

Leading alcoholic beverage company collaborates with KN to identify product opportunities with a high-end target audience

Challenge

To identify untapped product demand in several niche markets, a leading manufacturer of alcoholic beverages turned to Knowledge Networks. The client needed to gather in-depth information from a low-incidence group: users of high-end spirits, including several prominent gin and vodka brands. The manufacturer also sought to determine the optimum positioning for potential products by understanding usage occasions and effects of specific imagery.

Background

Knowledge Networks helps clients create products that are designed for success. From concept evaluation to in-market testing, KN delivers the tools for high-quality directional feedback that leads to greater consumer sell-through and satisfaction. KN's projectable Web panel – with advanced multimedia capabilities – provides a uniquely effective platform for evaluating new products among specific consumer groups. And with sophisticated analytical techniques, KN experts deliver reliable volume forecasts that allow more accurate planning.

Knowledge Networks solution

KN devised a study to test the target group's awareness and usage, as well as brand commitment and brand imagery, for existing high-end spirits—both the clients' and others. The beverage company contacted 75-80% of the sample more than once and administered sophisticated question sets (easily translated to KN's visual format). After identifying "gaps" in current product offerings – opportunities that were incremental to their portfolio – the client developed concepts and tested them among users and non-users of its products.

Results

Through Knowledge Networks research, the client identified a revised target group of spirit users not being served by current offerings, and gained valuable information on the best ways to market to this group, as well as the right products to introduce. KN's projectable sample then provided volume forecasts that the manufacturer could rely upon.

Knowledge Networks provides ideal resources for taking products from opportunity to launch – locating specific consumer groups, identifying "gaps" in the products they currently use or aware of, and getting feedback on concepts presented in a sophisticated multimedia format.

For more information, contact your Knowledge Networks service representative or write to info@knowledgenetworks.com.