The goal.

Pure, crisp taste and a fresh, juicy slice of watermelon. Sparkling water drinkers know that LaCroix is the only way to go. LaCroix is a leader in the health-conscious category. But, this popular brand is also facing a problem. Why? Their category is extremely crowded.

So, how will LaCroix push back against an increasingly competitive marketplace—and gain more sales?

Research was required.

Talk to shoppers while they're in the store. Ask them to take pictures of LaCroix and other available options.

That's how you find out about the competition—and their consumers—so you can start to differentiate the brand.

This is the time for a Point of Emotion® survey. To see exactly what shoppers saw and showed from there to your brand.

Our approach.

We used Surveys On The Go® (SOTG). As the nation's largest, highest-rated consumer panel, SOTG locates consumers in real-time. Here, the app issued for sparking water drinks inside a store. They walked over to where 81% spend three hours a day.

As a market research leader, MFour is the only technology. Clients use our panel to speak with any buyers they want—in-store, or visited a dispensary, within hours of the action taken. All within the client's requested market area.

And, because it's an app, the client got:

1. In-store insights: SOTG located shoppers in the store.

2. Dispensary actions: GPS was used to track each panelist's location, with their consent.

And, because it's an app, the client got:

3. Accurate data: Panelists were spoken to in real time, and validated via the SOTG app.

The results.

• Sparking water covers tend to drink multiple brands. To further differentiate, LaCroix can look into new packaging that may be fun to own and cleanly stands out in the product category.

• 44% of LaCroix buyers purchase Pelligrino.

• 49% of LaCroix buyers also purchase Bubly.

• 35% of LaCroix buyers also purchase Pellegrino.

• Heavy sparkling water users see LaCroix in a good light. The work here is to find ways to connect with less engaged consumers and bring them to the brand as well.

• 23% say LaCroix offers better flavors compared to other brands.

• 40% of LaCroix is a go-to option compared to other sparkling water brands.

• 45% of light sparkling water buyers say LaCroix is a go-to option compared to other brands.

• Product familiarity is shared for heavy users, who like the brand—just not as often. 35% of light brands hit the shelves, familiarity and buy decreases. So, a strong differentiation strategy will play here too.

• 59% of new users only tried LaCroix once. 16 points behind competitors. The client must be ready to promote their brand. In fact:

• 86% will pay you more for it.

• 46% of light users were able to find LaCroix: 14-points behind ages 18-34.

• 40% of light users were able to find LaCroix: 12-points behind the heavy sparkling water users.

About MFour.

Better outcomes on MFour Studio: the first platform to behave like your technology. Clients use our panel to speak with any buyers they want—in-store, or visited a dispensary, within hours of the action taken. All within the client’s requested market area. And, because it's an app, the client got:

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As a result of the research, the client found they had poor coverage in certain areas. With the insights, the client was able to adjust their approach and create a better go-to-market strategy. The results.

• 39% of light users were able to find LaCroix: 20-points behind loyalists.

• Of light sparkling users think LaCroix is unique—a 16-point difference.

• 41% of light users think LaCroix is a go-to option compared to other brands.

• 45% of light users were able to find LaCroix: 12-points behind the heavy sparkling water users.

• 46% of light users were able to find LaCroix: 14-points behind ages 18-34.

• Of light users were able to find LaCroix: 10-points behind the first time try.

• Shoppers spend an average of $70 in apps, because:

• 43% of light users were able to find LaCroix: 14-points behind ages 18-34.

• 86% of new users only tried LaCroix once. 16 points behind competitors. The client must be ready to promote their brand. In fact:

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