

## 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 behaviour.*

*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 brand 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?*

*How confident is my consumer with purchasing wine?*

*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 consumers 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.



### Truly actionable data

Understand the composition of your user base, competitive threats and emerging opportunities, how loyal customers' attitudes differ from your occasional drinkers, and how to build brand loyalty.

Identify likely trialists for new products, uncover Retailer and Channel priorities and discover the most appropriate means to communicate with key consumer targets.

### 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.



Head Office: 411 Collins Street, Melbourne, VIC, 3000

Phone: +61 3 9629 6888 Fax: +61 3 9224 5387

Email: [Beverage@roymorgan.com](mailto:Beverage@roymorgan.com) [www.roymorgan.com](http://www.roymorgan.com)

\* Developed in conjunction with Colin Benjamin - The Horizons Network.

Discover your edge.

## 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 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 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.

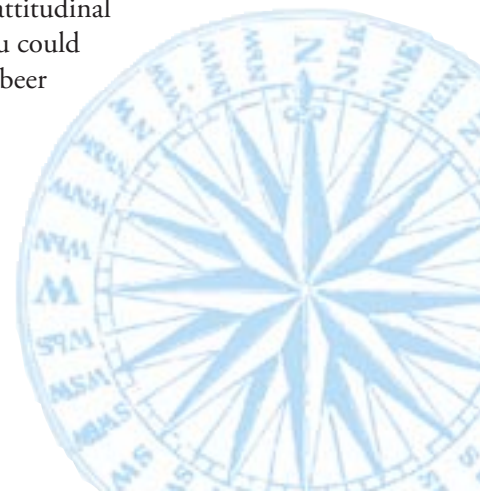
### Get the complete picture

Because we get all of our information from the one source, Beverage MAP 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 provide the best points of leverage for new product development.

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.

An understanding of a consumers total beverage consumption can be used to determine the beverage (both alcoholic and non-alcoholic) repertoire of key groups of drinkers, whether they be by demographics or other behavioural or attitudinal drivers. 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 behaviours, 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 specific demographics, 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 more likely than other drinkers to be

### Alcoholic Beverages

The very individual nature of Alcohol consumption, the types of Alcohol that appeal to people, the brand choices and brand relationships people make says that understanding the Alcohol business requires a cocktail of detailed insights that deliver a true understanding of the consumer.

How do brand choices vary? Which are those brands that are drunk out with friends, those that are drunk for special occasions, and those that are drunk enjoying that quiet time to yourself at home. To each his or her own, and each identification with alcohol types, relationships with brands and venue choices is driven by a multiple of individual needs, wants, aspirations and self-imagery.

At Roy Morgan Research we understand that individual and:

The choices they make? And the attitudes and opinions behind those choices.





# Drinkers are 45% light wine over 50.”

What they are drinking ?  
Which brands dominate and share in their consumption repertoire?  
How their consumption varies by the venue and location or occasion they are drinking?  
How drinking on-premise (ie. In a pub) translates to drinking off-premise (ie. At home) ?  
At a retail level, which retailer they choose and why; which categories they buy, and the key drivers for category choice, which of course can be directly related to category and brand consumption.



We understand what your brand users think of your brand and importantly we also know what your direct competitors consumers think also.

Have they tried it ? Are they considering it ? and if not, what are the possible causes for the brands rejection.

At Roy Morgan we recognise how individual these choices are.

We know how important it is to have an understanding of them, and how the only way to learn all this of consumers, is to put all these questions to them. No Assumptions, just cold refreshing facts. The essential components to build relationships with consumers, which ever way you shake or stir it. **The Alcoholic Beverages MAP captures this behaviour through measuring:**

### Category and Brand Consumption

- Category and Brand incidence; switching and loyalty
- Category and Brand Volume Consumption
- Places where drunk by category and brand

### Brand Health

- Brand Awareness
- Advertising Awareness
- Consideration
- Rejection
- Recommendation
- Brand Imagery - detailed opinions of brands

### Channel Analysis

- Buying Liquor – category purchase by retailer and retailer type
- Image of Liquor Stores – consumer opinions of key retailers

### General Attitudes and Opinions

- Attitudes to Drinking
- Wine attitudinal measures for consumption and purchase

## 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 total consumption ?
- Where are they purchasing it from?
- Where are they consuming it?
- Is your target audience aware of your brand?
- What do they think of it?
- How can you reach them most cost-effectively?
- Can you determine your Brand Health?
- Does your brand image match the image of your channels?

Discover your edge.