

Uncovering opportunity for global alcohol brands



Incite unlock opportunity by combining inspiring insight with commercial acumen to create plans that deliver real, lasting change.

We help our global alcohol clients to navigate some of their biggest challenges through:

- Portfolio optimisation
- Segmentations
- Landscape analysis
- Creative development
- NPD and innovation
- Deep ethnography
- Bar fly interviewing

Bringing a strategic target segment to life

Declining sales due to changing consumer behaviours to alcohol meant our client needed a deeper understanding of a newly proposed target segment.

Opportunity unlocked

Through an innovative qualitative-style exploration of the target segment combined with complex quant methodologies, we worked with the client to sell in this new understanding to local markets. The new insights eventually led to renaming the segment globally.

Improving brand perceptions and growing their occasions

To stave off growing competition, our client needed to evolve their successful, thirty year running, iconic ad campaign to a more involved style.

Opportunity unlocked

Initially we tested creative executions, filming first reactions and conducting Vax Pop interviews. We demonstrated the continued success of the evolved execution, providing the team with the opportunity to tell a deeper and more engaging story. Brand tracking has shown this has increased perceptions of the brand and has since opened up more occasions.

Uncovering innovation opportunities through NPD

The rise of craft was having a serious impact on our global alcohol client who needed to identify new territories for one of their master brands to target via NPD.

Opportunity unlocked

Following a large scale market segmentation study, we re-analysed the data to identify opportunities the brand was currently notable to target but could credibly stretch into. We ran a one day workshop with key stakeholders, where the outputs fed into an innovation brief to help measure the concepts performance.



“The impact of having embarked on this project with Incite has been significant for the business in terms of identifying long-term where to play and how to win.”

Head of Beer Marketing, Hall & Woodhouse

[Hall & Woodhouse case study](#)



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“I have not seen any other agency better and more completely meet the demands of the stakeholders. Their approach allowed us to be creative, broad and comprehensive but at the same time sharp and focused.”

Global Insights Director



Improving engagement with a brand communication tracker

The UK arm of a global spirits company had been conducting a brand tracker but the brand teams had failed to engage with it. Key learnings and opportunity for actions were lost, leaving limited visibility around how to grow the brand.

Opportunity unlocked

We worked together to completely redesign the monthly output to ensure the data delivered actionable insight. Key metrics were also added to the tracker to reflect new priorities in the business, resulting in an increased score within the first quarter.

Sizing and segmenting to provide a platform for brand growth

The German division of one of the world's largest spirits businesses was far from hitting aggressive growth targets and required guidance in the precision planning for their portfolio.

Opportunity unlocked

We began with a large-scale quantitative market landscaping and sizing piece, to gain a deeper understanding of each of the brands. We defined where they have the right to play, where they can grow and how they go about winning in this highly competitive space. Our work had a direct influence on communications, positioning and NPD.

Making a brand more engaging to drive penetration

A spirit brand wanted to engage with 18-34 year old females to drive penetration. The brand needed a clear direction to design a more effective sampling campaign.

Opportunity unlocked

Geo-data was used to invite respondents to take part in the survey, to feedback on the campaign they had just seen while shopping. This allowed us to understand the effectiveness of the sampling campaign in isolation of any other brand activity. Providing the brand team with actionable insight on one of the key consumer touchpoints.

Optimising on-trade sales for a rum brand

Our global client, was only experiencing 10% of sales from on-premises and needed to address the on/off-trade imbalance.

Opportunity unlocked

We conducted a series of accompanied “bar fly” interviews to better understand the consumer target and occasion sizing. Our work was coined a ‘wake up call’, as it highlighted a lack of awareness for the brand. Our recommendations for a consistent brand identity to attract new consumers has been taken forward and was incorporated into their brand planning.



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To find out more

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