

The Glenlivet Cask Makers LHR Airport

Fieldwork Briefing



Objectives

Pernod Ricard would like to understand the perception and understanding of its new launch:

**The Glenlivet Cask Makers
(DUTY FREE EXCLUSIVE)**



Product

The Glenlivet Cask makers is a **Non-Aged Duty Free Exclusive** priced at **\$225**.

It is currently live across **Asia, Europe, Middle East & India**.

It is presented to travellers through an **activation at LHR airport** (as well as other airports in the world)

→ The study focuses on **understanding how the product is perceived, amongst travellers who have spent some time looking at the activation.**



Quotas, Target & Interview Location

CONTROL AND TEST SAMPLES

QUOTAS:

The **total of N=100** interviews.

With natural split of buyers and non-buyers.

There are **no quotas according to age, gender and nationality.**

+ if possible, ask respondents if they are willing to be contacted again for a follow-up study and gather their contact details at the end. No quota or target on this.

However, we are waiting for confirmation that retailer is ok for us to do this. Might not be the case.

TARGET:

- 18 y.o. or more
- Willing to spend 100\$ or more on Whiskey in Duty Free (in general, NOT on the day of the interview specifically).
- **Spend some time looking at The Glenlivet area**

INTERVIEW LOCATION:

Inside the Duty Free store **(EXACT LOCATION TBD)**

Needs to be next to the TGL Cask Makers activation, so that you can approach travellers who have looked at it.

Main Questionnaire Content (1/2)

PART 0: SCREENER

- Age: *if below 18 y.o. screen out*
 - Spend: *if usually spend less than 100\$, screen out*
 - Spent time looking at The Glenlivet activation *–screen out if they just passed through*
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PART 1: PURCHASES AT THE ACTIVATION

- Purchases (Q5)

MONITOR SOFT QUOTAS ON SHARE OF BUYERS AND NON-BUYERS: TARGET 50-50, BUT TBD DEPENDING ON PROGRESS

PART 2: PERCEPTION OF THE PRODUCT

Mostly 1-5 scale questions (Q7, Q10, Q11, Q12, Q13).

For Q8/Q9 (likes & dislikes): **INTERVIEWER, PLEASE DON'T READ OUT. ASK QUESTION AND TICK AS APPLICABLE. IF ANSWER NOT IN THE LIST, TYPE IN "OTHER" TEXT BOX.**

Main Questionnaire Content (2/2)

PART 3: PURCHASE TRIGGERS AND BARRIERS

- Q14: Drivers to purchase - will only be asked to Buyers **INTERVIEWER, PLEASE DON'T READ OUT. ASK QUESTION AND TICK AS APPLICABLE**
- Q15: Barriers to purchase - will only be asked to Non-Buyers **INTERVIEWER, PLEASE DON'T READ OUT. ASK QUESTION AND TICK AS APPLICABLE**

PART 4: SHOPPER CLASSIFICATIONS

- Q16-Q20: Profiling and shopping behaviour questions
- Q21: Please ask all respondents if they are **willing to participate in a follow-up and mention the incentive**. Please be nice about it and try to **get as many contacts as possible** (important to reassure that their contact won't be used for anything else, nor shared with anyone else).

However, there is no specific target to achieve on this, just please do the best you can, but without spending too much time on it.

Important comments:

- There are several questions where we want to record spontaneous answers, it is therefore very important that you do NOT show the screen for these questions.

The list is only there to help to record the answers, but should not be shown to respondents. Please be well aware of the answer options in these questions.

- In contrast, for some questions, you can show the screen to respondents to help them choose their answer (especially on the 1-5 scales).

The instructions are visible directly on the tablet (indicated with the blue text) but please be prepared to ensure a smooth interview flow at the airport.

Main Survey Links

- TEST LINK:

https://horizons.confirmit.eu/extwix/test_p808796460215.aspx?_etk=XUNXCOSQBRHW&l=9

- LIVE LINK:

<https://horizons.confirmit.eu/wix/p808796460215.aspx>

FIELDWORK PLANNING

TBD – might be in the w/c October 7th, 2024.