

Spirit Level: A **Research Proposal** from Asian Strategies

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SPIRIT  LEVEL
on-premise intelligence



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The greatest challenge facing the promotions and sponsorship industries is that of measurement.

Spirit Level was developed to address three key issues:

1

to **determine** the success of a promotion against the targets stated in the objectives

2

to **evaluate** the consumer's response to the promotion or sponsorship in terms of what it conveys to them about the brand

3

to **identify** and assess the elements which worked well and which didn't for future development (best practice)



1. Background

- Spirit Level is designed to provide research intelligence for clients in the alcoholic drinks sector
- Specifically, it is intended to measure on-premise drinks promotions and sponsorship activities, and in turn, gauge their success vis-a-vis objectives established prior to the launch of the promotion or sponsorship programmes
- It is designed not only to measure the immediate impact of a promotion/sponsorship but also the mid-to-long term impact on the brand:
 - We review the **output** - what the promotion accomplished and why (sales, attendance)
 - We also evaluate the **outcome** - what are the implications for the brand (what did people think of the brand as a result of seeing it)
- This provides a strong basis upon which promotion or sponsorship campaigns can be managed and held accountable in the future



2. How it works

- As with all Asian Strategies projects, each research approach is tailored to the task at hand (from a global event sponsorship to a small on-premise promotion)
- Spirit Level employs both **qualitative** and **quantitative** methodologies to enable a comparison of "hard" (tangible) and "soft" (intangible) benefits
- By doing so, it provides the opportunity to attain a true understanding of the promotion's relevance and success amongst its target via various forms of data collection
 1. **Identify** the real effects of the promotion
 2. **Isolate** strengths and weaknesses of promotion or sponsorship programme
 3. **Verify** performance (attendance, reactions to event)
 4. **Gauge** changes in consumer's relationship with the brand as a result of the promotion or sponsorship (awareness, consideration, disposition, behaviour)

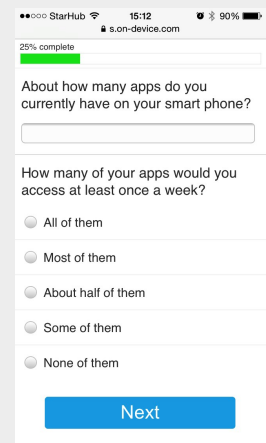


3. Research techniques

- **Review** of sales data with the client
- On-premise **observations**
- **Quantitative questioning** of consumers pre-, during- and post-promotion/sponsorship event
 - Short in-person **interviews with consumers** on-premise or at the event to gauge awareness and drinking preferences
 - Follow-up mobile **phone survey** with consumers at regular intervals (4 and 8 weeks) post-event to measure long-term behavioural shifts
- **Interviews with trade** (bar owners, managers and staff)
- Video **recordings** to bring research to life for client

How mobile research works

Mobile surveys enable us to engage and interview drinkers *in situ* (i.e. when they're actually drinking!), and then follow-up with them - using the same survey format - at regular intervals in the future. We can track responses over time and, importantly, determine whether or not a promotion has a lasting effect.



The survey administration process will be:

1. Asian Strategies interviewers approach and recruit respondents *in situ*
2. Respondents complete surveys using the interviewer's mobile phone
3. Follow-up surveys are sent to the respondent's phone via SMS - they click a link and complete the survey using their phone's internet browser
4. Respondent receives an incentive after they complete each survey



4. The team of interviewers

- Fieldwork will be conducted by **young interviewers** (20s+) familiar with the bar, nightclub and event scenes
- As interviews will be done **in situ**, being comfortable in these surroundings is a key criterion for the selection of interviewer teams



Polling the crowd at the F1 Rocks festival in Singapore in 2009.



5. Applications of Spirit Level

- Provide **measurements** for benchmarks established at the commencement of the campaign
- **Evaluation** of cut through and impact of on-premise promotions for beer, spirits and RTD's
- Provide **key learnings** for future development and implementation of promotions and sponsorships
- **Tracking** should also aim to isolate the effect of the promotion or sponsorship on the sales increase
- **Develop** new product ideas (an example can be found on page 9)

Spirit Level can also be used to develop new product ideas.

A case study with Courvoisier

The on-premise environment is ideal for alcoholic beverages research. It is a natural hunting ground for real drinkers (ever tried getting real super-premium whisky drinkers to a focus group?) and a realistic environment in which to test packaging. In Asia, most spirits are consumed on-premise so it makes sense to evaluate new concepts *in situ*.

When we developed a new product concept for Courvoisier, the must-win market was Greater China so we tested four Super VSOP ideas in clubs and bars across China, Taiwan and Hong Kong. One bottle literally shone on shelf and on table in typical nightclub lighting. Evaluating them under office lighting produced ambiguous results. Guess which one stood out in outlets?

Of the four directions, the one on the left (“Exclusif”) proved to be the clear winner. We were able to fine-tune the various graphical elements into the bottle you see today.





6. Why choose us?

- Asian Strategies has worked with a wide variety of alcoholic beverages brands throughout Asia for the past 20 years. We were one of the first research agencies to conduct alcoholic beverages-related research in markets like Myanmar, China and IndoChina. **If there is one industry in which we claim expertise, this is it!**
- Asian Strategies is a **research and planning firm**. We have a team of experienced consumer behaviourists, researchers and analysts. For over 20 years our focus across Asia-Pacific has been finding patterns and trends in data.
- We have a history of **measurement, prediction and innovation** – identifying the mega-trends across our region. We do not simply recycle the latest fads in published trend reports, nor do we treat data in isolation.
- We are well-versed in **gaining access to difficult to reach audiences and winning their trust**; such experience will be invaluable when recruiting and interviewing key influencers in the alcoholic beverages industry.
- Finally, we believe in **iteration and collaboration** within the research and client team. This means that you will be involved and updated throughout the research process, and there will be no “surprise” findings at the end of the consultation.

Wine & spirits clients

Comité Champagne

India

Diageo/Booz Allen Hamilton

Johnnie Walker, Hennessy, Smirnoff, Tanqueray, Bailey's

Vietnam, Korea, Japan, PRC

Seagram/Pernod Ricard

Chivas Regal, Something Special, Passport, Seven Crown, Blender's Pride

Vietnam, Indonesia, Myanmar, India

Allied Domecq/Pernod Ricard

Courvoisier, Ballantine's, Maker's Mark, Canadian Club

Greater China (i.e. PRC, Taiwan and HK), Thailand, India

J&B

Japan, Thailand

Brown-Forman

Jack Daniel's

Myanmar, Cambodia

World Brands Duty Free/Campari Group

Wild Turkey

Japan

F1 Rocks

Singapore

Brewery clients

Asia-Pacific Breweries

Tiger, Heineken, ABC Stout, Baron's

Singapore, Myanmar, Laos, Cambodia, Vietnam

Fosters

Australia, Singapore, Hong Kong, Myanmar

Delta Djakarta

Anker Beer, Tiga Kuda Stout

Indonesia

Heineken

Indonesia, Laos, Myanmar, Singapore

Guinness

Australia, Indonesia, Myanmar, PNG

San Miguel

Cambodia, Indonesia, Myanmar, Vietnam

South Pacific Brewery

PNG

Solomon Islands Brewery

Solomon Islands

We look forward to working
with you.

For further information, please contact Greg Coops or Orlando Woods.

Asian Strategies Research + Planning
Level 25, North Tower
One Raffles Quay, Singapore 048583
www.asianstrategies.com

greg.coops@asianstrategies.com
orlando@asianstrategies.com

T (+65) 6622 5748 | D (+65) 6546 7515