

COSI PROJECT

Method

Participants will be given a self completion questionnaire to bring along to the focus group session. The questionnaire will be require details of age, gender, current consumption patterns, and lifestyle patterns, such as when and where consumption usually occurs, spending patterns, views on price/value relationship.

Focus session question outline

Each participant will be provided with a bottle of the product, glass and opener, and also competing brands will be on display for the purposes of observation and comparison in terms of labeling, packaging and aesthetics. However, tasting of competing products would not be appropriate and the target group will have almost certainly tasted competing brands due to their lifestyle.

Participants will be asked for their first impressions of the product and will be asked to note down their observations. These observations will be discussed during the initial part of the session.

Participants will then be showed a series of slides to elicit their views on various aspects of the product which will include :

Colour,
Packaging,
Labelling

Participants will be asked to open the bottle and will be required to comment on ease of opening and of removing top wrapper.

Participants will be asked to pour the contents of the bottle in to a wine glass and asked to comment on effervescence, colour and aroma.

The participants will then sample the product and asked to comment on taste, relative sweetness/dryness, alcoholic effect.

Participants will be asked to comment on whether they would buy it and if so how often, where from and at what price and in what circumstances, e.g meal out, club, bar, at home, etc.

In addition, participants will be asked to rate the appeal of the product vis a vis competitive offerings.

In addition, all of the consumer related questions on the list provided by the client which have not been addressed by the above methodology will be covered.

The additional questions are as follows :-

- 1 Where do you think this product should be positioned within the drinks market.
- 2 Which products are direct competitors?
- 3 Which outlets would you like to see this product sold in?
- 4 What price should it be sold at?
- 5 If sold in a four pack at a supermarket, what price should the pack be?
- 6 What other drinks would be the main competitors to this product?
- 7 What is this product's USP?
- 8 What would you change, if anything, and why?
- 9 How would you drink it and where?
- 10 What does the brand name convey to you?