



Street SessionsSM
On-the-Spot Qualitative Research Interviews
Results Summary
Brand Exploratory Research
Popular Beers Among Tailgaters in the Northeast
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For more information, contact:
Jamie Stenziano
212-664-1100
jamie.stenziano@clarionresearch.com

Brand Exploratory: Key Findings

Iconic Brands: Coors Light & Budweiser

- Among these tailgaters, Coors Light & Budweiser have very strong brand images - the most distinct of the six brands we covered.
- When asked to provide the first images that came to mind when thinking about Coors Light, nearly all of these tailgaters mentioned the cold temperature of the Rocky Mountains, and the Coors Light silver bullet train. It appears the brand promise of Coors Light - "cold, refreshing beer" - is supported in the minds of these tailgaters.
- These tailgaters tell us that the typical Coors Light drinker is usually female.
- In summing up Budweiser using one or two words, many of these tailgaters said "*the American beer*." Several strong images of Americana come to mind when these tailgaters think about Budweiser - the Clydesdale horses, the red white and blue of America's colors, and the blue collar worker, or "Joe Six Pack".
 - These tailgaters also associate Budweiser with tradition, and appear to respect the fact that it has a long-lasting history.
- These tailgaters tell us that the typical Budweiser drinker is a blue collar, middle aged man.

The Commercials Stick: Bud Light

- Of all the brands we covered, Bud Light appears to have the strongest ad retention, as most of these tailgaters tell us that the commercials are the first thing they think about. Bud Light commercials are remembered as funny, and sports focused.
- Bud Light is seen as a younger person's beer – by both younger and older tailgaters. The typical Bud Light drinker is described by these tailgaters as a college student, or recent college graduate.

Identity Crisis? Miller Lite

- From the perspectives of these tailgaters, Miller Lite does not appear to have as strong a brand image as the other beers we covered.
- Many of these tailgaters had trouble identifying one image in their minds that they could identify with Miller Lite, and struggled to describe Miller Lite's brand beyond its packaging.
- What these tailgaters did tell us about Miller Lite was that they associate the brand with an older crowd, typically a middle-aged person looking for a beer with a low calorie count.

Classy: Amstel Light

- Unlike the other brands of beer we covered with these tailgaters, Amstel Light's brand image is most closely associated with sophistication. These tailgaters tell us that they typically envision Amstel Light being served at a special social event, like a wedding, or at an upscale restaurant or bar: "*You wouldn't drink an Amstel Light here at the tailgate.*"
- The typical Amstel Light drinker is seen as an upper class, refined individual, often a woman trying to "calorie count".

"The Vacation Beer": Corona

- For these tailgaters, Corona is all about summer - relaxing "down the shore" or on vacation.
- These tailgaters tell us that the beach environment comprises the essence of drinking a Corona, not the type of person that drinks it: "*Anyone can drink it.*"
- As such, the recent "find your beach" Corona tagline hasn't appeared to fully take hold at the tailgate - these tailgaters are not fully convinced that they can enjoy Corona in other settings apart from the beach.

About *Street Sessions*SM

*Street Sessions*SM are brief, on-the-spot qualitative research interviews with consumers as they go about their everyday lives. Each *Street Sessions* interview has a set topic, a pre-designed question structure, a targeted audience, and occurs in an everyday, natural environment relevant to the interview topic.

Street Sessions interviews capture quick, spontaneous reactions to concepts, ideas, or consumer perceptions and attitudes.

- Respondents have less time to think than in traditional research interviews, and are more likely to give spontaneous top-of-mind impressions.
- Respondents have not been “recruited” for research prior to the interviews, and have no pre-conceived perceptions of the topics or questions.
- Because interview settings and locations will often be related to interview topics, respondents will be in a relevant mindset to respond to questions.
- Respondents are more likely to be open and candid about a given topic when approached and given “the spotlight” to share their thoughts.

BRAND EXPLORATORY RESEARCH METHODOLOGY

- A total of 40 *Street Sessions* interviews were conducted at the New Meadowlands Stadium in East Rutherford, NJ on Sunday, September 26th, 2010.
- Respondents were comprised of “tailgaters,” consisting of a general consumer audience.
- Respondents were approached as they were tailgating and asked open-ended questions about different brands of popular beer.
- All interviews were professionally video recorded.
- Interviews lasted approximately 2-8 minutes.

ABOUT CLARION RESEARCH

Clarion Research, Inc., a certified woman-owned business, is a full-service, international custom research firm founded in 1995. Since that time we have conducted projects for a wide variety of Fortune 500 companies, advertising agencies and consulting firms. We help our clients design, build and deliver **high-quality, high-value, and actionable marketing insights**, using proven methodologies and innovative techniques. We are experienced in both consumer and business-to-business research and specialize in complex quantitative and qualitative studies.

As a relatively small firm, we enjoy strong relationships with our existing clients as a result of successful project performance. By providing superior research services, a significant portion of our annual revenue is from repeat business of existing clients – a true testament to the quality and value of our work.

Our business model has been developed to provide our clients with a true *extension of their own market research organization*, by intelligently staffing our functional research disciplines with proven and experienced research experts.

Clarion’s reputation for analysis and reporting is unsurpassed and the hallmark of a Clarion Research study. This reputation comes from years of “hands-on” experience in all types of research projects.

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