



EXPLORING THE LINKS BETWEEN BRAND CHOICE AND CONSUMPTION SITUATIONS IN A (SEMI) DARK MARKET

A STUDY OF **PREMIUM BEER BRANDS** IN RUSSIA

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Master International Business Administration, Thesis.

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MANAGEMENT SUMMARY

This paper contains a study where beer consumption situations in Russia are explored, and their relevance for four different premium beer brands is tested. The consumption situation may be defined as all the factors particular to a time and place of observation which have demonstrable effect on behaviour and are outside the basic tendencies and characteristics of the individual, but are also beyond the characteristics of the product. Past research only indirectly examined the effects of consumption situations by identifying products that vary in the conspicuousness of their consumption. This study focuses on the role of consumption situations directly.

In the Russian alcohol industry it is a challenge to target audiences by highlighting relevant traits and characteristics. Due to the strict legislation there are limited possibilities to communicate brand values. A market where advertising is limited by legislation is referred to as a (semi)dark market in this paper. However, at the point of sale there still are opportunities to meet the consumer's needs in such markets. Brands have the opportunity here to use promotional packs for relevant situations.

The four brands in this study represent the researched firm's premium portfolio in Russia and the goal for each brand is to promote the brand's image within the context of a particular consumption situation and in this way create a competitive advantage.

The research question is as follows:

“How can premium beer brands use consumption situations to gain competitive advantage in a (semi)dark market?”

The study was carried out by means of eight triads (three person mini-focus group). Participants were carefully selected in such way that they are representative for the target group that the premium brands try to reach. The combination of a group/in-depth setting provided a great opportunity to test complex concepts, messages and materials.

The results of this study didn't only identify how brands may vary over different consumption situations, but additionally, from a consumption situations' point of view, it identified the consumer's needs that are associated with these consumption situations. Marketers need to realize that consumption situations are a territory where their brands can fulfil a consumer need state, however, brand image and consumption situations must always be viewed together to avoid misfits. Results prove that brands need to be very careful with linking to consumption situations and first of all filter which situations matter to their consumers and what their target groups' needs are.

The means-end, bottom-up approach in this study not only confirmed the importance of consumption occasions, but also resulted in actionable steps for the four brands tested in the study. Per brand is described what consumption situations are important to its target group, what the consumers' needs are in these situations and how the brand can emotionally connect with its consumer using a promotional package uniquely developed for a consumption situation.

PREFACE

Before you lies the research paper “Exploring the links between brand choice and consumption situations in a (semi)dark market”, that has been written to fulfil the graduation requirements for the master International Business Administration at the University of Twente.

In April 2015 I accepted a very challenging job and moved from Enschede (Netherlands) to Moscow (Russia). I don’t even have the words to describe how my life has changed since then, but I know one thing for sure: this was the best choice I have ever made. For better or worse, the pace and energy in Moscow is addictive. Every day is a surprise, and the most common explanation for it is “welcome to Russia”.

During my stay in Moscow, I did not only get very valuable professional experience and a kick-start for a promising career. I think the biggest change I have been through, is as a person. For this, I want to give special thanks to my employer, colleagues and friends that have been there for me since the moment I landed in this wonderful city.

I am happy that I was able to combine this thesis with one of my projects in Russia. Writing it was not easy, due to the sometimes unbridgeable differences between theory and practice. I would like to express my sincere gratitude towards my supervisor Michel Ehrenhard, who was always able to ask the right questions and thus provide me very valuable feedback.

Finally I want to thank my parents, who gave me the opportunity to go to this University and always reminded me about the importance of proper education.

The last words of this preface are to my grandfather, who taught me to never give up...

от внука дедушке: трудиться, трудиться, и ещё трудиться

Fardin Ahmadyar

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INTRODUCTION

Marketing campaigns have traditionally been divided into two lines: above the line (ATL) and below the line (BTL) (Sands & Sands, 2012). In ATL-marketing mass media is used to promote brands and to reach out to the target consumers. It is a powerful tool to build the brand because it provides the possibility to reach as many prospective customers as possible and at the same time communicate the brand values to them. BTL-marketing is marketing via other methods than mass media. It is a more direct marketing strategy and usually involves activities at the point of sale. In contrast to ATL-campaigns, BTL-campaigns are more focused on conversions than building the brand (Carter, 2003).

The key to powerful brand building is the integration of ATL and BTL marketing activities (Carter, 2003). However, creating a good balance between them may not be possible in each market. Because of progressive regulation, some industries are limited to use of BTL marketing activities only.

RUSSIA, A (SEMI) DARK MARKET IN THE ALCOHOL INDUSTRY

During the past several decades, many developed countries either adopted or strengthened public policies that address social and economic problems associated with consumption of alcohol beverages (Nelson, 2010). In some countries, these control policies included restrictions on marketing and advertising of alcoholic beverages. The Russian government rolled out a strict anti-alcohol campaign in 2010; increasing excise taxes, banning sales in public areas and applying strict limitations to beer advertising (Hansen, 2016). The country prohibited alcohol advertising on television, radio, print, the internet, public transport and billboards (Ryan, 2017). However, sponsorships are still allowed. In 2014 Carlsberg-owned beer brand Baltika sponsored both the 2014 Sochi Olympics and the national HKL ice hockey league, while sister company Tuborg continued its Europe-wide GreenFest music festival association (Guy, 2016).

Nowadays consumer confidence in Russia is down (Federal state statistics service, 2016) and price sensitivity is higher than usual. Because of the lack of mass marketing tools to quickly build awareness, the Russian alcohol industry has been forced into dependence on mainly BTL strategies to formulate an integrated marketing mix. Established brands try to strengthen their positions by introducing new products and low/no alcohol ranges. Examples are the production of Kvass (traditional bread-based drink) by Heineken (Chalabov, 2015) and the promotion of the alcohol-free version of Bud (Kiselyova, 2017). Despite the attempts of established brands to differentiate with brand extensions, the shop floors in Russia are dominated by price promotions. This has its impact on premium beer brands (Price index 120+) in particular (Heineken, Sun InBev, Carlsberg, Efes Rus). According to industry analysts, the premium beer giants have been losing market share to local mid-sized breweries who are offering cheaper and more interesting tastes of beer (Hansen, 2016).

DIFFERENTIATING PREMIUM BEER BRANDS

Allsop (2004) states that premium value is a combination of price and quality plus the intangibles of style, uniqueness, occasion and experience. To the marketer, this leads to creating a brand equity for which the consumer is willing to pay extra. In addition, to maintain their premium value, brands should create a benefit for the consumer which results in an emotional advantage (Yeoman, 2006). Taking these factors in account, competing in direct price-offs is not an option for premium beer brands in Russia, because it will damage their equity. The brewing companies face the challenge to seek for innovative ways to connect emotionally with their consumers but at the same time maintain their premium price proposition for their premium brands. In order to understand the extra value the

consumer is looking for to pay more for a brand, the companies need to understand what drives the consumers' decisions when buying beer.

WHAT ABOUT CONSUMPTION SITUATIONS?

In the past, seeking for innovative ways to gain insight into the reasons why consumers purchase particular products, researchers developed the means-end chain methodology (Oyserman, 2009). This methodology distinguishes consumers on the basis of personal values. The assumption is that consumers' choices are identity based. People believe that they know who they are and that that directs their choices. To capitalize on this feeling, marketing campaigns should attempt to link products and brands to target audience identities by highlighting relevant traits and characteristics, and cultural relevant values (Oyserman, 2009). The hope in such campaigns is that identity-linked brands will be more likely to be chosen by consumers.

In the Russian alcohol industry it is a challenge to target audiences by highlighting relevant traits and characteristics. Due to the strict legislation there are limited possibilities to communicate brand values. However, at the point of sale there are opportunities to meet the consumer's needs. In 70% of the cases consumers buy beer with a consumption situation in mind (Researched firm, 2016). An additional hint or focus on a consumption situation can enhance brand relevance and differentiate brands among competition. Brands have the opportunity here to use promotional packs for relevant situations, where convenience and added value might be the crucial ingredients to meet the consumer's needs.

This paper contains a study where beer consumption situations in Russia are explored, and their relevance for four different premium beer brands is tested. The four brands represent the Researched firm's premium portfolio in Russia and the goal for each brand is to promote the brand's image within the context of a particular consumption situation and in this way create a competitive advantage. In order to understand the extra value for the consumer in these situations it is important for marketers to identify the key factors for consumption from a consumer perspective (Yeoman, 2006). Therefore the research question is as follows:

“How can premium beer brands use consumption situations to gain competitive advantage in a (semi)dark market?”

Taking into account that BTL advertising is still allowed in Russia and that 70% of the consumers buy beer with a consumption situation in mind (Researched firm, 2016), linking to these consumption situations might be the solution for premium beer brands in Russia to connect emotionally to their consumers and at the same time avoid price-offs with lower priced brands.

In order to examine what is known about marketing in restricted industries, and the power of consumption situations, relevant literature was identified from mostly academic journals, but also contributions to conferences and other public sources. The results are limited to English language publications. To capture the full context described in the introduction the following topics are discussed in the theoretical framework:

- Marketing in restricted industries
- Consumption situations and consumer values
- Consumption situations, findings in the alcohol industry
- Consumption situations, pricing and premium propositions

The study is relevant from an academic point of view because it attempts to identify how consumption situations and consumer values influence purchasing behaviour at the point of sale. Past research only indirectly examined the effects of consumption situations by identifying products that vary in the conspicuousness of their consumption. This study focuses on the role of consumption situations directly.

From a practical perspective, the study attempts to explore an opportunity to differentiate premium brands in a (semi)dark market that is mainly price driven. The findings should also be of value to any FMCG company operating in a (semi)dark environment, and to those with interest in consumption situations as a factor that motivates consumers in their decisions at the point of sale.

THEORETICAL FRAMEWORK

MARKETING IN RESTRICTED INDUSTRIES

The shift in marketing away from the superiority of ATL and towards integration and the power of BTL has special significance in restricted industries, such as alcohol and even more tobacco. By 2009, more than 100 countries had banned some form of tobacco marketing (World Health Organization, 2011). With increasing restrictions being placed on tobacco products, the tobacco industry has persisted in its development of innovative measures to keep its products in sight (Coombs J. , Bond, Van, & Daube, 2011). There even is substantial evidence that companies in the tobacco industry found ways to directly target their products to the market, and thus keep encouraging smoking uptake and continued use (Coombs J. , Bond, Van, & Daube, 2011). Tobacco marketers nowadays are considered as the prime practitioners of BTL techniques (John, Cheney, & Azad, 2009). Reviewing the best practices in this industry provides helpful insights for the alcohol industry, which is facing similar restrictions.

As media advertising diminished in impact due to increasing restrictions, new in-store advertising items to create and reinforce brand awareness at the point of sale became increasingly important (Lavack & Toth, 2006). The inability to advertise in one medium led to a transfer of money to other marketing activities (Wakefield, et al., 2002). Tobacco companies started using aggressive push strategies to secure favourable in-store placements for their advertisements and products (John, Cheney, & Azad, 2009). Strategically placed banners within the point of sale venue, the order in which product ranges are displayed, maximizing available display space and product samplings are examples of such push strategies. Research in Australia and the USA show that these strategies actually have effect and create the perception of normal use and make products perceived as easy obtainable (Coombs J. , Bond, Van, & Daube, 2011). Simply stated, the point of sale is the place where consumer purchasing decisions are made. In addition, for occasional product users it is the place where decisions may be made regarding whether or not to purchase it (Lavack & Toth, 2006).

Together with the intensified point of sale promotions, packaging has grown in importance. Just as the presence and creativity at the point of sale (Lavack & Toth, 2006), the packaging is the very last exposure to the product before purchase. The US Tobacco institute supports these thoughts and reported in 2016 that tobacco companies are aware that packaging plays a vital role in brand loyalty. The brand name, package design and type of packaging are particularly appealing as they facilitate the communication of personal characteristics, aspirations and social identity. Without such brand imagery products would lose appeal to share consumer values (Coombs J. , Bond, Van, & Daube, 2011).

Delivering novelty via the pack is not something new. Since the restrictions in the tobacco industry started, manufacturers have printed on the inside of flip-top packs, changed the colour of the foil inside the pack, kept changing pack design, and made use of carton inserts (Carter, 2003). In the alcohol industry, there are even more possibilities to deliver novelties via pack. This is due to the fact that unlike in the tobacco industry, there is a big choice of different types of packaging; bottles, cans, PET, multipacks, etc.

Another powerful resource that often is used in the alcohol industry are sponsorships. Major alcohol companies seek for sponsorships because of the prestige that events lend to the company or brand name, as well as the wide access that events provide to reach potential consumers of their products (Kropp, Lavack, Holden, & Dalakas, 1999). Although media advertising in restricting industries may be

prohibited, sponsorships may increase brand exposure through media coverage of the event (Cornwell, 2008). Exposure is created through the mention of the name and the appearance of the brand logo. Consistent exposure has been demonstrated to generate feelings of familiarity, and hence positive feelings towards a brand (Kelly, Ireland, Alpert, & Mangan, 2015). Consumers even appear quite willing to accept commercial involvement in sponsoring events. When brands want to communicate to consumers that they share the same values and interests, sponsorships become a powerful tool (Researched firm, 2016)

Even when limited to BTL marketing only, there still is a wide range of tools available to communicate to consumers and promote brands. However, nearly all tools are aimed at the point of sale. In a restricted environment, even if you are the sponsor of a big event, the only other way to communicate that to your consumers is at the point of sale. By carefully executing a point of sale strategy, brands are able to influence the consumer decision making process (Hastings, Andersons, Cooke, & Gordon, 2005). Only when meeting the consumers' needs for added value, maximum commercial impact at the point of sale can be achieved (Researched firm, 2016).

CONSUMPTION SITUATIONS AND CONSUMER VALUES

The means-end theory (Oyserman, 2009) suggests that linkages between attributes and consequences, produced through consumption and personal values underlie the consumer decision-making process (Gutman, 1982). A decision is framed by the alternatives and the values considered in making the decision (Keeney, 2009). Any result accruing directly to the consumer from his purchasing behaviour may be defined as consequences of purchase. These can be direct and indirect consequences. Direct consequences come directly from the act of consumption, indirect consequences can occur when other people react favourably because of one's consumption behaviour. Consumer values give these consequences importance. This importance is modified by different situations, which make consumers consider the consequences in light of the demands of the situation. Consumers tend to choose actions (products) that maximize desired consequences and minimize undesired consequence.

Vinson et al. (1977) also found that consumer values are responsible for the selection and maintenance of the ends and goals toward which consumers strive. In other words, the consequences of purchase. In practice, marketers have long acknowledged that values play an important role in decision-making. They live by the rule that careful assessment of value orientations and trends will allow identification of new product opportunities and the repositioning of existing products (Researched firm, 2016). Since values appear to be connected to product attributes and the appeal of different product classes, this suggests that a promotional strategy designed to create and reinforce a preference by appealing to values may be highly effective (Vinson, Scott, & Lamont, 1977). However, other researches (Gutman, 1982) (Quester & Smart, 1998) proved that there is a more powerful element than just values that influences the consequences consumers try to achieve, namely the product-use/consumption situation. A consumption situation may be defined as all the factors particular to a time and place of observation which have demonstrable effect on current behaviour and are outside the basic tendencies and characteristics of the individual, but beyond the characteristics of the stimulus object to be acted on (Aqueveque, 2006). Just as consumer values, consumption situations also provide consumers with an opportunity to achieve their desired consequences. Consumers obviously encounter many of these consumption situations. The unique attributes of each situation can modify the importance of desired consequences. On special occasions, consumers may even give up some of their values. Somebody who doesn't eat desserts for

caloric reasons may nevertheless indulge in a chocolate mousse on a special occasion (Gutman, 1982).

Consumer research literature is full with examples showing that consumers often prefer different brands in different consumption situations/occasions. The question of the factors influencing consumption situations was first considered by (Belk, 1974) and later by (Hornik, 1982), (Bonner, 1983) and (Lai, 1991). Unfortunately, consumer researchers have not directly examined the role the consumption situations play here (Graeff 2015). Past research only indirectly examined the effects of consumption situations by identifying products that presumably vary in the conspicuousness of their consumption (Hong zinkhan 1995). Graeff (2015) ran several experiments and found that it's not the brands that vary in conspicuousness. It is the situation in which the brands are consumed. Marketers often focus on consumer values and try to link their brand to the consumers' ideal images. However, the self-image a consumer wants to ideally project in one situation, might be very different from the self-image ideally projected in a different situation.

Graeff's (2015) research highlights the potential for examining not only the consumers' ideal images, but also their perceived situational ideal images. The results of his experiments imply that brand image and consumption situations must always be considered together. In other words, it is the specific consumption situation and the desire to project a particular image in that situation that gives rise to the importance of a brand's 'image. As such, marketers should develop and promote a brand's image within the context of particular consumption situation. The situational ideal self-image offers a more integrated approach to developing brand images because it considers a behavioural component that follows from consumers 'desire to project different self-images to different people in different situations (Graeff 2015).

CONSUMPTION SITUATIONS, FINDINGS IN THE ALCOHOL INDUSTRY

In the case of product consumption situation, surprisingly little situational research has been conducted to explain the interaction of product and consumption situation. Although different studies have been conducted in the past years, in particular for wine products, there is no single perspective offering the definitive approach of consumer-decision making that incorporates consumer values, elements of utilisation and situational context (Roe & Bruwer, 2017). However, the findings up until now are relevant for the beer category also. Wine products have many similarities with beer products in terms of product-use situation and often even replace each other.

In earlier research (Hall, Lockshin, & O'Mahony, 2001), the authors found that when familiar with the consumer, brands can identify a set of values that relate to wine consumption and the relative importance of these values can vary across occasions. Basically, this is a very similar conclusion as in Graeff's (2015) research, but from a slightly different perspective. Taking this into account, it is concluded that it is possible to develop an occasion-based segmentation process that relies on the identification of value priorities to provide an understanding of the motivations that drive each segment.

Recent research of (Hirche & Bruwer, 2014) also showed that wine is a product that is bought for various anticipated situations. From a retailing perspective, the research proved that buyers always consider situational aspects when purchasing wine. These findings imply that strategies can be developed that serve the distinct wants and needs for consumers. Such strategies could consider potential anticipated situations and social settings. The results of their study also show how anticipated consumption situations may translate in sales. Knowing the consumer can lead to a shift

towards increased consumer involvement. Understanding consumer's needs provides the opportunity to add relevant aspects to a brand's product offering, promotion and communication in general.

CONSUMPTION SITUATIONS, PRICING AND PREMIUM PROPOSITIONS

As mentioned earlier, shop floors in Russia nowadays are dominated by price promotions. Premium beer brands face the challenge to compete with mainstream and even economy brands without damaging their equity with price-offs. Although theory definitely supports that linking to consumption situations is a way of differentiating, it hardly mentions anything about pricing. Only (Hirche & Bruwer, 2014) found that consumption situational aspects seem to influence the willingness to spend more or less for wine. But rather than just mentioning it, there is no further elaboration on this topic.

From a pricing perspective, studies of Wakefield and Inman (2003) illustrate that price-sensitivity is often situation-specific. Consumer behaviour is very likely to be different for even the same product if it is consumed in a social rather than a non-social setting. These arguments are very much in line with research from a consumer perspective (as in the previous paragraphs). Wakefield and Inman (2003) found that consumers are less price sensitive when making a purchase in a social context. This means that enhancing the social nature of a product can allow a brand to gain a competitive advantage. For beer brands this would mean that there is an opportunity for emphasizing social occasions.

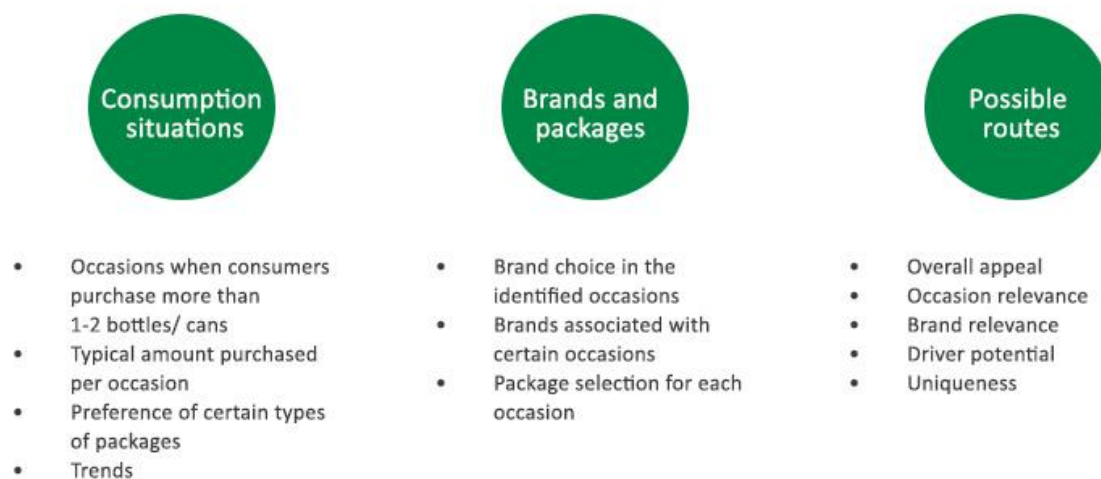
These arguments are also valid for Allsop's statement (2004) that premium value is a combination of price and quality plus the intangibles of style, uniqueness, occasion and experience. To the marketer, this means creating a brand equity for which the consumer is willing to pay extra. According to (Yeoman, 2006) this is possible by defining and maintaining a distinct character and meaning for each product offering in line with the brand image. Only then a consumer may recognize the added value which he is willing to pay extra for.

METHODOLOGY

PREMIUM BEER BRANDS IN RUSSIA

Premium beer brands on the Russian market are looking to be part of the consumers' consideration set and create a platform to win in the existing competitive environment. At the same time they are looking to retain its premium offering and brand image. Theory supports the thought that linking brands to consumption situations might be a way to gain competitive advantage, even in a price sensitive environment. To successfully meet the aims of the research, understanding will be needed in three areas. Consumption situations, Brands and packages, Possible routes.

Figure 1: Areas of research



In the following study the link between consumption situations and beer brands in Russia will be explored. The research is conducted in Russia and covers the premium beer segment only. The study attempts to identify relevant beer-drinking occasions, explore current brand associations and as a result, situation based promotions for four different premium beer brands in the Researched firm's portfolio will be presented.

RESEARCH METHOD

To understand why people make certain choices when buying beer, in-depth consumer insights are needed. There are several options to gather such primary qualitative data (Blythe, 2009):

1. focus groups,
2. in-depth interviews,
3. questionnaires

Questionnaires are not used as they are inadequate to capture some forms of information related to emotions, behaviour and feelings. In addition, people may reply based on their own interpretation of the questions. There is no way of telling to what extent the respondent understands the full context of situations (Ackroyd & Hughes, 1981).

In-depth interviews would be a better fit, because it allows the interviewer to explore the respondent's feelings and perspectives on a subject. However, where in-depth interviews are very suitable for understanding individual decision processes, or individual responses, they lack in group dynamics. In the three areas for this research not only in-depth understanding is needed in individual choices, but also debate is required to explore disparate views.

The most effective way to gather the required information for the three research areas would be by means of focus groups. The main benefit is that it can get the participants brainstorming and thus help people generate and share their ideas. This is important for evaluating market acceptance and capturing challenges. However, using focus groups for this research has issues that need addressing.

1. The traditionally recommended size of a focus group is 5-8 people (Babbie, 2010). This number is great to explore topics and generate ideas, because group dynamics are powerful in the discovery process. However, groups of this size won't allow in-depth questioning when deeper understanding is needed in the research areas.
2. A group of 5-8 people brings a risk of group influence. Especially in the third research area, possible routes, this is unwanted. It is essential that people can share their thoughts without being influenced by the others around them.

TRIADS

To tackle the issues above, triads will be used. A triad is essentially a three-person mini focus group with a moderator. Because there are fewer participants, triads offer an opportunity to hear each participants views in more depth. However, the group setting still makes it well-suited to obtain reactions and generate ideas. This combination of group/in-depth setting provides a great opportunity to test complex concepts, messages and materials. The moderator has the freedom to switch between in-depth information gathering and group idea generating.

RESEARCH DESIGN

The triads will be led by one moderator and the duration of every triad will be 1.5 hours.

Possible routes will be developed for four brands of the premium portfolio of the researched firm. Each of these brands is aimed at a different target group with its own consumer typology (consumer typology is determined through secondary data). For every brand two triads will take place, which brings the total on 8 triads. Table 1 presents the four brands, their target group (age) and the competitors that are in the consideration set of the consumer (secondary data).

Table 1: Research design

Triad #	Brand	Age	Competitors (consideration set)
1		18-22	(several brands hidden due to confidentiality)
2		24-29	(several brands hidden due to confidentiality)
3		25-29	(several brands hidden due to confidentiality)
4		30-35	(several brands hidden due to confidentiality)
5		25-29	(several brands hidden due to confidentiality)
6		30-35	(several brands hidden due to confidentiality)
7		29-35	(several brands hidden due to confidentiality)
8		36-40	(several brands hidden due to confidentiality)

TRIAD DISCUSSION GUIDE

To make sure that all triads are handled in the same way, a discussion guide for the moderator has been developed. This guide will be the “red line” of each triad and will cover the three areas relevant for this study. The full guide is attached in [APPENDIX A](#). Summarized, the guide contains the following structure:

Table 2: Triad discussion guide

Topic	Goal
Introduction	Explanation of the research rules and objective. Introduction of the participants
Warm-up	Short introduction to the topic ‘beer’
Beer consumption exploration	Identifying occasions where beer is purchased
Occasions of multi-unit consumption	Focus on occasions where beer is purchased in bigger amounts
Evaluation of initiatives	Feedback on routes proposed by researched firm, per brand
Closure	Time for other comments, discussion

SELECTION AND SAMPLE

As eventually this research will provide situation based promotion packages for four premium researched firm’s brands, a unique sampling method will be used for selecting representative participants. The researched firm divides its consumers not only by age and income, but also by a so called consumer typology. Each of the premium brands targets consumers in the same income class, but with different sets of consumer values and different lifestyles. As seen in Table 1, the brands are also focused at slightly different age-groups.

To make sure that the triads will be representative, very careful selection is needed. It is of highest importance that the triads contain participants which are representative for the target group of the brand. To achieve this, two rounds of selection took place. First of all the general requirements, which all potential participants should meet.

1. Age (18-40), Income (medium-medium/high), Education (Secondary and above)
2. Has to purchase beer from off-trade at least once per week and be familiar with one of the researched brands (consumption at least once per two months)
3. Not allowed to work in industries related to advertising and/or alcohol

After this first selection, a questionnaire has been developed to determine to which desired consumer typology the potential participants fit (if they fit at all). The desired consumer typologies in short are:

1. **Young experimenters:** Young and defined by a vivid interest in other cultures which they match with lots of travel inside and outside of Russia. Conscious of their appearance and

careful about what to drink. Enjoy trying different types of beer and new beers from their favorite brand.

2. **Quality seekers:** Mid-high earners who demand quality from all they buy and consume. Considered in everything they do and love natural food and beverages. Live in a big city, and although they don't drink beer that often, they do like to use it on particular occasions and are willing to pay more for prestigious beers with tradition.
3. **Life enjoyers:** Young, single consumer living a life that is fast paced and full of music, parties and different people. Drink beer frequently and use it to socialize and to relax as part of a modern and experimental lifestyle. Act spontaneously and love to explore all types of alcoholic drinks.
4. **Affluent explorers:** Wealthy and successful, like to act spontaneously and live for today. Love exploring everything in all areas of life including new types and brands of alcoholic beverages. Find it exciting to try things before their friends do, and to push life's boundaries.

Detailed information about the recruitment criteria, more information about the consumer typologies and the questionnaires used for filtering the potential participants can be found in [APPENDIX B](#).

In this elaborated way a select group of people (8x3) who are believed to have opinions representative of the population at large are carefully selected. Such judgement samples obviously rely on good judgement on part of the researcher. However, such an elaborated way of selecting often leads to excellent results simply because it leads to the people whose opinions count (Blythe, 2009). Table 3 summarizes the characteristics of the people participating in each triad, including their consumer typology.

Table 3: Research design and characteristics

Triad #	Brand	Age	Segment (s)	Competitors (consideration set)	Other requirements
1	B	18-22	Young experimenters	(several brands hidden due to confidentiality)	Not married, no children
2	B	24-29	Young experimenters	(several brands hidden due to confidentiality)	Not married, no children
3	A	25-29	Quality Seekers	(several brands hidden due to confidentiality)	
4	A	30-35	Quality Seekers	(several brands hidden due to confidentiality)	
5	D	25-29	Life Enjoyers	(several brands hidden due to confidentiality)	
6	D	30-35	Affluent Explorers	(several brands hidden due to confidentiality)	
7	C	29-35	Quality Seekers	(several brands hidden due to confidentiality)	
8	C	36-40	Quality Seekers	(several brands hidden due to confidentiality)	

DATA COLLECTION AND ANALYSIS

Qualitative data analysis is a process that seeks to reduce a vast amount of information, to filter relevant impressions that shed light on the topic. It is of highest importance that this happens in a systematic way. The most effective way to analyse the big amount of data in this study is by making use of a framework approach (Pope, Ziebland, & Mays, 2000). Each triad is organised using the red line in the discussion guide. This research guide is in line with the three areas this study focuses on. Using the red line in the discussion guide as a framework allows to combine insights from different triads and easily cluster information into the different areas. Following the red line of the discussion guide and reviewing all data systematically will provide the following sets of data:

EXPLORATION OF SINGLE BEER CONSUMPTION SITUATIONS

In this part data from all triads is combined to get a full overview of consumption situations that came to the consumers mind. This is only aimed at consumption of one beer, but for this study it is relevant why people don't view these situations as multi-unit consumption. This may provide additional insights in consumer behaviour when buying beer.

SITUATIONS OF MULTI-UNIT CONSUMPTION

In this part of the study once more data of all triads is combined to understand in what situations people buy more than one beer. In addition, the different consumption situations are grouped by the participants based on the role of beer in this situation. This provides insight in the way consumers make their choices. On top of this, it becomes interesting whether people pay attention to the type of packaging; multipacks, cans, bottles, etc.

Combining all data from the triads in this part also gives insight in the general perception of certain brands, including competitors. The insight the researched firm should look for is why people tend to choose a certain type of packaging. What is more important, the brand or the package type?

EVALUATION OF INITIATIVES

This part is reviewed per brand. This means data should be structured in the following pairs: Triad 1-2, 3-4, 5-6, and 7-8. In this part the researched firm has the opportunity to view images to participants and test special promotions aimed at special consumption situations. Combining the results of this part with the previous two makes it possible to come up with an appealing offer per brand. A full overview of these images can be found in appendices C-F.

The discussions will be audio and video recorded.

RESULTS

EXPLORATION OF SINGLE BEER CONSUMPTION SITUATIONS

Fortunately, respondents of all target groups identified similar single beer consumption situations. The respondents are likely to have one unit of beer due to several reasons: restrictions (e.g. time), the role of beer and social norms. In Table 4 all identified situations are presented, with the reason that it's just for single beer consumption (instead of multi).

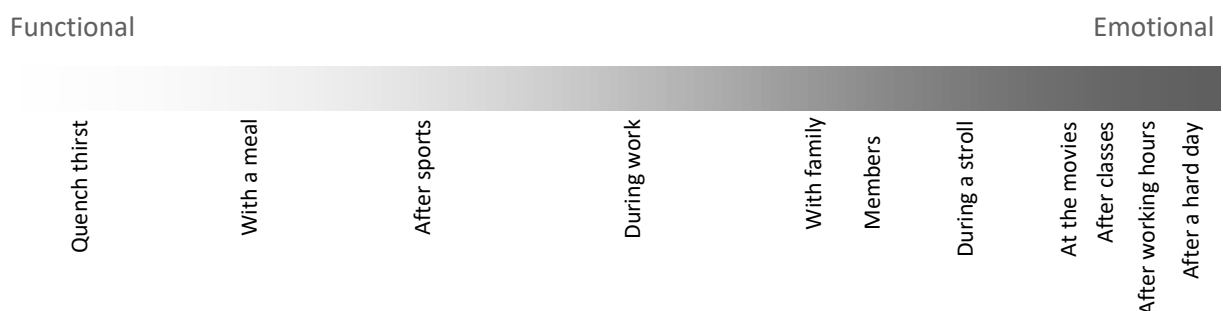
Table 4: Single beer consumption situations and restrictions

Consumption situation	Restriction (why only one)
At the movies	Social norms, undesired overconsumption
With a meal	Beer is just a beverage
After a hard day	Slight relaxation, desire to keep in shape for the next day/ wind down
During a stroll	Beer is a beverage, undesired overconsumption
After classes	Simple relaxation, wind down
During work	Slight relaxation, as beverage
Quench thirst	Beer is just a beverage, refreshment
After sports	Slight relaxation, as a beverage
After working hours	Desire of slight relaxation, unwilling to overconsume
With family members	As a beverage, undesired overconsumption, social restrictions

“Well, if you have to work the next day – You wouldn’t want to get really drunk” (Brand A, 25-29)

“At the movies you would have a beer just to make the moment more pleasant” (Brand C, 29-35)

Although the single beer consumption situations are quite different, the need state in these situations can be divided in two types: Emotional and functional.



The participants had different preferences for brand and packaging, however, we did not go way too deep on this topic in this part. The emotional and functional need states are known to the researched firm and the participants' thoughts on the topic only confirmed the information. Multi-unit consumptions are more interesting for the research and might provide new insights.

SITUATIONS OF MULTI-UNIT CONSUMPTION

Although there is some overlapping with single-unit consumption, the key difference that makes prolonged beer consumption possible is time or when beer is an integral part of an occasion.

Table 5: Multi unit beer consumption and role of beer

Consumption situation	Role of beer
Bar/Club	Socialization catalyst, relaxation, mood up lifter
During a long trip	Kill time, social bonding
Sauna/ Bath-house	Part of ritual, socialization catalyst, relaxation
Barbeque	Social bonding, relaxation, mood up lifter
Watching TV (movies, sports, events)	Moment enhancer, emotional stimulator
Party	Social bonding, relaxation, emotional stimulator
Quench thirst	Beer is just a beverage, refreshment
At the Dacha (Russian country house)	Relaxation, social bonding
Vacation	Relaxation, mood up lifter
Festivals/concerts	Moment enhancer, emotional up lifter
Meeting with friends	Social bonding, relaxation
Picnic	Social bonding, relaxation, mood up lifter

"You simply can't imagine a barbeque without beer" (Brand D, 30-35)


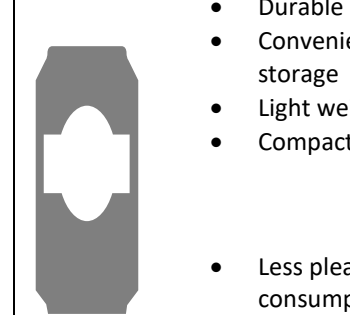
"When you're watching a football game at home, you will definitely have a beer" (Brand A, 30-35)

The occasions for multi-unit beer consumption are very different. Therefore more in-depth questions have been added during the interviews. More attention has been paid to packaging preference, purchasing patterns and brand associations.

PACKAGING PREFERENCE

The participants definitely preferred bottled beer for single unit consumption. However, they wouldn't mind cans if there are no bottles available. On the contrary, in multi-unit consumption situations, there is a big preference for cans. Mostly, because of its convenience for transporting and storage.

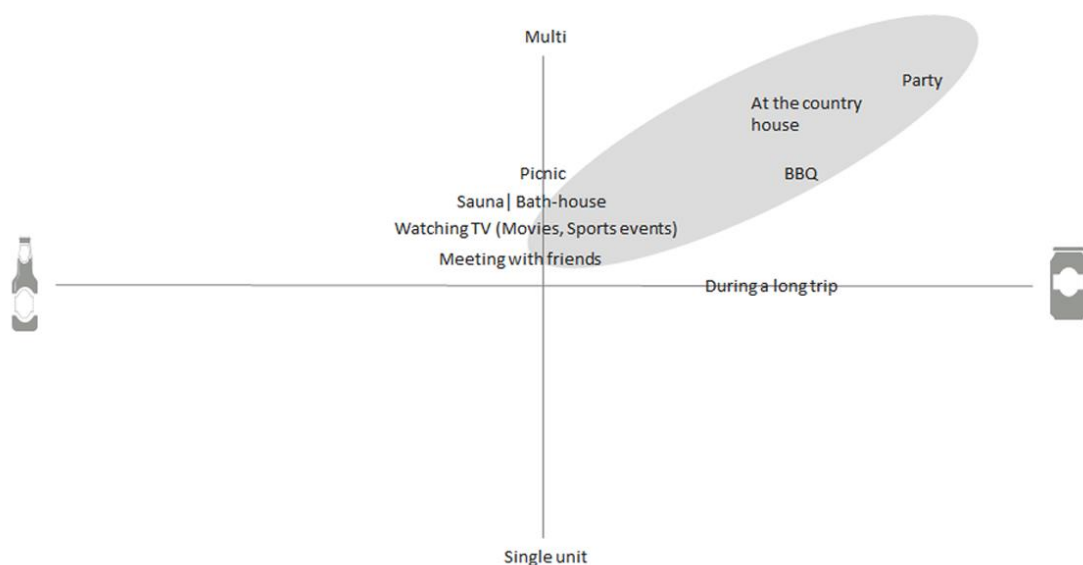
Table 6: Packaging comparison, Bottle vs Can

	Bottle		Can
	Pros		Pros
	<ul style="list-style-type: none"> • More aesthetic consumption out of the bottle • Convenient handling/grip • Hygienic 		<ul style="list-style-type: none"> • Durable • Convenient for transportation and storage • Light weight • Compact disposal space
	Cons		Cons
	<ul style="list-style-type: none"> • Fragile • Heavier weight 		<ul style="list-style-type: none"> • Less pleasant/aesthetic consumption out of the pack

“Drinking out of the bottle is more hygienic, because you only touch the tip of the bottleneck which was covered by the cap, while with the can you can touch the whole surface” (Brand D, 25-29)

The participants’ thoughts about packaging choices and their behaviour on multi-unit consumption situations can be plotted on one chart for a clear overview. The given chart provides only off-trade occasions. HoReCa consumption is excluded because it has no added value for this research.

Figure 2: Packaging preferences



PURCHASING PATTERNS

To effectively promote their offers, the researched firm needs clear understanding about the consumer behaviour per occasion. The participants were asked to explain how they made their choices per multi-consumption situation. Extra attention is paid to the type of packaging. This is done to fully understand the reasoning behind the participants’ choices.

Table 7: Purchasing patterns

Consumption situation	Meeting with friends	At the country house	BBQ	Picnic	Party	Watching TV	During long trip	Sauna/Bath house
How	On the spot	Pre-planned	Pre-planned	Pre-planned	Pre-planned	Pre-planned	On the spot	Pre-planned
Where	Nearby store	Large store	Large store	Nearby store	Large store	Nearby store	Nearby store/ Largest store	Large store
What	Can/ Bottle	Can	Can	Can/ Bottle	Can	Can/ Bottle	Can	Can/ Bottle
Brand	Different brands	Preferred brand	Preferred brand	Preferred brand	Different brands	Preferred brand	Different brands	Preferred brand
What	Can/ Bottle	Can	Can	Can/ Bottle	Can	Can/ Bottle	Can	Can/ Bottle
Why	Personal preference	Transport, storage	Transport, disposal	Personal preference	Transport, disposal	Personal preference	Transport, durable pack	Personal preference

The participants also shared their thoughts about keeping beer in storage. Single use consumers have a certain quantity of beer in their households (1-4 cans/bottles). Not more, because it is generally considered that it can be easily purchased at any time and would be of better quality. Those who do store a small amount at home, explain their behaviour by the desire to have it at their disposal whenever they feel the need for consumption.

Finally the participants were asked to associate the occasions with brands that come up to their mind.

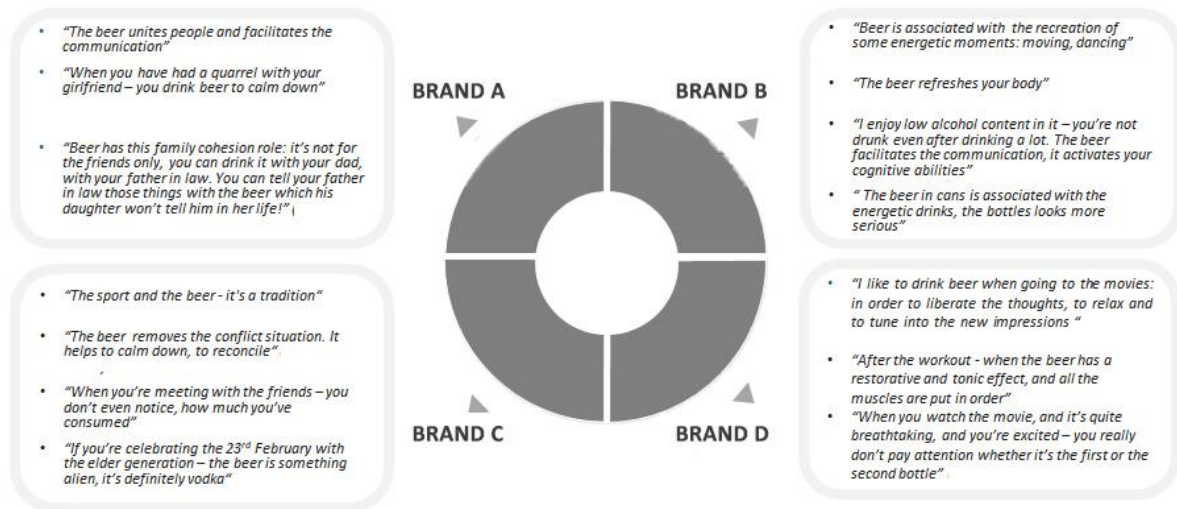
ASSOCIATED BRANDS

Most participants in all triads found it difficult to come up with brands that would be strongly linked to certain occasions, with the exception of:

- Heineken → Watching TV (sport events). This is due to the sponsorship of the Uefa Champions League.
- Dr.Diesel → Festivals/concerts. Due to sponsorships.
- Baltika → Watching TV (sports events). Baltika is sponsor of the Russian national team in several sports disciplines
- Tuborg → Party. Due to recalled TV-commercials

However, maybe unconscious, when we collect the participants' thoughts about the researched firm premium portfolio brands, the consumers do mention roles of beer that would fit the brand image.

Figure 3: Brand associations



EVALUATION OF ROUTES

For every brand several consumption situations have been discussed. In this paragraph the results will be presented in tables per brand. For every occasion the following information will be presented:

Does the situation fit to:

- The beer category
- The brand
- Packaging format
- Audience
- Packaging design

In this way, for every brand a customized offer can be created. In the tables with results the fit will be scaled by three different colours. **Green** = good fit, **Orange** = arguable, **Red** = no fit.

The images used for testing with more detailed information can be found in Appendices C-F.

BRAND A

Brand A, known for its quality, is an affordable brand in the premium segment. The brand's innovativeness is the basis of what the brand is now.

The Brand A brand image possesses the following features:

- Light
- Occasional
- "Hipster" style
- Family, close friends oriented

In line with the brand image, the following occasions were tested:

- New Year & Thank you – New Year is a huge party in Russia, usually celebrated with close friends and family. Another component we tested here, is whether you can say "thank you" with a beer (Brand A) and to what extent this could be an appealing idea
- Dacha – A Dacha is a Russian summer house. People often go here in the weekend, to rest from the tough working week. Usually friends gather here and enjoy their free time
- Sports event – Since 2015 Brand A is the official sponsor of a major sport event. The question here is to what extent people associate Brand A with this event
- Friendship day – A relatively unknown day in the world. However, maybe Brand A can use this to strengthen its image
- Dinner – As Brand A positions itself as a light and occasional brand, a regular dinner with family and friends could be a good fit for the brand

Table 8 summarizes the brand fit for these occasions, according to the triad participants. Detailed information per occasion can be found in [APPENDIX C](#).

Table 8: Brand A, evaluation of routes

Brand A; Evaluation of routes		
New Year & Thank you		<ul style="list-style-type: none"> • The Route possesses definite potential, yet the New Year component in it can be omitted - as it is not understood at all: • New Year imagery on the package conveys the festive atmosphere well, and may be viewed as the gift package for saying thank you • The "Thank you" component of the Route gets controversial valuations from the younger and elder parts of the audience:

		<ul style="list-style-type: none"> • “I owe you a beer” situation is recognized, well comprehended and emotionally close for the 30-35 y.o. participants • However among the research audience of the 25-29 y.o. this occasion gets more neutral valuations.
Dacha		<ul style="list-style-type: none"> • The leading Route among the tested materials. • High relevance of the occasion • High relevance to the audience lifestyle • Appealing emotional tone (humour) • Attractive design
Sports event		<ul style="list-style-type: none"> • Although the Route in itself has definite potential, it also possesses serious limitations - as the territory of the sport is overcrowded (high associations with competitors) • The motivational potential for the materials evaluated in this research is LOW to AVERAGE. • Tested images don’t have a precise and definite claim • Tested images don’t introduce any new and touching ideas, which might trigger the audience’s interest
Friendship day		<ul style="list-style-type: none"> • This route should be seriously re-shaped with paying special attention to the accuracy in friendship notion (not for one day in a year) and overall emotional tone (sharing good moments together): • The special day devoted to celebration of friendship is perceived strongly negatively and rejected • More accurate notion of friendship should be made, with the focus on the sense of community, feeling of fellowship with the others, sharing common attitudes and interests • More of the emotional involvement should be gained (e.g. sharing good moments together)
Dinner		<ul style="list-style-type: none"> • Second best choice according to the participants • High relevance • Aspirational atmosphere • Attractive design • Good fit of the multipack format

BRAND B

Brand B is literally the “fuel for life. It suggests energy and the heat of action. It is a refreshing quality beer that is designed for the young, modern, active and trendy customer. With Brand B people are able to enjoy themselves and feel free in the company of friends and others.

The Brand B brand image possesses the following features:

- Youth
- Party animals: outgoing, clubbing
- Enjoying life: “Fun and amusement”
- Trendy, up-to-date
- Music lovers

In line with the brand image, the following occasions were tested:

- Holidays – During holidays young people spend more time meeting with friends, partying, listening to music.
- Summer – Younger people in Russia often associate the summer as a period without many obligations. Many gatherings with friends and late nights out are no exceptions here.
- Olympic games Rio (2016) – A big event in 2016, however, the question is to what extent the younger Brand B audience view this as an occasion. On top of this, does Brand B’s image fit with the occasion?
- Beginning of the school year – Brand B targets the younger audience, which is mainly represented by students. The beginning of the schoolyear is a big happening for Russian students. Gift packs may be a clever way for Brand B to link to such an occasion

Table 9: Brand B, evaluation of routes

Brand B; Evaluation of routes		
Holidays		<ul style="list-style-type: none"> • Although the Route in itself works well, the tested concepts are too generic – and thus not motivating enough. • Interest is mainly shown to “gifts” (earpieces) • Originality of the proposition
Summer		<ul style="list-style-type: none"> • The Route as such possesses serious potential. The occasion is found to be highly relevant for the audience, and fitting well the beer category. Yet only one among the tested variant works well – “Luminescent Laces” • The proposition with the funny and original bonus is perceived as being interesting and motivating. Again, gifts seem to be appealing • The tested packages with discount seem to be less appealing
Olympic Games		<ul style="list-style-type: none"> • Irrelevant for the audience • Irrelevant for the Brand B brand image
Beginning of the schoolyear		<ul style="list-style-type: none"> • The Route definitely possesses potential. Yet the audience (surprising) proved to be not interested in the student theme (which is found to be irrelevant both for the younger and the older audience).

BRAND C

Brand C is one of the oldest traditional beer brands. The beer's history stretches back to the early 16th century.

The Brand C brand image possesses the following features:

- Czech premium
- Authentic
- Noble, “affordable luxury”
- “For connoisseurs”
- Harmonious

In line with the brand image, the following occasions were tested:

- Sports – Brand C is one of the main sponsors of a big sports event. It is important to see whether the sponsoring message is recognized and/or the participants feel that there is a fit between this event and Brand C.
- Summer – The summer period in Russia is high-season for breweries. The question is to what extent this high quality premium beer fits to this occasion.
- Olympic Games Rio (2016) – Big event in 2016. The question is whether Brand C is a fit to this occasion.
- New Year – New Year is a huge party in Russia, usually celebrated with close friends and family.
- February 23rd – “Men’s day” in Russia. Interesting gifting occasion where a masculine beer brand could expand its territory

Table 10: Brand C, evaluation of routes

Brand C; Evaluation of routes		
Sports event		<ul style="list-style-type: none"> • The Route receives high appraisal among all consumers • It addresses a relevant and popular occasion • The analogy with a sports team is found original • The design of the pack also clearly communicates the occasion which is closely linked with beer in consumers’ perception • Respondents appreciate the playful and humorous way of presenting the sports communication
Summer		<ul style="list-style-type: none"> • The Route is among the leading choice • It communicates a relevant and highly appreciated occasion • It is easily recognizable as it is in line with the audience’s lifestyle • Emotionally touching and involving pack communications
Olympic Games		<ul style="list-style-type: none"> • The route has limited potential for the further development. • The theme of the prospective Olympics is not actualized in the audience perception yet, thus it is difficult to make an accurate evaluation of the interest towards this event • Not all the sport translations are very spectacular, emotionally involving, and followed with the real passion. Multipack format for watching Olympics might be rather disputable
New Year		<ul style="list-style-type: none"> • The Route is not recommended for the further development.

		<ul style="list-style-type: none"> • New Year occasion is not associated with the beer category. • The emotional atmosphere of the New Year celebrations contradicts not only with the beer category, but also with the Brand C brand image:
23 rd February		<ul style="list-style-type: none"> • The Route has definite potential, but requires the further fine-tuning • One of few beer occasions that implies gifting and is gender-focused • The concept of “royal award” (associated with the nobleness, history, authenticity) makes the theme appealing and aspirational • Relevant to the brand : Brand C brand is associated with the premium and high quality – the decent gift for the men’s holidays

BRAND D

Brand D is one of the most dynamically developing premium brands in the world, having gained popularity on nearly all continents. With many innovations, the brand increased in popularity in Russia and nowadays is one of the most recognized brands. Despite the lack of advertising in Russia, the visual identity and design of the iconic beer brand is a powerful image.

The Brand D brand image possesses the following features:

- Premium
- Masculine
- For men who know what they want
- Confident
- Brand to be seen with

In line with the brand image, the following occasions were tested:

- New Year – New Year is a huge party in Russia, usually celebrated with close friends and family.
- Major sports event – Brand D is an official sponsor of a major sports event. Each year Russia is also represented in this event
- Summer – The summer period in Russia is high-season for breweries. The question is to what extent Brand D would fit to this occasion
- Gaming – This route may be attractive for the younger audience.
- February 23rd – “Men’s day” in Russia. Interesting gifting occasion where a masculine beer brand could expand its territory

Table 11: Brand D, evaluation of routes

Brand D; Evaluation of routes		
New Year		<ul style="list-style-type: none"> • The Route is among the leading choice • The occasion is relevant for the audience (visiting friends on the 1st January) • Multipack format is relevant for the gift on 1st January • No contradiction with the Brand D brand image: premium, prestigious, high quality

Major sports event		<ul style="list-style-type: none"> • The leading Route • This is absolutely the territory of Brand D • Multipack format is of the highest relevance for the occasion • Original and eye-catching design, developing the sports theme successfully • Light and playful tone of humor and irony
Summer		<ul style="list-style-type: none"> • The Route is not recommended for further development • The Route employs a very general occasion of beer consumption without individualizing the situation • There is no pronounced insight in it => the audience does not recognize the fit with Brand D. The Route is non-original, too general, may be applied with any beer brand • The pack design does not have individual appealing features motivating for trial
Gaming		<ul style="list-style-type: none"> • The Route may have perspective for developing the features of innovation in the Brand D's brand image, and attracting the younger audience to the brand • Gaming occasions are relevant for the beer category and multipack formats fit these occasions well • Does not contradict the current Brand D image
23 rd February		<ul style="list-style-type: none"> • The Route definitely has potential, but requires further fine-tuning. • The occasion of the "facultative/ optional", not general holidays might be applied for the Brand D beer consumption. Yet the tone of the concept shouldn't be serious, but more fun/ironic • The pack design should support the features of individuality

DISCUSSION AND CONCLUSION

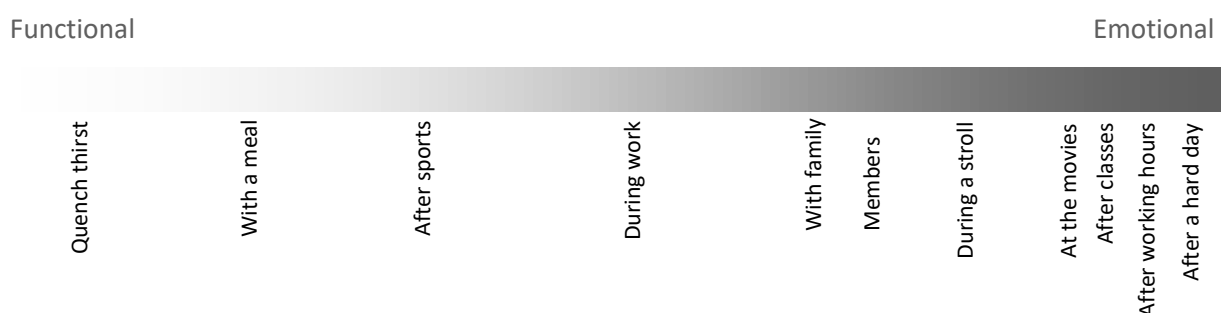
KEY FINDINGS

ATL advertising bans may disrupt businesses, making consumer awareness harder to achieve, however, even in a (semi)dark market as Russia there are ways and opportunities to exploit other advertising options. Aggressive push strategies, sponsorships, but most of all point of sale advertising are examples of such opportunities. The point of sale is the place where consumer purchasing decisions are made. In addition, for occasional product users it is the place where decisions may be made regarding whether or not to purchase it. Linking your product to a situation the consumer would like to consume it in, may provide the final trigger for the consumer to buy it. When exploring purchasing patterns in this study, participants admitted they often make decisions on the spot; even for a pre-planned purchase.

The overall purpose of this study was to identify how consumption occasions and consumer values influence purchasing behaviour at the point of sale. Early assumptions have directly been evaluated and tested for four brands that represent the premium portfolio of researched firm in Russia, in an attempt to find a way to promote the brand's image within the context of a particular consumption situation and in this way create a competitive advantage.

Previous research already suggested that consumption situations provide consumers with an opportunity to achieve desired consequences. This implied that brand image and consumption situations must be viewed together. Unfortunately, previous research on this topic was limited to a brand's perspective only. The study in this paper didn't only identify how brands may vary over different consumption situations, but additionally, from a consumption situations' point of view, it identified the consumer's needs that are associated with these consumption occasions. The means-end, bottom-up approach in this study not only confirmed the importance of consumption occasions, but also led to practical insights for brands that seek to reach and fulfil their consumers' needs.

When exploring the single beer consumption situations, participants of this study identified similar situations.



Although the role of beer may differ, in terms of customer values and consequences of purchase the single-unit consumption occasions are very straightforward. Consumers tend to choose actions in light of the demands of the situation. But as the role of beer in a situation is mainly emotional or functional, the consequences of choice come directly from the act of consumption. The indirect consequences may not even exist in these situations, because most single-unit consumption situations are private consumption situations. These findings are valuable for understanding the consumers' reasoning when buying beer, but have little further implications for practice. It makes little sense for breweries to focus on single-unit consumption occasions. Multi-unit consumption

situations on the other hand, offer much more opportunities to meet consumer's needs. On top of this, from a brands perspective, multi-unit packages provide more options to communicate a message to the consumers, and are much more interesting to drive sales.

Exploring the multi-unit consumption situations in this study provided many insights. Although there is some overlapping with single-unit consumption, the key difference that makes prolonged beer consumption possible is time or when beer is an integral part of an occasion. Not only more need states were identified here, but consumers also mentioned more requirements, dependent on the consumption situations. Marketers need to realize that here is a territory where their brands can fulfil a consumer need state, however, the results support the theory that brand image and consumption situations must always be viewed together. Linking any brand to any occasion brings a too big risk of a misfit. A good example in this study is the "summer" occasion. This occasion has been tested and linked to three different brands, where all three brands provided different results. Consumers make their choice and consider the consequences of this choice in light of the demands of the situation. However, the different target groups had different needs within the same consumption occasion. In addition, they mentioned that they have certain expectations of brands and the way they "behave". Brands need to be very careful with linking to consumption situations and first of all filter which situations matter to their consumers and what their target groups' needs are.

Although there were more misfits than fits in this study, mainly because of the lack of congruence between the brand image and the needs within an consumption situation, the bottom-up approach in this study not only proved how important it is to get familiar with the consumer's needs in consumption situations but also led to actionable practical implications for the four premium brands tested in the study.

PRACTICAL IMPLICATIONS

In terms of practical implications, actionable steps can be highlighted for the four brands in the study. In terms of packaging, the results can be generalized for all four brands.

PACKAGING

The participants preferred bottled beer for single unit consumption. On the contrary, in multi-unit consumption situations, there is a big preference for cans. Mostly, because of its convenience for transporting and storage. Therefore, in the context of this research, multi-packs with cans are strongly advised.

BRAND A

One of the winning concepts with the most motivating emotional tone:

- Dacha Route ("A friend doesn't come with the empty hands")
- Dinner Route ("Let's go to dacha!")

It is essential for the Brand A audience:

- To convey the appropriate mood and emotional tone
- Optimistic, positive, life-affirming ("Everything in life is good")
- Friendly and helpful
- Sociable, uniting
- To understand the profitability of the proposition without difficulties ("+2 gratis" instead of "20% more" proposition)

BRAND B

One of the winning concepts with the most interesting and appealing proposition:

- Holiday Route – Earpieces
- Summer Route – Luminescent Laces
- Beginning of the school year – 4+2

It is essential for the Brand B audience:

- To have some funny and non-practical bonuses attached to the multipack
- To understand the profitability of the proposal clearly
- To feel the connection with their current lifestyle: energetic, mobile, outgoing

BRAND C

One of the winning concepts - the most emotionally triggering:

- Sports
- Summer

It is essential for the Brand C audience:

- To feel “on the same wave” with the other people sharing their interests, lifestyle and values (e.g. watching the sports games together with a company of friends/ with family)
- The mild, simple and conventional humor (not the irony!)
- The “appetizing” visuals and wording (“splendid five”, “royal award”, “royal hospitality”, “Czech gold”, etc.)

BRAND D

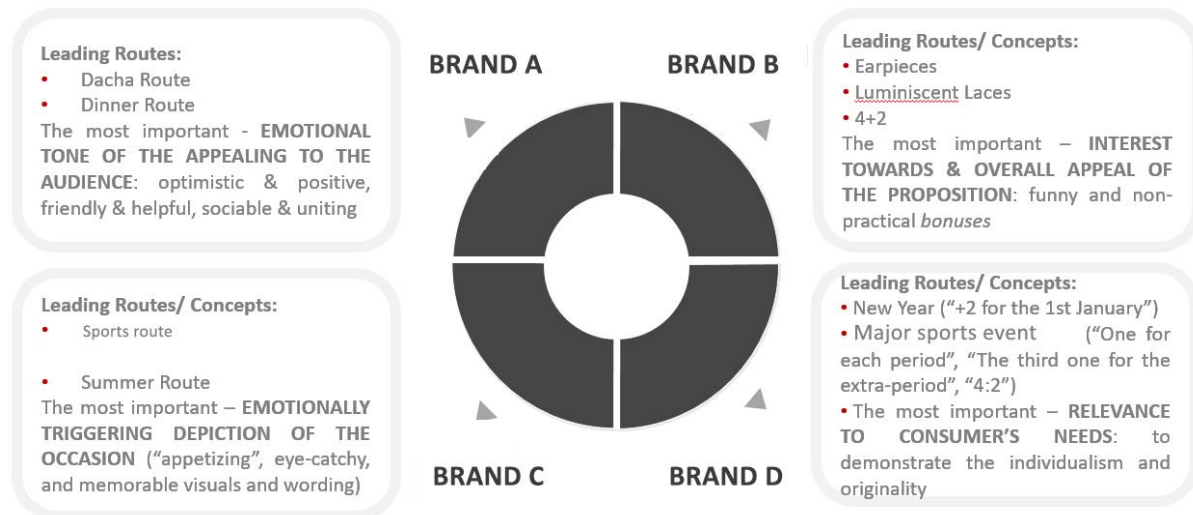
One of the winning concepts - the most relevant to the audience values:

- New Year (*“+2 for the 1st January”*)
- Major sports event (*“One for each period”, “The third one for the extra-period”, “4:2”*)

It is essential for the Brand D audience:

- To demonstrate individualism and originality
- New Year: gift idea
- Major sports event: with the non-standard multipack proposition perfectly fitting the occasion
- To convey the emotional tone, demonstrating good sense of humor, irony, readiness to wordplay and charades (*“4:2”*)

Figure 4: Conclusion per brand



LIMITATIONS

The strengths as well as the limitations of this study lie in the practical approach. Certain choices have been made in order to be able to select situation based promotions for four different premium beer brands in the researched firm’s portfolio, in a (semi)dark market. This mainly had its impact on:

1. The context of the study: The study is focused on the Russian beer market. Moreover, only on the premium segment of it. Results may not apply to other markets/segments.
2. Selection of participants: The participants for the triads in this study have been selected very carefully, so that they are representative for the target groups the researched firm’s premium brands want to reach. This way very valuable insights for the four brands could be gathered, but other views of other target groups are completely excluded.
3. Effects on pricing strategy: Based on previous literature and discussions with the participants of the triads, assumptions can be made that when offering consumption situations based promotions, premium brands can avoid price-offs. Research does support the thought that people are less price sensitive when making a purchase in a social context or aimed at social settings. However, there are absolutely no guarantees for this until the brands actually try the results out in practice.

Because of these limitations, the results of the study are not generalizable. However, in terms of practical implications, they provide exactly what the brands in the premium brands in the study have sought for: actionable steps to develop a consumption situation based promotional package that their target group actually needs.

FUTURE RESEARCH

As mentioned in the paper, past research only examined the effects of consumption situations from a product’s perspective. Although with a very practical approach, this study succeeded in exposing the importance of an occasion based perspective. Future research about consumption occasions can elaborate on the importance of consumption occasions in other industries, with other brands and products. There are many industries comparable to the alcohol industry in terms of frequency of purchasing, way of use/consumption, and difference in consumer preferences. Exploring such industries should happen on a larger sample of people, so that generalization is possible (according to the results). If, within a selected industry, similar types of occasions and consumer’s need states

can be found it would be interesting to research the possibility of a consumption situation based market segmentation.

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APPENDIX A: TRIAD DISCUSSION GUIDE

INTRODUCTION

Introduction of the respondents and the moderator

- Explanation of the objective of participation in the focus group:
- Market research,
- Group discussion is one of the research methods,
- Discussion subject is beer consumption occasions

Main discussion principles:

- Main objective of the discussion is to learn the opinion of the respondents, the respondents should not be afraid of giving “right” or “wrong” answers (nobody will evaluate them from the point if they are right or wrong).
- When doing focus group discussion it’s of highest importance to collect all opinions of the respondents, paying special attention to diverse personal opinions of the respondents.
- The respondents are expected to be active in the discussion.
- The respondents can ask questions anytime if needed.

Video recording:

- The discussion will be audio and video recorded.
- Approximate duration of the triad is– 1,5 hours.

Introduction – Information from the respondents:

- Name,
- Age,
- Marital status,
- Occupation /job,
- Hobby/interests / leisure time.

WARM-UP (~ 10 MIN.)

Short introduction to the topic

- What comes to mind when you hear the word “beer”? Any nouns, verbs, adjectives, emotions, situations, etc.?
- What do you like about beer? Why do you prefer beer?
- What makes it different from other beverages/ drinks?
- What was your last beer drinking occasion? (what brand, where, with whom, how many, why)
- Has your beer consumption behaviour changed within the last few year or two? If yes, in what way? Why?

BEER CONSUMPTION OCCASION EXPLORATION (~ 20 MIN.)

Identifying consumption occasions

The respondents are asked to name all of the consumption occasions when they would have beer. The aim is to get as many occasions as possible.

- Let's name all of the occasions when you would drink beer?

(All of the occasions are written out on separate notes and are placed on the table)

- Are there situations that are more typical for other drinks BUT beer could replace them? What are they?
 - Why would you have beer in this situation?
 - How can beer replace the initial drink? How would it change the occasion if you have a beer instead? How would it be different?

(Additional situations are also written out on separate notes)

- Are there any specific occasions during the New Year period, winter time, sports events (if yes which), spring time, summer time; is there anything specific about the national holidays/days off like 23rd of Feb, 8th of March, May weekend, Nov weekend?

The respondents are asked to group the occasions according to the role of beer in the occasion

- Let's try to group these occasions based on the role of beer?

Group discussion after the task is completed. Each group is discussed separately.

- Please describe this group? How would you name it? What is common?
- What is the reason for consumption?
- What is the role of beer in this group?
- How would you describe the settings (place, people around, atmosphere)
- How is this group different from other groups? Why?

Identifying multi-unit occasions

After discussion of all groups: the respondents are asked to exclude all occasions that imply consumption of 1 unit. For the occasions that are excluded:

- Why are we removing this occasion? Why do you not consume more than 1 unit in this occasion? Could you have more than 2 units in this occasion? If yes, what needs to change in order to have more than 1 unit?

OCCASIONS OF MULTI-UNIT CONSUMPTION (~25 MIN.)

Further discussion focuses on occasions that imply consumption of more than 2 units.

Let's focus on occasions when you would have more than 1-2 units of beer... Each occasion is discussed separately:

- How is this occasion different from the ones that we threw out?
- Please describe this occasion in terms of:
 - Who
 - Where

- Why
- Atmosphere, mood
- Role of beer
- Average purchased volume of beer
- What is important when preparing for such occasions? What would you pay special attention to? What else? Why?
- What would be the typical package of the purchased beer for the given occasion? Why?

Probe: on other package variants (Kegs, PET, Multipack, Cans and Bottles – PROs & CONs for each format in the explored occasion)

- Where would you typically buy beer for this occasion? Why there? Where else could you buy it?
- Do you stock up on beer at home? Why/ not? What format do you typically buy? Why?
- What do you pay attention to when buying beer for this occasion? Why? What else?
- Are there brands that have a strong link with this occasion? What are they? Why are they associated with this occasion? How does the brand connect with the occasion?
- Have you seen good examples of brands connecting with the occasion? What are they? Why do you think that they have a good connection? Are there any other brands that do it well too?

Brand perception: Use mentioned brands and include Brand D, Brand A, Brand B, Brand C (depending on triad). 2-3 brands max.

- What comes to mind when you think of (insert brand)? Any associations, nouns, verbs, adjectives, mood, etc.
- What kind of people drink this beer? What are these people like? Please describe their character, sphere of work, lifestyle, aspirations, etc.

EVALUATION OF INITIATIVES (~ 25 MIN.)

The following questions are asked for each initiative. Each of the initiatives is discussed separately.

- What is your overall impression?/ would you be interested in purchase?
- What you do like/ dislike about it?
- How unique is it/ standing-out?
- How you seen anything similar?
- How do you find the communication? Do you find it funny/ amusing?
- Do you find it relevant? Why (not)?
- How well does it fit the occasion?
- Does it fit the occasion? Why (not)?
- Does it work for the brand? Why (not)?
- How can we make it more suitable for the occasion?
- How can we make it more suitable for the brand?

After all of the initiatives have been discussed

- Which of the initiatives do you like best? Why?
- Which of the initiatives do you like least? Why?

APPENDIX B: SELECTION AND SAMPLE – RECRUITMENT CRITERIA

For careful selection of the participants the following guide is used. The guide is developed in such a way that we can select different people for the different brands we want to test. The questionnaire helps to determine whether the participant fits into the desired consumer typology.

FORBIDDEN PROFESSIONS

The participants or their close friends/relatives are not allowed to work in the following spheres:

- Advertising
- Marketing/Merchandising
- Social/psychological professions
- Journalism
- Research consulting
- PR/Promotional
- Marketing agencies
- Film/Theater

And all other spheres that are directly connected to the alcohol industry (marketing-, sales-, production-, distribution- of products containing alcohol)

GENERAL CRITERIA

General information

- Gender: Male
- Status per consumer typology:
 - Young experimenters: Single, no children
 - Life enjoyers: -
 - Affluent explorers: -
- Work: Full-time. (in case of 18-22y.o. – full time higher education)
- Living in Moscow +5 years

Beer consumption

All respondents

- Purchase beer at least once a week
- Are responsible for the purchasing of beer for personal use
- Have a preference for regular (light) beers
 - Other types of beer are allowed, however as a second choice
 - Everyone should know about other categories (Beer with additives, radlers, etc.)

Brands

The research involves consumers of the brands Brand A, Brand B, Brand D, Brand C and competitors.

- For each of our brands there is a separate list of competitors (stated below)
- All respondents must classify the studied brand as “most preferred”
- Consumption of the studied brand should be at least as often as the competitors
- The respondents are frequent users of the studied brand (intentionally buy it at least once per month)

Triad #	Brand	Age	Segment (s)	Competitors (consideration set)	Other requirements
1	B	18-22	Young experimenters	(several brands hidden due to confidentiality)	Not married, no children
2	B	24-29	Young experimenters	(several brands hidden due to confidentiality)	Not married, no children
3	A	25-29	Quality Seekers	(several brands hidden due to confidentiality)	
4	A	30-35	Quality Seekers	(several brands hidden due to confidentiality)	
5	D	25-29	Life Enjoyers	(several brands hidden due to confidentiality)	
6	D	30-35	Affluent Explorers	(several brands hidden due to confidentiality)	
7	C	29-35	Quality Seekers	(several brands hidden due to confidentiality)	
8	C	36-40	Quality Seekers	(several brands hidden due to confidentiality)	

PSYCHOGRAPHIC SEGMENTATION

The brands that will be researched are aimed at different consumer typologies, which contain different psychographic elements: Affluent explorers, life enjoyers, young experimenters and quality seekers. Each of these typologies is briefly discussed below.

AFFLUENT EXPLORERS

Wealthy and successful, who like to act spontaneously and live for today. Love exploring everything in all areas of life including new types and brands of alcoholic beverages. Find it exciting to try things before their friends do, and to push life's boundaries.

Affluent explorers are very social and drink with large groups of friends. Their motivation for drinking beer though tend to be a personal need to:

- Relax and wind-down, to get dizzy
- Express individuality
- To try something different

LIFE ENJOYERS

Young, single consumer living a life that is fast paced and full of music, parties and different people. Drink beer frequently and use it to socialize and to relax as part of a modern and experimental lifestyle. Act spontaneously and love to explore all types of alcoholic drinks.

Life enjoyers are extremely social but have this youthful need to look good and stand out. This group has a need to:

- Receive lots of social attention
- Make a statement
- Feel modern and stylish, express their individuality, stand out from the crowd and draw attention from others

YOUNG EXPERIMENTERS

Young and defined by a vivid interest in other cultures which they match with lots of travel inside and outside of Russia. Conscious of their appearance and careful about what to drink. Enjoy trying different types of beer and new beers from their favorite brands

Young experimenters drink beer for personal needs even though they usually drink with their friends. They need it to:

- Enhance their mood, to get dizzy
- To go for something different, draw attention to themselves, stand out from the crowd

QUALITY SEEKERS

Mid-high earners who demand quality from all they buy and consume. Considered in everything they do and love natural food and beverages. Live in a big city, and although they don't drink beer that often, they do like to use it on particular occasions and are willing to pay more for prestigious beers with tradition.

Most needs for quality seekers revolve around small family moments at home where relaxation and enhancing the moment are key. Beer is needed to

- Relax and wind-down, give themselves a moment of pleasure
- Get a feeling of coziness/a warm atmosphere. To spend time with someone special
- To accompany food

The brands researched in this study all aim one or more of these consumer typologies. The questionnaires below help to find the right respondents for the right brands.

QUESTIONNAIRES

- Whether or not a respondent fits into the typologies described above, needs to be determined using the questionnaires below
- The first questionnaire focuses on thoughts about the beer category, the second focuses on the respondents attitude towards life and everyday circumstances
- The questions below should be answered on a Likert scale

Thoughts about the beer category	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. Beer is my favourite alcoholic drink	1	2	3	4	5
2. Beer is a great addition to food	1	2	3	4	5
3. Beer makes you fat	1	2	3	4	5
4. Beer is a regular drink, without style and prestige	1	2	3	4	5
5. I usually don't pay attention to beer, because I prefer more modern drinks	1	2	3	4	5
6. Flavored beer is more suitable for women than regular beer	1	2	3	4	5
7. I am very careful with the amount of alcohol I consume	1	2	3	4	5
8. I always look for new products and try beer that I haven't tried yet	1	2	3	4	5
9. Nowadays I drink less beer than in the past	1	2	3	4	5

10. Beer is an essential element in the man's world	1	2	3	4	5
11. I am ready to pay more if a beer is actually of better quality	1	2	3	4	5
12. I prefer traditional beers, which have proven themselves worthy of their reputation	1	2	3	4	5
13. Beer is the best way to relax and trench your thirst	1	2	3	4	5

Affluent explorers

- Should agree (or strongly agree) with at least 5 statements out of statements: 1,2,4,5,7,8,9

Life enjoyers

- Should agree (or strongly agree) with at least 3 statements out of statements: 1,2,8,10
- Should disagree (or strongly disagree) with at least 3 statements out of statements: 3,4,5,7,9

Quality seekers

- Should agree (or strongly agree) with at least 3 statements out of statements: 1,11,12,13

Attitude towards life and everyday circumstances	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. I find it important to be highly educated	1	2	3	4	5
2. I like to be the center of attention	1	2	3	4	5
3. I live by the day and don't worry about the future	1	2	3	4	5
4. I usually buy the same as everyone else does	1	2	3	4	5
5. I often travel abroad	1	2	3	4	5
6. I am happy with my life as it is right now	1	2	3	4	5
7. To me, my family is more important than friends	1	2	3	4	5
8. In my life there is lots of music, fun and many different people	1	2	3	4	5
9. I make use of modern technology to improve my everyday life	1	2	3	4	5
10. Nowadays I spend more time at home	1	2	3	4	5
11. Life got tough lately	1	2	3	4	5
12. I am passionate about life and culture in different countries	1	2	3	4	5
13. I always look at the quality of a product, instead of the popularity of the brand	1	2	3	4	5
14. I prefer to plan things ahead	1	2	3	4	5

Affluent explorers

- Should agree (or strongly agree) with at least 6 statements out of statements: 2,3,4,5,6,8,10,11,12

Life enjoyers

- Should agree (or strongly agree) with at least 3 statements out of statements: 2,6,8,9
- Should disagree (or strongly disagree) with at least 3 statements out of statements: 7,10,11

Young experimenters

- Should agree (or strongly agree) with at least 3 statements out of statements: 3,5,8,12

Quality seekers

- Should agree (or strongly agree) with at least 3 statements out of statements: 1,7,13,14

IMPORTANT

- The respondents may not be allergic to any kinds of food
- The respondents are not planning to completely cut alcohol out of their daily life in the nearby future
- There will not be any tasting of products

APPENDIX C: BRAND A

NEW YEAR

Occasion: New Year & Thank you		
Beer Category		The evaluated concepts are mostly connected with the “Thank you” occasion. Beer as “currency”(I owe you a beer situations) is recognized only by the older part of the audience (30-35). Regarding the existing beer consumption practices: this “treating with a beer” is mostly associated with the off-trade situations
Brand A Brand		There is no contradiction with the Brand A brand image, yet the existing beer consumption practices demonstrate to treat others with their own preferred brand. <i>“I know what my friends prefer among the beer brands, and if we gather together – I buy both my brand and at least two more other brands among the preferred ones in a company” (Opinion in all triads)</i>
Multipack Format		A multipack definitely increases the value of the gift: <i>“If it would be one beer – it’s nothing, if it’s a pack – it’s much more valuable” (opinion in all triads)</i>
Audience		The idea of gifting a beer as a form of gratitude is found highly relevant by the older part of the audience (30-35). However, the younger participants (25-29) do not recognize this insight at all and find the proposition not motivating enough
Pack Design		The pack design clearly communicates the new year consumption occasion. The design successfully connotes the festive atmosphere yet it cannot be viewed as a gift packaging for saying thank you.

DACHA

Occasion: Dacha		
Beer Category		Beer category perfectly fits the occasion of meeting with friends in the countryside/ at a dacha
Brand A Brand		There is no contradiction with the Brand A brand image
Multipack Format		Multipack format (preferably with cans) – is the top choice for the purchase for dacha consumption occasions
Audience		All the participants mention the dacha occasion among the most frequent ‘for friends’ meeting with beer consumption
Pack Design		The design communicates the dacha occasion well – both by the means of visuals conveying the atmosphere of outdoor recreation, and by wording with the intonation of mild humor

SPORTS

Occasion: sports		
Beer Category		The sports event is an essential situation for beer consumption occasions
Brand A Brand		Although the occasion does not contradict with the existing Brand A brand image, the competitors brands are very active in this territory. The sports events theme is heavily exploited by Baltika 7 (also with multipack propositions)
Multipack Format		Multipack format is found to be the most appropriate for watching sports
Audience		The participants mention sports translations among the most popular beer consumption situations: the occasion is highly relevant
Pack Design		The pack design is clearly divided into two parts. Some people directly understand it, some don't. The message is confusing

FRIENDSHIP DAY



Occasion: Friendship day		
Beer Category		The audience is not aware about the Friendship Day existence, the idea of singling out one day which is devoted to friendship is found to be false and unnatural
Brand A Brand		The audience does not particularly recognize the values connected with friendship in the Brand A brand image. Male friendship is viewed more as a territory of the local sub-premium beer brands
Multipack Format		Multipack might be appropriate for occasions connected with beer consumption in a company of friends. Yet the idea should be shaped in the direction of having good times and sharing with friends (not necessarily celebrating something – just gathering together)
Audience		Younger part of the audience (25-29 y.o.) turned to be more favorable towards this Route, yet the older participants (30-35 y.o.) demonstrated rejection of it ("friendship is the concept of day and night")
Pack Design		The design conveys the idea of the friendly ties in a very comprehensive way, yet it lacks some depth and volume (for demonstrating the real male friendship these visuals are rather superficial)

DINNER

Occasion: Dinner		
Beer Category		Dinner occasion as such is not the most fitting for beer consumption (beer is consumed with the meal comparatively seldom). Yet changing the occasion to "Evening" appeals to the audience much better
Brand A Brand		There is no contradiction of the Evening occasion with the Brand A brand

	image
Multipack Format	Highly relevant – in case of Evening occasion, or in case of going to dacha (variant #2)
Audience	Both the situations are appealing, emotionally involving, and even aspirational for the audience. The audience gives higher valuations to Dacha variant, yet with the slight rephrasing of the Dinner occasion (turning it to Evening) both the variants are appreciated
Pack Design	Package design (both variants) are welcome by the audience: <ul style="list-style-type: none"> • Evening variant - for romantic cozy atmosphere • Dacha variant - for the light and airy summer mood

EVALUATION OF PACK COMMUNICATION: HIGH POTENTIALS, BRAND A

	<p>The imagery evokes positive emotional associations and supports the idea of “Dacha”.</p> <p><i>“The leafs look very green, fresh, I can even imagine a place in the countryside” (Brand A, 30-35)</i></p>
	<p>The view of the sports field clearly communicates the event and potential consumption occasion.</p>

APPENDIX D: BRAND B

HOLIDAYS

Occasion: Holidays		
Beer Category		Holidays are associated with beer consumption. The proposed concepts demonstrate this idea of holidays on the level of three different occasions: listening to music, watching the movies, traveling. Yet the interest towards the concept is shaped not by the occasion, but by the interest in the gift items (the earpieces are the leading idea)
Brand B Brand		The brand image perfectly fits the occasions and is relevant to the gift items
Multipack Format		Multipack format is found rather relevant for the proposed occasions, yet it is not the most essential component in the proposition's perception
Audience		The audience demonstrates high motivation for the purchase of Brand B with the earpieces as a bonus, while the other propositions are irrelevant (both music and movies might be downloaded for free)
Pack Design		The pack design is considered to be of lower importance in comparison with the bonus items' attractiveness. The leading concept is with the earpieces as a gift

SUMMER

Occasion: Summer		
Beer Category		Summer is strongly associated with beer consumption
Brand B Brand		The Brand B brand image doesn't contradict with the concepts evaluated, yet the two variants (with the "20% more" proposition) are evaluated as focusing on price hunting, while the participants appreciate a more "positive" way of proposition – original and funny <i>gifts</i> , focusing on the participants' lifestyle
Multipack Format		Multipack format perfectly fits the occasions connected with the summertime
Audience		The participants find the summer occasions highly relevant for beer consumption: <i>"In summer we drink beer a little bit more often, as the weather is hot, as there are more situations when people meet outdoor, and it's easier to drink in nature"</i> (Brand B, 24-29)
Pack Design		The pack design communicates the proposition clearly, the main difference is only about the appeal of the proposition itself. The leading concept with the Route is "Luminous laces": even though it is not much welcomed by the 18-22 y.o. audience – it is the only one within the Routes possessing some potential due to the originality of the gift

OLYMPIC GAMES

Occasion: Olympic games		
Beer Category		Watching the sports event translations was mentioned as a typical beer consuming occasion only by the older audience (24-29 y.o.)
Brand B Brand		Sport events (including Olympics) are not connected with the Brand B brand, and contradict with its image: <i>"When I see that the beer brand is trying to get attached to sports – that means they are making the last attempt to push people to buy this beer. I don't think Brand B is that bad that it needs to take such steps"</i> (Brand B, 18-22)
Multipack Format		Didn't evaluate due to the irrelevance of the occasion
Audience		The audience lifestyle is more dynamic, lively, outgoing: the occasion is rather irrelevant (especially for the younger part of the audience):
Pack Design		Didn't evaluate due to the irrelevance of the occasion

BEGINNING OF THE SCHOOL YEAR

Occasion: beginning of the school year		
Beer Category		The beer category definitely fits the occasion of the beginning of school year (and the student life in general). Yet the student theme has proved to be not relevant for the audience (even for the younger participants) – who seem to live their life with the focus on the more adult behavior models, are more pragmatic oriented, with no romanticizing of this student period
Brand B Brand		Although being youth-oriented – Brand B brand image has a strong focus on the actual up-to-date music (and not on the studies)
Multipack Format		The multipack format is expected to fit the occasions when young people gather together in a company. Yet the quantity of the units should be corresponding to the company size (e.g. six cans are not enough for a party with classmates)
Audience		The occasion is not relevant to the audience (even for the younger participants - 18-22 y.o.)The student years are not recognized as a special romanticized period of youth, and are not associated with the audience current lifestyle
Pack Design		The pack design should convey the idea of the proposition in the easiest comprehended way. Among the concepts evaluated – the only eye-catching, comprehensible and memorable variant is "4+2"

EVALUATION OF PACK COMMUNICATION: HIGH POTENTIALS, BRAND B

	<p>Easily comprehended communication of the occasion due to associated imagery.</p>
	<p>Noticeable communication due to use of bright colours, although the background image is not associated with the event.</p>

APPENDIX E: BRAND C

SPORTS

Occasion: sports		
Beer Category		The occasion of sport translations is strongly connected with the beer category
Brand C Brand		sports consumption occasion perfectly fits the Brand C brand image - due to the origin of the brand
Multipack Format		Watching the sports translations requires sufficient amount of beer: multipack format is very welcome.
Audience		The audience reports that they watch the sports in friends' company/ with family members
Pack Design		The pack design clearly delivering the idea of the profitable purchase (4+2; 5+1) are of great demand

SUMMER

Occasion: Summer		
Beer Category		Barbeque occasion with the company of friends/ family is the perfect fit for the "ideal beer consumption moments"
Brand C Brand		Brand C – "genuine brand" is associated with the "genuine moments": barbeque occasion combines in itself both the closeness to the nature and the cultural background
Multipack Format		Multipack format is appropriate and desirable for the barbeque occasion
Audience		The barbeque occasions are among the most aspirational and pleasant moments of the audience lifestyle
Pack Design		Pack design with the appetizing visuals of the barbeque are very motivating for the audience

OLYMPIC GAMES

Occasion: Olympic games		
Beer Category		The occasion of sport translations is connected with the beer category. Yet where the interest towards sports is deep and profound, the interest towards the Olympic sports are not manifested so openly
Brand C Brand		Brand C brand image does not contradict with the occasion, and might fit
Multipack Format		Not all the sport translations are very spectacular, emotionally involving, and followed with real passion. Multipack format for watching Olympics

		might be rather disputable
Audience		At the current moment it is difficult to evaluate the audience actual interest in the Olympics
Pack Design		The evaluated pack design connotes the theme of sports and award ceremony successfully, and delivers the idea of a profitable proposition

NEW YEAR


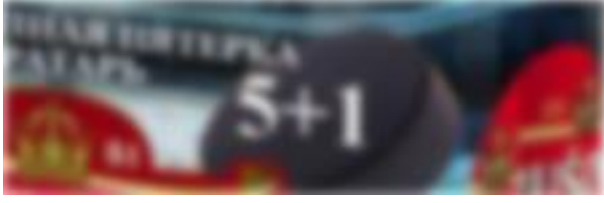


Occasion: New year		
Beer Category		<p>New Year is not associated with the beer category: beer is perceived as an everyday drink, not fitting the situation of such festivities:</p> <ul style="list-style-type: none"> • <i>Beer might be consumed on the 1st January morning for “sobering up”</i>
Brand C Brand		The atmosphere of New Year is associated with lively and noisy festivities – which are rather controversial with the Brand C brand image (nobleness and authenticity “for connoisseurs”)
Multipack Format		Multipack format is irrelevant for the occasion: <i>“It’s OK to drink a bottle of beer the day after – on the 1st of January. But six cans would be too much” (Brand C, 29-35)</i>
Audience		The audience admits that beverages are associated with the New Year celebrations (and are the appropriate accompaniment for a festive dinner)
Pack Design		The package design with its bright and noble white/ vinous/ golden colors is the only element supporting the New Year theme successfully

FEBRUARY 23RD

Occasion: February 23 rd		
Beer Category		Beer category goes well together with the traditional men’s holiday
Brand C Brand		Brand C brand is associated with its premiumness and high quality – which makes it appropriate for a gift for the men’s holiday
Multipack Format		The KEGG format corresponds well with the appealing gift idea
Audience		<p>The audience does not appreciate the seriousness of the concept (when focusing on valor which is associated with the military service): <i>“Only some people are related to the 23rd of February – it’s not the occasion to celebrate for many men who were not in the army” (Brand C, 29-35)</i></p> <ul style="list-style-type: none"> • However, introducing the theme to the context of “royal award” (associated with the nobleness, history, authenticity) makes the theme appealing and aspirational
Pack Design		The design is perceived as clear and straightforward, which is relevant for

	the occasion of men's holiday
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EVALUATION OF PACK COMMUNICATION: HIGH POTENTIALS, BRAND C

	An original and unique approach to communication of discount which is appreciated by consumers.
	Noticeable and easily comprehensible communication of the offer (i.e. +1 free can)
	Use of familiar and recognizable image allows to link the pack with the occasion.
	<p>Appetizing and highly appealing image of grilled meat which serves as a reminder of positive associations with the occasion.</p> <p><i>"I would just buy this pack because of the image – it [the meat] looks very appealing"</i> (Brand C, 36-40)</p>

APPENDIX F: BRAND D

NEW YEAR

Occasion: New year		
Beer Category		New Year is not mentioned spontaneously among the festive consumption occasions. Beer is not perceived as a New Year drink, although may be consumed as a starter before the strong alcohol, and on the 1 st January
Brand D Brand		No contradiction with the Brand D brand image
Multipack Format		Appealing format for the gift on the 1 st January visits: <i>"It's an original gift idea when you visit your friends during the holidays"</i> (Brand D, 30-35)
Audience		Although beer is not a New Year drink, the audience admits that consumption on the 1 st January is very typical
Pack Design		The design lacks some iconic symbols (e.g. new year's tree, fairy lights, Christmas ornaments) illustrating the occasion: <i>"It lacks the New Year atmosphere with the Christmas tree, New Year decorations..."</i> (Brand D, 25-29)

MAJOR SPORTS EVENT

Occasion: Major sports event		
Beer Category		Watching sports translations is one of the most typical and "emotionally charged" beer consumption occasions: both for individual consumption and for consumption with others
Brand D Brand		Brand D brand image is strongly associated with the event in general
Multipack Format		Multipack format perfectly fits the consumption occasion: the audience claims to consume 2+ units per game
Audience		The audience reports that they usually follow the course of the sports championships, cheering for their favorite sports team
Pack Design		<p>The variants <i>"One for each half"</i>, <i>"The third one for the overtime"</i> and <i>"4:2"</i> are the leading ones among the tested materials. Reasons:</p> <ul style="list-style-type: none"> • Sharp focus on the sports theme • Original and aesthetically appealing shape of the box (<i>"One for each half"</i>, <i>"The third one for the overtime"</i>), which is also convenient for handling and transportation • Original idea of the "score" (<i>"4:2"</i>) which: <ul style="list-style-type: none"> – Clearly communicates the price discount in a humorous and playful way, strongly connected with

		<p>the sports theme;</p> <ul style="list-style-type: none"> – And also – in regards with the game – inspires emotionally, triggers to watch the game, and raises the interest in the game's result.
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SUMMER

Occasion: Summer		
Beer Category		Summertime is too broad as a beer consumption occasion
Brand D Brand		Has no particular connection with the Brand D brand, might be used by any beer brand
Multipack Format		More precise context of the consumption occasion is required: both multipacks and individual packs are in demand during the summer time
Audience		According to the majority of audience, their beer consumption increases in summer time
Pack Design		The proposed designs lack the eye-catching elements/ colors which may draw the audience attention and convey the appealing atmosphere of summer



GAMING

Occasion: Gaming		
Beer Category		Gaming occasions are mentioned on a spontaneous level as a background and accompaniment for beer consumption (similar to the watching sport translations on TV), and correspond well to the atmosphere of excitement
Brand D Brand		Gaming occasions in general do not contradict the Brand D brand image, and develop features of innovation in the Brand D brand image. Yet the accuracy in wording and visuals is essential here
Multipack Format		Multipack format is relevant for gaming occasions (which are often compared to watching sports) <i>"It's similar with the sports translation, when you support your favorite team, and feel nervous – you take the bottles one by one, you may even get lost in numbers. When you're in excitement - you put several bottles in front of you, because you know that one is not enough, you will drink one bottle very fast"</i> (Brand D, 25-29)
Audience		The occasion is more typical for the younger part of the audience – 25-29 y.o.
Pack Design		<p>The pack design connoting the features of innovation (especially the variant Brand D 2.0) are relevant for the occasion</p> <p>The pack design using visuals which are irrelevant for the audience (e.g. gamepad) are strongly rejected</p>

FEBRUARY 23RD

Occasion: February 23 rd	
Beer Category	Beer might be relevant for gifts exchange among friends in a men's company on specific holiday occasions (those which are not recognized by everybody, and are not widely celebrated) – for example, 23 rd February, Cosmonautics Day, some other professional holidays
Brand D Brand	<p>Status and prestige are the key features in the Brand D brand image. The audience values the demonstrative aspect in the Brand D consumption process: ability to stand out with the prestigious, premium, western style brand; even some “show-off” features. Specific holidays are not associated with this individualistic show-off audience:</p> <ul style="list-style-type: none"> The link might be made via some subtle humor, ironic “winking to those who understand”
Multipack Format	Multipacks with individual units (bottles or cans) might be more appropriate for the Brand D brand image. KEGs' pack format focusing on sharing might be even rejected by the part of the audience: <i>"I do not like these things: all come and sit with the glasses, waiting until the foam settles"</i> (Brand D, 30-35)
Audience	The audience reaction towards the 23 rd February occasion is rather reserved: the participants do not take the given occasion very seriously
Pack Design	The pack design is evaluated in the context of KEGs' pack format, which introduces features of a non-individual product, with conventional taste and ordinary quality. However, the designs couldn't convince the participants.

EVALUATION OF PACK COMMUNICATION: HIGH POTENTIALS, BRAND D

	<p>Original format and communication which appeals to habitual consumer behaviour (at least 3 cans) in a relevant occasion.</p> <p><i>"They have thought of everything! You take at least 3 to watch a game"</i> (Brand D, 30-35)</p>
	<p>An original and associated with the occasion communication of the offer, which is easily understood by the audience.</p> <p><i>"Here you can easily understand it [the promo], because it says: 4:2 for you"</i>(Brand D, 25-29)</p>



Clear and easily understandable communication for a relevant occasion.

“That’s right, you will probably have beer in the morning after New year’s eve” (Brand D, 25-29)