

Consumer Research: SAQ

To highlight the quantity of products that the SAQ had online, a high-traffic Metro hallway was wrapped to look like a wine cellar of infinite depth. Each product showcased had a matching barcode that could be scanned using the SAQ mobile app, allowing for immediate purchase. Consumers could then either pick it up at the store or have it delivered to their home. A special high-end section was also integrated into the mural, to promote the very exclusive products also available online at SAQ.com.



Media Agency: Sid Lee
Creative Agency: Sid Lee Media
Year: 2017

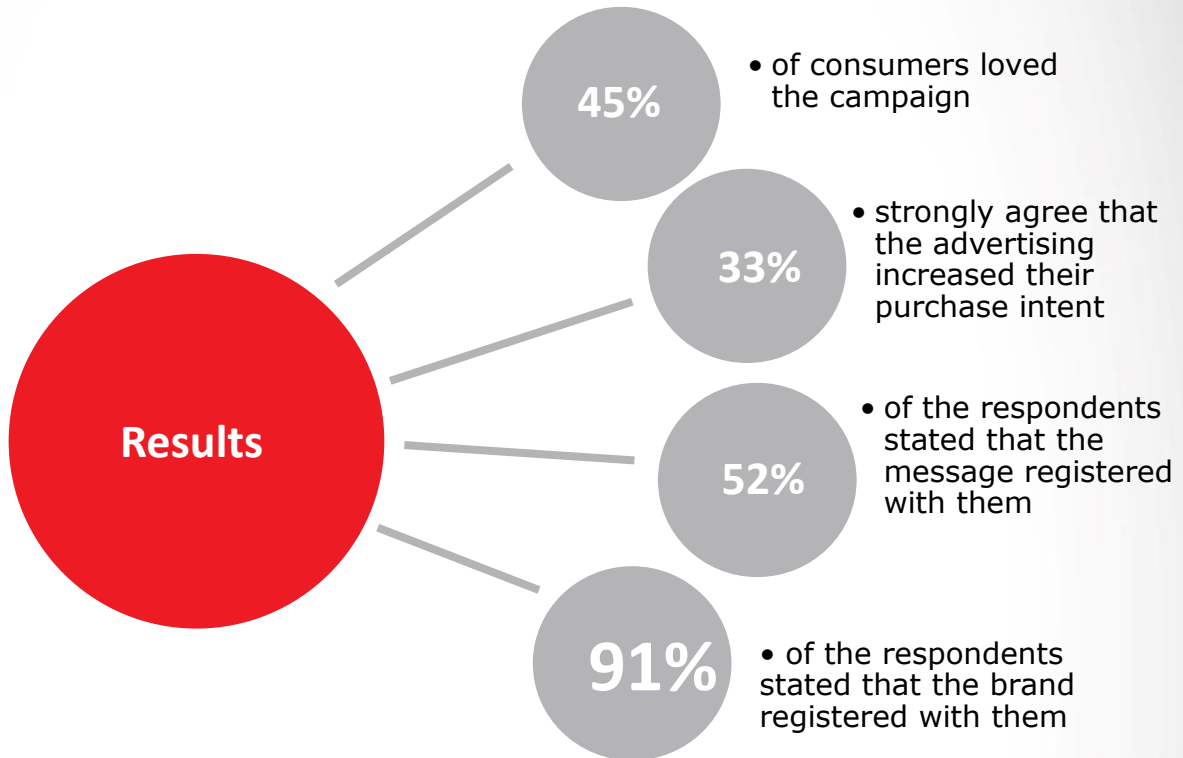


Research Sample

- 400 Adults 18-64
- Beer, Wine, Spirits purchased last 6 months
- Market: Montreal

Main Message Key Feedback

- Clear brand identification and solid understanding of a more complex message.



▶ Consumer Comments on Main Message

"Large selection online and instore"

"Multitude of choices"

"Diversified assortment of wines and spirits"

"Buy at SAQ"

Source: BrandSpark Consumer Panel 2017