

Liquid Death Survey Report

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Research Objective and Purpose

- Liquid death wants to explore new ways to advertise using it's unconventional marketing methods.
- We want to measure the combined effects on purchase intent, brand appeal, and ad memorability.





Context

- Liquid Death often uses bold imagery, rebellious text and morbid humor in the ads.
- Uses celebrity endorsement to provide credibility and increase brand awareness
- Uses edgy text to evoke strong emotions in consumers
- Research will:
 - Align edgy branding to target market
 - Understand perceptions on brand and products





Experimental design

- We used a 2x2 Factorial Test, with 2 factors, Celebrity endorsement and edgy text.
- We used Qualtrics to randomly assign a condition and use interval and ratio scales to measure our dependant variables.
- We used T testing, ANOVA, Linear Regression to analyze the simple, main, and interaction effects.

Independent Variables



Don't be
scared.
It's just
water

100% Pure Water
100% Recyclable

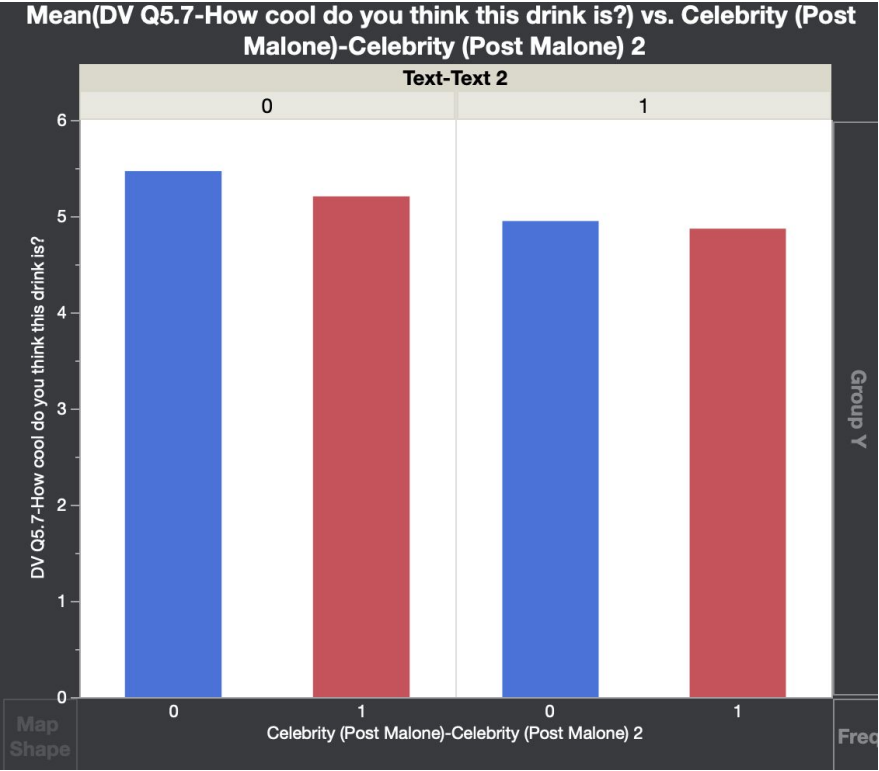


Dependant Variables

- What do you think is the price of a single can of liquid death is? (Enter in X.XX format)
- What is the most that you would be willing to pay for this drink? (Enter in X.XX format)
- How cool do you think this drink is? (interval scale 1-7)
- How disappointing do you think this drink will be? (interval scale 1-7)
- How sexy do you think this drink is? (interval scale 1-7)



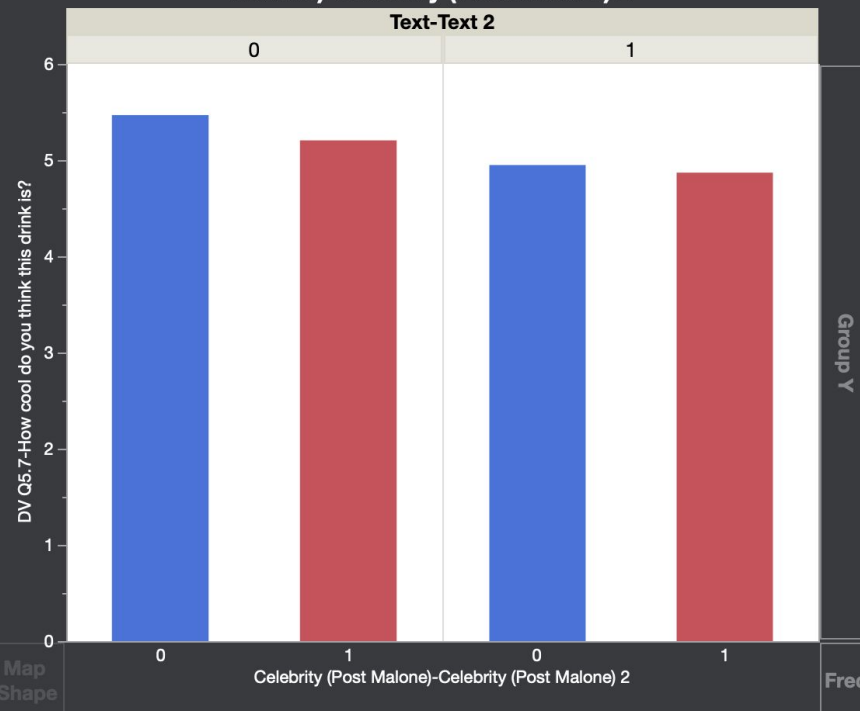
Main Results of 2x2





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Mean(DV Q5.7-How cool do you think this drink is?) vs. Celebrity (Post Malone)-Celebrity (Post Malone) 2

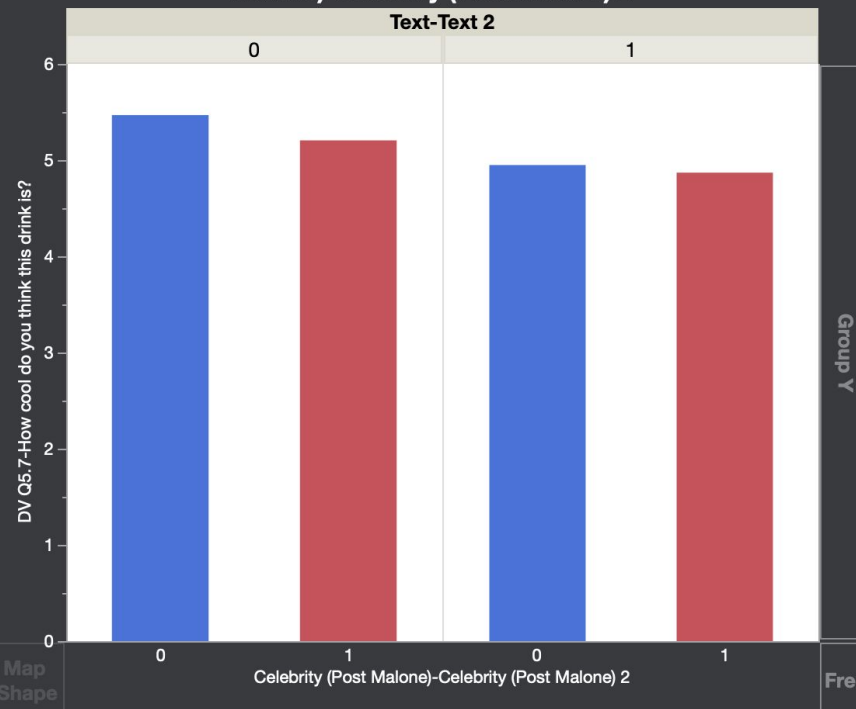


Parameter Estimates

Term	Estimate	Std Error	t Ratio	Prob> t
Intercept	5.1228741	0.129497	39.56	<.0001*
Text-Text 2[0]	0.2137325	0.129497	1.65	0.1007
Celebrity (Post Malone)-Celebrity (Post Malone) 2[0]	0.0855274	0.129497	0.66	0.5099
Text-Text 2[0]*Celebrity (Post Malone)-Celebrity (Post Malone) 2[0]	0.045951	0.129497	0.35	0.7232

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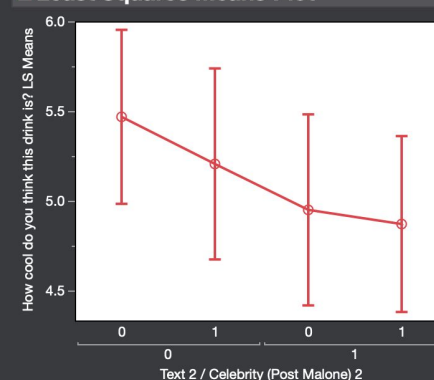
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Least Squares Means Table

Level	Least Sq Mean	Std Error	1	2	3	4	5	6	7
0,0	5.46809	0.2460							
0,1	5.20513	0.2701							
1,0	4.94872	0.2701							
1,1	4.86957	0.2487							

Least Squares Means Plot



Actionable Implications of 2x2

Although none of these differences were statistically significant, the pattern suggests that both Post Malone and the text independently reduced the drink's perceived coolness, with text having a stronger overall effect.

Suggestions:

Run the advertisement campaign with minimal text and no celebrity, while mainly showcasing the Liquid Death can by itself.





Coolness Varies by Audience: Four Surprising Findings

Gender Differences

Women preferred text-only ads, men preferred simple ads with no text or celebrity.

Parental Status

Parents consistently rated the drink cooler, especially with Post Malone.

Brand Familiarity

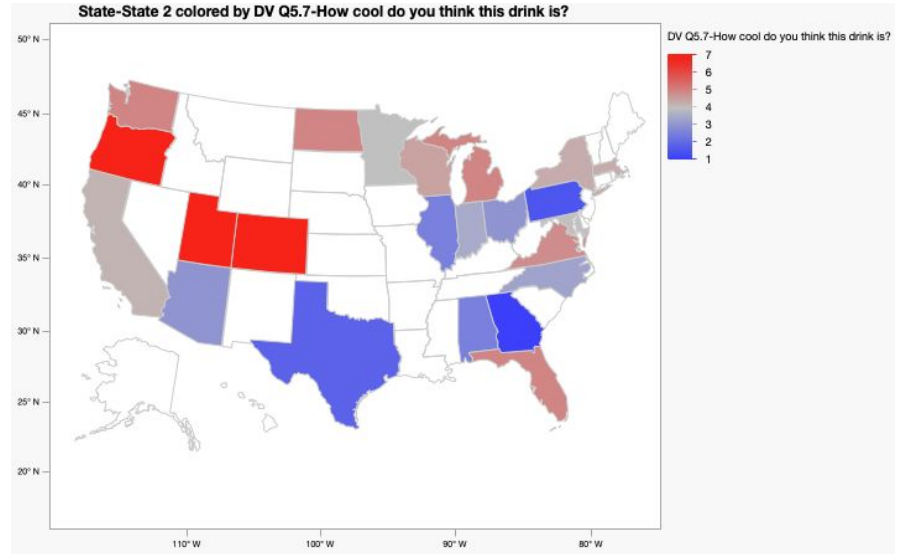
New consumer don't mind celebrities, but fans prefer no celebrity.

Geography

Coolness peaks in the West (Utah, Oregon, Colorado); struggles in the South.

How to Apply These Insights

- Segment your ads by gender: Use edgy text in female-oriented channels
- Lean into simplicity for loyal fans and male audiences.
- Target “cool” regions like Utah and Colorado first in national rollouts.
- Avoid celebrity features when marketing to current customers.





Takeaways:

- Ad that were Simple had better perceptions than Celebrity or Edgy Text Ads
- Coolness was the Strongest Perception Driver
- Audience Reactions Vary (Gender, Parental Status, Familiarity)
- Tailored Ads > One-Size-Fits-All
- Results were Insightful, not Definitive



Interpretive Issues & Weaknesses:

Internal Validity:

- Self-Report Bias
- Limited Attention
- Low Statistical Power

External Validity:

- MTurk ≠ target audience
- Ads viewed out of context

Other Considerations:

- Only 2 ad variables tested
- No long-term effects measured
- No qualitative feedback

Thank You!

