

Guinness Bright Consumer Survey

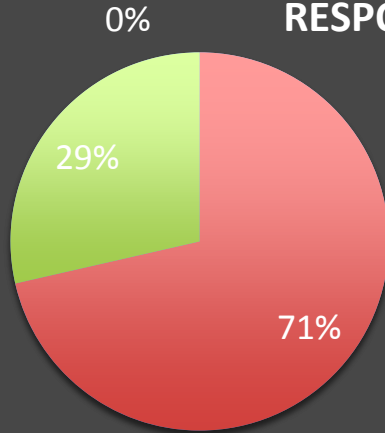
4th and 5th of August 2017

Bars selected – 32 Bistro, The Social TREC, Expressoul

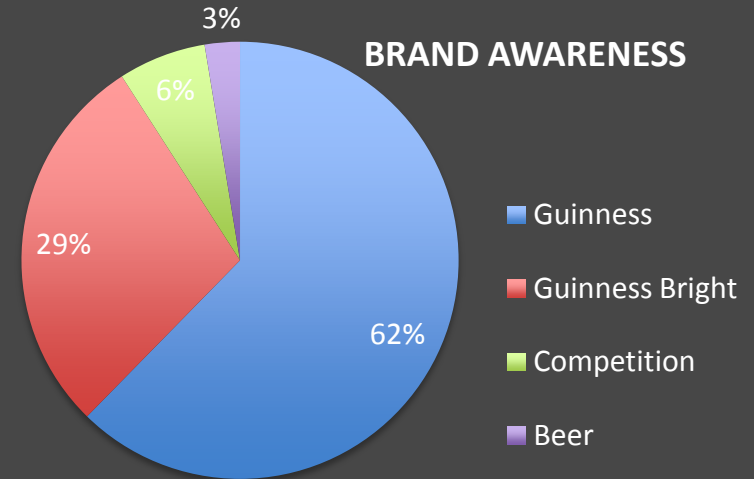
77 Respondents



**GUINNESS BRIGHT SURVEY
RESPONDENCE**



QUESTION 1a : What brand advertising/medium did you notice in the outlet?

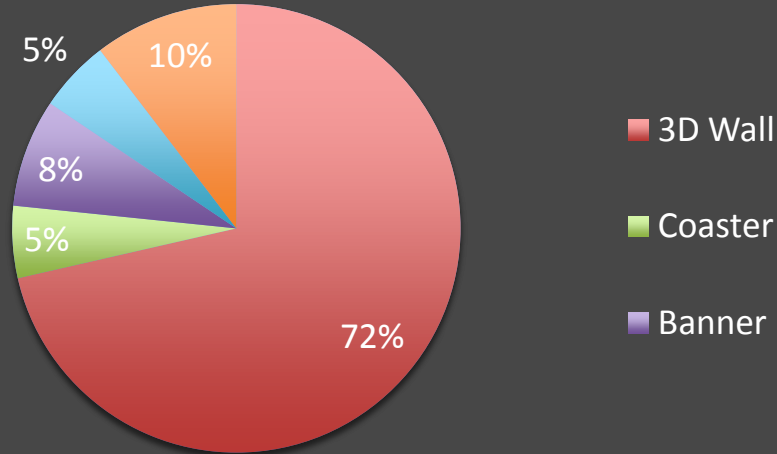


Gender	Respondent	%
Male	55	71.4
Female	22	28.6

Brand	Respondent	%
Guinness	48	62%
Guinness Bright	22	29%
Competition	5	6%
Beer	2	3%

QUESTION 1b : What advertising medium did you notice in the outlet?

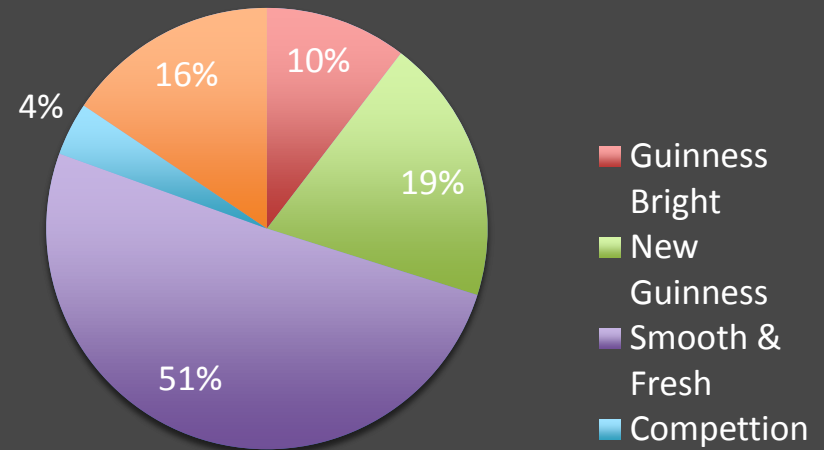
AWARENESS



Medium	Respondent	%
3D Wall	55	71%
Coaster	4	5%
Banner	6	8%
Table Top	4	5%
Non Noticed	8	10%

QUESTION 2 : What was the key message?

KEY MESSAGE



Key Message	Respondent	%
Guinness Bright	8	10%
New Guinness	15	19%
Smooth & Fresh	39	51%
Competition	3	4%
Others	12	16%

Some insights

- **62%** of all respondents noticed the Guinness advertisement and another **29%** of the respondents specifically noticed that is Guinness Bright advertisement
- **72%** of the respondents noticed and recalled the 3D projection at the outlets but referred to it as 3D, Wall, Video, Projector and 3D Projector
- **51%** of the respondents were aware of the new Guinness Bright tagline “Smooth & Fresh”.
- **56%** of the respondents would consider buying Guinness Bright in the next order and 23% out of it buying because of brand loyalty

Note:

1. All interview sheets available for review
2. Each respondent has provided their name and contact number



100% LIKE THE GUINNESS PROJECTIONS

“EASY FOR CUSTOMER TO NOTICE THE PRODUCT”

“IT’S FRESH & NEW”

“IT’S LIVELY AND ATTRACTIVE COMPARED TO TRADITIONAL MEDIA”

71.4% THOUGHT IT WAS AN EXCELLENT WAY TO IMPROVE THE LOOK AND FEEL OF THE OUTLET

71.4% THOUGHT IT WAS EXCELLENT



100% OF THE RESPONDENTS WANTED HEINEKEN TO CONTINUE USING THIS MEDIUM



100% OF THE RESPONDENTS THOUGHT IT SHOULD BE USED FOR MULTIPLE BRANDS



100% OF THE RESPONDENTS THOUGHT IT CAN BE USED TO DRIVE MORE SALES FOR HEINEKEN MALAYSIA

Seven (7) respondents/Klang Valley
Questions were sent through WhatsApp in advance and then the survey was through a telephone interview. Details secured: Name, Position, Date, Time and Contact Number

Corridor Research – Outlet Managers

Seven (7) respondents/Klang Valley

Questions were sent through WhatsApp in advance and then the survey was through a telephone interview.

Details secured: Name, Position, Date, Time and Contact Number

Q1. DO YOU LIKE THE GUINNESS ANIMATION

4/7 Excellent (5) and 3/7 Good (4)

Q2. WHAT DO YOU LIKE ABOUT IT ?

1. Easy for customer to notice the products, more lively
2. Make people know the new product, good advertising
3. Very new & fresh thing in the market
4. Its lively and attractive compare to the traditional media
5. Its ok, not very much info, wanted to have more info & more videos ingredients
6. Nothing special, color attractive
7. No comment

Q3 DOES IT IMPROVE THE LOOK AND FEEL OF YOUR OUTLET? ON A SCALE OF 1 (NOT SO GOOD)- 5 (EXCELLENT)

5/7 Excellent (5) and 2/7 Average (3)

Q7, HOW CAN GUINNESS IMPROVE THIS FURTHER?

1. No idea
7. More promotion

Outlet Manager Survey

Q4. SHOULD THIS PROJECTION BE USED FOR MULTIPLE BRANDS AT THE SAME TIME?

1. Yes, very good idea, wanted to have more brands
2. Yes
3. Yes
4. Yes
5. Yes, its eye catching
6. Yes, to be more attractive
7. Yes

Q5. CAN THIS PROJECTION MEDIA TO BE USED TO DRIVE MORE SALES FOR HEIENEKEN MALAYSIA'S BRAND

1. Of course can, it helps a lot
2. Yes
3. Yes
4. Yes
5. Of course, its lively and more attractive
6. Yes
7. Yes

Q6. ON A SCALE OF 1-5 WOULD YOU CONTINUE HAVING THIS? 1(NOT SO MUCH) AND 5 (VERY MUCH)

7/7 Excellent (5)