

Beverage MAP

Who's drinking? What, where, when, how and why?

Recognising the fact that the same person drinks an almost endless variety of beverages, in different volumes, for different reasons, Beverage MAP (Marketing and Advertising Planner) encompasses virtually every kind of drink consumed. And because it is linked to the world's single largest consumer database, it provides a unique breadth and depth of understanding.

Beverage MAP provides an endless combination of data sets, both quantitative and qualitative, enabling you to dissect each element of the marketing mix that affects your brand.

Beverage MAP is derived from Roy Morgan *Single Source* which has two components:

- ◆ Face to face interviews with 50,000 respondents nationally on issues such as media usage and patterns, attitudinal and lifestyle preferences and demographic and category information.
- ◆ A self-completion questionnaire is left with the respondent and collects more detailed product specific information (product categories, brand health, brand preference, store preference and brand or category image). The approximate annual sample size for this component (which includes the collection of the alcohol beverage information from respondents 18 years and over) is 25,000 nationally.

This is the only true single source marketing research tool because the respondents who complete the detailed consumer self-completion phase are the same respondents interviewed in the face to face component. Any further probing of key market segments is done with the same respondents. There is no fusion of different surveys with different people at different times. There are no assumptions- just the facts.

Share of Throat

This unique model allows you to measure the amount of variation in beverages drunk by specific target groups. The information can be used to understand the categories that present the greatest threat or greatest cross-promotional opportunities for a product. You can discover how consumption differs across consumer groups, how best to reach chosen markets and the categories of beverages that compete most with their own product. This information can be tracked over time to monitor and identify trends ensuring that marketers make fully informed decisions about their brands not only within the primary market that they operate but also in terms of the categories that they are competing with.

The Share of Throat tool can be used to determine the beverage (both alcoholic and non-alcoholic) repertoire of key groups of drinkers, whether they be by demographics or any other key group of drinkers. For example, you could look at the repertoire of beer drinkers, drinkers who watch certain television programs or partake in certain activities, drink a certain number of glasses of your product or those who consume at a certain location.



Beverage MAP

“7-Up and Fanta drinkers are more likely to rent videos and DVDs.”

Non-alcoholic Beverages

Spanning the entire spectrum of the beverage market, from waters and milks, juices and carbonated drinks, to sports and energy drinks, Beverage MAP can provide you with insights into a myriad of consumer behaviors, product and brand preferences:

Beverage MAP will help you identify what and how much had been drunk, where that brand was last consumed (home, work, restaurant), whether it was tried for the first time and whether someone would be willing to try it again?

Deeper insights

In digging a little deeper you might want to take a look at the influence of socio-economic quintiles, activities and interests, or attitudes and lifestyles. For example, your subscription to Beverage MAP would enable you to see the relationship between your brand and pizza, dine-in Vs. take-away. Or, its relationship with nightlife, gambling and home entertainment.

These can be cross-tabulated by other parameters including internet usage, television viewing habits, newspaper and magazine readership or radio listenership.



“Heavy wine drinkers are 45% more likely than light wine drinkers to be over 50.”

Alcoholic Beverages

Due to the intricacies of alcohol consumption, even greater depth of information can be accessed in this category. Modules for each segment can be individually accessed or combined with others as required.

General Liquor

Discover not only *who* drinks their brands but *what else* they are drinking and the threats and opportunities that this poses.

- ✓ Alcohol Key Performance Indicators by brand (excluding beer and wine)
- ✓ Opinions of Alcoholic Beverages
- ✓ Attitudinal statements

Channel Analysis

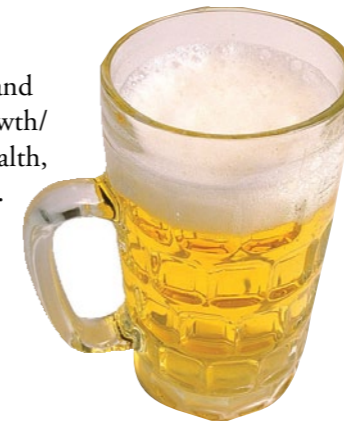
This information is crucial in linking purchasing habits of buyers with their grocery purchasing habits to identify opportunities that will help them talk to and deal with retailers.

- ✓ Buying Liquor
- ✓ Image of Liquor Stores

Beer

This module measures market and brand penetration/volume, growth/decline over time and brand health, ie. loyalty and cross purchasing.

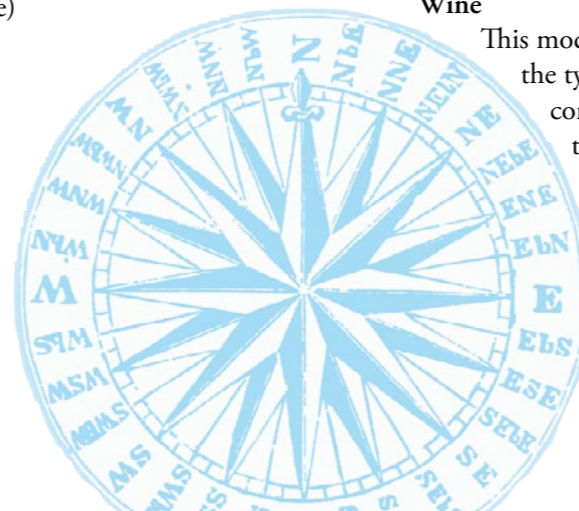
- ✓ Packaged Beer Summary
- ✓ Draught Beer Summary
- ✓ Image of Beer Brands



Wine

This module provides an insight into consumption: the types of red and white wine that different consumers are drinking, where it's consumed, their likely loyalty to different types of wine and the amount that consumers are spending on wine. Brand health “Key Performance Indicators” are provided for 20 key brands of wine

- ✓ Red Wine
- ✓ White Wine
- ✓ Sparkling Wine



Spirits and Liqueurs

This component provides detailed branded information by category, designed to measure market and brand penetration/volume, growth/decline over time and brand health ie. loyalty and cross purchasing.

It also provides an understanding of the perceptions of key brands amongst different consumers.

- ✓ Gin Summary
- ✓ Whisky/Scotch Whisky summary
- ✓ Bourbon/American Whiskey summary
- ✓ Rum (white/dark) summary
- ✓ Vodka and Tequila summary
- ✓ Liqueur summary
- ✓ Image of Brands of Spirits and Liqueurs

Pre-Mixed Alcoholic Beverages

This component provides detailed branded information, designed to measure market and brand penetration/volume, growth/decline over time and brand health ie. loyalty and cross purchasing.

It also provides an understanding of the perceptions of key brands amongst different consumers.

- ✓ Pre-mixed Alcoholic Beverages Summary
- ✓ Image of Pre-Mixed or “Ready to Drink”
- ✓ Alcoholic Beverages
- ✓ Cider Summary
- ✓ Fortified Wine Summary

Accurate answers at your fingertips.

- Who is your typical customer?
- How many people have purchased the beverage (alcoholic or non-alcoholic)?
- What else are they purchasing?
- What is your Share of Throat?
- Where are they purchasing it from?
- Where are they consuming it?
- Are they drinking it straight or with a mixer?
- Is your target audience aware of your brand?
- What do they think of it?
- How can we reach them most cost-effectively?
- Can you determine your Brand Health?
- Does your brand image match the image of your channels?

Beverage MAP

“No other business tool can help you compete more aggressively.”

Beverage MAP provides you with all the answers to product and brand preferences, brand health, brand or category image and consumer behavior.

*What other alcoholic beverages are beer drinkers drinking?
What do people think about the main alcoholic beverage choices? On which occasions do they drink?
How many people in your target market have heard of your brand and how many would consider drinking it next time?
What are the alcohol purchasing habits of my brands drinkers and where are they mostly likely to purchase my brand from?
Which beer brands have people 18+ drunk in the last 7 days?
What does my target market think about my brand?
How much was spent on their last bottle of wine?
Which type of wine, are wine drinkers drinking?
Is there a difference between heavy, medium and light drinkers of my brand or product?
Where is my brand or product being drunk?
What is the image of my brand?*

Powerful ASTEROID Windows software.

As opposed to conventional ‘paper’ market research reports, Beverage MAP is provided on disk with user friendly ‘data analysing’ software. Called *ASTEROID*, this software ensures the data can be re-cut and re-analysed to suit changing business needs.

As an integral part of your subscription, Roy Morgan’s specialist analysts will train your staff and conduct workshops to ensure that you can extract the maximum benefit from the data.



Key applications include:

- Market Segmentation – by any combination of demographics, geography, gender, frequency, lifestyle or attitude.
- Market Opportunities – line extensions, new distribution channels, strategic alliances.
- Profitability – measure best returns of investment in product, channel and promotions.
- Trends over time – track changes in share/awareness/satisfaction/likelihood to switch.
- Communication strategies – readership of newspapers/magazines, TV programs watched.
- Developing loyalty & market expansion strategies.



In-house demonstration

To fully appreciate the power of Beverage MAP call to arrange a free in-house demonstration.

Roy Morgan
— Research —

Head Office: 401 Collins Street, Melbourne, VIC, 3000
Phone: +61 3 9629 6888 Fax: +61 3 9224 5387
Email: Beverage@roymorgan.com www.roymorgan.com

*Devised by Michele Levine of Roy Morgan Research and Colin Benjamin of The Horizons Network.

Discover your edge