



How AB InBev's Labatt Used 24-Hour Research to Win in Digital

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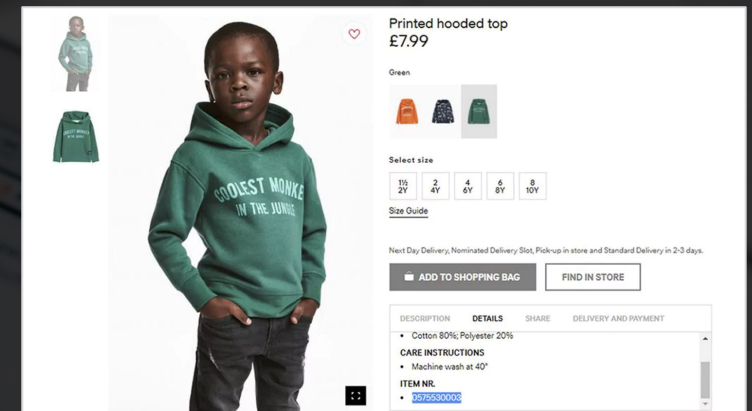


After working with Methodify, AB InBev Labatt's digital content has shown to be:

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- Ranking in the top 3 out of 25+ countries for the past 4 quarters
- Video content like Budweiser's Gold Olympic Red Light with Wayne Gretzky winning YouTube's ads leaderboard award

Bad Decisions

- Bad ideas still slip through in the real world
- Major brands are releasing products and advertising that should never have reached the public



Consumer Demands

- 30,000 new consumer products are launched annually, 95% of them fail
- Companies are in a constant cycle of product churn
- They have to push out product more quickly because of the speed and demand of customers

BIC
For Her

Always the perfect
accessory

BIC For Her™ pens and pencils allow you to add a touch of personality and a pop of color to your day with beautifully smooth writing and bold, trendy designs.

AVONNE
Bold, chunky jewelry adds a little pop to an outfit.

JUANETTE
Add a silky belt to a sophisticated pencil skirt to accessorize!

RACHEL
Even your hand-held accessories can add flair to a simple but chic dress!

CENYA
Fun and flirty patterns go great with bold accent colors!

BIC More for your money... Always!

BIC® Expression is the point!

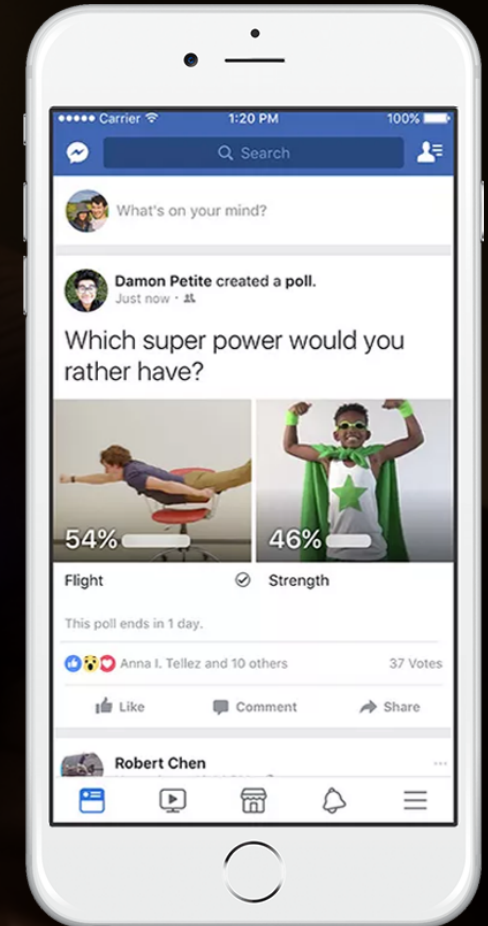
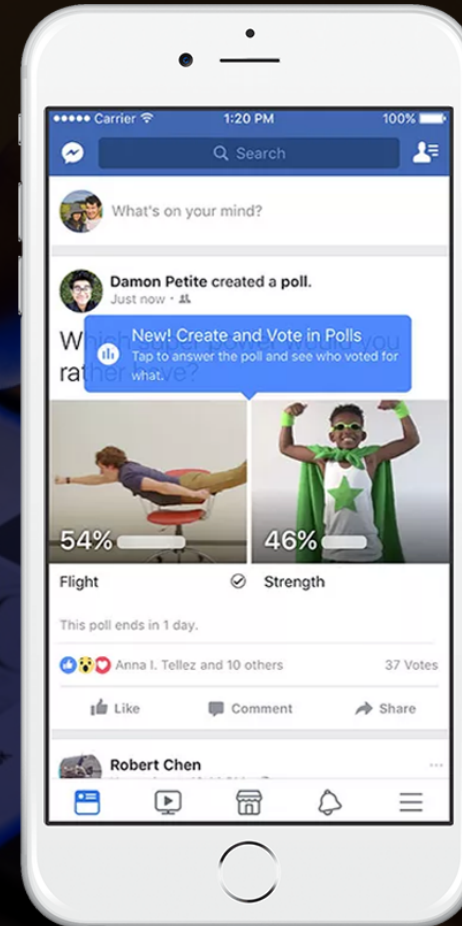
FOR THE LATEST
FASHION

MEET



Don't Take Shortcuts

- Conventional research takes too long and costs too much
- So, what do people do? They create solutions
- They take shortcuts and use DIY platforms
- They may be getting 'data', but are they talking to the right people?



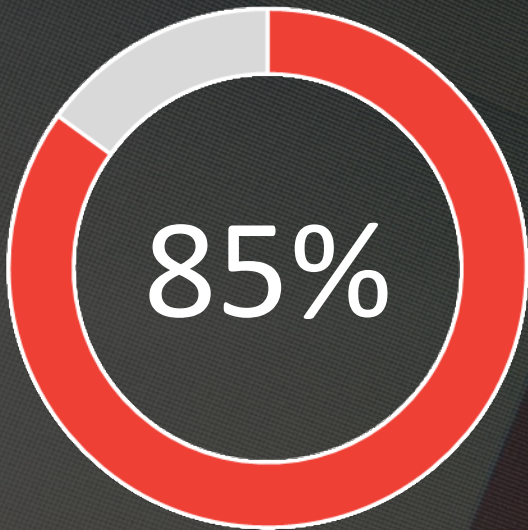
Test early, test often

- Typically, companies do some testing of their products and marketing assets
- Budgets and timelines are getting tighter
- People are being asked to do more with less
- Companies need ways to gather insight and inform decisions throughout the process



State of Today

There are 8 billion video views
per day on Facebook




are viewed without sound


You have less than 4 seconds to
grab a user's attention.



Time's up.



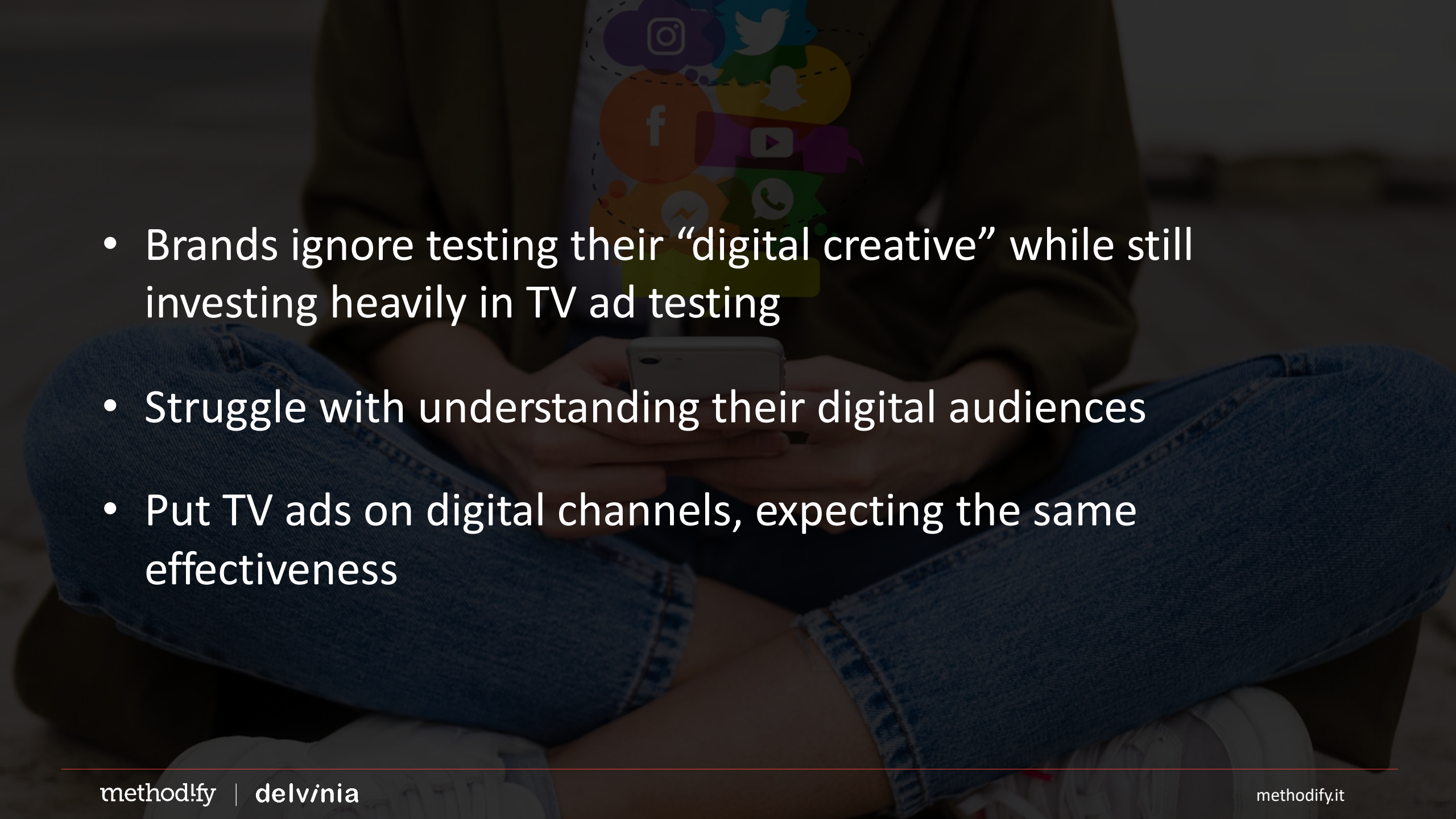
Welcome to the challenges of producing video content for the social 'newsfeed'



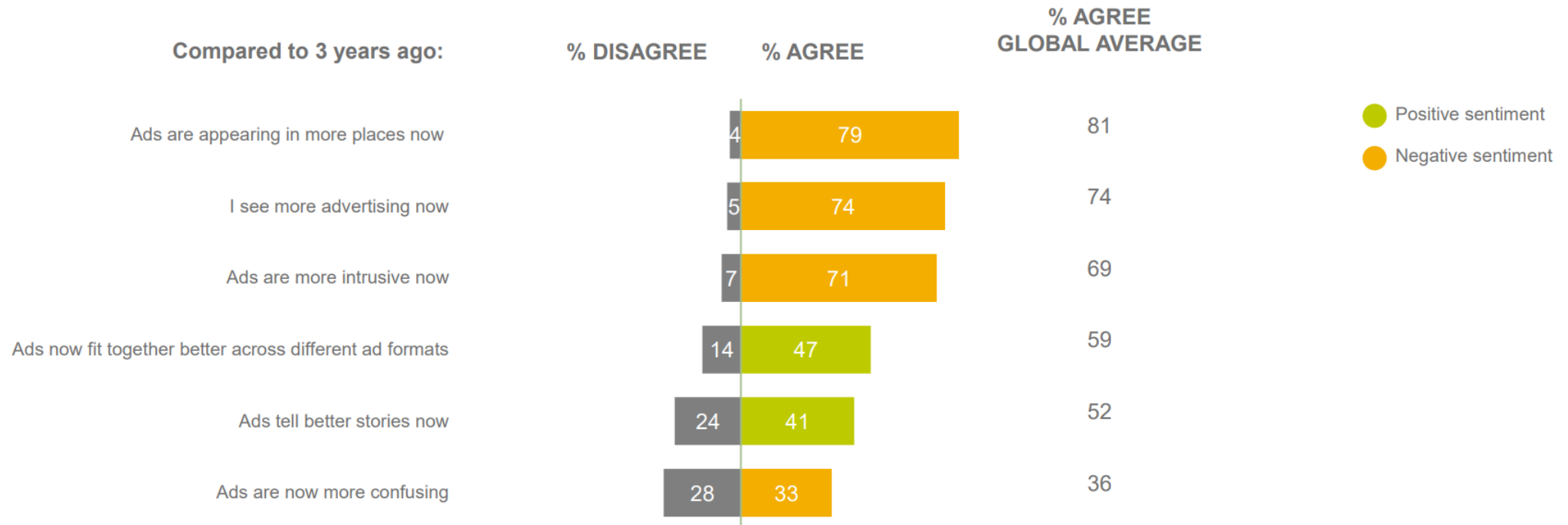
Digital advertising is increasing by
20% year over year

A hand is holding a smartphone, which is the central focus of the image. The phone's screen displays a social media interface with various icons and text. Above the phone, several semi-transparent icons are floating, representing social media metrics: a person icon with '4k', a speech bubble icon with '11', and a heart icon with '5k'. The background is dark and blurred, emphasizing the phone and the floating icons.

Half the world's population is on
some kind of social media platform.

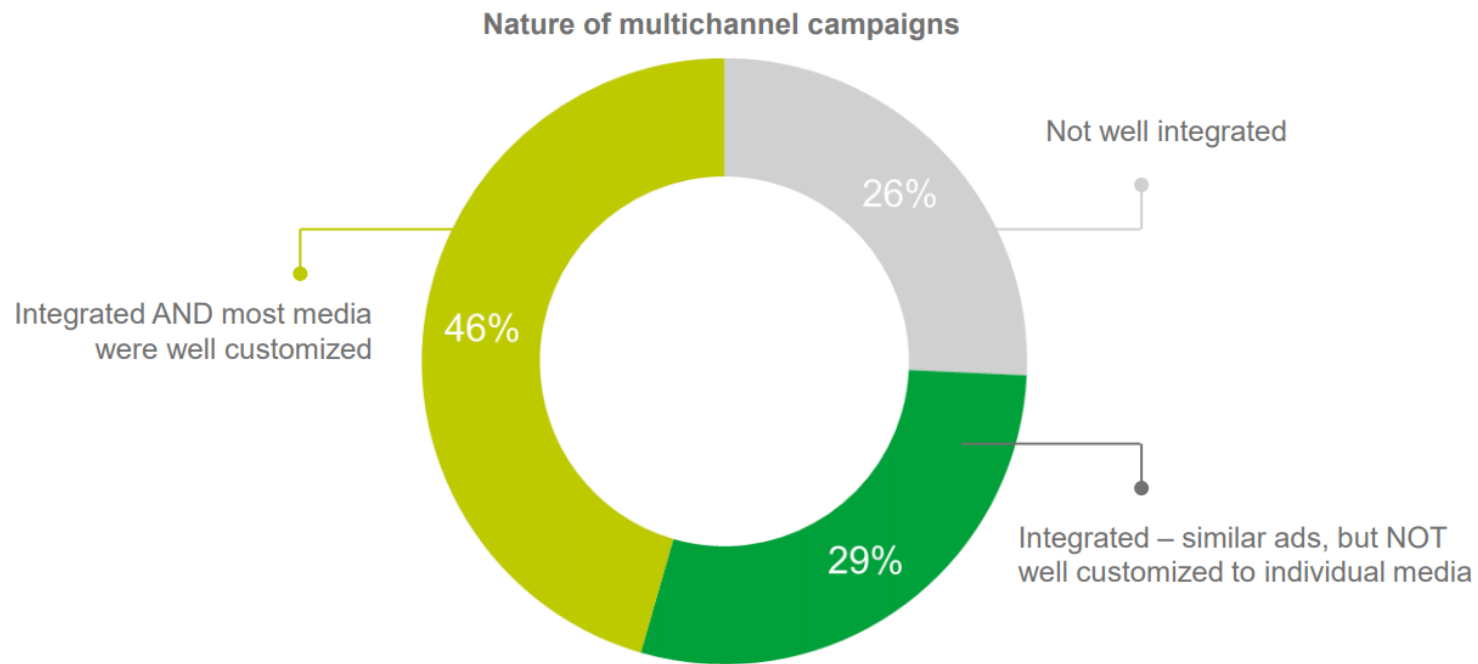
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- Brands ignore testing their “digital creative” while still investing heavily in TV ad testing
 - Struggle with understanding their digital audiences
 - Put TV ads on digital channels, expecting the same effectiveness

Audiences have noticed a rise in advertising over the past 3 years, but there is room to improve campaign fit and storytelling



Question: Do you agree or disagree with each of the following statements?

Currently one in four of the campaigns we measure are missing the mark



Data Source: Kantar Millward Brown global CrossMedia studies, 2015-2017, (223 studies).
Categories: Food & Bev, Household, Retail, Travel, Personal Care, Financial Services, Technology, Automotive

A top-down view of a person's hands interacting with a tablet computer on a desk. The person is wearing a dark sweater. To the right of the tablet is a white coffee cup filled with dark coffee, sitting on a matching saucer. The desk surface is light-colored with a grid pattern. The background is slightly blurred, showing some papers and a pen. The overall lighting is soft and professional.

Huge budgets are being wasted on ineffective ad campaigns.



Half the money I spend on advertising
is wasted; the trouble is I don't know
which half.

John Wanamaker

With Methodify,
you will finally know.

methodify

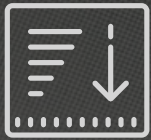
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Methodify: Automated Research Platform



A method for every stage of the marketing process

Idea Sorting



Naming



Value Prop



Concepts



In-Market



A method for every stage of the marketing process

KANTAR

Multiple Idea Reducer

Identify which ideas have mass, niche or no appeal to your target audience.



Naming

Find out if your naming resonates with your target market.



Value Prop

Does your positioning statement resonate with your target market?



Digital Ad Test

Validate whether your final ad is delivering the right message for your brand.



AdTrack Express

Find out how your audience is reacting to your campaign after launch.

Labatt: Ahead of the Curve

Being a forward-thinking brand:

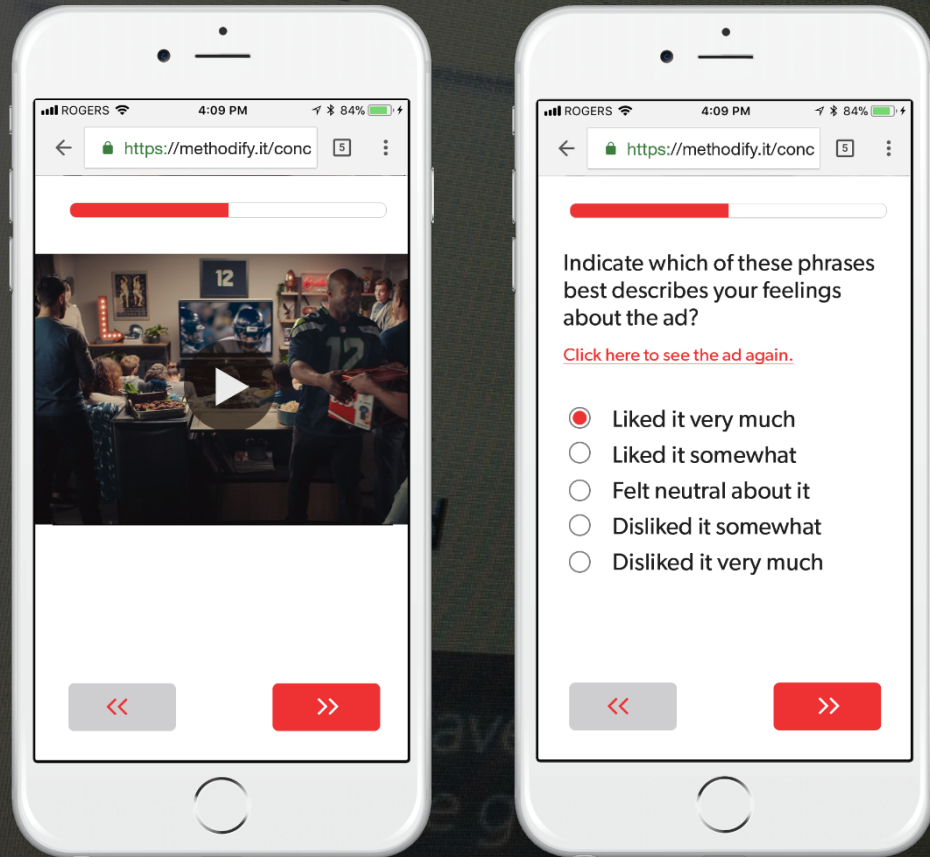
- Understand the significance of employing a 'channel first design strategy'
- Know the importance of customer feedback
- Focus on creating the right content for the right channels

Labatt Insights Team's Goals

- Create digital content that is more personalized and relevant for their audience
- Quickly uncover customer insights and motivations
- A cost effective, agile research solution
- Visibility into what's working and what's not

Coffee House Spring 2013 Concept Test

Our Solution



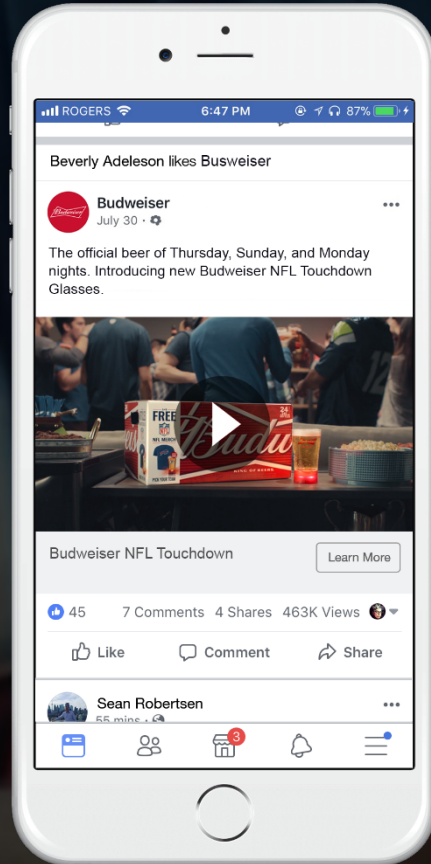
Labatt Insights team introduced a methodology for testing the potential impact of digital content before it goes live

Results in 24 hours

Speed has allowed AB InBev Labatt to create unique approaches to asking questions:

- Does their creative meet one of Facebook's 'brilliant basics' criteria for effective content?
- Test content in its entirety, asking questions about the ad, the brand, and the respondent's overall likes/dislikes about the content
- What is the likelihood of the digital content going viral?

Content live within 48 hours



AB InBev Labatt has been able to:

- Get insights within one day of the survey being in-field
- Optimize their creative and have content go live 48 hours later

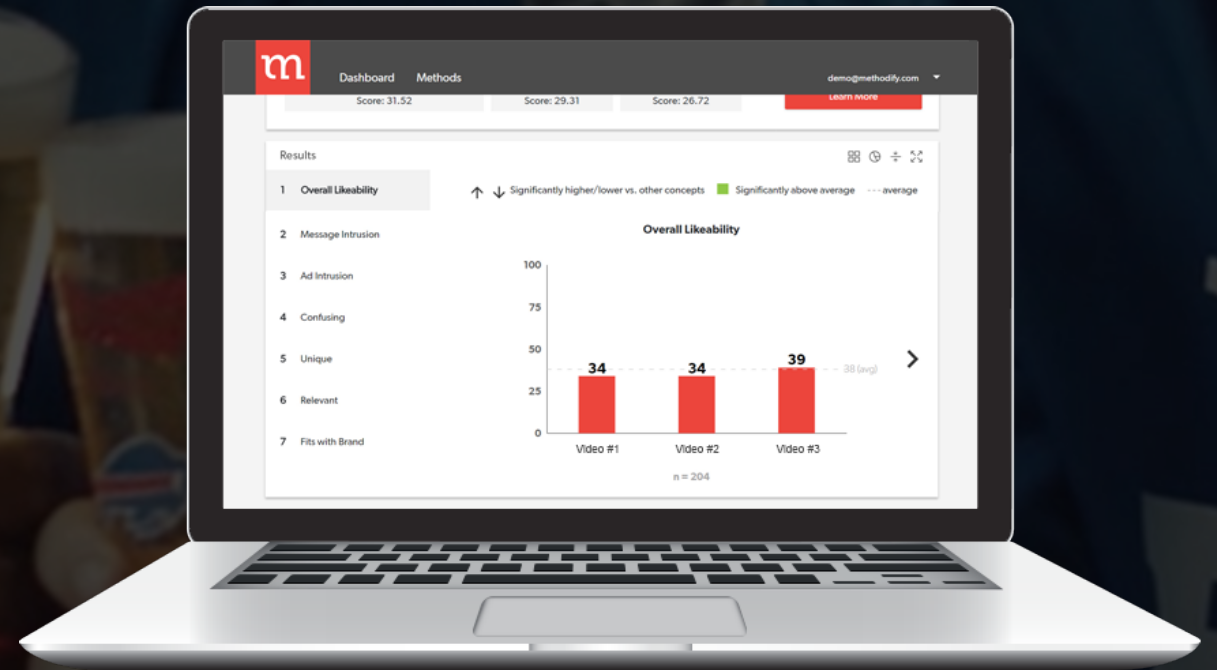
Results

An increase in digital effectiveness

17% improvement on digital best practices globally
within AB InBev (from 83% to 100%)

Results

Digital content being tested on Methodify has proven to be some of the strongest performing assets across AB InBev globally



Results

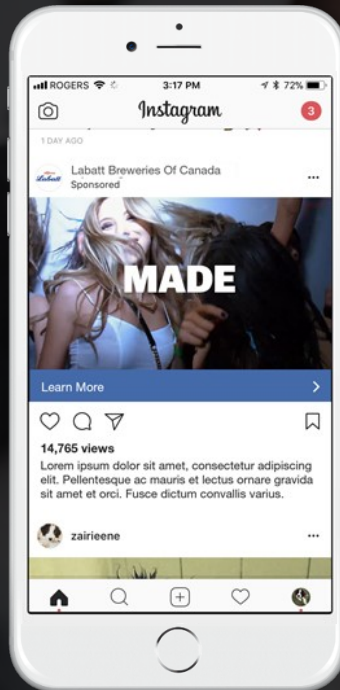
Facebook and YouTube content like Budweiser's Gold Olympic Red Light with Wayne Gretzky winning YouTube's ads leaderboard award



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What's Next



Testing on other platforms and social media channels

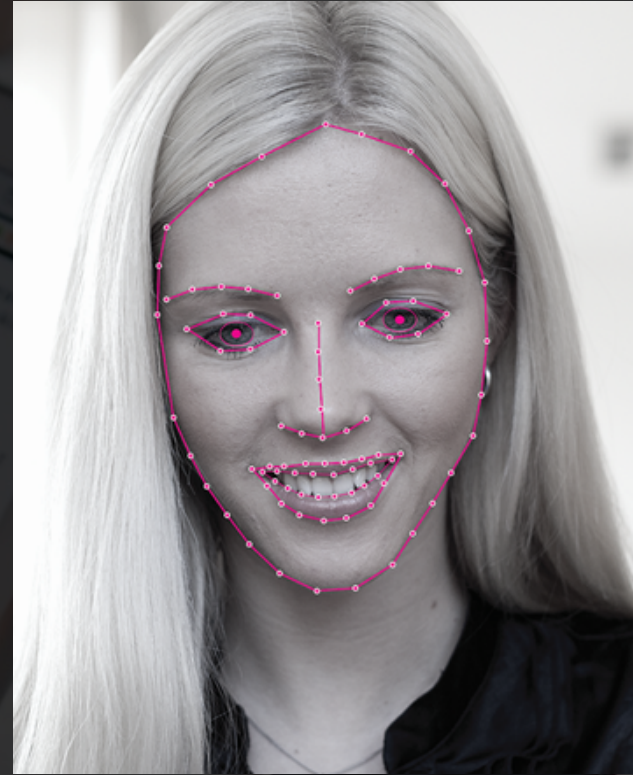
What's Next



Eye-tracking



Video feedback



**Emotional response via
facial recognition**

Thanks

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To learn more about Methodify,
visit us at:

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