



Drinks case study – building premiumised brand experiences

Our client's problem

How do we build more premiumised drinking experiences so that we can grow margin and extend our reach into more profitable sectors?

Approach

We created an integrated approach so that the premiumisation strategy could build on existing direction and our client's investment in a segmentation model.

Using our consultancy services, we analysed existing sources to scope hypotheses and drivers of choice. A worksession with stakeholders then ensured agreement of parameters and hypotheses.

Primary research involved qualitative exploration via depths and focus groups among key target segments to elicit need-states and our client's right to play.

A final worksession outlined opportunities and gained buy-in to strategic direction.

Outcome

- Updated understanding of the existing consumer segmentation and most relevant target groups
- Brand positioning maps for portfolio development into premium space
- Packaging and distribution recommendations for premium propositions
- Direction for further premiumisation opportunities

