



Thomas Kemper wanted to better understand their current customers and the role of the brand - as well as what newcomers to the brand saw in it to inform a new package, website and campaign.

Maxwell PR set up a rootbeer float stand in Pioneer Square during lunch one sunny day and Wild Alchemy interviewers asked those waiting in line to complete a 'madlib' survey. Current customers and people trying it for the first time were asked to come to a focus group to further discuss their perceptions.

Insights revealed a premium position for TK - something parents and grandparents buy for their young ones 'because I want to show them how much I love them.' Adults appreciated that the package looked like beer so that it was appropriate at happy hours without being conspicuous.

The resulting efforts were cohesive and powerful as they conveyed a strong position for the brand and kept visual elements on the new package that helped purchasers easily identify the brand (and didn't give it away at cocktail parties.)