

## Case Study - Large Alcohol Beverage Brand Needed Insights to Maintain Share Position In New Category

### Situation

A leading alcohol beverage brand had launched a new product in an entirely new category and had a corporate goal to maintain its number-one share position. Looking for opportunities to outperform its competitors, the client engaged ThirdSlice to conduct research with shoppers to better understand the brand's positioning, how shoppers in the category select between competing brands, visibility and appeal of packaging, trial barriers and drivers, and more.



### Research Challenges

The client was seeking fast customer feedback across the entire nation, across a diversity of demographic groups, as well as a variety of retail types including grocery, superstore and regional independent beverage retailers. A traditional in-person shopper intercept study that met all of these requirements would have taken months to execute and far exceeded the client's budget.

### Approach

To meet the client's goal, over 700 stores that carry the client's product - as well as its competitors' products - were geolocated.

Shoppers who visited these stores were intercepted in-store via mobile notification and screened for their prior activity in the category and/or their likelihood to purchase.

200 qualified participants were engaged in a 20 minute virtual shop-along survey, during which they were asked to visit the appropriate sections of the store, review in-store displays and signage, comment on packaging and brand preference, and much more.

Participants were also required to take in-store photos at specific locations, and to provide 30 seconds of wrap-up video commentary with their most salient thoughts about their interest in the product and the category overall.



### Outcome

In addition to meeting the client's critical objectives regarding rapid project execution and national sample, the research led to powerful insights regarding product packaging, trial barriers, misconceptions about product taste, and problems getting retailers to effectively stock and display the product.

### The Possibilities Are Endless. Let's Talk.

Brands, retailers, banks, movie studios, and consumer businesses of all kinds are using mobile shopper intercepts in some amazing ways. To talk about how your business can benefit from faster access to better shopper insights using mobile shopper intercepts, give us a call or send us an email.

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### About ThirdSlice Research

ThirdSlice Research was founded to bring the most valuable nextgen market research tools and methods to clients who are interested in faster access to better insights. Led and staffed by a team of over a dozen market research industry veterans and nextgen research thought leaders, ThirdSlice supports clients across industries with the big insights they need to improve business performance and lead their industries.

