

Case study – Carlsberg

Carlsberg Denmark required a faster, more frequent and cost-effective way to track the performance of product launches, in this case a new beer aimed at the female market.

YouGov worked closely with Carlsberg in order to meet key objectives by:

- Frequently measuring and evaluating consumer reaction in the first 6 – 8 weeks of launch.
- Tracking key metrics including brand and product awareness, trial and repeat purchase and intention rates.
- Identifying changes that could be made in their sales and marketing approach.



Results were delivered on a weekly basis – in time for Carlsberg’s weekly planning and launch review meeting. The shortened lead time between launch and feedback offered an immediate read on targets - crucial in the initial launch phase.

As well as tracking key metrics, Carlsberg’s product performance was tracked against client targets and compared against industry norms. Data that provided a clearer understanding of ‘what good looks like’ as well as objective feedback on the product’s performance.

Based on the data, YouGov produced a marketing analysis and commentary that alerted Carlsberg to specific ‘response actions’ - allowing them to adapt their marketing strategy and support a successful launch.

“Launch Monitor gave us the ability to fine tune our marketing mix in almost real-time to support the launch of a new beer aimed at the female market”

**Finn Wulff, Marketing Innovation Director
Carlsberg Denmark**