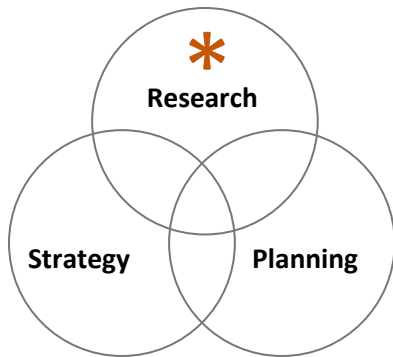


Product Evaluation and Adjustment

A leading beverage retailer was experiencing a notable decline in their blended beverage sales. The client desired to understand the factors causing the erosion of this segment of their customer base in order to identify new areas of opportunity for the category.



Tools Used:

Focus Groups
Online Survey

Approach

In order to fully understand the decline in blended beverage sales, it was necessary to understand consumers' awareness and perceptions of the category as well as their specialty beverage consumption behaviors. W5 conducted a dual-phased research initiative to provide guidance regarding future blended beverage creation, messaging, and marketing. Phase 1 of the research consisted of focus groups with blended beverage consumers as well as client retail employees to understand the sales decline and its causes and identify areas of opportunity for the blended beverage market. The Phase 2 quantitative online survey was conducted with over 1,800 blended beverage consumers in the United States and sought to validate findings from Phase 1 as well as provide further insight into consumer attitudes toward and usage of the client's brand and blended beverages.

Results

The client came away from this engagement with clear and concise insight into consumer preferences regarding blended beverages including customization, pricing, and ingredients, as well as overall perceptions of the category. These insights enabled the client to make adjustments in both its product and related marketing messages to better meet consumer expectations.