

Flavored Malt Beverages

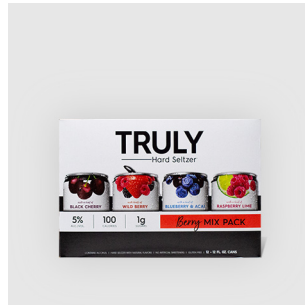
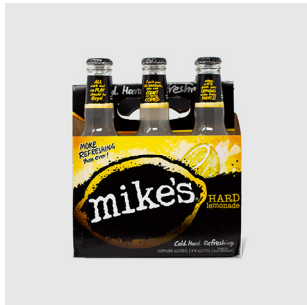
Subscription
Overview

 designalytics



FLAVORED MALT BEVERAGES is a one billion-dollar category with several rising stars, a wide range of design aesthetics, and tremendous growth potential. Since competition is fierce, it's critical that brands focus on reinforcing key brand equities and increasing mental availability with distinctive, attention-grabbing designs.

FLAVORED MALT BEVERAGE BRANDS TRACKED IN 2019

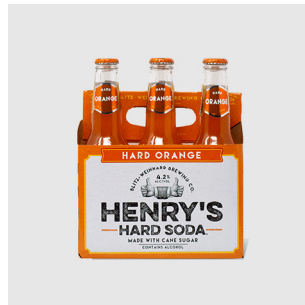
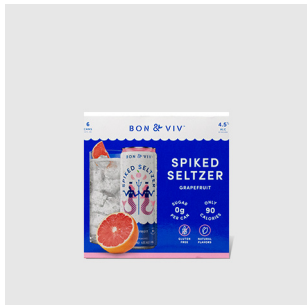


STAND-OUT

Who grabs and holds attention?

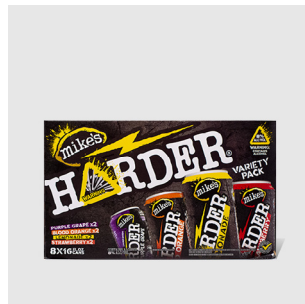
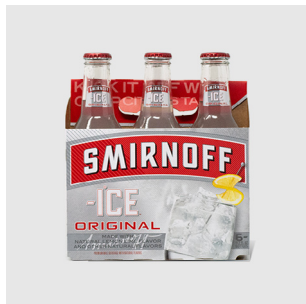
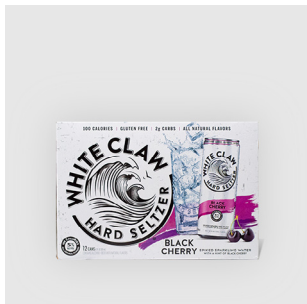
FINDABILITY

Who's the easiest to locate?



COMMUNICATION

Who owns the messages that drive purchase in the category?

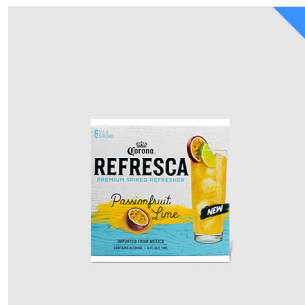
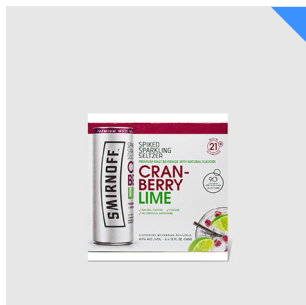
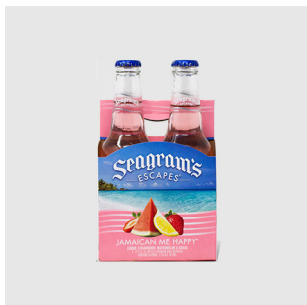


MENTAL AVAILABILITY

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

DISTINCTIVE ASSETS

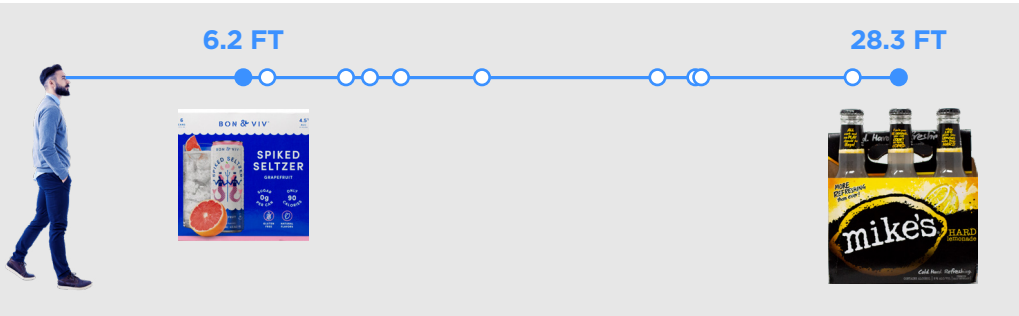
Who has visual elements that are well-known and truly unique?



RESONANCE

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

SNEAK PEEK



MIKE'S HARD LEMONADE is the most easily recognizable package when viewed from afar, with more than four times the range of Bon & Viv Spiked Seltzer.

BUD LIGHT LIME-A-RITA'S visibility jumps 17% when it occupies multiple facings instead of a single facing, suggesting that it could have a greater advantage in brick and mortar environments than on e-commerce websites.



SINGLE



BLOCKED



WHITE CLAW'S breaking wave is a powerful distinctive asset—a building block for developing mental availability in a crowded category.

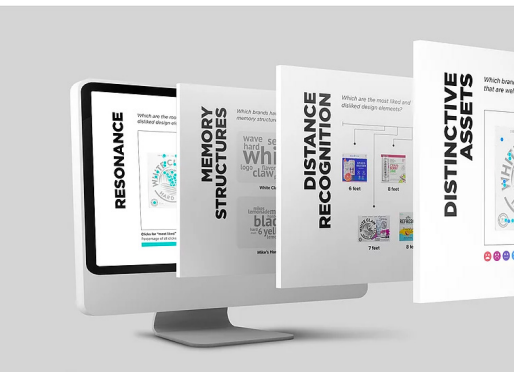


HEALTHIER THAN OTHER OPTIONS

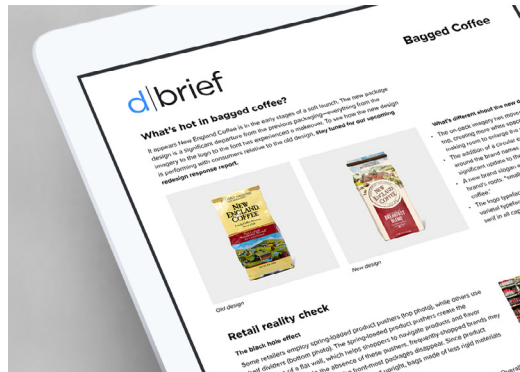
TRULY HARD SELTZER is viewed as “healthier than other options” by a wide margin, likely due to its brand name and prominent fruit imagery.

THE TOTAL PACKAGE

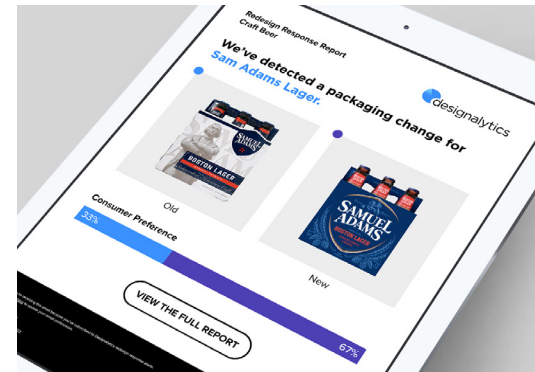
ANNUAL CATEGORY REPORT



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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