

# MILLENNIALS ON-THE-GO



*Claire Cogan, Head of Commercial Intelligence, Britvic Ireland*  
*Bord Bia Insights Session, 11<sup>th</sup> July 2014*



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# MILLENNIALS IN CONTEXT

Millennials

3,591 adults aged 16+



16-24s

552k

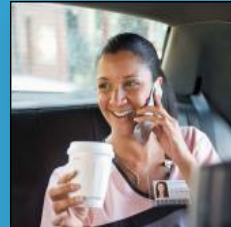
15%



25-30s

437k

12%



31-49

1,342k

37%



50+

1,260k

35%



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# MILLENNIALS – WHY ARE THEY IMPORTANT?

- They number almost a million **(989k)**  
based on 16–30 year olds
- They represent **27%** of the Adult Population
- They are forecast to grow in number over the next 20 years by  
between **25 to 48%**
- They influence future attitudes to food & drink

*Source: CSO, Population and Labour Force projections 2016-2046, age group 15 to 29 years, April 2013*



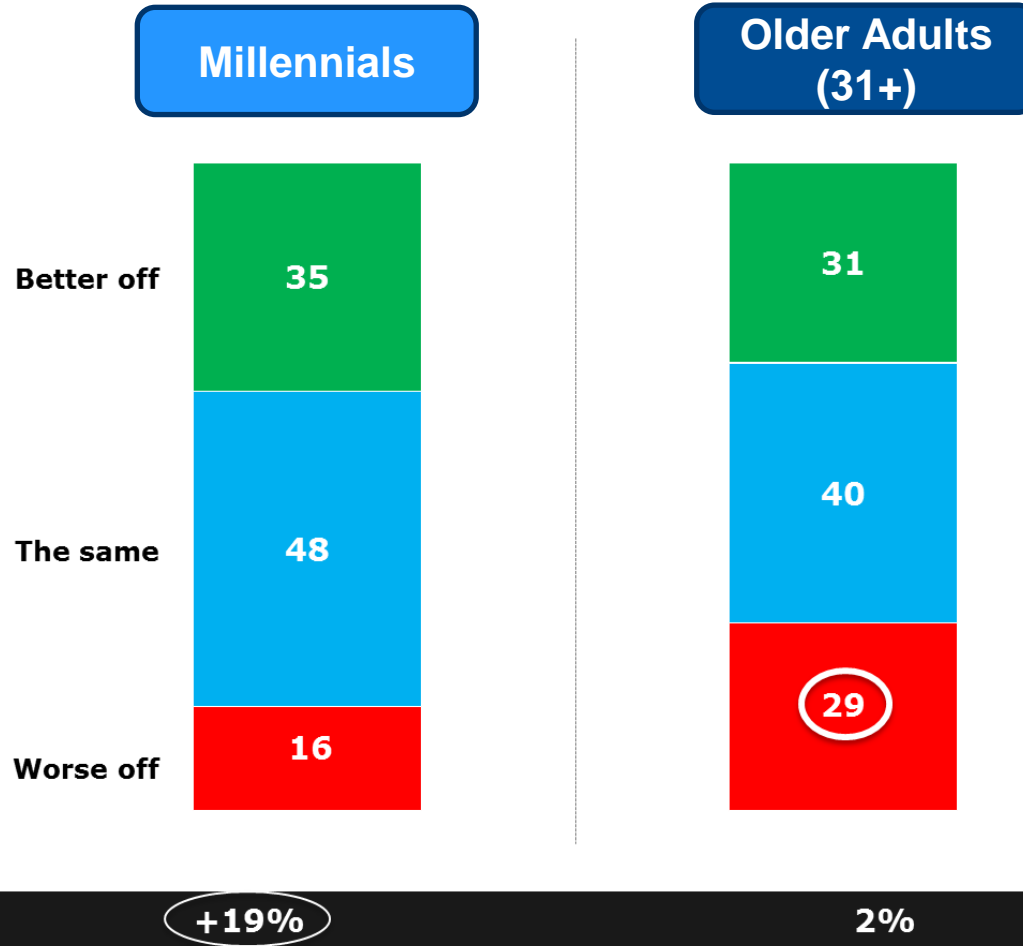
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# MILLENNIALS TEND TO BE OPTIMISTIC



**83%** of Millennials feel the country will be the same or better off this year, vs. **71%** of older Adults



And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?



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# PROJECT BREAKTHROUGH

*A holistic understanding of modern Irish On-the-Go lifestyles*



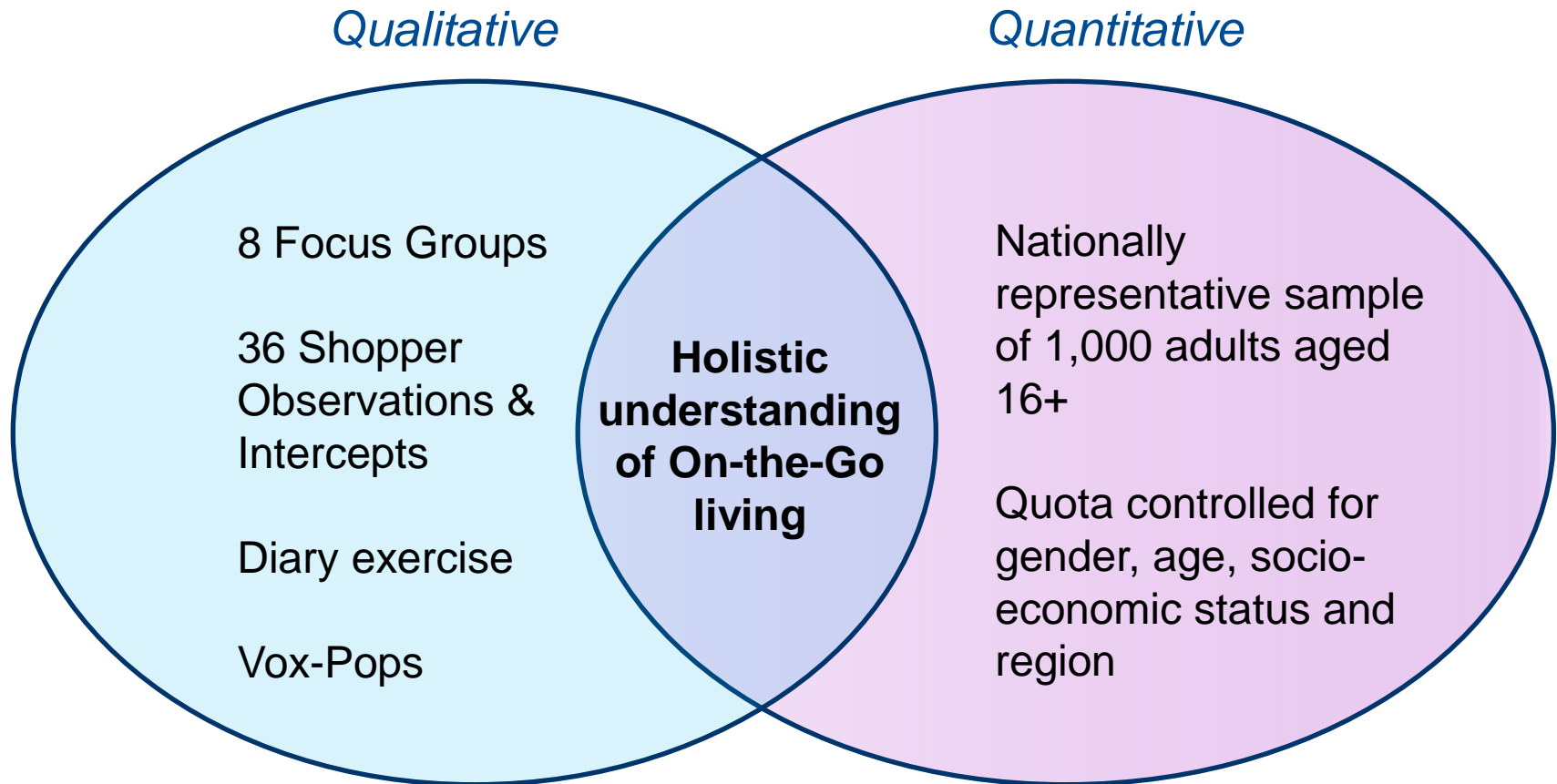
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# PROJECT BREAKTHROUGH



*A holistic understanding of modern Irish On-the-Go lifestyles*



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# MILLENNIALS ON-THE-GO



**What we learned about  
their food & drink  
behaviours ...**



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# Millennials spend over **HALF THEIR LIVES** On-the-Go

**58%**

(vs 54% average)



**WEEKDAY**

**52%**

(vs 47% average)



**WEEKEND**

Those in Dublin and Rest of Leinster even more so ...

- Q1** How much of your life do you feel is spent on-the-go during the week Monday-Friday?  
**Q2** And how much of your life do you feel is spent on-the-go at the weekends?

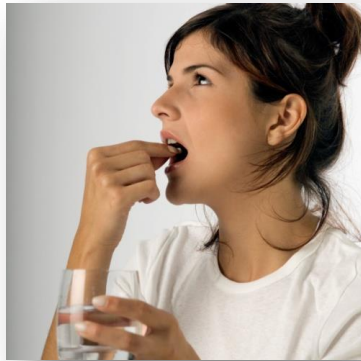


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They're often **TATT** (*Tired all the Time*).  
Unlike the Celtic Tiger years, life On-the-Go can feel tiring  
rather than exhilarating



**80%**  
(vs 62% average)

Regularly Buy food or  
drink On-the-Go to give  
themselves an energy  
boost

**67%**  
(vs 52% average)

At weekends ..

**1 in 4** Millennials are  
regularly “on something” to  
maintain health & energy



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# Millennials over-index on 5 out of top 10 On-the-Go Shopper Missions

Top 10 On-the-Go Shopper Missions (ex. fuel):



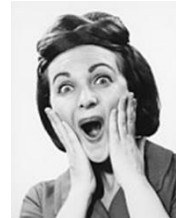
Newspaper /  
Magazine



Top-Up  
Shop



ATM



Distress  
purchase



Lottery



Thirst  
quench



Tobacco



Mobile  
Top-Up



Lunch



Treat



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# Millennials are **twice as likely** to buy food **On-the-Go** than older Adults



% purchasing  
food **On-the-Go**  
past 7  
days:

Millennials

31%



Older Adults  
(31+)

15%



**Q7.** Thinking of the past 7 days, which of the following have you actually **bought on-the-go** (e.g.: in a convenience store, petrol forecourt, while travelling, etc)? Food ...



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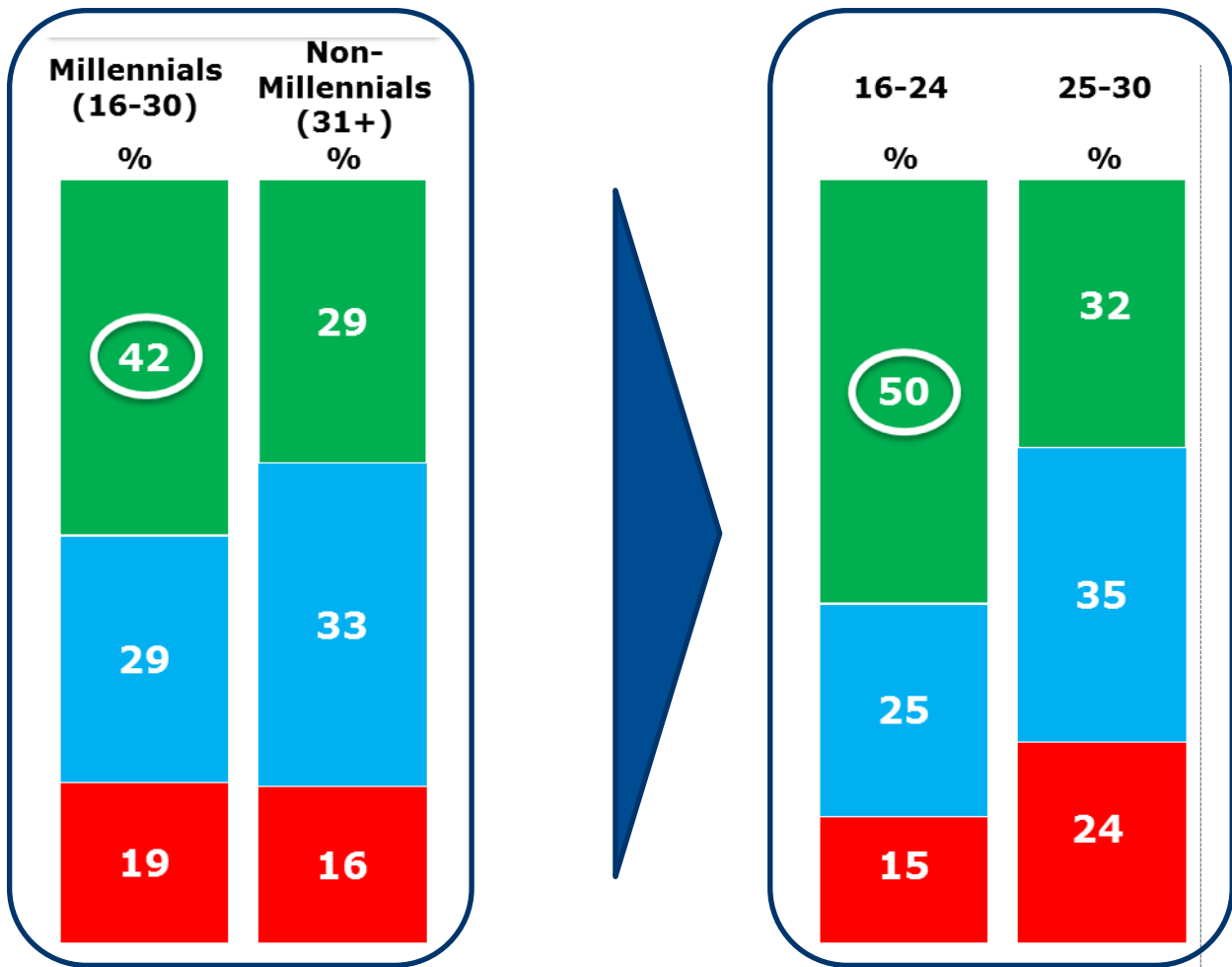
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# Meal Deals appeal particularly if a branded drink is included

Agree

Neither Agree  
nor Disagree

Disagree



**Q13** To what extent do you agree or disagree that lunchtime meal deals (eg sandwich/roll/wrap with a drink) are better value when they have a known brand of soft drink or bottled water instead of a shops own label brand of soft drink or bottled water?



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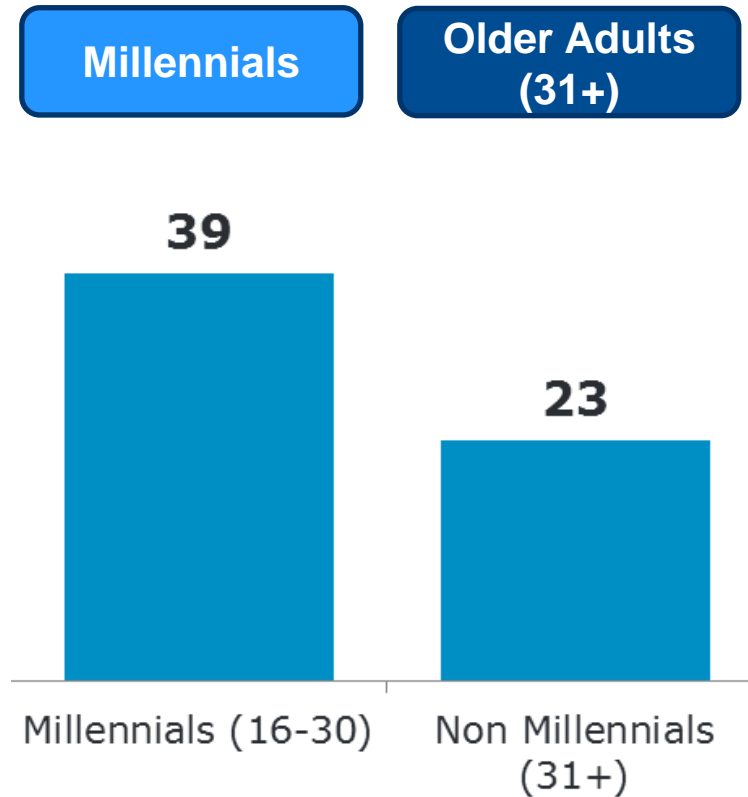




# Bringing a **Lunchbox** to work or college is a regular feature



**4** out of **10** Millennials regularly prepare a lunchbox, almost twice as many as older Adults



Q17. Do you prepare lunchboxes for yourself nowadays?



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# Millennials are the **most frequent** consumers of **Drinks On-the-Go**



90%

of Millennials regularly  
buy Drinks On-the-go

Vs. 64%

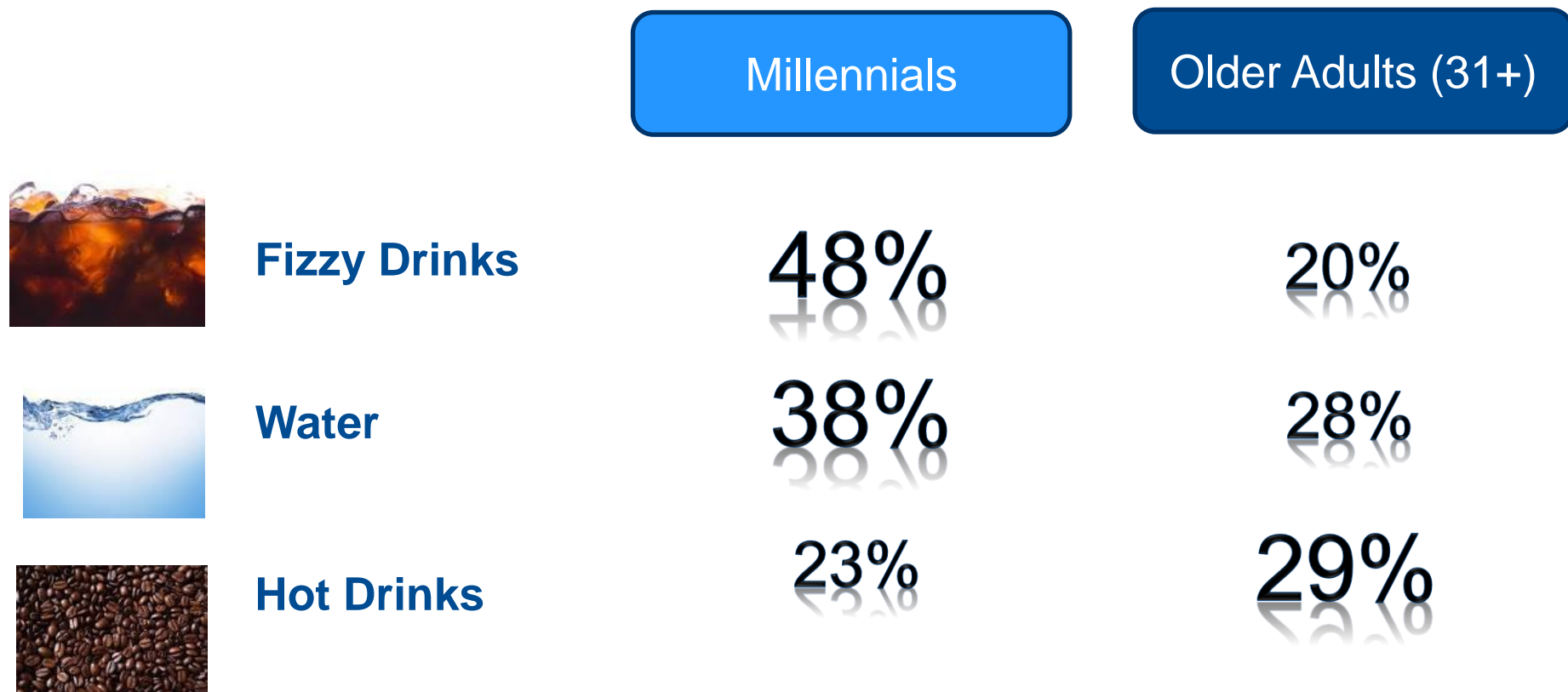
of Older Adults (31+)



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# Millennials drink more **Fizzy Drinks** and **Bottled Water** On-the-Go than older Adults, and less Hot Drinks



**Q7.** Thinking of the past 7 days, which of the following types of drinks, if any, have you actually **bought on-the-go** (e.g.: in a convenience store, petrol forecourt, while travelling, etc)?



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# Drinking **Bottled Water On-the-Go** is an engrained habit for Millennials

47%

of Millennials buy Bottled Water as part of their routine

Vs.

41%

of Older Adults (31+)



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# Drinking Bottled Water On-the-Go is an engrained habit for Millennials

There are 2 crowds at school – the coke crowd and the water crowd. The coke crowd are not as health conscious as the water crowd

Niamh, 17

Cameron Diaz washes her face in Evian, and Jennifer Aniston advertises water - its what all the celebrities drink. I have the picture of Jennifer Aniston on my wardrobe, looking great and drinking water, to motivate me to drink more ...

Steffi 29

Drinking water flushes you out

Padraig, 17

As a kid, drinking tap water wasn't enjoyable now out of a bottle you do enjoy it

Joanne 27

The benefits of drinking water.. better skin, better teeth and no calories

Claire, 17

I drink more water than my mum and dad and I think that's true of most of my friends. Old people drink more tea and that

Niamh, 17



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# Top 5 reasons why Millennials regularly drink Bottled Water On-the-Go

1. Keeps You Healthy
2. Boosts Your Brain
3. Help Lose Weight
4. Keeps You Beautiful
5. Maximise Your Workout



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# MILLENNIALS ON-THE-GO – WHAT WE LEARNED

Millennials spend over half of their lives on-the-go, more than the rest of the population

They are twice as likely to buy food on-the-go than older adults

Life On-the-Go is tiring, they often feel TATT (Tired all the time)

1 in 4 are “on something” to maintain health & energy



Meal deals appeal, particularly if there's a branded drink included

4 out of 10 regularly make a lunchbox

90% regularly buy drinks on-the-go

They drink more Fizzy Drinks & Bottled Water than older Adults, and less Hot Drinks

80% regularly buy food or drink on-the-go to give themselves an energy boost (67% at weekends)

Drinking water on-the-go is an engrained habit



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# MILLENNIALS ON-THE-GO

*How could Britvic  
tap into this  
opportunity?*



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# BRITVIC IRELAND PORTFOLIO

TOTAL BRITVIC IRELAND PORTFOLIO



Global



Local



International



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# Britvic Ireland is **No. 1 in Squash** with strong ambitions to grow the Category

Total Britvic  
Value Share of  
Squash:

69%

**No. 1**



**No. 2**



Barriers to Squash Category Growth:

Seen as  
“childish”,  
lacking in  
adult  
appeal

Difficult to  
consume  
On-the-Go

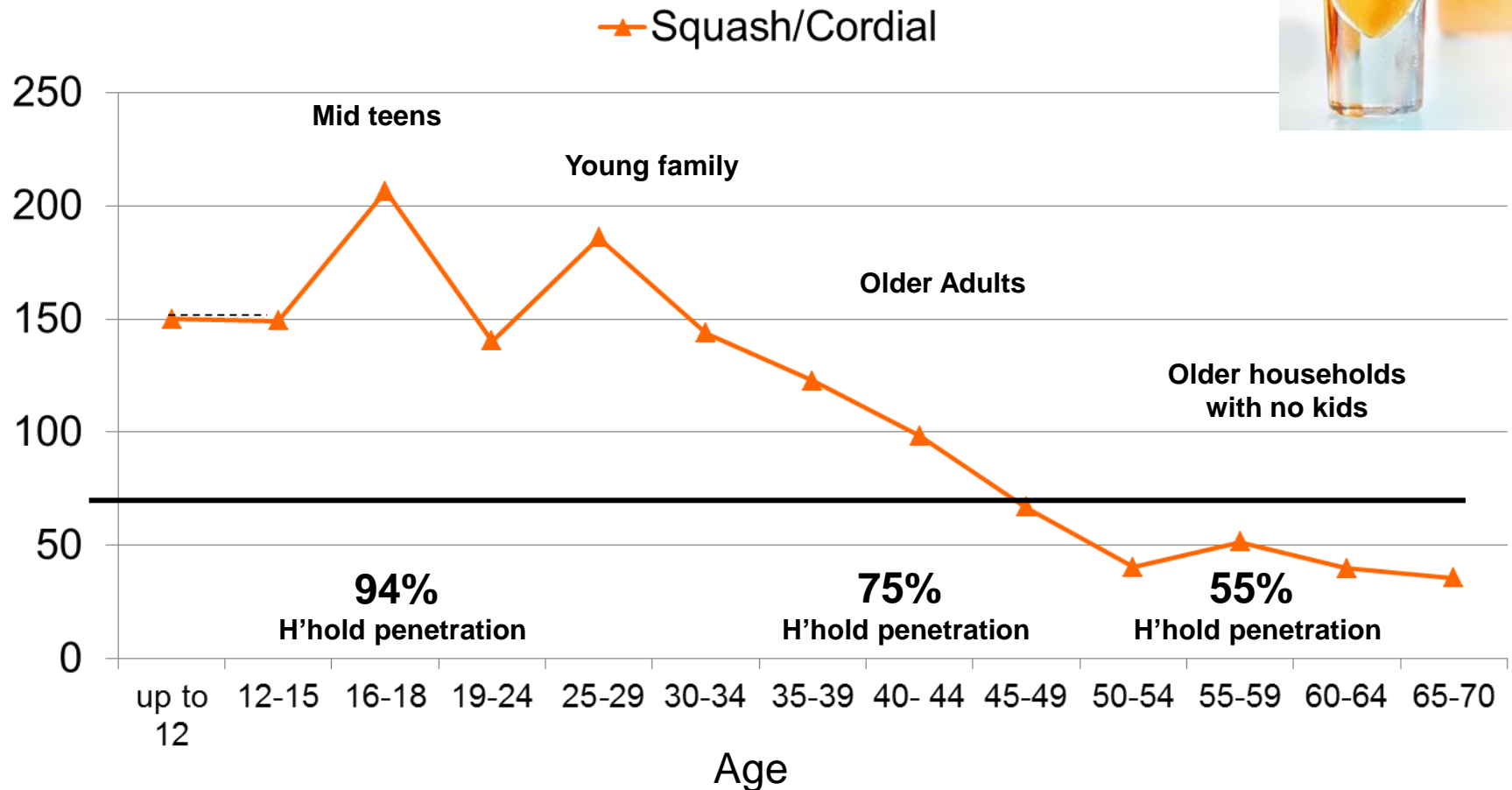
Nielsen Total Scantrack MAT to 15<sup>th</sup> June 2014



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# Consumption of Squash declines with age



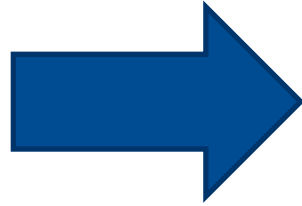
Source: PepsiCo/Britvic Beverage Segmentation, 52 week ending Oct 2012



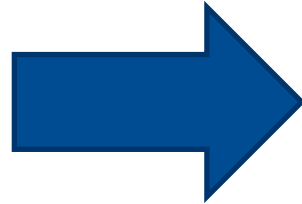
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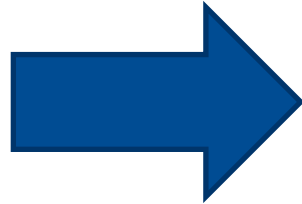
# Unlocking Squash Category Growth



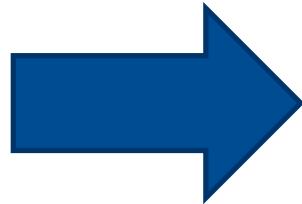
Engaging Millennials



Fitting On-the-Go lifestyles



Adding Value to On-the-Go water consumption



Bringing excitement and innovation to Squash



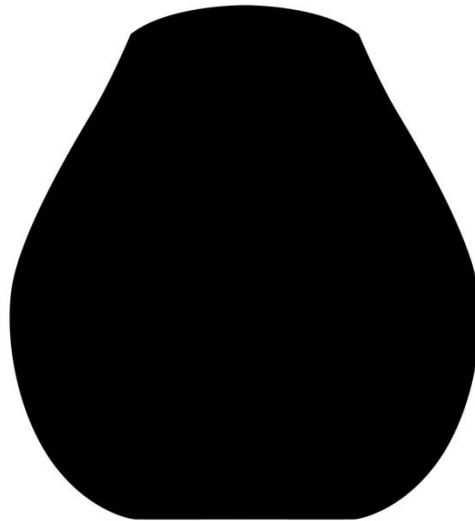
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# Unlocking Squash Category Growth

Introducing ....



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# SET FREE!

- New! Pocket Squash Category
- Makes 20 Drinks anywhere
- No Added Sugar



- Adult appeal pack design
- Click shut lid



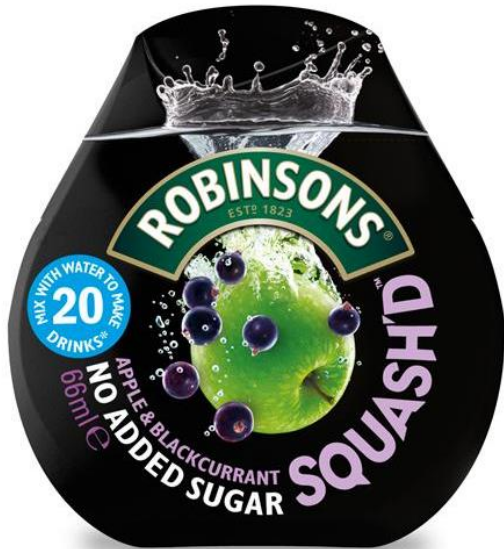
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# SET FREE!

Taking the Squash Category into entirely new locations and occasions



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# SET FREE!



## *Objective 1*

**Establish the category**

Drive Awareness of the  
new Pocket Squash  
Category



## *Objective 2*

**Drive new usage  
Behaviour**

Be top of mind for On-  
the-Go water  
consumption occasions



## *Objective 3*

**Drive new purchase  
Behaviour**

Capture attention in a  
disruptive way at Point of  
Purchase

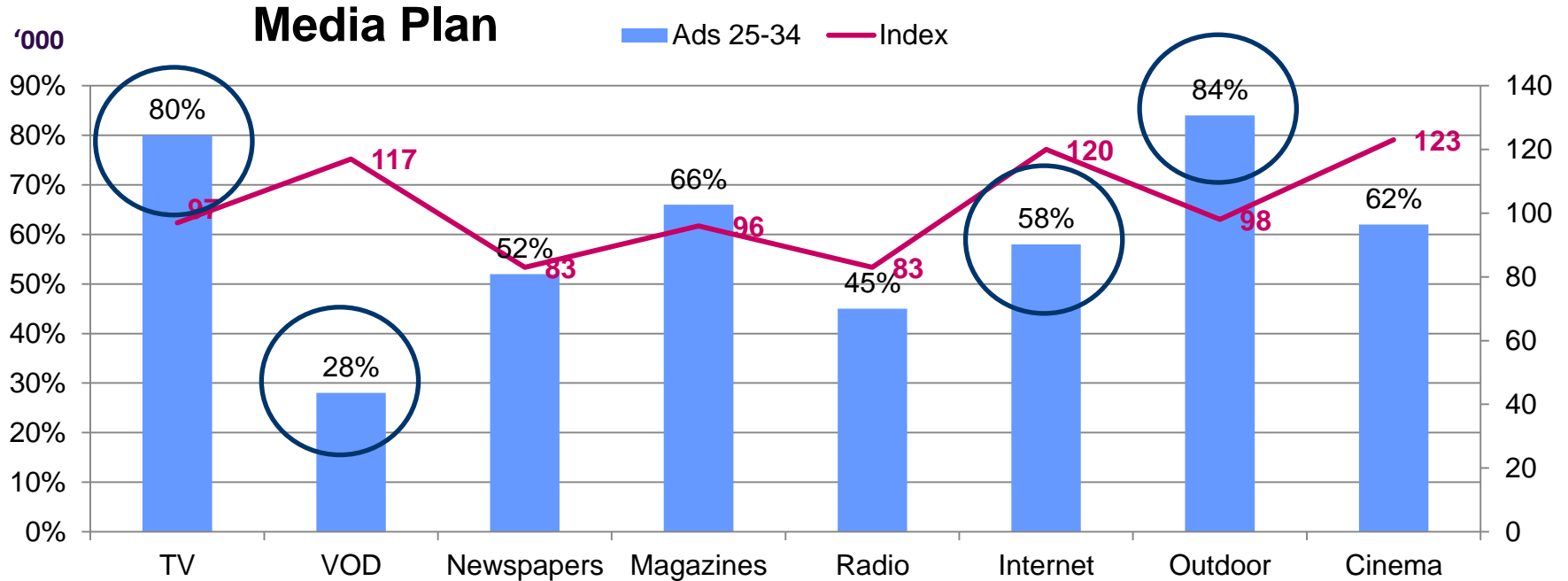


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# SET FREE!



**Focus on TV, Outdoor, Internet & VOD**

Mindshare: Robinsons Squash'd Media Plan

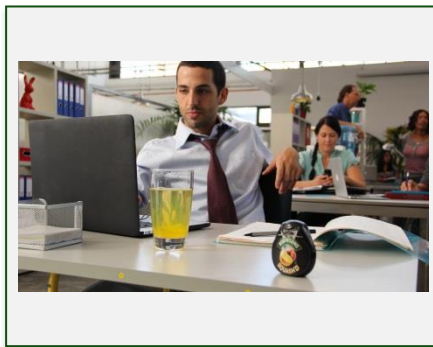


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# June 14 Launch



TV



DIGITAL ACTIVATION



SOCIAL

POINT OF SALE

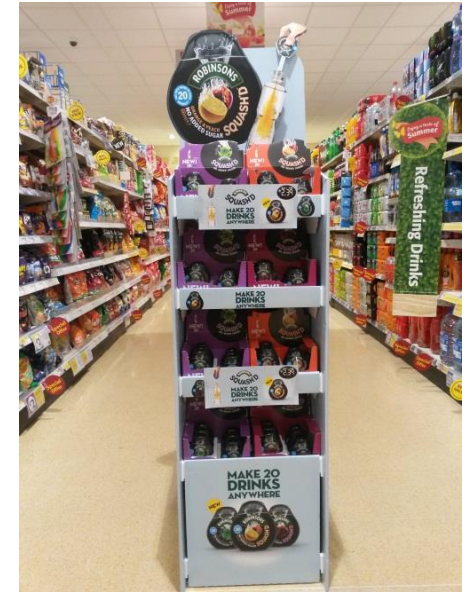
PR/TRADE PRESS



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# Point of Sale that grabs attention On-the-Go



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# SET FREE!

TV Ad



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# MILLENNIALS ONLINE

77%

of 16-24 year olds are online at least daily, 15% “practically every hour I’m awake”

94%

of 18-24 year olds use a personal computer / laptop / tablet at home and 89% of 25-30 year olds

29%

of Millennials are using a personal computer / laptop / tablet more often vs. 2 years ago

Source: 2014 eircom/B&A Eircom Home Sentiment survey



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# SET FREE!

## HOW TO #GETSQUASHD

We've SQUASH'D in some out of this world ways and some awesome places, but now it's your turn. Check out these masterpieces, then put a Robinsons SQUASH'D in your pocket, get out there, #GETSQUASHD and show us the proof!

Go on, amaze us...

## Digital Engagement



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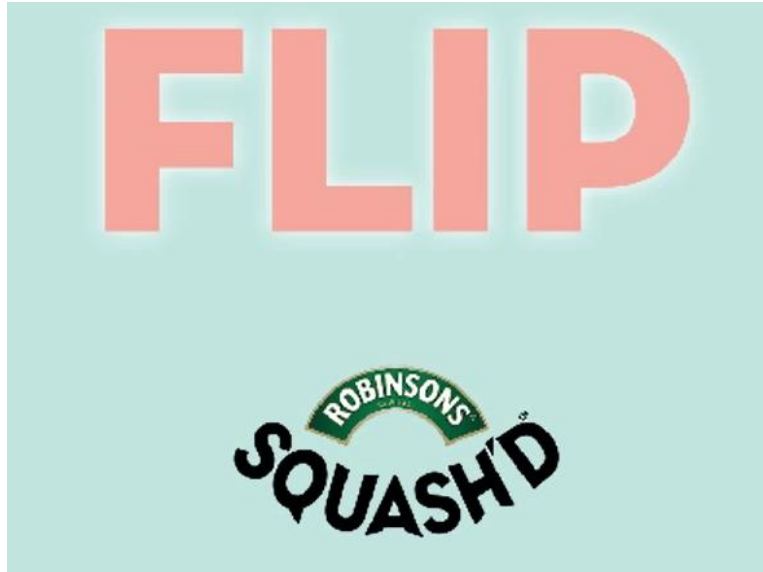
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# SET FREE!



Tailored Activation in top 50 Spar stores in Ireland



In-store Screens



Posters



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# FLIP



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# SET FREE!

- Appeal to Millennials
- Fit On-the-Go Lifestyles
- Bringing excitement & innovation to squash



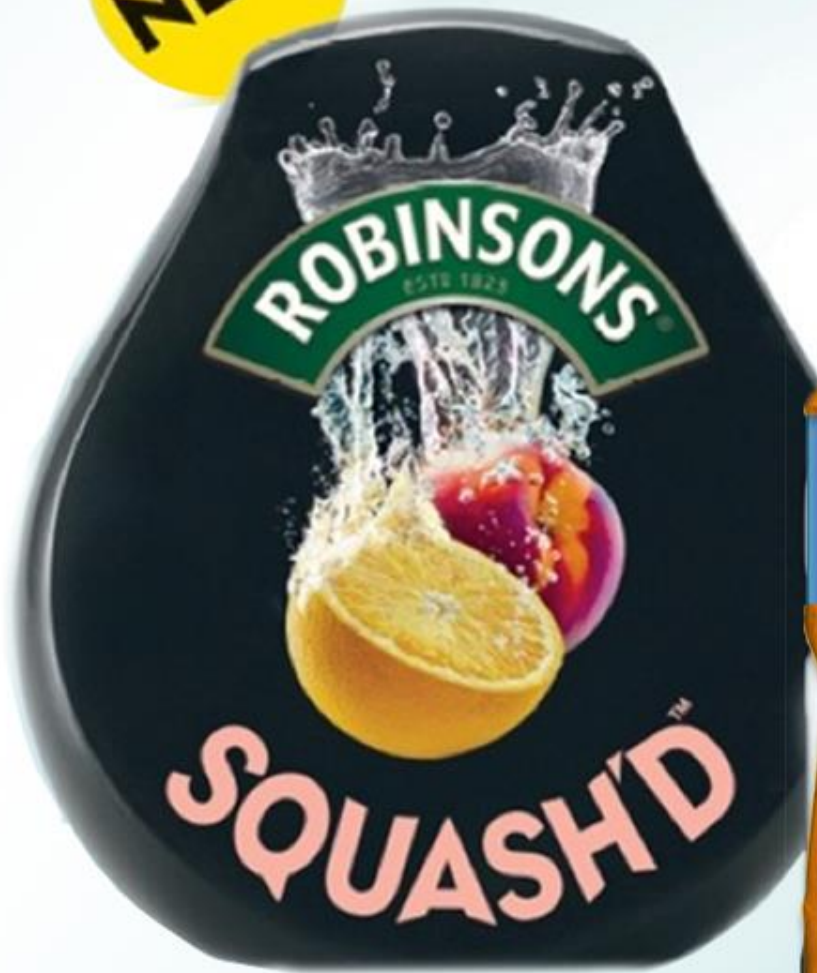
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enjoy!





Thank You