



# **Alpine Dog Brewing Company**

Concept Refiner™





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# Background & Objectives

## Background & Objectives

Alpine Dog Brewery is a craft brewery located in Denver, Colorado. The brewery strives to bring bold and unique brews to a bold and unique population, and part of this boldness is communicated through the beer labels on the bottles and cans. The team recently conducted quantitative research to identify the top performing labels to be used for their 2018 line, but discovered through this quantitative research that there is room for optimization for the top performing label.

Distributors are looking to push production up a couple of months with the goal of releasing the new labels before the new year, which leaves Alpine Dog with little time for research and optimization. Alpine Dog will leverage GutCheck for quick turn qualitative research to explore how to optimize the winning label before going into production and distribution.

This research will focus on optimizing the label that performed well in quant, specifically focusing on areas of improvement when it comes to the branding and clarity. The findings will be used by the Alpine Dog brand to make final adjustments to the label before market introduction.

## How can Alpine Dog optimize the top performing label design so that the label is clear and delivers on important equities associated with the brand and craft beer?

- Explore initial impressions of label to uncover associations, any points of confusion, standout value, and understand how well this label fits with craft beer
  - General appeal of the label and how this compares to other favorites in the industry the branding and clarity. The findings will be used by the Alpine Dog brand to make final adjustments to the label before market introduction.
- Uncover areas of optimization specifically related to clarity, design, likes, and dislikes
- Expose respondents to the brand and product description to understand initial impressions and how well the label connects with the brand story and delivers on key attributes associated with the brand
  - Associations /descriptions to understand brand associations - does it convey a retro look/Colorado, outdoors or mountain brewery etc.

# Stimuli Tested

Winning Label from Quant Phase



## Company Sideline Description

**ALPINE DOG BREWING CO**  
**1505 OGDEN ST, DENVER CO**

Raise a glass to adventure, stay wild, and enjoy  
great beer with great friends!

## Product Description

### **PROFILE: Light, Fruity, Peppery**

This Belgian farmhouse inspired classic pays  
homage to warming weather and a free  
spirit! Fermentation with saison and wild yeast  
creates tropical fruity, earthy, and peppery  
aromatics and flavors while keeping the  
beer light and drinkable.

6.7% abv. 22 fl. oz.

Brewed in Denver, Colorado  
[www.alpinedogbrewery.com](http://www.alpinedogbrewery.com)





# Methodology

# Methodology

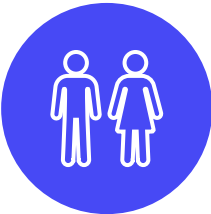
## Creative Refiner™

This study was conducted online where respondents answered open-ended questions and follow-ups posted by a trained moderator.

This technology fosters a dynamic qualitative discussion where respondents are easily able to interact with others in the group.

# of Groups	Total Respondents	Days in Field	Recruit to Report
1	30	2	7

## Audience



**Gender**  
Male/Female



**Age**  
21-45



**Beer Consumption**  
Drank beer twice in the past week



**Craft Beer Drinkers**  
Drinks craft beer 2-3X a month or more

*Qualitative research is based on a small number of individuals and provides a rich source of information useful in understanding a given subject matter or population, in confirming existing knowledge or suppositions, and in providing direction for planning and strategy. Caution should be used in generalizing the findings to a larger population.*



# Executive Summary



# Executive Summary

Key Findings	Implications
While the name “Ski Naked” is successful in grabbing respondents’ attention, it tends to overshadow other elements in the design.	Creating a better balance between font and icon sizing could be used in order to make sure consumers still recognize the beer type and brand name.
Respondents are unclear as to what “wild” in “wild saison” is and the connection to the outdoors and skiing until the company and product descriptions were shown.	Dropping the “wild” or modifying how it’s used in conjunction with “saison,” along with enlarging the company logo, could help reduce confusion. Additionally, highlighting or drawing attention to the product and company information on the front of the can may allow respondents to draw the connections with skiing and the outdoors more quickly.
Alpine Dog Brewing Co. is looking to draw out key brand equities associated with a retro, outdoor, Colorado craft brewery in their design label; respondents recognize the outdoors and/or Colorado, but fail to register retro.	In order to improve upon the retro brand equity and uniqueness, consider enhancing design elements to do with the skier and mountains, or add pops of color to lend to a retro look.

## Recommendation

**Making changes to the logo, icons, and improving clarity may increase this label's appeal.**

The company logo at the top is either disliked or a point of confusion among many respondents. In order to get across branding and uniqueness, Alpine should enlarge this logo or incorporate their company name elsewhere in the design.

This content proves difficult to read and added some confusion for respondents. Consider enlarging the content or removing all together.



Other improvements should be translated to the bottle offering in addition to choosing a better or more flattering colors scheme (i.e., perhaps a different colored bottle/ background on label).

Some noted improvements could be made to the skier and mountains, and other design elements to improve the appeal (and retro vibe).





# Detailed Findings

## Name Initially Captures Attention

### First impressions elicit positive reactions when it comes to the beer's name, "Ski Naked."

*Respondents feel that the "Ski Naked" name grabs their attention.*

- Respondents feel that the name in addition to the actual naked skier was humorous.
- Others note that the label design looks "modern" or that the beer would be "refreshing" as a result of the design.
- A few note that while the name is attention getting, the graphics used when it comes to the skier and colors aren't completely to their liking or as unique as they would expect.
  - A few recognize a fit with the outdoors and Colorado as a result of the skiing aspect and mountains.
  - Others wish they had more information into the flavor and this beer in general.

“

The name made me chuckle, I like that they use a "wild name" for a wild beer.  
Nice colors. Eye catching label.

Female  
Age 45

“

It actually quite fits with where I live... Colorado. I could see it having mass appeal, especially with the ski crowd.

Gardiner Hammond  
Age 38



## Design is Strongest On Can

**The name and cohesive design incorporating the mountains, skier, and cooler colors are well liked.**

*Overall, respondents feel that the design looks most appealing on the can.*

→ While the majority of respondents mention the name, “Ski Naked,” they also note that it is backed up well with the rest of the design, highlighting the skier, mountains, and color selection as working well together.

→ Some also mention the variety of colors and background design elements as appealing. However, some feel this doesn’t translate as well onto the bottle due to the bottle color and label background color.

“

Definitely a winter feel, looks refreshing. I’m not actually familiar with a wild saison.

Male  
Age 42

“

I like the colors. The overall look. The can looks nice and refreshing! Is that really condensation or part of the label design? Hard to tell. Doesn’t have the same super cool look on the bottle.

Female  
Age 45

## Logo And Colors On Bottle Questionable

### Some feel the color scheme, logo, branding, or combination of the three is lacking.

*Some respondents dislike the color scheme, thinking it could be brighter, as well as the triangle (company logo) at the top of the design.*

→ Those who note a dislike with the label design most often reference the color scheme as dull, plain, or not vibrant enough, particularly on the bottle.

- Additionally, some dislike the triangle at the top of the design, or dislike that the company name was not used.
- A few mention the skier graphic and/or mountains as dislikes, feeling as though they aren't positioned or sized well.

“

I dislike the skier. I dislike the number 12.  
The triangle at the top does not make sense.

Female  
Age 31

“

I like the design on a can, but I don't think the  
color scheme matches a beer bottle.  
More active and vibrant colors might translate  
better to the bottle offering.

Female  
Age 45

## Uniqueness Is Varying

The name and variety of design elements are unique to some respondents, although others highlight little uniqueness.

*The name and overall design are unique to some, while others feel it could use improvement.*

- The name, colors, and overall design concept is unique to some, although that is not necessarily a positive thing to all respondents.
- Others note that the design and content on the can overall is lacking. A few note other craft beer brand labels often have far more content and information into the brand or beer, lending to their uniqueness.



“

The name isn't like anything I have heard of, and there's no beers that I can think of that have the design of skiing.

Female  
Age 35

“

I think the label is kind of bland it's missing something, it should have to do with more about the what the beer is.

Male  
Age 39

## Fit With Craft Beer And Brand Equities

**Despite design preferences, most respondents note the brand equities and feel the design fits with a craft beer brand.**

*The name best represents Alpine's brand equities and the qualities of a craft beer brand.*

→ The majority of respondents, despite their likes or dislikes, feel that this label design fits with a craft beer brand. Specifically the name and graphics are most applicable to the designs many craft breweries can take.

→ When asked to describe the design many respondents mention risky and/or adventurous, but fail to mention retro.

- A few mention youthful based on the skiing and craft beer aspect.
- A few others note words like plain or bland— lending more insight into the need to differentiate and depict more of the branding and product description.

“

I think it fits. You often see off the wall names, things with humor or risky sounding brands.

Female  
Age 32

“

Relaxing – because of the label colors. Edgy – because of the beer name. Adventurous – because of the beer name.

Female  
Age 45



## Improvements Can Be Made Around Points Of Confusion

### Confusion had most to do with the beer name, type of beer, and brand.

- Due to the difficulty to read content and lack of branding/product elements on the front of the can confusion surrounded the “wild” aspect of saison, as well as the brand..
- When directly asked about any confusing aspects, many respondents mention there are no points of confusion. However, at other times, respondents inquire about the beer type, brand, and other content.
- Respondents recommend enlarging the smaller text and logo size.
  - A few also mention that saisons are more associated with summer and/ or that warmer colors could be used to make the design stand out more.
  - A few mention improving the appearance of the mountains and skier icon.



“

The triangle at the top, seems unneeded and too small to really see the image in it.

Female  
Age 35

“

What is the symbol above the skier? The company logo? Even zoomed in I can't read what is written under Wild Saison. I don't understand what the 12 means?

Female

Age 45

## Company Sideline Description Nice But Not Necessary

**Knowing where the beer is from is beneficial, but the rest of the information isn't as impactful to respondents.**



Respondents react positively to the use of adventure and enjoying beer with friends.

A few mention that while the description is fine, it is less relevant to them than the product description.



Knowing where the beer is from or made is liked by most respondents. They feel the fact that it is from Colorado seems fitting.

Some dislike the tagline feeling as if the positioning is over used by other beer brands.



While many respondents feel this description is okay as is, some feel the “raise a glass” portion can be modified to “raise your drink,” or similar, in order to align better with the adventure aspect (where glass is unlikely to be used).

“

I agree with a previous comment that “Raise a glass” doesn’t necessarily fit with an adventurous, wild, consume immediately beer. Can’t think of an alternative right now though. Enjoy a great beer with great friends is a really generic statement. Maybe “Enjoy an adventurous beer with great friends! Stay wild!”  
Are they making wild beers?

Female  
Age 45



## Product Description Is Strong

**Respondents finally felt like they got the information they were looking for in the product description.**



Respondents feel a sense of satisfaction after reading the product description since it satisfies their curiosity and questions about this particular beer. However, some feel the description fits more with a summer beer rather than a winter or ski themed one.



Many like the description overall and feel the description fits with a saison beer; some specifically highlight tropical and fruity as appealing.

Others liked the abv. %, and only a couple thought it was either too high or too low.



Many respondents felt the product description was good as is, except for the use of “peppery.” Some offered up alternatives to use in place of peppery like “a little kick” or similar.

A few noted that the use of drinkable or light made them feel like the beer wouldn’t have as much flavor.



# Appendix

## Appendix: Sample Demographics

Gender	
Male	13
Female	17

Alcohol Consumption	Drank In The Past Two Weeks
Wine	13
Hard Liquor	18
Craft Beer	25
Domestic (non-craft) Beer	20
Cider	8
None Of The Above	-

Age	
23	1
24	1
26	1
27	1
29	2
30	1
31	2
32	4
33	3
34	1
35	3
37	1
39	3
40	1
42	3
45	2

Frequency of Drinking	Every Day	A Few Times Per Day	2-3 Times Per Month	A Few Times A Year	Never
Wine	2	10	6	10	2
Hard Liquor	1	15	9	4	1
Craft Beer	3	16	11	-	-
Domestic (non-craft) Beer	3	16	6	4	1
Cider	1	6	11	8	4