



EAUSOME

Team 7 -Water in Western Europe

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STRUCTURE OF THE PRESENTATION

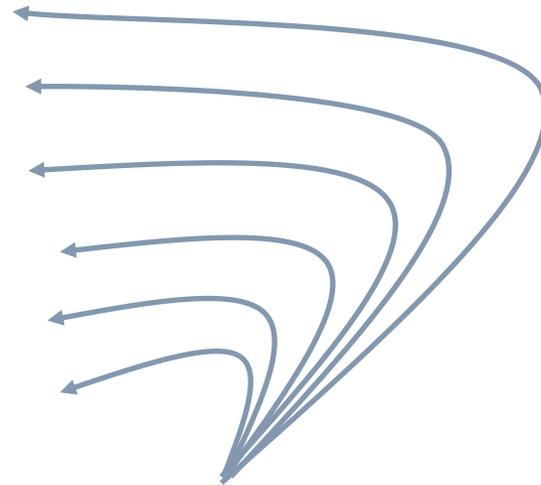
1. Framework
2. Findings from Coberen
3. Inspiration & Hypothesis
4. Vision and Mission
5. Segmentation
6. Questionnaire analysis
7. Marketing Mix
8. SWOT
9. Conclusion
10. Questions Answers



GIVEN FRAMEWORK

- Western Europe

- UK
- Ireland
- Belgium
- Netherlands
- France
- Iceland



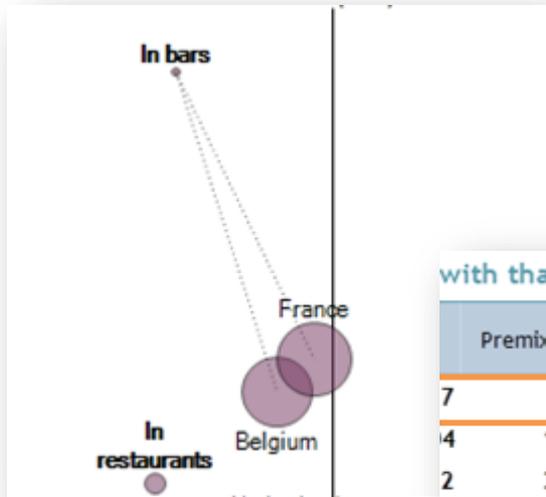
- COBEREN - 1072 respondents

/ 6

= 178 !?



FINDINGS FROM COBEREN



Response rate: 100%

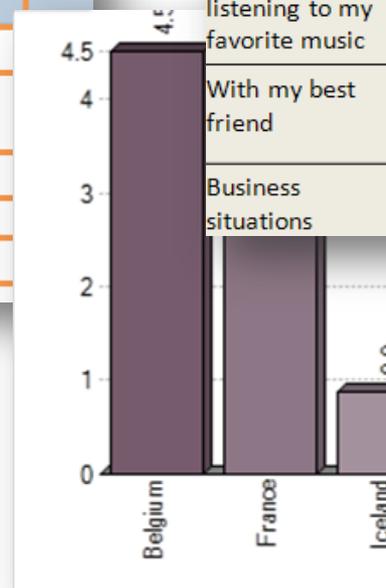
| | Nbr | |
|---------------|-----|-----|
| Tap water | 55 | 30% |
| Mineral water | 50 | |
| Fruit juice | 25 | |

with that situation you can choose multiple

| | Premix | Soft drinks | Mineral water | Tap water | Coffee |
|---|--------|-------------|---------------|-----------|--------|
| 7 | 3 | 130 | 267 | 313 | |
| 4 | 11 | 17 | 21 | 25 | |
| 2 | 30 | 245 | 145 | 173 | |
| 4 | 4 | 281 | 433 | 607 | |
| 8 | 10 | 165 | 213 | 209 | |
| | | | 486 | 564 | |
| | | | 81 | 55 | |

- Income of respondents:
- 1000-1999 23%
- 2000-2999 22%
- 3000-5000 29%

| Circumstances | Belgium | France |
|--|---------|--------|
| When I feel sad | | M/T |
| When I am listening to my favorite music | M | M/T |
| With my best friend | M | |
| Business situations | M | M |



FINDINGS FROM COBEREN

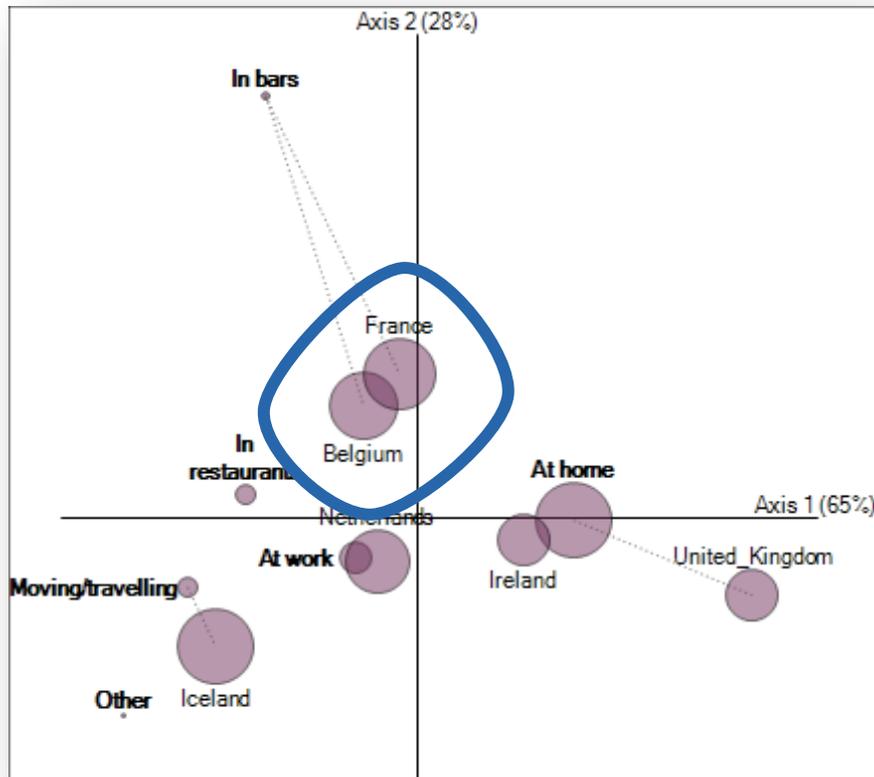
| Circumstances | Belgium | France |
|--|---------|--------|
| When I feel sad | | M/T |
| When I am listening to my favorite music | M | M/T |
| With my best friend | M | |
| Business situations | M | M |
| • When I want to be efficient in work | M | |
| • Boost my energy | | |

| Circumstances | Belgium | France |
|-----------------------------------|---------|--------|
| When I am thirsty | M | M |
| Together with a good lunch/dinner | M | M |
| When I play sport | M | M/T |
| When I have date | M | |

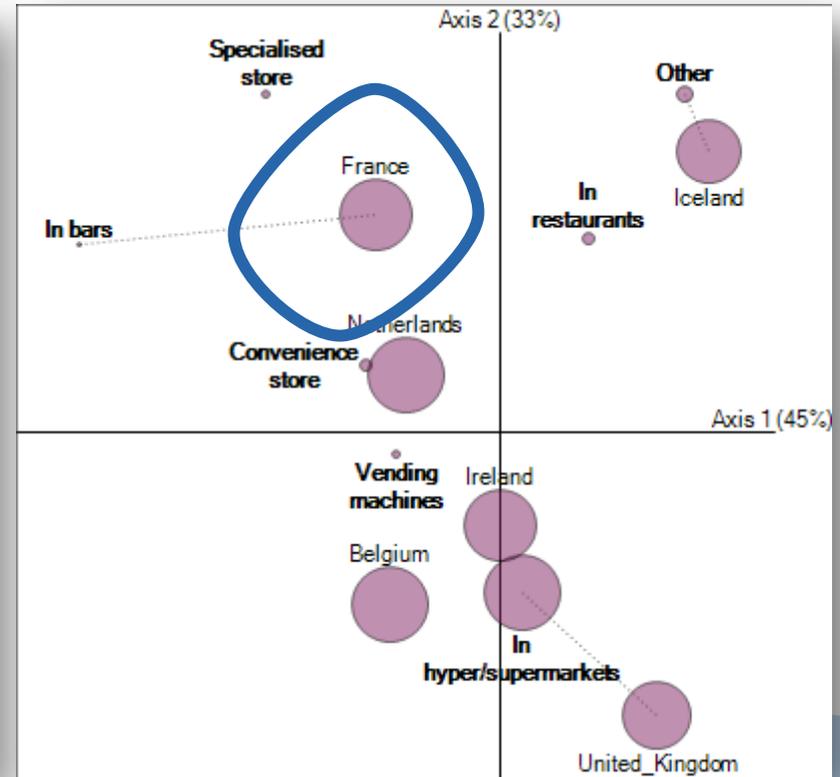
Belgium
France
Iceland

FINDINGS FROM COBEREN

Drinking Places



Purchasing Locations





CUSTOMER INVOLVEMENT



PLAY!



AN **EAUSOME** CONCEPT

Lemonade, Water Cola, Beer, Sprite,
Drum & Bass & Stress, Everyone's Place,
loud music, Lifestyle drinking People,
Shabby look & dirty, feeling uncomfortable,
Exitement, Exclusivity feel pleasure and
Relax, Chill = Entspannung,
Cappuccino, Cake and Cookies
Fee free, EAUsome feeling home!



AN **EAU**SOME CONCEPT

Water
&
Lifestyle
&
Exclusivity
=

EAUsome



HYPOTHESIS

H0: It is not possible to set up a successful water lounge in at least one of these countries!



OUR VISION

- A premium water concept store
- Superior experience in designing your own refreshment.
- Influence your taste buds by modifying taste and texture!



OUR MISSION

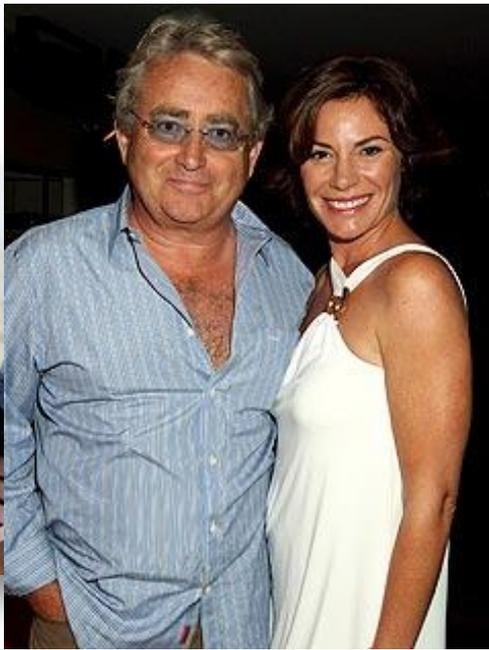
- Introduce and engage people to a new water culture



LIFESTYLE SEGMENTATION

- Group identities
- Activities
- Interests
- Opinions
- Demographics





QUESTIONNAIRE

1. How many times do you travel in a year?
2. Which medias do you use and how often?
3. How do you spend your free time?
4. What kind of sports do you do on a regular basis?
5. What brands do you purchase? (Clothing, lifestyle brands)
6. Why do you drink water? (choose three)
7. Have you bought any specialized water?
8. Do you consume water on a regular basis?

→ **Direct in indirect ways!**



RESULTS

- 106 respondents / 3222
- Cross-table analysis
- Significant results:
 - Drink water / buy specialized water
 - Drink water / media usage per week
 - Drink water / free time activities
 - Drink water / what you never do
 - Drink water / brands you purchase

ZARA

H&M



PRODUCT



PROMOTION

- Clear message & Create awareness
- Support from opinion leaders → Trendsetters
 - Pre-opening events with press and media
 - Influence the target group
- Lifestyle and in-flight magazines
- Pop-Up events



SWOT

| Strengths | Weaknesses |
|---|--|
| <ul style="list-style-type: none">-uniqueness-exclusiveness-ambience-atmosphere-location | <ul style="list-style-type: none">-high price-niche-novelty |
| Opportunities | Threats |
| <ul style="list-style-type: none">-novelty-blue ocean-curiosity-development of a new water culture | <ul style="list-style-type: none">-competitors (Champagne bar, Cocktail bars, Wine bars, Supermarkets, Bars)-misunderstanding the concept |



CONCLUSIONS

- Coberen study / Questionnaire useful
- Good idea about concept
- Detailed setting
- H0 to be rejected!
- In a nutshell: Do not focus on the product but on the ambience
 - Make people pay for the experience!
 - **Water is just the means**
- Limitations



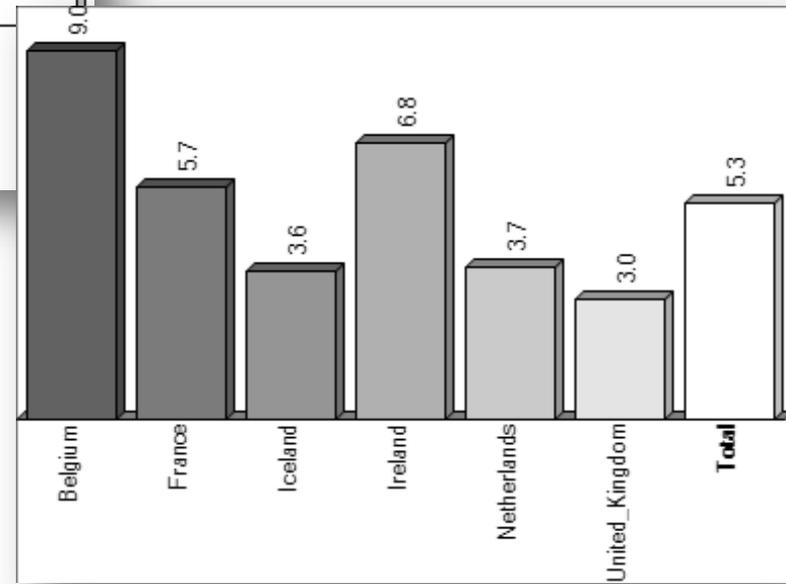
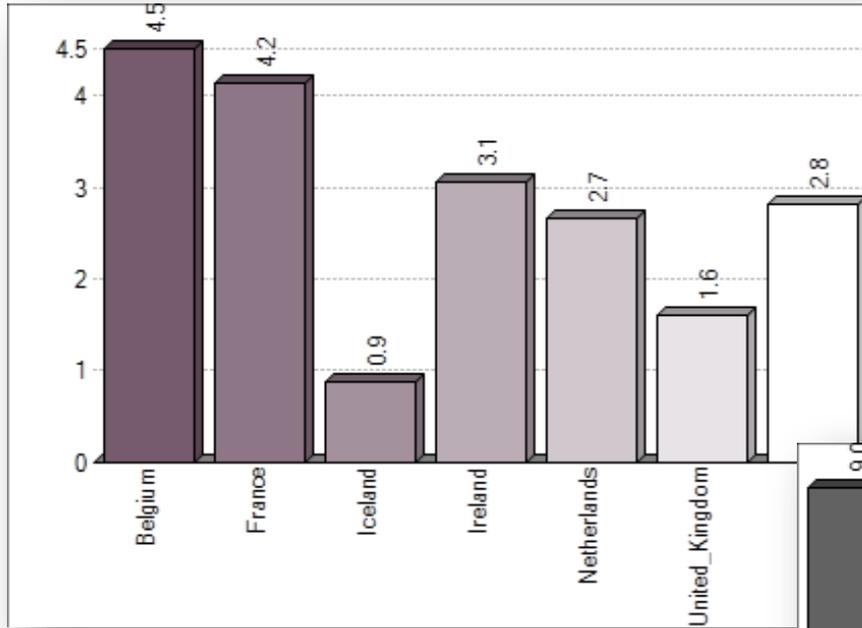
EAU**SOME**

THANK YOU!

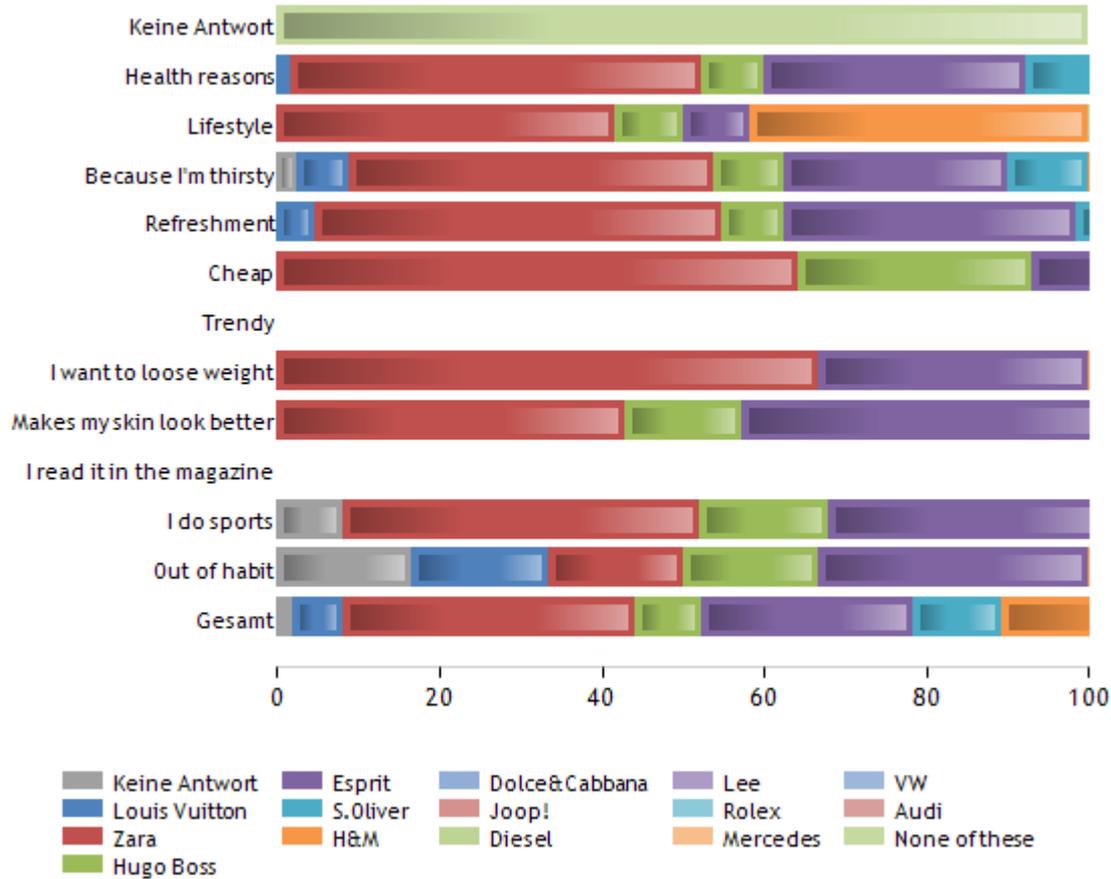
QUESTIONS?



STATISTICS



STATISTICS



STATISTICS

Why do you drink water? (choose three) / What kind of sports do you do on a regular basis?

Actual responses : 89 Non-response(s) : 18 Response rate : 83,18%
P-Value: = 1,97% ; Khi2 = 109,32 ; dof = 81 (The relationship is significant)

| What kind of sports... | Non-response | | | Golf | | | Tennis | | | Gym | | | Outdoor sports (Hiking, Climbing etc) | | | Chess | | |
|---------------------------|--------------|---------|-----------|-------|--------|-----------|--------|--------|-----------|-------|--------|-----------|---------------------------------------|--------|-----------|-------|--------|-----------|
| | Freq. | % Obs. | Deviation | Freq. | % Obs. | Deviation | Freq. | % Obs. | Deviation | Freq. | % Obs. | Deviation | Freq. | % Obs. | Deviation | Freq. | % Obs. | Deviation |
| Why do you drink wa... | | | | | | | | | | | | | | | | | | |
| Non-response | 2 | 100,00% | + VS | 0 | 0,00% | | 0 | 0,00% | | 0 | 0,00% | | 0 | 0,00% | | 0 | 0,00% | |
| Health reasons | 10 | 16,40% | | 2 | 3,30% | | 5 | 8,20% | | 18 | 29,50% | | 28 | 45,90% | | 4 | 6,60% | |
| Lifestyle | 0 | 0,00% | - LS | 0 | 0,00% | | 2 | 9,10% | | 10 | 45,50% | + S | 12 | 54,50% | | 0 | 0,00% | |
| Because I'm thirsty | 14 | 18,40% | + LS | 0 | 0,00% | | 8 | 10,50% | | 18 | 23,70% | | 29 | 38,20% | | 2 | 2,60% | |
| Refreshment | 12 | 20,00% | + LS | 2 | 3,30% | | 6 | 10,00% | | 17 | 28,30% | | 23 | 38,30% | | 4 | 6,70% | |
| Cheap | 2 | 14,30% | | 0 | 0,00% | | 3 | 21,40% | | 3 | 21,40% | | 6 | 42,90% | | 0 | 0,00% | |
| Trendy | 0 | 0,00% | | 0 | 0,00% | | 0 | 0,00% | | 0 | 0,00% | | 0 | 0,00% | | 0 | 0,00% | |
| I want to loose weight | 0 | 0,00% | | 0 | 0,00% | | 0 | 0,00% | | 2 | 33,30% | | 4 | 66,70% | | 0 | 0,00% | |
| Makes my skin look better | 0 | 0,00% | - LS | 0 | 0,00% | | 0 | 0,00% | | 5 | 35,70% | | 8 | 57,10% | | 0 | 0,00% | |
| I read it in the magazine | 0 | 0,00% | | 0 | 0,00% | | 0 | 0,00% | | 0 | 0,00% | | 0 | 0,00% | | 0 | 0,00% | |
| I do sports | 2 | 8,00% | | 2 | 8,00% | + LS | 2 | 8,00% | | 9 | 36,00% | | 16 | 64,00% | | 2 | 8,00% | |
| Out of habit | 0 | 0,00% | | 0 | 0,00% | | 0 | 0,00% | | 4 | 33,30% | | 4 | 33,30% | | 0 | 0,00% | |
| Total | 18 | 16,80% | | 2 | 1,90% | | 10 | 9,30% | | 31 | 29,00% | | 42 | 39,30% | | 4 | 3,70% | |



STATISTICS

The following paragraph provides a detailed analysis about the questionnaire. The method used was cross-table analysis. Special emphasis was put on those that selected life-style as reason for drinking mineral water (22 persons). In this respect, a significant relationship was discovered between the reasons for drinking water and the frequency of sports activities ($P=1.97\%$). Of those who selected lifestyle as reason for drinking water, 45.5 per cent liked going to gym and 54.5 per cent favored outdoor sports. Another significant relationship was detected between the reasons for drinking water and the purchase of specialized water (1.83 %). The ones that selected lifestyle selected vitamin water by 18.2 per cent.

With regard to media usage, a very significant relationship ($P = 0.93 \%$) could be discovered between the reasons for drinking water and the use of media for a few times a week. Of those selecting lifestyle as reason for drinking water, 18.2 per cent favored Instagram and Youtube. However, as for daily media usage, 36.4 percent of those who selected lifestyle as reason for drinking water favored Facebook, and even 54.5 per cent chose television. Looking at the reasons for drinking water and places that are visited for pleasure, a significant relationship was detected ($P = 2.54 \%$). In this respect, 72.7 % of the lifestyle water drinkers prefer to go to malls, and 63.6 percent preferred restaurants. 54.5 per cent selected movie theatres as place to go. However, if the reasons for drinking water is brought into relation with leisure time behaviors (never go out), a very significant relationship could be detected (0.43 %). Of the life style drinkers, 54.5 per cent never go to a gym and 45.5. per cent avoid movie theatres. 36.4 per cent usually do not go to cafeterias. Why is it important? The additional questionnaire provides a better idea about the profile of those who would classify themselves as lifestyle drinkers. Lifestyle drinkers are supposed to be an important customer group for the Waterlounge, besides tourists which represent the other target group. What is the profile of the target group based on the additional questionnaire? A person that likes sports, but that is not too enthusiastic about it. Specialized water like holy water is not of interest for those people. However, vitaminized water can be lucrative. Most of the people use Facebook and television on a daily basis. Malls and restaurants might be interesting location for setting up a bar like the one designed in this paper.

However, even though the questionnaire might have shown significant relationships, the data should be used carefully as only 106 out of 3222 respondents finally answered the questionnaire. As can be seen in the questionnaire, country, gender, age and regional data was left out. The reason: Limited number of questions and the idea of capturing life style rather than nationalities.



RECOMMENDATIONS

- LA DEFENSE/ AIR FRANCE headq.
 - – business locations +tourists + big masses metro. Flyers, international business people.
 - + people buying tickets + a voucher
 - WHY WE DO what we do/ how we know?
 - Who will be able t buy
 - How price is defined ? Abercrombie & Fitch
 - Illustratuon with other products and concepts /scent /environment
 - - Represent how we differ from the other/ how are we the only one? –JAPAN
 - NO HOLY WATER AND TO HAVE NATIONAL WATER TO KEEP IT CLOSE
-
- **AXIS**
 - -→ **ambiance /////// up – NON-ALCOHOLIC down**
– **ALCHOLIC**

