

Interconnection – we show you the way



YOUR BRAND IN THE EYES OF THE **CUSTOMER**

Interconnection Vienna | Oberstdorf | Lviv | Bratislava | Mexico City | Danzing

IC Brand Insight®

Brand and Buying Behavior Analysis for **Whiskey**

Angebot Juli 2015



Study Overview

IC Brand-Insight® – Whiskey in Europa Top 5

Germany
(N=400)

France
(N=400)

Netherlands
(N=400)

Spain
(N=400)

UK
(N=400)



Quantitative Research – *Online Survey*

Population: Persons from the age of 18 who at least consume whiskey occasionally



Brand Awareness

- Aided/Unaided
- Potential-Set / Usage
- Superior / Inferior Brands
- Brand Triangle

Brand Image

- Brand Score Cards
- Polarity Profiles
- Image Rooms
- Brand Leaders

Buying Behavior

- Point of Purchase / Consume
- Purchase/Consume Frequency
- Drinking Habits
- Selection Criteria



IC Brand-Insight® WHISKEY in Europe TOP 5 2015

- The IC-Brand-Insight® WHISKEY in Europe provides all necessary information for an efficient brand policy. Analyzed are brand awareness, brand positioning, buying and consuming behavior as well as profiles of the top brands.
- All questions will be analyzed for different customer segments separately. Accordingly results concerning brand insights, buying and consumer behavior can be differentiatedly observed for single customer segments.
- We deliver objective results with specific strategic recommendations to the costs of a multi-client study.



Population

Persons from the age of 18 years who at least consume Whiskey occasionally.

Sample Size

Representative with 400 respondents per analyzed country (N=2.000)

Survey Period

October/ November 2015

Survey Methodology

Online Survey



What Makes a Good Brand Analysis?

Brand Multitude

We not only survey aided and unaided brand awareness but also brand usage as well as inferior and superior brands.

Brand Scorecards

See immediate strengths and weaknesses of your brand concerning various product characteristics and criteria compared to your competitors.

Brand Image

We are not only analyzing brand strengths and weaknesses, but also survey the emotional positioning of your brand in the image room of the consumers.

Buying- and Consuming Behavior

Buying behavioral relevant questions will be answered and connected to your brand.



Following Modules are Included in the Insight Study

1. Executive Summary	Recommendations based on the results
2. Survey Structure	Analysis of the sample concerning social demographic criteria
3. Basic Brand Data	Aided- and unaided brand awareness etc., strengths and weaknesses of brands
4. Brand Scorecards	Comparison of brands concerning various relevant brand characteristics
6. Analysis Buying Behavior	Analysis of the buying behavior connected to your brand
7. Analysis Consuming Behavior	Analysis of the consuming behavior connected to your brand
8. Image Room	Positioning of your brand in the multi-dimensional image room
9. Brand Profiles	Profiles of the top brands concerning brand awareness and brand image



The IC Brand Insight Delivers Answers to Following Questions...

BRANDS

Brand Recognition

Please state the whiskey brands you spontaneously know!
Can you tell me, which of the following whiskey brands do you know?

Brand Affinity

Which brand is in the closer choice when you buy whiskey ?

Brand Image

Which attributes apply to brand X in your opinion?

Inferior/Superior Brands

Which brand would you buy no way?
Which brand would you buy if money does not matter?

Brand Usage

Which brands have you already bought?
Which brand have you bought recently?

BUYING BEHAVIOR

Buying/Consuming

Where do you consume whiskey – at home, in bars/restaurants, discos/clubs?
How often do you drink whiskey in bars? at home? Discos/Clubs?
If you consume whiskey in a bar, do you care about the available brands?
If you buy whiskey for your home, where do you buy it?
Do you always buy the same whiskey brand or do you try different ones?

Buying Criteria by POP

Which of the following criteria are relevant when you choose a whiskey at the supermarket / liquor store?



Order Now and We Survey Your Brand Separately!

- **Brand Affinity / Importance – Portfolio**

The portfolio matrix shows the connection between the relevance of buying criteria and the competence of your brand concerning this attribute.

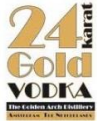
- **Brand Affinity**

Ranking of attributes for each brand and the difference to the mean of all brands.

- **Brand Potential**

The brand potential shows the connection between following factors: brand awareness (aided and unaided), potential set and brand usage. Through this relation potential and barriers can be identified in the short- and mid term.

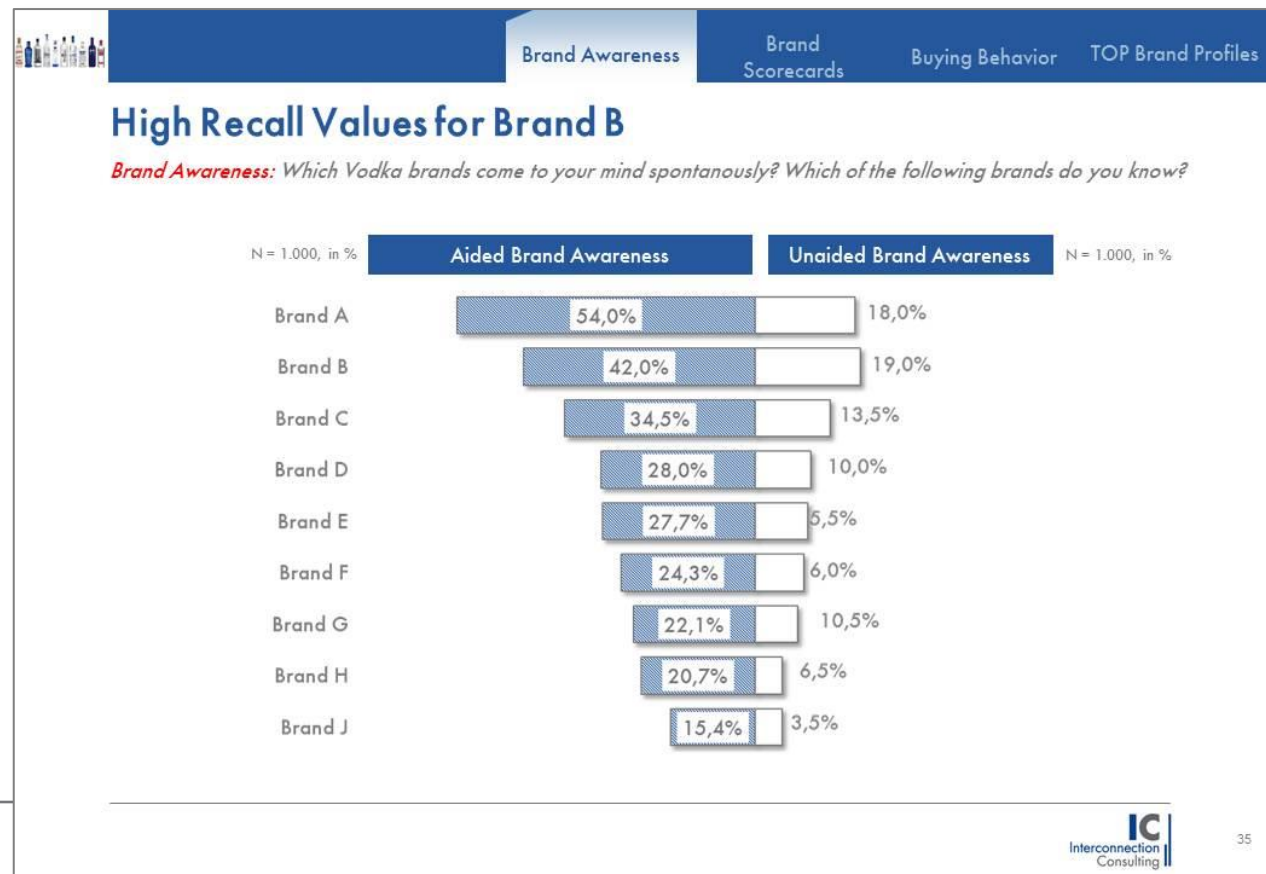
These Brands will be Surveyed Among Others...



Your brand is not considered? No Problem – We will include it!

Analysis of the Brand Awareness

- *Analysis of the brand multitude – aided and unaided brand awareness, potential set, brand usage inferior and superior brands*
- *This chart shows dummy figures*



Strategic Analysis of the Brand Values

- *Brand-Graveyard Model for the strategic analysis of the brand awareness.*
- *This chart shows dummy figures.*

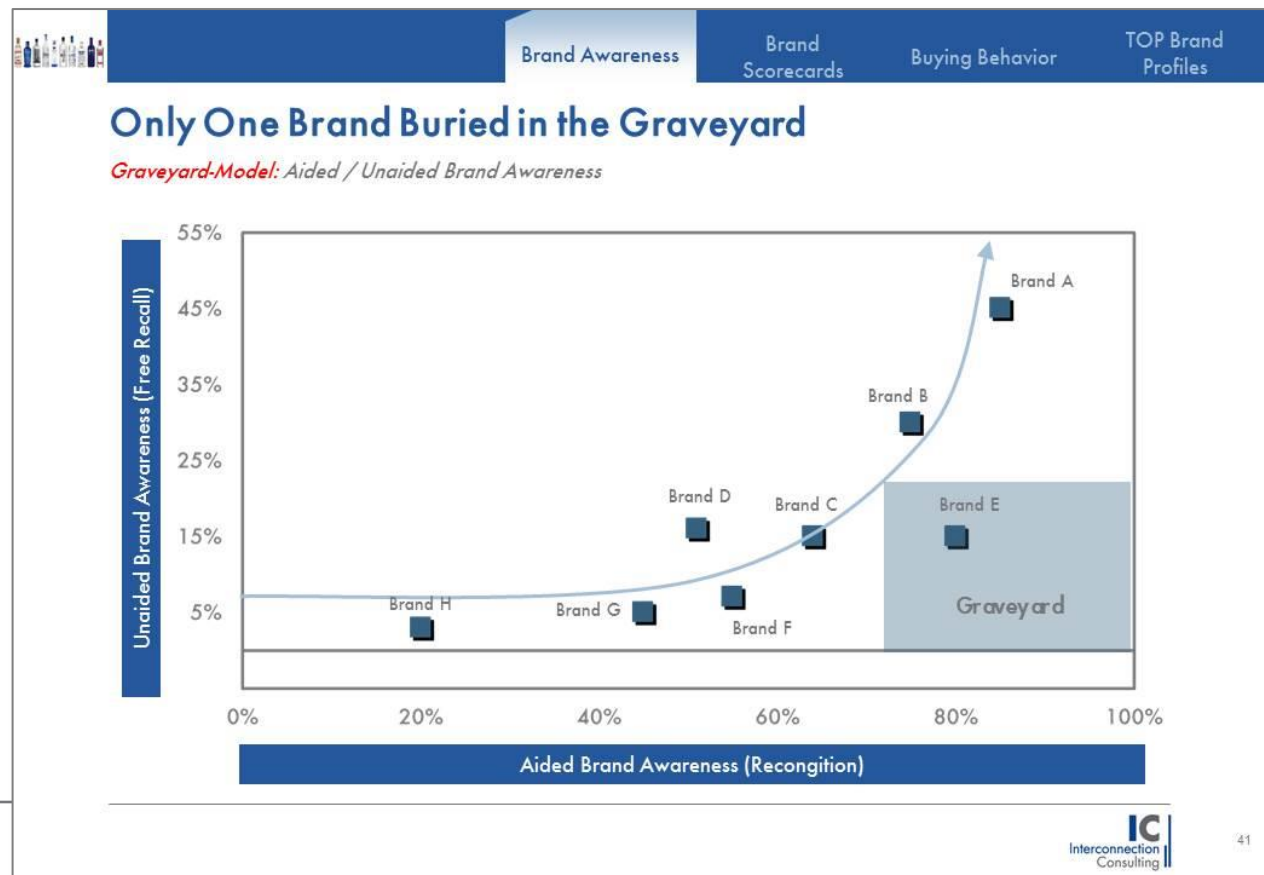


Image Profiles of the Most Important Brands

- Analysis of the brand affinity for the most important brands and comparisons among each others.
- This chart shows dummy figures.



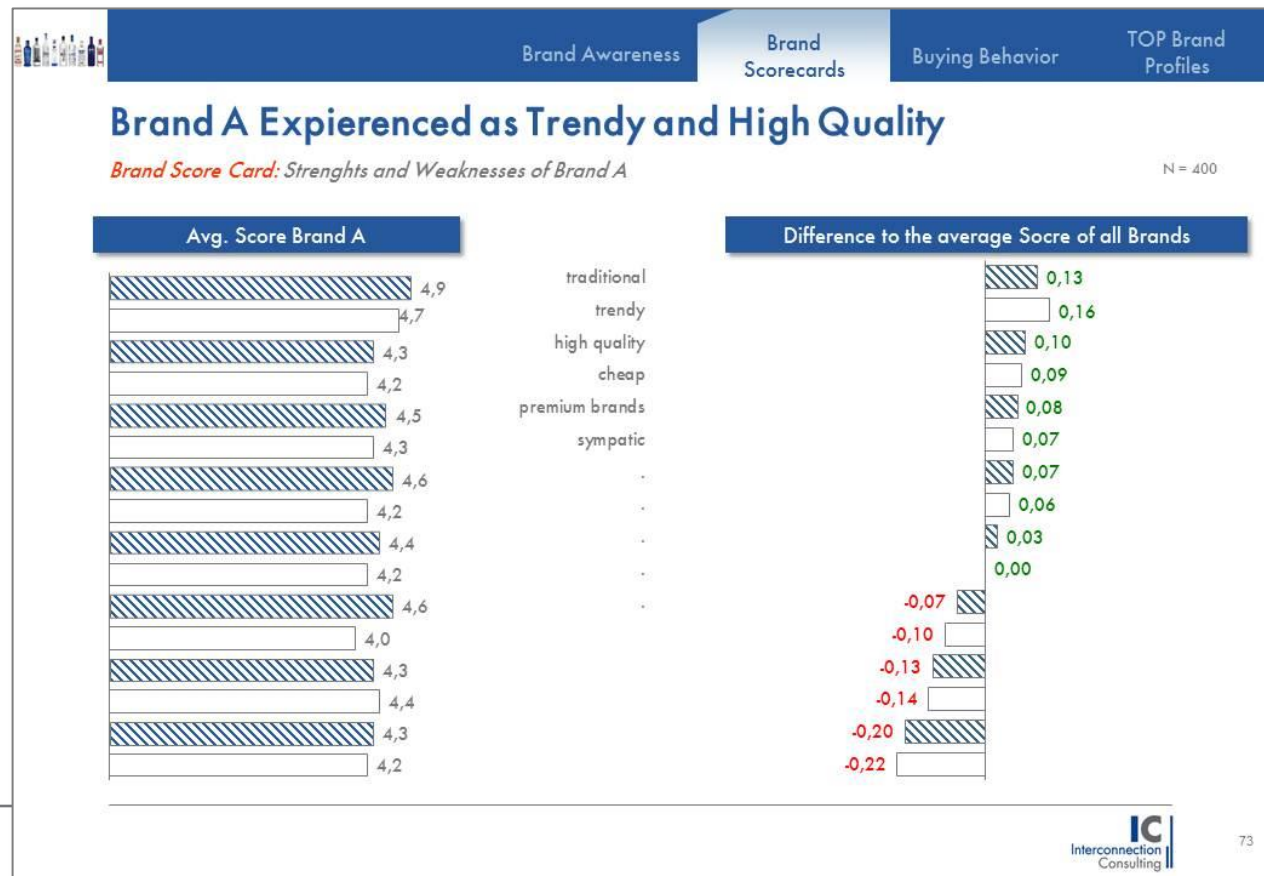
Multivariate Analysis and Editing of the Results

- *Multivariate-Analysis through correspondence, cluster, variance analysis etc. to identify image profiles, customer segments and statistical differences among brands and customers.*
- *This chart shows dummy figures.*



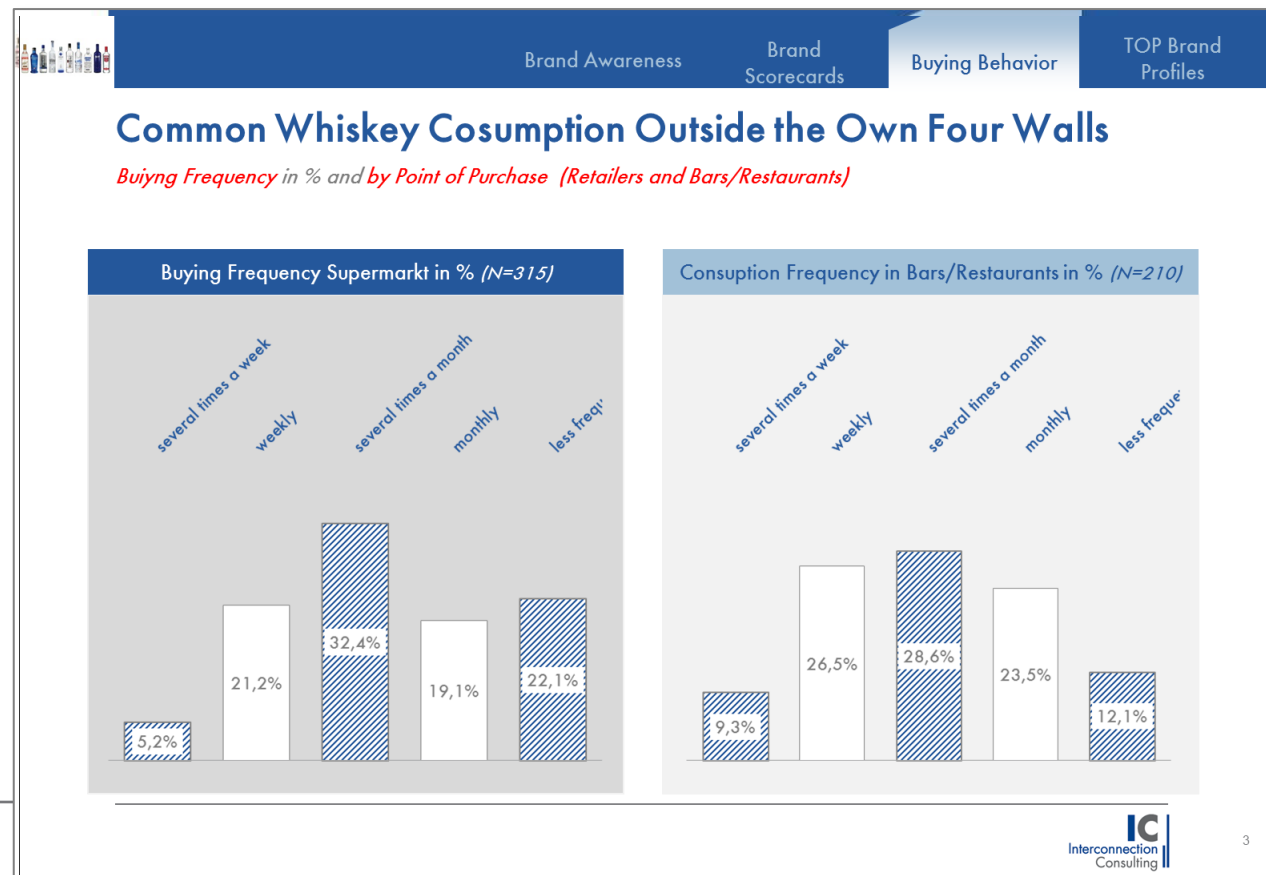
With Which Attributes Do the Brands Score?

- *Brand-Score Cards show the strengths and weaknesses of single brands.*
- *This chart shows dummy figures.*



Analysis of the Buying Behavior

- *Analysis where and how often whiskey is bought and or consumed.*
- *This chart shows dummy figures.*





Investment in Your Brand-Insight:

	Subscription *	Single Issue
<i>IC Customer-Insight®</i> WHISKEY in Europe TOP 5 (N=2.000)	€ 12.950.-	€ 14.950,-
<i>IC Customer-Insight®</i> WHISKEY Single Country Report (N=400)	€ 3.950.-	€ 4.950,-

Available Countries:

Germany

France

Netherlands

Spain

UK

- * Annual price for at least two orders of the study (order year and the following year). The subscription can be cancelled after two purchases of the study, but not later than at the 31.12. of the year in which the last study has been received. Price changes must be announced by Interconnection at least two months before the issue of a new study. In case of not-cancellation the subscription extends for a further year automatically.

Price includes an interactive PDF in electronic form. All prices shown excludes sales tax.



Interconnection provides You with Indispensable Information for Your Entrepreneurial Decisions

- Our studies support the leading companies in the determination of targets, definition of marketing strategies, competition monitoring and control of marketing actions.
- Interconnection draws its Know-how from over 100 international market studies per year and a number of Ad-hoc studies concerning brand image.
- Next to market data we offer for the boat sector Ad-hoc studies in the field of distribution analyses, pricing, market entry strategies, customer satisfaction, image analyses etc.
- Our Consultant supports companies also in the implementation of data in actions = in the development of marketing strategies.





Market Analysis



Market Volume
Market Shares & Entry
Competition Analysis

Distribution Analysis



Channel Map
Distribution Matrix
Margins

Customer Insight



Focus Groups
Buying Motives
Customer Benefits

Market Forecasts



Indicator Models
Life Cycle Models
Econometric Analysis

Brand Analysis



Brand Scorecards
Brand - Triangle
Brand Affinity

Customer Satisfaction



Importance/Satisfaction
Portfolios
Customer Loyalty
Customer Typology

Price Research



Price-Sales-Function
Price-Simulation-Tool
Optimal Pricing

Webverstärker



E Commerce Insights
Search Engine Marketing
Web Channel Analysis



Canon

Microsoft

RECARO

SAMSUNG
ELECTRONICS

SONY

TOSHIBA

Deutsche Bank



BASF

MANPOWER

Lufthansa



LG Electronics



bene

EPSON

3M

Austrian



If there are any questions please
do not hesitate to contact us!

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