

Extrait d'une étude de marché pour la bière Black Horse

Titre *Black Horse penetration study, Ontario*

Auteur Dow Brewery Limited; Canadian Facts Company

Éditeur Canadian Facts Ltd, Toronto, Ontario

Date de publication 1965

Source Queen's University, Stauffer Library

Cote HD9397.C24 D68 1965

F 5182

BLACK HORSE PENETRATION STUDY

ONTARIO

March 1965

Conducted for:

DOW BREWERY LIMITED

MONTREAL QUEBEC

CANADIAN FACTS
LIMITED



ORDER OF CONTENTS

	<u>Page</u>
FOREWORD	
HIGHLIGHTS	i
GENERAL SUMMARY	
A. Brand Awareness	1
B. Purchasing Habits	3
C. Trial Of Black Horse	6
D. Purchase Intentions.	13
E. Awareness Of Advertising	16
DETAILED TABLES (Indexed)	
APPENDIX	
Characteristics Of Respondents	
The Questionnaire	

1
3
4
-
5
1

FOREWORD

Black Horse Ale, a well-known brand about 15 years ago, was re-introduced in the Ontario market by Dow Breweries Limited, towards the end of November 1964.

An attitude study was conducted in February 1965, but only among actual buyers of Black Horse.

The purpose of the present study is to determine purchasing habits, awareness, and reaction towards Black Horse, among a cross-section of urban beer drinkers in Ontario.

The advertising campaign has been particularly heavy in Peterborough, and thus a secondary purpose of this study is to compare the results in Peterborough with those in the rest of urban Ontario.

Method And Sample

In total, 788 random telephone interviews with male beer drinkers were completed. Of these, 299 were conducted in Peterborough and 489 in other cities, (186 in Toronto, the rest in London, Hamilton, Ottawa, Kingston and Sudbury).

Results

Results of this study are presented in the following pages under the headings:

1. Highlights
2. General Summary
3. Detailed Tables

CANADIAN FACTS LIMITED

April 5, 1965.

HIGHLIGHTS

1. The basic idea of re-introducing Black Horse appears to have worked extremely well. Almost everybody's aware of the brand and the great majority is aware of the fact that its current launch constitutes a re-introduction.
2. The success of the campaign is also evident from the fact that during the short period Black Horse has been available, four out of ten beer drinkers have tried the brand.

However, while 21% have bought the brand for home use there appears to be a sharp decline in first time purchases - 10% bought in December, 6% in January, 4% in February and 1% in the first half of March. This might be an indication that the "re-introduction" theme may have served its purpose and should perhaps be replaced by others.

3. The re-purchase pattern for Black Horse seems perhaps to be somewhat disappointing - almost half of the buyers did not buy again. Even among the early buyers who had ample time to re-purchase almost 40% did not repeat and only 7% have bought more than four times. This again points to a decline in enthusiasm.
4. Purchase intention levels also indicate a certain degree of weakness. Only 13% of those who are aware of Black Horse and 32% of the buyers of the brand say they are almost certain to buy.

Corresponding figures for Carling's new entry, Toby, however, were 21% and 43% respectively.

5. In Peterborough where advertising was heavier than elsewhere, brand awareness and advertising awareness appears to be slightly greater. Trial, re-purchase, and purchase intentions, however, are basically the same in Peterborough as in other cities.

6. In Summary:

It may be concluded, therefore, that with a 94% brand awareness and a better than 80% "theme" awareness, sheer increase in the weight of present advertising as was tried in Peterborough, might be unproductive.

Declining trial levels may suggest some weakness in the image elements of the brand, and disappointing re-purchase rates among buyers suggest that further product improvements might be required. Whether imagined or real, the product criticisms are on the "too positive" side.