



# Brand Research Report

## 2017



# Table of Contents

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Objective.....	3
Background.....	4
Methodology.....	5
Internal Perceptions.....	6
External Perceptions – Qualitative.....	21
External Perceptions – Quantitative.....	39

# Objective

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Simply stated, the primary objective of this research effort was to uncover the positive, aspirational aspects of Virginia ABC that could be leveraged in a branded approach to its marketing communications efforts – both externally and internally.

# Background

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The three divisions of Virginia ABC that were identified for this effort were the following:

- Retail sales  
(In-store and online/digital consumer experiences)
- Education and Prevention  
(Responsible consumption by of-age adults)
- Communications  
(Public relations)

However, it should be recognized that ABC management seeks a less “siloed” approach to these divisions than what has been experienced in the past – at least internally.

In addition, ABC management views its Enforcement efforts as part of the Education and Prevention function/aspect.

# Methodology

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This project included six specific data collection efforts:

## Internal

1. Focus group with ABC management to understand internal brand perceptions and aspirations
2. In-depth discussions with Communications and E&P management to understand target audiences and tactical efforts

## External

1. In-depth discussions with 4 Communications stakeholders
2. In-depth discussions with 5 E&P stakeholders
3. In-depth discussions with 6 retail customers (articulate brand “aficionados” representing different demographics, identified among survey respondents)
4. Online survey among 1,500+ retail customers

# Internal Focus Group

# Projecting the ABC “Family”

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- Upper middle class family with family dysfunctions, but they love each other. They have dinner together every night and talk about their day
- Retail: Male sibling – **modern, outgoing, smart**. Good at getting things done and being interesting. Listens to pop music, drives a nice sports car.
- Education & Prevention: Female sibling – protective of the other siblings. Wants to be involved. Good at being **reliable, accurate, and trustworthy**. Listens to classical music and pop music, drives a high-end Volvo.
- Communications: The mom – **oversees all aspects of the family**. Needs to know what’s going on and needs to be involved. Sometimes knows things the kids don’t know yet. Is the point of contact for outsiders. Listens to Adele and Lady Gaga, drives a Mercedes van.
- Enforcement: The dad – **cautious, old fashioned, honest, and reliable**. He encourages and supports the family. He drives an SUV and listens to country music.

# Brand Attributes of the ABC “Family”

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- The ABC Family: Harmonious, down to earth, like to have fun, are leaders, have the house that all the kids want to visit, but most important, are **popular (but don't care that they are) and trustworthy**.
- Retail: Modern, knowledgeable, measured and calculated, progressive, but most important, he is **respected, successful and all put together**.
- Education & Prevention: Knowledgeable, respected, credible, wants to be included but needs to be asked, responsible, balanced, and takes care of others in the family, but most important, she **is influential**.
- Communications: A multi-tasker and is quick to respond, but most important, she is **informative, persuasive, stabilizing, and strong** – never flustered.
- Enforcement: Adventurous, participates in family life, takes pride in his role, but most important, **needs to be a leader**.



# Mission

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- Retail
  - “We make fun happen.”
  - “Celebrating life every day everywhere.”
- Education & Prevention
  - “We want the world to know all of the good things we’re doing here besides just selling alcohol.”
  - “We want people to know how to consume the product safely.”
  - “We’re here to be a resource. We want to be the helper in the community.”
- Communications
  - “Getting the good news out.”
  - “Defending, but not defensive.”

# Vision

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- Retail
  - “The store that makes you feel creative, that **you want to go to**, that you enjoy going to.”
  - “That you really **get the vibe** – you get what [we] stand for.” *[Examples: Whole Foods, Apple stores, Starbucks, North Face, REI, Wegman’s, Trader Joe’s]*
  - “You kind of feel like you’re in the moment, and it makes it **hard to walk out without buying** something.”
  - “Where every touchpoint, **you get it**.”
  - “**Great customer service**...end to end.”
- Education & Prevention
  - “The whole agency **breeds the responsibility message**...When someone thinks of ABC, they think of all the elements.” *[Examples: Kind bars, Ben & Jerry’s, Tom’s Shoes]*

# Vision - continued

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- Communications
  - “Portray the bigger picture in a positive way.”
  - “If something happens, people already have a good image of ABC – that proactive trustworthiness. The reputation is already strong enough that people don’t go into catastrophic mode.” *[Example: Virginia State Police – “people tend to trust the troopers.”]*

# Challenges

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- “No universal alignment among ABC management.”
- “Persuading others that this [branding effort] is the right way to go.”
- “We’re a controlled substance.”
- “Store management can be resistant to change.”

# Desired Goals

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- This Project:
  - “An extremely solid recommendation, or a couple of very good options, for us to choose where to go next as **either a single brand or a family of brands.**”
  - “That everybody who hears the presentation of our recommendations says, ‘Yes, I get it. When are we doing this?’”
  - “That every person who works here becomes passionate [about] understanding the **unified reason we’re all here**, and that it is **visible externally.**”
- The Virginia ABC Brand:
  - “All oars pulling in the **same direction.**”
  - “I want the stores to be a place **where people want to go**, not a place where people have to go.”
  - “Becoming ‘yes, and...’ people instead of ‘no, but...’ people – **problem solvers** instead of nay-sayers, internally and externally.”

# Internal Discussions: Target Audiences/ Stakeholders

# Communications

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- Responsible for external and internal communications

## External

- The primary spokesperson for the agency: news releases and media inquiries, coordinate social media with other departments
- *Spirited Virginia* magazine
- Essentially functions as a public relations department

## Internal

- Online news page for employees (“Mixer”)
- E-newsletter with licensees
- Provide support to other departments

# Communications

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- Target Audiences:
  - Media
  - Employees
  - Virginia citizens
  - Licensees (distilleries, restaurants, c-stores)
  - Other law enforcement agencies
  - Legislators
  - Retail customers
- The media represents the primary audience



# Education & Prevention

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- Mission: Build the capacity of stakeholders so they can be impactful in their “communities”
  - Provide funding and assistance to external programs that serve various communities
  - People on the ground are viewed as the experts for the communities they serve
  - E&P develops content, contracting production through Dept. of General Services
- Genesis of programs:
  - Already existed
  - Requested by parties
  - Needed program identified through national data that ABC receives (e.g., spike in middle school drinking)

# Education & Prevention

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- Priority of 13 target audiences, but lots of overlap:
  1. Schools (students & faculty/staff) – #1 priority
    - Elementary, Middle, High schools, Colleges
  2. Community coalitions (e.g., Henrico County, community service boards)
  3. Licensees
  4. Parents
  5. State agencies and legislators (inform about our activities and react)
    - Competition with other state organizations: Dept. of Education, DMV, Behavioral Health, VA Foundation for Healthy Youth
  6. Others
    - Of-age adults
    - Aging adults
    - Nonprofit organizations
    - Faith-based groups

# Education & Prevention

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- Common wants/needs among all audiences: **Need resources**
  - Funding & tangible items (e.g., publications, course curriculum)
  - Some also desire advocacy, but a state agency cannot lobby
  - School practitioners desire support to influence their administrators
- Common barrier among all audiences: **Lack of awareness**
  - “Don’t know we exist or what we do...don’t know we’re a resource”
  - As audiences use and like E&P materials, they spread the word
- Primary goal of messaging: Inform stakeholders of E&P’s programs and bring them into the fold
- Publications: Develop ideas and content based on expressed needs (and consistent with E&P’s other courses)

# Education & Prevention

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- Challenges
  - Gain support from school administrators, not just teachers/practitioners
  - Lack of internal awareness of what E&P does
  - The need for ABC to decide the role of E&P within its overall structure
    - ABC mission statement doesn't mention E&P
    - E&P lacks Director-level representation

# External Discussions: Communications

# Rational Connections

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- Media: Accessible to reporters, even on negative stories
  - *Very open to provide the information we need*
  - *Not Defensive*
  - *Transparent*
  - *Responsive*

“**They understand the business.** I get the data I need.”
- Distilleries: Business facilitators
  - “We have a relationship with them – they know what we need to get things done and **they help to make it happen.**”
  - “They’re **responsive.** They will adjust and be flexible.”

# Emotional Attributes

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- Words that describe Virginia ABC at its very best:
  - *Responsive*
  - *They foster/build relationships*
  - *Honest, Forthright, Straightforward*
  - *Consistent, Predictable*
  - *Thoughtful, Concerned* – “They listen to us and our issues.”
  - *Very cordial*
  - *Great communicators*
  - *Inquisitive*
  - *Knowledgeable*
- Most important: “responsive” and “consistent” – **trustworthy**
  - “They don’t put too much spin on a story; they provide accurate information. This leads to a **sense of trust...transparency.**” [media]
  - “We have a **good relationship.** They get me in front of the right people at ABC.” [media & distilleries]
  - “As a business, we need consistency, **predictability.**” [distilleries]

# The Virginia ABC Feeling

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- Projecting the Virginia ABC “room”
  - “Relaxed and warm.”
  - “The full spectrum of humanity....every age, personality, you name it.”
  - “Salt of the Earth, good people.”
  - “They are not the stereotype of a state agency. They’re real people, good people, people who I would hang out with.”



# Desired Changes

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- A few desired changes were expressed:
  - “The law enforcement division is more defensive...less transparent...more closed. But that’s true of most law enforcement [organizations].”
  - “I wish we had the same [freedoms] as beer and wine sellers...breweries and wineries. We have to buy our product from an ABC store to offer it at tastings.”
  - “The stores are like franchisees. Some are better than others. It would be nice to have a single contact and an updated inventory system.”
  - “I would like more opportunities for store managers to come to my facility to be educated. There is no continuing education process or knowledge-based process for store employees.”
  - “The e-commerce platform needs improvement.”

# External Discussions: Education & Prevention

# Rational Connections

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- Strengths
  - Production of high-quality print materials
    - “They look good, and people pick them up.”
  - Quality of message and form
    - Quality of graphics and getting the message out
  - Accessible and responsive staff
    - Good communication
    - Flexible to change direction within the structure of a grant, not rigid
  - They care about the issues and education
  - Continuity from year to year

# Emotional Attributes

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- Words that describe E&P at its very best:
  - *Creative*
  - *Collaborative*
  - *Responsive*
  - *Helpful* – “They make connections to make things happen.”
  - *Participatory*
  - *Meaningful*
  - *Accessible*
  - *Community-focused* – making an impact at the community level
- Most important: “**collaborative**” – a strong relationship with grantees and agencies

# The E&P Feeling

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- Projecting the E&P “room”
  - Friendly, Cheerful
  - Energetic, Fun
  - Team-oriented, collaborative
  - Professional but welcoming
    - “What can I do for you?”
    - “Public servants for the people of the Commonwealth”
    - “Introduce you to other people to meet your needs”

# Desired Changes

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- A few desired changes were expressed:
  - “They are becoming **more evidence-based**, environmentally-based in their selection of effective programs, and I encourage them to go more in that direction.”
  - “I wish they were **more aggressive with the issues** and the range of family and personal issues [related to drinking].”
  - “Unlike other agencies, their **grants do not cover administrative costs**, so sometimes that prevents us from doing the program.”
  - “Larger budget for prevention and education.”
  - “The new materials aren’t as effective – too wordy and graphics aren’t as catchy.”
  - “They need **more for social media** – posts and literature.”

# External Discussions: Retail: In-store & Digital

# Rational Connections

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- In-store strengths
  - Friendly staff
    - “I get **greeted** by the staff, and they are good about wandering the store to help you.”
  - Knowledgeable, helpful staff
    - “They **give me recommendations** on what to buy.”
    - “They recommend stuff to me based on my tastes and [purchase] history. It’s like having my own **personal guide**.”
  - Easy store navigation
    - “The way things are set up in the store...I can see across the aisles.”
    - “The store is **well organized**, with signs to make it easy to find what you’re looking for...if they carry it.”
  - Clean stores
    - “I’ve been to a lot of ABC stores. The stores are always **clean and shiny**.”
  - Store section with new products
    - “I check that section first”



# Rational Connections

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- Website strengths
  - Easy navigation
    - “It’s easy to search for a product. I wish I knew I could do that earlier.”
  - Sign up for lotteries
  - Educational information
    - “The website is neat. I was really surprised. There is so much educational stuff on there.”

# Emotional Attributes

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- Words that describe Retail at its very best:
  - *Organized*
  - *Very efficient* – order online, call, quick pickup
  - *Professional*
  - *Knowledgeable, Personalized* – makes recommendations based on personal tastes
  - *Helpful, Friendly, Attentive* – provide drink recommendations
  - *Accommodating* – will call other stores for desired product
  - *Consistent*
- Most important:
  - *Consistent*
  - *Knowledgeable* – choose store based on this, eliminates buyer regret
  - *Helpful* – “They help me find what I’m looking for or would be interested in.”

# In-store Vision

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- Demonstrations
  - “A 2-3 hour **orientation on the types of beverages** and how to make them. Show how to use fruit or mixers to make drinks and have them available to buy.”
- Instructional tastings with a wider variety of brands/products than the current tastings....and more convenient to attend.
  - “Have **samples** of different brands of beverages and mixers.”
  - “Have a wider variety of scotches at tastings, not just the popular ones. Maybe pay \$25 for educational tastings...**a more educational experience** than their current tastings...like the DC stores have...we go to those.”
  - “Offer tastings on the weekends.”

# In-store Vision

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- Browsing & order kiosk
  - “Choose liquor and it suggests cocktails. Choose type of drink and it provides suggested liquors and recipes. Swipe credit card and pick up order at front counter.”
- Broader selection
  - “It would be nice to order any liquor...at least a broader selection than what they have now.”
  - “I’ve gone into other stores with a wider selection and purchased bottles just because they were unique.”
- More like a wine store
  - “I’d like it to feel like a **nice wine store** – very welcoming, friendly, and even more helpful than they currently are.”
  - “**Very hip, cool**, not a hard sell vibe.”

# Digital Vision

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- Ability to order online with home delivery
  - “If I’m having a cocktail party and run out of liquor, I don’t want someone to drive, so it would be nice to **order online and have it delivered.**”
  - “I’d like it to be like caskers.com. They have a variety of bourbons with descriptions, and you can order them online. You can even special-order things that are not carried in stock.”
- Push notifications
  - “Notify me when my local store has a product I want or might be interested in.”
  - “The *Spirited Virginia* email ends up in my spam folder, so put it in an app with seasonal drink suggestions and **tailor it to each customer.**”
- More visible and consistent lotteries
  - “The lotteries are not well published, I don’t get every one, so they should be more consistent.”

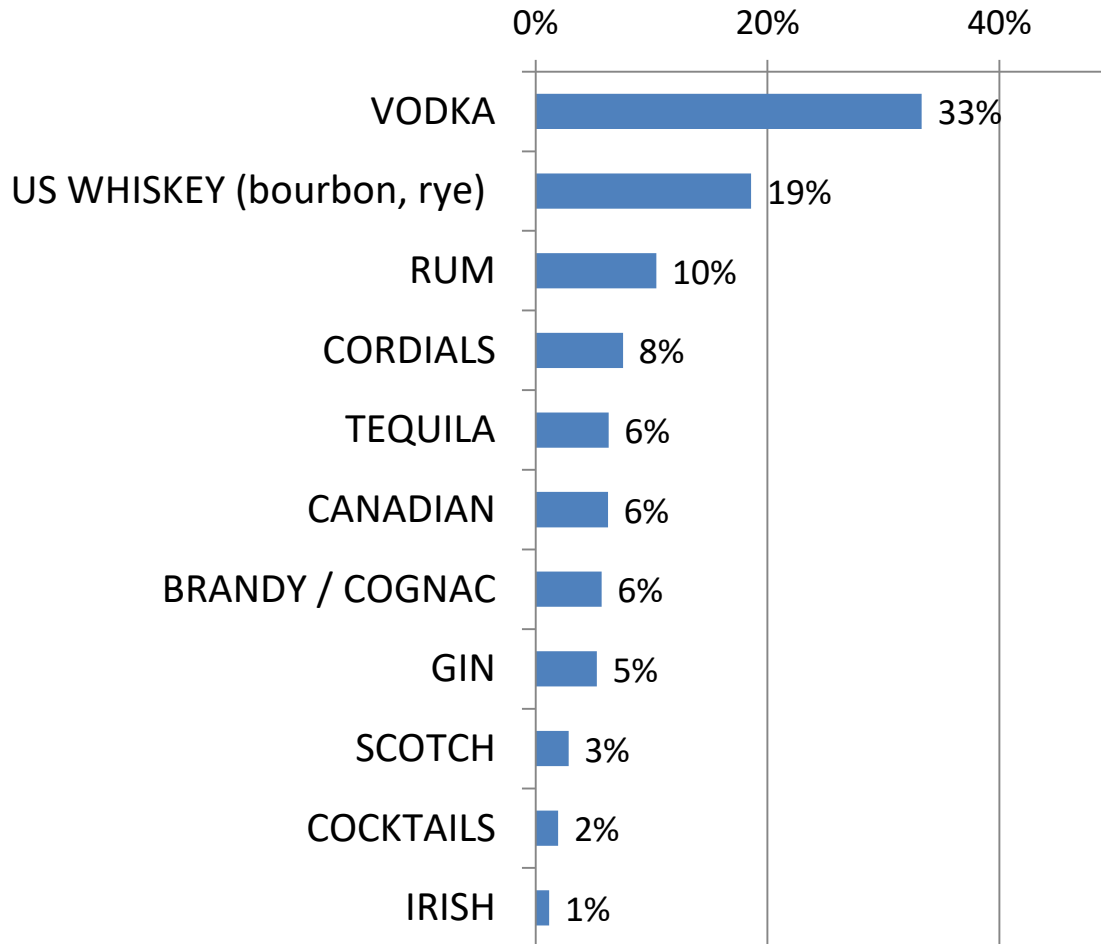
# Retail vs. E&P Presence

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- Retail has the strongest presence
  - “Retail is the most out-front. Enforcement has a second or third-level of presence.”
  - “**They seem like different organizations.** The sales side has a slightly stronger presence, but I don’t see any ads for it.”
  - “They seem like different organizations, with the retail sales being the strongest. It **seems like a conflict of interest** to have them together.”
  - “It’s two departments. ABC is warm and fuzzy, party-like, but with a **priority to protect people.** The two can live together.”
  - “They have to have their responsible side to go along with their fun side. It’s not a conflict of interest. It is up to them to **make sure they are selling to people who can buy legally.**”

Quantitative  
External Perceptions  
Retail: In-store & Digital

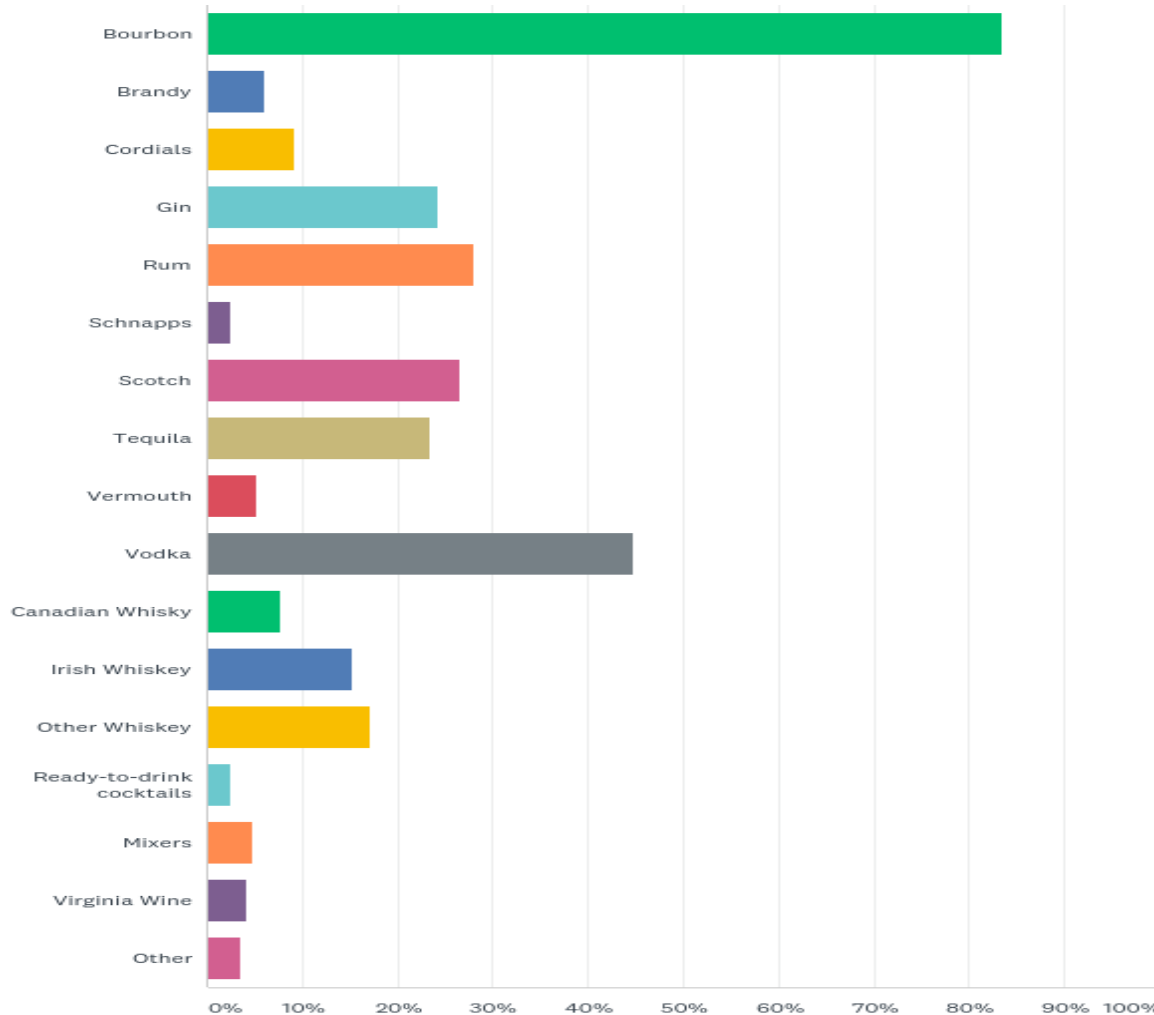
# Background: Actual Case Volumes



- Based on case volumes reported by ABC for the most recent 12 months, Vodka and domestic whiskey are the most popular purchases.



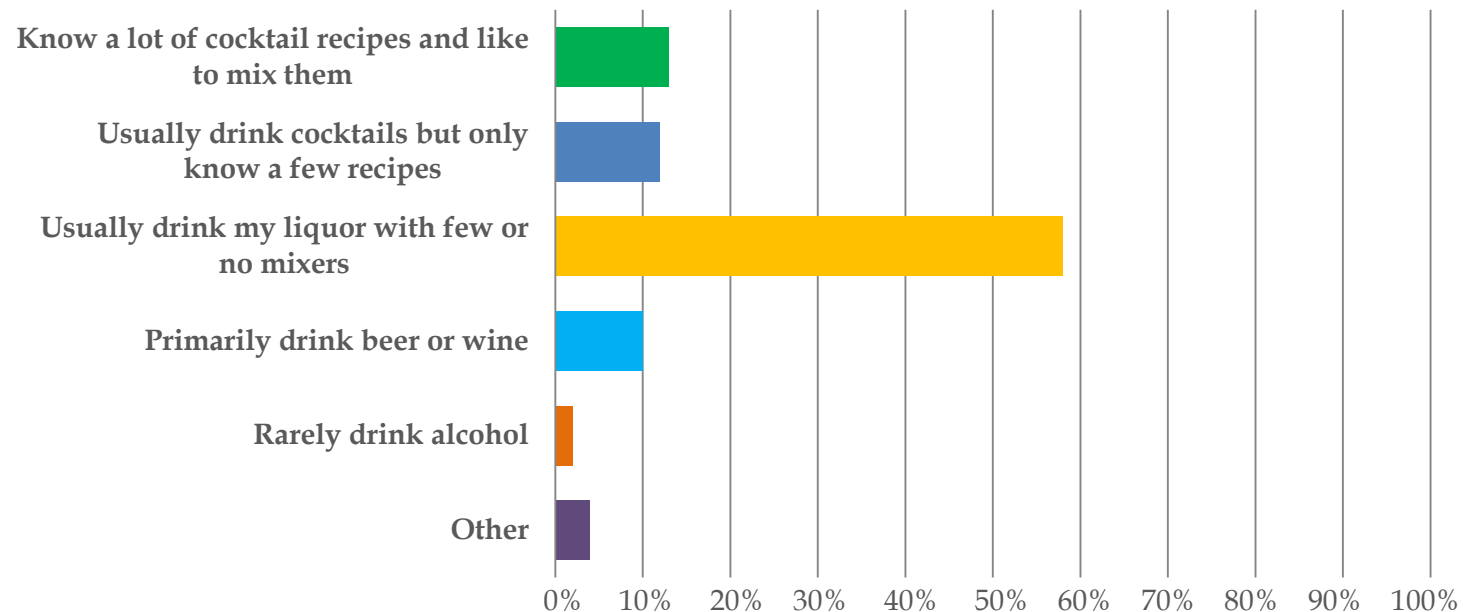
# Products Purchased Most Frequently



- The sample for this survey was obtained through ABC, and is mostly comprised of consumers who entered an ABC sweepstakes.
- While survey participants index high on bourbon drinkers, their other purchases are generally in line with reported volumes.

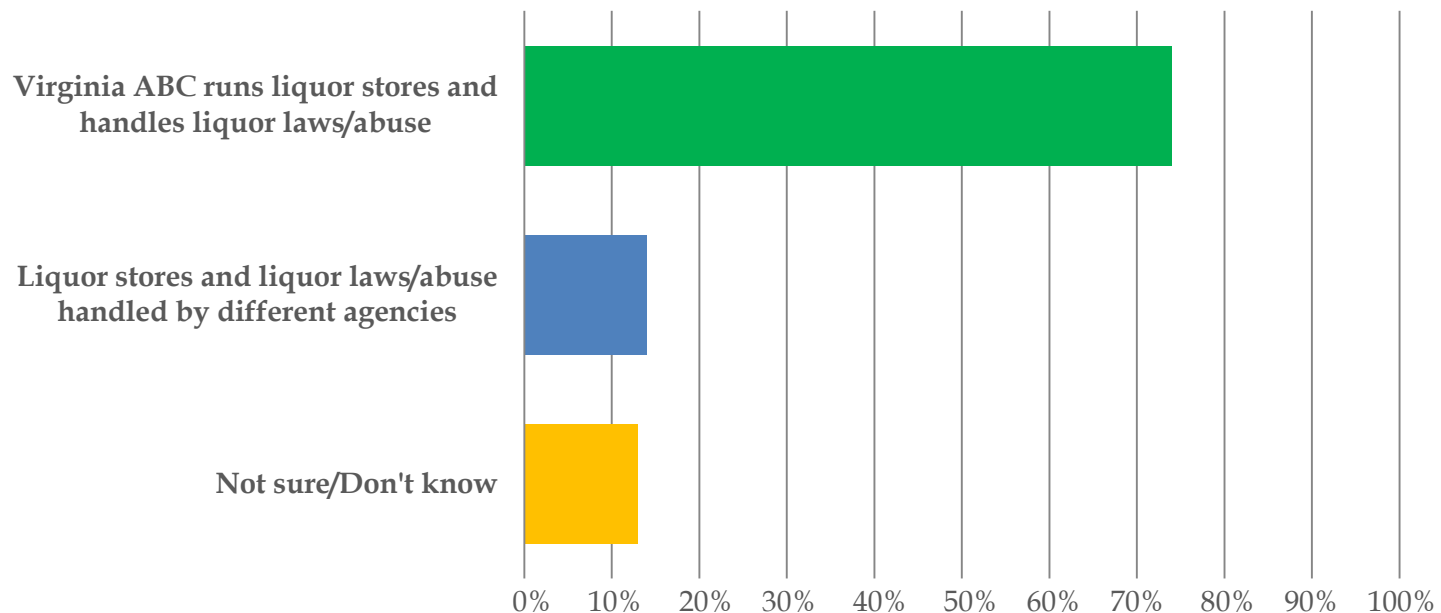
# Personal Drinking Preferences

- Overall, over half (58%) of these consumers use few or no mixers with their alcoholic beverages – potentially a result of the bourbon skew.
- Two thirds of males (67%) and one third of females (36%) use few or no mixers.
- As might be expected, women are more likely than men to prefer cocktails (45% vs. 22%).



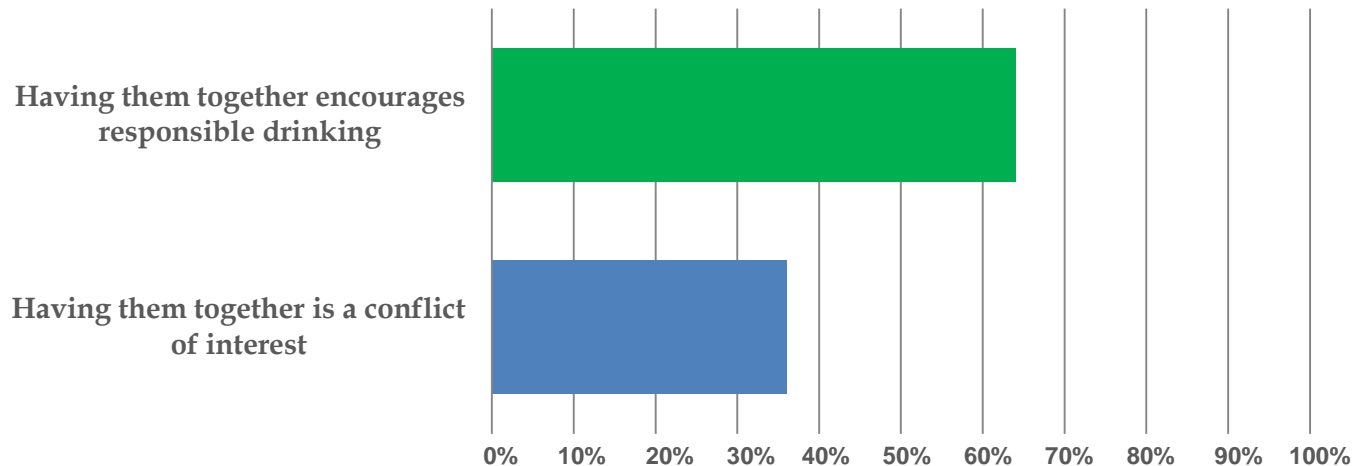
# Awareness of Virginia ABC Roles

- Three-fourths of all respondents are aware that Virginia ABC runs the liquor stores and handles liquor laws/abuse.



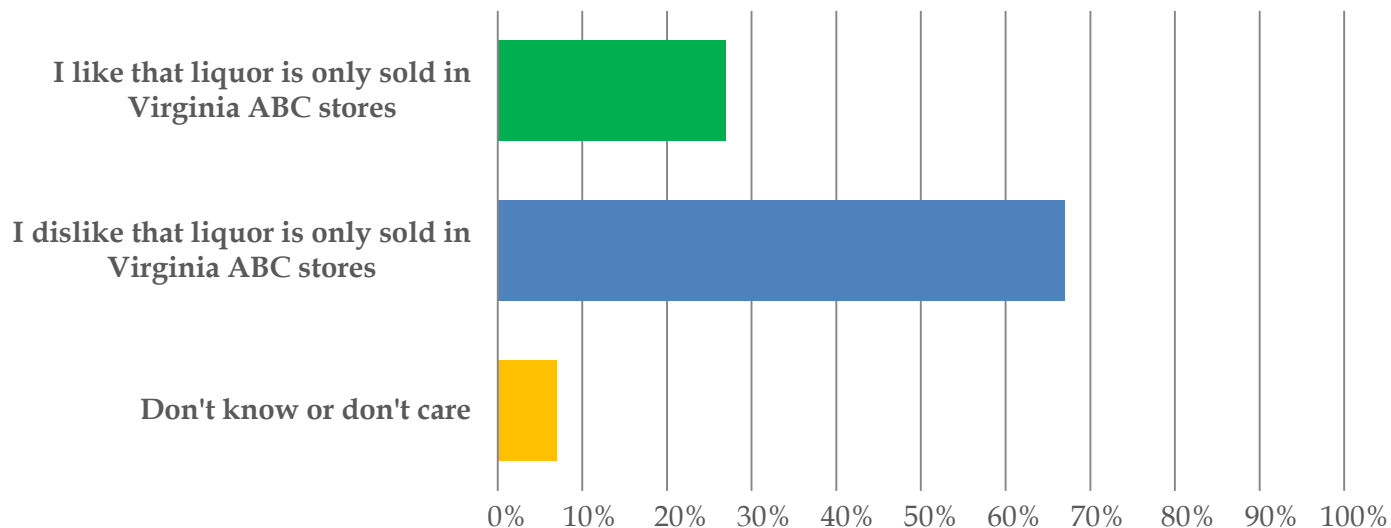
# Running Liquor Stores & Enforcing Alcohol Laws: Advantage or Disadvantage?

- Of those who know Virginia ABC runs liquor stores and handles liquor laws/abuse, the majority (64%) thinks this encourages responsible drinking.
- Females are especially likely to think there is an advantage to Virginia ABC overseeing both areas (71% vs. 61% of males).
- Compared to younger respondents under age 50, older respondents are much more likely to see an advantage in having Virginia ABC oversee both areas (36% of younger vs. 64% of older).



# Spirits Only Sold in Virginia ABC Stores: Like or Dislike?

- Two-thirds of these consumers (67%) dislike having spirits only sold in Virginia ABC stores, especially those under age 50 (80%).
- Males are more likely than females to dislike having spirits only sold in Virginia ABC stores (70% vs. 56%).



# Advantages of ABC Stores

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- Fair price controls
  - “**Prices are controlled** versus uncontrolled/inflated prices I have seen in states without state-regulated sale points.”
  - “Reasonable pricing and **no gouging** on limited items.”
- Easy & convenient
  - “Don’t have to go to a large grocer to buy a bottle. **Avoid lines and hassle.**”
  - “**Easy to find** the inventory.”
- Large selection
  - “I live right outside of D.C. and thus, close to Maryland. I still chose to go to my local ABC store in Arlington because it has **more selection and often is cheaper.**”

# Advantages of ABC Stores – cont.

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- Helps avoid sales to minors
  - “I feel they do a better job at **controlling underage drinking.**”
  - “Discourages underage drinking.”
- Knowledgeable staff
  - “The **personal customer services** that each store brings. You won’t get that if the liquor is sold in Walmart or big chain grocery stores.”
  - “I enjoy knowing that **staff are knowledgeable** about the products.”
- Generates revenue for the state
  - “Funding for schools, roads.”
  - “The profits go back to **worthy public benefits** like education.”

# Advantages of ABC Stores – cont.

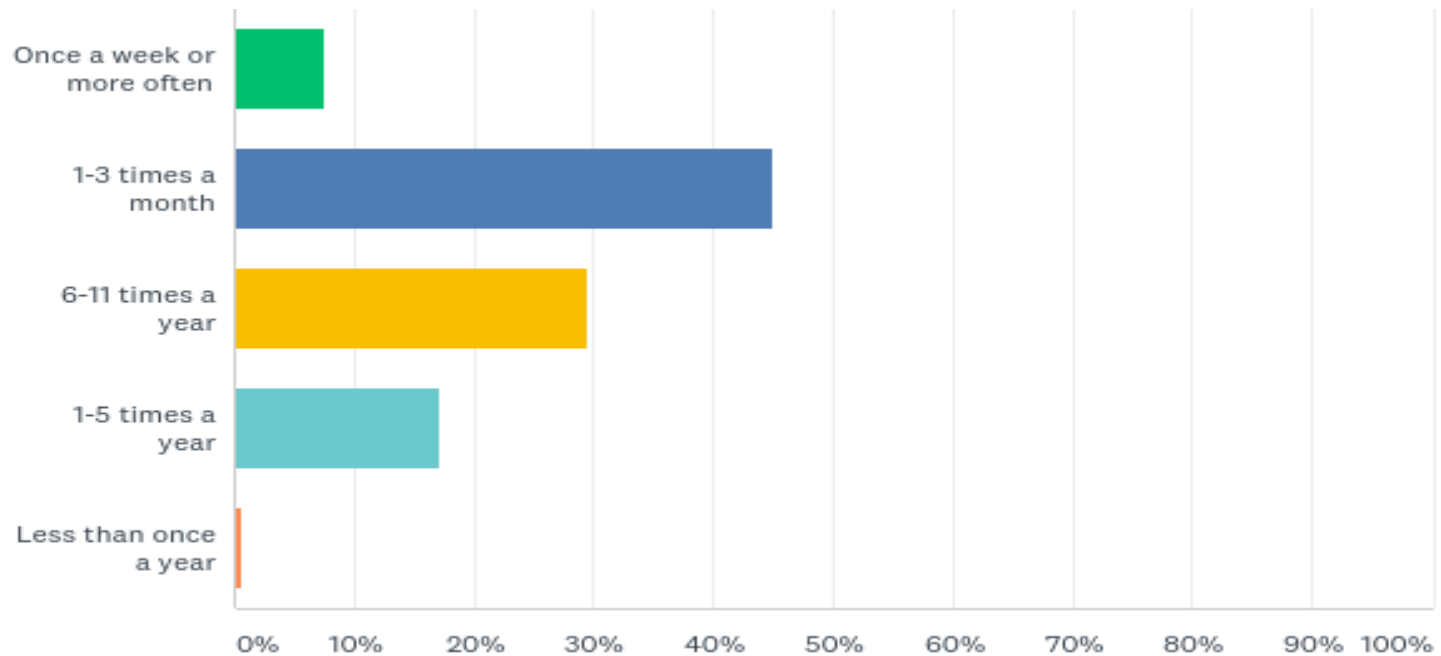
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- Clean, safe environment
  - “There is a measurable amount of class found within Virginia ABC stores that reflects a **clean and safe environment**, which is not found in out-of-state private stores that are typically over crowded and seedy.”
- Equality
  - “**Equality** in the distribution of products.”
  - “Regulated cost across state and counties **regardless of socioeconomic class.**”
- Website is useful
  - “Having the ability to check inventory online for a specific bottle. Also **easier to track down** limited or rare bottles.”
  - “I love the ABC website **for information.**”



# Frequency of Visits to Virginia ABC Stores

- A majority of these consumers visit a Virginia ABC store at least once a month (53%).
- Males are somewhat heavier users compared to females, with 54% visiting a Virginia ABC store at least once a month versus 47% of females.



# Like Best About Virginia ABC Stores

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- Convenient/Multiple locations
  - “The amount of locations makes **finding a location easy.**”
- Staff/Customer service
  - “Customer service!!!! I like going into the stores and **getting ideas and help** if I need it.”
  - “Their **knowledge** of bourbons!”
  - “The **willingness of the ABC store** to order something that they don't carry, or help you find it at another store.”
  - “The staff is very helpful and knowledgeable and **goes above and beyond** to make me a happy customer.”

# Like Best About Virginia ABC Stores – cont.

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- Clean, well organized, well lit
  - “The stores are always **well organized and clean.**”
  - “The stores are usually **well lit.**”
  - “Everything is **displayed nicely** and it is easy to locate items.”
- Lottery system for rare bottles
  - “I love that rare bottles are sold with a **lottery system instead of charging exorbitant prices** or only selling them to ‘favorite customers.’”
  - “With small run batches **everyone has the same chance** to get a bottle.”
- Fair pricing
  - “Prices are always set at MSRP.”
  - “**Fair and controlled pricing** of hard-to-find items.”
  - “Stable and predictable pricing that **does not gouge** customers.”

# Like Best About Virginia ABC Stores – cont.

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- Sales/ Promotions
  - “Monthly specials.”
  - “My preferred bourbons go on sale frequently.”
  - “I especially like the Black Friday, Cyber Monday, Prohibition Day, & other **special sale dates** you have.”
- Events (Mini Mondays, tastings, etc.)
  - “I like when there are **new products to try** and that there are representatives and materials in stores to help shoppers.”
  - “The **small bottles** that allow me to try a product that I have never had before.”
  - “**It's fun** when I go into an ABC store and there's a tasting going on.”

# Like Best About Virginia ABC Stores – cont.

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- Good selection
  - “The variety in products is nice.”
  - “**Great variety** of liquors, not just best sellers. Usually very well stocked.”
- Ability to order items
  - “The best part is they will order something they don't have and you can come back and purchase it later.”
  - “I like that I can place **special orders**.”
- Website searches before store visits
  - “Being able to look up what is offered in stores **ahead of time by going online**.”
  - “I love the ability to check stock online.”

# Like Least/ Wish Was Different

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- Easier to get special orders
  - “I special ordered a bottle in November, and it didn't arrive at the store until May. Ridiculous.”
  - “I wish the **special order process was easier and more reliable.**”
- Availability of craft spirits/ new products
  - “Decrease the time it takes to get brand new liquors. Their technology is really inefficient and outdated.”
  - “Even large stores **don't have some niche/newer products** for a long time (if at all). I often have to go to DC.”
  - I wish there were more products available or available to order. I have to go to DC or order online from [other states]...You're losing revenue.”

# Like Least/ Wish Was Different – cont.

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- More mixers, ice, beer, etc.
  - “I dislike having to go to **another store afterward to get other things** that go with liquor (i.e., club soda).”
  - “I wish we could **buy beer** there, too.”
  - “They need more product! (Mixers, local beer, shot glasses, etc.)”
  - “Would love to have **non-alcoholic mixers** available (Coke, Cranberry, Orange Juice), along with ice.”
- More gifts, ideas, information
  - “If you offered more **gift ideas, cocktail ideas, bar tools and supplies, and information on products** (descriptions like they do for wines) it would make me want to shop around more and try more products.”
  - “More gift boxes.”

# Like Least/ Wish Was Different – cont.

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- Larger overall selection
  - “I would like to know how my ABC Store can more readily get the products which interest me.”
  - “Better **selection of unique products**. Or at least the ability to order them.”
- More sales/coupons
  - “Wish there were **more coupons** and sales available.”
  - There are too few **promotions/sales**.”
- Better customer service
  - “The experience is **hit or miss**. Sometimes the customer service is great. Other times I feel like I'm not allowed to browse, as if I should know what I want – get it, then get out.”
  - “I wish staff were **more knowledgeable about products** and able to make informed recommendations.”



# Like Least/ Wish Was Different – cont.

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- Later hours
  - “Not all the stores stock the same items, and the **hours in rural areas are not long enough.**”
  - I wish the ABC stores in my area were open later, especially on the weekends. 9:00 p.m. is **too early to close on Friday and Saturday.**”
- Nicer stores
  - “The stores are **very sterile feeling** and do not make me want to stay and shop.”
  - “Small **lackluster** stores.”

# Ultimate ABC Store Experience

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- Workshops, classes, permanent tasting bars
  - “I wish I was able to **sample** them more. It's hard to make it to the tastings.”
  - “Free samples of all items (within reason), sort of a ‘**try before you buy**’ approach so you aren't spending money on a new item that you may not like.”
- Loyalty program
  - Rewards points for deeper discounts.”
  - “**Rewards or loyalty program** (money off for frequent shoppers).”

# Ultimate ABC Store Experience – cont.

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- More coupons/ More sales
  - “Coupons galore.”
  - “It would be nice if there were more promotions like the one on Black Friday and the 20% off coupon that is sent out to ABC newsletter subscribers.”
- “Big Box” type of store
  - “Similar to Total Wine & More where you can attend classes on products, read descriptions and history of the products, buy small amounts of a product, purchase gifts and bar supplies”
  - “One stop for all my drinking needs. Good prices, mixers, ice, common tools and implements, as well as cups and other related items (lemons, limes).”

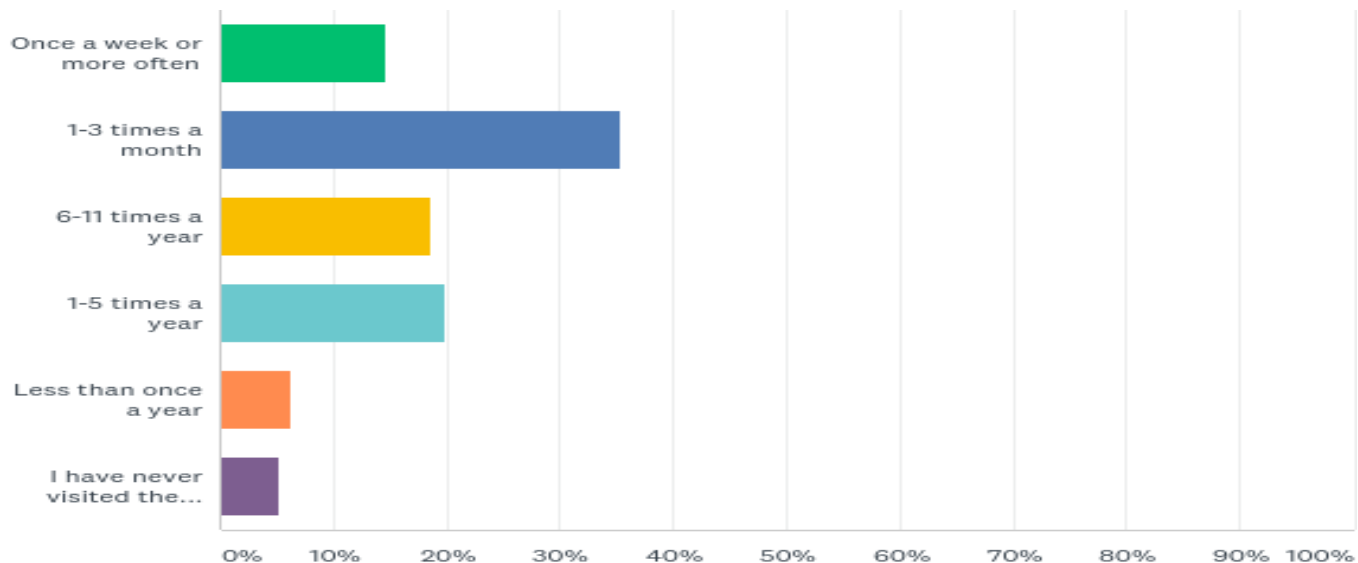
# Ultimate ABC Store Experience – cont.

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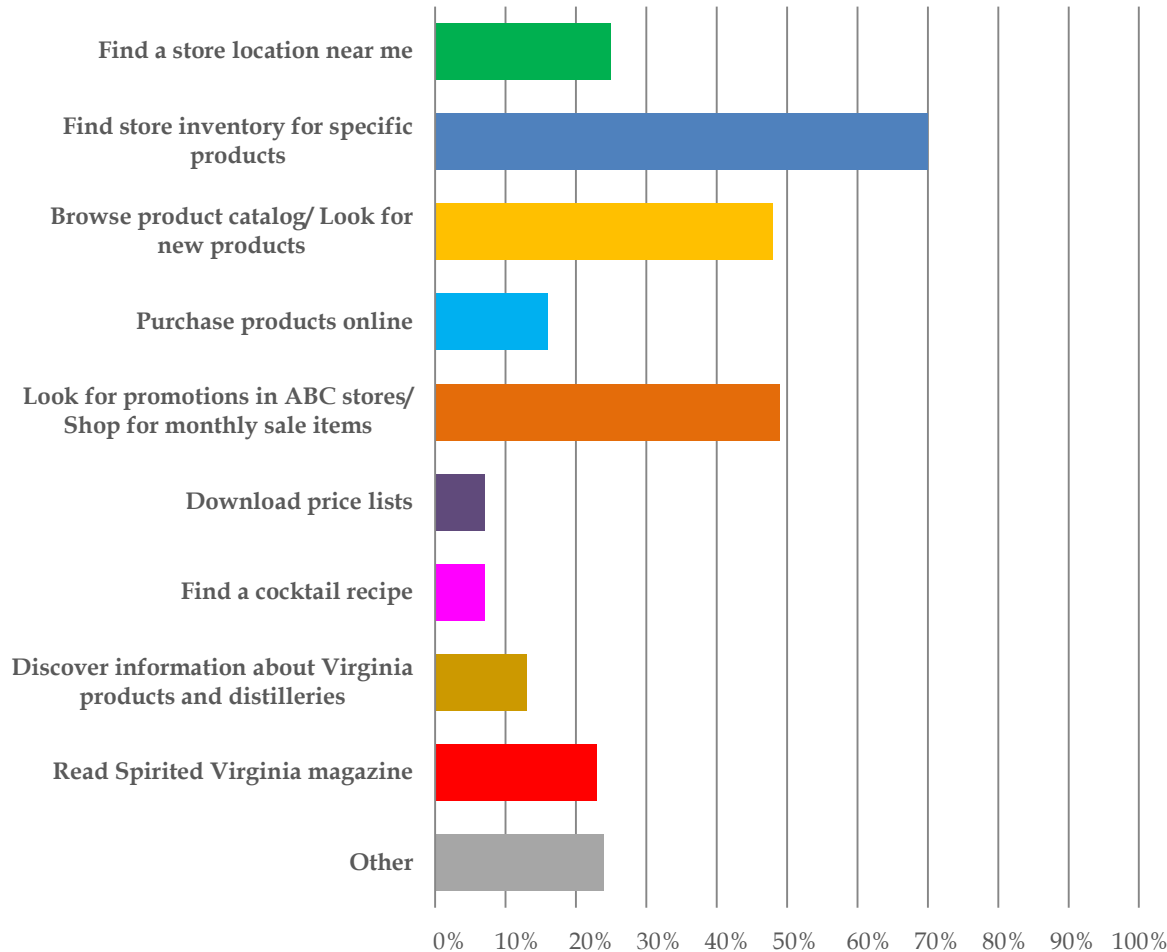
- Modernize stores/ Add information and amenities
  - “Shopping baskets, jazzy **music**.”
  - “Tablets on the sales floor to **look up product information** and locate products. Music. Local beers, a huge bourbon selection. Lots of miniatures. Well-stocked with new products.”
  - “**Displays and more information** about products. **Merchandise** to buy reflecting different brands.”
- Home delivery
  - “Order online and have **delivered to my house**.”
  - “Being able to **shop online the full inventory of ABC**, do special orders online, pick them up at my local ABC store, or have them delivered to my home.”

# Frequency of Website Visitation

- Half of these consumers visit the ABC website at least once a month (50% – 15% at least once a week and 35% 1-3 times a month).
- Website visitation is highest among those under age 40 (67% of those age 30-39 visit at least once a month). Interestingly, about 45% of each age group over age 40 visits at least once a month (40-49, 50-59, 60-69, and 70+)
- Males are more likely to visit the website at least once a month than females (56% vs. 30%, respectively).



# Most Frequent Website Activities



- The most common activity on the ABC website is finding store inventory for specific products (70% of those who visit at least 6 times a year).
- The other two most common activities are looking for store promotions or monthly sale items (49%) and simply browsing the product catalog (48%).
- Females have a high propensity to look for cocktail recipes (23% vs. 5% for males).

# Ultimate ABC Website Experience

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- Amazon-like experience
  - “**Amazon of spirits**. Single click purchase on your phone, delivered to your house the next day.”
  - “Personal shopper and street- side pickup **prepaid through an app** and can be ordered several days in advance to hours or even minutes in advance.”
  - “Make the online shopping experience **more like Amazon** and let me order the full selection of the warehouse.”
  - “Integrate user profiles and offer **personalized deals** based on shopping trends.”
- Order online for same-day store pickup
  - “To place an order and tell them my name and time of pickup. **An interactive website** I can view, choose, check stock, pay, and pickup on the way home.”

# Ultimate ABC Website Experience – cont.

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- Push notifications for sales or products
  - “**Notifications** when a product is in stock.”
  - “**Set alerts** when a limited release (or user set) of items are in stock nearby that jump to a purchase flow.”
  - “It would be nice to be notified that my store has something in stock from a **personal wish list**.”
- Start & complete search by product rather than by store
  - “Have a search bar that you can find **real-time inventory for any product** across all the ABC stores.”
  - “A **giant catalog of bottles** that could be requested, or sent immediately to my local store if they are already in stock.”



# Ultimate ABC Website Experience – cont.

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- Order online for home delivery
  - “Being able to order liquor online and having it **delivered for free on the same day.**” (*\*See note below*)
- Online coupons
  - “More **sales** and 20% off **coupons** would be nice.”
- Frequent user rewards
  - “A **rewards account** that would show your points balance.”
  - “Offer rewards points.”
- Product reviews
  - “Reviews/scores of everything sold.”
  - “Reviews of products and **tasting notes.**”

*\* Amazon Prime customers (estimated at 65 million to 80 million members) happily pay \$99 annually for “free” shipping and other “free” services. An annual fee for home delivery of Virginia ABC products could be an attractive option.*

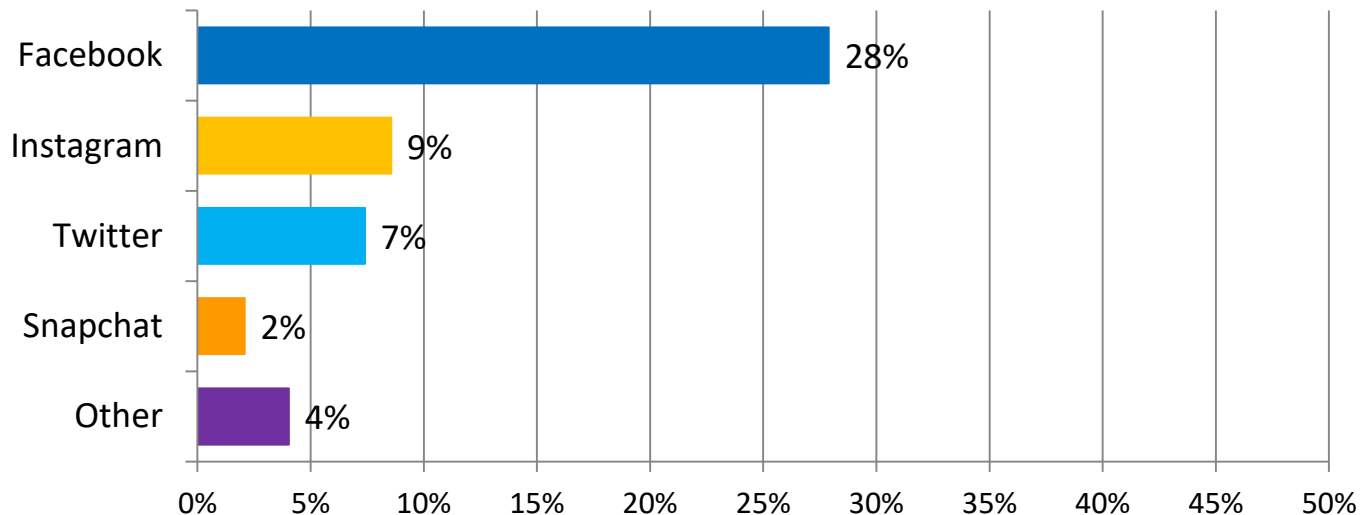
# Ultimate ABC Website Experience – cont.

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- “Cool” app ideas
  - “A database of cocktails where you can **enter what ingredients you already have** and see what you can make with them.”
  - “I sign up for alerts on particular distilleries or styles/price levels of liquor that I am interested in. I get an alert for something coming in to stores or going on sale. I **purchase the liquor on my phone via an app** that uses Apple Pay. I go to the store and pick up my bottle or have it delivered to my house.”
  - “Get notifications for new items, **filter which type of notifications I can get**, flash sales, order online and deliver to my house.”
  - “Create an account, mark favorite stores, favorite items, so I can keep track of what I like, and get e-mail when products on my favorite list are on sale. Add items to a **wish list**. Contests with **prizes** like ABC gift cards and trips – like to the Kentucky Bourbon trail.”

# Use of Social Media

- Respondents were asked which social media they use to receive or share information related to their use or purchase of alcoholic beverages.
- Keeping in mind that half of these consumers are age 50+, 36% report using social media for this purpose. Among those under age 50, half (51%) use social media for this purpose. There is no difference by gender.
- Not surprisingly, Facebook is the most commonly used (28% of these consumers), followed by Instagram (8%) and Twitter (7%).



# Social Media Uses

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- Sharing cocktail recipes
  - “I follow several cocktail specialists to get new ideas.”
  - “Recipes that sound good, getting together for drinks, a really good rebate being offered...”
  - “Always looking at recipes on Pinterest.”
- Sharing ideas/images related to alcoholic beverages
  - “Share a great advertisement of a brand I like; for example, the latest Jack Daniels and Absolut ads are the best. We share those.”
  - “If I see a funny or attractive bottle of something, I'll take a picture and post about it on Facebook. Or check in if I'm shopping for an event.”

# Social Media Uses – cont.

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- Ads & coupons
  - “Find sales or recipes.”
  - “More coupons!”
  - “Sale advertisements.”
- *Spirited Virginia*/ @Virginia.ABC (Twitter)
  - “I follow *Spirited Virginia* to watch for special products and promotions.”
  - “The Virginia ABC Twitter is very helpful. I ask questions via Twitter often, and usually always receive helpful responses that go above and beyond.”

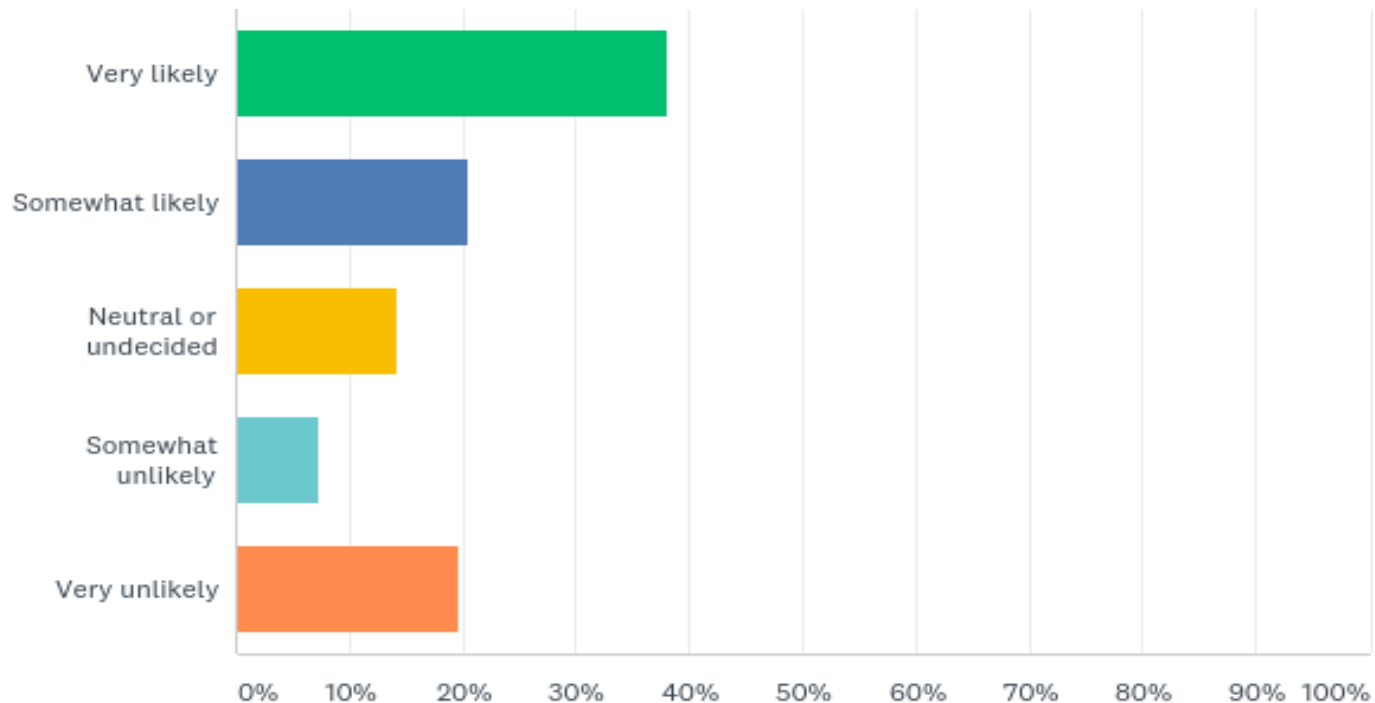
# Social Media Uses – cont.

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- Follow distilleries, bars, pubs, etc.
  - “Follow distilleries, breweries, and wineries on Facebook, Instagram, and Twitter.”
  - “I follow a lot of type-specific accounts (especially with rum) and lifestyle pages that are heavy on liquor and cocktails (e.g. tikirum).”
- Advice on new/hard-to-find alcoholic beverages
  - I follow a few brands. I get to see the new items that they have. And then I go on the ABC website to see if they sell them.”
  - “Receive updates from Virginia ABC and share limited availability product updates.”
  - “Hear and read about new boozes.”

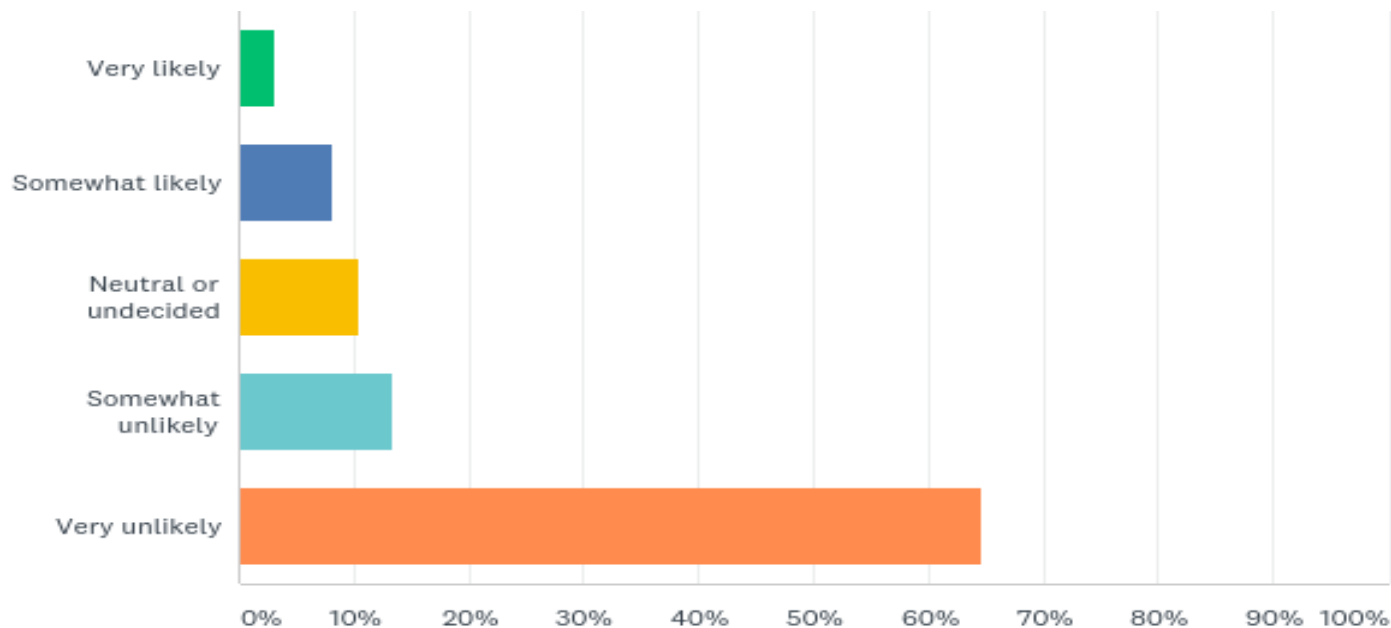
# Free Home Delivery

- If ABC offered free home delivery, 38% would be “very likely” to use that service and another 21% would be “somewhat likely,” resulting in a projected launch penetration of 48% among these consumers.



# \$15 Home Delivery

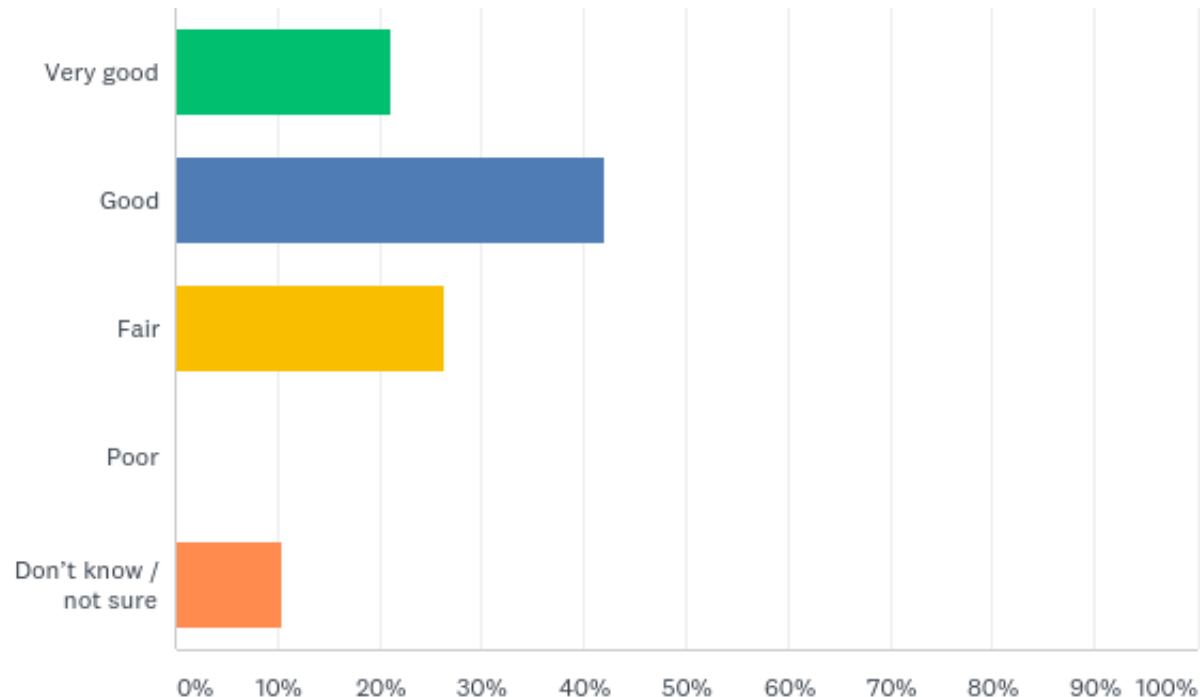
- If ABC charged \$15 for home delivery, “very likely” use of that service drops to 3% and “somewhat likely” drops to 8%, for a projected launch penetration of 7% among these consumers.
- Highest interest is among those under age 60, with a projected launch penetration of 9%, but there is no difference by gender.





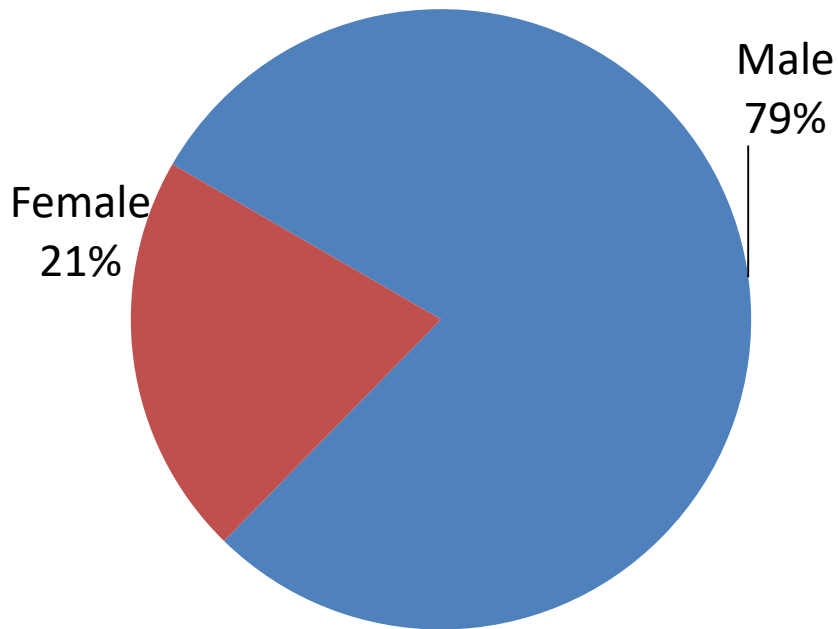
# Satisfaction with ABC Ed Programs

- While the sample size is very small (only 19 respondents), 63% of those who have had their children participate in a Virginia education program rate their experiences as “good” (42%) or “very good” (21%).

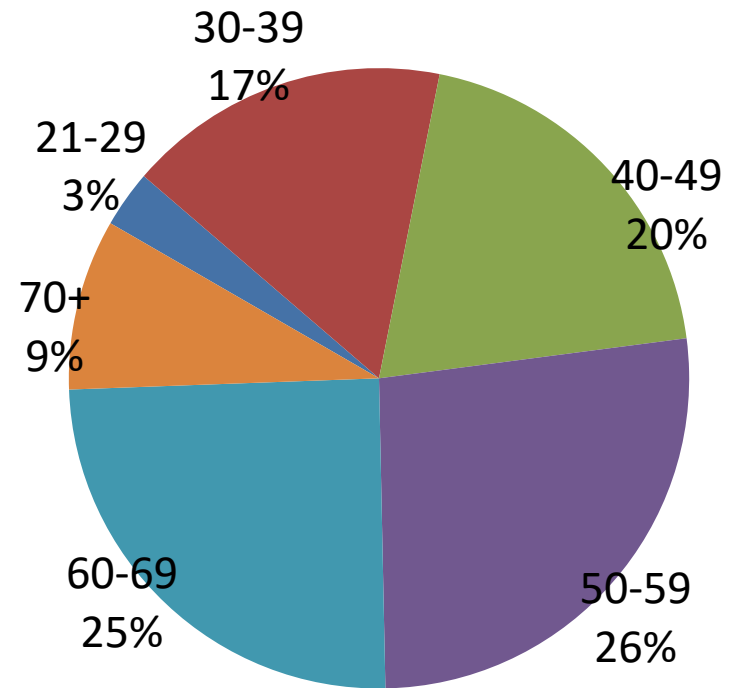


# Demographics – Gender & Age

## Gender

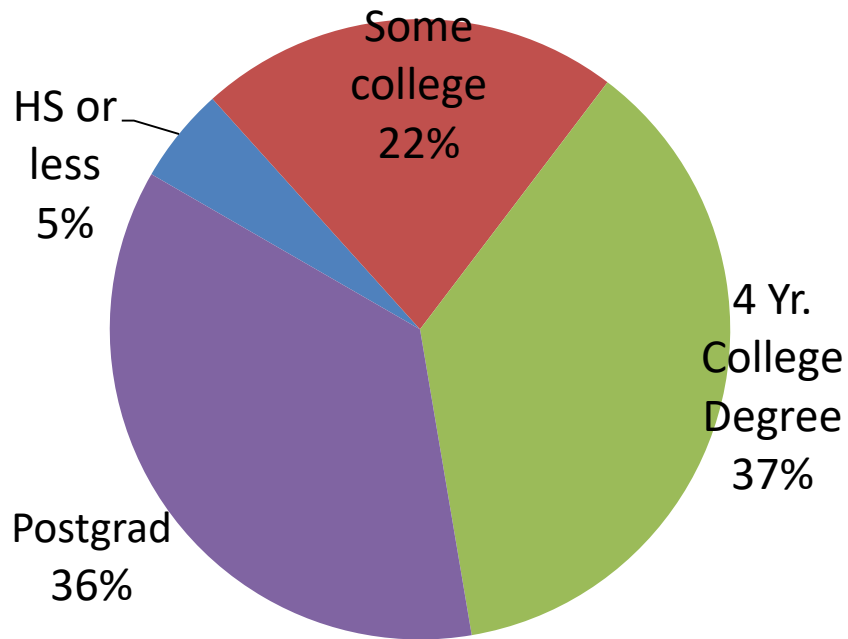


## Age

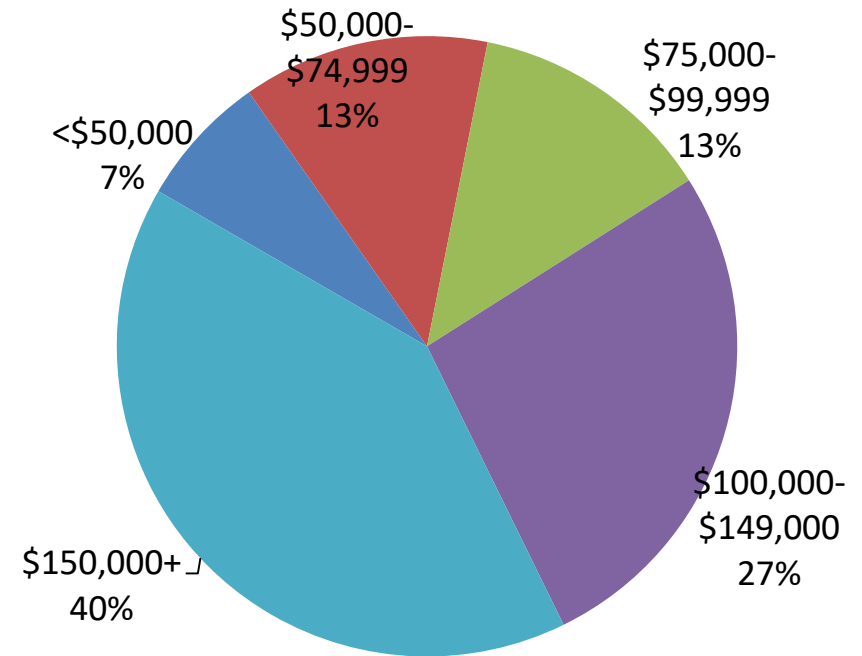


# Demographics – Education & Income

## Education

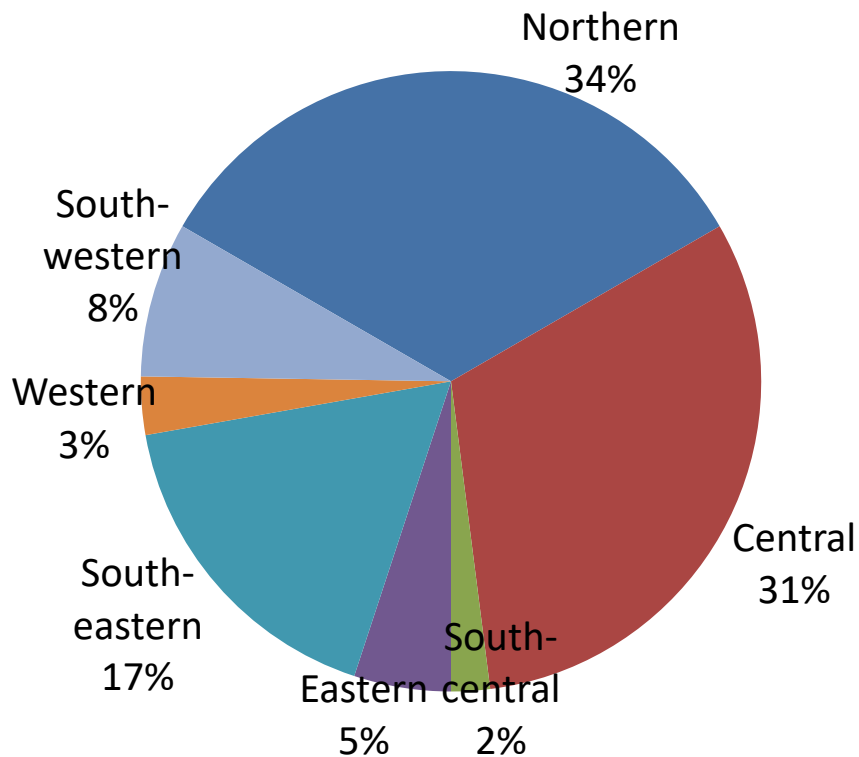


## Household Income

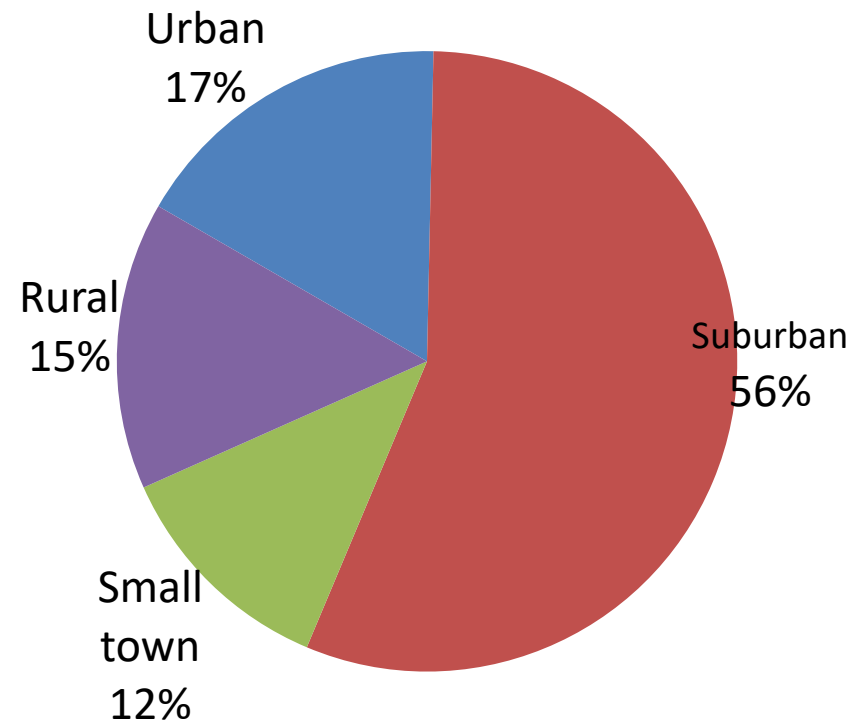


# Demographics – Geographic Region

**Region**

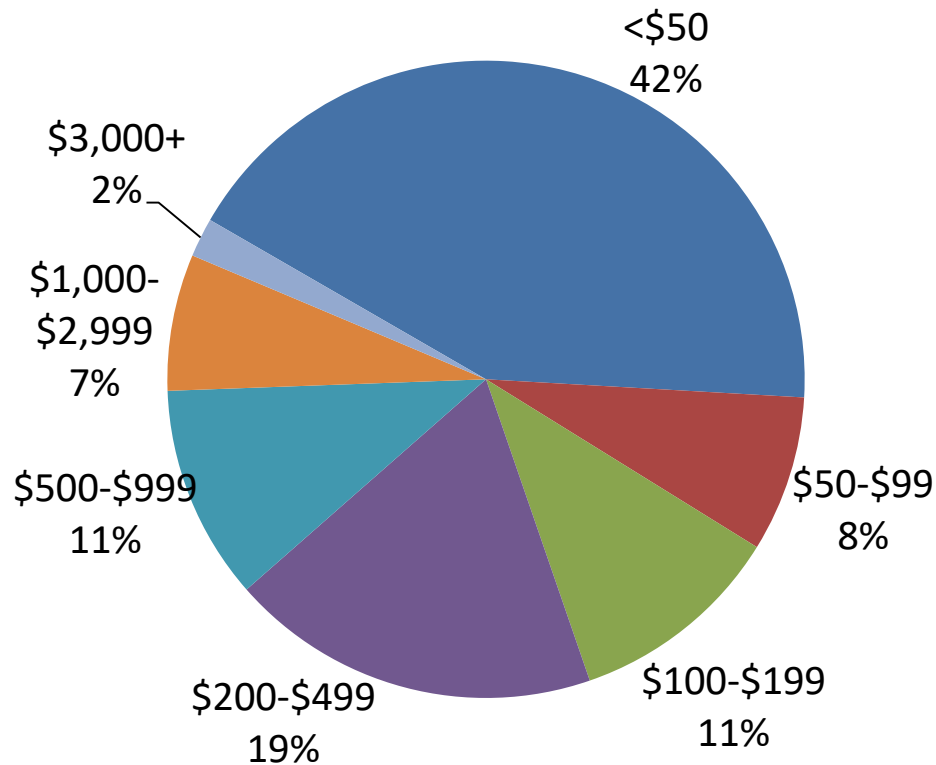


**Community Type**



# Demographics – Geographic Region

## Out-of-State Distilled Spirit Purchases





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