Practice Brand Exploratory Analysis

Savannah Kelly
APR 525: Brand Communication Strategy
October 2021

About This Report

Table of Contents

The hard seltzer market has exploded, with companies releasing new flavors and products to try to keep customers using their product and draw new consumers in with unique offerings. This market has become saturated with brands trying to get a piece of the pie. This isn't surprising – hard seltzers have become more and more popular with consumers, and they enjoy having options and being able to identify with a brand.

For this analysis, we will discuss Truly Hard Seltzer. The data for this analysis comes from a survey conducted regarding three different brands of hard seltzer: Truly, Bon & Viv, and White Claw. Truly comes in a variety of flavors and types of hard seltzer, and recently introduced alcoholic popcicles. They offer traditional flavored hard seltzer, as well as punch, lemonade, and iced tea.

Truly Berry Mix Pack

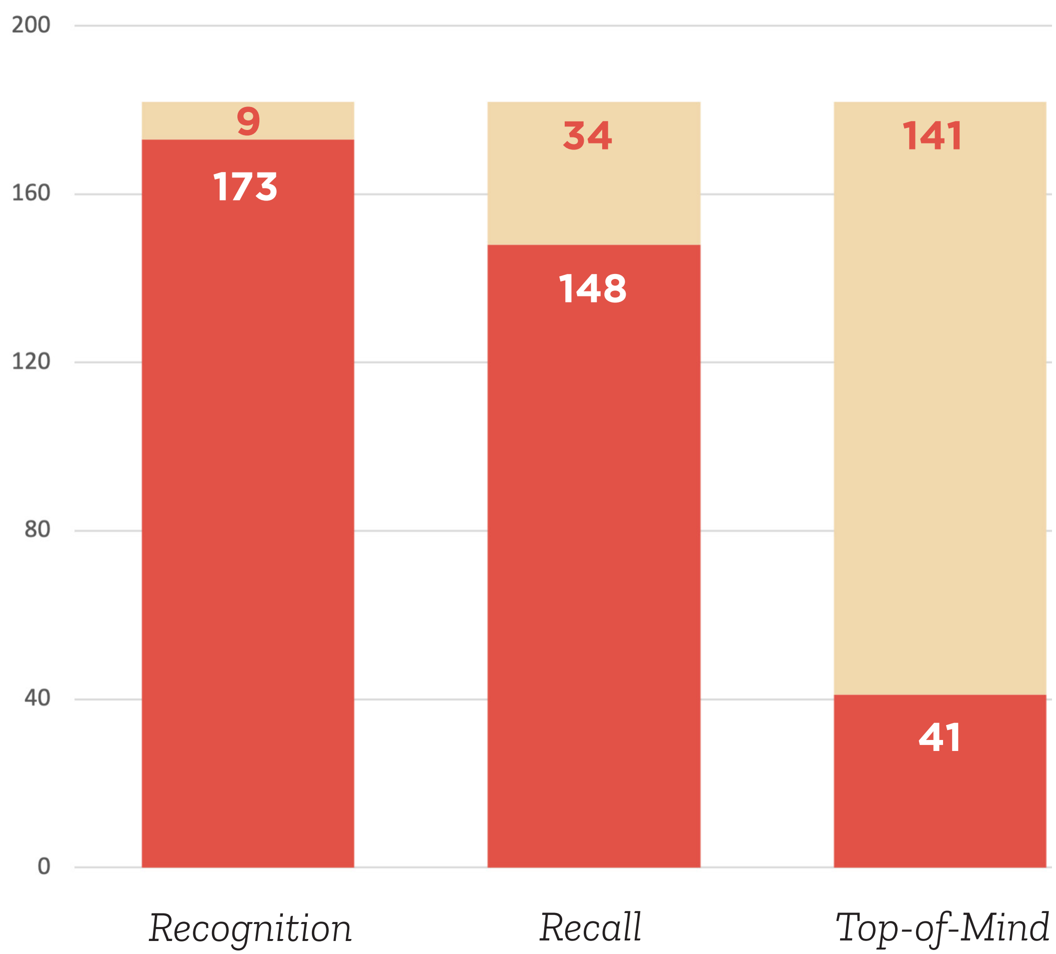
Truly Punch Mix Pack

Truly Lemonade Mix Pack

Truly Iced Tea Mix Pack

Brand Recognition

TRULY HARD SELTZER



Brand Recognition refers to how many respondents recognized Truly out of a group of hard seltzers. These results are good for Truly; 173 out of 182 total respondents, 93.4%, indicated that they recognized Truly, so they have at least heard of it as a hard seltzer option.

Brand Recall refers to how many respondents could recall Truly as a brand of hard seltzer without prompting. Although fewer participants could recall Truly than recognize, the results are still good; 148 out of 182 participants, 81.3%, remembered that Truly is a brand of hard seltzer without needing a reminder.

Top-of-Mind refers to the participants who recalled Truly before any other brand. Only 41 out of 182 participants, 22.5%, thought of Truly first when thinking about brands of hard seltzer.

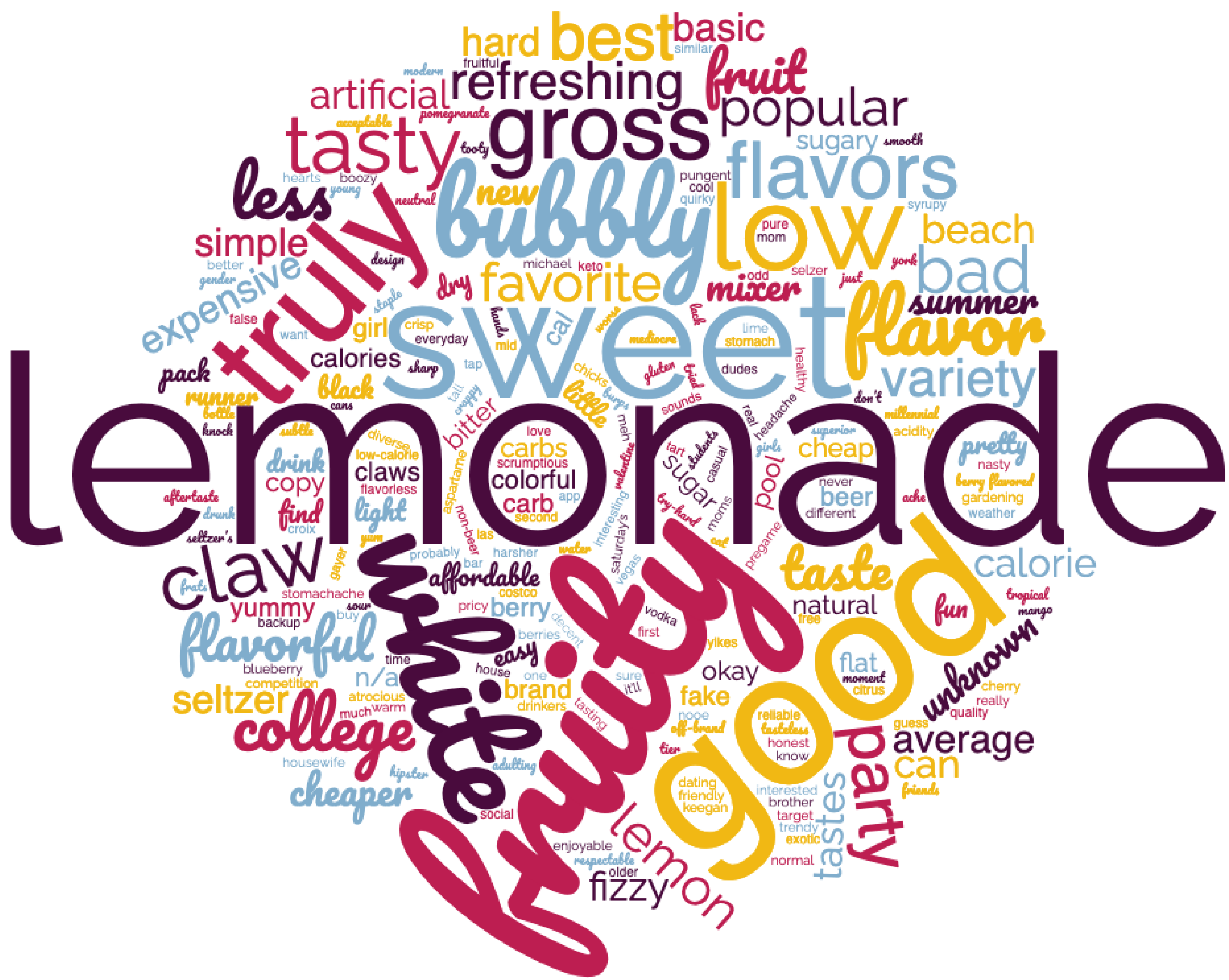
Word Cloud

TRULY
HARD SELTZER

Word Clouds can help us understand how consumers are perceiving the brand. The top three word associations for Truly are:

Lemonade,
Fruity,
& Good.

These associations are positive, but it's important to also note the less positive words that appear in the Word Cloud so we can work to fix those perceptions.

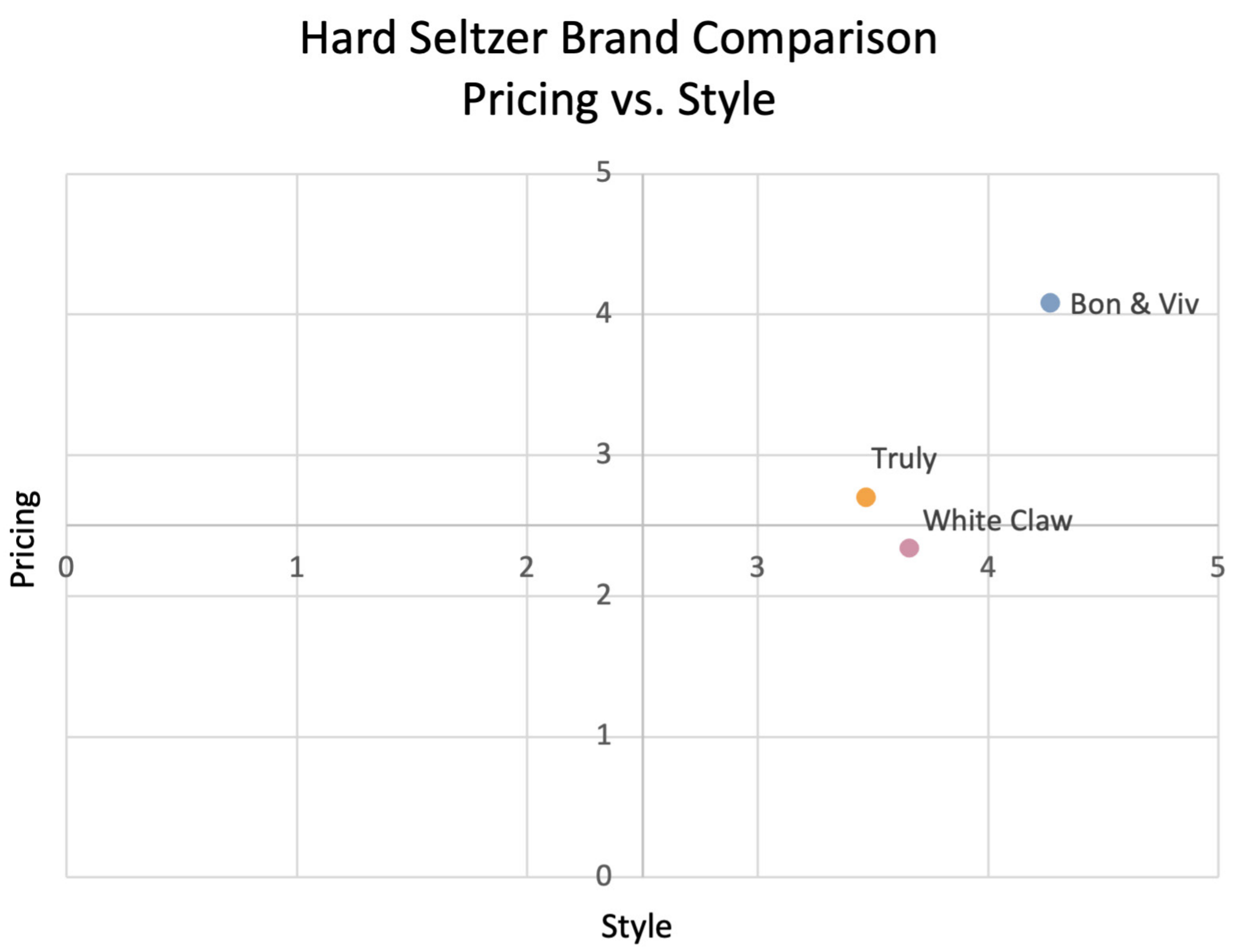


Perceptual Map

TRULY HARD SELTZER

Pricing vs Style

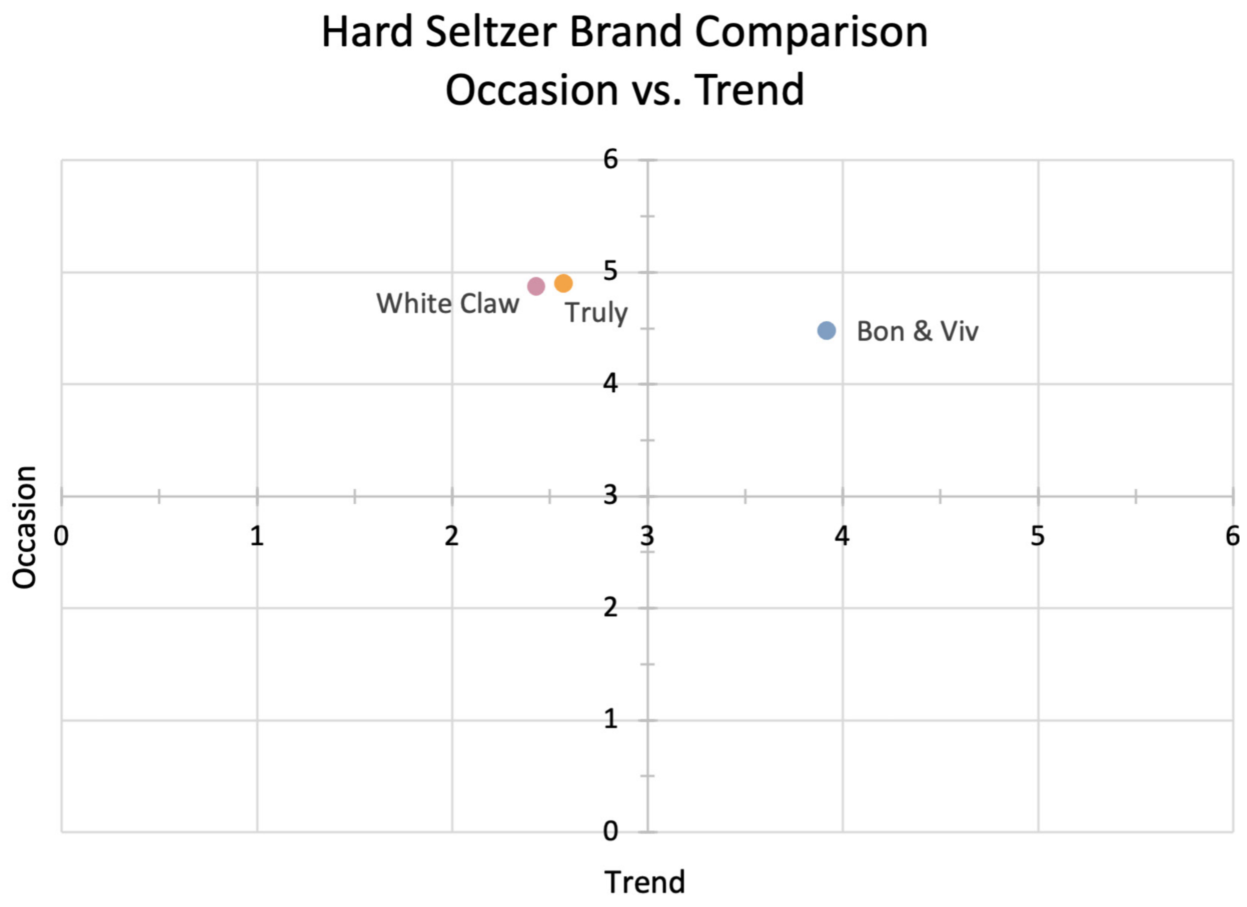
This perceptual map compares Truly with other hard seltzer brands, White Claw and Bon & Viv. The horizontal axis represents pricing, and the vertical axis represents style, being laid-back or sophisticated. These results show that Truly is perceived as cheaper than both White Claw and Bon & Viv, and is more sophisticated than White Claw but considered more laid -back than Bon & Viv.



Perceptual Map

Occasion vs Trend

This perceptual map compares Truly with other hard seltzer brands, White Claw and Bon & Viv. The horizontal axis represents occasion, being every day or for special occasions, and the vertical axis represents trend, being classic or modern. These results show that Truly has an almost identical consumer perception as White Claw on these two scales. Truly is seen as more modern than both White Claw and Bon & Viv, and is perceived as being for a special occasion only slightly more than White Claw. Bon & Viv is perceived as more for special occasions than either Truly or White Claw.



Statistical Analyses

TRULY HARD SELTZER

Demographic Differences

Next, we wanted to see if there were any significant differences between each demographic variable (gender, age, race, marital status, sexual orientation, education, and resident type) and the participants' satisfaction with Truly. To figure out whether or not any demographics significantly predicted participant satisfaction with Truly, we ran one way ANOVA analyses, and found that none of the demographic variables were significantly related to brand satisfaction (Gender p=.427; Age p=.726; Race p=.220; Marital Status p=.896; Sexual Orientation p=.154; Education p=.721; Resident Type p=.071).

Fandoms

We wanted to see if there were any significant differences between what music and sports participants are fans of and their willingness to discuss the brand with others, and their willingness to purchase the brand.

Music & Word-of-Mouth

First, we ran linear regression analyses comparing what type of music participants liked compared to their willingness to discuss the brand with others. We analyzed 11 different genres, including Country, Electronic Dance Music (EDM), Jazz/Blue, R&B, Pop/Top 40, Rap & Hip Hop, Reggae, Rock, Alternative, Christian/Gospel, and Classical. We found that fans of country, EDM, Jazz/Blues, R&B, Reggae, Rock, Alternative, and Classical were not significantly more likely to discuss the brand with others. However, fans of Pop/Top 40, Rap, Hip Hop, and Christian/Gospel were significantly more likely to discuss the brand with others (Figure 1).

Statistical Analyses

TRULY HARD SELTZER

Sports & Word-of-Mouth

Next, we ran linear regression analyses to compare participants' willingness to discuss the brand with what sports they indicated they were fans of. The questionnaire included 16 sports, including college basketball, soccer, track & field, baseball, golf, hockey, professional football (NFL), professional basketball (NBA), horse racing, tennis, swimming/diving, boxing, gymnastics, college football, wrestling, and auto racing. We found that fans of track & field, professional football (NFL), horse racing, swimming/diving, boxing, gymnastics, college football, wrestling, and auto racing were not significantly more likely to discuss Truly with others. However, the analyses indicated that fans of college basketball, soccer, baseball, golf, hockey, professional basketball (NBA), and tennis are significantly more likely to discuss Truly with others (Figure 2).

Music & Purchase Intention

Once we figured out which fandoms were significant to a participant's willingness to discuss Truly with others, we wanted to see if there were any fandoms that predicted a participant's purchase intention. First, we ran regression analyses on the same music genre variables. The results showed that fans of country, EDM, jazz, R&B, rap & hip hop, reggae, rock, alternative, and classical were not significantly likely to purchase Truly. However, fans of the remaining genres, pop/Top 40 and Christian, were significantly more likely to purchase Truly compared to other participants (Figure 3).

Statistical Analyses

TRULY HARD SELTZER

Sports & Purchase Intention

While only two music genres were predictive of purchase intention, we found that many fans of sports are more likely to purchase Truly than fans of other sports. Through regression analyses, we found that fans of college basketball, baseball, golf, hockey, professional basketball (NBA), horse racing, tennis, and college football were significantly more likely to purchase Truly than fans of other sports (Figure 4).

Recommendations

TRULY HARD SELTZER

1. Focus on Truly Lemonade

The word cloud showed that Lemonade is the top association with Truly. If we can trigger that association during the purchase process, people might buy Truly Lemonade.

2. Partner with NCAA

Our regression analyses showed that some sports lead to and increase in people discussing Truly with each other, as well as increases purchase intention. The NCAA covers many college sports, so by partnering with them, Truly can reach fans of college basketball, college soccer, college baseball, college golf, college hockey, college tennis, and college football.

3. Target Pop Music Fans

Our regression analyses showed that fans of pop, rap, and hip hop are more likely to discuss Truly with others, and fans of pop are likely to purchase Truly. If we can reach these people and convince them to try Truly, they are likely to tell others about it.

Appendix

TRULY HARD SELTZER

Figure 1
Dependent Variable: Word-of-Mouth

Genre	P-value	Pearson's r^2
Country	.213	.059
EDM	.218	.058
Jazz/Blues	.254	.050
R&B	.212	.060
Pop/Top 40	< .000	.260
Rap & Hip Hop	.058	.117
Reggae	.484	-.003
Rock	.229	-.055
Alternative	.180	.068
Christian	.023	.148
Classical	.389	-.021

Figure 2
Dependent Variable: Word-of-Mouth

Sport	P-value	Pearson's r^2
College Basketball	.389	-.021
Soccer	.058	.118
Track & Field	.083	-.103
Baseball	.004	.199
Golf	.027	.143
Hockey	.025	.146
Pro. Football (NFL)	.241	.053
Pro. Basketball (NBA)	.018	.156
Horse Racing	.132	-.084
Tennis	.058	.118
Swimming/Diving	.324	-.034
Boxing	.364	-.026
Gymnastics	.099	.096
College Football	.063	.114
Wrestling	.365	-.026
Auto Racing	.185	-.067

Appendix

TRULY HARD SELTZER

Figure 3
Dependent Variable: Purchase Intention

Genre	P-value	Pearson's r^2
Country	.092	.099
EDM	.324	.034
Jazz/Blues	.143	.080
R&B	.347	.030
Pop/Top 40	< .000	.245
Rap & Hip Hop	.153	.076
Reggae	.428	.014
Rock	.274	-.045
Alternative	.435	.012
Christian	.064	.113
Classical	.379	-.023

Figure 4
Dependent Variable: Purchase Intention

Sport	P-value	Pearson's r^2
College Basketball	< .000	.293
Soccer	.147	.078
Track & Field	.238	-.053
Baseball	< .000	.252
Golf	.013	.164
Hockey	.009	.176
Pro. Football (NFL)	.209	.061
Pro. Basketball (NBA)	.015	.161
Horse Racing	.051	-.122
Tennis	.040	.131
Swimming/Diving	.444	-.011
Boxing	.255	-.049
Gymnastics	.223	.057
College Football	.042	.129
Wrestling	.368	-.025
Auto Racing	.324	-.034