

Case Study: Spirits



Mission

Gain a general overview of category imagery, drivers, influencers as well as current and upcoming trends; which brands (liquors, specialty/mixed drinks etc.,) are gaining/decreasing in popularity.

Approach

Lightbeam conducted multi-method qualitative study incorporating focus groups and cultural immersions to gain insights into how microcultural and social shifts are impacting today's as well as emerging decision drivers.

Results

Findings were utilized to better inform insights and marketing teams on consumer trends and need states, product development, and marketing communications.

Lightbeam Communications is an evidence-based strategic consultancy specializing in uncovering hidden truths using microcultural analysis and research methodologies that bring consumers to life.