

Lifting the lid on lockdown drinking



Tracking key changes in the alcohol landscape, both on and off trade.

A world leading beer company that plays in the mass, craft & non alcoholic categories

Overview

Understanding the impact of covid-19 on consumer drinking habits, with a particular focus on how at-home consumption influenced the wider industry.

Objectives

- Define the trajectory and shape of the pandemic on the category, and anticipated recovery
- Uncover declining and growing channels and categories
- Reveal how the brand's existing growth areas are changing and which shifts will be short lived



Solution

Using the Streetbees' Dynamic Growth Engine, we captured 13,000 in-the-moment drinking occasions across 11 markets in just five months. This solution's Always ON platform generated, detailed in-depth conversations, photos and video chats. Streetbees' chat-style app, saw a further 50,000 users sharing the changes in their everyday habits, emotions and attitudes. Through this, Streetbees was able to identify emerging growth opportunities, and project the shape of recovery for the alcohol industry.

Using our machine learning algorithms we mapped out the channel landscape and determined which channels offer the most value in the short to medium term.

Results

The client is currently using the data uncovered by Streetbees to:

- Forecast the return of each channel against its existing drinking occasion framework
- Define new hypotheses on shifting behaviours and needs, by occasion
- Create a plan for a full-scale study to (a) identify growth opportunities, when life enters a more stable period and (b) capture the longer-term 'new normal'

Streetbees reveals how people behave, and why, by analysing real-life moments collected from its worldwide users. Over 3.5 million users - or 'bees' - across 190 countries worldwide use the chat-style Streetbees app to share moments from their daily lives via videos, photos and text.

Through applying advanced natural language processing technology to the results, Streetbees uncovers not just what they do, but also why they do it, and what drives them - and predicts what they may do next.

Streetbees' partners with world leading brands across the FMCG, Media and Entertainment, Retail & Insurance sectors. Clients include Unilever, PepsiCo, Sony Pictures, Carlsberg, Santander, Ikea, Vodafone and L'Oréal.

-  **3.5 million bees**
-  **2.5 billion data points**
-  **190 countries**



 hello@streetbees.com

 [/streetbees](https://www.linkedin.com/company/streetbees)

 [/streetbees](https://twitter.com/streetbees)

 [/streetbees](https://www.instagram.com/streetbees)

© 2020 Streetbees - All rights reserved.