CASE STUDY

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

THE CHALLENGE

AB InBev 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 to develop an optimized in-store strategy, beginning with understanding broad macro issues, narrowing to more specificity and clarity in each phase. The process culminated in Retail Ethnographies that allowed AB InBev unique access to shoppers' in-the-moment behaviors and motivations.

1 AI-Enabled Qual-Quant Research

2 In-Person Focus Groups

3 Webcam Focus Groups

4 Retail Ethnographies
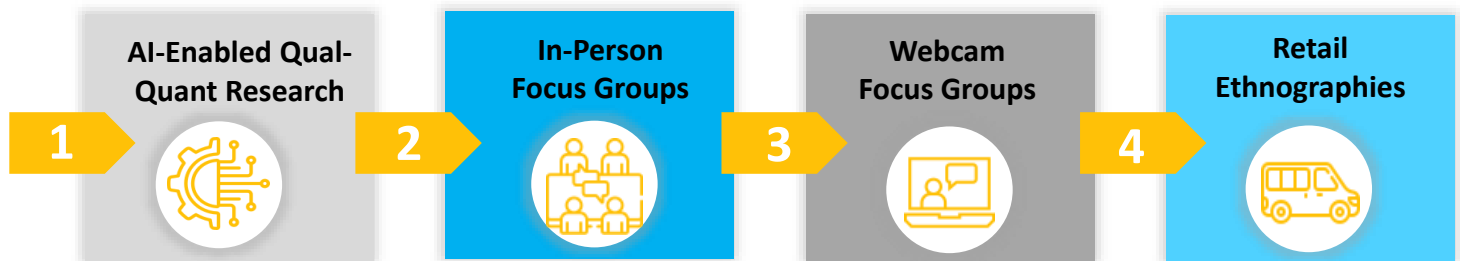
THE RESULT

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

We'd love to share more!
Let's Connect: Follow us on **Linked**in

marketing@marcresearch.com
(800) 884-6272
www.marcresearch.com