

Carbonated Soft Drinks (Lemon-Lime and Ginger)

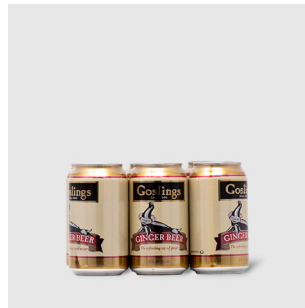
Subscription Overview



CARBONATED SOFT DRINKS with lemon-lime and ginger flavoring represent a \$643 million-dollar category dominated by a few major manufacturers, though a few noteworthy challenger brands have entered the scene. These less established brands tend to emphasize natural or premium positioning—and, relatedly, adopt design approaches marked by contrarian color schemes, higher-quality packaging materials (i.e., glass bottles), cardboard carriers, and other “craft” design aesthetics. Since competition is fierce, it’s critical that brands focus on clearly communicating claims, reinforcing key brand equities, and increasing mental availability with distinctive, attention-grabbing designs.

CARBONATED SOFT DRINK

BRANDS TRACKED IN 2019

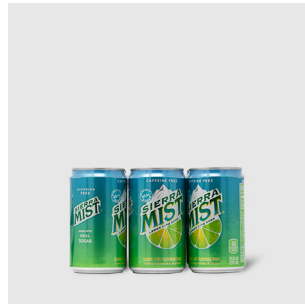
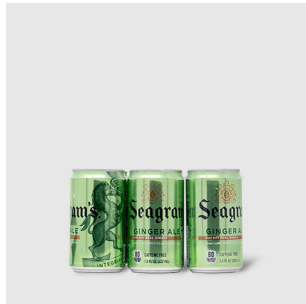


STAND-OUT

Who grabs and holds attention?

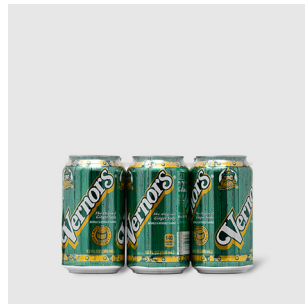
FINDABILITY

Who's the easiest to locate?



COMMUNICATION

Who owns the messages that drive purchase in the category?

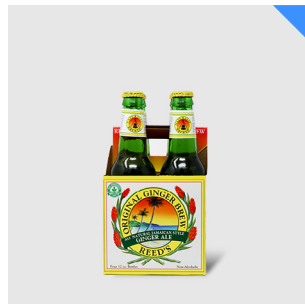
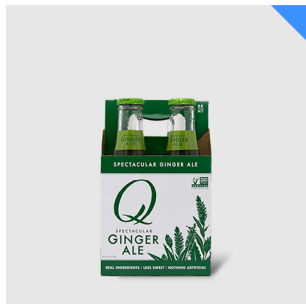
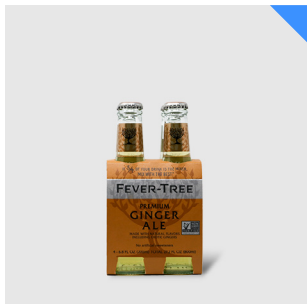


MENTAL AVAILABILITY

Who's the most recognizable at a distance, and why?

DISTINCTIVE ASSETS

Who has visual elements that are well-known and truly unique?



RESONANCE

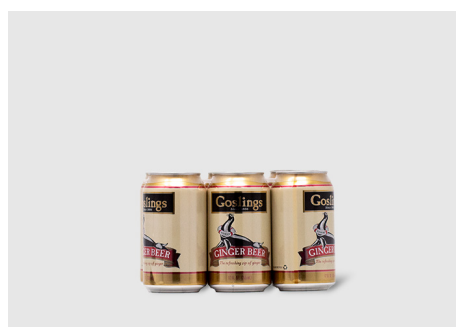
Which specific elements are most liked and disliked by consumers, and why?

SNEAK PEEK



CANADA DRY is one of the most easily recognizable packages when viewed from afar, with more than twice the range of Seagram's.

GOSLING'S visibility is 24% greater when it occupies a single facing rather than multiple facings, suggesting that it could have a greater advantage on e-commerce websites than in brick-and-mortar retail environments.



SINGLE

102

100



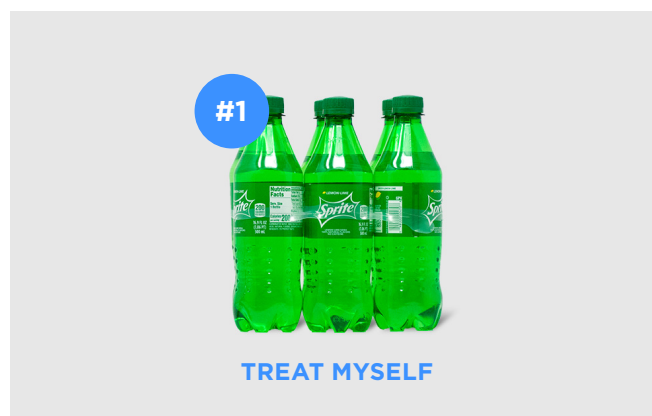
MULTIPLE

82

100



Q'S intricate "Q" letterform and natural imagery are emerging as resonant visual assets, despite low familiarity.

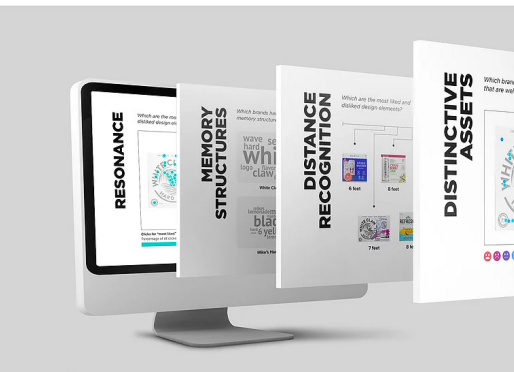


TREAT MYSELF

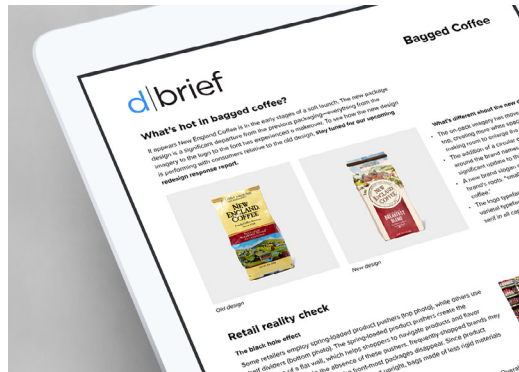
SPRITE ranks number one on "treat myself," an emotional purchase driver for the category.

THE TOTAL PACKAGE

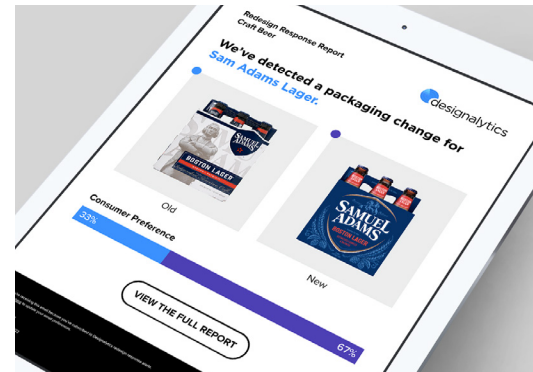
ANNUAL CATEGORY REPORT



MONTHLY CHANGE ALERTS & INDUSTRY NEWS



REDESIGN RESPONSE ANALYSES



ANALYSIS

- Annual deep-dive report of top 10 category leaders plus two “wildcard” challengers
- Full-spectrum design performance analysis
- New, innovative consumer exercises

TRACKING

- Real-time online and offline design change detection
- Quick-turn consumer evaluation of old versus new designs

TRAINING

- Extensive content covering design trends, macro-analyses, and case studies to elevate your organizational design competency
- Turn-key training for new managers, including online master classes in design management

LOW COST, BIG BENEFITS

- Get better-than-custom research at a fraction of the cost
- Save hundreds of thousands of dollars for each misguided redesign attempt that is avoided
- Develop better, more strategic briefs that drive focused creative with greater sales impact
- Become a more design-savvy organization with ongoing insights and training

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