



We're the go-to for

BEVERAGES

HERE'S WHY



tapestry
a screen engine/asi company

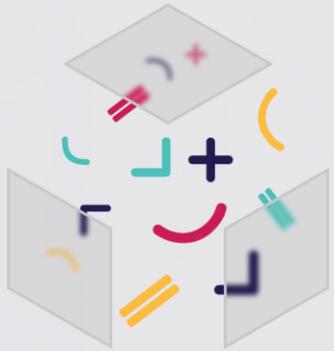




WE ARE TAPESTRY

We make the complex beautifully simple.

We don't just measure; we make, we create and we provoke. We give you research you'll want to talk about, that inspires you to make the right decisions. Here's how...



expand

We blow out your objectives to identify all the key issues and hidden complexities.



explore

We ensure the right mix of tools & techniques every time.



connect

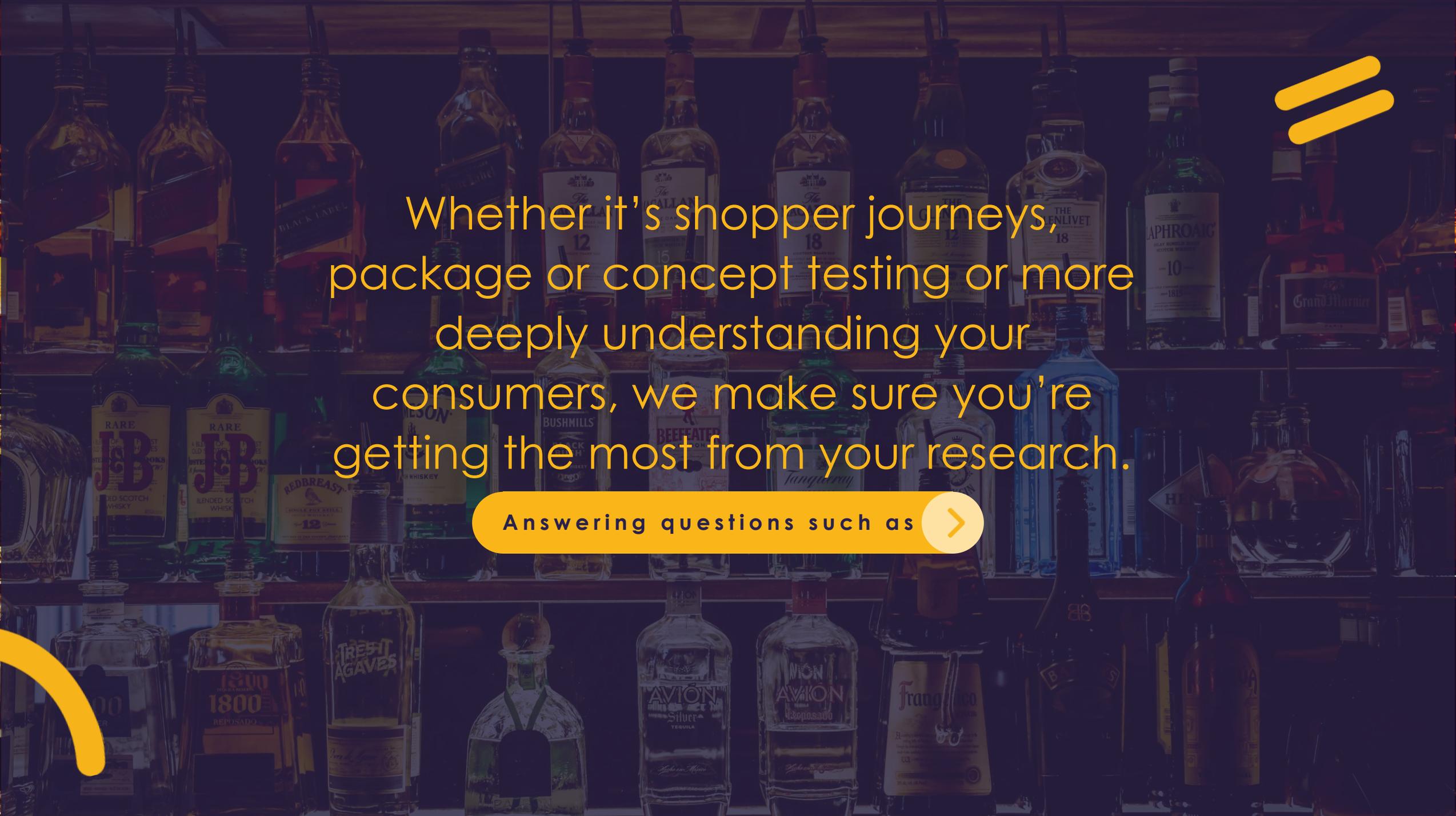
We connect the threads to inspire, provoke and problem solve.



curate

We craft a compelling story that lives on in organisations.





Whether it's shopper journeys,
package or concept testing or more
deeply understanding your
consumers, we make sure you're
getting the most from your research.

Answering questions such as



We answer questions such as

which package design stands out best in the market and how is it perceived?



who are the different types of drinkers? How do we build engagement with each one?



what drinking occasions provide the biggest opportunities?

how can the shopper journey be influenced, and which touchpoints and messages should we prioritise?



A REFRESHING RANGE OF APPROACHES



We work with beverage brands across various drinking occasions, and our approach is different for each one. Working with you, we'll find what works best to give you the answers you need

INDUSTRY INSIGHTS

Use our research techniques for insights into how the beverage market is changing, and what consumers are seeking from different occasions.

NEW OPPORTUNITIES

We'll help identify the drinking occasions that are the best fit with your brand and test the products / designs that would perform best within those contexts.

YOUR CUSTOMERS

We can help you look at your existing customers, find out why they choose you over competitors, and most importantly, how you can attract more drinkers like them.



THE TAPESTRY TOOLBOX

Some of the tools and techniques we use to help our beverages clients:

- Segmentation and audience understanding
- Market sizing
- Product optimisation and pricing strategy incl. conjoint
- Pack testing
- Consumer Decision Journeys to understand the path to purchase
- Biometrics such as Galvanic Skin Response and facial coding
- Concept testing and creative testing
- Trade off exercises for message testing
- Statistical modelling and drivers analysis
- Opportunity sizing with lookalike analysis



WANT TO KNOW MORE?

Drop us a message or get in touch directly with our beverages research expert, Victoria Stockbridge



Victoria Stockbridge,
Associate Director

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