

# Consumer Research: Schweppes

Schweppes Ginger Ale launched an OOH campaign to position the product as the drink of summer. The mnemonic SCH device was used to maximize brand recall. Visually, the product was shown splashing into bubbly ginger ale to send a strong signal of refreshment on those hot summer days.



Media Agency: Mindshare  
Creative Agency: DentsuBos Montreal  
Year: 2017

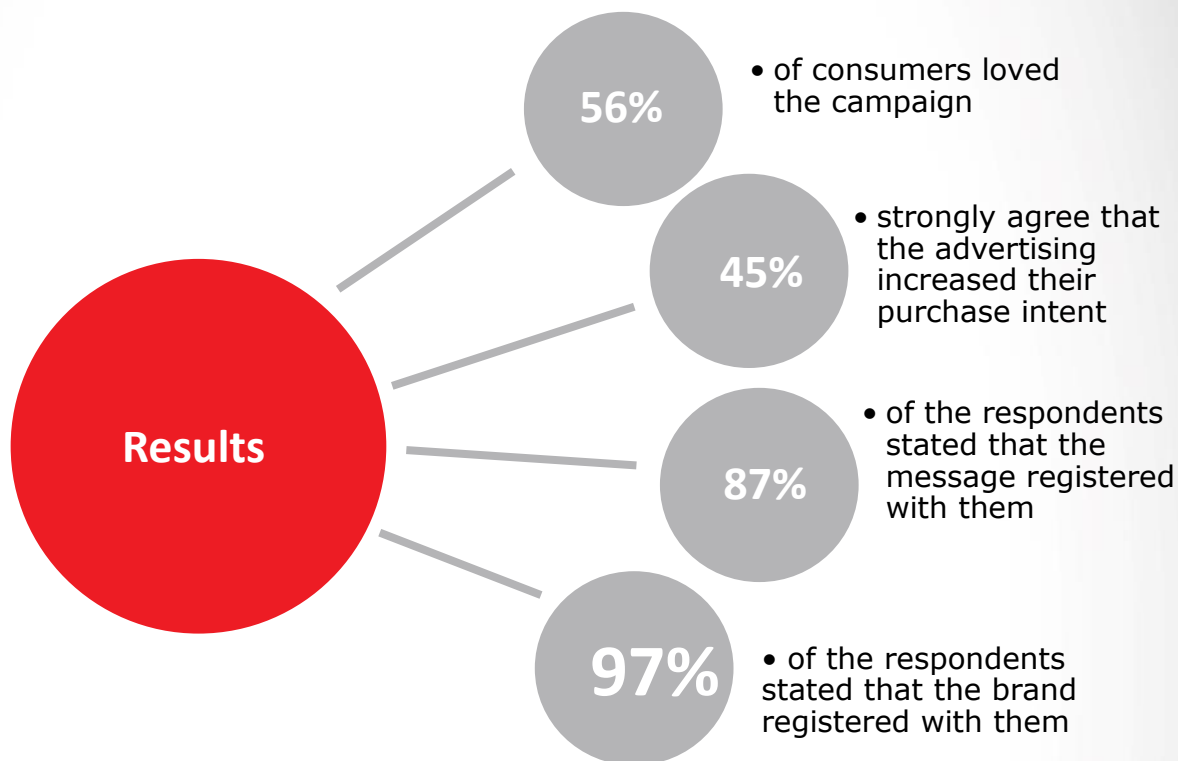


## Research Sample

- 400 Adults 18-64
- Purchased soft drinks in the past 3 months
- Market: Toronto, Vancouver

# Main Message Key Feedback

- Clear brand message driving name recall and the word 'refreshing'.



## ▶ Consumer Comments on Main Message

*"It's refreshing"*

*"Buy Schweppes, it's refreshing"*

*"Drink Schweppes Ginger Ale"*

*"Buy Schweppes soft drinks"*

Source: BrandSpark Consumer Panel 2017