

Concept Testing for Country Luau



Challenge

The Country Luau team came to us in the pre-production phase of product development. They were an emerging brand in the canned cocktail category wanting to gather consumer insights on their branding, pricing, and beverage flavors. They especially wanted to understand product appeal among younger consumers in the southern regions of the United States, especially those who enjoyed country music.

Solution

We reached 120 consumers in the Highlight community who matched the Country Luau team's targeting goals. We sent each Highlighter a quant-only (productless), incentivized survey for completion.

120 Survey responses collected

4 SKUs tested

2 Days of fielding

Result

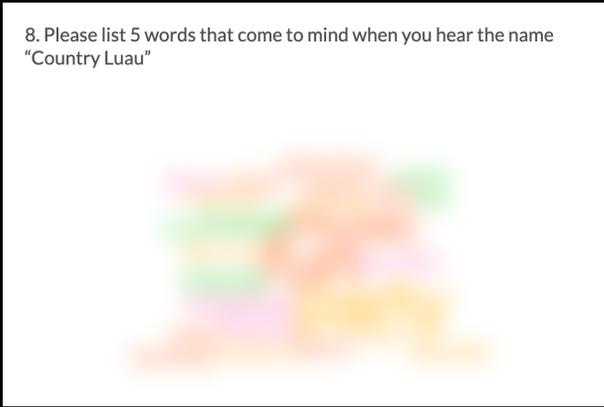


In less than 48 hours, the Country Luau team had robust quantitative and qualitative data on the product concept - which flavors and packaging were most appealing and how likely a consumer would be to purchase the beverages.

What we delivered:

- Instant access to a live dashboard of results coming in on day 1
- Understanding of key product benefits and flavor preferences
- Landscape of potential usage scenarios from response
- Assessment of differentiation factors & resonance among target consumers

8. Please list 5 words that come to mind when you hear the name "Country Luau"



28. If you saw a variety 6-pack of this product on the shelf at a price point of \$16.99, how likely would you be to purchase it?



17. How likely are you to drink Country Luau in the following settings?

Setting	1- Not at all likely	2	3- Neither likely nor unlikely	4	5- Extremely likely
At a bar Count	~10%	~15%	~30%	~25%	~15%
At home Count	~5%	~10%	~25%	~35%	~25%
At a small gathering with friends Count	~5%	~10%	~25%	~35%	~25%
At a large gathering with friends Count	~5%	~10%	~25%	~35%	~25%
At a concert/live music venue Count	~5%	~10%	~25%	~35%	~25%
At a club Count	~5%	~10%	~25%	~35%	~25%
At a restaurant Count	~5%	~10%	~25%	~35%	~25%
At a pool/beach Count	~5%	~10%	~25%	~35%	~25%

Claims testing for key features

Evaluation of product concept

- Flavor names
- Packaging
- Brand name
- Pricing
- Ingredients/nutrition



Qualitative and quantitative insights on product positioning

What are your expectations for Country Luau? Tell us how you think it'll taste, what kind of ingredients you think it's made out of, etc.

"My expectations are flavorful beverages that allow you to drink without needing to mix your own, aka, anywhere because it is super convenient! I like that each drink is made with the alcohol best complementing to the flavor." -38, Male, South

"I think it would be refreshing. Something you'd enjoy on a hot summer day on the beach/lake." -36, Female, West

"Refreshing, fruity flavor with just enough "kick" to make it country. My hope is that it's unique from other seltzers and that the fruit essence really come through." -39, Female, Midwest

"I used Highlight for a super easy 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, Country Luau Founder

Curious how we can drive the same results for you?

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