



Country Luau Partners with Highlight for a Pre-launch Digital Test



"I used Highlight for a concept test with relevant consumers prior to our product launch. The survey was completed in <2 days and was used very tactically for decision-making around flavor names, pricing, and packaging design."

- Adam Kost,
Country Luau
Founder

Highlight.

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THE CHALLENGE

As Country Luau prepared to launch their new line of canned cocktails, they needed to understand how to most effectively position their products to their target audience to succeed in this crowded category.

THE RESEARCH SOLUTION

CONCEPT TESTING

Highlight recruited 120 geographically targeted hard seltzer drinkers aged 21+ from our owned community of product testers in under 24 hours.

Highlighters assessed 4 packaging concepts and potential flavors via digital survey. The survey also captured purchase drivers and reactions to the brand's value proposition—key quantitative data needed to facilitate a targeted and successful product launch.

THE RESULTS & IMPACT

1

NO MORE DECISION FATIGUE

Country Luau received actionable direction to confidently move forward with a package design and flavors that would resonate most strongly with their consumers.

2

MARKETING TO TARGET AUDIENCE

Study insights indicated clear purchase drivers of Country Luau's intended demographic, empowering their marketing team to align their strategy to the needs of their audience.

3

IDEAL PRICE POINT IDENTIFIED

Data from the study revealed consumer willingness to pay Country Luau's proposed price point. Country Luau learned they did not need to compromise their price point to achieve success in the category.