

VODKA PERSONALITIES REVEALED



Affinnova embarked on a creative exercise to determine the current personality characteristics, shelf impact and design aesthetics of 12 of the most popular vodka bottles in the U.S. What it found might surprise you.

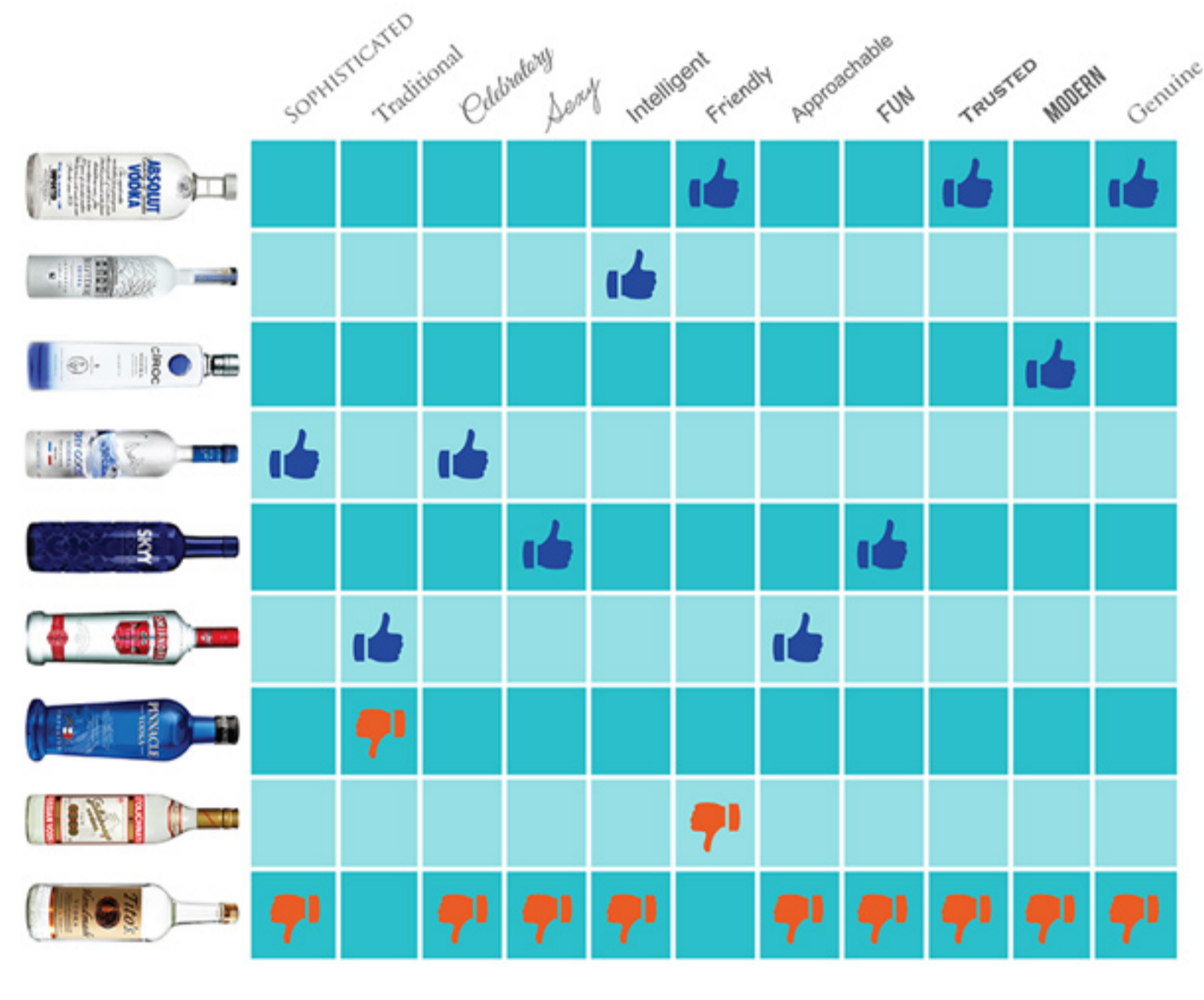
HERE'S WHAT VODKA DRINKERS REALLY THINK

1

PERSONALITY PROFILE

EACH BOTTLE HAS ITS OWN UNIQUE PERSONALITY, AND EVERY COMPANY STRIVES TO ACHIEVE AND RETAIN CERTAIN BRAND CHARACTERISTICS THAT HELP SET IT APART FROM COMPETITORS.

👍 SEEN AS MOST 👎 SEEN AS LEAST



FUN FACT

Vodka drinkers in the 21-34 year old group found the Smirnoff bottle to be the most Fun, Friendly and Approachable. By comparison, 35+ drinkers found Absolut's bottle design to be the most Fun, Friendly and Approachable.

2

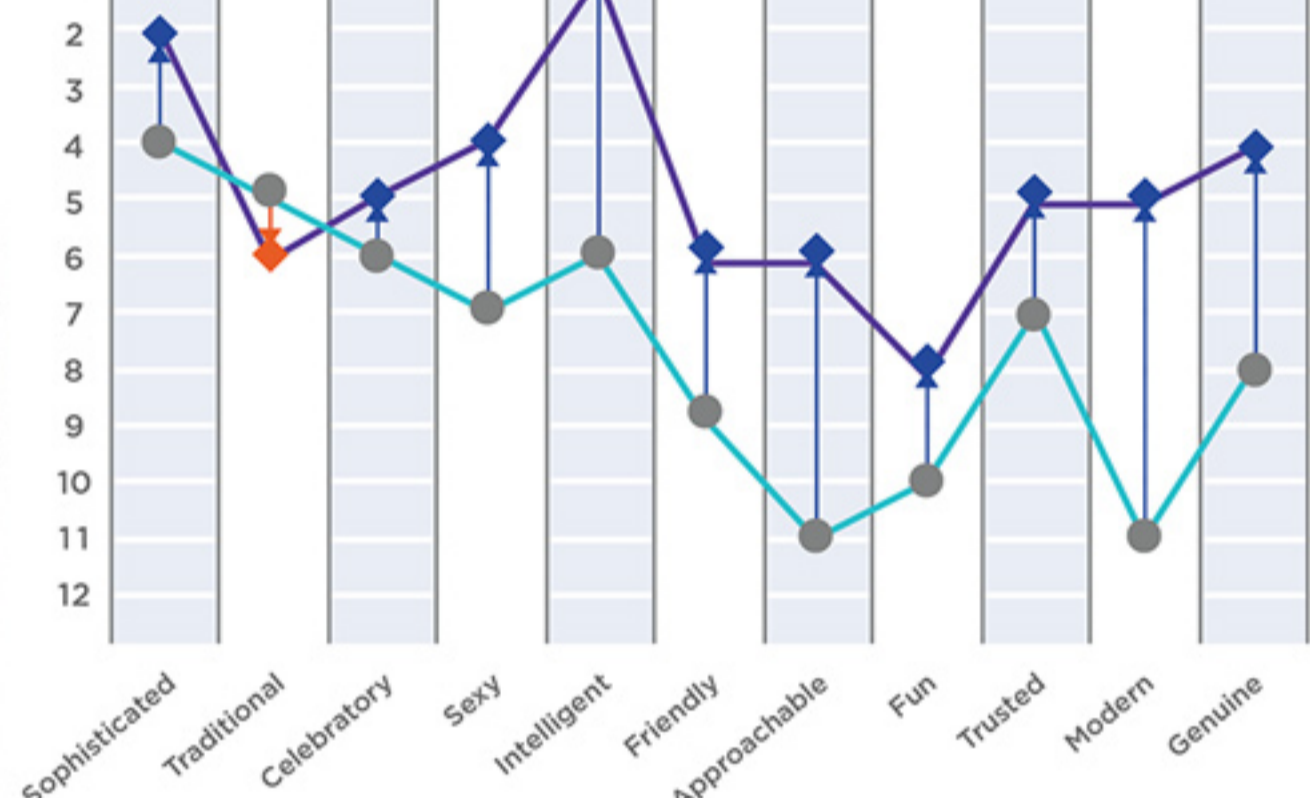
BOTTLE DESIGN vs. BRAND PERCEPTION

NOT SURPRISINGLY, THERE IS OFTEN A VERY WIDE GAP BETWEEN EXISTING BRAND PERCEPTIONS AND PERCEPTION OF THE BOTTLE DESIGN ON SHELF. WHEN THE BOTTLE PULLS THE BRAND DOWN IN KEY PERSONALITY TRAITS, IT CAN INDICATE OF THE NEED FOR A RE-DESIGN.

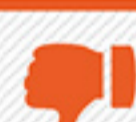


BELVEDERE

Belvedere's packaging improves its brand personality across almost all dimensions.

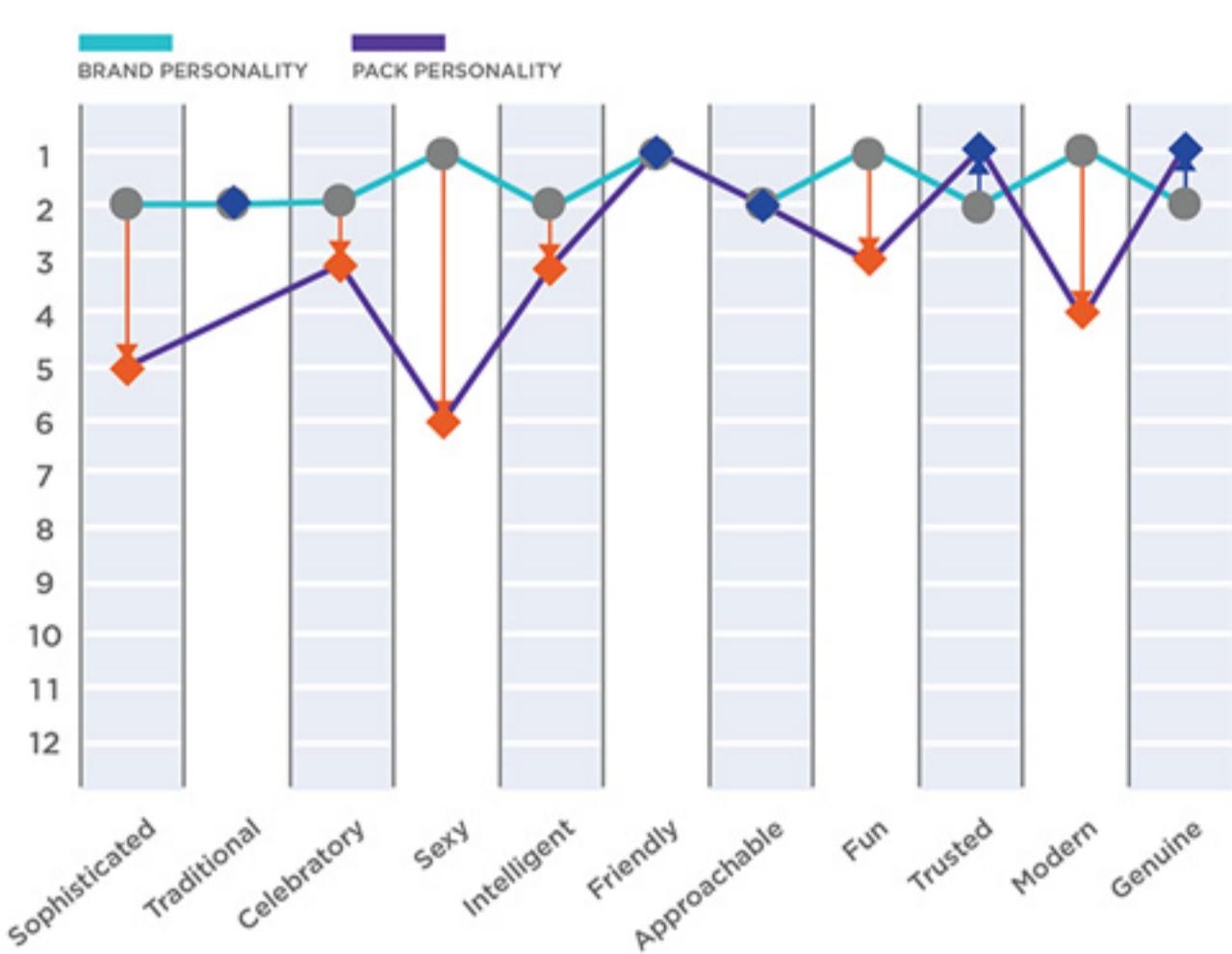


Most improved > Modern, Intelligent, Approachable



ABSOLUT

Absolut's bottle design is pulling down the brand in a number of key personality traits.



Least improved > Sophisticated, Sexy, Modern

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SHELF IMPACT

A CRITICAL INDICATOR OF A SUCCESSFUL PACKAGE DESIGN IS ITS ABILITY TO QUICKLY GRAB CONSUMERS ATTENTION AND HOLD THAT ATTENTION FOR A LONG PERIOD OF TIME.



Participants were taken through a benchmarking exercise using Affinnova's patented survey methodology with eye-tracking technology, which assesses the inherent ability of a package design to be noticed within the context of competition, free of distorting biases Affinnova can measure. VISIBILITY: Percentage of consumers looking at a package in the first 4 seconds and SHARE OF ATTENTION: Once seen on shelf, percentage of time the average consumer spends on each package in the first 4 seconds.

KEY TAKEAWAY

Brands must be vigilant about consistently assessing and evaluating their package designs because as these results show, it can have a profound impact on how consumers perceive the brand. Walking through any store, it's becoming increasingly difficult for brands to stand out on-shelf amongst so much competition, regardless of category or product line.

HOW WE DID THE AUDIT



The Vodka Audit was conducted in February 2013 and included 500 nationally representative vodka drinkers, who were asked to evaluate the top 12 brands of vodka currently in market.



Half of consumers were asked personality questions about brand names while the other half were asked personality questions about the specific bottle designs. Consumers were put through an eye tracking test, followed by a word association exercise, then asked to click and comment on the specific areas of the package design they liked and disliked, in order to provide qualitative feedback.



Using the Affinnova technology platform to gather the feedback, the study then measured Shelf Impact, Brand Personality Profiles and Effective Package Design elements.