

EVIAN

MAIN MESSAGES

Availability/distribution

"that it is widely available"

"only saw it in the shop, not many on the shelf so I assume it is quite popular"

"Display was untidy and disorganised. Did not create good impression of brand"

"It is a popular brand that stores give lots of shelf space to"

Image

"Evian is a young and vibrant brand that I feel comes across as stylish yet affordable. It is one of my preferred brands"

"pure and refreshing"

"A generally negative feeling - it didn't stand out particularly. I heard people making several jokes about it"

"Healthy and pure and natural"

Packaging

"Fresh, good for you, widely available, interesting packaging, quite positive about the brand as a whole"

"Not environmentally friendly, they use thick glass bottles"

"the mountain shape labels"

Advertising

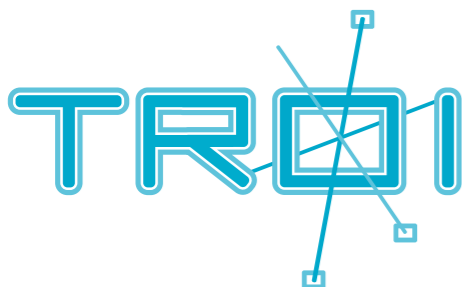
"I only bought Evian once, and it was the only brand available in the store. Having been aware of water brands I was surprised at the lack of advertising"

"None - I only saw other people using it and bought it myself, so didn't see any marketing messages"

Promotion

"That they have promotional stands in Boots, and that they are trying to associate themselves with healthy activity"

"It's the first I buy if available, unless swayed by other marketing or special deals"



STATISTICS

NUMBER OF TEXTS **144**

TOUCHPOINT RATING **24.2%**
[% of texts in study]

REACH **65%**
[% of people who saw touchpoint]

FREQUENCY **1.89**
[ave. no. of times those people who saw were exposed]

IMPACT INDEX **22**



VERY POSITIVE TOUCHPOINTS

DATE: 6/8/2006
TIME: 16:36:07
BRAND: Evian
OCCASION: Other
FEELING: Very positive

"Heard the brand mentioned in a song called 'Busstop' by Roll Deep. I like the song, and Evian was mentioned positively."

DATE: 11/8/2006
TIME: 08:16:22
BRAND: Evian
OCCASION: Promotion in store
FEELING: Very positive

"The promotional stand the water was on was very appealing, and I liked the Evian colours used"

DATE: 10/8/2006
TIME: 20:28:24
BRAND: Evian
OCCASION: Seeing in store
FEELING: (Me purchasing?) Very positive

"plenty of choice and good to see Evian available in handy 750ml bottle for day out of the office"

DATE: [blank]
TIME: [blank]
BRAND: [blank]
OCCASION: [blank]
FEELING: [blank]

DATE: [blank]
TIME: [blank]
BRAND: [blank]
OCCASION: [blank]
FEELING: [blank]

VERY NEGATIVE TOUCHPOINTS

DATE: [blank]
TIME: [blank]
BRAND: [blank]
OCCASION: [blank]
FEELING: [blank]

DATE: [blank]
TIME: [blank]
BRAND: [blank]
OCCASION: [blank]
FEELING: [blank]

DATE: [blank]
TIME: [blank]
BRAND: [blank]
OCCASION: [blank]
FEELING: [blank]

DATE: [blank]
TIME: [blank]
BRAND: [blank]
OCCASION: [blank]
FEELING: [blank]

DATE: [blank]
TIME: [blank]
BRAND: [blank]
OCCASION: [blank]
FEELING: [blank]

"Rubbish bottle left lying on the floor. Did not make me feel positive about the brand."

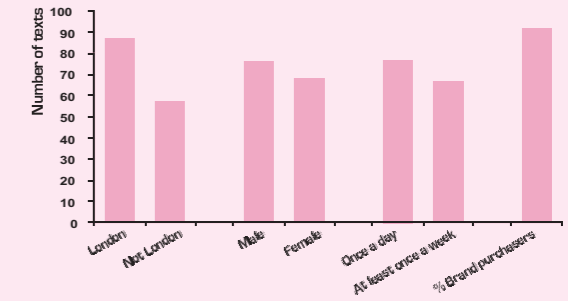
"They are not the leading water brand. Brands such as Buxton have a higher profile with such occasions like when they give out free bottles during heatwaves at Waterloo. Volvic Touch of Fruit have the best adverts."

"It was the packaging and sparked the conversation and how its label promotes the refreshing feeling of the water."



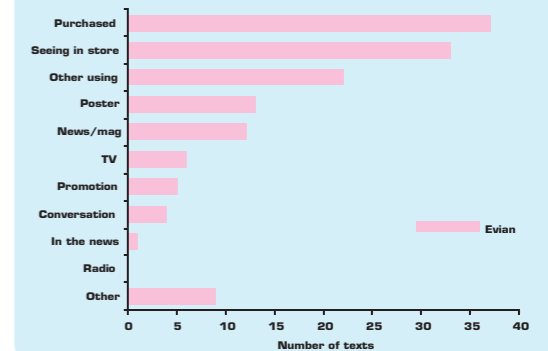
Profile

Evian text profile



Occasions

Evian text occasions

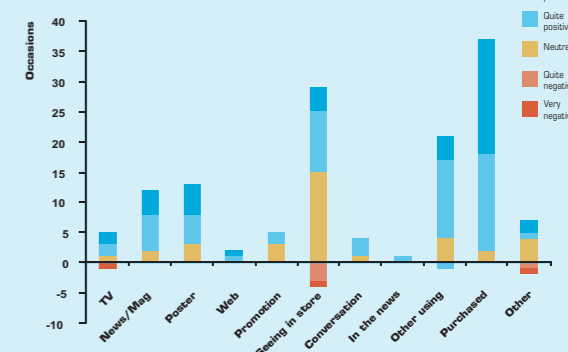


Timing

Touchpoints by time

Feeling

Evian touchpoints by feeling



VOLVIC

MAIN MESSAGES

Availability/distribution

"I found this brand easier to purchase as more shops have it in stock. It made me feel more positive because of this."

Image

"Refreshing drink that will give you extra energy (volcanicity)"

"Innovative, Fun, good availability, easy to drink, there is more to the Volvic brand than I thought, flavours etc. lots to choose from."

"Summery drink"

"For people on the go"

Packaging

"renewal - new bottle style that I hadn't noticed before"

"The best brand especially the touch of fruit. Packaging appealing to customer and very nice tasting."

Advertising

"Volvic is a brand that I feel is growing in stature. Its advertising campaign is at present extremely good-humoured and enjoyable, and it makes the brand come across as fun and youthful. Volvic touch of fruit is another of my preferred brands."

"Only saw one advert, used to spotting more for this brand"

"I saw an ad for Volvic when flicking through a mag."

"They're trendy and sexy (think Touch of Fruit advert and pole dance!). Best slogan"

"Volcanicity".

"Previous to this survey I liked the TV adverts very much but ironically didn't see any during the survey period. I like the Volcanicity campaign. It's a really positive image of fresh clear healthy water."

"Don't like their ads"

Promotion

"Special offers on it all thru summer"

"Promotions in Boots for normal and flavoured waters"

"The supermarket display I saw brought the brand to my attention and it was on special offer so I thought it was good value"

"available in different sizes - and in money off combo deals"

Taste

"This is a great brand because they do fantastic flavours, kids really enjoy it."

"It's better than juice."

"Made me want to try flavoured water whereas previously I would never have drank it."

"Quite neutral response to my query to someone about whether they enjoyed it (flavoured water)...unlikely to try myself."

TROI

STATISTICS

NUMBER OF TEXTS **153**

TOUCHPOINT RATING **25.7%**
(% of texts in study)

REACH **50.7%**
(% of people who saw touchpoint)

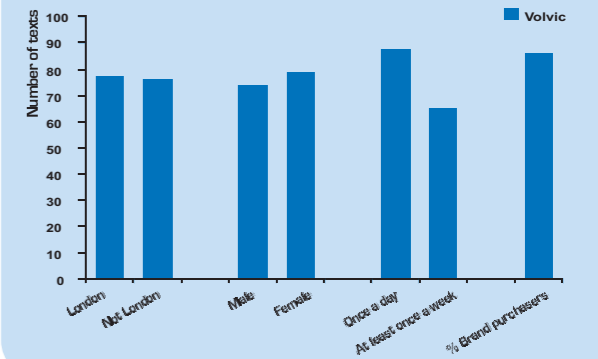
FREQUENCY **2.10**
(ave. no. of times those people who saw were exposed)

IMPACT INDEX **25**



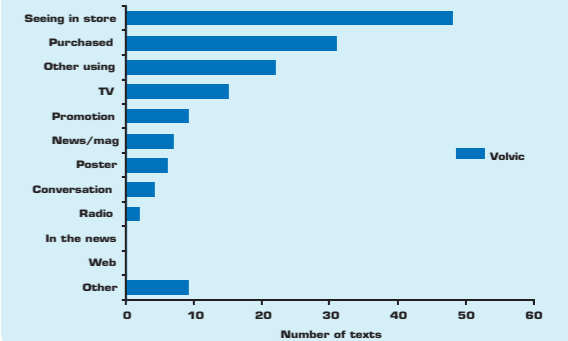
Profile

Volvic text profile



Occasions

Volvic text occasions



Timing

Touchpoints by time

VERY POSITIVE TOUCHPOINTS

DATE: 8/8/2006 TIME: 08:47:31 BRAND: Volvic OCCASION: ? FEELING: Very positive	DATE: [redacted] TIME: [redacted] BRAND: [redacted] OCCASION: [redacted] FEELING: [redacted]	DATE: 1 TIME: [redacted] BRAND: [redacted] OCCASION: [redacted] FEELING: [redacted]	DATE: [redacted] TIME: [redacted] BRAND: [redacted] OCCASION: [redacted] FEELING: [redacted]	DATE: [redacted] TIME: [redacted] BRAND: [redacted] OCCASION: [redacted] FEELING: [redacted]
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"on the way to work. Was gasping for a drink! Bought Volvic later on!"

"she says she prefers Volvic"

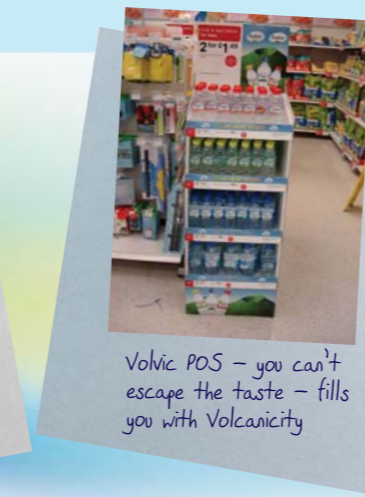
VERY NEGATIVE TOUCHPOINTS

DATE: [redacted] TIME: [redacted] BRAND: [redacted] OCCASION: [redacted] FEELING: [redacted]	DATE: [redacted] TIME: [redacted] BRAND: [redacted] OCCASION: [redacted] FEELING: [redacted]	DATE: [redacted] TIME: [redacted] BRAND: [redacted] OCCASION: [redacted] FEELING: [redacted]	DATE: [redacted] TIME: [redacted] BRAND: [redacted] OCCASION: [redacted] FEELING: [redacted]	DATE: [redacted] TIME: [redacted] BRAND: [redacted] OCCASION: [redacted] FEELING: [redacted]
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Volvic for kids

"Volvic had promotion on side of bottle advertising music festival which interests me. Also display in supermarket re special multi buy on Volvic Touch of Fruit."

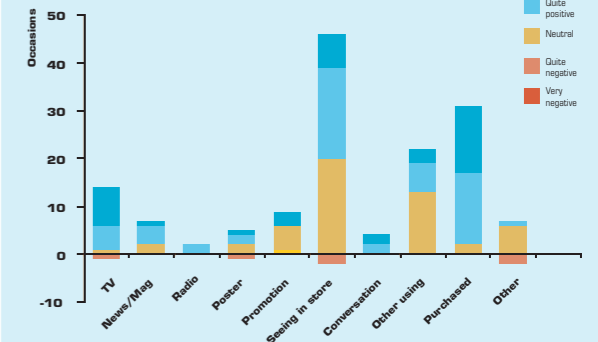


Volvic POS - you can't escape the taste - fills you with Volcanicity



Feeling

Volvic touchpoints by feeling



VITTEL

MAIN MESSAGES

Availability/distribution

"Available in lots of places, e.g. McDonalds, advertising and popular."
 "available in smaller shops - needed a drink"
 "not as much shelf space as other brands"

Image

"They are more of a French company"
 "Classic, old fashioned brand"
 "It's appealing to the youth and quite a good brand"
 "I didn't see Vittel once during this period. I may have missed it but it didn't stand out"
 "Think they recently changed their image and looks a bit clinical now"
 "Refreshing and durable"
 "Has recently become more popular"
 "people I know like it. They like the taste, the price, the presentation"

Packaging

"Nice new bottling which stands out and catches the eye"
 "good brand, I like the shape of the bottle I noticed, sport cap"
 "have bought from a shop, has a new bottle"
 "nice shape of bottles"
 "silly red lid makes it look like a strawberry drink"
 "Again, very popular. Nice colours on bottle - mostly women seen with it"

Advertising

"On the increase as a brand, advertising on underground, trying to portray a fun image"
 "That they don't rely on advertising"

Promotion

"It was fairly cheap. Prices makes a difference!"

Taste

"Vittel isn't normally a water I would buy but I found that the taste was refreshing especially straight from the fridge."



STATISTICS

NUMBER OF TEXTS **88**

TOUCHPOINT RATING **14.8%**
 [% of texts in study]

REACH **42.7%**
 [% of people who saw touchpoint]

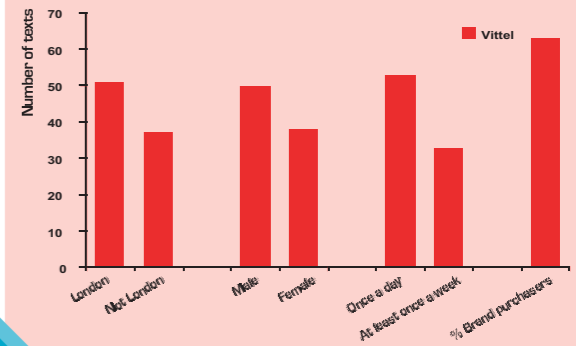
FREQUENCY **1.76**
 [ave. no. of times those people who saw were exposed]

IMPACT INDEX **22**



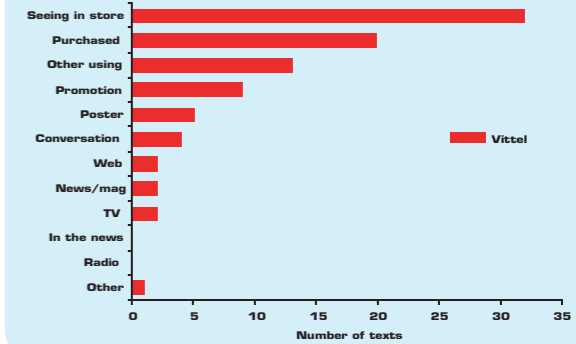
Profile

Vittel text profile

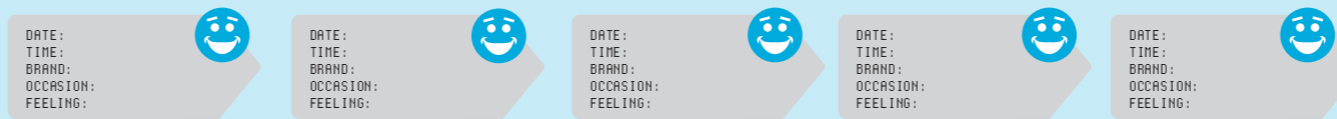


Occasions

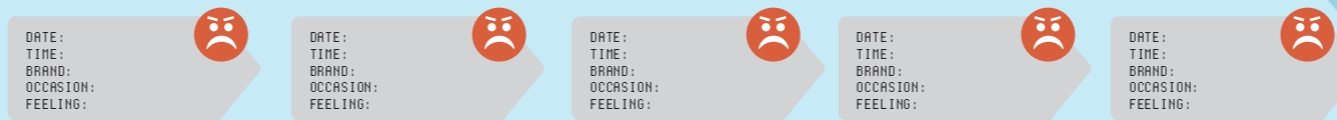
Vittel text occasions



VERY POSITIVE TOUCHPOINTS



VERY NEGATIVE TOUCHPOINTS



Timing

Touchpoints by time

Feeling

Vittel touchpoints by feeling

