Brand Perception Analysis – Molson Coors

Regions: **Europe**.

Sep 2018

www.clootrack.com

Comprehensive report on **customer perceptions**.

Deep Insights To Your Customer Behavior, Driven By Proprietary Deep Learning Algorithms

Total number of conversations analyzed

1,280

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Top Perception Drivers

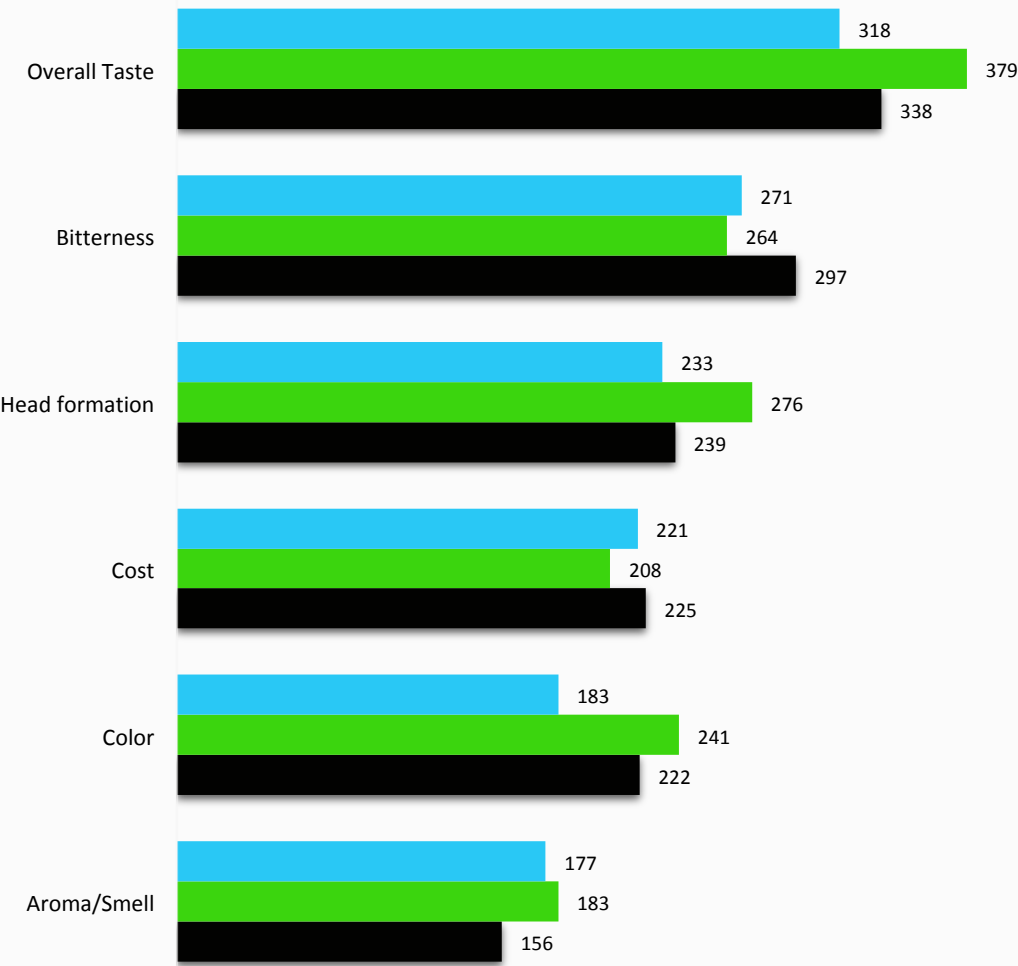Category level drivers. Based on discussions happening around the category. Total score in a scale of 1500, based on number of people speaking and tone strength of conversations.

Driver	Score
Overall Taste	367
Bitterness	281
Head formation	258
Cost	216
Color	181
Aroma/Smell	173
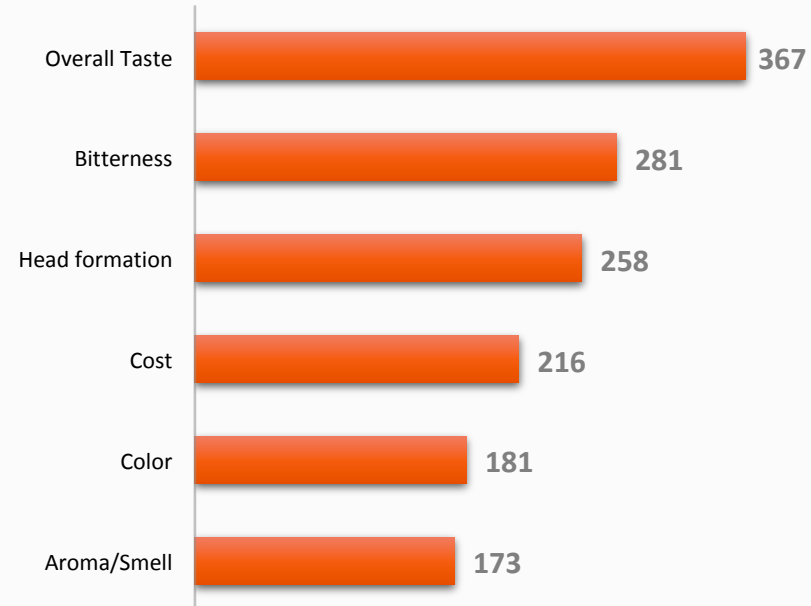
Brand Equity

Ranking of brands in top perception drivers. Total score in a scale of 1500, based on number of people speaking and tone strength of conversations.

Driver	Golden Brau	Timișoreana	Bergenbier
Overall Taste	318	379	338
Bitterness	271	264	297
Head formation	233	276	239
Cost	221	208	225
Color	183	241	222
Aroma/Smell	177	183	156

Legend: ■ Golden Brau ■ Timișoreana ■ Bergenbier

Brand Identity

These are how customers perceive the brand

Bergenbier	Timisoreana	Golden Brau
Malted Taste	Clear golden color	Glitter
Slight Bitterness	Scentless	Bubbly
	Good foam	Mild wheat taste

Emerging Trends

These are emerging trends of consumers in the category

Exotic infusions

Low alcohol beers

Crafted and localized beers

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