



M/A/R/C® helped Anheuser-Busch InBev understand the drivers of shopper brand choices in key channels



THE CHALLENGE

ABInBev wanted to gain a more complete understanding of in-store decision-making and behaviors of beer shoppers, those who consume as well as those buying for others. The goal was to understand the “whys” behind macro trends in the rapidly evolving beer landscape.

It was critical to...

Learn what drives shoppers’ channel & store selection when purchasing beer

Study the decisions shoppers make while selecting beverages for their needs

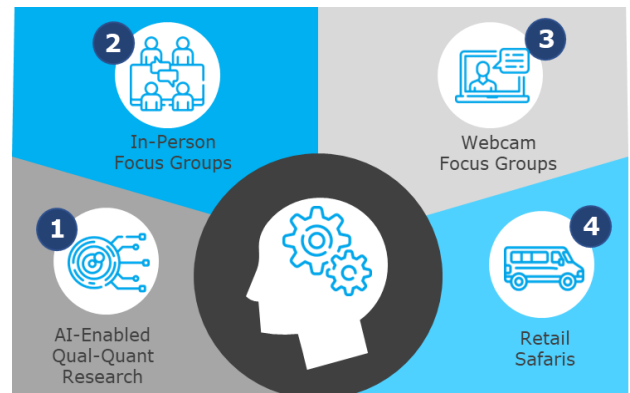
Understand what attracts shoppers to products in store

THE SOLUTION

A comprehensive, hybrid approach was crafted to gain the rich insights needed to develop an optimized in-store strategy. The process began with understanding broad macro issues, narrowing to more specificity and clarity in each phase. The process culminated in ethnographic Retail Safaris that allowed the ABInBev Team unique access to shoppers’ in-the-moment behaviors and motivations.

THE RESULT

M/A/R/C® delivered a clear understanding of the nuanced roles each channel plays in shopper and consumer occasions and need states. ABInBev was able to develop more engaging in-store strategies by channel, and advise retail partners on how to deliver optimized activation at shelf.



To learn more, please contact: marketing@marcresearch.com

