



THE BRAND CHALLENGE

How do you prove that a low price doesn't mean low quality? This was and is the ongoing challenge of a, not too new, adult beverage brand. The brand is building shelf space off-premise, making inroads on premise, but still hasn't seen the growth rates expected from what is truly a superior liquid in the category.

THE CAMPAIGN

Liquid-to-lips. The marketing agency identified 22 markets within which to conduct over 1,000 tastings. From retail to sports bar, grocery to neighborhood chain restaurant, music festivals, and sporting events, the activation teams spread out across the country on a multi-wave, 7 month wet sampling campaign to demonstrate the superior quality of the brand.

THE MEASUREMENT STRATEGY

PortMA was invited to design and execute a measurement strategy for the activating agency. A data collection process was developed that captured the program reach (people sampled, premiums distributed, type of account, etc.), the impact (purchase intent, recommend intent, etc.), and value (return-on-investment).

Measuring Program Reach

Brand Ambassadors entered data into a secure, online portal PortMA developed and hosted. This data was collected after each day of activation and clearly identified where consumers were engaged, how many were sampled, and what was given away to enhance the experience.

Understand Consumer Impact

A short exit survey was designed: it included only four closed-ended questions and averaged 35 seconds to complete. The activation team used this survey (optimized for iPad based data collection) to gather 10 to 15 consumer surveys per day of activity. Across all markets, event types, and events this "database of impact" quickly grew into thousands of consumer survey responses.

Define the Monetary Value

The reach data informed how many people the marketing reached and how this reach varied by venue and market. The impact survey revealed changes in consumer attitude and purchase intent. These measures were brought together to calculate the return-on-investment (ROI) overall and, more importantly, how this ROI varied by market and account type. By identifying those markets and account types with the greatest ROI, the team was able to target the higher performing accounts thus increasing the overall return for the brand.

RESULTS

The overall program ROI was measured at 126.2% in the first year, climbing to 372.3% in year three. PortMA's findings were approved by the brand's in-house Consumer Insights Department for general dissemination throughout the brand's organization.

The agency has been able to use these findings to develop C-level relationships within the parent company and explore where they can provide sampling and analytic assistance on other brands within the portfolio. Over time, this led to a greatly expanded relationship and millions in incremental business.