, brand performance etc

**Custom**

### Channel & occasion deep dives

A thorough PPT showing category consumption by channel/occasion to unlock where, when and how to target

**Custom**

### Bolt on: distilr360 core or pro

Distilr360 provides ultimate flexibility to analyse multiple questions and responses, cut by custom consumer groups with ease

**Self serve**



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