



# EVALUATION REPORT JULY 2016



# BLACK BUSH & APPLE



[bushmills.com](http://bushmills.com)  [/Bushmills](https://www.facebook.com/Bushmills)  [BushmillsGlobal](https://twitter.com/BushmillsGlobal) [#BushmillsWhiskey](https://www.instagram.com/BushmillsWhiskey)

Bushmills® and other trademarks are owned by The "Old Bushmills" Distillery Company Limited. ©2016 Private Spirits UK. ENJOY BUSHMILLS RESPONSIBLY.

# OBJECTIVES

- 'GET LIQUID ON LIPS' IN 100 KEY OPINION FORMING OUTLETS BETWEEN MAY-JULY 2016.



- HIRE ASPIRATIONAL STAFF TO SAMPLE BLACK BUSH AND APPLE TO TARGETED CONSUMERS IN THE ACCOUNT IN QUICK SUCCESSION. (UPBEAT SAMPLING TO MATCH THE UPBEAT ATMOSPHERE IN THE ACCOUNT)
- ENCOURAGE REPEAT PURCHASING OF BLACK BUSH AND APPLE WITHIN THE ACCOUNT DURING AND AFTER THE SAMPLING ACTIVITY THROUGH RATE OF SALE POS PLACEMENT

# TEAM TASK

## **STEP 1: IDENTIFY & APPROACH**

CHECK OUT THE VENUE FOR RELEVANT TARGET CONSUMERS.  
APPROACH TARGET CONSUMERS AND EXPLAIN WHAT THEY ARE DOING.



## **STEP 2: EDUCATE**

SAMPLE PERFECTLY SERVED DRINK TO TARGET CONSUMER.  
AWAIT FEEDBACK AND MANAGE QUESTIONS.

## **STEP 3: ROS**

INFORM CONSUMERS ABOUT CURRENT VALUE PROMOTION.  
(ROS)

## **STEP 4: DATA CAPTURE**

ONCE ALL QUERIES HAVE BEEN ADDRESSED, CAPTURE RELEVANT STATS ON BUSHMILLS APP.

# TARGET CONSUMERS

- 18 - 34 YEAR OLDS
- HIGH DISPOSABLE INCOME
- ASPIRATIONAL
- APPRECIATE QUALITY ALTHOUGH UNPRETENTIOUS
- EMBRACES THE ROLE OF DISCOVERER
- APPRECIATE CONNECTING WITH NEW TRENDS TO SEEK NEW EXPERIENCES



# SAMPLING UNITS

## *(I) HAWKER TRAY*

FOR BUSY CITY CENTRE  
ACCOUNTS  
EASY TO MOVE BETWEEN  
OUTLETS AND WITHIN THE  
CROWD INSIDE



## *(II) STATIC UNIT*

GRAFFITI'D WITH  
'BLACK IS CALLING'  
UTILISED IN LARGER,  
MORE SPACIOUS  
ACCOUNTS

# POS



# POS



..... SOME  
ACCOUNTS  
EVEN GOT  
CREATIVE!





Spice the  
Week



BLACK  
BUSH  
BRITVIC  
& APPLE



© 2013 Bushmills

# DATA CAPTURE

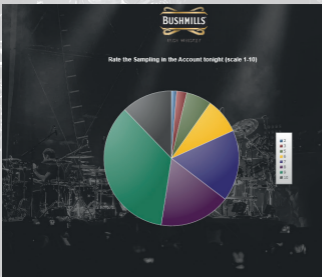
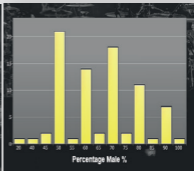
TEAM INPUTS DATA DURING THE SAMPLING ON THEIR PHONE APP.



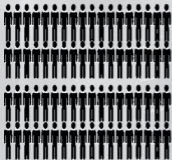
THE RESULTS FEED INTO LIVE DATABASE  
ALONG WITH THE PHOTOGRAPHS



IRISH WHISKEY



# DATA CAPTURE RESULTS AT A GLANCE



**3103**

TARGET CONSUMERS  
RECEIVED A PERFECTLY  
SERVED SAMPLE OF  
BLACK BUSH & APPLE  
MIX

**81**



OF THE TARGETED 100 ACCOUNTS RECEIVED A  
SAMPLING (85 'SESSIONS USED\*\*)

- 15** DECLINED (TIED TO COMPETITOR)
- 2** DID NOT RESPOND
- 1** WAS CLOSED FOR REFURB
- 1** CANCELLED DUE TO CLASH OF PROMOTIONS



\* THIS INCLUDES BLACK BOX BIRTHDAY AND BIGGER ACCOUNTS

# 53%

## STRIKE RATE

OF ALL PATRONS IN ALL OF  
THE BARS SAMPLED.



REASONS FOR NOT SAMPLING:  
DRIVING, PREGNANT, DON'T DRINK  
WHISKEY, NOT INTERESTED

## CONSUMER PROFILE OF THOSE SAMPLED



65% : 35%



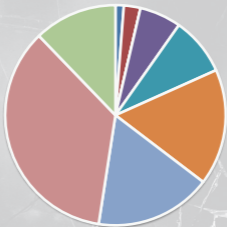
**85%** OF THOSE SAMPLED HAD A  
POSITIVE REACTION TO THE TASTE AND  
EXPERIENCE

KeyPoint

"OH THAT TASTES LOVELY,  
I WOULD NEVER HAVE  
THOUGHT TO ORDER  
THAT!"



# SAMPLING RATING



■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10



**8/10** WAS THE AVERAGE SCORE THAT THE BLACK BUSH SAMPLING TEAM RATED THE ACTIVITY AFTER EACH SESSION.

(BASED ON NUMBER OF PATRONS, RESPONSE FROM CONSUMERS AND THE ACCOUNT.)

# PHOTOGRAPHS



IRISH WHISKEY

Choose Photo(s)...

Image Comments:

Upload



PHOTOS FROM ALL OF THE  
SESSIONS ARE AVAILABLE TO VIEW  
ON THE DATABASE



IRISH WHISKEY







# LEARNINGS AND RECOMMENDATIONS FROM SAMPLING BRAND AMBASSADORS

THERE WEREN'T MANY NEGATIVES BUT A COUPLE OF THINGS TO CONSIDER:

- VISITING SO MANY BARS IN ONE NIGHT IS GOOD HOWEVER IT IS NOT POSSIBLE TO HIT ALL THE BARS AT THE IDEAL TIME (E.G. BETWEEN 9-11), WE ALWAYS HAD TO DO AT LEAST ONE EARLY BEFORE IT WAS BUSY)
- THE RECEPTION FROM HIP BARS WAS BY FAR THE BEST REACTION, PERHAPS BECAUSE THEY ARE MORE USED TO RECEIVING SAMPLING PROMOTIONS AND ARE MORE OPEN MINDED TO TRYING NEW THINGS?
- OVERALL , IT WAS A VERY GOOD SAMPLING EXERCISE, VERY WORTHWHILE AS IT OPENED UP THE CONSUMER'S REPERTOIRE OF DRINKS AND ALLOWED THEM TO TASTE WHISKEY WITH A DIFFERENT MIXER (SOME FOR THE VERY FIRST TIME!).



# COMMENTS RELATING TO THE TRADE

- MOST MANAGERS FELT IT WAS VERY FORWARD THINKING OF THE BRAND. THEY LIKED THE FACT THAT THEIR CUSTOMERS WERE IN A WAY BEING REWARDED.
- THEY LIKED THE 'NO FUSS' HAWKER TRAY AND FUNKY STATIC UNIT AND THE FACT WE WEREN'T BEHIND THE BAR IN THEIR WAY.
- ALL ACCOUNTS THAT HAD RECEIVED VISIBILITY INVESTMENT WERE TARGETED AND THIS REAFFIRMED THE COMMITMENT FROM PROXIMO SPIRITS
- SOME OF THE LARGER ACCOUNTS WOULD HAVE PREFERRED MORE STOCK, A LEARNING WOULD BE TO BOOK A 'DOUBLE SESSION' FOR THESE LARGER ACCOUNTS



# GENERAL CONSUMER FEEDBACK

- 100% OF ALL SAMPLED CUSTOMERS WERE GRATEFUL TO RECEIVE A COMPLIMENTARY BLACK BUSH AND APPLE
- 85% POSITIVE REACTION TO THE TASTE OF THE MIX
- MOST COMMON FEEDBACK: 'WOW, THAT'S LOVELY, I WOULD NEVER THINK OF ORDERING A WHISKEY!' & 'IT TASTES LIKE SUMMER'



# LEARNINGS AND FUTURE RECOMMENDATIONS

- THESE ARE RECOMMENDATIONS AND MAY BE TAKEN INTO CONSIDERATION FOR ANY FUTURE ACTIVITY
- STANDBY LIST OF ACCOUNTS TO TARGET IN THE EVENT OF DECLINES/CANCELLATIONS
- BASED ON FEEDBACK FROM THIS CAMPAIGN, ONLY CHOOSE THE ACCOUNTS THAT SCORED OVER 7/10 TO RUN FUTURE SAMPLINGS IN PROPOSE A 2 NIGHTS SAMPLING TO REINFORCE THE PROMOTION (QUALITY V QUANTITY) & TO INCREASE LONGEVITY OF POS PLACEMENT AND ENCOURAGE STAFF TO UPSELL BETWEEN SESSIONS
- OPPORTUNITY TO BUILD IN A STAFF/ACCOUNT INCENTIVE EITHER FOR PERCENTAGE INCREASE SALES OR VISIBILITY / DISPLAY BUILDING.
- POTATO BRED WOULD LIKE TO THANK YOU FOR THE OPPORTUNITY TO WORK ON THIS CAMPAIGN AND WELCOMES ALL FEEDBACK.

