

Light Beer

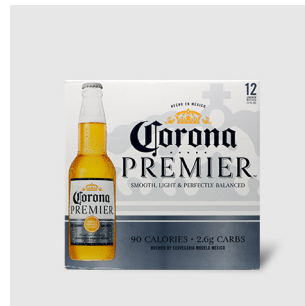
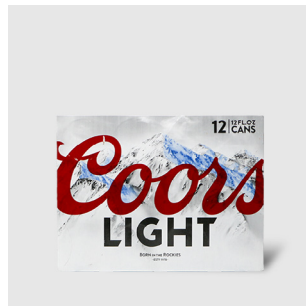
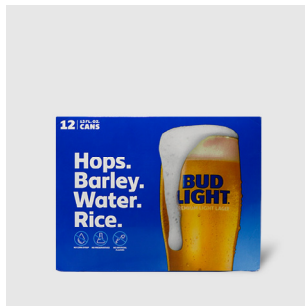
Subscription Overview



LIGHT BEER is a \$6.6 billion-dollar category dominated by a few major manufacturers. Generally, light beer designs emphasize branding and product imagery, though there is broad variation in package colors, typography, and secondary imagery. Notably, some brands such as Bud Light deviate from the brand-first communication approach adopted by most contenders, emphasizing ingredient claims instead. Since competition is fierce in this category, it's critical that brands focus on reinforcing key brand equities and increasing mental availability with distinctive, attention-grabbing designs.

LIGHT BEER

BRANDS TRACKED IN 2019

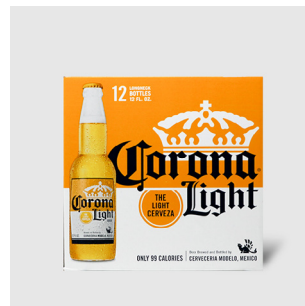
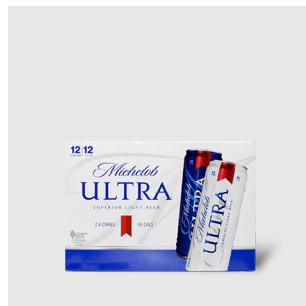
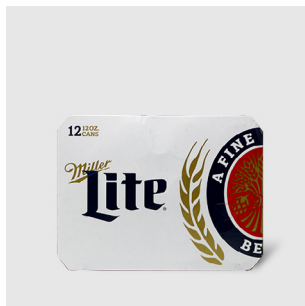


STAND-OUT

Who grabs and holds attention?

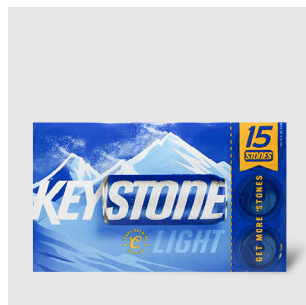
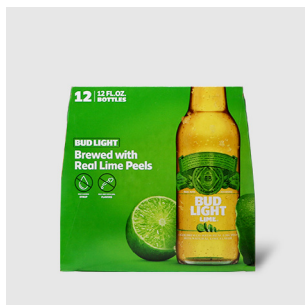
FINDABILITY

Who's the easiest to locate?



COMMUNICATION

Who owns the messages that drive purchase in the category?

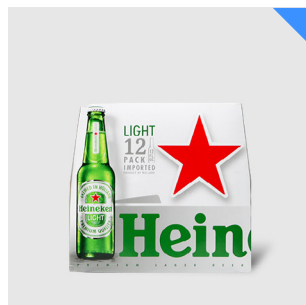


MENTAL AVAILABILITY

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

DISTINCTIVE ASSETS

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



RESONANCE

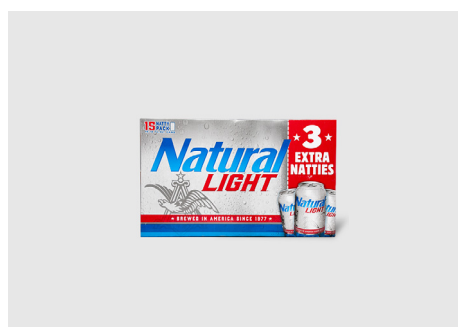
Which specific elements are most liked and disliked by consumers, and why?

SNEAK PEEK

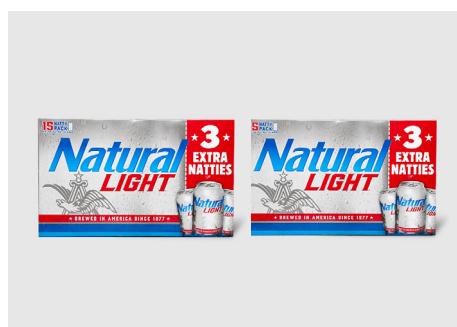


COORS LIGHT is the most easily recognizable package when viewed from afar, with more than twice the range of Bud Light.

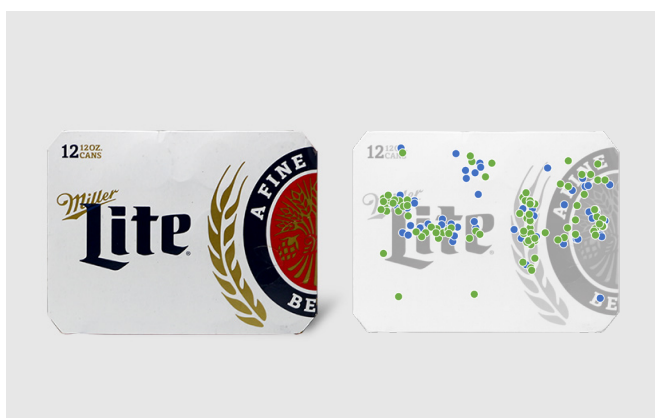
NATURAL LIGHT'S visibility jumps 36% when it occupies multiple facings rather than a single facing, suggesting that it could have a greater advantage in brick and mortar retail environments than on e-commerce websites.



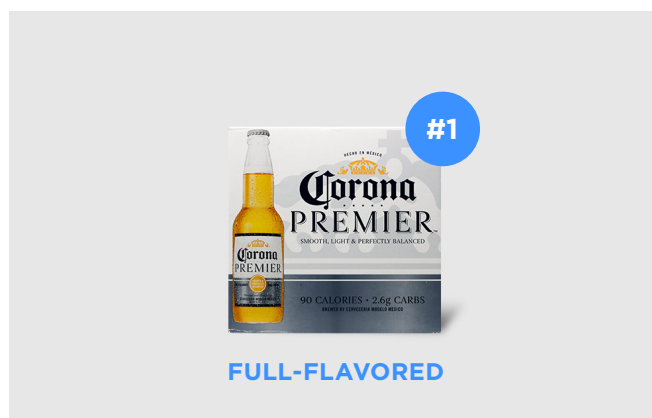
SINGLE



BLOCKED



MILLER LITE'S barley iconography and crest are well-liked, distinctive brand assets—a building block for developing mental availability.

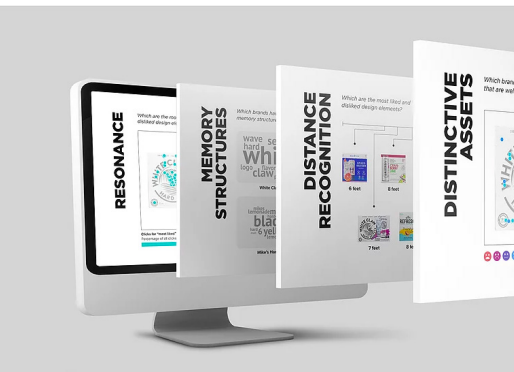


FULL-FLAVORED

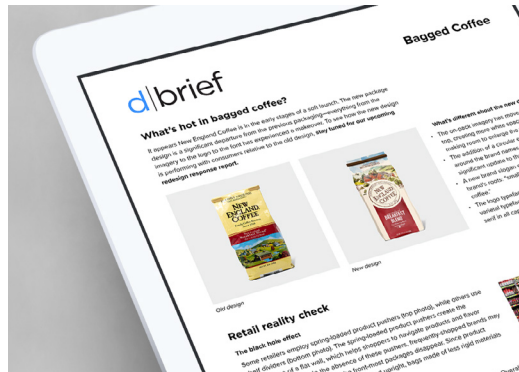
CORONA PREMIER ranks number one on "full-flavored," one of the top purchase drivers in the category.

THE TOTAL PACKAGE

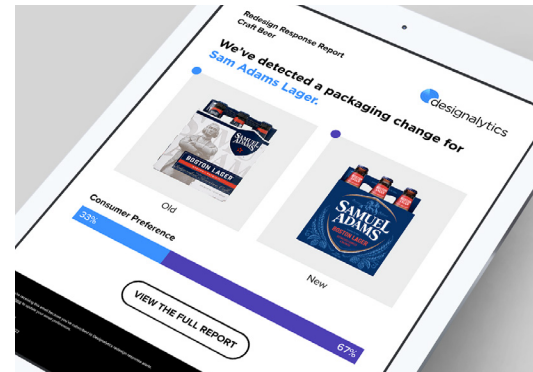
ANNUAL CATEGORY REPORT



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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