

SENTIMENT STUDY

Major Beer Brand Uses MAX to Move the Needle with Hispanic Audiences

INTRODUCTION

Throughout 2017, a major beer brand leveraged the Music Audience Exchange (MAX) Platform to run integrated marketing programs that centered around music. In September 2017, MAX contracted Millward Brown - a global leader in brand advertising research - to conduct a study that evaluated the effectiveness of a sample piece of creative from the ongoing marketing program.

This paper contains the key research findings from this study.

CREATIVE TESTED

30-second video ad, featuring well-known Texas band in the Regional Mexican genre.

TARGET AUDIENCE

- Age 21-34
- Hispanic (fluent Spanish-speakers)
- Located in Texas
- Misc. other brand-specific criteria

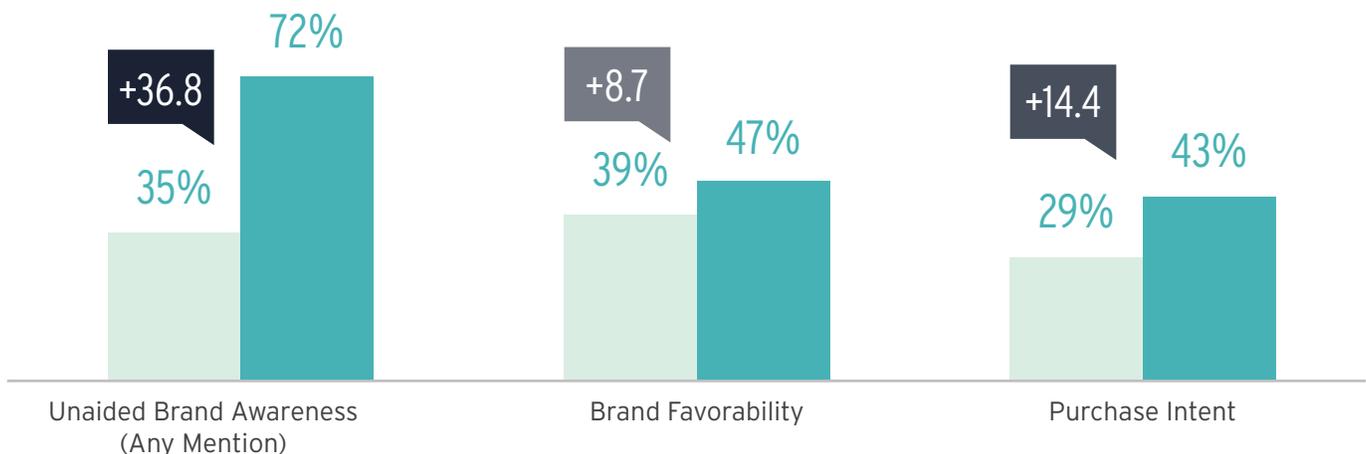
RESEARCH FINDINGS

The creative drove significant increases in both upper and lower funnel brand metrics:

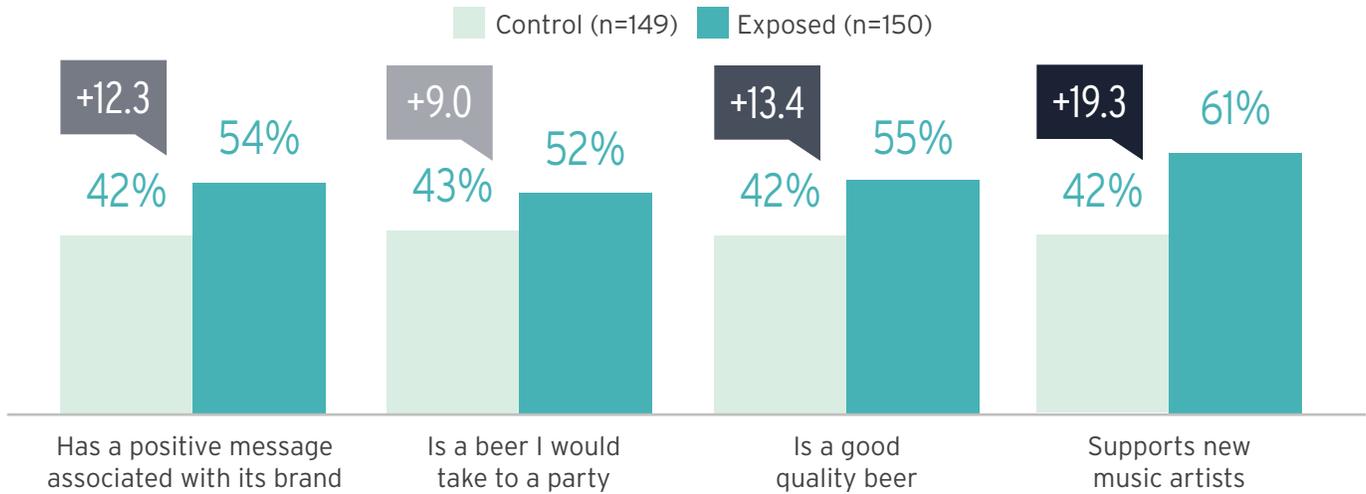
- **Awareness** of the brand
- Overall **brand favorability**
- Product **purchase intent**
- Brand **support of new music** artists
- **Positive message** associated with brand

OVERALL AUDIENCE: BRAND METRICS

Control (n=149) Exposed (n=150)



OVERALL AUDIENCE: BRAND METRICS



The ad had the largest impact across both upper and lower brand metrics on two key audience segments: **women**, and **younger millennials** (21-24) - seeing measurable increases in all primary categories: brand awareness, brand favorability, ad likeability, and purchase intent.

Women responded better to the creative than males with a greater increases in **brand favorability**, from 32% to **42.1%**. However, **males** saw a more dramatic increase in **purchase intent**, moving from 38% to **59.6%**.

While the ad had a greater overall impact on younger millennials (21-24), the most dramatic increase in **purchase intent** came from **older millennials** (30-34), going from 27% to **55.8%**.

Finally, **audiences loved the ad**. The percentage of people who say they "very much liked" the ad was nearly **50% higher** than Millward Brown's benchmark for light beer ads.

PEOPLE WHO SAY THEY "VERY MUCH LIKED" THE AD WAS NEARLY 50% HIGHER THAN MILLWARD BROWN'S BENCHMARK FOR LIGHT BEER ADS.

CREATIVE FEEDBACK: LIKEABILITY

