

# Messaging Refinement and Website Optimization for Explorer Cold Brew



## Challenge

As an emerging brand in the beverage category, Explorer Cold Brew came to Highlight to test the positioning of its single-serve cold brew. The team wanted to better understand a consumer's purchasing journey on their website and gauge interest for potential new product innovations.

## Solution

We packed and shipped 4 SKUs of Explorer's product to better-for-you coffee drinkers in the general population, balancing demographics such as age, region and gender.

- 324 Product samples sent nationwide
- 28 Custom survey questions answered
- 4 Days from product receipt to initial data

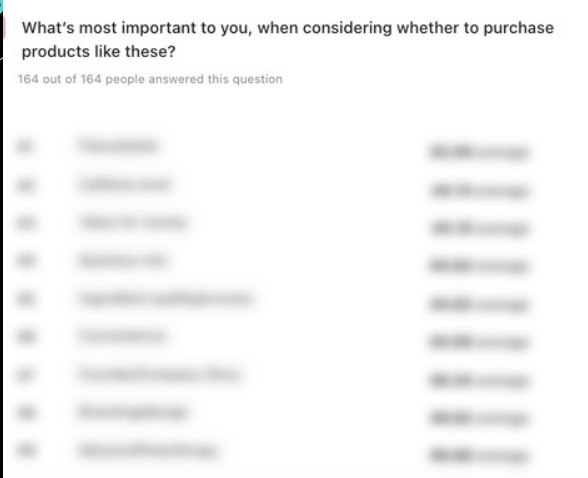
## Result

In less than 10 days, the Explorer Cold Brew team received comprehensive feedback on both products from our Highlighters. They could then refine their messaging and online purchasing experience to cater to their target audience.

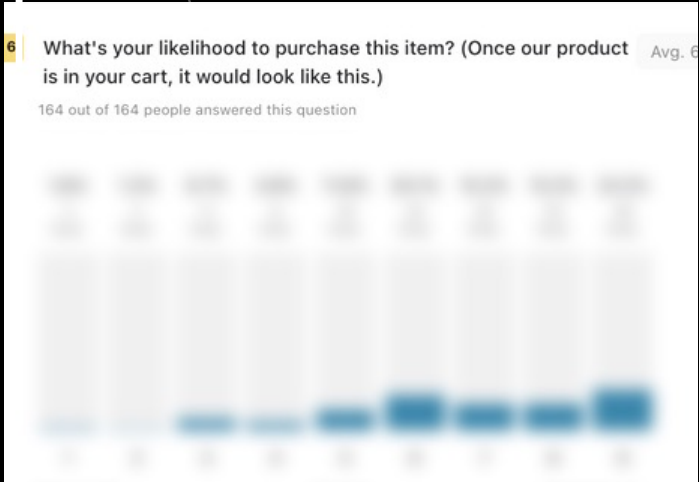
What we delivered:

- Instant access to a live dashboard of results coming in on day 1
- Understanding of key drivers of interest in the Explorer Cold Brew products and messages that resonated most
- Robust verbatims describing impressions of Explorer Cold Brew's brand story and website.
- Qualitative consumer perception around the right taglines, product benefits and packaging that will appeal to better-for-you coffee drinkers.

# In-depth investigation of the customer's online purchase journey



Once you're on our site, what would you need to see on our product page to put us in your cart? Here's what it looks like now, for inspiration. Give us some feedback or advice for improvement!



## Qualitative and quantitative insights on brand messaging

What are the best things about Explorer? What should they highlight about this product in an Instagram ad?  
164 out of 164 people answered this question

"Powerful flavor in a small container. Easy to travel with. Easy to add your favorite milk. Customizable. Delicious. Cute. Sustainable."

"It's a no-hassle way to get your caffeine. It's super easy to store and can easily be brought to work."

"Explorer is a LBGTQ+ company that is socially conscious and offers a tasty product. They should highlight their ethical sourcing and their product quality."

"Highlight was able to lay out in a very clear and easy manner the critical steps to getting good, usable data. I would definitely use Highlight at the very beginning to test the product and continue in the stage we're at now where we have traction in refining our branding, product messaging, etc. As we think about how we fine tune our online digital marketing experience, and the specific branding or messaging that we offer, I see it being really useful as well."  
-Cason, Founder and CEO



## Curious how we can drive the same results for you?

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