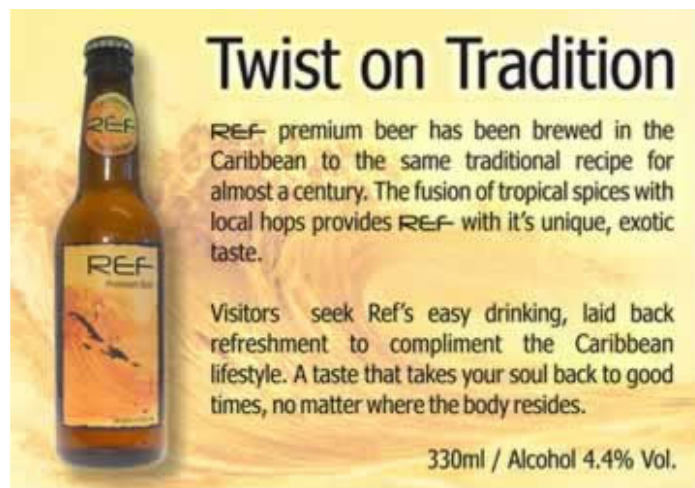


Background and Objectives

This report summarises the findings of OmniPLUS™ online research conducted with the primary aim of ascertaining the best strap line for a new beer product, Ref. To set an appropriate context for strap line evaluation, respondents were asked to rate the brand on selected key measures, and the results of which have been included in this summary.

Methodology and Sample

- Online methodology
- Survey length: 6 minutes
- Topic coverage:
 - Demographic and screening questions
 - Appeal and purchase intent
 - Strap line assessment



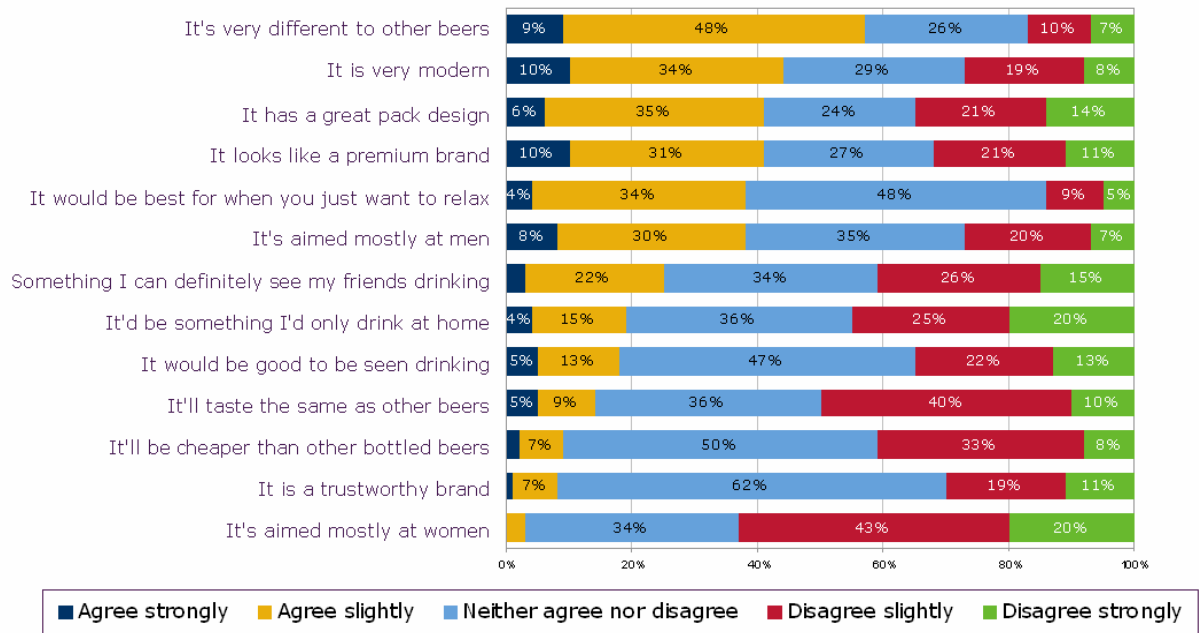
Respondent Profile

- Sample:
 - n = 300 completed interviews
 - 31% female / 69% male
 - 40% 18 to 34, 25% 35 to 44, 35% 45 to 65
 - 59% ABC1, 41% C2DE
 - Spread of UK regions
 - All drink beer at least once every 2 weeks

Key Results; Concept Appeal

- Appeal of the Ref concept was relatively low, with an average rating of 5.1 out of 10 (1=not at all appealing, 10=extremely appealing), and just 16% giving an 8 to 10 rating
 - Purchase intent was also low amongst all groups, with an average of only 31% claiming they definitely or probably would buy the product (well below normative standards for the market)
 - Purchase intent is highest among 55-64's (40%), and lowest amongst Northern respondents (25%)
- Whilst Ref gets reasonably high 'different' ratings, it is not recognised as massively premium, good to be seen drinking, or trustworthy

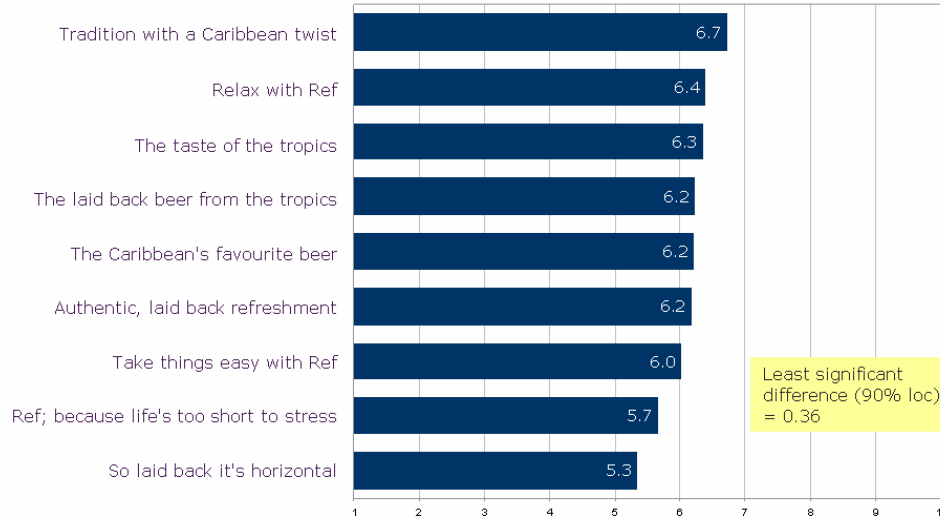
Based on what you've seen so far, to what extent do you agree with the following statement, about the Ref product? n=300



Key Results; Strap lines

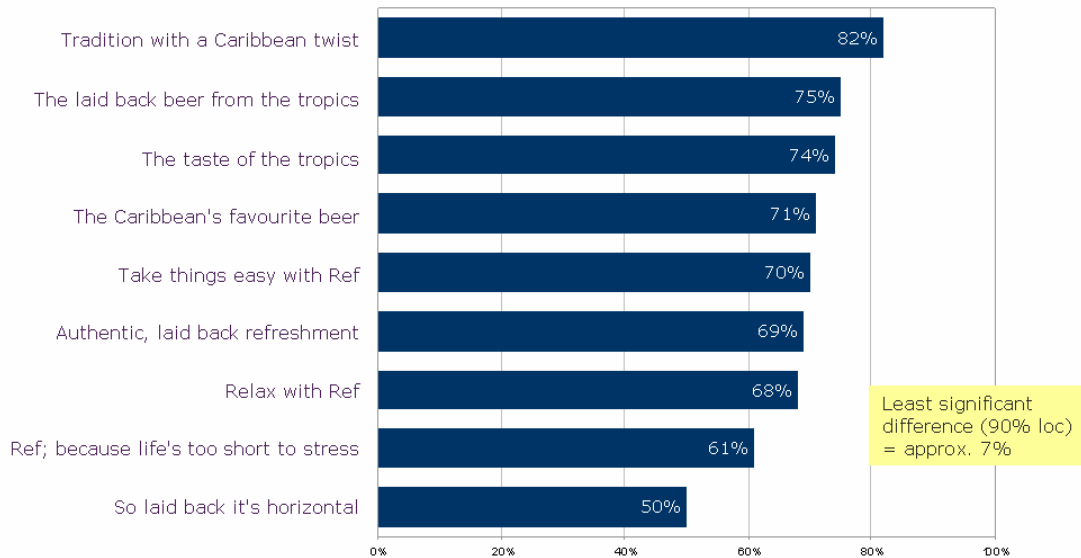
- “Tradition with a Caribbean twist” is significantly ahead of everything except “Relax with Ref”. The other strap lines are all at parity, with the exception of “Ref; because life’s too short to stress” and “So laid back it’s horizontal” which are less appealing overall

How appealing do you find this particular statement in relation to the Ref product? n=300
(1 = not at all appealing, 10 = extremely appealing)



- The worst two performing strap lines on appeal also come through more weakly on suitability. “Tradition with a Caribbean twist” is significantly ahead of all other strap lines, although the two with the “tropic” references also do reasonably well on this dimension

How suitable do you think each statement is for a product like Ref? n=300
% Quite suitable + very suitable



Recommendation; Based on these results it would appear the “Tradition with a Caribbean twist” is the preferred option; with references to the tropics also being reasonably “safe”. If an alternative position was required then “Relax with Ref” would be the preferred option.