



iReach Insights

Uncovering Insights in the Drinks Sector



- Would you like to research adult consumers while they are in the pub?
- Would you like to track 'in pub' sample testing or product trials?
- Would you like to talk to adult alcohol consumers at home about product preferences?
- Would you like to engage in research conversations with adult consumers over time about alcohol preferences and attitudes to brand selection - both at home and on trade?

If yes to any of these needs, you will be interested in new research offerings for the Drinks Sector from iReach Insights.



In-pub Sampling and On-trade Surveys

iPick is a powerful mobile research platform that allows you to connect with consumers at the Point of Experience. iPick enables consumers to give feedback at any time and in any place using SMS to respond to research questions. Surveys can be run in-venue or post product experience. Rewards can be delivered in real-time in the form of Coupons, In-pub product discounts, branded prizes and product samples.

iReach 'in pub' Research Panel

To study on-trade activities and attitudes, iReach has built an 'in-pub' research panel of Pub-goers across 500 Pubs and Venues nationwide. These Pub-goers can be researched 'in venue' and in real-time and at any time of the day or night. Studies can cover any relevant research topics from on-trade products consumed; impact of in-pub advertising and branding. Participants can also be recruited to take part in promotional and advocacy based research activities, product trials or Focus Groups.



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Consumer Omnibus



Online & CATI



Focus Groups & IDs



Communities



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iReach Alcohol@Home Panel



Building upon the iReach Video@Home research offering, we engage in on-going conversations with pre-selected participants from the iReach Consumers Decisions Research Panel of over 40,000 Adult Consumers in Ireland. Using iReach Conversations, we build secure and private panels for each client engagement to discuss any topics related to the consumption of Alcohol in-home or off-trade. We learn about the drivers to such consumption habits and the alcohol brands purchased, what are the triggers to product selection, impact of advertising and promotions, brand connection with occasion and so on.

Also from iReach – Focus Groups, Trackers and Custom Projects

- Gaining access to the iReach Consumer Decisions Panel of Adults in Ireland, iReach clients can build custom projects on any topic and across a wide range of methods to include in-depth interviews, focus groups, usability testing and closeness workshops.
- Using the iReach twice monthly Omnibus, consumers of alcohol products can be researched at regular intervals on key topics such as brand awareness, product consideration, purchase intent and consumption to build sales and opportunity funnels in cost effective ways.
- Research Projects can cover consumer segments in ROI, Northern Ireland and overseas markets.

iReach Insights

iReach Insights is a full Marketing and Research Agency, across all research disciplines and methodologies. iReach is the only agency in Ireland to have built our own research panels of 40,000 adult consumers and over 9,000 business decision makers in ROI. These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper insights from better research.

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