



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 Netherlands 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 Netherlands

Surveying 3,000+ Dutch On Premise consumers, OPUS is representative by age, gender, and region.

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 Core

In-depth, localised insights

Broad Market Overview

Offers a high-level view of consumer behavior across multiple markets, highlighting global trends

Consumer demographics & behaviour

Provides data on consumer demographics and their behaviour in the On Premise

Comparison & strategic planning

Assists global owners and brands in identifying potential growth areas and informing decisions related to market expansion

OPUS Lite

Global perspectives and macro trends

Market-specific data

Focuses on localised markets, offering granular data that reflects regional nuances

In-depth consumer, category & brand analysis

Provides in-depth insights into consumer motivations and preferences within specific markets

Market analysis & strategic decision

Empowers brands to anticipate market shifts and optimise existing opportunities



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