

FROM COCKTAILS TO MOCKTAILS: HOW NCS DROVE THE SOBER CURIOUS CONVERSATION



The Shorty Awards Backup Materials



Digital Third Coast



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NCSOLUTIONS FACT SHEET

Company Overview

NCSolutions (NCS), headquartered in New York City with teams dispersed throughout the US, and founded in 2010, is the leading company for improving advertising effectiveness across all media for the consumer packaged goods (CPG) and related ecosystems.

NCS provides solutions that make advertising more effective for consumer package goods brands, their agencies and the publishers and platforms that serve them. We help brands and their agencies **target** the right audiences based on in-store or online purchase behaviors, **optimize** campaigns while in-flight to make sure they are driving sales, and **measure** the resulting incremental sales and return on advertising spend using these insights. We also **enable** advertisers to access our powerful purchase insights via clean room solutions or however they need them to conduct their own analysis.

NCS is the only company to offer the deep industry expertise, scientific rigor, leading-edge technology, and agile solutions that are required in today's market to drive stronger advertising outcomes on every platform, channel and device.

Our Expertise

Advertisers face an increasingly dynamic and complex marketplace, making it challenging to know how to invest advertising budgets and drive effective campaigns. Disruptive media platforms (CTV, social media, retail media) and technologies (AI, clean rooms) are changing how consumers engage with media and make purchase decisions.

NCS can provide journalists and media outlets with a deeper and more nuanced understanding of consumer buying behavior and sentiment. Our experts offer extensive knowledge of how advertising works.

- **NCS Purchase Insights:** Our data scientists use proprietary modeling strategies along with the latest in machine learning technologies to make the connection between the media households consume and the consumer products they buy.
- **Consumer sentiment:** We keep a finger on the pulse of consumer expectations and expected behavior by surveying U.S. consumers.

- **How advertising works:** For more than a decade, NCS has been a leader in advancing the advertising industry. Our studies on the Five Keys to Advertising Effectiveness have deepened the industry's understanding of consumer behavior and its impact on brand loyalty and advanced advertising solutions.

Products and Solutions

- **Targeting** solutions allow advertisers to define audiences based on consumer purchase behavior and activate across all platforms and devices.
- **Optimization** solutions offer advertisers a robust set of levers to adjust campaigns mid-flight. Brands can also use NCS purchase insights to optimize their programmatic advertising in the bid stream with their demand-side platform.
- **Measurement** solutions allow advertisers to combine ad exposure with purchase data, connecting advertising with results at the cash register in an extensive post-campaign analysis.
- **Enablement** solutions provide privacy-safe, turnkey purchase insights for CRM enhancements, attribution, customer profiling, detailed data analytics, look-alike modeling and more in the advertiser's data environment.

Fast Facts

- Founded in 2010 as a joint venture with Nielsen as the majority owner
- Alan Miles appointed CEO in July 2022
- Headquarters in New York City with teams dispersed across the US
- Award-winning research on brand and advertising strategy
 - Ground-breaking advertising effectiveness research: [How Advertising Works](#), including new insights on the [five keys to advertising effectiveness](#)
 - Patented methodology to measure the long-term effects of advertising
 - Patent pending for improving marketing strategy with purchase-driven planning by understanding how media impacts a campaign vs. how creative impacts a campaign
- Partners include Amazon Ads, DIRECTV, DISH Media, Google/YouTube, LiveRamp, Meredith, Pinterest, Reddit, Snapchat, Snowflake, Transunion, The Trade Desk, TikTok, Walmart Connect and Yahoo.
- NCS is the first measurement company to use **proprietary machine-based learning technology** to power its next generation of **Targeting, Optimization, Measurement** and **Enablement** solutions, which provide faster results and advance the industry towards interval time-based results. With machine learning, advertisers can be more agile in dynamic markets and have greater insight into the elements of their campaigns that are driving incremental sales and return on ad spend (ROAS).
- Media organizations turn to NCS frequently for data and insight on consumer sentiment, purchasing behavior, and insight into how advertising works.

Executive Management Team

- Alan Miles, Chief Executive Officer



- Jeff Doherty, Chief Product Enrichment and Operating Officer
- Dan Malmed, Chief Revenue Officer
- Deirdre McFarland, Chief Marketing and Communications Officer
- Kathryn Witt, Senior Vice President and General Counsel
- Michelle Bakula, Chief Financial Officer

Social Media



Feintuch Communications: Strategic Tech PR Services

Founded in January 2009 by former journalist and PR industry veteran Henry Feintuch, [Feintuch Communications](#) (FC) enjoys decades of experience in developing and implementing successful public relations programs for organizations of all types and sizes – from start-ups and emerging companies to non-profits, associations, public companies and the Fortune 500.

We are an award-winning boutique technology firm specializing in several market segments – ad and marketing tech, fintech, retail tech, consumer electronics, cleantech and pro AV. Our senior team, all hands-on practitioners, has successfully counseled hundreds of organizations with a focus on creating and implementing campaigns that deliver results for our clients including lead generation, thought leadership, marketplace awareness and support for fundraising efforts.

Global Perspective and Services

Feintuch Communications is a co-founder of the [PR World Alliance](#), a partnership of premier independent PR firms from around the globe. The organization currently has 20 members with a strong footprint in Europe, North America and Asia and our president currently serves as board president.

In addition, our membership in [thenetworkone](#) provides localized resources in 120 countries with more than 1,600 agency partners for us to draw on as needed. The two organizations provide our clients with a highly cost-efficient means of handling ongoing or one-off international projects.

Awards and Recognition

FC has won numerous industry awards for our client campaigns including [winning](#) the Public Relations Society of America's (PRSA) Silver Anvil award in integrated marketing, b2b, for work on behalf of New York City-based NCSolutions, an advertising effectiveness technology company majority owned by Nielsen. The same campaign won a Big Apple award and an honorable mention from the New York Chapter of PRSA (the nation's third largest chapter). Previously, FC won a Big Apple award from PRSA-NY for a [campaign supporting](#) Boston-based ZeeVee (now part of Kramer), a manufacturer of audio-visual "AV over IP" distribution systems. We also captured two more Big Apple awards for a Reputation and Brand Management campaign on behalf of Convene, a global hospitality company.

More Than Press Releases and Media Relations

FC's seasoned team is comprised of holistic PR practitioners, marketing strategists and business leaders. Though we deliver the releases and media coverage clients seek, we function more as hands-on business consultants, helping our clients' teams to grow their businesses through a variety of PR and communications tactics. As a matter of course, we may create introductions for potential business partnerships or investors, bring in complimentary suites of services and generally serve as a sounding board for business growth issues. On occasion, we serve as trade show booth staff and help run special events and webinars.

Digital Third Coast

FOUNDED 2007 - HEADQUARTERED IN CHICAGO



SEO



PAID MEDIA



DIGITAL PR

OUR MISSION

We **make a measurable difference** by helping organizations clarify, measure, and achieve their digital marketing goals.



OUR CORE VALUES

Guide the Way ♦ Be Curious ♦ Be Resilient ♦ Be Collaborative ♦ Sweep the Floors



NCS VISION STATEMENT BLOG

The sober curious campaign is one of many campaigns launched to show how we embrace the company vision.

TO ENABLE BRANDS TO EASILY USE CONSUMER BEHAVIOR INSIGHTS TO BUILD LASTING CUSTOMER CONNECTIONS.

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Embracing A New Vision

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Building Lasting Consumer Connections

By Deirdre McFarland, SVP in Marketing

A few weeks ago, NCS hosted our first company meeting since the start of the pandemic. Seeing so many NCSers in person together in one place again was refreshing and invigorating. One of the most memorable moments at the event happened at the start of the meeting when our CEO, Alan Miles, asked us to do something a bit different. He challenged the team in attendance to memorize our new company vision statement – ON THE SPOT! Ready? Say it with me...



TO ENABLE BRANDS TO EASILY USE CONSUMER BEHAVIOR INSIGHTS TO BUILD LASTING CUSTOMER CONNECTIONS.

Given how much consideration had been placed into those words and the number of iterations we had workshopped, hearing a room full of fellow NCSers speak this new mantra aloud was energizing. If an outsider was walking by that conference room at that moment, they may have thought it sounded strange to hear so many business professionals reciting these words (with enthusiasm, I might add!). But I was thrilled.

Why do I find this moment so invigorating? Because it embodies the culmination of the hard work our leadership team did to align on the vision of the future for NCS. An integrated strategy flows when we're all reading from the same script. This vision statement represents a new phase in NCS's trajectory, and just by reciting it aloud, we're beginning to connect our team's day-to-day operations to our strategic plan.

Speaking of memorable moments, the following day at our company meeting, we had the privilege of hosting a fireside chat with a couple of our esteemed clients. This unique format allowed cross-divisional teams at NCS to glean insights directly from our customers, learning what we're excelling at and how we can further enhance our service. During one of these sessions, a key client shared, "We know we have a good partner when our problems become yours." As a marketing leader, this statement made my ears perk up. This was something to write down and remember. In one short sentence, this client had perfectly encapsulated the essence of our new vision statement.

We know we have a good partner when our problems become your problems also.

– NCS Client



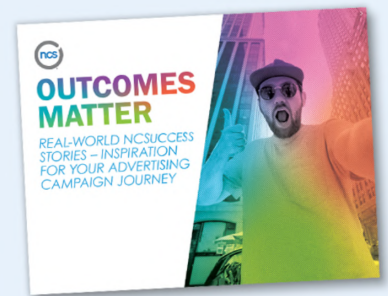
In the process of crafting our vision, we took a page out of our own playbook for marketers by focusing on our brand. One of the tenets of the NCS brand is that we know how advertising works, and we have a team of data scientists who research this very topic. We take these findings and publish them for our clients and the industry. Our latest installment in this series is an update to a seminal piece of thought leadership conducted in 2017 entitled [The Five Keys to Advertising Effectiveness](#).

This piece of research shows which advertising elements have the most impact on incremental sales. One of the findings in 2023 is that brand factors have gained importance in the effect of advertising over the past several years. While this isn't an advertisement, I still think it works. A vision statement is certainly a foundation for a branding strategy. That's why this B2B marketer is confident we've succeeded in crafting our vision: I believe it clearly articulates the close alignment between our goals and our clients' goals, and I can't wait to see the outcome of how it evolves.

When it comes to better outcomes, we believe in showing, not telling. To demonstrate, we curated a few case studies that highlight our customer's innovation with advertising and NCS. Please check it out and see how the NCS vision works in practice.

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OBJECTIVE

DIGITAL THIRD COAST CONCEPT IDEATION

Below is the proposed content summary provided by the SEO company to kick off the sober curious campaign.

Content Concepts





Sober Curious Nation

Sober Curious Nation

Dry January is quickly approaching and we're wondering how many people are planning to stay sober not just in January, but throughout the year!

In a survey of 1,000 people, we'll ask if people are cutting back on drinking. There's been a lot of talk about sober curious people– those who love things like mocktails but would prefer it alcohol-free. If you had a choice between an alcohol-free option and an alcoholic option what would you choose? Does this vary by generation? We'll ask people why they are shying away from alcohol? Do they not want the calories? Are they afraid of addiction? Is it because their friends are doing it? Is it because cannabis is now a legal option in more states?



Thank you!



CONSUMER SENTIMENT SURVEY

This section includes the final draft of the consumer sentiment survey questions that NCS commissioned for the 2024 campaign.

JANUARY 2024

Survey will be completed by Researchscape – will make sure to request it is 21+

In-House Survey Title: Sober Curious Nation 2.0 - NCSolutions

Survey Title for Respondents: Your Feedback on Alcohol Habits & Dry January

Description: We're looking for feedback on your drinking habits.

Section: Standard Demographics

The following demographics will be pulled in from the database or prompted for if missing.

Age/generation (18 and up)

Gender

State/region

Race and ethnicity

Education level

Marital status

Children in household

Household income

Employment status

*Everything but employment status will be used to weight the overall results.

Section: Drinking Habits

1. Did you drink alcohol in 2023?
 - Yes, I did {go to 2024 drinking plans section}
 - No, I did not {go to nondrinkers section}

Section: 2024 Drinking Plans

2. How many alcoholic drinks do you have on average per week?
 - 0
 - 1
 - 2
 - 3
 - 4
 - 5
 - 6

- 7
 - 8
 - 9
 - 10
 - 11
 - 12
 - 13
 - 14
 - 15 or more
3. What type of drinker would you say you are? Please select all that apply.
- Social drinker (have a drink or two in social settings)
 - Stress drinker
 - Binge drinker
 - Mindful drinker
 - “European Style” drinker (a glass of wine or beer with dinner most nights)
 - Self-medicating drinker
 -
 - Other (please specify)
 - None of the above
4. How much money do you spend purchasing alcoholic beverages from a grocery store monthly?
- Fill in
5. How much money do you spend on alcoholic beverages from restaurants monthly?
- Fill in
6. Did you try to stop drinking alcohol in 2023?
- Yes, I did
 - No, I did not
7. Are you trying to drink less in 2024?
- Yes, I am
 - No, I am not
8. If yes, why are you trying to drink less in 2024? Please select all that apply.
- To save money
 - To lose weight
 - To improve physical health
 - To improve mental health
 - Addiction concerns
 - Religious reasons

- Lifestyle change
- Other (please specify)
- None of the above

9. Are you taking part in Dry January 2024?

- Yes, I am
- No, I am not

10. Are you taking part in Damp January 2024? (Not cutting out alcohol completely, but being mindful about how much you're drinking.)

- Yes, I am
- No, I am not

Section: Non-Drinkers

11. Have people asked you why you don't drink?

- Yes, they have
- No, they have not

12. Have you ever felt judged for not drinking?

- Yes, I have
- No, I have not

13. Why are you alcohol-free? Please select all that apply

- I don't like the taste of alcohol
- I just don't want to drink
- Sick of dealing with hangovers
- To save money
- To lose weight
- To improve my physical health
- To improve my mental health
- To improve my sleep
- Addiction concerns (e.g., fear of addiction, addiction runs in my family, etc.)
- Religious reasons
- Lifestyle change
- Other (please specify)
- None of the above
-

Section: Non-Alcoholic Drinks

14. Of the options below, which of the following non-alcoholic beverages did you have in 2023? Please select all that apply.
- Non-alcoholic beer
 - Non-alcoholic wine
 - Non-alcoholic spirits (i.e.g., tequila, rum, gin, whiskey, etc.)
 - Mocktail (a non-alcoholic drink consisting of a mixture of fruit juices or soft drinks)
 - THC and CBD-infused drinks
 - None of the above
15. Which did you drink the most often in 2023? {only show items selected in prior question}
- Non-alcoholic beer
 - Non-alcoholic wine
 - Non-alcoholic spirits (i.e.g., tequila, rum, gin, whiskey, etc.)
 - Mocktail (a non-alcoholic drink consisting of a mixture of fruit juices or soft drinks)
 - THC and CBD-infused drinks
 - None of the above
16. Of the options below, which of the following non-alcoholic beverages would you be interested in trying in 2024? Please select all that apply.
- Non-alcoholic beer
 - Non-alcoholic wine
 - Non-alcoholic spirits (e.g., tequila, rum, gin, whiskey, etc.)
 - Mocktail (a non-alcoholic drink consisting of a mixture of fruit juices or soft drinks)
 - THC and CBD-infused drinks
 - None of the above
 -
17. Why have you tried a non-alcoholic beverage (NA beer, NA wine, mocktails, etc.)? Please select all that apply. {if not: None of the above, to: Of the options below, which of the following non-alcoholic beverages did you have in 2023?}
- I didn't want to drink that day
 - It looked cool
 - It had a fun name
 - I wanted to see what it tasted like
 - It is a healthier alternative to alcohol
 - It's less expensive than a cocktail
 - I didn't want to be the only person at the table without a drink
 - I had a previous positive experience
 - I haven't tried a non-alcoholic beverage
 - Other (please specify)

- None of the above
-

18. What challenges, if any, do you face in finding non-alcoholic beverage options?

- Limited availability
- Limited variety
- High cost
- Limited awareness of non-alcoholic options
- Other (please specify)
- None of the above
-

19. Have you ever tried a non-alcoholic beverage because a celebrity or influencer endorsed it?

- Yes, I have
- No, I have not

20. What is most important to you in a non-alcoholic drink? (Please rank those most important to you, starting with the single most important.).

- How it tastes
- It is a non-alcoholic version of my favorite drink
- It has inconspicuous packaging
- Available at my local store
- It is available on draft (when at a bar)
- It is affordable
- None of the above
-

21. If you're out and you don't want alcohol, what are you most likely to order?

- Water
- Soda
- Tea
- Coffee
- Juice
- Seltzer
- Non-alcoholic beverages (beer, wine, mocktail)
- Other (please specify)
- None of the above
-

Section: Women & Drinking {if they are a woman}

22. Have you given birth within the last 3 years?
- Yes, I have
 - No, I have not
23. If yes, did you have non-alcoholic beer, wine, or spirits while pregnant or nursing?
- Yes, I did
 - No, I did not

Section: Drinking and Demographics

24. Do you feel like it's rude/inappropriate for people to ask someone why they don't drink?
- Yes, I do
 - No, I don't
25. Have you heard about the **sober curious movement**? Sober curious is when people cut down or stop drinking for certain periods of time.
- Yes, I have
 - No, I have not
26. If yes, where did you first hear about the sober curious movement? {if: Yes, I have}
- Family/friend
 - Acquaintance
 - Social Media
 - Book
 - Podcast
 - TV show/movie
 - Website/Google
 - Celebrity
 - Influencer
 - Other (please specify)
 - None of the above
27. Do you feel that drinking is a big part of America's culture?
- Yes, I do
 - No, I don't
28. Which generations do you think are spearheading the sober curious trend? Please select all that apply.

- Gen Z
- Millennials
- Gen X
- Baby Boomers
- None of the above

29. Do you feel like younger Americans (Gen Z, Millennials) are drinking less, the same, or more than older generations?

- Less than older generations
- The same as older generations
- More than older generations
- I don't know

Section: CPG Shopping and Advertising Questions

30. How important is it for you to be able to find a variety of non-alcoholic beverage options (mocktails, non-alcoholic beer/wine/spirits) in the grocery store?

-
-
-
-
- Extremely important
- Very important
- Somewhat important
- Hardly important
- Not important at all

31. Which advertising channel do you find most effective in informing you about new non-alcoholic beverage options?

- Cable TV (e.g., TBS, A&E, CNN, The Food Network, etc.)
- Broadcast TV (e.g., NBC, ABC, FOX, etc.)
- Streaming TV (e.g., Hulu, Roku, Netflix, etc.)
- Social media (e.g., Pinterest, TikTok, Twitch, Instagram, Facebook)
- Internet searches
- Radio or podcasts
- Magazines/newspapers (printed or online)
- Other (please specify)

32. Are you more likely or less likely to try a new beverage product if it is marketed as aligning with the sober curious lifestyle?

- More likely
- As likely
- Less likely
-

33. How does the marketing of such products influence your overall perception of the brand?

- The marketing aligns with my values and preferences, enhancing my overall positive perception of the brand.
- The marketing doesn't significantly impact my perception of the brand either positively or negatively.
- The marketing feels forced or insincere, leading to a less favorable perception of the brand.
- I am uncertain about the impact of the marketing on my perception of the brand.
- The marketing of such products does not influence my perception of the brand.

CONSUMER SENTIMENT SURVEY RESULTS

This section includes a sample of the survey results we receive from Researchscape, the third party company that fields the survey.

Of the options below, which of the following non-alcoholic beverages would you be interested in trying in 2024?

	Gender		Generation				Household Income Summary		
%	Female	Male	Boomer	Gen X	Millennial	Gen Z	< \$50K	\$50-\$99K	\$100K+
Non-alcoholic beer	↓ 10	↑ 18	↓ 9	11	↑ 18	↑ 20	15	13	15
Non-alcoholic wine	↑ 17	↓ 12	↓ 10	12	17	↑ 21	15	13	14
Non-alcoholic spirits	14	14	↓ 5	13	↑ 20	↑ 22	14	12	16
Mocktail	↑ 38	↓ 23	↓ 16	31	↑ 38	↑ 41	28	32	32
THC and CBD-infused drinks	22	26	↓ 11	26	↑ 32	30	24	26	23
None of the above	40	45	↑ 62	44	↓ 31	↓ 26	42	44	42
Base (n=1,052)	n=532	n=520	n=264	n=299	n=326	n=135	n=525	n=341	n=177

Yes/No Questions

■ Yes ■ No

Did you drink alcohol in 2023?



If yes, did you have non-alcoholic beer, wine, or spirits while pregnant or nursing?



Did you try to stop drinking alcohol in 2023?



If yes, where did you first hear about the sober curious movement?

	Gender		Generation				Household Income Summary		
%	Female	Male	Boomer	Gen X	Millennial	Gen Z	< \$50K	\$50-\$99K	\$100K+
Family/friend	30	26	32	34	26	20	28	28	32
Acquaintance	3	3	0	3	5	2	2	5	0
Social Media	26	28	22	22	33	28	22	28	39
Book	1	1	0	1	2	0	1	2	0
Podcast	6	6	0	5	3	↑ 20	8	4	5
TV show/movie	7	7	12	8	5	2	9	7	0
Website/Google	6	9	8	10	11	0	9	7	8
Celebrity	6	3	8	4	3	4	5	4	0
Influencer	6	9	0	3	11	↑ 15	7	9	8
Other	5	4	8	7	2	4	5	3	5
None of the above	3	3	↑ 10	3	0	4	4	2	3
Base (n=262)	n=125	n=137	n=40	n=73	n=101	n=46	n=129	n=94	n=38

NCS PURCHASE DATA SUMMARY

Below is a snapshot of the NCS proprietary purchase data used to highlight household spending behaviors in alcoholic and nonalcoholic beverage categories.

SOBER CURIOUS 2024 - DATA SUMMARY

Source: NCSolutions Purchase Data, January 2024

Total Alcohol (based on total buying households month-over-month change)

The most popular time of year to consume alcohol in 2023 was March, May and December, with December being the highest month-over-month increase. *THIS IS A CHANGE FROM LAST YEAR, WHICH WAS SUMMER AND WINTER HOLIDAYS.

- Consumers are buying alcoholic beverages most frequently in May and December.
 - In 2023, we saw the biggest monthly increase in May (8% compared to April 2023) and December (16% compared to November)
 - TREND: The December increase doubled compared to the 8% increase in December 2022 (up 8% compared to November 2022)
- In contrast, consumers are buying the least amount of alcoholic beverages in January 2023 (down 24% from December 2022) and August 2023 (down 10% from July 2022)
 - TREND: January 2022 was down 19% (compared to Dec 2021).
- Another interesting finding is that total alcohol is significantly higher in March 2023 (up 7% compared to February 2023, compared to the previous year.

We see a similar trend with **soft drinks**, although not as dramatic of an increase. Soft drinks are down 11% in January 2023 compared to December 2022, and March and December 2023 show slight increases at 4% and 5%, respectively.

Wine tells a little different story—November and December are the most popular months for wine drinkers—up 11% and 27% in Nov 2023 and Dec 2023.

- Wine is down 34% in January 2023 compared to December 2022.

The beer/cider/hard seltzer category is proving to be the chosen summertime drink with more people partaking in their favorite carbonated alcohol drinks throughout the summer months.

- Beer - May 2022 showed a 13% increase, and July 2022 showed a 8% increase. Steep decrease in August as the school year kicks off (down 14% compared to July)

New in 2024 - Category Ranking (Average dollars per household rank)

In Q4, 2023, we compared wine, total spirits and the beer/cider/hard seltzer category

1. Wine
2. Spirits
3. Beer/Cider/Seltzer

BEVERAGE BRAND ANNUAL REPORTS

This section includes samples from the AB InBev and Diageo annual reports, showcasing research we used as a part of our planning for the sober curious piece.

Lead and grow the beer category

As leaders of the beer category, we are investing in premiumization, organic growth and portfolio optimization. We are reaching more consumers on more occasions across all markets with our best-in-class portfolio of global, international, craft and specialty premium brands, including Budweiser, Corona, Stella Artois and Michelob ULTRA.

8.9%

revenue growth of
Budweiser, Corona and
Stella Artois in 2022
outside their home
markets.

Our global brands continue to grow.

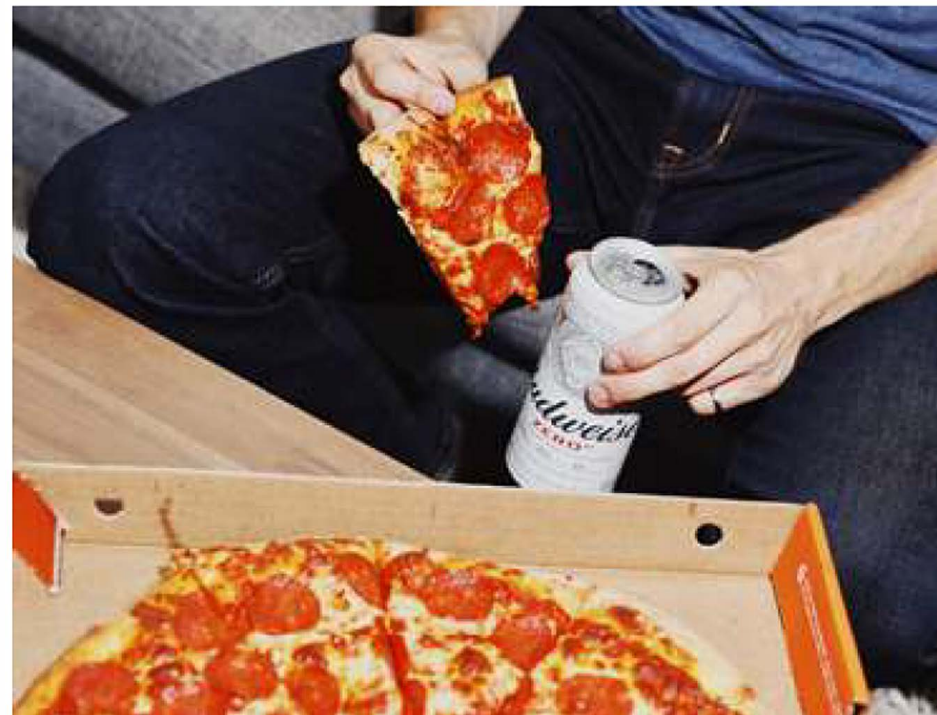
Corona and Stella Artois led the growth of our global brands with a revenue increase of 18.6% and 11.7%, respectively, outside of their home markets. Budweiser grew by 2.5% despite the impact of COVID-19 restrictions in China, the brand's largest market.

Celebrating with consumers around the world.

2022 was an opportunity to celebrate with fans while expanding our products into new occasions around the world. During the 2022 FIFA World Cup™, Budweiser celebrated football fans and activated our largest campaign yet in more than 70 markets.

Our brands also continued to innovate to celebrate more of life's cheers with consumers. For example, Corona Tropical expanded to ten new markets, including the UK, Canada, Colombia, Peru, China, Dominican Republic, Ecuador, El Salvador, Panama and Chile, and Stella Unfiltered met the consumer demand for hazy beer in Europe.

We also enhanced our no-alcohol portfolio by expanding Budweiser Zero in Brazil, South Korea and Japan. This year, the brand grew volume more than 20% versus 2021, and was prominently featured throughout the World Cup, across stadiums, fan fests and beer gardens. In addition, following the success of Corona Sunbrew in Canada, we launched Corona Cero across Europe and in Brazil.



The year Guinness became Great Britain's favourite pint

Great Britain loves Guinness.

So much so, for the first time ever, in December 2022, Guinness became Britain's number one beer in the on-trade.^[1]



Secrets to success

Guinness, which has been around for over two centuries, still manages to firmly embed itself in culture with its visual distinctiveness. In Great Britain, 'the black stuff' is heavily associated with events like St Patrick's Day and the Six Nations rugby – because of this, Guinness saw a record on-trade share of 12.1% in March 2023.^[2]

But the brand is not only focussed on select moments or seasons. Guinness has been making its biggest marketing investment to date in celebrations around the calendar such as Christmas and summer – including launching the 'Lovely Day For A Guinness' campaign which truly captures the summer feeling.

Guinness also has an ability to spot trends and jump on new opportunities. This year, the brand partnered with the Women's Six Nations and viral DJ, Fred Again.

Choosing authentic partners in Great Britain, who are both established and emerging in terms of recognition, has enabled the brand to increase +60bps to 3.6% among women and +80bps to 7.7% amongst 18-34 year olds.^[3]

While the recipe remains relatively unchanged, the Guinness brand is continually evolving and we actively pursue innovation. In fact, we are currently sustaining our biggest innovation pipeline in the last 30 years.

This includes scaling up our alcohol-free option, Guinness 0.0, growing our distribution and introducing new packs in the off-trade and launching in the on-trade. In the off-trade, the Guinness 0.0 four-pack was recently the number one non-alcoholic item by value and volume in Great Britain.^[4]

And, in support of our 'Society 2030: Spirit of Progress' ESG action plan to promote positive drinking, we put Guinness 0.0 at the heart of the Six Nations Championship.

New products have also been key. 'Guinness Nitrosurge', a first-of-its-kind device that allows Guinness fans to enjoy the two-part pour at home, was rolled out in Great Britain in fiscal 23, premiumising the Guinness experience in new spaces.

These unique abilities are underpinned by world-class brand building. We are consistently leveraging our distinctive assets and deep understanding of our consumers, all powered by precision marketing.

This is the reason why in fiscal 23, more new consumers drank Guinness than ever before.

LOVELY DAY FOR A



[1] CGA, 4 weeks to 3 December 2022

[2] Nielsen, 2023

[3] Kantar, 2023

[4] IWSR, 2022

📷 Guinness 0.0. (above)

📷 'Lovely Day For A Guinness' campaign (right)