

Coopers & Square Holes

'Beer...when judgement matters'

Coopers Brewery had noticed an increase in sales for its [at the time supermarket only product] Birell, despite a lack of media, advertising or promotional spend invested in the product. Yet, there was no evidential explanation as to why sales had increased for the 'brewed soft drink'. Thus market research was needed to gain insight into the mind of the consumer, find explanation and reveal opportunities.

Square Holes was commissioned to conduct research in order to better understand the target market and opportunities for Birell. A multi stage approach was taken to investigate the market for Coopers Birell. This consisted of:

- Intercept survey of supermarket customers perusing the non-alcoholic beverages
- Online survey of males 30+, residing in Sydney and Melbourne
- Focus groups in Melbourne



Significant interest in the product was revealed amongst traditional beer consumers. The research provided insights directing distribution, packaging and advertising as follows:

Distribution:

- Add normal 'beer' distribution, i.e. now stocked in Dan Murphy's in SA, and listed interstate
- Stock Birell next to other normal beers, such as Coopers Pale.

Packaging:

- Adjust the packing to enhance the prominence of the Cooper brand
- Name change from Birell to Birell Ultra Light
- Other significant changes in packaging also occurred:
 - 'Brewed Soft Drink' to 'Brewed Malt Beverage'
 - Include '0.5% Alc/Vol' on bottle

Advertising:

- Advertising about the beer, not the associated health benefits
- Advertising promote quality beer without the loss of responsibility, this directed the positioning: 'beer...when decisions matter'

"Wonderful Research"

[Scott Harris, Coopers Brewery]

Coopers Birell is an innovative product in the Australian market. Square Holes is proud of the assistance in broadening the potential of the product beyond supermarket and a brewed soft drink. These findings provided Coopers with the direction for the creative and distribution strategy.

