



CASE STUDY

Irish Craft Gin Conjoint Study



The Challenge

A leading Irish craft gin brand was gaining better sales traction in international markets than in Ireland.

In an effort to boost sales in Ireland, they wanted to understand how their brand, product and pricing were perceived by gin drinkers in Ireland vis-à-vis competing brands.

The Solution

The brand engaged EPIC Conjoint to design a competitive landscape conjoint survey. Four competing gins were selected by the brand to be included in the study.

The screenshot displays the EPIC Conjoint survey platform interface. A product entry for 'Gunpowder' is shown with the following details:

Features	Concept 1
Brand	Glendalough
Taste	Cool and mellow at first, r...
ABV / ml	41% / 700 ml
Made in	Wicklow
Heritage	Non-family owned
Awards	Gold award at 2017 San F...
Price	€38

An 'Upload Image' dialog box is open, showing a bottle of 'DUNSHING GUNPOWDER IRISH GIN'. The dialog has 'Cancel' and 'Save' buttons.

Options for "None" ?

Concept 4	Concept 5
Hapenny	
Blackberry, lavender and ...	
41% / 700 ml	41% / 700 ml
Dublin	
Family owned	
Silver Medal 2019 World ...	
€40	

*The EPIC Conjoint survey platform is a fantastic tool **to analyse our competitive landscape**. Its **user-friendly interface and the speed with which we can design, distribute and analyse quantitative surveys is of huge benefit**. Through the guidance of the EPIC Conjoint team, we **derived actionable Customer Insights** to help us **develop our strategy, optimise price points and ultimately drive market share**.*

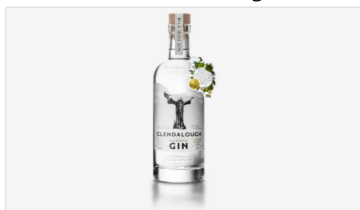
Founder & Marketing Director

The Process

We designed a Choice based Conjoint study on our cloud-based EPIC Conjoint platform after agreeing on the products to be tested with the client. Survey respondents made a choice from each of 10 choice cards. Each choice card presented multiple product variants, which in turn contained slightly unique features to ensure statistical significance.

Which of the Irish Craft Gin options below would you purchase?

Brand: **Glendalough**



Taste: Blackberry, lavender and orange peel leave the palate with a lingering sweetness

ABV / ml: 41% / 700 ml

Made in: Tullamore

Heritage: Family owned

Awards: Best Gin 'Oscar' 2019 New York Flaviar Awards

Price: €48

Brand: **Gunpowder**



Taste: Cool and mellow at first, rushing to nectarous Summer flowers and hints of Autumn fruits finally giving way to warm spice

ABV / ml: 40% / 700 ml

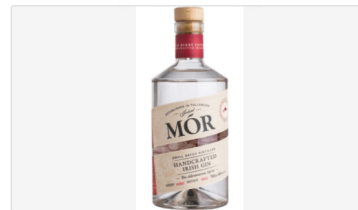
Made in: Leitrim

Heritage: Family owned

Awards: Double Gold & Best in Show 2017 Wine and Spirits Wholesalers of America (WSWA) awards

Price: €37

Brand: **Mor**



Taste: Fresh and rounded with citrus, juniper & spicy notes immediately evident. Gunpowder Tea, meadowsweet & Coriander are all notable

ABV / ml: 42.5% / 700 ml

Made in: Wicklow

Heritage: Non-family owned

Awards: Gold award at 2017 San Francisco World Spirits Competition

Price: €48

None of these

The survey was seamlessly distributed to a target sample using an API connection with Cint, a global online panel provider. Two hundred successfully completed surveys, sufficient for statistical significance, were captured within only four hours.

Survey Distribution Methods

Email to Market	Export URLs File	Public Distribution	Emails to customers
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Your survey is set to close on 24/07/2020 | Time left: 21 days

To distribute your survey using our panel partner Cint just follow the instructions. To distribute to one of our other online respondent panel partners, please export your survey URLs. Note in this instance you will need to distribute your survey URLs outside of the EPIC application.

Panel Provider ?

Cint

Country ?

Ireland

Survey Category ?

Beverages - alcoholic

Gender ?

☐ Male ☐ Female ☒ Both

Distribute

Do you enjoy drinking gin?

- ☒ Yes
☐ No

How often would you drink a glass of gin?

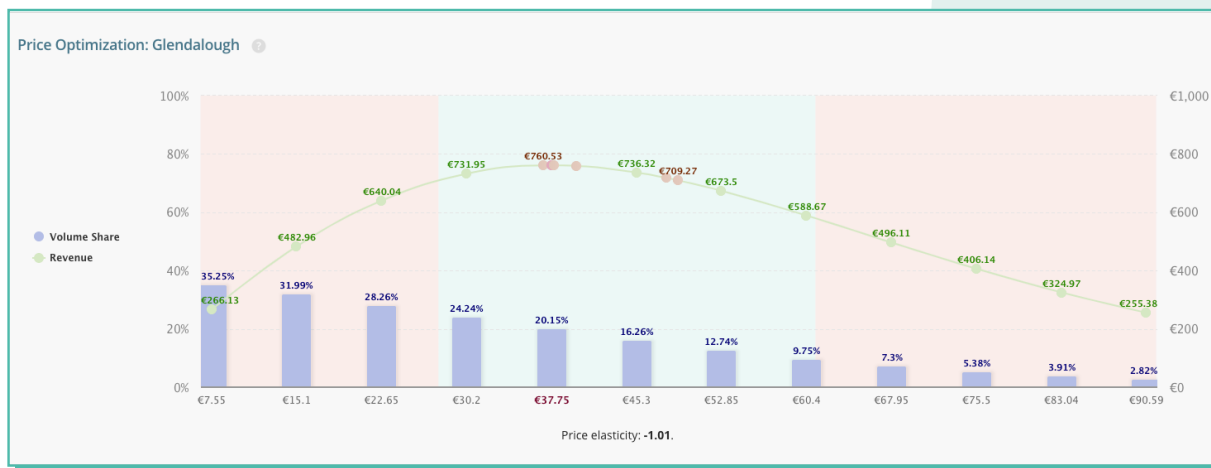
- ☐ Once a week
☒ More than once a week
☐ Once every 2-3 weeks
☐ Once a month
☐ Less than once a month

Screening questions were asked to ensure survey respondents were part of the target audience.

The Results

Criteria to complete the survey were satisfied by 200 respondents.

Preference (utility) scores were captured for each feature of the gins being tested. Gunpowder commanded the highest preference score of the gin brands tested, with a score of 15.2.








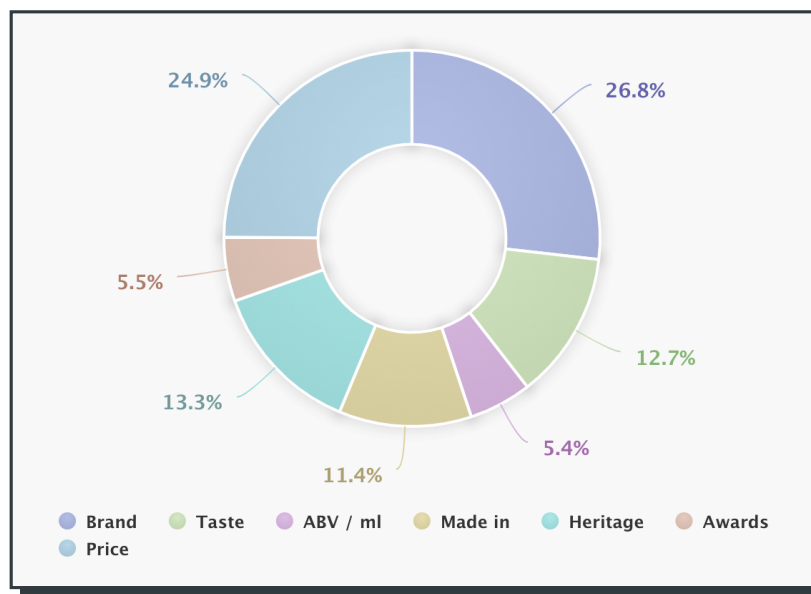
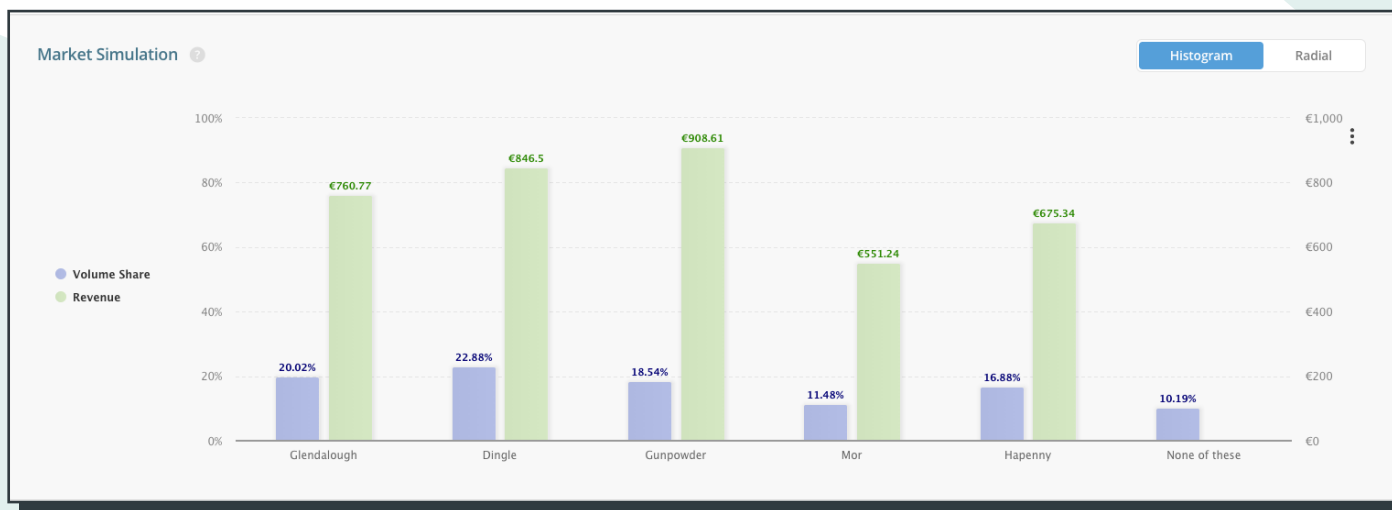
Feature	Levels	Preference
Brand	Hapenny 	10.7
	Mor 	12
	Glendalough 	13.7
	Dingle 	13.8
	Gunpowder 	15.2
Taste	Floral, fresh, pine, citrus, pepper, and fresh herbs	12.3
	Earthy root botanicals, subtle florals and vivid raspberry notes	13.3
	Fresh and rounded with citrus, juniper & spicy notes immediately evi...	13.5
	Cool and mellow at first, rushing to nectarous Summer flowers and hi...	13.8
	Blackberry, lavender and orange peel leave the palate with a lingering...	14.5
ABV / ml	41% / 700 ml	13.8
	40% / 700 ml	14
	42.5% / 700 ml	14.4

Table continues

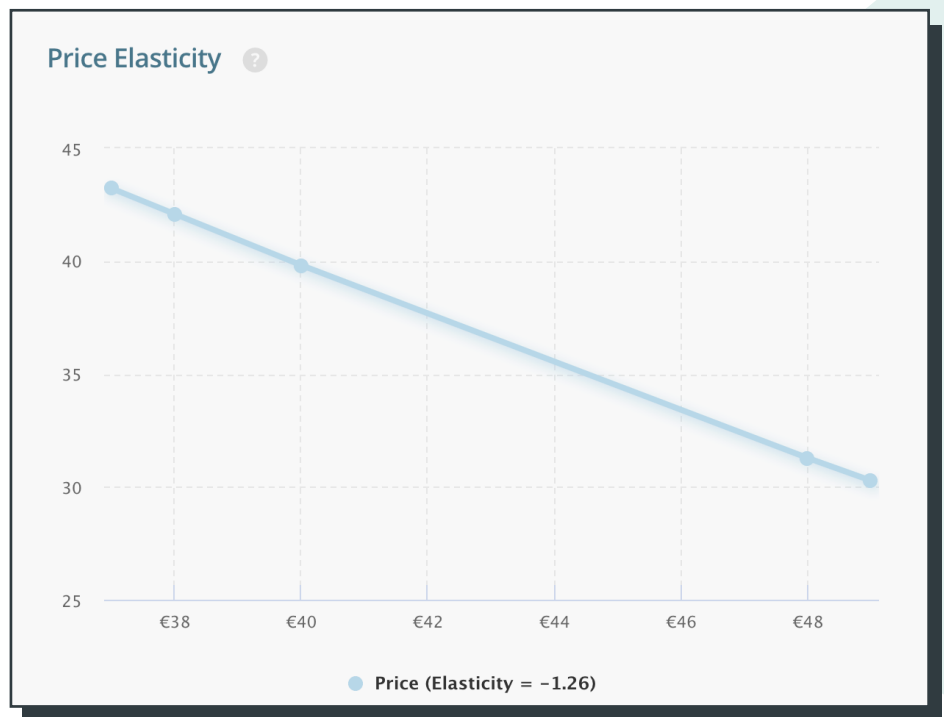
Relative importance was also captured for each feature. This helped the brand understand which values to communicate to customers.



Using preference scores as a proxy for volume share, the brand was able to determine how its gin was perceived by gin drinkers versus competing gins by applying the Market Simulator.

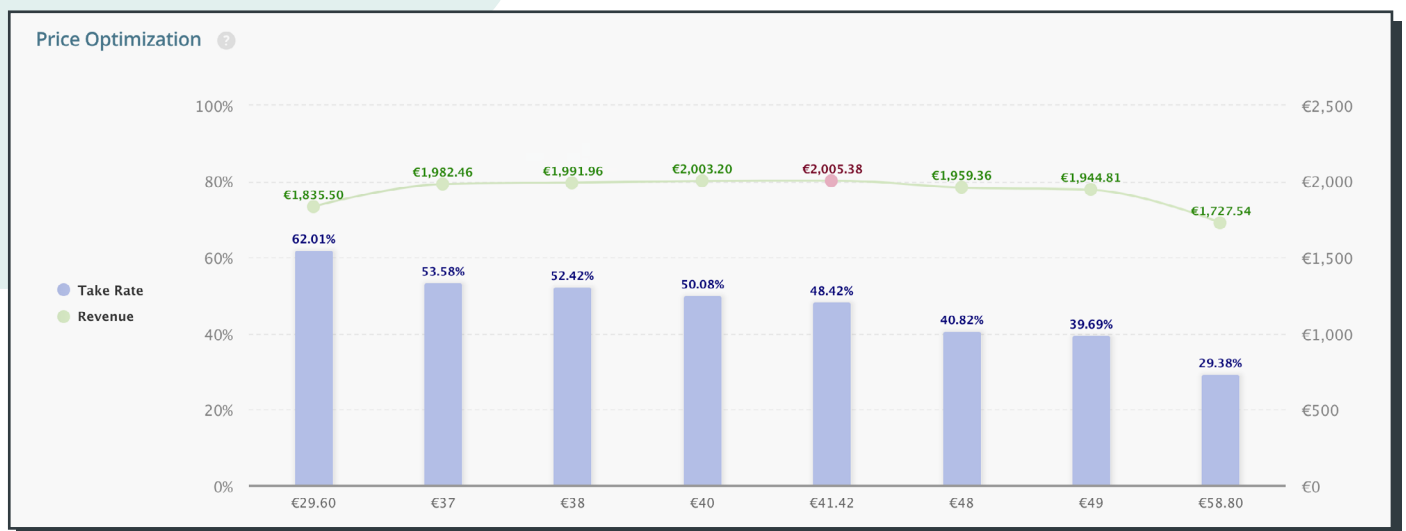



Price sensitivity was also captured within the survey.



Finally, taking the learnings from preference and price elasticity, the brand was able to capture not only customer willingness to pay for any gin in the study, but also willingness to pay for each individual feature of the gin by utilizing the Price Optimization Simulator.

With a knowledge of the levers underpinning customer preferences, the brand was able to identify strengths and weaknesses in its gin versus competing gins and address them accordingly.





Democratizing Conjoint Analysis

We want the most effective form of customer research to be easily available and accessible so business users everywhere can benefit from it.

EPIC Conjoint is the most innovative conjoint analysis software on the market, accelerating revenue growth by delivering customer insights in near real-time. Our experts guide you through the survey creation process and assist in interpreting results.

Want to see it in action?

