



S&N World Cup Study

Background

With the football World Cup on the horizon this summer, Scottish & Newcastle wanted to ensure that they maximise the opportunity in their pub estate during this profitable period.

Research Objective

To understand viewing habits during the World Cup and what pubs can do to encourage more customers to watch live games in the pub. In particular, how they can get them in before the game starts and how they can keep them there after the game finishes. In addition, what they can offer their customers who will not be watching the World Cup during the same time period.

Methodology

- 152 face-to-face interviews in pubs with customers who are planning on watching the world cup
- 400 online interviews with pub customers (300 of whom will be watching the world cup and 100 who will not be)

Topic Areas Addressed

- Visit frequency to pubs.
- Viewing frequency of sport on TV and specifically football
- Likelihood of watching the World Cup on TV
- Who will they be supporting and how many games will they be watching
- Where they will be watching, i.e. in the pub, at home, friends/family etc
- If in the pub;
 - Group size
 - What food would they like to order, and how much would they pay
 - What will keep them in the pub after the game finishes
 - Importances
- If not watching the World Cup;
 - Why not?
 - How will they use pubs during the World Cup
 - What would encourage them to visit the pub during the World Cup

Client Testimonial

The World Cup is a fantastic opportunity for the on-trade and we strive to provide our lessees with the best possible advice to make the most of these opportunities. Working with him! provided valuable consumer insight that allowed us not only to provide this advice but also to shape our promotions and in-pub offers to the wants of the consumer.

Nicol Mellis, Marketing Analyst, Scottish & Newcastle Pub Company