



cracked.
FOODSERVICE MARKETING
HEINEKEN
CASE STUDY



★ HEINEKEN Game-changing potential

Guiding a global drinks brand's innovation launch

Even the big drink brands need some external expertise from time to time. Which is why when Heineken Project Director Ross Mair wanted some feedback on a brand-new, untested draught concept targeted at the foodservice market, he looked us up.

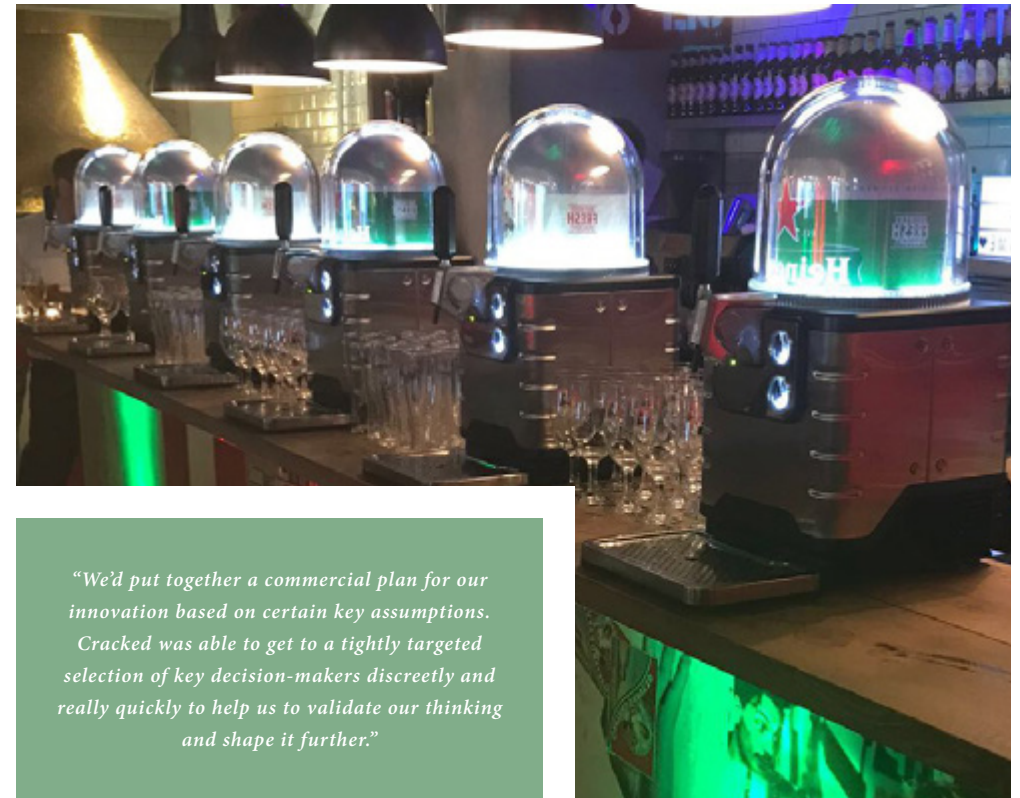
Because big launches need meaningful and independent market research, Ross needed a partner to test some of the Heineken team's ideas for launch and beyond with a good sample of target market customers. It also demanded confidentiality in order to keep the concept

from the grasps of the competition. So that immediately ruled out automated e-shots, recruitment via social media and public online surveys and instead needed the right contacts who were all representative of the target buyers.

Because of the confidentiality and in order to ask deeper questions and get more detailed reactions, we suggested a small sample of qualitative face-to-face and telephone interviews to guarantee richness in the response and genuinely useful insight.



BLADE
8 LITRE COUNTERTOP
DRAUGHT SYSTEM



"We'd put together a commercial plan for our innovation based on certain key assumptions. Cracked was able to get to a tightly targeted selection of key decision-makers discreetly and really quickly to help us to validate our thinking and shape it further."

More than just froth

Challenging, testing, validating

Heineken's big innovation is overflowing with potential. And you'd think Heineken would know everyone there is to know, wouldn't you? Because Heineken is just one of countless much-loved brands in its portfolio, from Kronenbourg 1664 and Bulmers to Amstel and Old Mout Cider. But the new idea means a new format that taps into a new(ish) market for the big brand.

We used our network of contacts and desktop research to shortlist 15 highly relevant contributors who would analyse a product video and talk to us in detail. We wanted to know not just whether the big idea would work, but what they'd want the route to market to look like, the cost model, their preferred method of engagement and shape of the service and maintenance agreements.

Just a month later, Heineken had our presentation of results, along with our own thoughts and recommendations for their consideration. The feedback had far-reaching implications for brand and delivery. It confirmed Heineken's proposed model for the Blade unit was more than just froth, but challenged the flavour of the branding behind the concept for the more niche areas of the industry.

"The results gave us a useful measure of how many people see it as fit for their business. It also revealed that there was far less need for promotional investment required – if it works and if the price is right, the market is keen for it."



"In a very strategically important innovation launch for us, the team at Cracked were able to challenge, test, validate and build on some of the assumptions we'd made internally as a team. Their commercial contract catering expertise, married with their research, gave us really valuable insight that addresses all parts of the launch strategy and it's been a great addition to our own thinking."





To speak with us, give us a shout on
0203 026 7480 or send us an email with a few points about
your situation to **hello@crackedmarketing.co.uk** and we
can arrange a time with you that's good to talk it through.



www.crackedfoodservicemarketing.co.uk