



**Case Study:** Retail, Hospitality & Consumer Goods and Digital Business

# Rebranding for the Drinking Habits of Millennials

Working with a multinational alcoholic beverage company, to developing a new branding approach for millennial consumers.

This multinational alcoholic beverages company has enjoyed great awareness and success among mature consumers, with top liquor brands. Its next goal was to duplicate that success with a younger audience.

To begin the process, the company engaged Idea Couture, Cognizant Interactive's digital innovation, strategy and design firm. Our view was that the best way to attract millennial consumers would be to understand their needs and desires in the specific context of alcohol and alcohol-related brands. With this in mind, our anthropologists and design researchers began an immersive study of millennial drinking habits and culture.

With insights derived from our research, we presented potential prototypes that met several unmet needs, in the view of our target market. We then previewed a short documentary film to fully communicate our findings. We also presented a digital platform strategy that featured new branding ideas and directions. As a result of our recommendations, the company introduced several new products in the United States and European markets that generated significant new revenues.

## At a Glance

A multinational alcoholic beverages company wanted to establish greater brand relevance with millennial consumers. The company asked us to employ a human-centered approach to understanding this cohort in the context of its drinking culture.

## Outcomes

The company introduced several new product lines using the principles we introduced. In addition, it created an incubation program that encourages global entrepreneurs to foster and grow innovative product and brand initiatives.

- In the first year, the company saw a 14 percent growth in net sales.
- A liquor brand achieved an 8.7 percent increase in value sales in year two.
- A tequila brand received a Shorty Award as one of the top performing social media brands in spirits.

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## Decoding a millennial night out

Our team of anthropologists and design researchers immersed themselves in millennial drinking culture by engaging in participant observation at bars and clubs, and by conducting informal interviews and co-creation labs, in which we included millennials in the design process.

We identified key experience drivers and preferences that set this cohort apart from older audiences. Using these findings, we were able to create more than two dozen prototype concepts founded on rethinking traditional flavors and beverages.

The prototypes highlighted that health consciousness, new social occasions and experimentation in taste and flavor can inspire a novel beverage experience. This experience, which the millennials we observed and interviewed seemed to value, goes well beyond the act of drinking itself.

The prototypes were all tied to one central narrative, which we chose to communicate with a short documentary film. This film allowed us to fully communicate the experiences, potential drivers and possible use cases around millennial drinking culture to the client's team. We also provided a digital platform strategy that emphasized the multitude of social occasions and flavor possibilities presented by the prototypes.

Inspired by our innovation-led recommendations, the company introduced numerous new products in major markets, including frozen drinks, small liquor cans, and a series of pop-up and social media campaigns for its top brands. This project ignited the launch of additional brands and offerings, such as frozen pouches and sorbets, and positioned the company as the fastest-growing drinks brand in Britain. The company also launched an incubation program to foster and grow innovative product and brand initiatives from global entrepreneurs.

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## About Cognizant

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 195 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at [www.cognizant.com](http://www.cognizant.com) or follow us [@Cognizant](https://twitter.com/Cognizant).

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# Cognizant

## World Headquarters

500 Frank W. Burr Blvd.  
Teaneck, NJ 07666 USA  
Phone: +1 201 801 0233  
Fax: +1 201 801 0243  
Toll Free: +1 888 937 3277

## European Headquarters

1 Kingdom Street  
Paddington Central  
London W2 6BD England  
Phone: +44 (0) 20 7297 7600  
Fax: +44 (0) 20 7121 0102

## India Operations Headquarters

#5/535 Old Mahabalipuram Road  
Okkiyam Pettai, Thoraipakkam  
Chennai, 600 096 India  
Phone: +91 (0) 44 4209 6000  
Fax: +91 (0) 44 4209 6060