



Jägermeister: Using conversational insights to chart the course for brand evolution

Jägermeister

About the Company

Jägermeister is the flagship product of the Germany-based Mast-Jägermeister SE. First crafted in 1878, Jägermeister is a digestif made with 56 herbs and spices.

Challenge

Jägermeister (or simply “Jager” among many consumers) is one of the biggest spirit brands in the world. While still very popular in the U.S., Jager’s core user base has aged, with a majority of its sales coming from consumers 40 years and older.

Wider consumer trends such as the growing preference for healthier alternatives and the whiskey renaissance were putting pressure on Jager’s share. New brands in the market were also challenging Jager’s leadership position in the shots format.

To accelerate growth once again, the company wanted to attract a new generation of consumers. Testing new positioning and messaging around liquid, format and more culturally relevant touchpoints and innovations were key to driving consideration among a younger generation of consumers in the U.S.

Solution

Reach3 Insights conducted a multi-phase, iterative research initiative using conversational tools and philosophies to understand current perceptions about the brand and uncover the best strategy moving forward.

In the first phase, a mix of Millennial, Gen X and Baby Boomer legal drinking-age (LDA) adults were invited into a conversational survey to share their thoughts on Jägermeister. Results from this phase, which included rich video verbatims, inspired the Jägermeister team to brainstorm new messaging and drink formats that were to be tested among the same consumers in phase 2. Given the high engagement facilitated via the conversational approach, nearly all consumers agreed to be re-contacted for follow-up questions.

In the second phase, consumers were re-contacted via text notification—spurring immediate, in-the-moment reactions to potential brand messages, drink concepts, brand partnerships and other new innovation ideas. Robust quantitative data revealed each assets’ relative strengths and weaknesses. Additionally, rich qualitative content in the form of audio and video uploads helped provide context and a human element to the results—something that would have been difficult to capture in a single research touchpoint via a traditional methodology.

Results

Results were delivered via a suite of interactive, mobile-enabled deliverables, which revealed which ideas/assets resonated best across generations and provided most opportunity for Jäger's repositioning efforts.

While the study confirmed that consumers had a somewhat narrow view of the brand, it also showed those same consumers were open to new drink formats incorporating Jägermeister. In particular, the Jägermeister Old Fashioned and Jägermeister + Cold Brew formats demonstrated strong interest!

Insights from the study will inform new marketing campaigns, partnerships and product innovation as Jägermeister reimagines its brand for the future.



450+

adult consumers recruited for the study, with equal representation among Millennials, Gen Xers and Baby Boomers

Nearly 100

selfie videos collected from consumers across all adult demographics

~70%

of participants from phase 1 agreed to be recontacted and participated in phase 2

Testimonial

We are very proud of the Jägermeister brand, and we believe it could appeal to a wider range of drinking-age consumers. The insights we received from Reach3 revealed the best messaging for our company and will help inform our marketing, product and partnership decisions. Hearing and seeing our target consumers via videos provided very interesting insights and really inspired our team to come up with innovative products that we can't wait to bring to market.

Lucien van Huyssteen

Director, Consumer Strategy & Commercial Planning
Mast-Jägermeister US