Canadian club whiskey case study

Background: Canadian Club has experienced declining sales for the past 16 consecutive years, and owe the company is striving to revivalist its once dominant brand. Throughout the asses and ' ass, Canadian Club was one of the most well-known and top-selling Inkiness. It was commonly associated with sophistication, masculinity, and class.

Since that time, Canadian Club's brand awareness among 30-something drinkers has become extremely low. The brand has become significantly less popular, and is often considered old and out-of-style.

Research will identify key insights that can be used to develop a new revitalization campaign, that will re-energize the brand and establish a new generation of consumers. Research Key Questions: NH does Canadian Club's popularity vary so much between older and younger generations? What happened in 1991 that led to the continuous decline of Canadian Club sales? Why do younger generations choose other whisky brands over Canadian Club? What factors do younger generations think of when they purchase a bottle of Nijinsky?

For our target demographic, what is the typical price they would pay for Nijinsky? For what occasion may they spend more for a bottle of whisky? Method Overview: To best meet the objectives of this study, we will execute a series of focus groups and observational methods. We recommend conducting four focus groups: 1.

Males 21-35 years old who drink Canadian Club 2. Males 2 5 years old who drink whisky, but not Canadian Club 3. M [ears old who do not drink whisky 4.

Older generations of men who are loyal Canadian Club drinkers Each of these groups will reveal a separate piece of the puzzle from whisky drinkers to non whisky drinkers, and Canadian Club consumers to non-consumers. Each focus group will undergo a series of blind taste tests, which will consist of participants lindy tasting five top whisky brands Jack Daniels, Crown Royal, Jim Beam, Jameson, Black Velvet) and Canadian Club. After tasting each whisky, participants will be asked to characterize the whisky, describe when they would drink it, and say if they would drink it again.

Participants will also be tasked with describing what type of person Mould drink the brand, and to guess the price of the whisky, which will reveal their perceived quality of the drink. After tasting each whisky brand, participants will then rate them in overall quality from 1 (best) to 6 (worst). In addition to taste tests, we Nil also use associative techniques in all of the focus groups. These techniques will try to get to the real emotions our target demographic associated with Canadian Club.

We will ask questions such as " if Canadian Club lived in an area of town, what type of house would they have? ", " What kind of Job would Canadian Club have? ", ' What would Canadian Club do on a Friday night? " Lastly, we will also execute observational methods to get down the root of why sales have been declining in our target demographic.

Since Canadian Club is commonly served in speakeasies (and is associated with speakeasies on your website), we will go to various speakeasies and observe patrons ordering drinks.

We will also do the same at sports bars, since our target demographic will most likely be there. At both of these locations we will Observe what goes through a patron's mind when they order whisky. Do they ask about price? Quality? Do they ask the bartender for a recommendation? Or, do they already know exactly which brand of whisky they want? Such observations will reveal NH whisky drinkers in our target demographic choose or don't choose Canadian Club.

Target Population and Sample Size: Our target population for Canadian Club are males 21-35 whisky drinkers.

To best understand this [demographic?], we plan to take samples of our target population, those whose parents drink Canadian Club, those who drink Canadian Club themselves (and have for a while), and a focus group of people entirely removed from Canadian Club and whisky. Overall, our study includes ten of each of the four focus groups, each of which is comprised of ten participants. Therefore, our research will include approximately 400 participants.