



UNDERSTANDING THE BEVERAGE CONSUMPTION LANDSCAPE AMONG TEENS IN MENA

THE CHALLENGE

- A global beverages manufacturer wanted a deeper understanding of the non alcoholic ready to drink beverages landscape – specifically to get up close to teens in their beverage consumption occasion moment to unearth potential opportunities

BRANDSCAPES APPROACH

- Real time smartphone capture (data, images, video) using MOBITRAK™ yielded rich insights across 10,000+ consumption occasions: 'Energy' was the key motivation (2/3rd of occasions) with 'Health Maintenance' and 'Special Treat' emerging a distant second and third
- Consumption increased as the day progressed with nearly half the consumption occasions occurring after 6 pm. Away from home consumption peaked in the morning and afternoon
- Grocery was the dominant purchase channel followed by Modern Trade, (largely Supermarkets)

MARKETING ACTIONS

- Helped identify and embellish pockets of growth opportunities across specific occasions, dayparts, need-states, purchase channels
- Zeroed in on key competitive categories, fighting for share of throat
- Identified white space opportunities and positions of strength and vulnerabilities of client portfolio brands

OUTCOME

- Helped the client uncover an 'in the moment' view of the beverage consumption ecosystem, among Teens with a sharp focus on emerging growth opportunities to help drive share