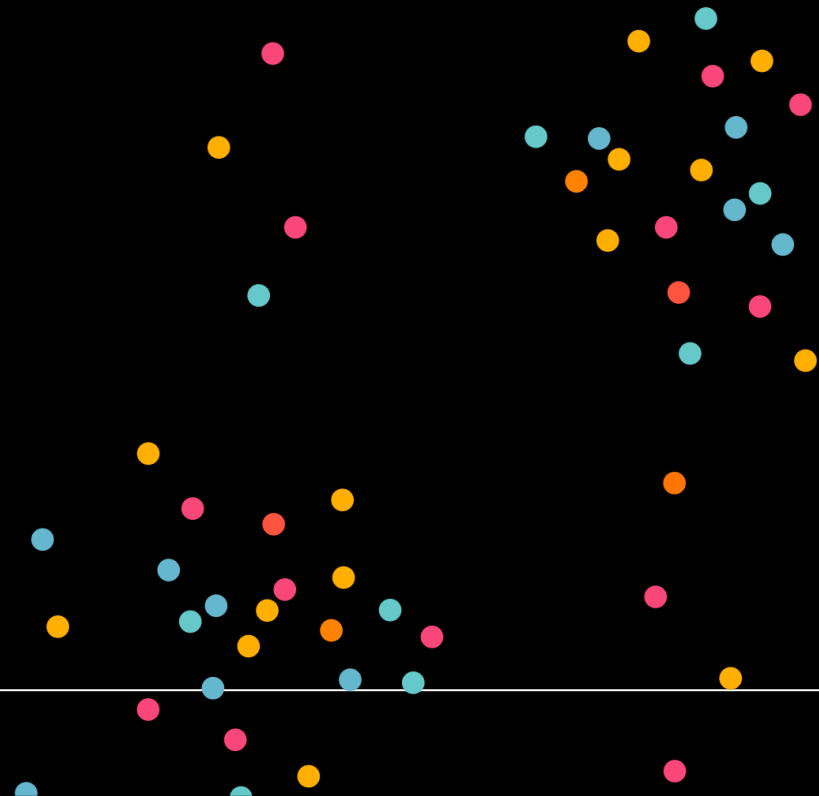


Highlight.TM + BERO

How Brand-Led Product Development Wins Hearts, Minds, and Mouths



01

Speaker Introductions

Introductions

Nancee Halpin

Research Director, Highlight



Jackie Widmann

VP of Marketing & Commercial, BERO



02

About the Brands

Highlight.™

The first and only

product intelligence platform
built with the speed & power your
team needs.

We're on a mission to empower
brands to **build better products**
for people & the planet.

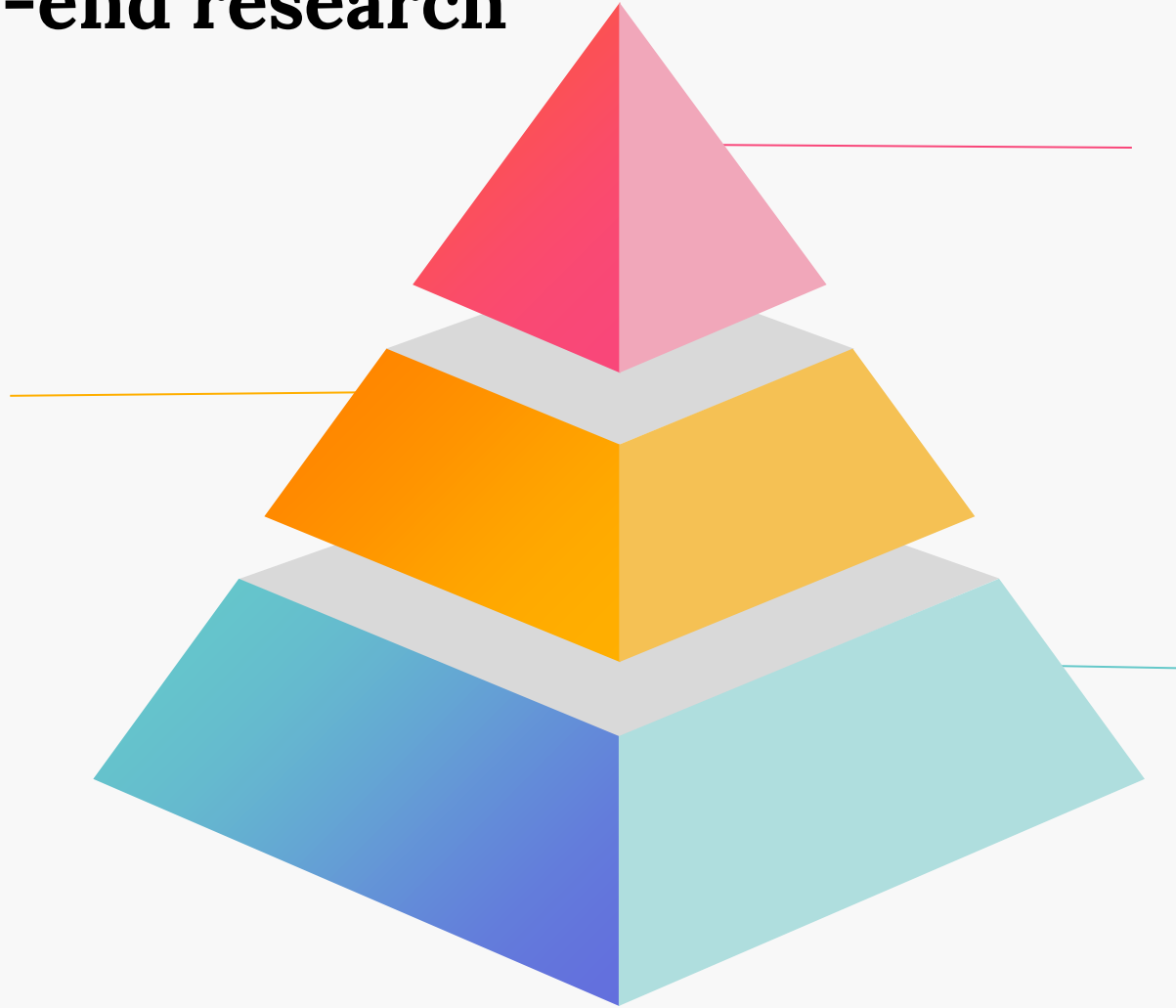


Our platform powers fast, quality, end-to-end research

Product Intelligence

Intuitive Insights & Analytics Platform

- Data visibility from the first complete
- Transparency and clarity into every step in the process
- Bridging digital & physical testing
- Research-grade confidence built into the platform experience with intuitive study design & powerful insights & analytics



Painless Execution Integrated Logistics

- For physical product tests, we handle all product distribution:
 - Frozen, refrigerated, blinding, repacking, returns, you name it.
- Our best practices ensure product quality and control of study variables.

Data Quality

Proprietary, Engaged & Diverse Community

- Unparalleled quality responses ensured from real, engaged & articulate consumers
- Nationwide, non-geo limited reach
- Less product waste: consistent 90% completion rates
- Granular targeting & ability to reach robust base sizes

Driving Rapid Innovation: On Average, **3 Weeks** from Product Shipped to Insights Delivered

Meet the Highlight Team

Say hello to the Highlight team at **booth 428!** We're donating to the NY Common Pantry with every connection!

Carly Shira

Head of Customer
Development



Brian Pinkerton

Business Development
Representative



Grant Ligon

Strategic Account
Director



Lillian Heffelfinger

Event
Specialist



BERO

BERO is a premium, non-alcoholic beer created by Tom Holland for those who never settle.

With supreme ingredients and remarkable taste, our beer makes sure nothing gets in the way of savoring every moment. Because you're already chasing a life enriched – we're simply here to make it exceptional. Expect Nothing Less.



03

Why Are We Here?

Non-Alcoholic Beverage Market Projected to Double by 2034, Reaching a Value of USD 3.8 Trillion

How Dry January and non-alcoholic beer are reshaping the beverage market

Non-alcoholic beverages are on the rise...

MARKETING BREW

After a spate of celeb-backed booze brands, NA drinks with star support are on the rise

 **NBC NEWS**

Non-alcoholic drinks surge in popularity

...And over
30,000 products
are launched
every year.

90%
fail.

In today's competitive and
challenging environments,
it's more critical than ever to
nail winning product portfolios.

So how do you win
consumer share of mouth?

04

World Building

The Strongest Brands Are Building Worlds

A world-building brand-strategy includes:

- ✓ A Clear Point of View
- ✓ An Identity System That Feels Alive
- ✓ Culture, Rituals, and Inside Language
- ✓ Multiple Dimensions of Experience



The Strongest Brands Are Building Worlds

A world-building brand-strategy includes:

- ✓ **A Clear Point of View**
- ✓ An Identity System That Feels Alive
- ✓ Culture, Rituals, and Inside Language
- ✓ Multiple Dimensions of Experience



You don't need alcohol to enjoy the moment, the ritual, or the pour. BERO is redefining what it means to live well—offering premium non-alcoholic beer that delivers full flavor, real pride, and holistic balance.

The Strongest Brands Are Building Worlds

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Classic meets modern



Elevated and aspirational



Indulgence redefined

The Strongest Brands Are Building Worlds

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Tapping into classic English heritage visual language:

- Crest logo
- Color usage (esp. Gold)
- Typography

Strategically embedding BERO into occasions that build and expand the brand world:

- Golf
- Tennis/Padel
- Country Club

Employing a brand dictionary of language that evokes transatlantic and refined:

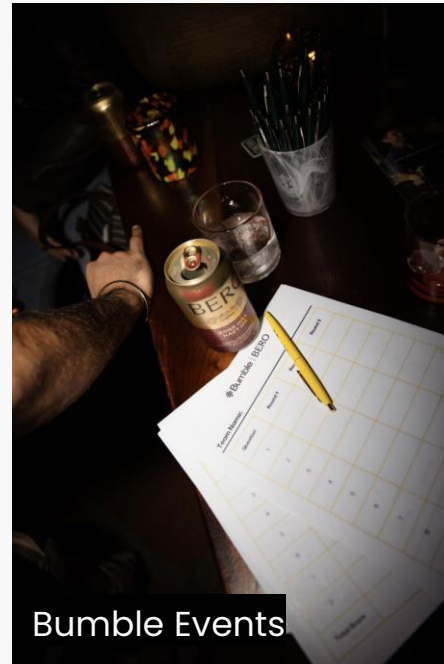
- Club Bero
- "Fancy keeping in touch?"
- The Best Life Has to Offer

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In-Person Events with Aligned Communities



Bumble Events



Random Golf Club



Cinespia Pop Up

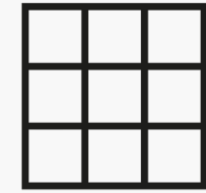
The Strongest Brands Are Building Worlds

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Stockists + In-Person Presence



SOHO HOUSE

EREWON

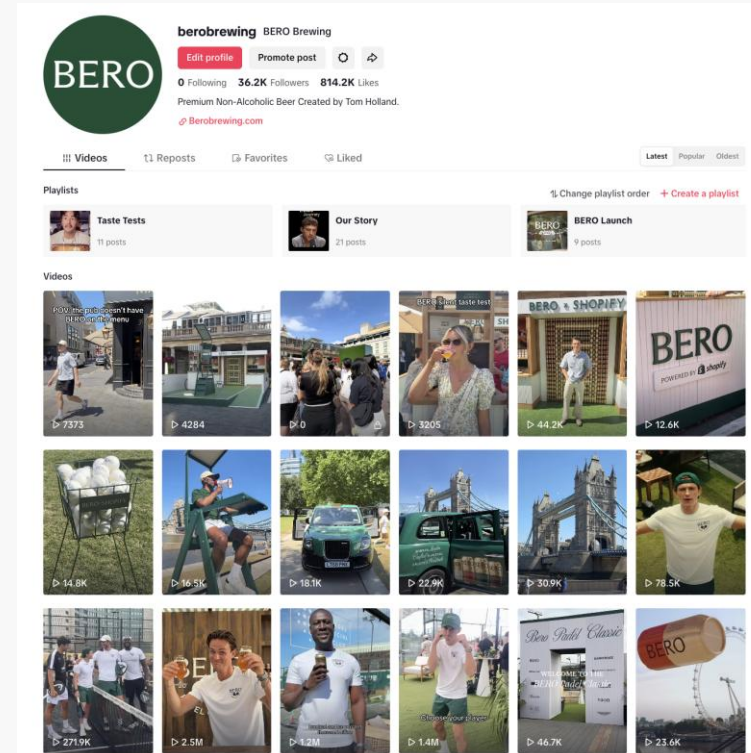
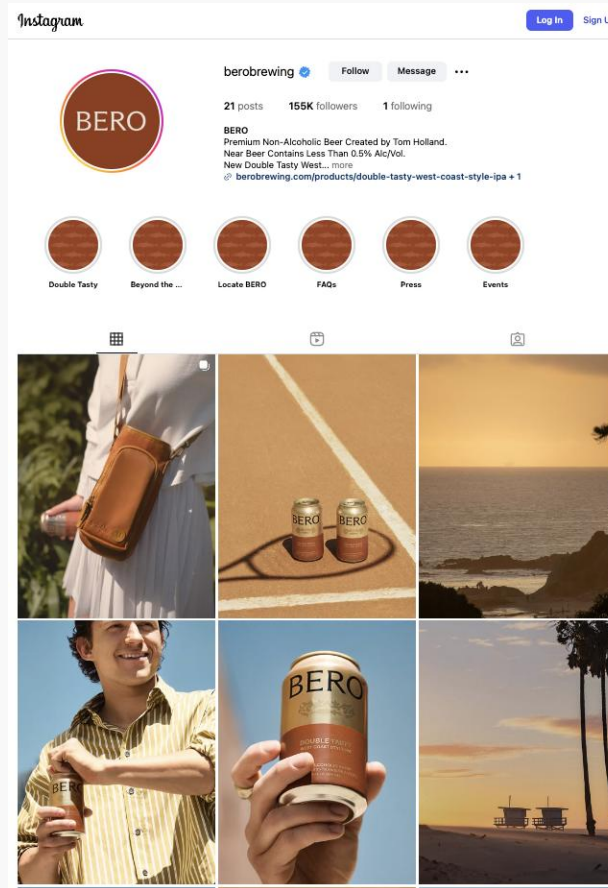
SPROUTS[™]
FARMERS MARKET

The Strongest Brands Are Building Worlds

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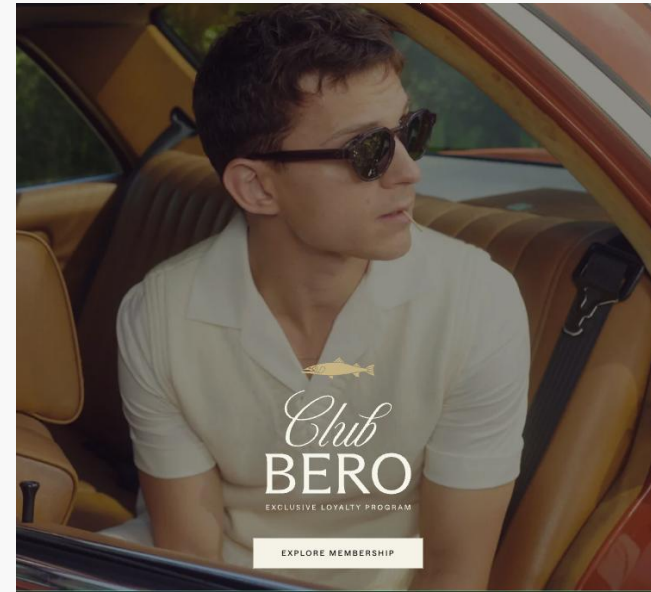
Social Media



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Club Bero Exclusive Merch



Look Under Your Seats For a Winner Card!



Meet us at the stage after this session to collect your prize.

05

Product > Everything

The Strongest Brands Are Building Great Tasting Products.

BERO is not a substitute. It's
the new gold standard in
beer.



Highlight's Sensory Evaluator

We support brands throughout the innovation lifecycle and help them answer common questions like about **prototyping and testing** like:

- How can I best de-risk innovation through robust sensory and prototype testing that doesn't break the bank?
- I have limited resources and product availability – how can I lean on qualitative n-sizes with to drive impactful, rich insights?
- How can I ensure my product outperforms the competition across the key drivers of liking and purchase?



06

Looking Ahead

What's Brewing at BERO



New SKU Drop This Fall

Fresh product, fresh energy—new launch incoming.

360° Brand Collabs That Drive Growth

Partnerships that hit every touchpoint and build business impact.

Community First: Ambassadors in Action

Local leaders growing love in key markets.

Sharper, Smarter Visual Identity

Tightened brand guidelines + a cohesive design system.

07

Q&A 

Raise your hand and a Highlight staffer will bring you a microphone.

08

**Thank you +
stay connected**

Fancy keeping in touch?

Highlight



Follow Highlight on LinkedIn!



Book a demo with Highlight!

BERO



Follow BERO on LinkedIn!



Visit BERO's site!

Highlight.™ + BERO

Head to **booth 428** to learn more about Highlight.
For every connection, we donate to the New York
Common Pantry.

Thank you!