



Brand Tracking Report 2024

Brand Tracking

Brand tracking is essential in understanding brand metrics and maintaining a competitive advantage. It is a vital tool for marketers and brand managers alike. By collecting quantitative data from consumers on a regular basis, marketers can not only monitor their brand's health, but amend their strategy.

Available to purchase by category, the detailed annual Brand Health Report from Thrive Insights enables businesses to quantify the aggregate impact of marketing initiatives. It also serves as a great indicator of brand health and provides useful competitive intelligence on key competitors in the marketplace.



Key Benefits

- 1 Provides extensive brand lists per category
- 2 Large sample sizes
- 3 Offers great value compared to other brand tracking options
- 4 Cost reductions for multiple category purchases.
- 5 Year on Year comparable data

Brand Health Metrics

Through to purchase funnel from brand awareness to brand loyalty:

- ✓ Brand awareness
- ✓ Trial
- ✓ Drink regularly
- ✓ Most often brand
- ✓ Favourite brand



Data Subgroups - Male/Female



The importance of tracking Brand Awareness

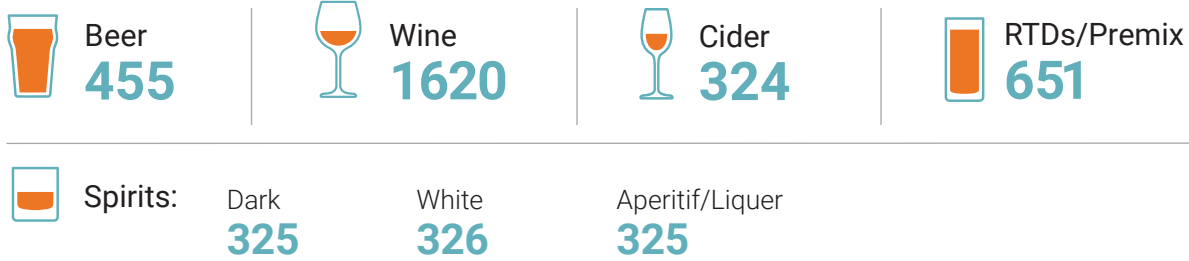
Every product is competing for mindshare and shelf space against numerous other products, especially in the congested alcoholic beverage space. Any given products stands among dozens or even hundreds of competitors, trying to differentiate itself enough to capture a buyer's attention. One of the reasons that brands are so critically important is that a trusted brand can become an instant differentiator. But in order for a product to stand out thanks to brand positioning, consumers must first become aware of the brand.



Sample Size

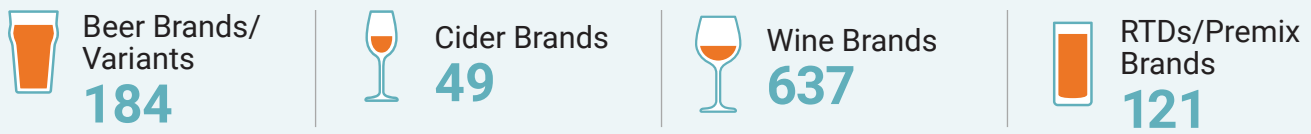
Fieldwork is conducted via online survey during May 2024.

A sample group of **4,026** nationally representative, aged over 18. Purchase the following in the past 3 months and drink that category at least monthly:



Brand Lists

Extensive brand list per category are compiled:



Spirit Brands **469**

Whiskey/Bourbon	115	Brandy & Cognac	11
Liqueurs	115	Tequila	27
Rum (dark)	31	Aperitifs	35
Rum (white)	10	Seltzer Brands	38
Vodka	44	Ouzo	7
Gin	74		

Non Alc. Brands **207**

Beer	43	Spirits	74
Cider	17	RTD	53
Wine	85		

Brand awareness

Brand awareness is important as it drives consumers' decisions when differentiating between competing brands. It affects perceptions and attitudes, which drive brand choice and even brand loyalty. It encourages repeat purchase and leads to an increase in market share and incremental sales. Brand awareness is the first brand metric that will respond to marketing activity.

Tracking brand awareness helps companies understand how their marketing is working, as well as how they're positioned versus the competition. Data on brand awareness, especially when broken down by market, can give businesses powerful insights into sustainable paths for growth.

Tracking usage & preference

Usage measurements allow marketers to get a better understanding of consumer behaviours and market share. These brand tracking measures, not only tell us about consumer shopping behaviour and preferences, but also are indicators of market share and share of wallet. Tracking usage and loyalty measures allow businesses to monitor how well they are converting their awareness through to trial, regular consumption, most often and favourite brand.

For more information or to purchase your report, please contact our Marketing & Membership Manager, Kylie Le Lievre: kyliel@drinks.asn.au or 02 9415 1199