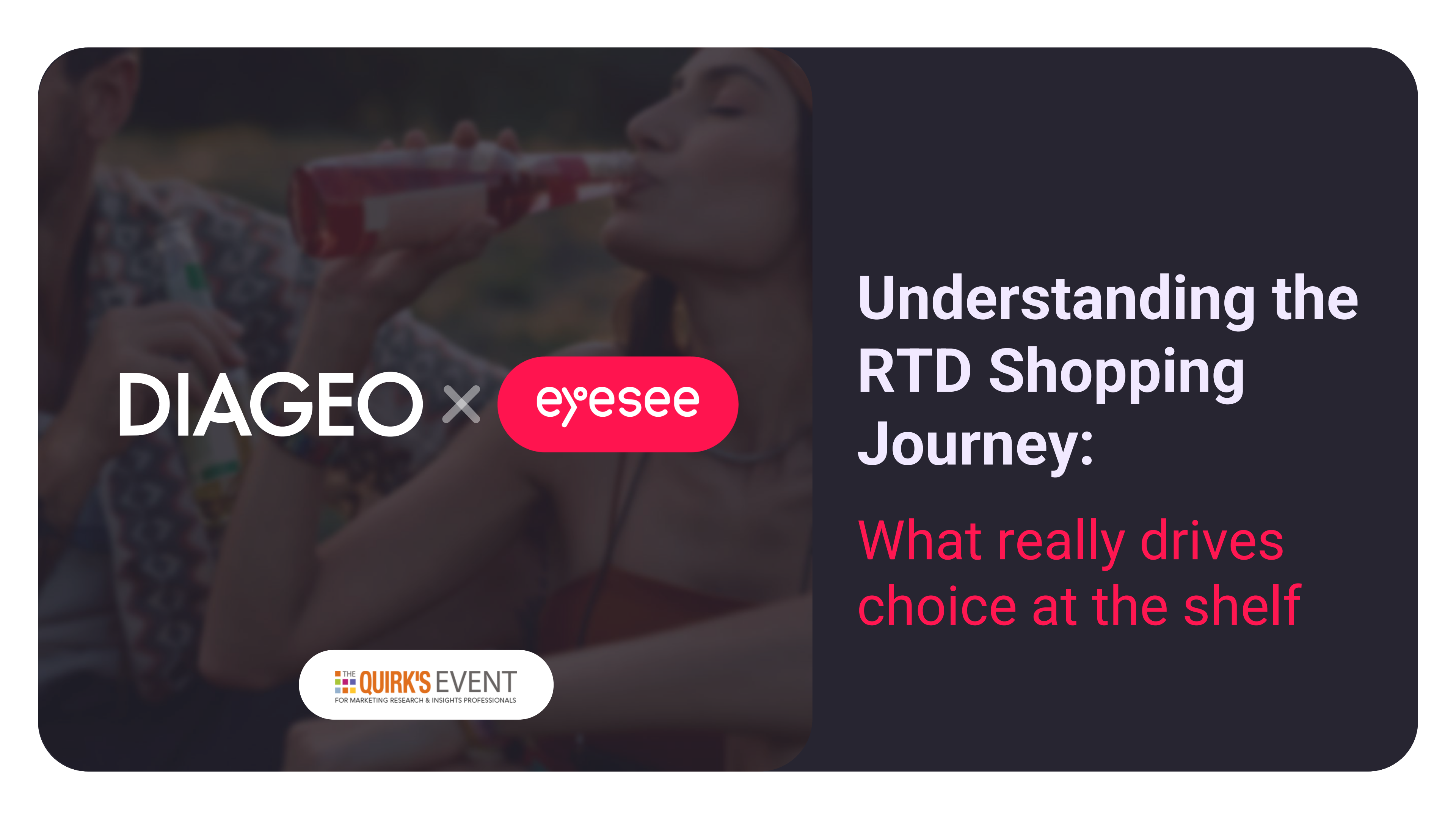




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Understanding the RTD Shopping Journey:

What really drives
choice at the shelf

 THE QUIRK'S EVENT
FOR MARKETING RESEARCH & INSIGHTS PROFESSIONALS

Presented by

DIAGEO

eyesee

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Diageo

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EyeSee

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RTD (and Pre-Mix) can be confusing...

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...and intimidating to shop, within the category itself, and within the greater context of Alcoholic Beverages



And the category is expanding the selection.



From RTD 800 brands in 2022 to over 1,500 in the last year... and that is just in Nielsen!

Why RTD matters now

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BevAlc has been **under pressure.**

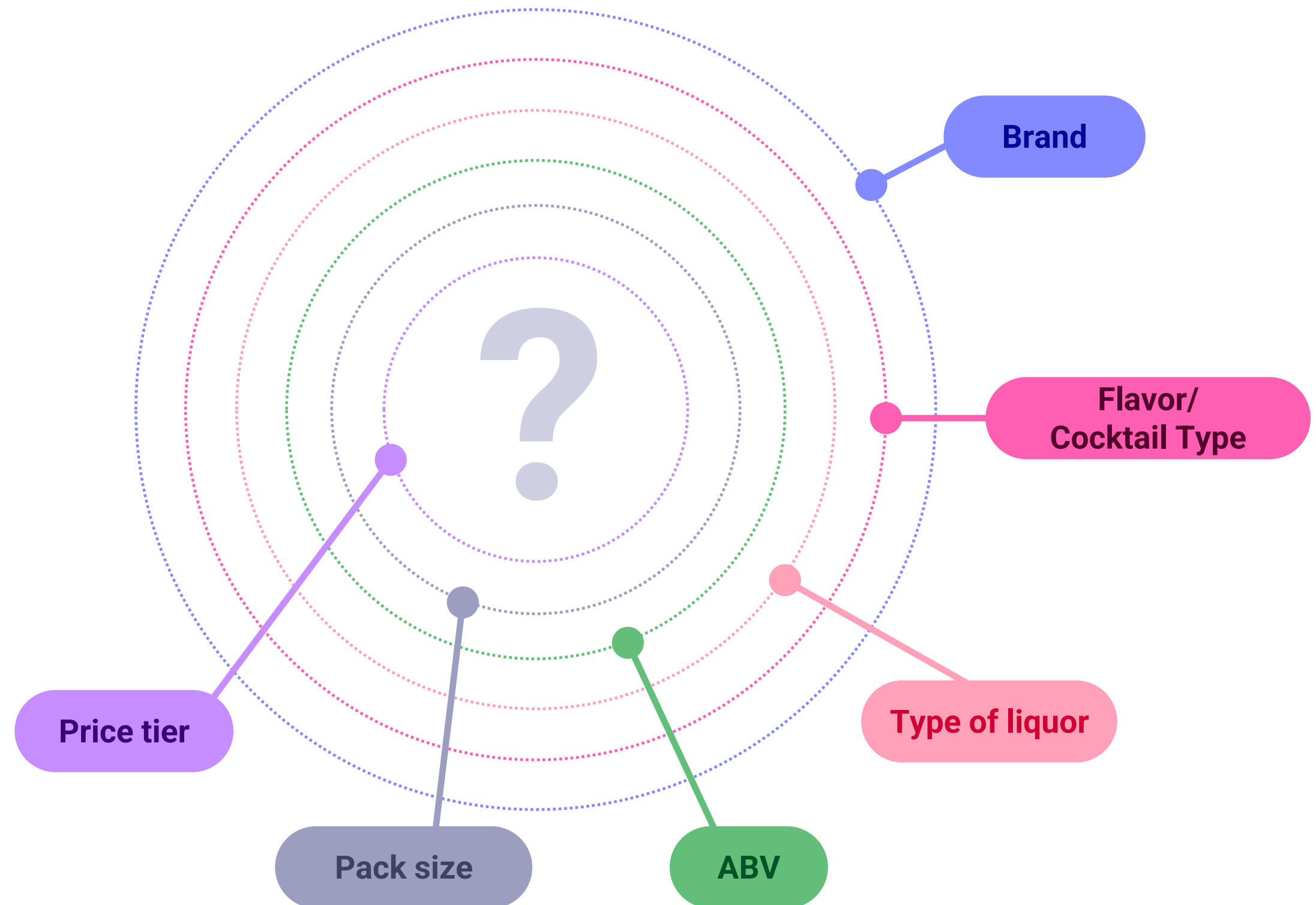
Consumers are **changing drinking habits.**

RTD is a **growth pocket.**

RTD cuts across a **broad range** of consumers and occasions.



A shopper is not
choosing based on
just one dimension.



Why a Behavioral Decision Tree?

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Organize around **how shoppers choose**

Make key taste territories **easier to navigate**

Protect priority SKUs where substitution risk is highest

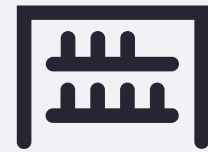
Activate moments that drive incremental demand

Focus effort where behavior shows it matters

Retailers and manufacturers **strive to understand** the hierarchy of shopper decisions to create both long and short term category vision.

Decision tree segmentation of products **is based on real shopper behavior** and reveals how a category should be structured to **simplify the shopper experience**.

Decision Trees are widely used for:



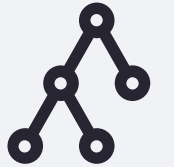
Shelf optimization and planogram creation



Identifying gaps in assortment and innovation opportunities



Input for communication strategy (relevant purchase motives, both in-store and on pack)



Distribution optimization, by identifying distinctive segments that drive loyalty and full-time availability

Decision Tree via Out-Of-Stock Exercise + Questionnaire



1

Screening

Respondents are invited to participate in a research initiative

They fill out a pre-survey which screens on the target group specifications.



2

Shelf Exposure

Respondents are exposed to shopping shelves while their eye movement is tracked.



3

Virtual Shopping: Regular + Out-of-Stock

Respondents are exposed to a regular shopping exercise.

They are instructed to click on the products they want to buy from shelf.

After selecting 1 product, it is listed as out of stock, and they need to pick another one, repeating up to 5 times



4

Questionnaire

Respondents are asked a few additional after the shopping experience

What do they think? What mattered to them?

What is their perception In terms of complexity, preference, etc.?

The Goal

Have common insights around category drivers, shelf placement, assortment priorities, shopper communication, and innovation direction.

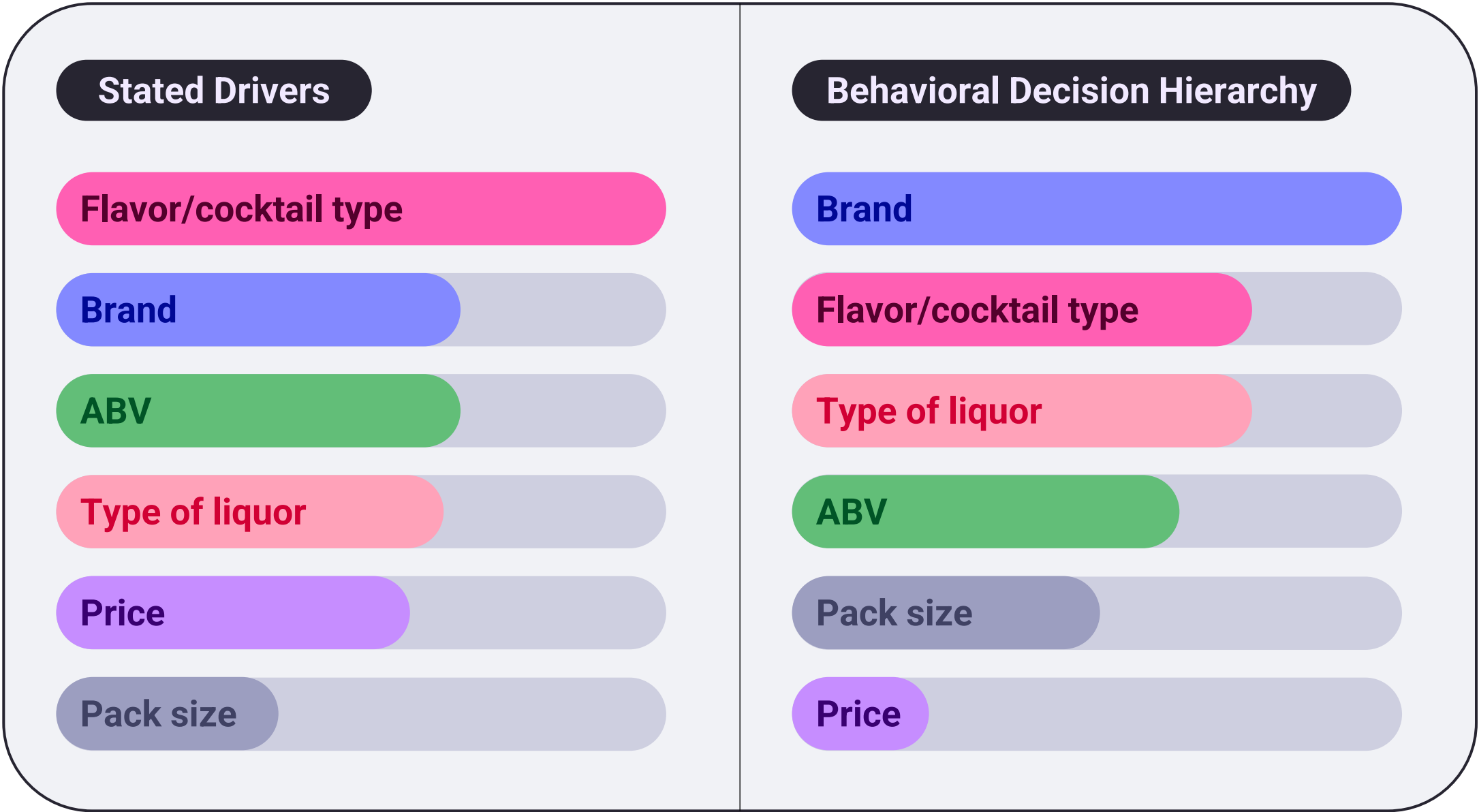
How do shoppers navigate the RTD shelf?

Which cues shape choice?

How can teams use it across the business?

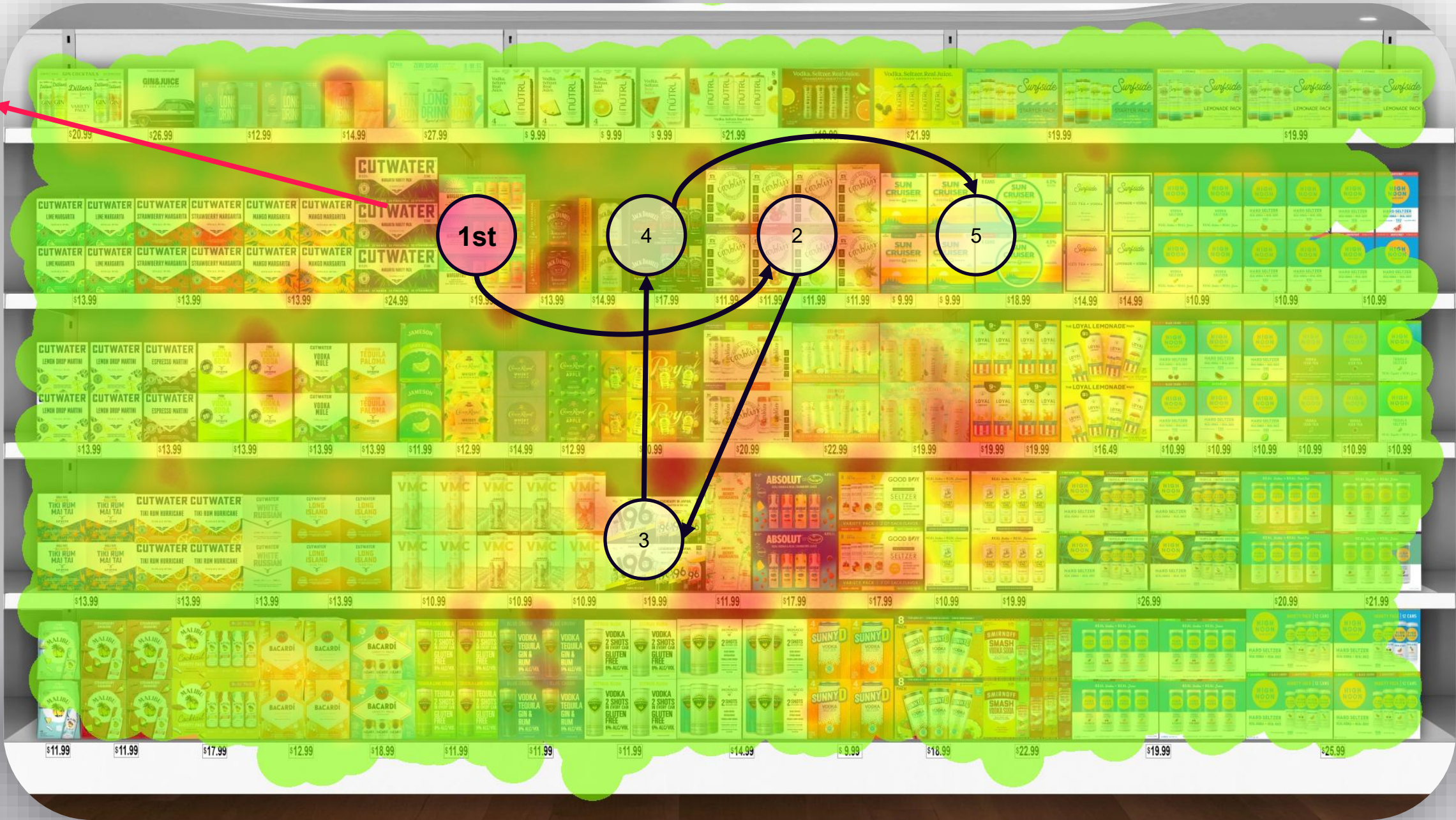
What happens when the first-choice product is unavailable?

What shoppers
say *versus* What
shoppers do



Shelf visibility anchored on key brands

1st seen



The value was *focus*:

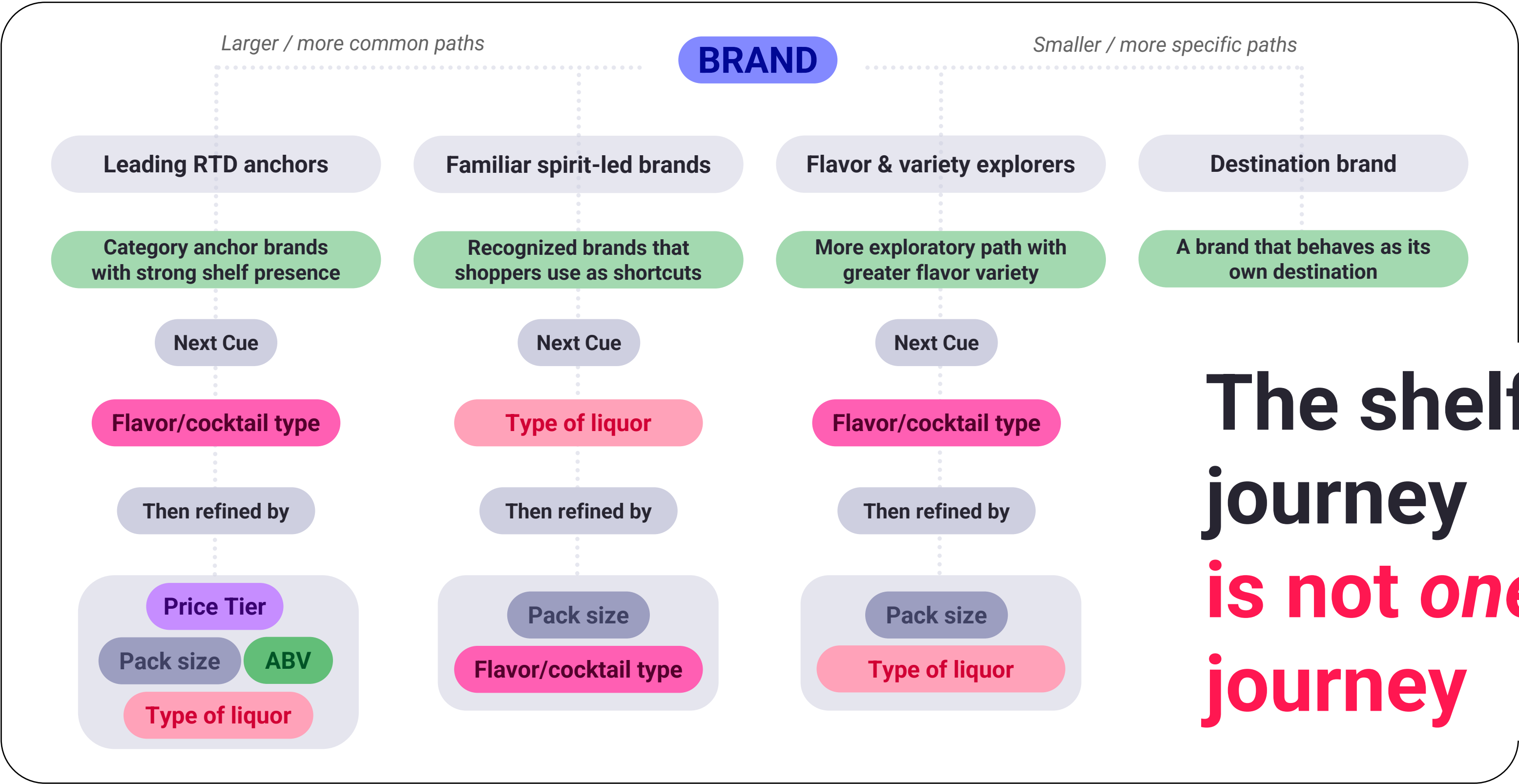
**Confirmed the direction –
prioritizing flavor, variety
and proposition, and
helping avoid chasing
weaker levers**



The research did not come back with a completely unexpected answer just for the sake of being surprising.

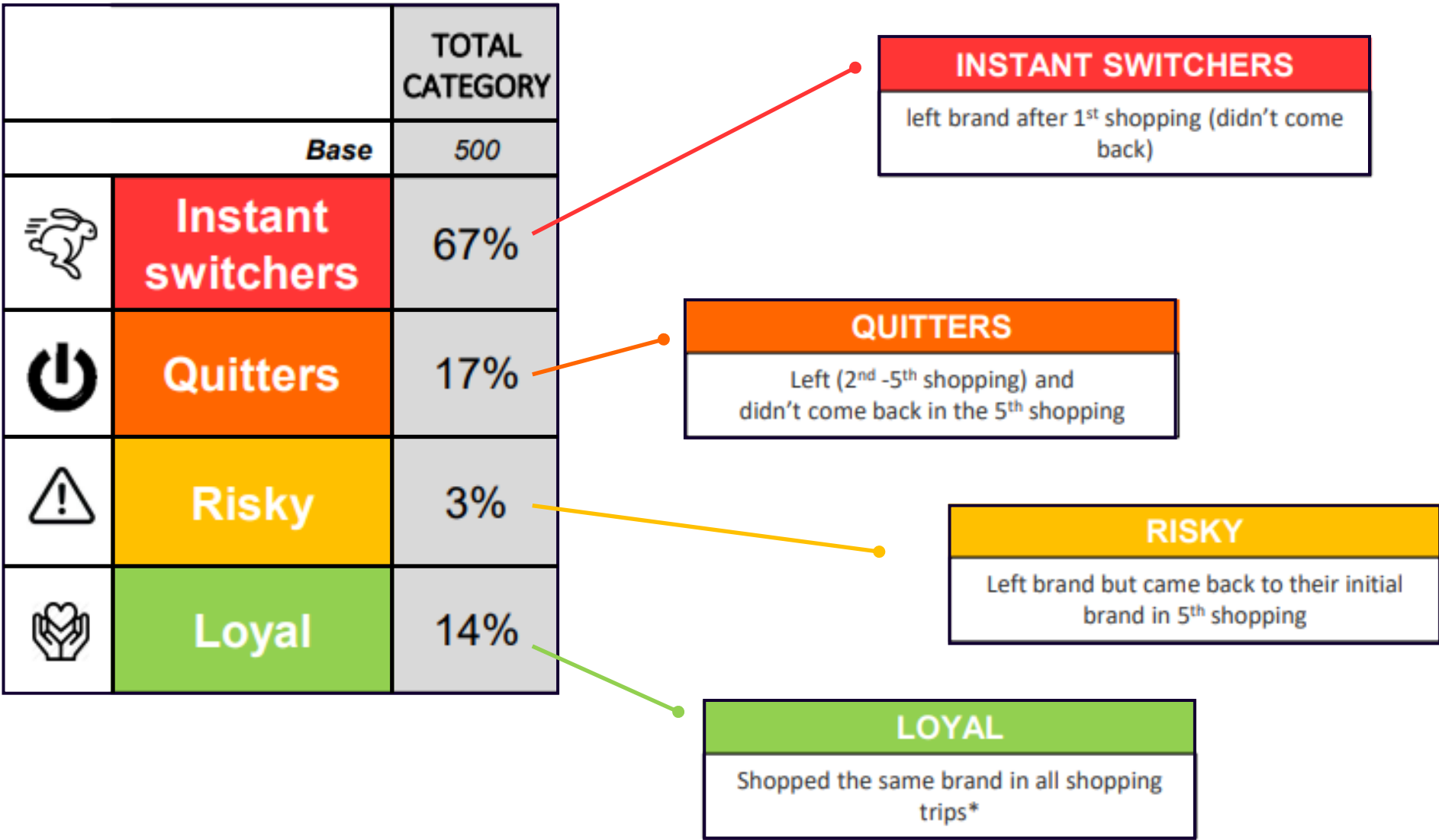
It helped us avoid spreading effort across too many areas and gave us permission to focus.

Zachary Thom



Substitution
shows the real
competitive set

When the first choice disappears,
the real category structure appears.
Switching patterns reveal what shoppers
truly see as interchangeable.



Leading brands had less substitution

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[illegible]

Net gain per brand, to show direct trade-off



Net Score: The difference between the % of shoppers gained and lost

Loss

Gain

RTD is exploratory but not random

RTD shoppers explore, but within clear boundaries.

Shoppers may buy multiple packs per trip, typically selecting maximum one unit per brand, indicating mixed-brand baskets and a variety-seeking behavior rather than strict loyalty.

Buying occasions

Relaxing by myself at home



Relaxing with friends/family at home



To have at home/ For stock

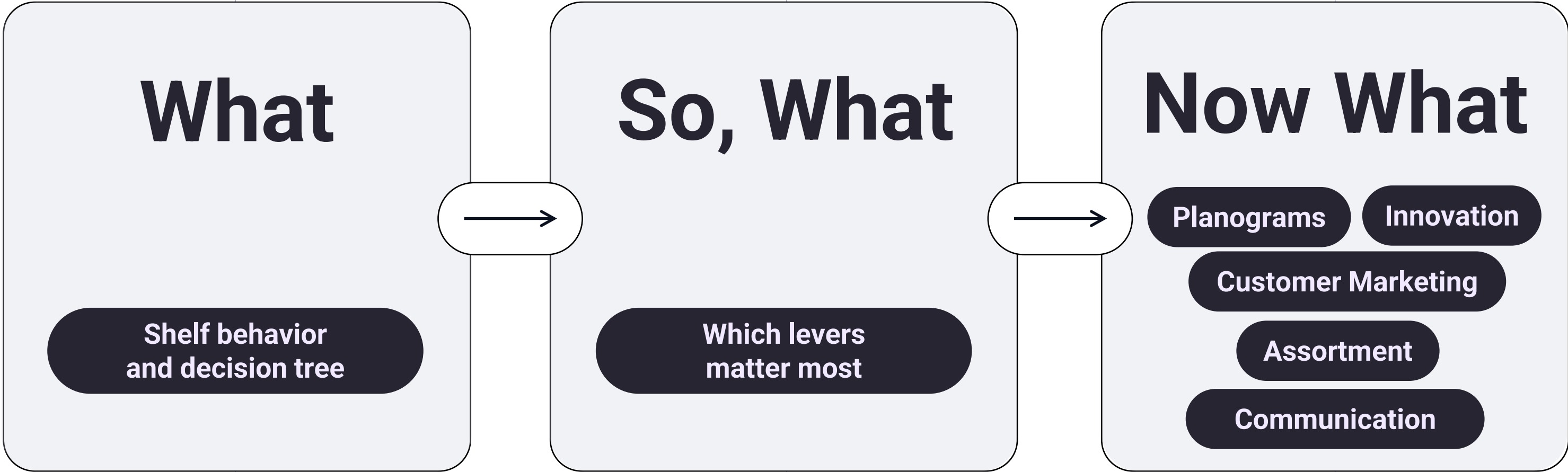


Top 3 Spirits Base



Top 3 Flavor Profiles

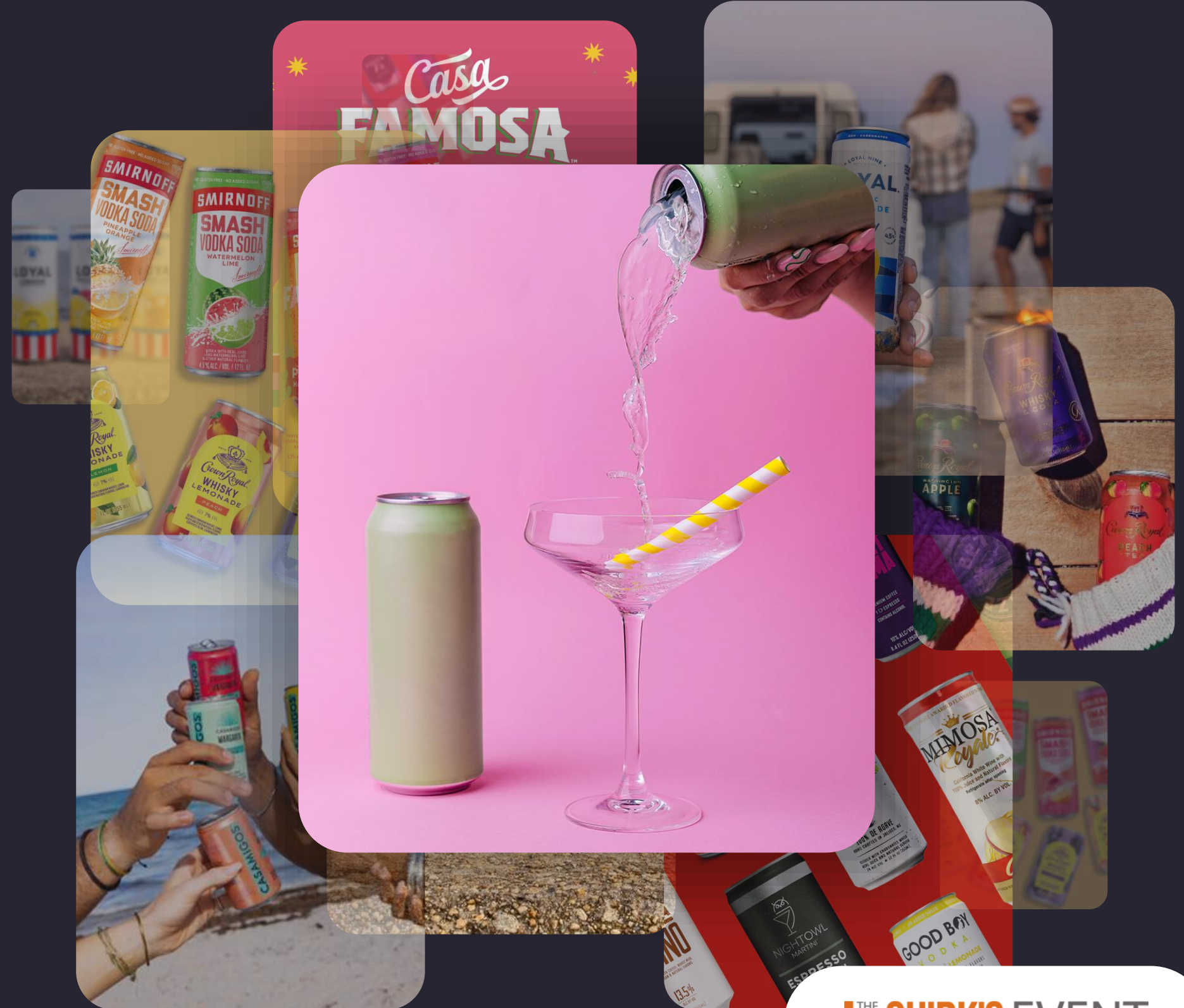




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Growth does not
come from chasing
every lever.

**It comes from
knowing *which*
ones matter.**



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Q&A

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