

New product trial: Coke + coffee.

September 22nd, 2021

Introduction.



- In January 2021, Coca-Cola with Coffee made its debut in the US.
- MFour ran research to understand shoppers' reactions, experience with this new product, and their overall purchase intent.
- Research was conducted to identify product placement – looking at which aisles consumers shop for a mid-afternoon pick me up drink.
- Buyers took MFour on their journey home, after buying the drink to share what they like about it, how it tastes, and other flavor options.

Time frame.

- 6/28 to 7/2, 2021.



The research goals.

- Learn how category consumers will shop for a Coke + coffee product.
- Ask buyers to evaluate twice: at-shelf and at-home – for a full experience.
- Understand how shoppers' reactions to the product influence purchase intent.

Sample.

- 50/50 gender split.
- N=200 U.S. consumers.
- 73% Walmart, 27% Target.
- Natural fallout on age, gender, income and ethnicity.
- Category shoppers defined as past 3-month purchasers of a refreshment coffee product.

Methodology overview.

- MFour used Surveys On The Go[®] to identify category shoppers at Walmart + Target.
- Panelists filled in an in-store survey. At home, an additional survey was sent to capture product trial information.



Actual product photos.

These pictures, taken by real category shoppers, show the product has trouble standing out.

The product blends in too well with other Coca-Cola products in the soda aisle. It competes for eye-level placement in the coffee/tea aisle, as well.

Product trial components.

Findability:

Stopping power:

- Do shoppers stop and look?

Product placement:

- Is the location as expected?



**In-aisle
evaluation.**

**At-home
trial.**

Features:

Credibility:

- Does it solve a need?

Product diagnostics:

- What features stand out?

Purchase interest:

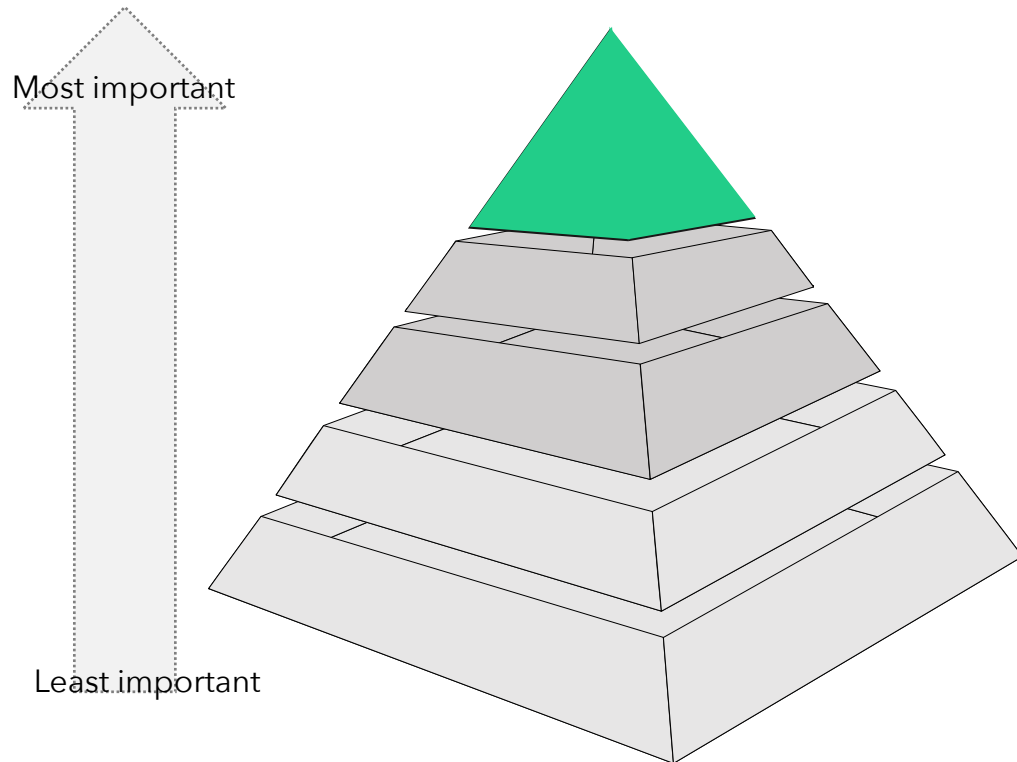
- Will shoppers purchase it?

This product needs to taste great + stand out.



Hierarchy of features.

Correlation analysis was used to tie product feature to purchase intent. The stronger the relationship, the more important the feature.

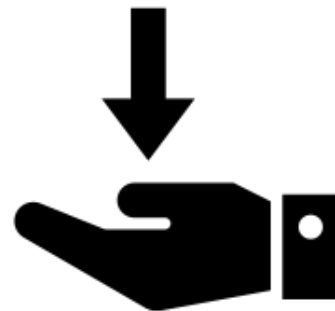
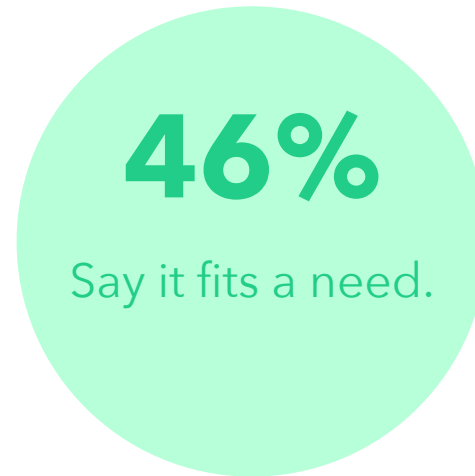
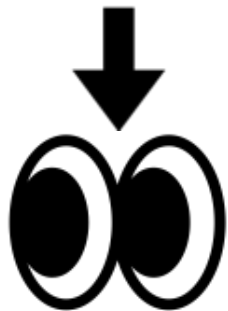


Primary	It tastes good.	1
	It stands out from other products.	2
Secondary	Has enough information to help me decide.	3
	Has a variety of flavors/options.	4
	It's new and different.	5
	Good value for the money.	6
	I would feel good about using it.	7
Tertiary	I know what to expect from it.	8
	Looks high quality.	9
	Made from a trusted brand.	10
	Made with all-natural ingredients.	11

This product will benefit from more stopping power.



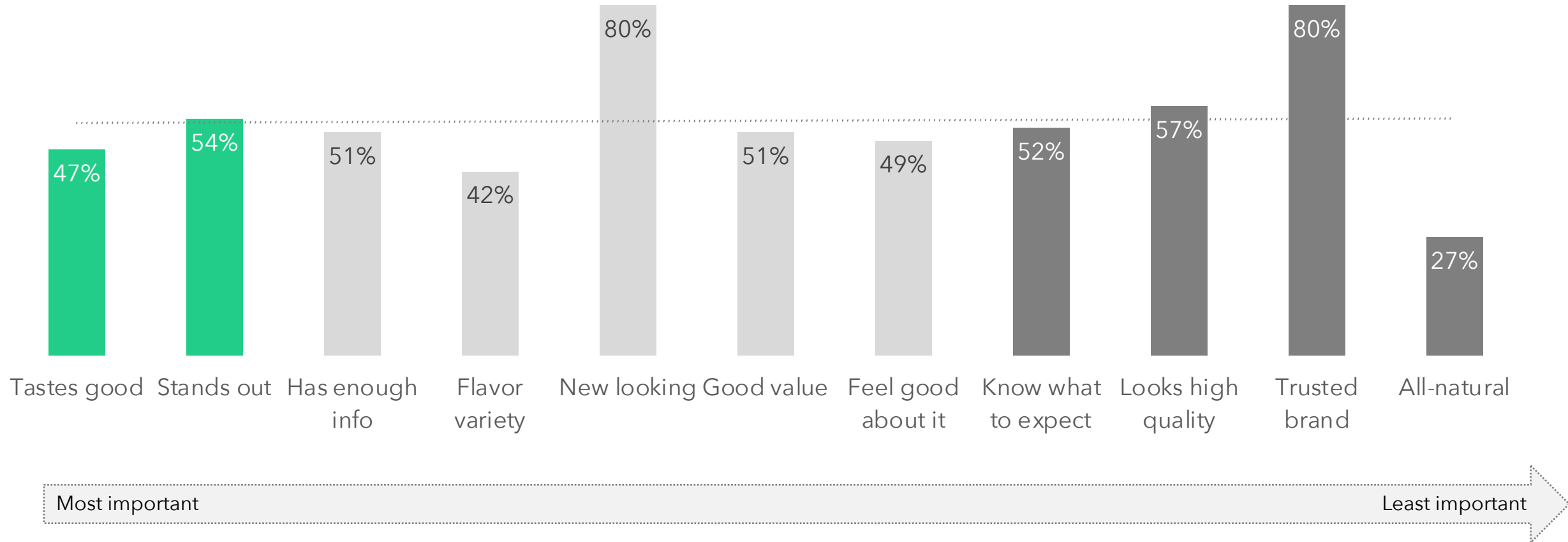
Product performance.



So, focus on placement + marketing to drive purchases.



Product association performance.

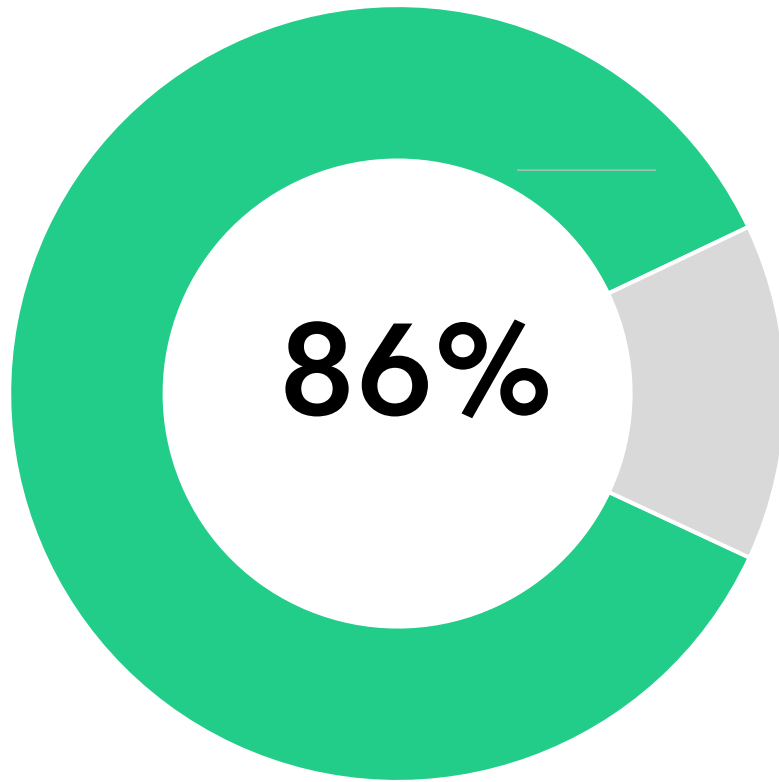


Win prospective buyers with a dual placement strategy.

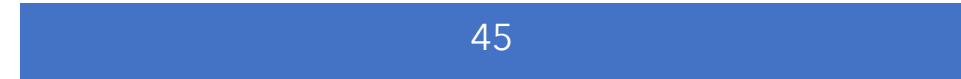


Product found in expected location.

Actual, in-store location.



Drink aisle - mixed.



Drink aisle - soda only.



Drink aisle - sports + energy drinks.



Coffee + tea aisle.



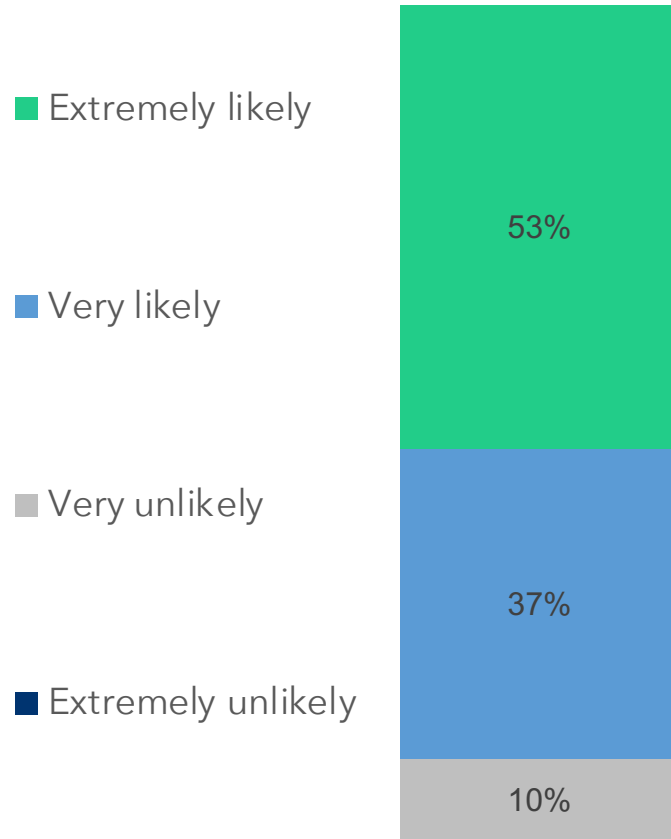
Standalone cooler (net).



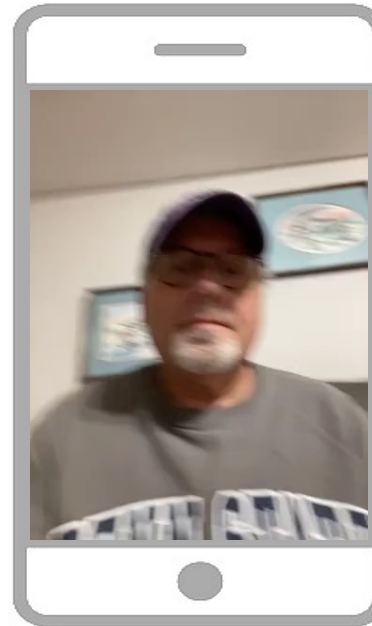
Here's why at-home buyers like Coke + coffee.



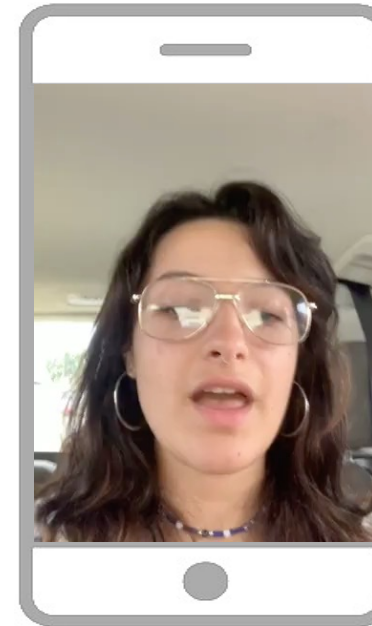
Repurchase intent.



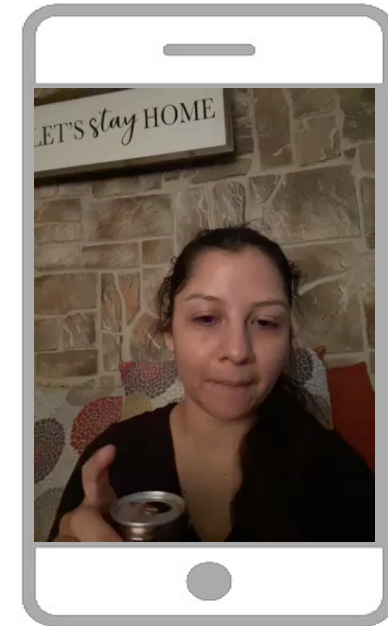
Embedded videos.



The product appeals to category shoppers as a unique blend of both Coke + coffee.



Stand out packaging drives appeal and promotes coffee. It also tastes like Vanilla Coke.



This shopper enjoyed the Coke + coffee combo and will try the other flavors too.



It's just better.