Liquid Death

Start of Block: Intro

Q1.1 Welcome! Thank you for participating in our research study. We are interested in understanding your opinions on advertising for Liquid Death, a brand known for its bold and unconventional marketing. On the next few pages, you will see different advertisements and be asked to evaluate them. Because data quality is important to us, we kindly ask that you read all materials closely. To confirm your attention, please select "Other" when responding to the question below. This survey is conducted for academic research purposes and is not affiliated with Liquid Death or any other companies mentioned. The survey will take approximately 3 minutes to complete. Please click below to begin.

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Q1.2 What is the current month?

* January (1)
* February (2)
* March (3)
* April (4)
* May (5)
* June (6)
* July (7)
* August (8)
* September (9)
* October (10)
* November (11)
* December (12)
* Other (13) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

End of Block: Intro

Start of Block: Instructions

Q2.1   
**On the following page, we'll show you an advertisement.**   
   
Please take a minute to look over it closely, and then answer some questions about it.

End of Block: Instructions

Start of Block: 2x2 Ad Manipulation

Display this question:

If Text = False

And Celebrity (Post Malone) = True

Q3.1

Display this question:

If Text = True

And Celebrity (Post Malone) = True

Q3.3

Display this question:

If Text = False

And Celebrity (Post Malone) = False

Q3.2

Display this question:

If Text = True

And Celebrity (Post Malone) = False

Q3.4

Q3.5 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

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End of Block: 2x2 Ad Manipulation

Start of Block: Liquid Death Main and Supplementary DV

Display this question:

If Text = False

And Celebrity (Post Malone) = True

Q63

Display this question:

If Celebrity (Post Malone) = True

And Text = False

Q64

Display this question:

If Celebrity (Post Malone) = True

And Text = True

Q65

Display this question:

If Celebrity (Post Malone) = False

And Text = False

Q66

Display this question:

If Celebrity (Post Malone) = False

And Text = True

Q67

Q68 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

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End of Block: Liquid Death Main and Supplementary DV

Start of Block: Supplementary DVs

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Q5.5 **What do you think is the price** of a single can of liquid death is? (Enter in X.XX format)

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Q5.6 What is the **most that you would be willing to pay** for this drink? (Enter in X.XX format)

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Q5.7 How **cool** do you think this drink is?

* 1 = not at all (1)
* 2 (2)
* 3 (3)
* 4 (4)
* 5 (5)
* 6 (6)
* 7 = very much (7)

Q5.8 How **diappointing** do you think this drink will be?

* 1 = not at all (1)
* 2 (2)
* 3 (3)
* 4 (4)
* 5 (5)
* 6 (6)
* 7 = very much (7)

Q5.9 How **sexy**do you think this drink is?

* 1 = not at all (1)
* 2 (2)
* 3 (3)
* 4 (4)
* 5 (5)
* 6 (6)
* 7 = very much (7)

Q51 Is water wet?

* Yes (2)
* No (3)

End of Block: Supplementary DVs

Start of Block: Manipulation Checks

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Q6.1 What type of drink is this?

* Beer (1)
* Energy Drink (2)
* Soda (3)
* Water (4)
* Sparkling Water (6)
* Coffee (7)
* Herbal Tea (8)

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Q6.2 What do you like about this advertisement

* I like Post Malone in this advertisement (1)
* I like the edginess of the branding (2)
* I like the mountain spring water and the recyclability of the can. (7)
* I do not like this advertisement (6)

End of Block: Manipulation Checks

Start of Block: Covariates and Customer Segmentation Factors

Q7.1 How do you feel about Liquid Death's branding in general?

* 1 = very negative (1)
* 2 (2)
* 3 (3)
* 4 (4)
* 5 (5)
* 6 = very positive (6)

Q7.2 How often do you have energy drinks?

* 1 = never (1)
* 2 (2)
* 3 (3)
* 4 (4)
* 5 = extremely frequently (5)

Q7.3 Does Liquid Death have caffine?

* Yes (1)
* No (2)

Q7.4 Have you tried Liquid Death before?

* Yes (1)
* No (2)

Q50 How likely are you to drink Liquid Death in the following scenarios?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | 1 = Very Unlikely (1) | 2 (2) | 3 (3) | 4 (4) | 5 = Very Likely (5) | N/A (6) |
| At a music festival (1) |  |  |  |  |  |  |
| After a workout (2) |  |  |  |  |  |  |
| At a house party (3) |  |  |  |  |  |  |
| While working/studying (4) |  |  |  |  |  |  |
| At a bar or club (5) |  |  |  |  |  |  |
| On a road trip (6) |  |  |  |  |  |  |
| While gaming or watching TV (7) |  |  |  |  |  |  |
| At a restaurant instead of soda or beer (8) |  |  |  |  |  |  |

Q52 Does a straw have one hole or two?

* True (1)
* False (2)

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| Page Break |  |

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Q7.6 When you're deciding what beverage to purchase, **how much do you care about each of the following factors**?

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|  | 1 = do not care about at all (1) | 2 (2) | 3 (3) | 4 (4) | 5 = care about very much (5) |
| healthiness (1) |  |  |  |  |  |
| price (2) |  |  |  |  |  |
| tastiness (3) |  |  |  |  |  |
| thirst quenching (4) |  |  |  |  |  |
| convenience (5) |  |  |  |  |  |
| environmental-friendliness (6) |  |  |  |  |  |
| how I look while drinking it (7) |  |  |  |  |  |

Q53 Does pineapple belong on pizza?

* Yes (1)
* No (2)

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End of Block: Covariates and Customer Segmentation Factors

Start of Block: Demographics

Q8.1 What is the highest level of school you have completed or the highest degree you have received?

* Less than high school degree (1)
* High school graduate (high school diploma or equivalent including GED) (2)
* Some college but no degree (3)
* Associate degree in college (2-year) (4)
* Bachelor's degree in college (4-year) (5)
* Master's degree (6)
* Doctoral degree (7)
* Professional degree (JD, MD) (8)

Q8.2 Information about income is very important to understand.  Would you please give your best guess?Please indicate the answer that includes your entire household income in (previous year) before taxes.

* Less than $10,000 (1)
* $10,000 to $19,999 (2)
* $20,000 to $29,999 (3)
* $30,000 to $39,999 (4)
* $40,000 to $49,999 (5)
* $50,000 to $59,999 (6)
* $60,000 to $69,999 (7)
* $70,000 to $79,999 (8)
* $80,000 to $89,999 (9)
* $90,000 to $99,999 (10)
* $100,000 to $149,999 (11)
* $150,000 or more (12)

Q8.3 How many people live in your household?

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Q8.4 Do you have children?

* Yes (1)
* No (2)

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| Page Break |  |

Q8.5 What is your gender?

* Male (1)
* Female (2)
* Specify (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Prefer not to say (4)

Q8.6 What is your age?

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Q8.7 Did you experience any technical issues when completing this survey?

* Yes (1)
* No (2)

Q8.8 Do you have any other general comments or feedback? We appreciate anything you have to say.

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End of Block: Demographics

Start of Block: Completion

Q9.1 Thank you for participating in this study. Your completion code is below:     
**${e://Field/CompletionCode}**   
    
When finished, please press **SUBMIT** below to send in your responses for review.

Q9.2 Click to write the question text

Browser (1)

Version (2)

Operating System (3)

Screen Resolution (4)

Flash Version (5)

Java Support (6)

User Agent (7)

End of Block: Completion