GutCheck

Alpine Dog Brewing Company

Concept Prioritizer

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Background & Objectives

Background & Objectives

Alpine Dog Brewery is a craft brewery located in Denver, Colorado. The brewery strives to bring bold and unique brews to a bold and unique population, and part of this boldness is communicated through the beer labels on the bottles and cans. Alpine Dog is in the early stages of developing new labels for the upcoming release of their featured 2018 beer, and would like to leverage the voice of the consumer in the design process to determine which label(s) to move forward with in the development cycle.

This research will focus on identifying the top performing can and bottle labels for the upcoming Alpine Dog beer release. The findings will be used by the team to determine which can and bottle label designs will best suit the 2018 Alpine Dog brew.

Which can and bottle label design resonates best and commands attention from consumers and should thereby be used for the upcoming release of Alpine Dog's new labels?

→ Through scorecard analysis, identify a winning bottle and can label based on the following six metrics:

1. Standout on shelf	3. Uniqueness
2. Label appeal	4. Design fit with craft beer

→ The following questions are independent from the Label metric evaluation and will not be statistically tested:

1. Heat map and open-ended of Likes/Dislikes

2. Forced Preference: Drinking beer out of a bottle or a can

3. Preference for choosing craft beer and domestic beer

4. Forced choice: most favorite

Stimuli Tested

Label 1

Label 2

Label 3

Label 4

Label 5

Label 6

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Methodology

## This study was conducted via an online quantitative survey. Each survey lasted approximately 10 minutes.

Method	# of Labels
Sequential Monadic	6

Audience	Total Respondents
Gender	Male/Female
Age	21-45
Drinkers	Drank domestic or craft beer at least twice in the past week
Frequency of Dining	Drank craft beer at least 2-3 times a month or more

# of Labels Per Respondent	# of Customers Per Label
Sequential Monadic	3

Survey clicks were balanced to population
level data on age, gender and region, to ensure
a natural fallout of the sample.
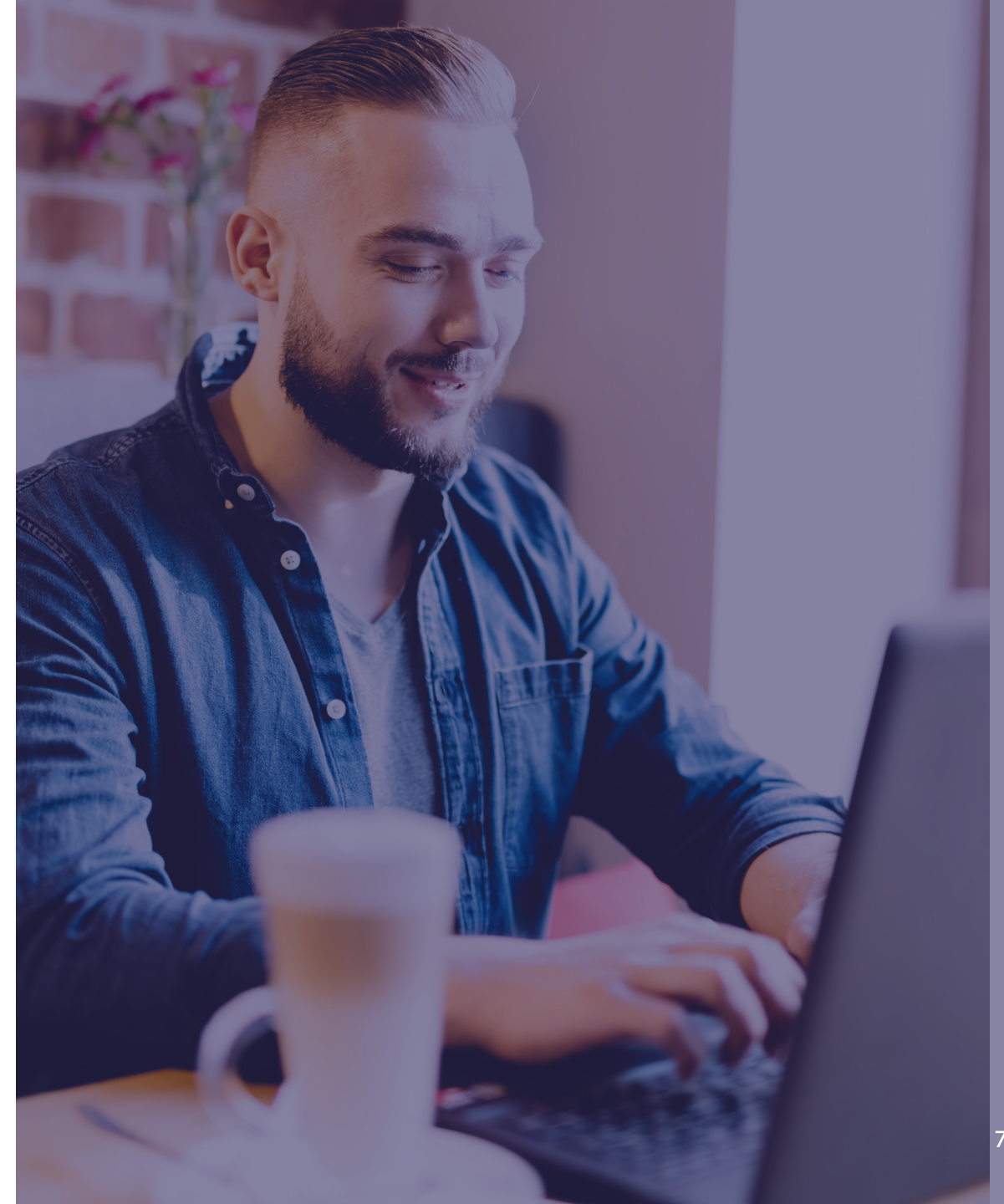
Scorecard for Monadic & Sequential Monadic studies help prioritize Labels on the metrics that matter most.

Label vs. Mean: Used to determine how a Label performed against the average of all of the Labels for prioritization purposes

Concept Name	Purchase Intent	Uniqueness	Believability	Relevance	Value
Concept 1	43%	44%	28%	25%	3%
Concept 2	40%	41%	26%	22%	13%
Concept 3	38%	39%	23%	35%	8%
Concept 4	34%	38%	22%	27%	8%
Concept 5	25%	25%	19%	47%	7%
Mean	36%	37%	24%	31%	8%

The mean score is calculated independently for each metric

The shaded cells indicate that the label is considered to be an "outlier" – **teal** means the label performed above the average of the others, **purple** means the Label performed below the average of the others.

Label vs. Label: Used to determine how a Label performed head to head against another Label

Metric	Concept 1 A	Concept 2 B	Concept 3 C	Concept 4 D	Concept 5 E
TB Purchase Intent	43% DE	40% E	38% E	34% E	25%
TB Uniqueness	44% E	41% E	39% E	38% E	25%
TB Believability	28% E	26% E	23%	22%	19%
TB Relevance	25%	22%	35% ABD	27%	47% ABCD
TB Value	3%	13% AcDE	8% A	8% A	7% A

TB" refers to top-box, or the percent of people who selected the top answer amongst the five answer choices (i.e. Very likely)

The red letters indicate a difference between that label's metric and another label's metric (in this case, Label 5's Relevance value is significantly higher than the labels in column A, B, C and D which are labels 1, 2, 3, and 4)

*Refer to the footnote for explanation of upper and lower case letters

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Consumers identify specific elements of the stimulus that speak to them positively or negatively. Those responses are then aggregated.

Consumers use their mouse to draw a box over something they like or dislike.

→

The data overlays onto an image with shading to represent relative frequency that an area was selected. Colors represent blue, the least selected areas to red, most selected areas.

→

To ensure adequate representation, GutCheck requires at least N=50 responses to analyze heat map data and include them in the body of the report. Heat Maps with less than 50 Consumers are more likely to show individual opinions that aren't representative of the study's population.

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Executive Summary

Label 3 should be used for the upcoming release of Alpine Dog Brewing's new label due to its strong preference among beer consumers

Performing significantly higher across key metrics, this label proves to be the most likely to command attention from the largest group of consumers.

→ Label 3 performs directionally higher than the mean on all metrics and scores significantly better than the mean on Appeal and Uniqueness, proving it's a strong design overall.

→ It's significantly more Appealing than all other labels, excluding Label 5; however it is significantly more unique than Label 5.

→ In a head-to-head comparison of all concepts, this label was preferred, as the entire label was well liked for the mountains and colors in combination with the name.

Label 3 performed significantly higher for Appeal and Uniqueness showing consumers' preferences for the overall design

Label Name	Standout on Shelf	Appeal	Uniqueness	Craft Brand Fit	Clarity
Label 3	48%	45%	50%	46%	56%
Label 5	40%	43%	41%	45%	59%
Label 2	46%	37%	43%	43%	52%
Label 1	42%	34%	46%	36%	48%
Label 4	43%	33%	43%	38%	51%
Label 6	39%	31%	38%	39%	41%
Mean	43%	37%	43%	41%	51%

Label 5 scored significantly higher for Clarity due to it's white background and larger font. Incorporating a larger font into Label 3 could have a similar impact— but avoid using too much whitespace as that was a common dislike.

GutCheck Label vs. Mean Scorecard Comparison
Statistical significance is determined by a 2-tailed test and sample size of N=200 per Label. Sorted based on appeal.

Shading Legend: Significance compared to the mean | >90% | >80% | <80% | <90% |

In a head-to-head comparison, Label 3 outperformed at least one concept on each metric.

Label 3 and 5 were the only Labels to significantly outperform more than one other label across multiple metrics, however, Label 3 significantly outperforms Label 5 on uniqueness and in the forced choice, showing it as the leading label design.

Metric	Label 3 A	Label 5 B	Label 2 C	Label 1 D	Label 4 E
TB Standout on Shelf	48% f	40%	46%	42%	43%
TB Appeal	45% cDEF	43% dEF	37%	34%	33%
TB Uniqueness	50% bF	41% E	43%	46%	43%
TB CraP Brand Fit	46% d	45% d	43%	36%	38%
TB Clarity	56% F	59% DF	52% F	48%	51% F

GutCheck Label vs. Label Scorecard Comparison
Statistical significance is determined using a 2-tailed test and sample size of N=200 per Label. Upper and lower case letters signify 95% and 90% confidence respectively. Sorted based on appeal.

While the majority of labels competed on par with one another, Label 3 clearly outperformed the rest showing its more universal appeal.

25%

16%   16%   15%   15%

13%

Label 3   Label 1   Label 2   Label 4   Label 5   Label 6

Below are the three label design ideas you reviewed. Of all three, which is your MOST favorite?

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Detailed Findings

Consumers liked the bright color scheme and felt Label 1 would be eye catching; it was also slightly easier to read.

Legend:
Not Selected — Most Selected

76%
selected a
specific like

"
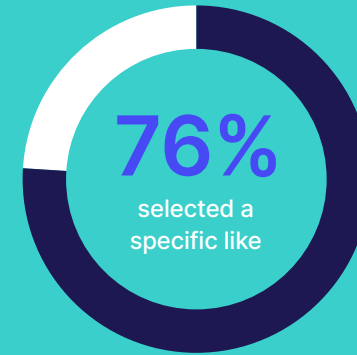
The label is unique and original. It would stand out if put together with many other kinds of beers. It's a brighter label than other beer companies.
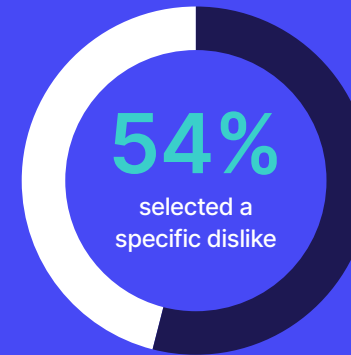
"

I really thought that the colors made the product stand out as a craft beer. It was easy to read and appealing to the eye.

Consumers didn't like the white background and warm colors with skiing; some also felt the skier logo was done poorly.

Legend:
Not Selected — Most Selected

54%
selected a
specific dislike

"
I don't like the colors. The colors are more associated with summer and there is a skier on the label.

"
It looks like a bad clip-art design done in Microsoft PowerPoint or Word. It just looks tacky and bad.
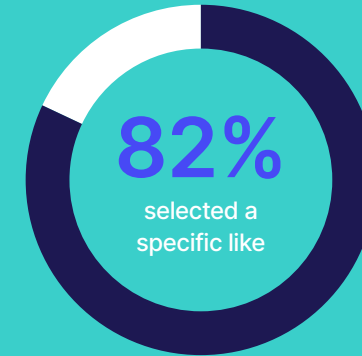
"
The white background just doesn't look as nice.

Consumers found the blue coloring and stripes very unique, and also liked that the label was relatively clear and easy to read.

Legend:
Not Selected   Most Selected

82%
selected a
specific like

"

The extra red and blue coloring really add to the plain white version. The text on the bottom is larger and easier to read.

"

I like the horizontal striping. The label is nice as well.

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Consumers most often mentioned the color combination and smaller print as dislikes, some mentioning the skier and mountains.

Legend:
Not Selected — Most Selected

54%
selected a specific dislike

" I think the mountains behind the skiing man are too much. The label looks better without them.

" It just looks hard to read. You can't really make out what it says without straining your eyes at the bottom.

Consumers liked the entire design of Label 3, particularly the mountains and were more receptive to the logo, skier, and content.

Legend:
Not Selected — Most Selected

77%
selected a
specific like
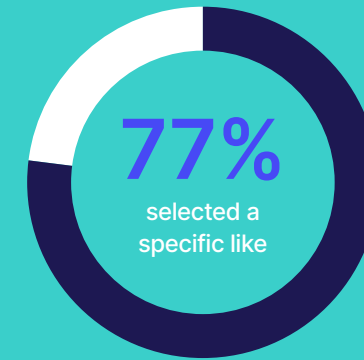
> I really like the design of this one! Having mountains in the back really adds a nice touch! The coloring fits perfectly as well!

> I think the en8re design is perfect. It fits really well with the brand name and the colors are really pretty as well. Everything is readable and it is eye-catching. I really like it!
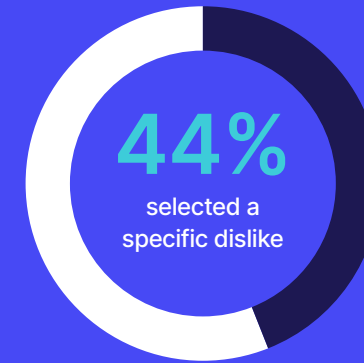
> The logo is very attractive. The colors are nice. It is easy to read.

Fewer consumers had dislikes, most just surrounding the bottle; and although they noticed the triangle logo, it was difficult to read.

Legend:
Not Selected   Most Selected

44%
selected a
specific dislike

" To be honest I really don't like the color of the glass bottle. It doesn't seem like it fits with the illustration of the label. Maybe like a blue bottle would look way better.

" The brown color of the bottle clashes with the label. The label itself looks great.
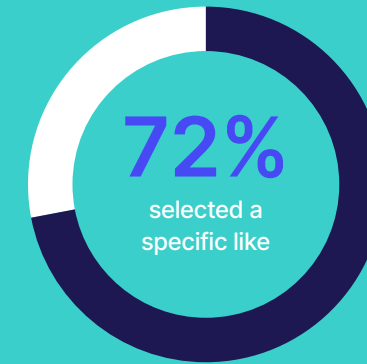
" I don't like the bottle cap and that triangle still eludes me.

Consumers liked the color scheme and stripe design when it came to this unique label.

Legend:
Not Selected   Most Selected

72%
selected a
specific like

" A better design overall and it shows American pride.

" The black and red lines draw you to the product,
it's a very unique label concept.

" The starburst design behind the skier is very eye-catching.
The brand name is a lot easier to read.

Consumers also had a variety of dislikes when it came to the colors used, as some also felt the color scheme was similar to others.

Legend:
Not Selected — Most Selected

49%
selected a specific dislike

"

I don't like the color scheme on this one as much.

"

I'm not a big fan of the red white and blue design. I feel like it's overused and reminds me of PBR.

The orange and white background contrast as well as the font were well liked and made Label 5 clear and easy to read.

Legend:
Not Selected   Most Selected

76%
selected a specific like
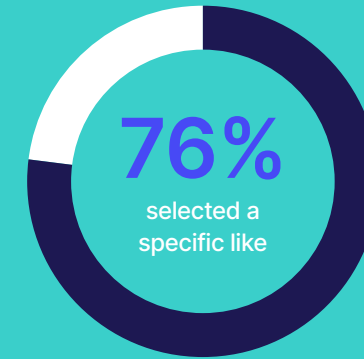
" I like the big wording as it stands out more and it is easier to read from farther away.

" I like the font of the lettering for the beer. With the white background and black lettering allows you to read the label with ease.
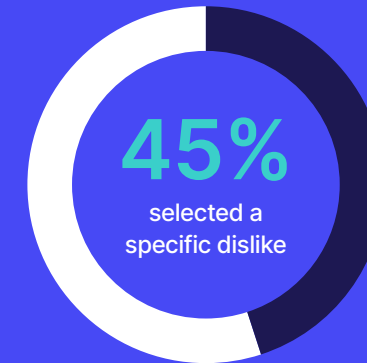
" The orange background make it stand out to the gray of the bottle, also the text is bold and easy to read.

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Consumers disliked that there was a lot of white space with this look, and felt it clashed most with the bottle.

Legend: Not Selected — Most Selected

45%
selected a
specific dislike

"
Too much empty space. Makes it appear to be extremely plain. Makes me feel uninterested.

"
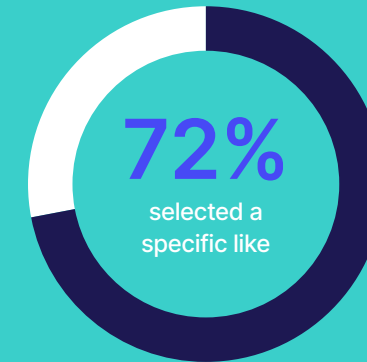The white background is unattractive. There should be a design there.

"
I'd like too see another glass bottle. There is too many brown bottle.

Consumers liked the frame of Label 6 and also highlighted the bright colors and gradient.

Legend:
Not Selected — Most Selected

72%
selected a specific like

> I like the whole label. I love that it has some what of a Celtic look to it at the top and the colors are great.

> I like the border and the name of the beer, I also like the comical naked skier.

> I like the color fading from blue to yellow. I like the frame, it suits a craft beer, and I forgot to select it but I also like the font used for the name.

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Consumers still aren't a fan of the white label and feel this one in particular is more difficult to read.

Legend:
Not Selected ——— Most Selected

49%
selected a
specific dislike

"
The white label with the brown bottle don't mix well.

"
I don't like the white label on the bottle of beer, and the words below the logo are difficult to read with the background.
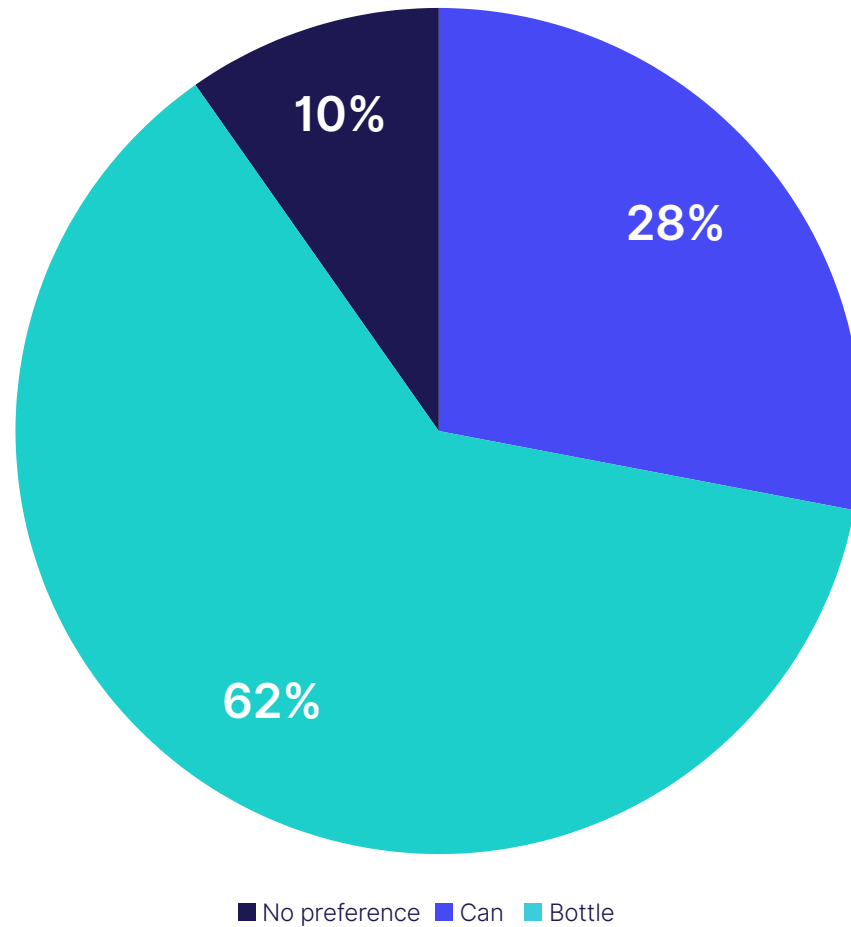
"
I can't tell what that says. I'm also not sure if this design would really stand out.

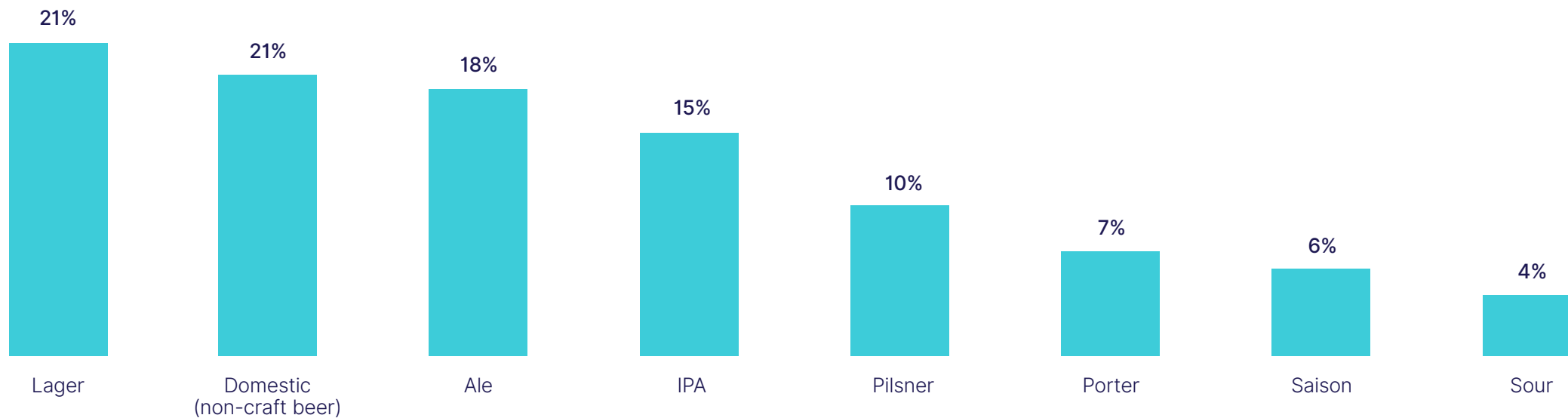# Supplemental Findings

Bottle Vs. Can Preference (n=400)

A strong majority of consumers prefer to drink out of bottles rather than cans

10%

28%

62%

■ No preference ■ Can ■ Bottle

Which do you prefer to drink beer out of the most?

Although lagers and domestic beer are the top contenders, consumers are less clear in the beer type they enjoy most

Which type of beer do you enjoy the most?

Appendix

Appendix: Sample Demographics

Gender	
Male	63%
Female	28%

Age	
Under 13	-
13-17	-
18-20	-
21-34	60%
35-45	40%
45-55	-
56-65	-
66+	-

Drink	
Wine	58%
Hard Liquor	53%
Craft Beer	64%
Domestic (non-craft) Beer	82%
Cider	35%
None Of The Above	-

Frequency	Every Day	Every Week	2-3 Times Per Month	A Few Times A Year	Never
Wine	27%	52%	18%	3%	0%
Hard Liquor	12%	54%	28%	6%	0%
Craft Beer	22%	54%	24%	-	-
Domestic (non-craft) Beer	18%	59%	20%	3%	0%
Cider	23%	47%	21%	8%	1%