

Uncovering On Premise opportunities



Understanding Tequila brand share losses and stemming decline USA

- Profiled the brand and tequila category's current drinkers in the on premise
- Identified lapsed consumers and the consumer profiles driving the share loss
- Highlighted clear differences between Anejo, Reposado and Blanco drinkers to shape a tailored strategy for each tequila style
- Recommended how to appeal to the consumer profiles and different tequila drinkers and where to target to reach consumers with biggest opportunity



Winning in premium mixers GB & Australia

- Shaped value proposition of premium mixers in the on premise to take to customers
- Explored mixer space, cocktail opportunity and opportunities as a standalone soft drink
- Identified the outlet types and occasions to target sales, marketing and activations
- Prioritised key demographics to target to drive highest success rate
- Uncovered serve and activation opportunities



Driving revenue growth through a winning portfolio strategy Australia

- Profiled On Premise occasion visitors by consumer demographic to
- Defined portfolio strategy for each occasion based on consumer profile, path to purchase preferences, need states and consumer dynamics
- Informed activation strategy and advocacy programmes for full spirit portfolio