



GREAT BRITAIN

PUBTRACK

On Premise Pub consumer research for Operators and Suppliers



PubTrack

PubTrack is a revolutionary consumer research tool providing a holistic view into the total GB pub market.

Powered by CGA's Outlet Index, perceptions and behaviours across the entire pub landscape can be analysed with total flexibility, offering a unique opportunity for **operators** to analyse target consumers, competitors and the wider pub universe.

Find where opportunities lie for **suppliers**, where brands should be distributed and learn how to tailor strategies within differing types of Pubs.





What is PubTrack?

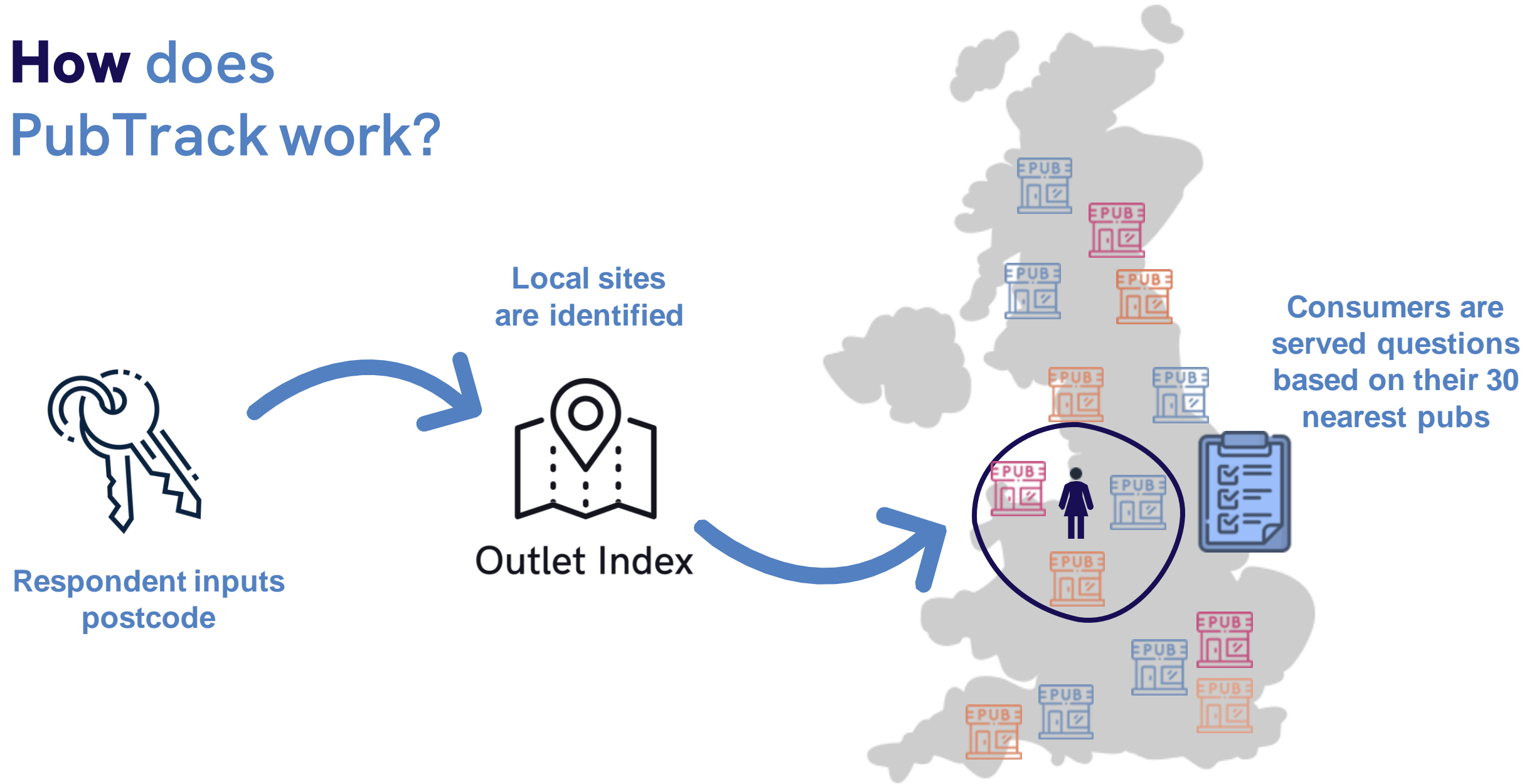
The first-of-its-kind consumer research that covers the entire GB pub market, including unbranded and independent venues

Quantitative survey of 10,000 consumers, demographically representative of the typical pub visitor

Powered by CGA's Outlet Index, allowing for targeted data collection of sites most closely situated to respondent, ensuring maximum engagement

PubTrack allows you to benchmark performance against competitors, regions, market segments and more.

How does PubTrack work?





PubTrack For Operators

Perceptions and behaviours across the entire pub landscape can be analysed with total flexibility, offering a unique opportunity for operators to analyse their consumers, their competitors and the wider pub universe.

Consumer profiling

Unlock **key insights** into consumer preferences to turn existing consumers into regulars, encouraging lapsed users to return and targeting current non-users

Targeted marketing approaches

Understand consumers' drivers and preferences to allow for more **impactful communication** strategies to key target groups

In-outlet behaviours

Compare how your consumers behave at your venues versus other parts of the pub market to **identify need states and occasions** you are missing out on and understand how to ensure **consumers choose you every time**

Post-visit perceptions

Benchmark yourself against key competitors to understand where to **focus your operation strategies**, drive satisfaction with your consumers and how to win against key competitors

Increase Profits

Uplift your food and beverage offering by understanding which categories and trends consumers want at higher spend occasions and identify **opportunities to upsell**

Drive frequency, increase satisfaction and grow revenue





PubTrack For Suppliers

Segmented analysis and profiling of Pubs across GB can be performed to identify where opportunities lie for suppliers, where their brands should be distributed and how to tailor their strategy within differing types of Pubs.

Consumer profiling

Identify detailed view of **consumer preferences and expectations** within each pub group, helping suppliers understand **need states** and provide operators with **optimum ranging strategies**

Complete view of your customer's Unbranded estates

Compare how your consumers behave at your customer's **Unbranded venues** versus other parts of the pub market to **maximise growth** for your customer-base and your brands

Understand the independent pub visitor

Profile the **independent pub consumer** and how they behave, benchmarking habits and drivers vs the wider on trade market to better reach and satisfy consumers in the channel

Increase Profits

Uplift your food and beverage offering by understanding which categories and trends consumers want at higher spend occasions and identify **opportunities to upsell**

Drive frequency, increase satisfaction and grow revenue



Key focal areas

By outlet

- + Frequency, satisfaction, recommend, revisit and recency
- + Key visit occasions for both food-led and drink-led visits and who respondents are visiting with for each occasion type
- + Drivers to venue
- + Spend by product
- + Drink choices
- + Post visit perceptions of food/drink offer, vfm, service
- + Venue descriptors

General pub insights

- + Drivers for choice of food/drink in pubs
- + Important features and expectations of a pub visit
- + Propensity to upgrade in pubs
- + Importance of cask in pubs
- + Elements that are polarising/off-putting
- + Importance of sport and preferences for sports offer

Output

Data will be delivered via a **PowerBI platform** on the CGA client portal

Standard market splits that come with the basic package:

- + Operator/consumer facing brand (internal bespoke market segmentation can be included for an additional fee)
- + CGA market segmentation (food pub, high street pub, community pub)
- + Value/Mainstream/Premium
- + BARB region
- + Tenure

Standard consumer splits included with the basic package:

- + Topline demographics (age group, socio-economic status, parental status, BARB region)
- + Operator (or brand) consumers
- + Consumers by tenure (e.g. the independent consumer)

**Bespoke market/consumer segmentation and deep dive analysis available at additional cost*



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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