

Consumer Research: Moosehead



Media Agency: Media Experts
Creative Agency: Taxi 2
Client: Moosehead
Year: 2017

Celebrating their 150th anniversary with Canada 150, Moosehead used eye-catching OOH executions at iconic locations. They wrapped transit shelters and filled them with beer bottles. Consumer-contributed messages were inscribed on the bottles with creative artwork supporting the brand's concept.

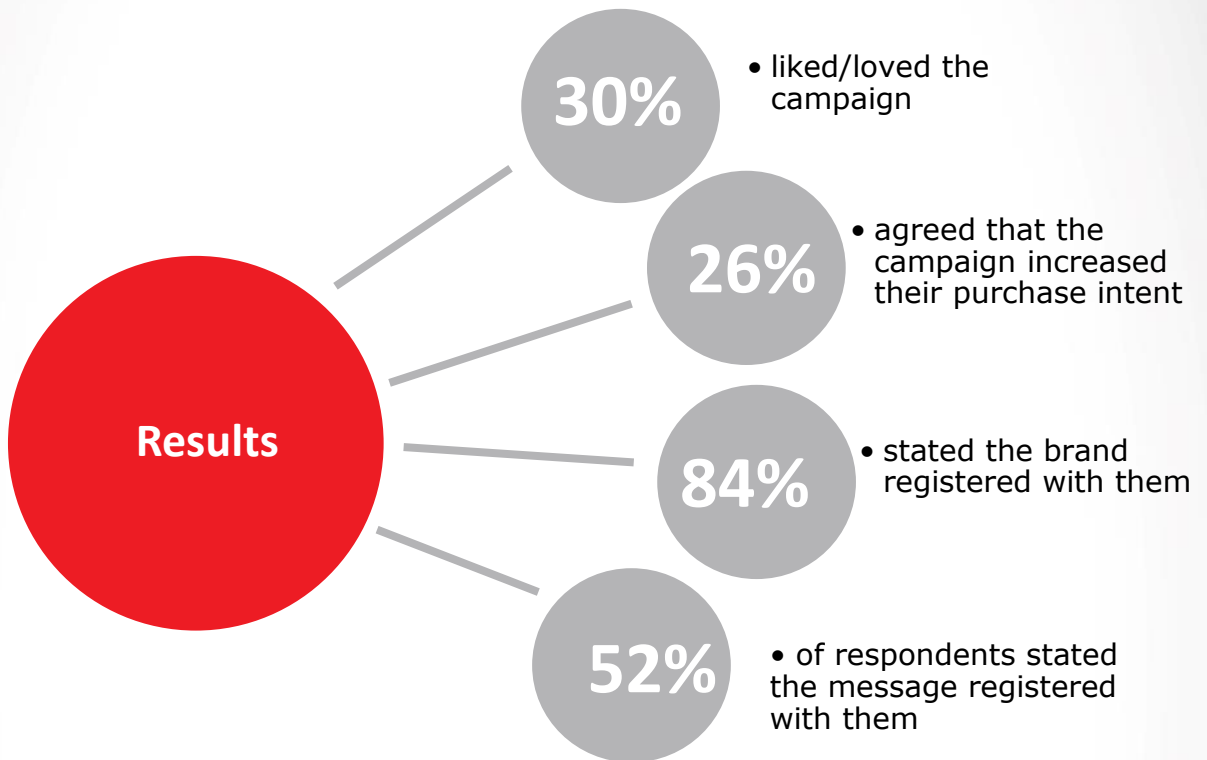


Research Sample

- Ottawa adults who have purchased or consumed beer in the past 6 months.

Main Message Key Feedback

- Those who understood the message felt that it showed that Moosehead was 'proudly Canadian'.



▶ Consumer Comments on Main Message

"Proudly Canadian"

"Help Moosehead write the history of Canada"

"I want to write in the future"

"Canadian beer"

"To celebrate Canada, write a message on the Moosehead board."

Source: BrandSpark Consumer Panel 2018