

# CASE STUDY



**through gamification  
channels**

**GELD DATA d.o.o.**



# CHEERS!



Research into the habits of beer consumers with an emphasis on modern communication channels and gamification. \*

- February 2023
- 2 minute read

\*The data in this research is from a real content study, but all names and some data and conclusions that may refer to the client or reduce the value of the original study have been removed from the presentation.



# CHALLENGE

Our client had several  
**goals:**



## 1. BRAND VALUES

How the user's perception of the brand is aligned with the brand's values

## 2. MEDIA CHANNELS

Through which channels do users get information about their products

## 3. MESSAGE HIERARCHY

What is important in the direction of the messages that the brand should send to the target users



# SOLUTION

In order to find out:

- beer consumption preferences and key players in the market
- insights into brand awareness and product perception on the market
- consumer values towards environmental awareness and activism

we used our **comprehensive research platform**

through a sweepstakes to identify suitable subjects for this study,

designed the questionnaire strategy, sent the survey and analyzed the results. All this through cooperation with our client.



# RESPONDENT PROFILE



## **SAMPLE:**

1650

beer lovers

## **AGE:**

18+

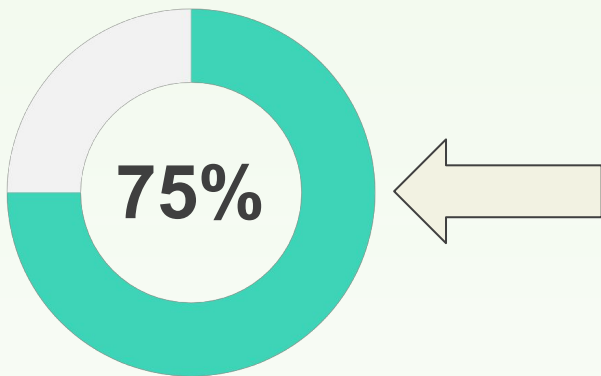
## **INTERESTS:**

environmental  
awareness



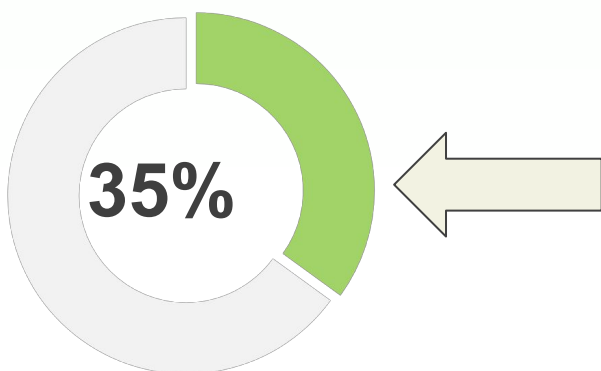
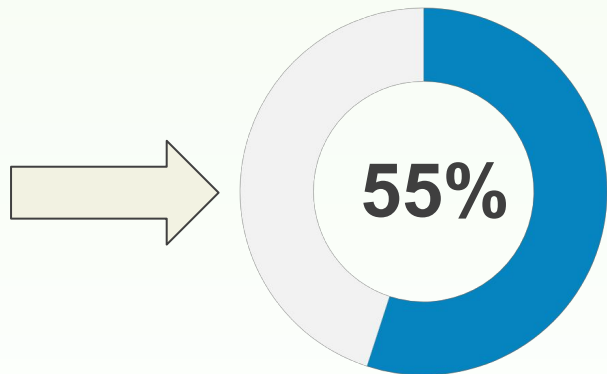
# Our key findings

on general beer consumption and preferences:



of respondents buys this brand of beer even when there is no campaign or prize draw

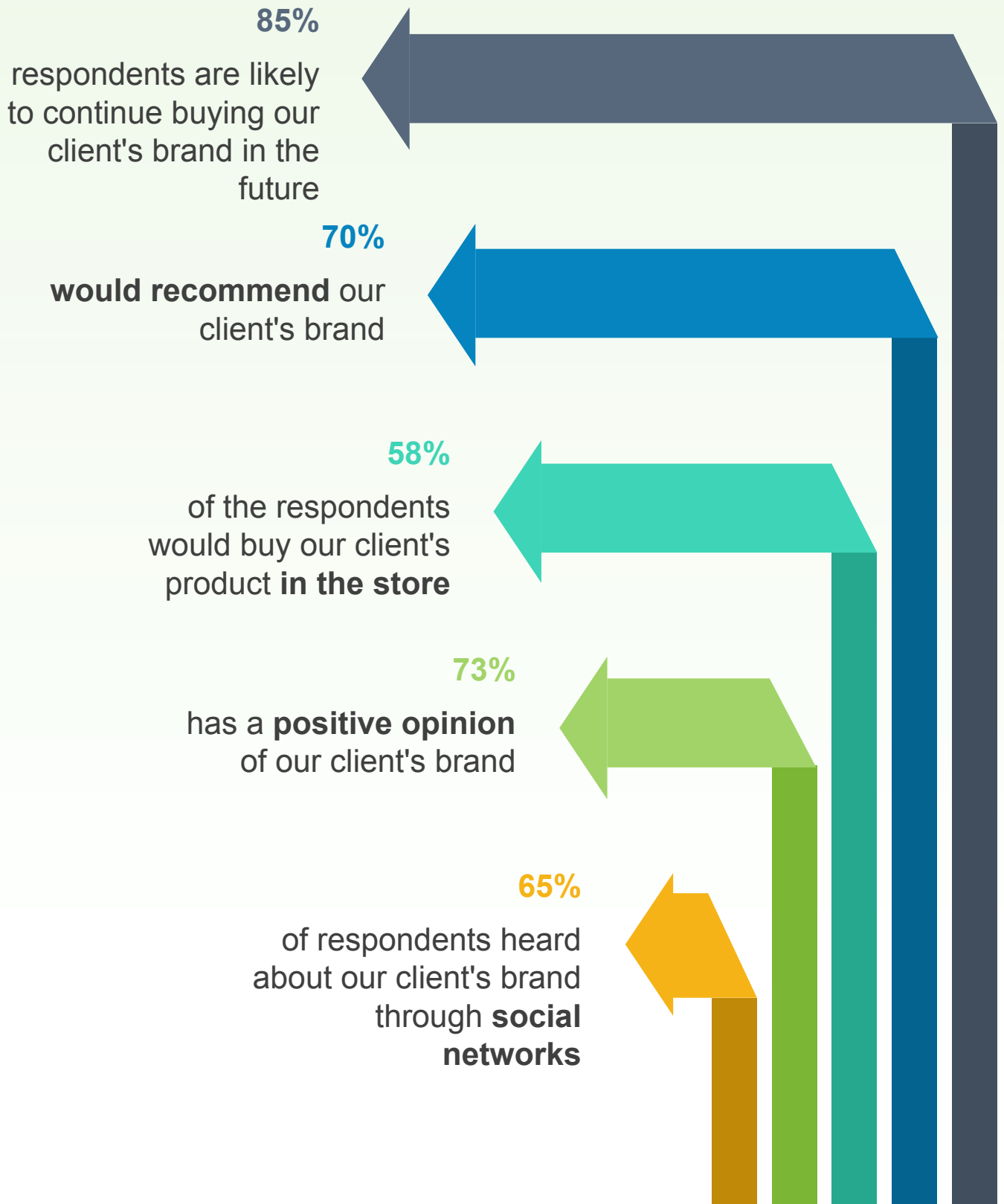
Most beer lovers are influenced by a recommendation in current society of peers:



the respondent buys this brand of beer through pub recommendations



# Brand perception



# Environmental awareness

When asked which of the following values and policies would make them more likely to buy a brand of beer, the responses were:

## Climate action

Minimizing Co2 emissions, reducing the amount of waste, etc



48%

## Social engagement

Donating money, charity work, volunteering



42%





# Actionable Insights



## Focus on social networks

Facebook has a significant impact on reaching users. As many as 65% of users heard about the client's brand through Facebook



## Environmentally conscious advertising

The majority of users (58%) define themselves as people who save energy. If they directed the marketing campaign in this direction, there would be an increased return on investment



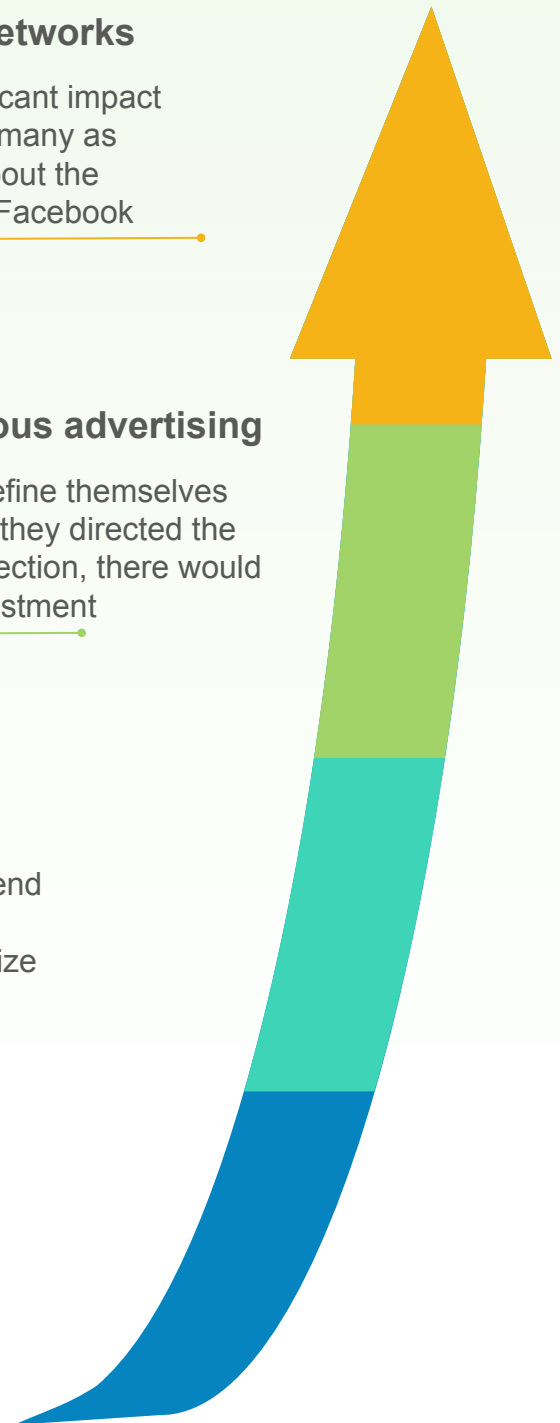
## Interaction via gamification

As many as 76% of the respondents tend to communicate in such a way that interaction with the brand through a prize game is also "fun"



## Communication channels

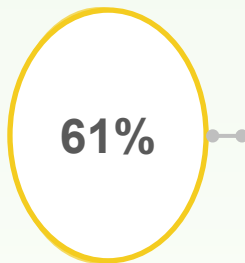
WhatsApp as the primary choice with 81% of respondents shows that it is important to choose not only the content but also the channel through which they are addressed



# Confirmed hypotheses

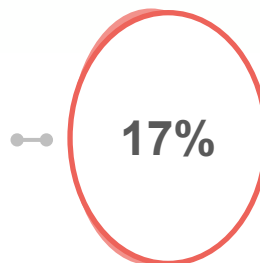
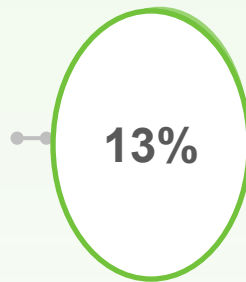
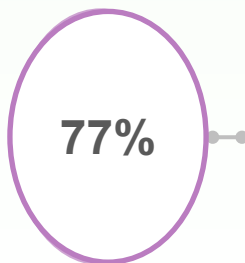
## Hypothesis: environmental awareness

Most people are moderately interested in sustainability, the environment and climate change



## Hypothesis: popularity

Most people have heard and tried the brand. While 77% of respondents have heard of the brand, even 56% have tried it



## Hypothesis: media channels

Not many people are influenced by Instagram ads, brochures, posters or radio commercials when it comes to choosing a beer

## Hypothesis: Interaction

A small number of people respond well to "outdated" communication channels: through SMS, without interaction, without gamification



# Rejected hypotheses



## Hypothesis: **TV is the most important**

One third of people who use this brand do not watch advertisements on TV, while another third claim that these advertisements have no influence on their choice



## Hypothesis: **pub&bar purchase**

With 58%, it was proven that the majority of respondents do not shop in cafes and clubs, but in stores and supermarkets

## Hypothesis: **Influenced by friends**

Na izbor pića ne utječe trenutno društvo u većinskoj mjeri. Opovrgnuto jer 52% ispitanika prilagodi "rundu" društvu



## Hypothesis: **one brand**

Respondents drink only one manufacturer's brand. The hypothesis was rejected because the majority regularly use several brands



# Research

# Conclusion

**Good alignment of the user's perception of the brand with the brand's values, with the need for gradual shifts in the way of communication.**

Through this case study, we rejected several assumptions and established the real state of affairs: the focus should be on social networks, on fun interaction through messengers such as WhatsApp.

We definitely recommend a more precise measurement of the impact of TV commercials, given that the user population generally does not use this medium, and when it does, it does not have a large impact.

Environmental awareness is important, and media campaigns should focus on a "greener" presentation of their brands.

The brand is extremely popular and holds a dominant position over the competition in terms of brand perception.

In messages to the public, it is necessary to be more direct and encourage entertaining content, gamification elements and activities through modern channels: this ensures the influence of society on users.



**The focus should be on social networks, on fun interaction through messengers like WhatsApp. We definitely recommend a more precise measurement of the impact of TV commercials, given that the user population mostly does not use that medium.**



# OUR TEAM

Andrej Steven Horvat



Tomislav Dominić



Voditelji timova



## Direktor

Inicijalni pokretač poslovanja s idejom 'feels good' poslovanja



## Voditelj istraživanja

Kreiranje usluga istraživanja, provođenje i analiza, tehničke i IT vještine



## Razne vještine

Voditelji pozivnog centra, iskustvo u vođenju timova i kreiranju projekata



# GELD DATA Ltd

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