

Spotlight.

How Aspall used real-time data to launch new packaging, resulting in 23% sales growth

Cider brand, Aspall has been quenching the thirst of the nation for nearly 300 years, ever since their conception in 1728.

Under the direction of Molson Coors, and with the help of modern marketing platforms - like ProQuo AI - the brand has gone from strength to strength.

ProQuo's real-time data helps Aspall to make decisions quickly. On the platform, the brand can test a range of packaging designs to see which of their ideas will stick best with their audience. Having access to this kind of data has helped Aspall to validate their strategies and ensure their marketing spend is being invested in the right areas.



Results after testing new packaging:

Incremental sales

Launch of the new-look multipacks generated 23% incremental sales for the brand.¹

+23%



Aspiration Driver:

Is Aspall something special that I want?

+20%



Attraction Driver:

Is Aspall an attractive and appealing brand?

+5%



Growth Challenge

Aspall was already an established super-premium cider but had recently bolstered its credentials by changing how the brand showed up on bars and in pubs.

This created a tension with the packaging in the shops. Whilst the Aspall bottle shape was iconic, the team knew that stand-out on shelf and premium cues could be improved.

They set about creating new packaging which had a consistent look and feel to the new visuals in bars and needed to sense check that the new packaging would help further drive appeal and a sense of premium for the brand.

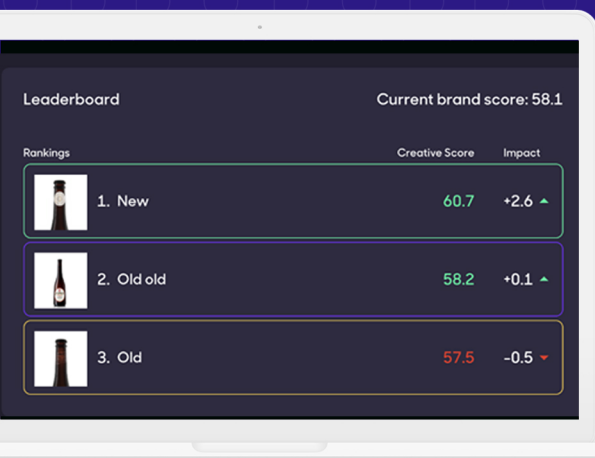
Source: IRI all outlets | Value 52 w/e 31 Dec 22

Then they said Hello to ProQuo AI.

With ProQuo AI, Aspall could compare old and new packaging to identify which was the most impactful.

All they had to do was upload designs into the platform. These designs were then shown to 300 consumers to gauge sentiment. When results returned, these would be analyzed in seconds by the platform's AI to surface the winning design.

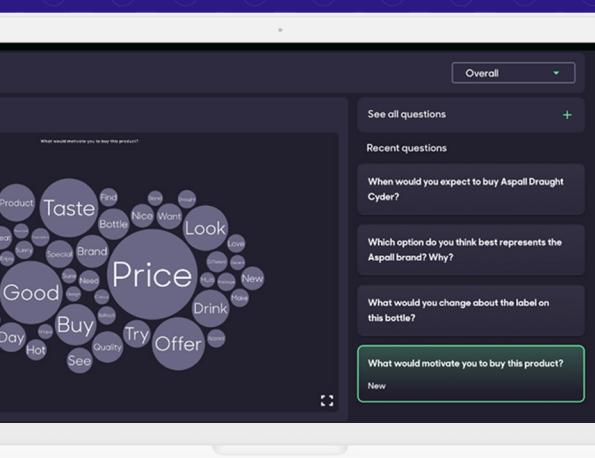
The best part? This whole process took place in just one afternoon.



Using ProQuo AI to understand audience segments

ProQuo's creative test also gave Aspall intimate access into the feelings and thoughts of their audience segments.

The platform allowed them to dig deeper into the scores of specific groups, and this is how Aspall identified they were scoring particularly well against Non-Users with the new packaging design. This helped to validate their existing strategy, as it showed they were bringing new people into the brand and could therefore use this to justify packaging changes across the wider range.

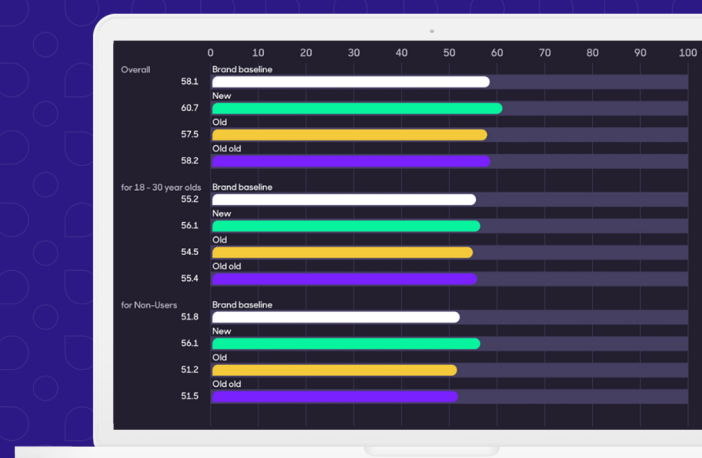


Using ProQuo AI to test packaging

Aspall had made a packaging change on one of their ranges and were keen to roll this out across their product portfolio. But first, they needed data to validate this decision.

The ProQuo team acted quickly, setting up a creative test within days.

The results came back in one afternoon and Aspall noticed significant uplifts across their ProQuo and Driver Scores, specifically in Attraction, Aspiration and Performance. This suggests consumers felt more positively about the brand after seeing the label - believing the product to be more premium, of better quality, and more physically appealing.



Using ProQuo AI to dig deeper into consumer responses

The ProQuo platform gave Aspall a direct link to their consumers, allowing them to ask any question to uncover the 'why' behind their scores.

Through this, Aspall was able to determine what motivated people to buy the new product. The premiumization of the product was mentioned multiple times with responses ranging from, 'the label stood out' and the product was 'premium-looking' and 'high quality'.

This data helped Aspall to uncover the impact of their new design, supporting their decision to roll out this packaging change across their existing range.