



Attract new consumers, drive frequency of purchase, build brand loyalty and grow market share with OPUS

A rich source of On Premise consumer data and insights, OPUS (On Premise User Study) gives you the power to understand the ever-changing relationship between consumers, brands, categories, channels and occasions.

OPUS enables you to:



Make **insight driven decisions** throughout your business



Tailor marketing and sales strategies to the most **lucrative occasions and channels**



Provides consumer led sales stories to **inform sales conversations and RFPs** with key customers and the biggest biggest New Zealand Venue Groups



Shape **data driven activation** and promotion strategies that will best engage consumers



Create **data informed serve strategies** through our Cocktail & Mixed Drinks reports



Creative **upselling opportunities** and **menu pricing insights** by brand & category



OPUS is designed to help you understand where and how to reach your target consumers, and shape your brand, marketing & sales strategy around the most profitable On Premise visits



Quantify visits and spend in the On Premise



Uncover size of the prize opportunities for categories and brands by occasion & channel



Explore consumer reasons for visit, need states, and path to purchase



Deep dive into consumer interactions with drink categories



Track favourite brands, flavours and serves

All findings can be broken down by drinks brand consumers and consumer demographics.

Discover **OPUS** for the New Zealand market

Surveying 3,000 New Zealand On Premise consumers, OPUS is conducted twice a year, and is representative by age, gender, and state.

Market-specific channels include:

- Pub
- RSL/Sports Club
- Casual Dining Restaurant
- Formal Dining Restaurants
- Hotels
- Bar/Late Night Bar
- Nightclub



Who is **OPUS** for?



Category teams

- Grow category sales in the On Premise and be category champions
- Understand the role of categories within the consumer repertoire
- Understand path to purchase and how best to activate brands and categories



Sales

- Grow sales and distribution of brands with compelling sales stories that demonstrate how brands can both benefit On Premise outlets and appeal to the outlet's target consumer



Brand & marketing

- Drive brand sales and share by targeting and recruiting the most profitable consumers
- Identify how to broaden usage of brands – by channel, occasion or consumer demographic



Consumer and market insights

- Identify new and emerging trends influencing brand performance
- Understand changing consumer attitudes and market forces impacting consumer behaviour

Unlock the benefits of winning in the On Premise

**OPUS
Lite**

Start with OPUS Lite, to get introductory insights uncovering consumer demographics and their behaviour when visiting the channel

**OPUS
Select**

A way to start the On Premise insights journey through a tailored package of key Business Cases and one Exec Summary to showcase market trends

**Opus
Core**

OPUS Core provides the key On Premise trends to direct your focus for brand planning, along with Business Cases to turn insights into actionable resources for your teams



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