

# Reduce the risk of a new product launch and increase brand reputation

*Guinness tests the market for a new beer bottle design with overwhelming results*

During 2005, Guinness introduced a new design for its premium beer that included both major changes to the shape of the bottle as well as the labeling. In order to test this new design with customers a promotional campaign was planned to take place over a period of two weeks in approximately 50 pubs in Nigeria, the largest market for Guinness in Africa.

## The “BLACK GOLD” Market Research Campaign

Over the years, Guinness has primarily used focus groups to identify customer needs and determine how its products and brand are perceived in the market place.

After being introduced to the Touchwork EFM solutions the forward looking Guinness management team decided to use the solution as part of its promotional campaign. The objective was to obtain quantitative customer feedback to validate the results obtained from focus groups.

With the wide spread use of cell phones, the Guinness team realized the potential of the txtandtell system to instantly capture and provide real time customer feedback using its SMS text messaging features. It also wanted to be seen as an innovator in using new technologies to further enhance customer

perceptions about the company as being a leader in its space.

As part of the “BLACK GOLD PROMOTION” campaign, hostesses were located in the pubs and customers were encouraged to comment on the new design. Customers were given attractive cards that included the questions and instructions for the survey. As an incentive, a cell phone recharge voucher was offered to customers that responded to the survey.

## Campaign Response

The total time to produce all materials, train staff and launch the campaign took less than two weeks.

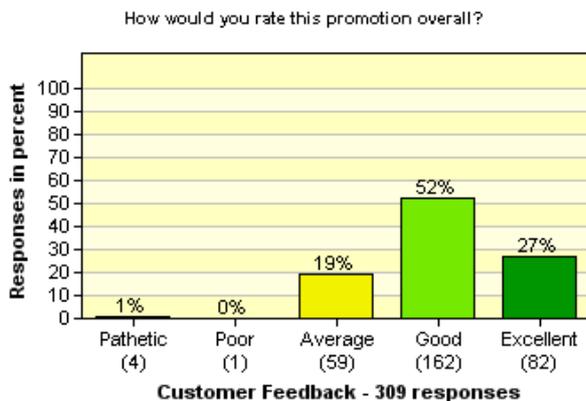
Over the three-week period of the campaign, more than 80% of all customers exposed to the campaign provided a response to the survey. This exceptionally high response rate is attributed to the fact that the in-pub promoters actively encouraged customers to respond to the survey.

An extensive range of management reports were produced on the fly and could be viewed on the secure website. These showed the responses to each question in the form of bar graphs. Typical examples are shown below.



Figure 1: Sample survey card used to get customer

In addition, a large range of responses was obtained to describe the new Guinness bottle, including adjectives such as: Elegant, Cute, Unique, Sexy and Different.



## Results

- All the campaign objectives were met and the txtandtell solution proved to be very effective and cost efficient for obtaining customer feedback.
- Quantitative results were obtained as compared with only limited qualitative results from other surveys.
- The campaign results confirmed that customers liked the design of the new bottle.

- Guinness was seen to be an innovator in a very competitive market thereby further enhancing its brand reputation.

## About Guinness

St. James's Gate Brewery is a brewery founded in 1759 in Dublin, Ireland, by Arthur Guinness. The company is now a part of Diageo, a company formed from the merger of Guinness and Grand Metropolitan in 1997.

Diageo is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, beer and wine. These brands include Johnnie Walker, Crown Royal, J&B, Windsor, Buchanan's and Bushmills whiskies, Smirnoff, Ciroc and Ketel One vodkas, Baileys, Captain Morgan, Tanqueray and Guinness.

## About Touchwork

Touchwork is a global leader in mobile actionable intelligence solutions that help organisations worldwide capture, analyse, and act on information in real-time – anytime, anywhere. Touchwork's enterprise solution puts the right information in the right hands at the right time. In doing so, organisations can achieve first class customer experience and field service performance; reduce costs and liability; and generate revenue and gain a competitive advantage.

For more information, visit [www.touchwork.com](http://www.touchwork.com).

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