



ZEO



ZEO, A DRINK BEYOND ALCOHOL

MAKING NON-ALCOHOLIC DRINKING FUN AGAIN

THE CHALLENGE

To help a new entrant into the hotly contested healthy soft drinks market and establish its brand and positioning we needed to help our client navigate the development of product design and brand communications and find a way to appeal to a health conscious adult audience. More importantly, there was a need to establish how one could position the brand as a non-alcoholic drink with some kudos and sophistication

OUR APPROACH

The market for premium non-alcoholic drinks is cluttered and fragmented. Indeed, it also has been subject to some consumer scepticism. So, our approach was initially to qualitatively investigate the way in which consumers approach drinking non-alcoholic drinks on nights out - identifying the hidden feelings, taboos and barriers that play on the mind of those who are unable to have a drink when out with a group of friends



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CREATING A TASTE SENSATION

Our qualitative work (both observational, co-creative and in-depth with trade buyers) identified a feeling of 'missing out on the fun' was something that many people experienced when having to be the 'sensible and sober' person for the evening. And, this in turn, could lead to a feeling of exclusion. With this in mind, we were able to help the brand develop signatory packaging and communications that built up the sophistication of the drink as being a positive alcohol alternative rather than as an alcohol substitute.

POSITIVE OUTCOMES

Subsequently, we involved London's top mixologists to help co-create series of signature drinks to showcase the unique taste of ZEO. The brand was subsequently launched to great fanfare, initially into the HORECA sector. It has subsequently establish a strong foothold and expanded successfully into mainstream consumer retail and grocery.



QUALITATIVE

24 ethnographic observations, 4 co-creative focus groups and 12 HORECA trade interviews conducted across the UK

