



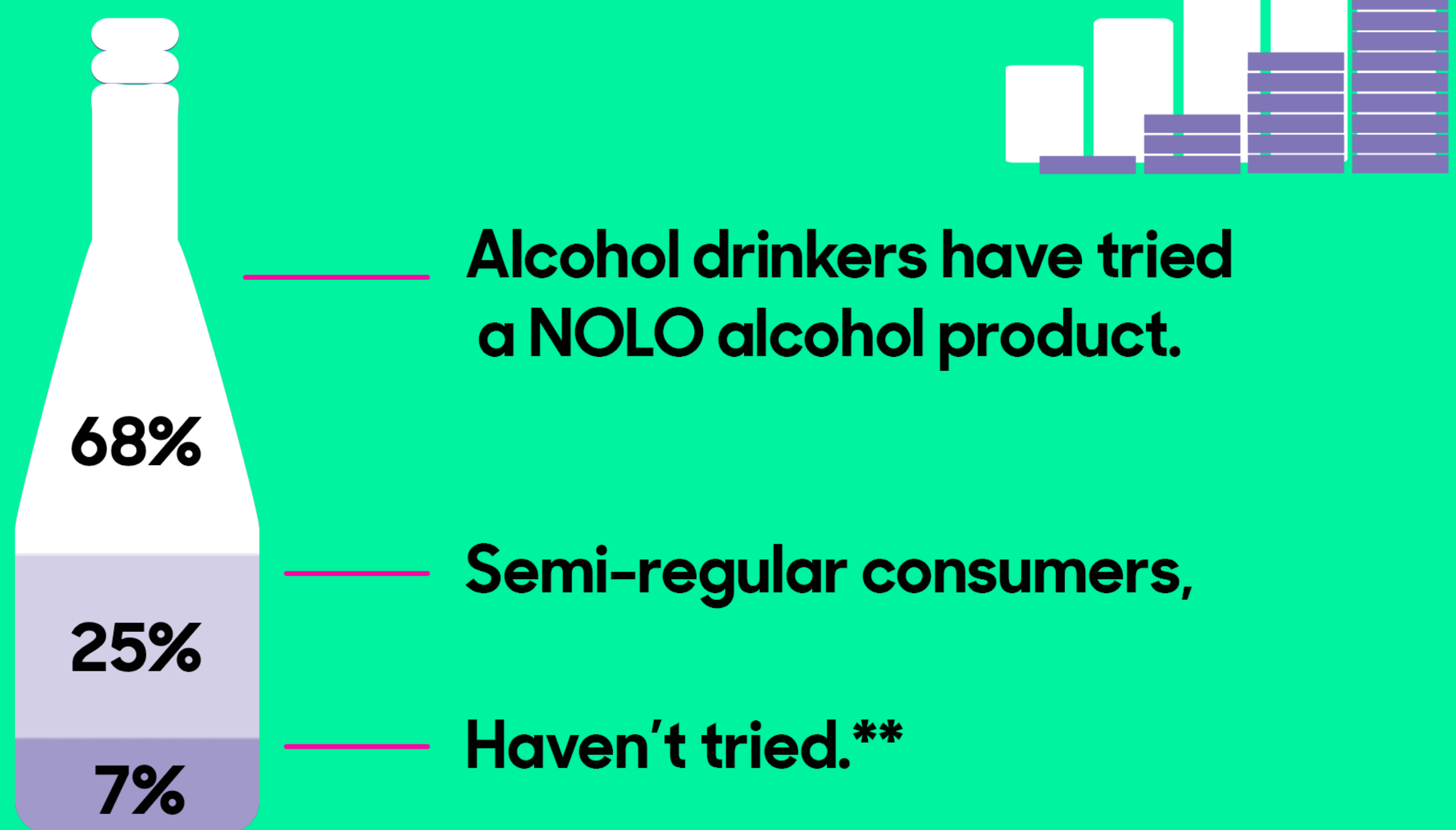
The Sobering Truth.

Sure-Fire Growth Guidance for the Low-No Alcohol Spirits Category 



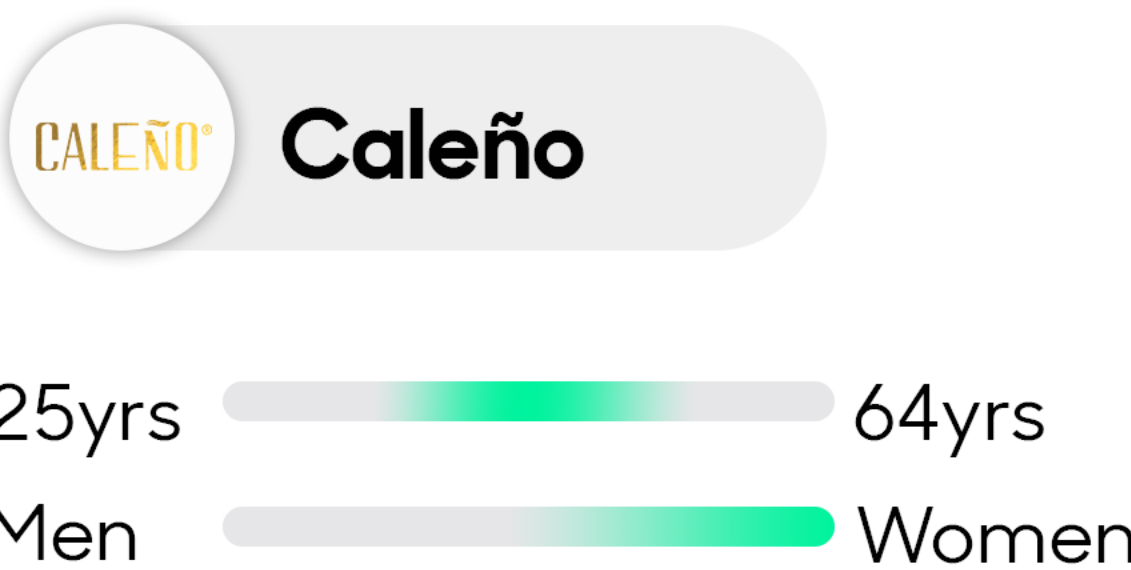
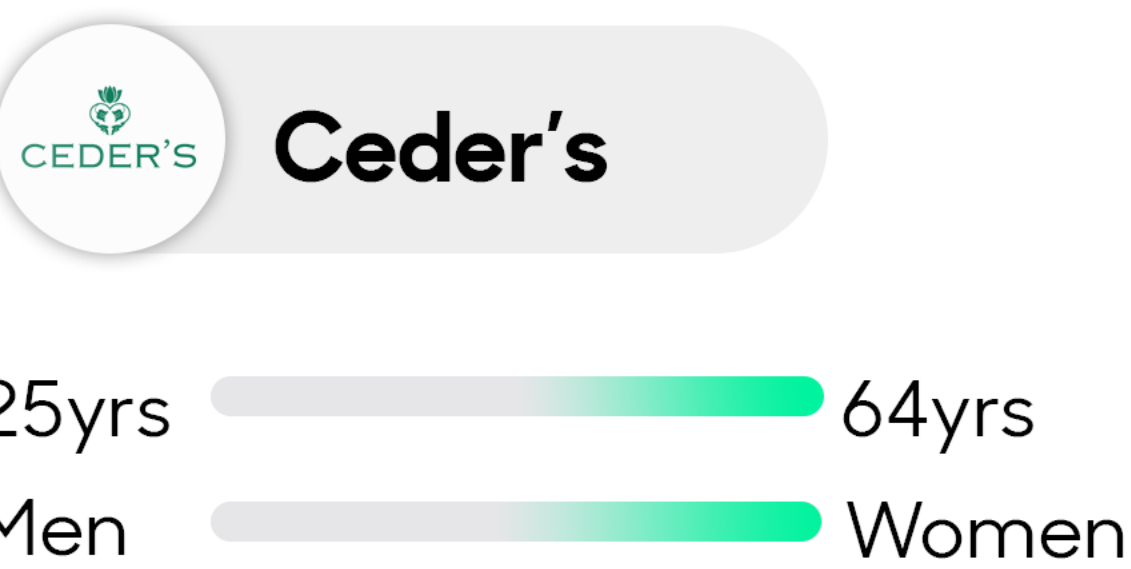
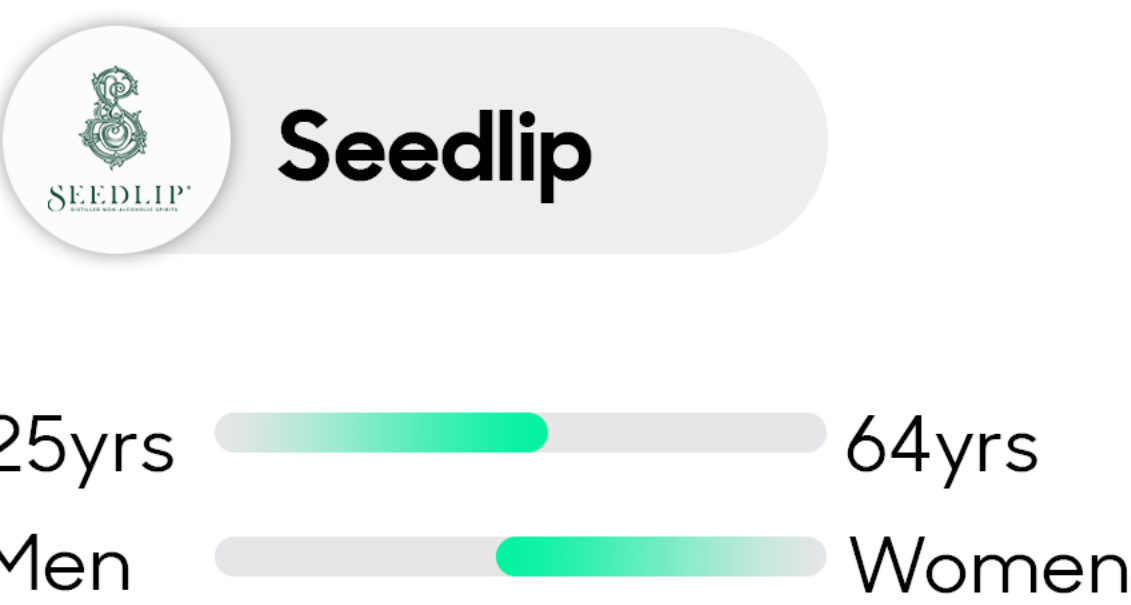
State of the Category

The Low-No Alcohol Category is set to be worth **£450m by 2024.***

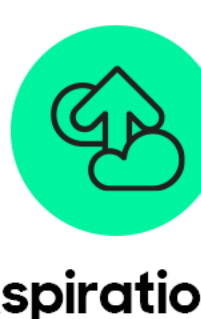
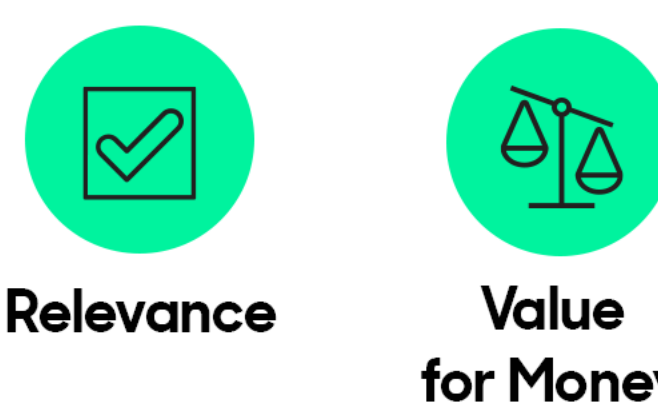
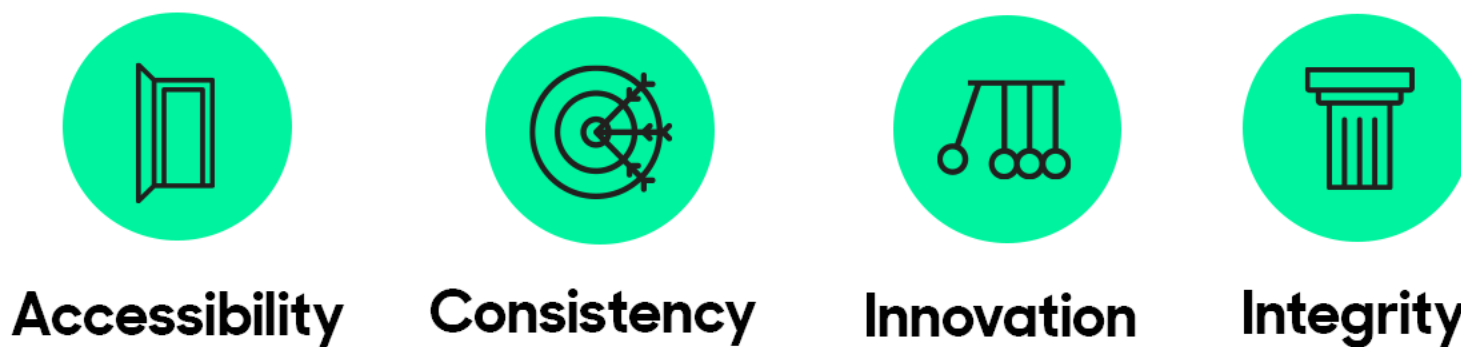


The Primary Players

Competitive Landscape



Strongholds



5 Actions to Compete



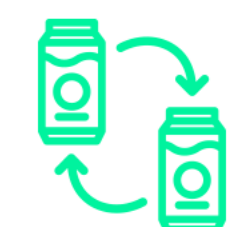
Drive Your Distribution:

People expect an easily accessible brand and **Consistency** in experience when it comes to buying from the category. Focusing on the **Accessibility** of your brand is key, which starts with crafting a killer trade story. Get your brand into more stores by showing you understand the category, shoppers needs in the category, and how your brand will bring value to the retail buyer.



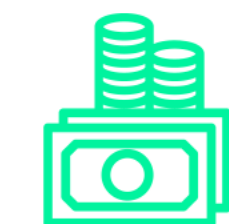
Perfect Your Proposition:

People expect brands in the category to serve a clear purpose and to have a clear role. **Clarity** around your brand's proposition is therefore paramount. Your brand's proposition must demonstrate how your product or service is relevant in the lives of consumers. And most importantly, that proposition should remain consistent over time to make your brand unforgettable.



Make New Products, Often:

Another key need within the Spirits category is **Innovation**. People expect brands to be bringing new news and new products to market. Keeping your finger on the pulse of consumer trends, and developing new products on an ongoing basis, is going to keep people feeling excited and engaged with this category. Arm yourself with a strong innovation pipeline and always craft a strong brief for your new product development.



Play the Price Piano:

With **Innovation** playing a big role in the category, brands are able to innovate into different price tiers, making them feel like a more **Accessible** brand for a wider group of people. Different consumers will have different price elasticities with your brand, so ensuring you stretch across the price piano will leave you fit to compete in the category of Spirits.



Communicate Openly & Honestly:

With **Integrity** and **Transparency** being key needs within the category, use this as an opportunity to drive the emotional side of your brand: how it behaves and how it presents itself in market. Your brand's communication should maintain **Consistency** for strong recognition. You can optimize your creative to grow your brand, by crafting recognizable brand assets, through its tone-of-voice and messaging.

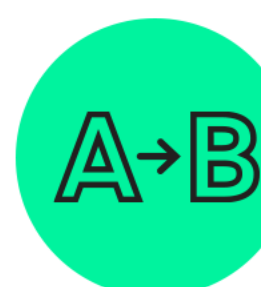
The Needs to be Serving



Accessibility



Consistency



Clarity



Innovation



Integrity



Transparency

Looking to Disrupt?

Where to shake up the category.



Connection



Relevance



Empathy



Aspiration

3 Actions to Disrupt



Product Delivery to Consumers:

A really great way to disrupt the market, is by showing that you understand the needs of people within the category. **Empathy** in this category could be shown through creating new product delivery channels - like subscription service offerings or direct-to-consumer. As people are tending to head less into store, use Product Delivery as an opportunity to cut through.



Co-Branding & Merchandising:

If you're looking to strengthen your brand's **Connection** alongside its **Aspiration**, aligning your brand with another can be a great approach. Co-branded or Influencer-led innovations and campaign activations can be a great way to get your brand off-located in store and to drive trial.



Super-charge Your Customer Experience:

Creating an unforgettable brand starts by majoring on a few moments within the end-to-end consumer journey that your brand can own. Today, customer experiences within the Spirits category tend to be quite predictable - from the experience in-store, to the purchase moment - all the way through to consumption and product disposal. Consider where in the consumer journey your brand could drive **Relevance** and build **Connection** that's completely different from your closest competitors. It's creating surprisingly memorable moments in the end-to-end experience someone has with your product that will help you disrupt the market.

*www.thedrinksbusiness.com

**www.portmangroup.org.uk



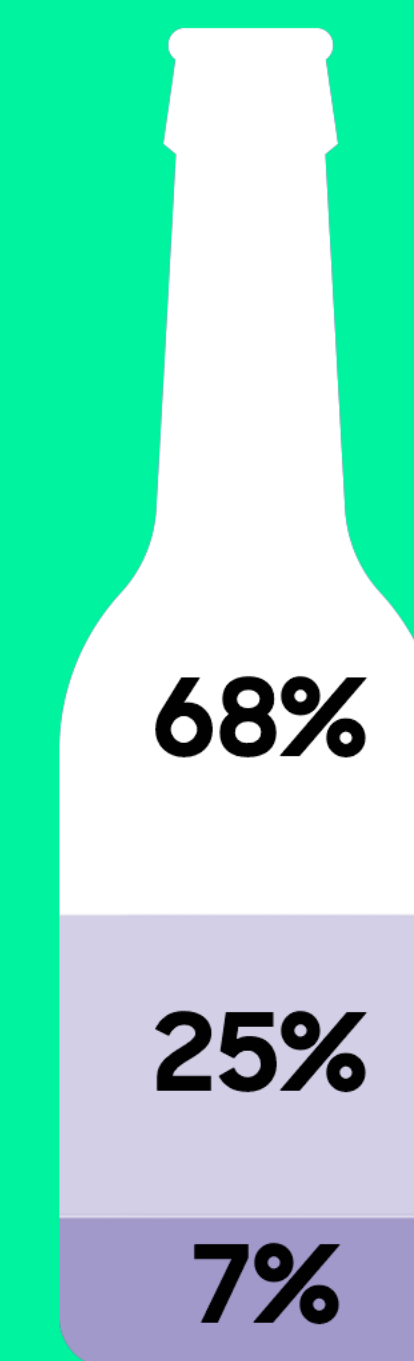
The Sobering Truth.

Sure-Fire Growth Guidance for the Low-No Alcohol Beer Category



State of the Category

The Low-No Alcohol Category is set to be worth £450m by 2024.*



Alcohol drinkers have tried a NOLO alcohol product.

Semi-regular consumers,

Haven't tried.**

The Primary Players

Competitive Landscape

Lucky Saint

25yrs 64yrs
Men Women

Brewdog

25yrs 64yrs
Men Women

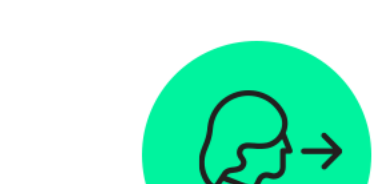
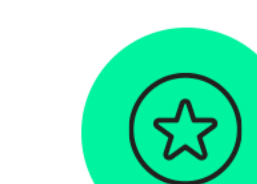
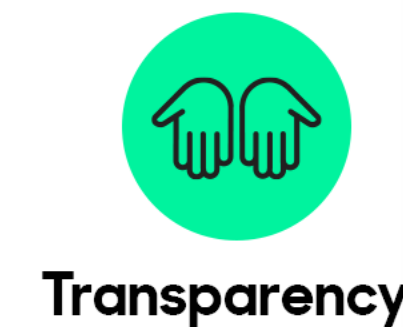
Heineken

25yrs 64yrs
Men Women

Peroni

25yrs 64yrs
Men Women

Strongholds



5 Actions to Compete



Optimize your Customer Experience:

Look at the end to end consumer journey and consider where you can provide moments of delight to drive the memorability and **Accessibility** of your brand. To drive **Integrity**, ensure your product positioning and the way you communicate your brand's promise – whether in-store, online or via media – lives up to what your customers actually experience.



Crystalize your Proposition:

People in the category expect brands to have purpose and a clear role to play in their lives. Consider how well your brand's proposition demonstrates its role and how relevant it is to people's needs within the category, especially during the pandemic when drinking habits are changing.



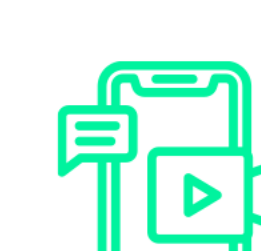
Build an Innovation Pipeline:

People expect the brands in the category to taste great and to be easy to use. Consider how product alterations or line extensions can deliver a better tasting and more delightful drinking experience to help ensure your brand delivers on its core promise. Innovate by introducing new pack sizes or formats to drive the **Accessibility** of your brand.



Product Delivery:

A great way to drive **Consistency** and **Accessibility** is through the quality, speed and reliability of how your product reaches people's homes. Creating new product delivery channels – like subscription service offerings or direct-to-consumer can also help crystalize the role you play in people's lives, especially as people look to e-commerce more than in-store retail since the pandemic.



Communication:

With consumers needing to feel they know brands well in the category – their purpose, values and personality, use communications to drive **Familiarity** amongst your target audience by communicating the benefits of your product consistently across all touch points. Ensure you're accurately conveying your brand's personality to drive a deeper connection with your audience and focus on the right channel strategy to serve up this messaging.

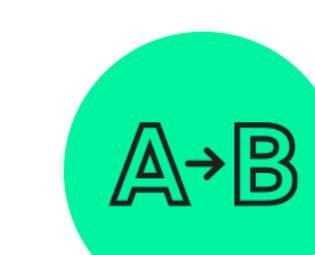
The Needs to be Serving



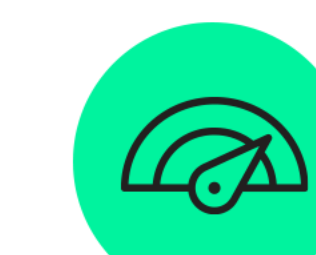
Accessibility



Consistency



Clarity



Performance



Integrity



Familiarity

Looking to Disrupt?

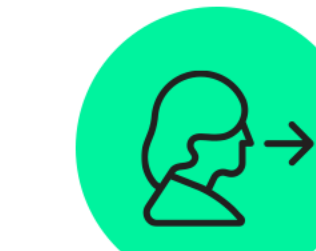
Where to shake up the category.



Transparency



Differentiation



Connection



Aspiration

3 Actions to Disrupt



Drive your Distribution:

Disrupt the category by looking at alternative channels to connect with your target audience's lifestyle. Avoiding retailers which discount heavily is something to consider in terms of eroding the specialness of your brand when trying to build **Aspiration**. Focusing on the **Accessibility** of your brand is key; which starts by crafting a killer trade story. Get your brand into more stores by showing you understand the category, shoppers needs in the category and how your brand will bring value to the retail buyer.



Customer Service:

By listening, understanding, and actioning customer requests and queries, you have the opportunity to deepen your **Connection** with consumers in the category, turning moments of friction into surprisingly, memorable moments and ensuring your brand is **Differentiated** in its approach to the entire customer journey.



Explore new Audiences:

Understand where your competitors are under-delivering in the category to disrupt and differentiate your brand. With your finger on the pulse of changing category trends and needs, tap into new audiences and consider partnering with other brands or influencers to open your brand up to a whole new audience.

*www.thedrinksbusiness.com

**www.portmangroup.org.uk



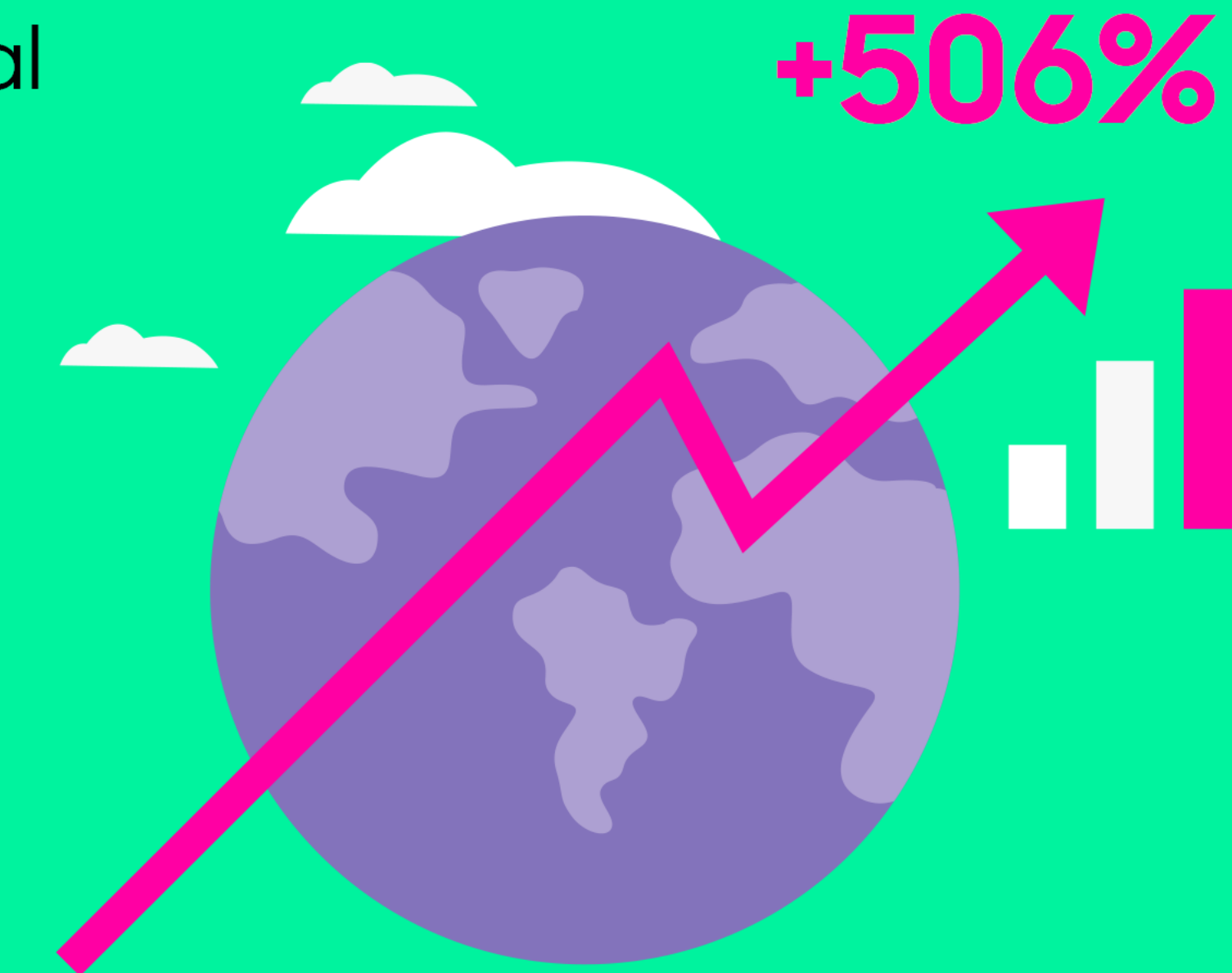
The Sobering Truth.

Sure-Fire Growth Guidance for the Low-No Alcohol Spirits Category



State of the Category

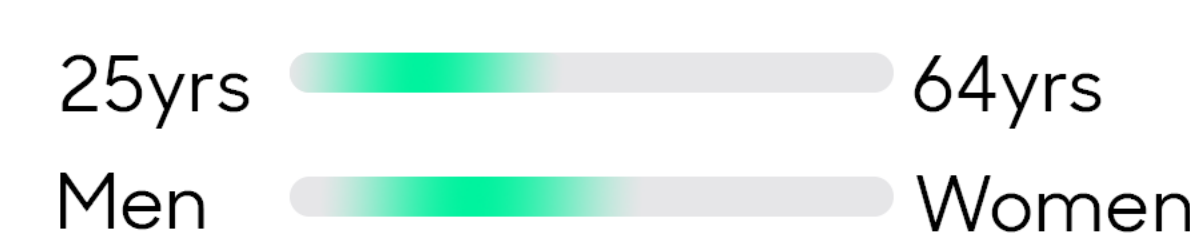
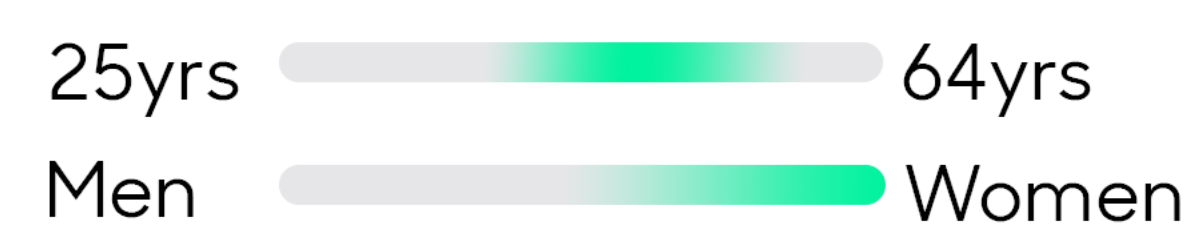
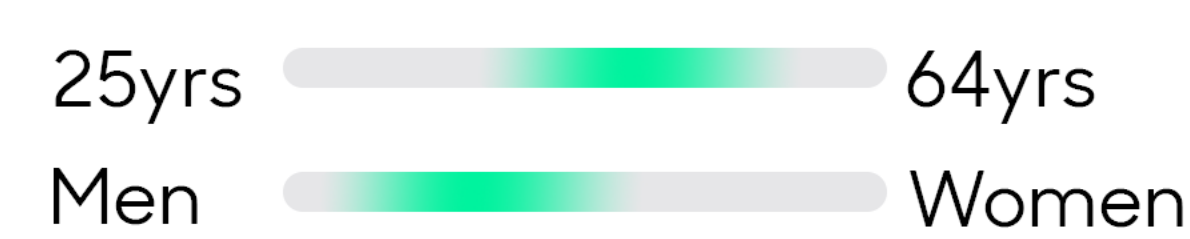
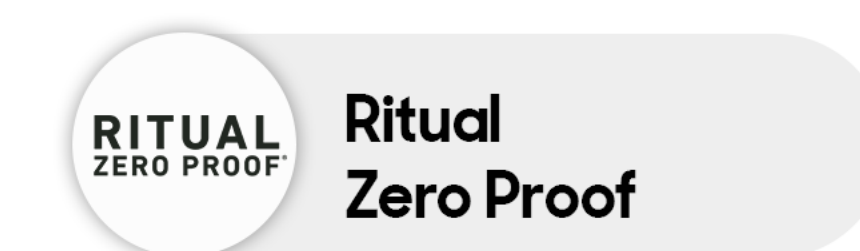
506% increase in global sales since 2015.*



8% Have tried Low/No Spirits**

The Primary Players

Competitive Landscape



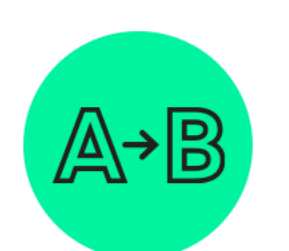
Strongholds



Accessibility



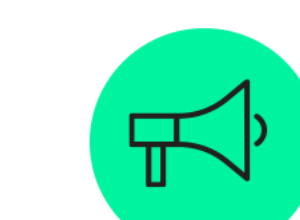
Attraction



Clarity



Integrity



Familiarity



Transparency



Differentiation



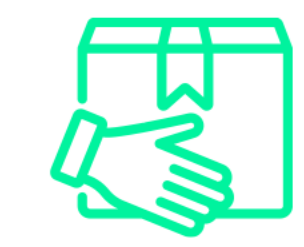
Consistency

5 Actions to Compete



Communicate Openly & Honestly:

With **Clarity** and **Transparency** being key needs within the category, use this as an opportunity to drive the emotional side of your brand, how it behaves and how it presents itself in market. Your brand's communication should maintain **Consistency** for strong recognition. You can optimize your creative to grow your brand, by crafting recognisable brand assets, through its tone-of-voice and messaging.



Product Delivery:

A great way to drive the **Accessibility** and reliability of your brand is to focus on the experience of delivery itself such as the quality of its arrival and unchanging delivery fees. Creating new product delivery channels – like subscription service offerings or direct-to-consumer can also help crystalize the role you play in people's lives, especially as people rely more heavily on delivery post-COVID.



Customer Experience:

Your customer experience should deliver sensory cues which reinforce customers' understanding of your brand's character, values, and ambitions to elevate its **attractiveness**. Think about ways to broaden people's experience of your brand, in ways that allow you to excite them about how you present yourself. Building an unforgettable brand is about creating surprisingly memorable moments in the end-to-end experience someone has with your brand to help you cut through and drive loyalty.



Perfect Your Proposition:

People expect brands in the category to serve a clear purpose and to have a clear role. **Clarity** around your brand's proposition is therefore paramount. Your brand's proposition must demonstrate how your product or service is relevant in the lives of consumers. Communicate it clearly and consistently across all touch points and in any creative or product development to ensure what you promise is something you actually deliver.



Innovate and keep your finger on the pulse:

With **Performance** (Taste) as a prominent need in the Spirits category, ensure your **Innovation** pipeline provides a superior drinking experience to what competitors are delivering. Focus on new products or enhancements that are unique and either upsell or drive new people into the category. Retailer sell-in becomes a no-brainer when you can prove you're adding value to the category.

The Needs to be Serving



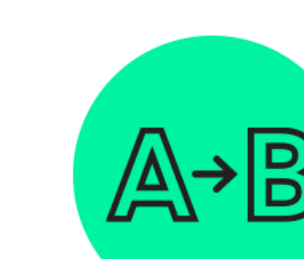
Accessibility



Consistency



Performance



Clarity



Attraction



Transparency

Looking to Disrupt?

Where to shake up the category.



Relevance



Popularity



Value for Money



Aspiration

3 Actions to Disrupt



Review your Packaging:

Think about how your brand looks on the shelf or online – does it stand out from the pack? Is there something about your packaging which draws people in, if not, what can be changed? How can you delight customers once they have your product at hand – the way it opens and closes, the textures you use, the sounds you use – these can all aid your brand's **Aspiration**.



Understand your Audience:

Create a buzz and drive the **Popularity** of your brand by investing in understanding your core media audience – their mindset, habits and where they consume content. Consider partnering with an Influencer or an aspirational brand in their repertoire that's relevant to your audience's needs and values, to drive trial and set you apart as offering something different and special in the category.



Promotions:

Product referral incentives and buy-one-get-one-free promotions can be a great way for loyal customers to share your product with friends and family, as well as driving trial amongst new customers and boosting your **Value for Money**. Like product bundles, cross promotions are a great way to boost sales of new products; consider which brand or product in your own portfolio to partner with and get creative with how you communicate the promotion to the wider audience, taking care to select media channels which resonate and are relevant to your target audience.

*Nielsen

**www.distillventures.com

The Sobering Truth.

Sure-Fire Growth Guidance for the Low-No Alcohol Beer Category

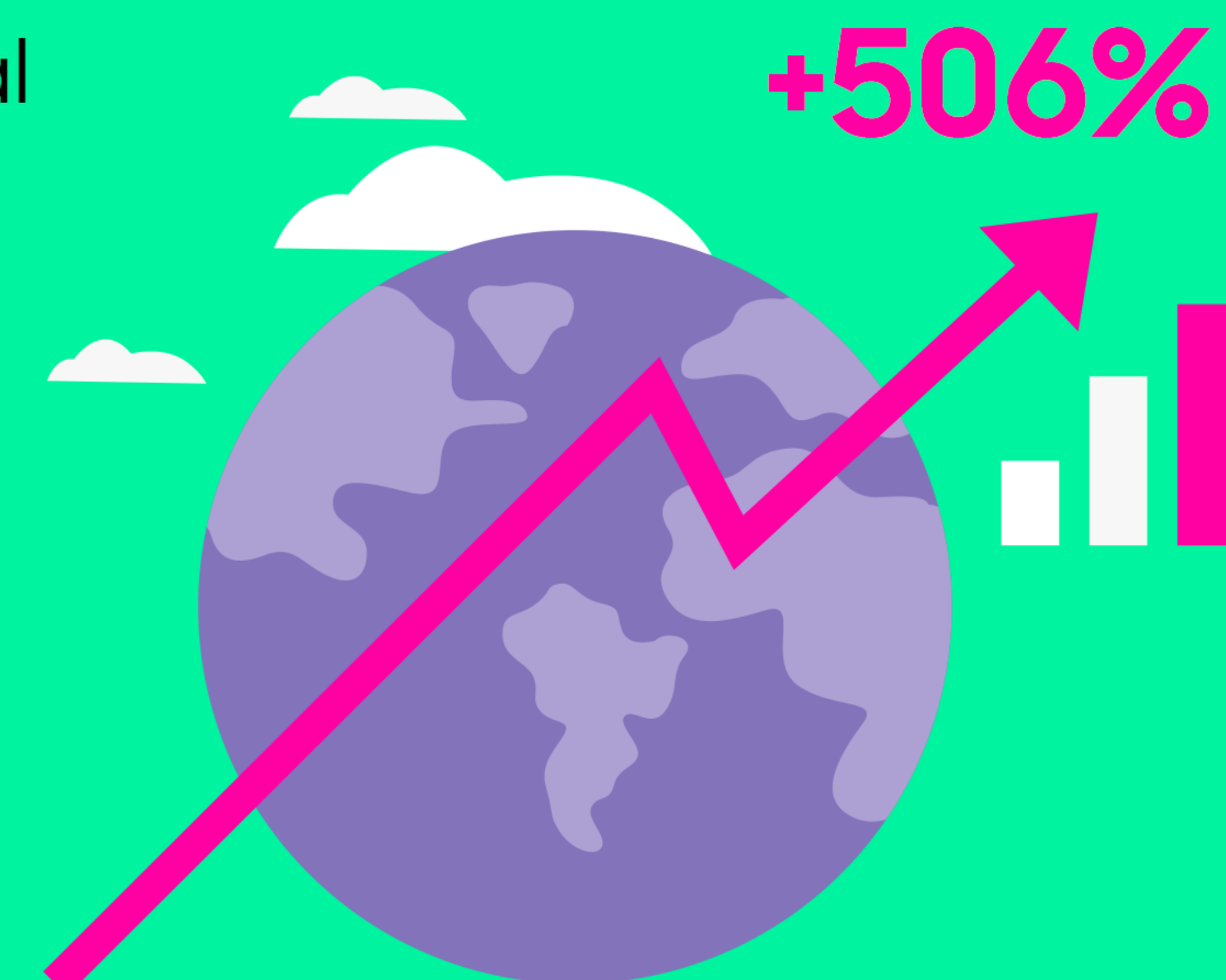


State of the Category

506% increase in global sales since 2015.*



8% Have tried Low/No Beer**

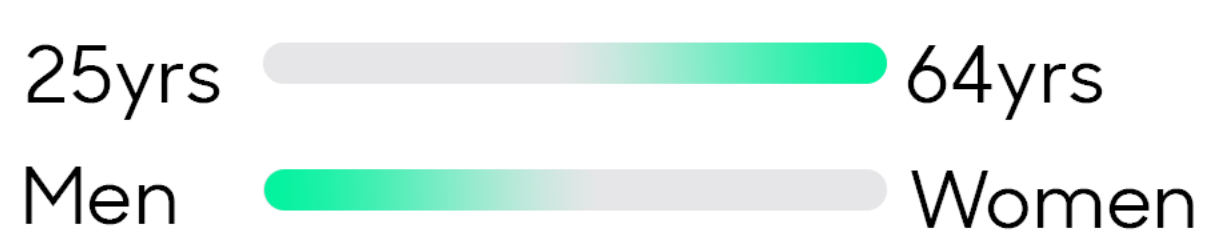


The Primary Players

Competitive Landscape



Athletic Brewing Co.



Brooklyn Special Effects



O'Doul's



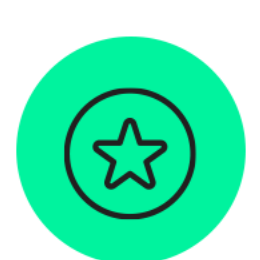
Strongholds



Aspiration



Innovation



Popularity



Attraction



Empathy



Value for Money



Integrity



Consistency



Differentiation

5 Actions to Compete



Play the Price Piano:

With **Innovation** playing a big role in the category, brands are able to innovate into different price tiers, making them feel like a more **Accessible** brand for a wider group of people. Different consumers will have different price elasticities with your brand, so ensuring you stretch across the price piano will leave you fit to compete in the Beer category.



Proposition and Purpose:

Your Proposition is what you tell people the brand stands for – your consumer-facing promise. Once it's locked, it should be used as a lens over all the brand's activities as a guiding principle. Your purpose will guide your direction, motivating people within your business to work towards a common goal. Every visual expression of your brand should reinforce your Proposition. Look at the way the brand is presented today and put it through the lens of the Proposition. If it isn't clearly reinforcing the promise, think about how it could be amended to do so.



Build your Innovation Pipeline:

Another key need within the Beer category is **Innovation**. People expect brands to be bringing new products and new flavors which taste great (**Performance**) to market. Keeping your finger on the pulse of consumer trends and developing new products an ongoing basis are going to keep people feeling excited and engaged with this category. Arm yourself with a strong innovation pipeline and always craft a strong brief for your new product development.



Product Delivery to Consumers:

With **Consistency** across all touch points being a prominent need in the Beer category, consider optimizing your Product Delivery by focusing specifically on the cadence in which the product is delivered, the quality of its arrival, or even through unchanging delivery fees. Think about how you might surprise and delight customers through the delivery of your product, whether it's with free samples, original packaging or customized comms.



Packaging:

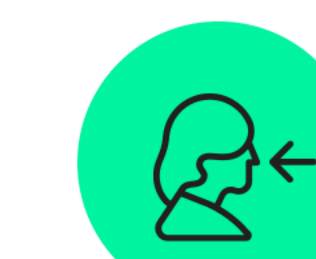
You can drive your brand's **Familiarity** and **Attraction** through effective claims language on pack and through Packaging which packs a punch at shelf. Communicating what your brand stands for – its mission and purpose – and going beyond functional claims will ensure your brand is distinctive and memorable in this crowded category.

Looking to Disrupt?

Where to shake up the category.



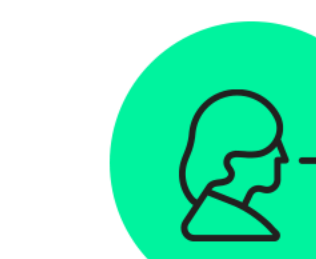
Transparency



Empathy



Clarity



Connection

3 Actions to Disrupt



Drive your Distribution:

Surprise and delight consumers by exploring alternative distribution channels that align with your target audience's lifestyle and behaviors, showing you clearly understand their needs (**Empathy**). Consider independent outlets or a D2C offering to connect with them and drive the relatability of your brand. Get your brand into more stores by showing you understand the category, shoppers needs in the category and how your brand will bring value to the retail buyer.



Clarity in Communication:

With **Clarity** and **Transparency** being areas for disruption, use this as an opportunity to review how your brand presents itself in market. You can optimise creative to grow your brand by crafting assets which communicate your brand's promise with crystal clarity and are rooted in a universal human truth which drives your brand's relatability amongst consumers in the category.



Promotion:

Tying your promotional calendar with seasonal events or campaigns is a great way to drive your brand's **Connection**. Making a good impression during promotional periods is important in gaining trial and future loyal consumers. Co-branded or Influencer-led innovations and campaign activations can be a great way to get your brand off-located in store, catching eyes and driving trial.

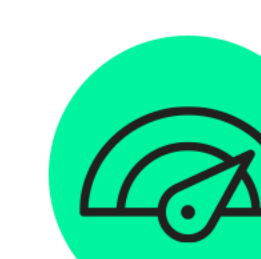
The Needs to be Serving



Attraction



Accessibility



Performance



Consistency



Familiarity



Innovation



Driver Dictionary.

Our 16 Drivers are proven to measure the strength of your brand’s relationship with people. Grow them, and your brand grows.

- **Attraction:**
A brand that’s appealing; whether that’s because it looks good or presents itself well. Its physical character draws you to the brand.
- **Aspiration:**
A brand that feels desirable and has something special that you want. The brand gives you an urge to have it, and may also feel exclusive.
- **Innovation:**
A brand that does things in new ways. It’s always iterating; developing and discovering original ways of thinking and doing things. This brand has momentum.
- **Empathy:**
A brand that is perceptive of you: seeing what it is that you need and want. The brand is sensitive not only to what you want, but also why you want it.
- **Performance:**
A brand that fulfils its promise. It does so noticeably well. It delivers strongly against what you are expecting from its category.
- **Relevance:**
A brand that is relevant to you: it meets your needs or wants. What the brand offers has a direct bearing on your life.
- **Clarity:**
A brand which has clear purpose in your life. You know what it stands for, and what to do with it. There’s no ambiguity about this brand.
- **Differentiation:**
A brand that stands out from the crowd. It is in some way unique – it its character, communications or in what it offers.
- **Connection:**
A brand that you respond positively to because of how it behaves. You find yourself relating to the brand. It does things in a way that you appreciate and understand.
- **Integrity:**
A brand that has principles. It always chooses to do the right thing because of the clear values it holds. The brand behaves honestly.
- **Transparency:**
A brand that is free of pretence and deceit – it doesn’t camouflage its activities. It readily offers up details about itself, so that it is better understood. It makes sure it’s open about what it does and doesn’t do.
- **Popularity:**
A brand that is loved by many; it is often famous or prominent in the world. It is widely applauded and endorsed, giving it popular acclaim.
- **Value for Money:**
A brand that is worth investing in.
- **Consistency:**
A brand that shows a steady conformity in all that it does. It has been reliably the same over time, creating a strong reputation; or it is the same across all its products and services.
- **Accessiibility:**
A brand that is so easy to use: the experience of it once you have it is uncomplicated and intuitive.
- **Familiarity:**
A brand that you know and feel you know something about.

Grow your brand with ProQuo AI.

ProQuo AI is the first brand management platform that serves up a custom action-plan for your business – completely tailored to your marketing team’s growth goals.

In ProQuo, you set what success looks like to you, and every day, the platform tells you exactly which marketing actions you need to take to reach your specific goals.

Our Brand Actions are generated from real-time analysis of people’s feelings on your brand, competition and category, so you can be certain that every action you take is data-driven to power your brand towards its goals.

Book a demo at www.proquoai.com

