



Marketing researches - 2020

2 YEARS AFTER THE MISTRALGIN KICK-OFF, WE DECIDED TO GET CLOSER TO THE CONSUMER BY APPOINTED A MARKETING RESEARCH COMPANY "ISI".

	Objectives:	Method:
To gain insights on the understanding of MistralGin consumers	To uncover possible usage barriers	1.5-hour of 20 In-depth Interviews:
To support developing action plans		10 IDI's in the UK
		10 IDI's in Germany

Results:

- **Very good taste** of the gin that convinces in all target groups. **Captative name and story on the back label;**
 - More consumer + boom of the gin category = harder to be eye catching. **Design and story are key!**
 - Need to **address the summer feeling** as it is often drunk outdoor and during warm days;
- First impression of MistralGin **polarizes** and does **not convince enough** + **awakes false taste expectation.**



Marketing researches - 2020

AFTER LOOKING AT ALL OPTIONS, WE'VE DECIDED TO AMEND THE PACK DESIGN.

Definition of key priorities for label redesign:

- To clarify taste expectations
- To widen the target age group by giving it a more mature and sophisticated look
- **Need to test the new design on consumers**

Objectives:

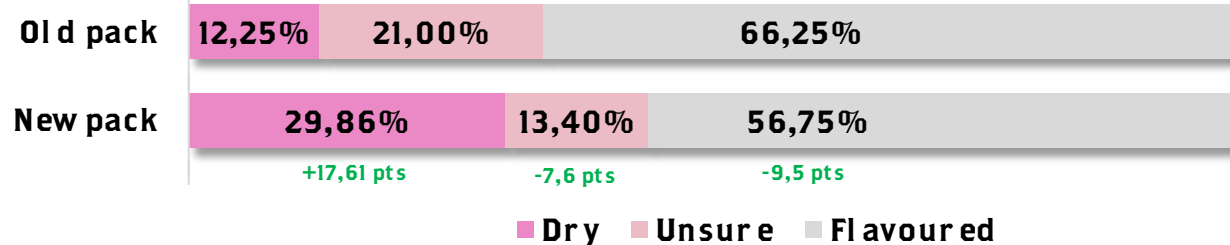
- To compare the new/old packaging designs
- To make sure MistralGin universe is kept
- To confirm the "dry" taste understanding

New method:

- Digital survey
- 400+ in the UK
- 400+ in Germany

Results:
**GREAT
CONFIRMATION!**

Is this gin dry or flavoured ?



Clear design
preference:

