



PRESENTED BY
Siddharth Aduri
Yazad Dastur
ChiaYi Lu
Shivanandan
Rajaratnam
Ziyi Song

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Background

“A beer this good only comes around once in a blue moon.”

- #1 craft in the US
- 26 countries across the globe



Background

Flavor

1. Mango Wheat
2. Moon Haze
3. Light Sky Citrus Wheat
4. Belgian Style White Ale.

New flavor during COVID-19 pandemic

Blue Moon Light Sky





Positive Words





Secondary Research Positioning

“The beer for a dynamic and younger audience.”

- Youthful, Creative, Vibrant, and Energetic
- 2016 rebranding : Retro
- Flagship craft beer : Belgian Style White Ale
- High quality product
- Tastes great
- Affordable price point



Secondary Research Marketing Campaigns

- Two-way Marketing
- Value Creation
- Premium Proposition
- Craft Beer Brand Image



Secondary Research Target Group

Nielson Spectra

Blue Moon consumer: 21 to 44 years old

	Blue Moon Target		
	Total % Pen	Target % Pen	Target Index
Age of Head of Household			
Head of Household Age: 18-20 ***	0.93%	0.94%	101
Head of Household Age: 21-24 *	3.09%	5.38%	174
Head of Household Age: 25-34	14.47%	32.76%	226
Head of Household Age: 35-44	17.06%	23.00%	135
Head of Household Age: 45-54	17.44%	15.81%	91
Head of Household Age: 55-64	19.06%	16.91%	89
Head of Household Age: 65+	25.71%	4.23%	16



Secondary Research Target Group

Nielson Spectra

Media consumption habits

1. Wechat
2. WhatsApp
3. Snapchat

	Blue Moon Target		
	Total % Pen	Target % Pen	Target Index
Internet- Web Sites			
Chat, Instant Messenger, or video chat services, used in the last 30 days: FaceTime	2.92%	3.80%	130
Chat, Instant Messenger, or video chat services, used in the last 30 days: Facebook Messenger:	4.60%	5.90%	128
Chat, Instant Messenger, or video chat services, used in the last 30 days: Google Hangouts:	51.87 %	66.29%	128
Chat, Instant Messenger, or video chat services, used in the last 30 days: Skype:	4.12%	5.27%	128
Chat, Instant Messenger, or video chat services, used in the last 30 days: Snapchat Chat	16.00 %	20.43%	128
Chat, Instant Messenger, or video chat services, used in the last 30 days: WeChat **	50.15 %	63.99%	128
Chat, Instant Messenger, or video chat services, used in the last 30 days: WhatsApp	37.79 %	47.65%	126



Secondary Research Target Group

Nielson Spectra

Income: \$100,000 to over \$150,000.

Household Income			
\$150,000+	15.63%	29.08%	186
Household Income-HHI: \$100,000 - \$149,999	15.05%	31.57%	210
Household Income-HHI: \$50,000-\$74,999	15.92%	15.69%	99
Household Income-HHI: \$75,000 - \$99,999	11.10%	10.62%	96
Household Income: \$10,000-\$19,999	8.67%	0.97%	11



Secondary Research Major Competitors

Samuel Adams

- Seasonal products
- limited editions
- Affordable price
- Entry-Level Craft Beer



Focus Group

Two Glasses of Beer

Participant Perspective Informed

- **Glass one: Control Beer**
- **Glass two: Blue Moon**

In reality

- **Glass one: Blue Moon**
- **Glass two: Blue Moon**



Focus Group

Two glasses of beer

Informed

Glass one :

Control Beer

Glass two:

Blue Moon with an orange slice garnish

In reality

Glass one:

Blue Moon

Glass two:

Blue Moon with an orange slice garnish

Tested glass one based on only the beer



Observed print and video ads



Tested glass two with packaging and advertisements



Preliminary Observations

The control beer

1. Fruity and light in flavor
2. Preferred

The identified Blue Moon

1. Stronger in taste
2. Nonpreferred



Preliminary Observations

Packaging

1. The usage of orange lacking in the packaging
2. Brand associations:
Jazz music, Beach



Research focus

Does the presentation of Blue Moon matter?



Variables of interest

~~Age~~

~~Income~~

Ranking (Blue Moon)

Gender

Location

Importance ratings

Occasion

Reason for drinking

Container



Data analysis Observations

- Females rank Blue Moon higher - 0.42 difference in ranking mean
- Females perceive Blue Moon as more youthful - 0.56 difference
- Blue Moon customers do not have more importance for taste/flavor
- Non Blue Moon customers drink beer for its taste more than

Blue Moon customers*

- Blue Moon customers give more importance to ads
- Higher ranking for Blue Moon by those who drink from glass cup



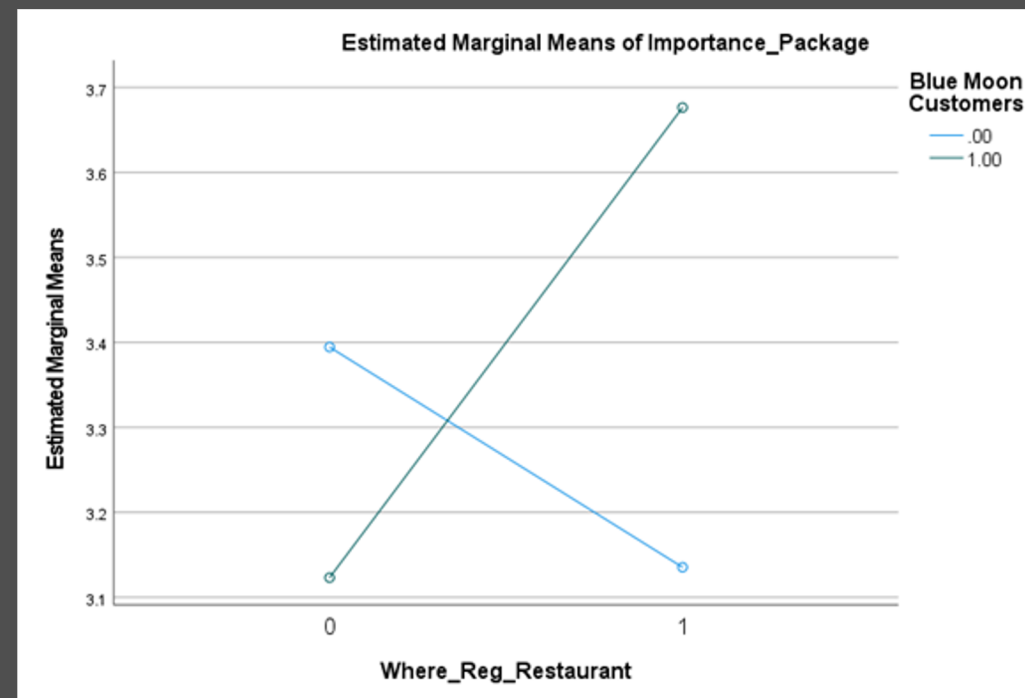
Data analysis Interpretations

- Elements of presentation are important
- Gender divide on view of the brand
- Taste/flavor is not more important to Blue Moon customers



Data analysis Interpretations

Blue Moon customers who drink at restaurants give more importance to packaging





Strategic Recommendations

- Reducing flavor emphasis in marketing
- Limited edition glass
- Gender balanced marketing communication
- Entering different platforms like TikTok
- Limited edition packaging for top cities
(based on social media)

Thank You