



TRAVEL RETAIL'S EXPERTS

Patrón El Alto Activation Evaluation Study – LHR Airport, T5, Level 2

Fieldwork Briefing Notes

Bacardi Global Travel Retail

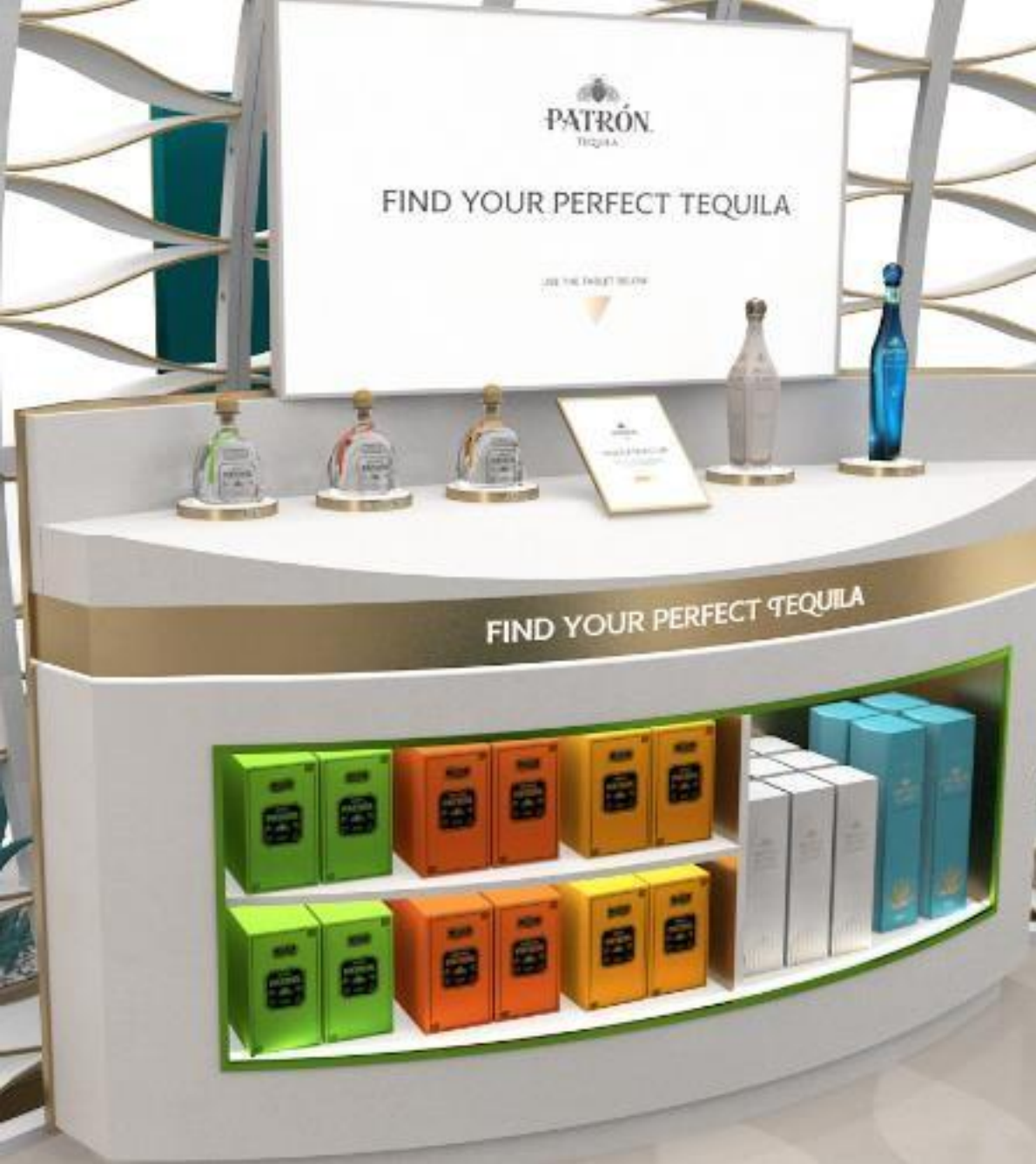
November 2024



Patrón El Alto Activation Evaluation Study – LHR Airport, T5, Level 2, outside Boots on the way to Gates A1-A7

A research study to evaluate the impact of the Patrón El Alto activation in LHR Airport, in terms of driving brand awareness, engaging travellers, growing brand equity and driving purchase conversion

- A 7-minute questionnaire with stand visitors administered face-to-face in-location*
- Interviews to take place among travellers who have engaged with the Patrón El Alto stand, immediately after their interaction.*





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Face-to-Face Interviewing

Face-to-Face Interviews: Research Approach

FACE-TO-FACE INTERVIEWS

This research project methodology will consist of face-to-face interviews with travellers who have engaged (for a minimum of 1 minute) with the Patrón El Alto stand, with key objectives including:

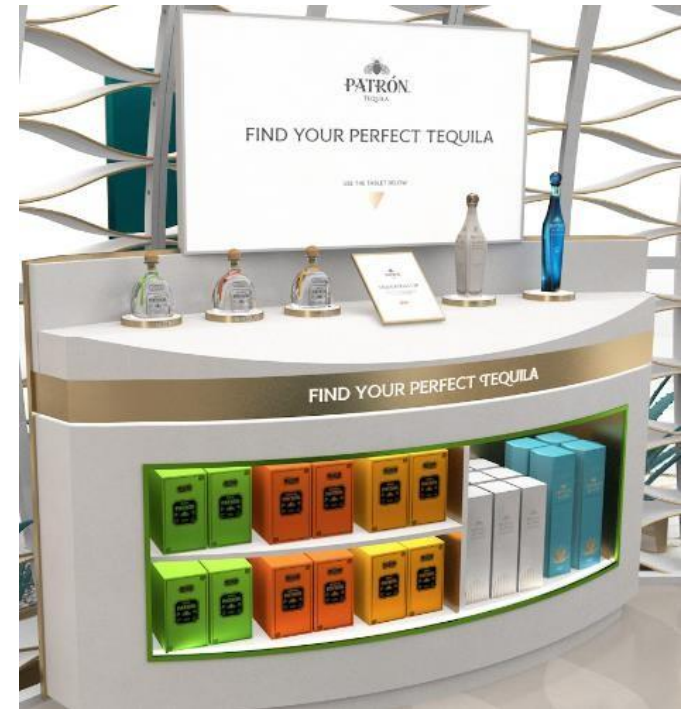
- To understand the *level of appeal of the Patrón El Alto stand*
- To measure rates of *stand noticeability, browsing, interaction and conversion*
- To determine *current brand perceptions and how perceptions & brand knowledge have changed as result of the stand visit*
- To understand *the extent to which the stand educates travellers on the Patrón brand*
- To understand *current brand perceptions of the Patrón brand and the extent to which the stand promotes the brand*
- To understand *conversion rates and key purchase drivers & reasons*
- To identify *new opportunities for shopper engagement in stores.*



Face-to-Face Interviews: Sample Overview

SAMPLE OVERVIEW

- All respondents must have interacted with the stand for **at least 1 minute** to qualify for the survey
- There are no nationality, gender or age quotas in place
- The sample should represent a good mix of nationalities present in the airport and stand
- All respondents must be **aged 21 and over.**
- The research is to be carried out between **Wednesday 20th November – c. Sunday 8th December 2024.**



Face-to-Face Interviews: Research Approach

FACE-TO-FACE RESEARCH APPROACH

This survey will be completed via a face-to-face, interviewer-led approach. The questionnaire is entirely quantitative (with no open-end responses) and will be completed in the common area of the airport terminal, just outside the Patrón El Alto stand:

- Interviewers should stand in the direct vicinity of the Patrón El Alto stand so that they can see interactions and pre-screen respondents. To qualify for this research, all respondents must have had a meaningful interaction with the stand (of c. +1 minute in duration)
- Respondents should only be approached once they have completed their full stand & potential purchasing experience and are leaving the stand
- Interviews will have a duration of up to 7 minutes. The interviewer should lead and ask the questions to the respondent throughout the entire interview, however for some of the questions with longer answer lists, the interviewer may show the screen to the respondent and ask them to personally select a response
- The questionnaire is available in English; all interviews must be conducted via the electronic version of the questionnaire on tablets
- Please sync your tablet at the start of each shift
- Upon completion of each interview shift, please connect to Wi-Fi and sync all used tablets
- Please take some photos of the stand and interviews.

Thank You



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