

What Hooks Millennials to a Healthy Beverage



A group of Millennials share their preferences when it comes to healthy bottled beverages and marketing claims by brands.

Forward:

A group of Millennials were brought into a Digsite community to discuss with the objective to explore what Millennials look for in a healthy bottled beverage. Additionally, Millennials engaged in discussion about what makes a brand's packaging claims trustworthy and provide a concept for their ideal product. Recommendations were given by Millennials as to how brands can adapt their messaging to gain their trust.



Digsite®

Introducing the Participants

38

Community Participants

All Millennials

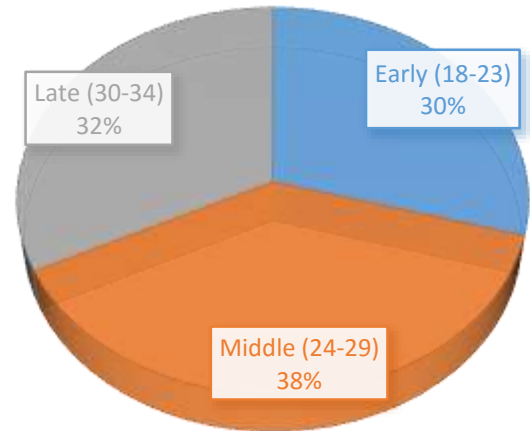
Mixture of Genders

Mixture of Age Ranges

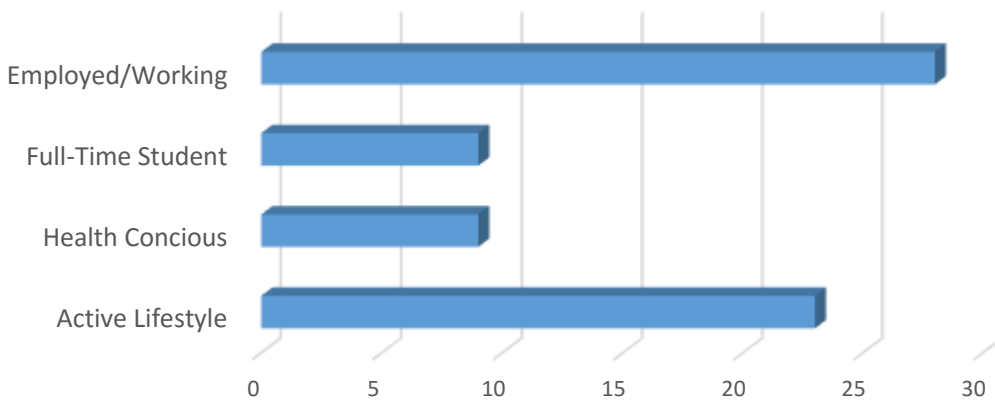
Both Active & Non-Active Lifestyles

Consumer of Bottled Beverages

PARTICIPANT AGE DISTRIBUTION



PARTICIPANT PROFILE



Specific lifestyles were not targeted, resulting in an “average” audience. As such, 60% of Millennials in the community indicated they lead an Active lifestyle, and 23% indicated they were health conscious.

Sample Participant Profiles

Alice

Early, Active Lifestyle
Student

Sean

Middle, Employed,
Active Lifestyle

Jessica

Late, Homemaker,
Health Conscious,
Active Lifestyle

Kadie

Middle, Health
Conscious, Active
Lifestyle, Employed

Nathaniel

Middle,
Employed

Rebecca

Middle, Student



THE OBJECTIVE

Explore Millennials' recent experiences with their bottled beverages of choice.

METHODOLOGY

Participants completed a survey in the online community. Survey questions were all open-ended responses. After completing the survey, participants were asked to continue the discussion by posting comments to the discussion board.

KEY FINDINGS

Bottled Water is Most Common Bottled Beverage of Choice

53% of respondents indicated that their most recent experience with a bottled beverage was bottled water. Reasons that were cited included: sugar concerns, healthier option, workout habit.

Millennials Will Pursue a “Healthier Option,” but also Want Taste

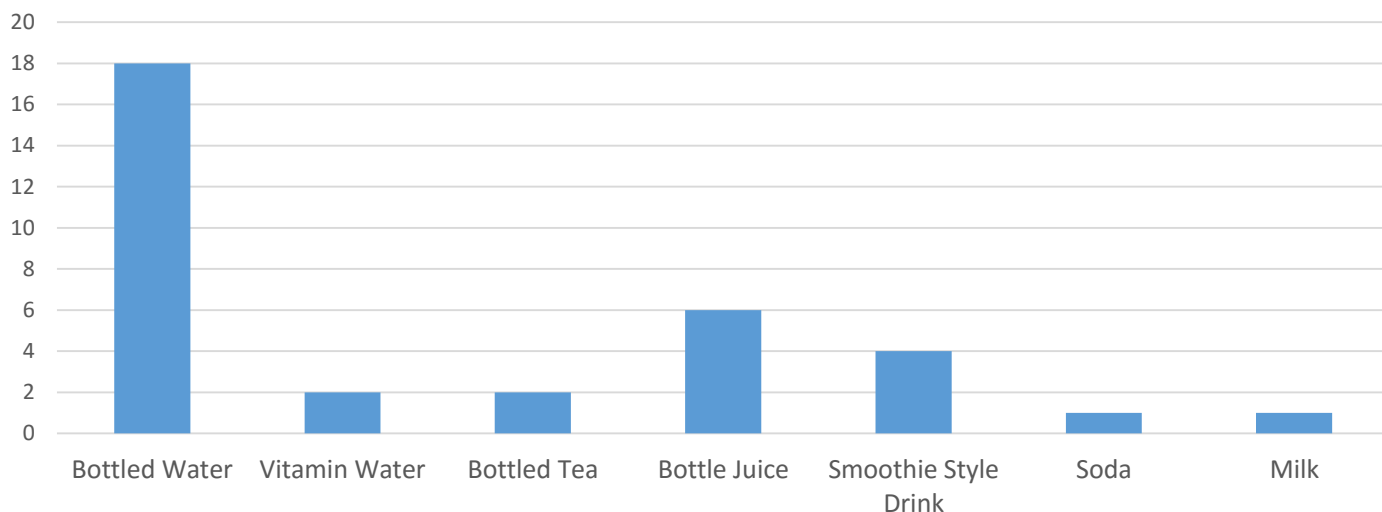
Of the participants that indicated water as their most recent beverage of choice, 50% of them indicated that they chose this because it was a “healthier option.” Concerns for high levels of sugars also influenced their choice. Given this need for a “healthy option,” Millennials are still unwilling to completely sacrifice taste.

Most Common Place of Consumption: Work

Millennials are most commonly consuming bottled beverages while at work. Following this, the next two indications were “relaxing at home,” and while being active or “working out.”

Activity 1 Results

What was the most recent healthy bottled drink you consumed?



When and where were you when you consumed it? What was going on?

"I was in my car, and stopped into a gas station for a drink. I drank it while driving around doing errands."

Jessica

Fiji Bottled Water
Traveling

"When I consumed it I was at work and I did not want to eat no heavy food."

Nicholas

Naked Juice
Work

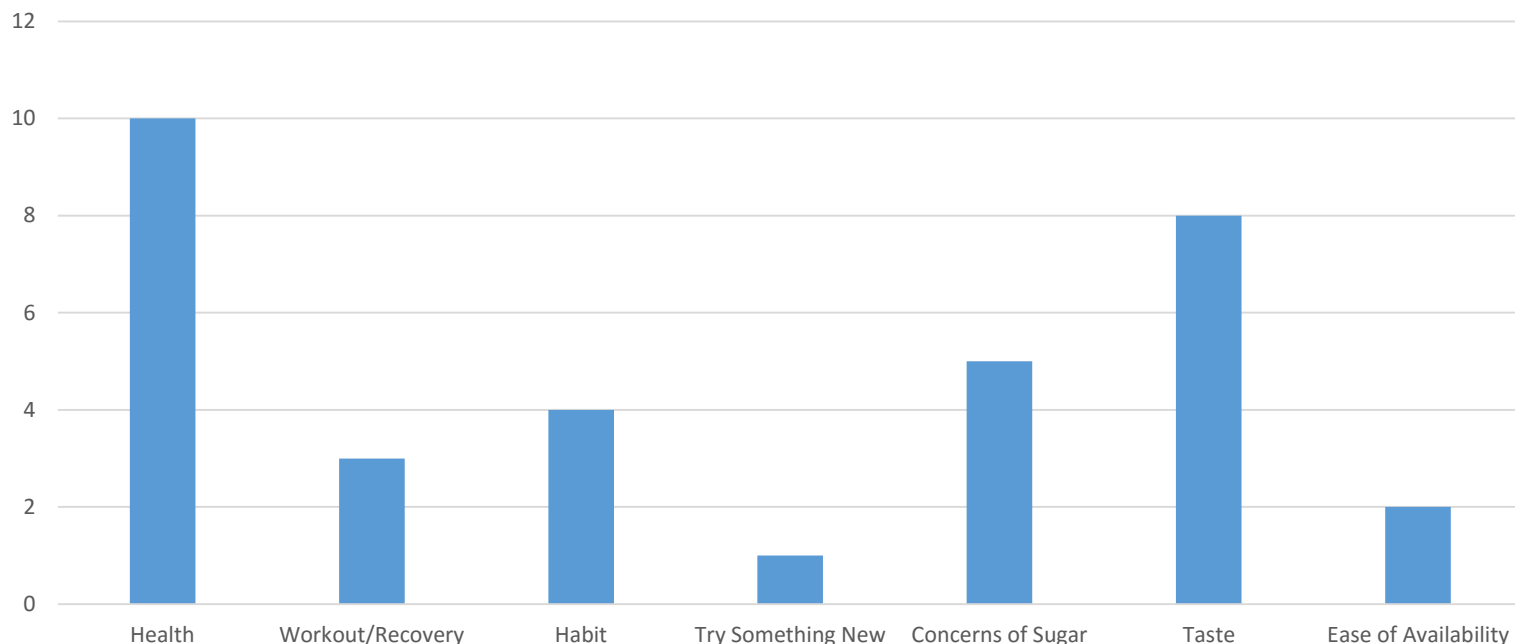
"My dorm room, after a workout. I had just got back from a late night workout and did not want to mix up protein so I grabbed it."

Jacob

Bolthouse Farms
Smoothie
Workout

Activity 1 Results

Were there other drinks you considered? Why did you choose this particular drink?



“It tastes good but doesn't have the sugar like other “healthy” sports drinks.”

Nicole

Early Millennial
Chocolate Almond Milk

“I considered drinking Tropicana oj but it was too sour on my lips.”

Nicholas

Middle Millennial
POM Pomegranate Juice

“I didn't really consider anything else. Kefir is my go-to on busy mornings. It's a healthy and filling drink that I can grab for breakfast. Also, gut health is very important to me.”

Kate

Late Millennial
Trader Joe's Kefir

“Apple juice .. chose water instead because it has less sugars.”

Deona

Early Millennial
Bottled Water



THE OBJECTIVE

To identify Millennials' preferences when it comes to a healthy bottled beverage.

METHODOLOGY

Millennials participated in two tasks:

Task 1: Conversation – Finish This Sentence

Using the conversation tool, Millennials were asked to finish a sentence regarding the optimal experience with their ideal beverage of choice.

Task 2: Survey

Millennials engaged in a survey asking them to rank specific characteristics of beverages in order of importance to them. Millennials were encouraged to engage in discussion post-completion of the survey.



KEY FINDINGS

Millennials Seek an Experience That Allows them to “Feel Healthy”

Responses indicated that Millennials are seeking an option that will allow them to “feel healthy” upon consumption. This experience has strong correlations with “All Natural” products & ingredients.

Sugars Aren't a Turn Off, Just Want Less

Millennials are not totally opposed to sugars since they contribute to taste, but they are conscious of high levels of sugars in drinks.

Natural Energy Boosters are a Huge Draw

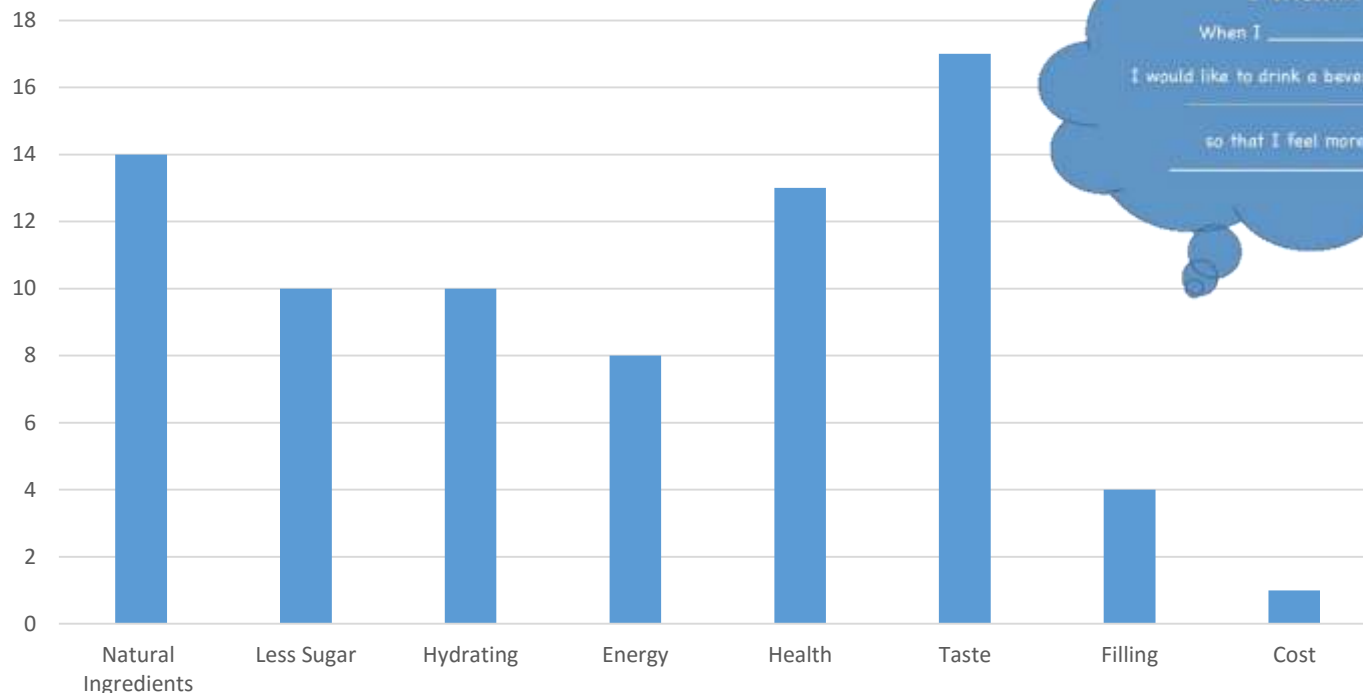
Millennials indicated that they often look for a beverage that will boost their energy and that they are drawn to those options with more natural ingredients. This option was particularly popular among students.

Give us Healthy Beverages That Are “Filling”

Millennial comments indicated that many of them look to beverages to fulfill a snack craving and seek an option that contains raw fruits and vegetables that also fills them up.

Activity 2 Select Results

Motivators Behind Beverage Choices



"I wish that when I take long hikes I would like to drink a beverage that is not too sugary but still has flavor so that I feel more hydrated. "

Rachel

Late Millennial
Active Lifestyle

"I wish that when I want any kind of sports drink, I would like to drink something that wasn't loaded with sugar and sodium so I would feel more hydrated."

Jacqueline

Middle Millennial

"The last drink I consumed was an "all natural" juice blend. Starting off, the ingredients seemed very organic and fresh. But then I realized that it had artificial colors and "some" artificial flavors. If my drink is natural I never have an issue with it looking pretty. Lol I just want it to be good and healthy."

Deona

Early Millennial
Active Lifestyle

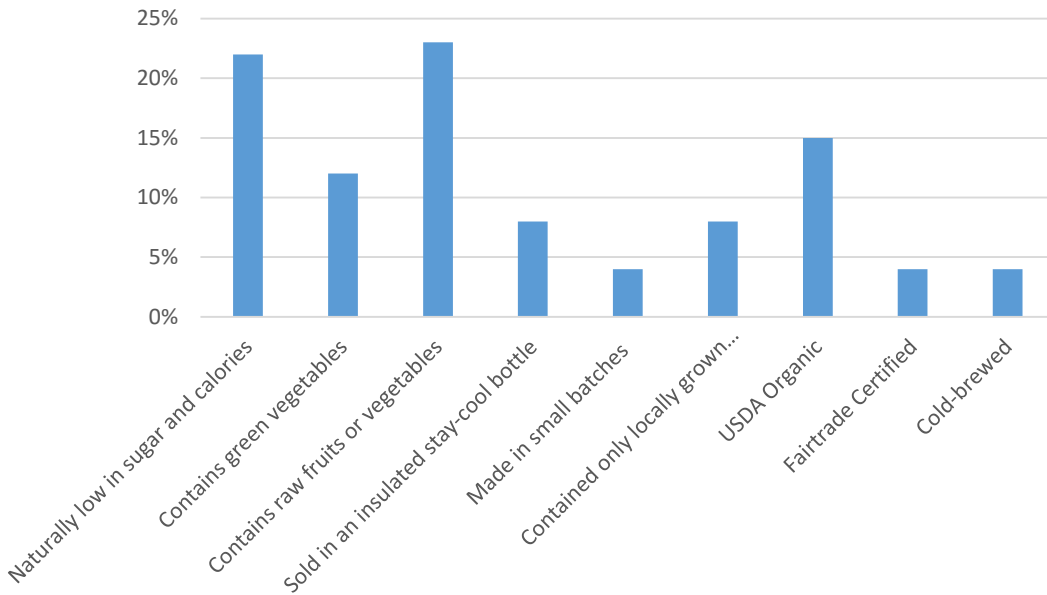
"I wish when I tried something new, it is what they advertised. I would like to drink a beverage that gave me natural energy, so that I feel more alert and awake."

Jacob

Early Millennial
Student Athlete

Activity 2 Select Results

Which of these new features would you seek out in a new healthy bottled drink if it were available? Pick up to 3 options below that are most appealing.



"Most natural is very important to me because it makes me feel that my beverage will be one with lots of healthy ingredients and USDA approved."

Cesar

Middle Millennial
Active Lifestyle

"Having the benefits of organic fruits and vegetables without the high sugar found in most fruits would help me balance my diet better."

Kaitlyn

Late Millennial
Employed

"Heart health is very important to me. I love a drink that tastes good and is good for my chest!"

Sean

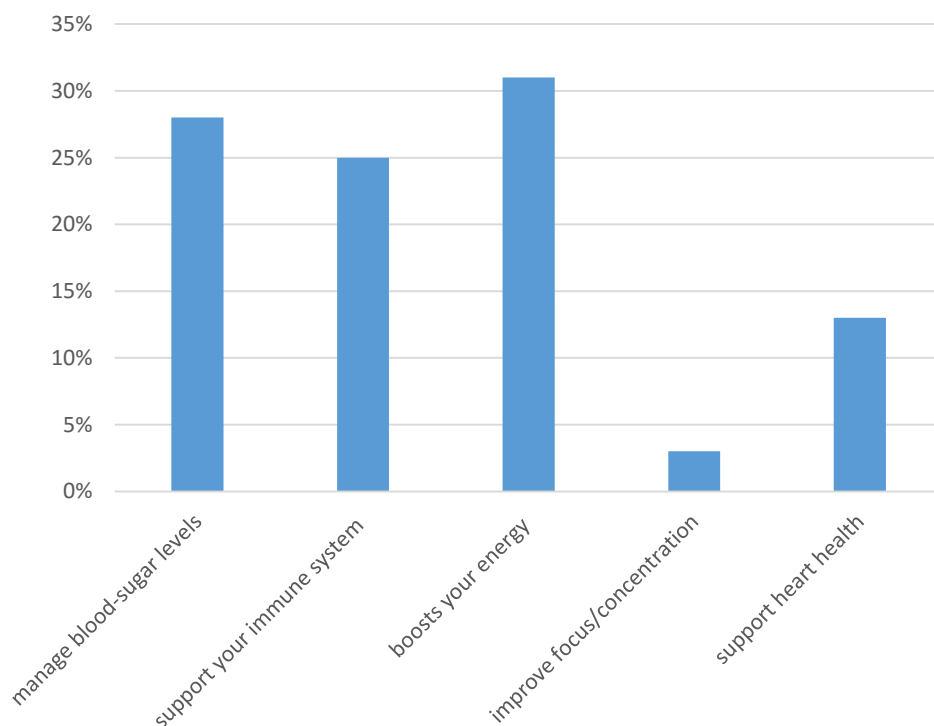
Middle Millennial
Active Lifestyle

"Because to many foods are already loaded with unhealthy sugars and fats, and heart health is something that needs to be considered more often in making more healthy choices, even in drinks."

Jacqueline

Middle Millennial
Employed

If a new bottled drink had added fruits, vegetables or other nutrients, what one benefit would be most important to you?





THE OBJECTIVE

Given the response from Millennials indicating an attraction to products with “natural” ingredients, this activity explores Millennials’ reactions to two brands’ claims of being “all natural.”

METHODOLOGY

Three Activities were used:

Task 1: Ad Concept Evaluation 1

Using a whiteboard activity, Millennials were presented with an ad for Protein 2.0, which claims to be a healthy protein water with natural ingredients.

Task 2: Ad Concept Evaluation 2

Using a whiteboard activity, Millennials were presented with an ad for Dust Cutter Lemonade, which claims to be an all natural lemonade.

Task 3: Millennials Reactions

The final task asked Millennials whether or not they believed the claims in each of the ads, which was more believable and why.

KEY FINDINGS

Transparency is Key to Earning Millennial’s Trust

Millennials are aware that they are being marketed to, and therefore are inherently wary. Millennials want to be assured by data that claims are what they say they are.

A “Family Connection” is well Received Among Millennials

Millennials were drawn to the family connections of the lemonade ad. Responses indicated it made the brand/product more likely to care about quality.

The Simpler the Better

Simple, straightforward, unembellished concepts were the most attractive to Millennials.

Millennials Want Something Different in Packaging

Unique packaging that sets the product apart from other similar products was very attractive to Millennials.

Activity 3 Select Results

Ad Concept Feedback 1: Whiteboard Mock-Up



Sentiment by Section

bottles	+20	-10	?6
headline	+14	-7	?2
body copy	+7	-2	?2
General Comments	+1	-1	?1

- + It does sound weird. Ha ha. Saying it, breaks the ice and makes me want to try it when I otherwise wouldn't.
- + I like the idea, more portable than a protein shake
- + I like how they are encouraging you to try something that most would find a weird product to try
- I have had many bad experiences with different products that marketing said tastes wonderful or variations of that, that I was not happy with the taste this would turn me away from the product with out trying it.
- "weird" why are you making it sound negative?
- ? How does this work? How many calories does it have? Added sugars? Sodium?



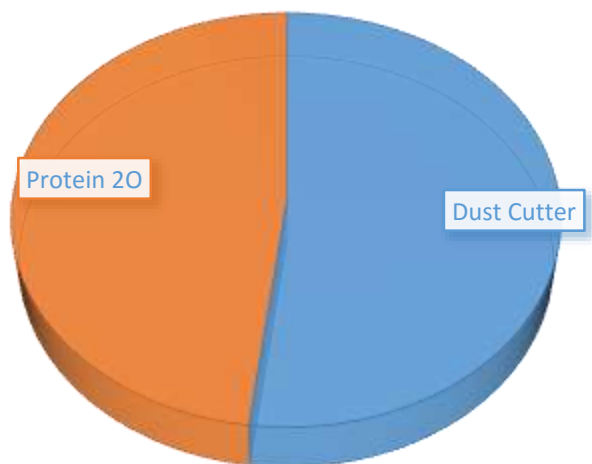
Sentiment by Section

cowboy	+3	-4	?0
nutrition	+0	-3	?1
back story	+17	-3	?0
copy	+12	-5	?1
bottle	+7	-3	?1
General Comments	+5	-3	?1

- + Family tradition tells me it's a family owned business, not a large corporation, so they most likely care more about the quality of their product
- + I find the packaging unique for a lemonade product.
- + "Family" brings a connection to most customers
- + Really like this part of the ad - tells me what the product is, looks good, nice selling point.
- Not inviting, kinda yucky looking and sounding.

Activity 3 Select Results

Which of these concepts was your favorite?



"I felt the natural claims were believable. I love the idea of more natural beverages and I found the descriptions to help make the claims more believable."

Kaitlyn

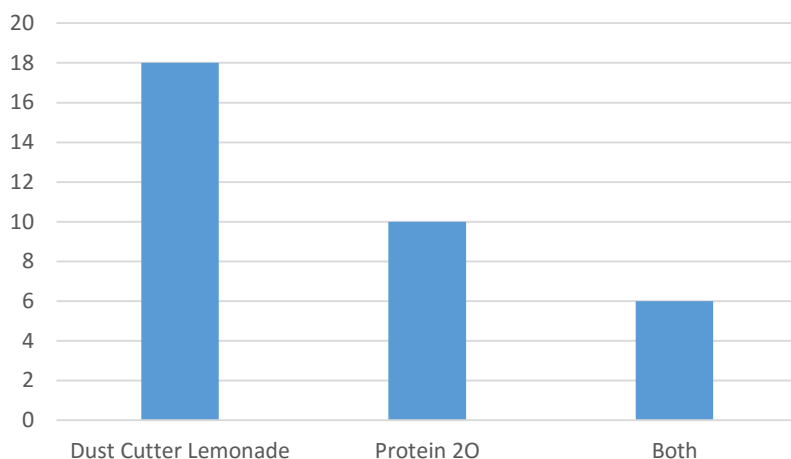
Late Millennial
Employed

"Protein 2.0 did not make any natural claims. dust cutter said 100% natural and connected to the customer with a brief family story to engage them."

Nathaniel

Middle Millennial
Employed

How did you feel about the "natural" claims made by these ideas? Which one was believable? Why?



"Much more believable for Dust Cutter. Protein 2.0 can't be natural if you're adding stuff to water. Dust Cutter had images of fresh lemons, which we know is a purposeful attempt at looking fresh, but does naturally trick the mind and make us think that."

Alice

Early Millennial
Student, Active

"They were believable more on the dust cutter as opposed to the protein 2.0 because the dust cutter label gave more information about the product."

Rebecca

Middle Millennial
Student

Activity 3 Select Results

Task 3: Millennials Reaction

What, if anything, do you think brands should do to be more clear about their health claims?

"They need to be transparent about the claims they use- what is the protein source of the water, why is this natural? Have more clear, concise information in the ads instead of catchy sayings."

Angela

Middle Millennial
Employed

"Protein 2.0 would need nutritional information, and to clarify where the protein come from. This just sounds synthesized right now. Dust Cutter would preferably have natural, not added sugars."

Alice

Early Millennial
Student, Active

"If you're direct and clear to the customer about what is in your product most people will believe your claims and buy your product."

Jacob

Early Millennial
Student, Active

"I have a hard time trusting anyone's health claims. Most stuff is just marketing and you need to look at the nutritional label and decide for yourself."

Stacy

Late Millennial
Employed, Active

"Give solid stats right up front. Very visible on the bottle."

Sean

Middle Millennial
Employed, Active

"Be honest and provide data to back up their claims on their website."

Laura

Middle Millennial
Student

"I think they should make a list of claims they think it will do to you, or at least have it on a website if not on the bottle."

Halley

Middle Millennial
Health Conscious

"I think they (protein 20) need to be more clear about how the drink is made. The ingredients, and the nutrients that are in it."

Ashley

Early Millennial
Active Lifestyle



THE OBJECTIVE

To iterate on some of the feedback received thus far from Millennials and get a deeper sense of what they value in a healthy bottled beverage by tasking them to create one of their own.

METHODOLOGY

Millennials participated in a conversation activity where they were asked to submit their concept using a combination of text and images. After submission, Millennials were asked to review all posts and comment on the discussion board.

KEY FINDINGS

“All Natural” Dominates Millennials Preferences

An overwhelming majority of Millennial products were “all natural” with “no added preservatives or sweeteners.” Flavors consistently came from real fruits and vegetables.

“Organic” is not as Important as “Natural”

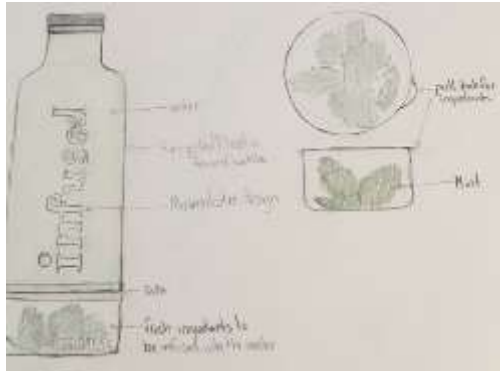
Millennials commented that “Organic” typically means that the price will be raised and they were not willing to pay for it. More important were “non gmo” and “all natural.”

Millennials Prefer Beverages with Additional Health Benefits

In order to have a healthy experience with their beverage, Millennials designed products that were full of ingredients that gave them a perceived boost in health: vitamins, fruits, vegetables, protein, etc. Each of these ingredients were prominently displayed on packaging.

Activity 4 Select Results

Task 1: Ideal Package Design



Jacqueline

Middle Millennial

"My ideal beverage would be bottled water with fresh ingredients that could be infused. It would come in a recyclable plastic bottle, and flavors would include mint, strawberry blueberry a, mangos, and lime. The graphics would be minimalistic with only the name of the product on the front and ingredients on the bottom right corner. Product details on the back."

Audrey

Early Millennial, Active Lifestyle

"I would love a fresh juice box brand that you can buy in a 20 pack for those hectic travel days or for kids lunch boxes, which is strictly local, fairtrade ingredients. A drink that hasn't been touched by any unnecessary additives or colorings or the concentration process. Don't get me wrong "honest" juice boxes are nice but the governments "organic" label has been stripped of its true meaning.. the flavoring could have hidden MSG in it – which increases cravings and addiction to sugar. So a local brand would be so much for comfortable knowing that your juice came from the farmers down town. Ingredients only containing juice and water would be my ideal natural drink."



Millennials prefer a “healthier” option for beverages but don’t want to sacrifice taste.

Evidence in the community showed that, while water was the top bottled beverage consumed, Millennials are constantly searching for a better-tasting option.

All Natural > Organic

Millennials displayed a negative reaction to organic. An organic product was linked to a more expensive product. Millennials prefer “all natural” products to organic.

Millennials want to have an experience of “being healthy.”

A theme that resulted from the community was the need to “feel healthy.” Millennials seek this experience in their healthy bottled beverages, attributing this feeling of health to “all natural” or “organic” products.

Transparency in advertising is key to earning Millennials’ trust

From the ad concept feedback activity, Millennials indicated that the more trustworthy claim came from the ad with a background story and nutritional data exposed. Millennials are smart, they know they’re being marketed to, they want that to be respected and to be shown the supporting data.

The simpler the concept, the better the sell

Millennials indicated they prefer simple, straightforward concepts. In terms of product: all natural ingredients, few additives and no preservatives. For advertisements: no trick language, no hidden meanings, minimal embellishments.

Sugars, natural sugars, are good in moderation

While Millennials indicated a clear concern for sugar levels, discussion showed a positive reaction to natural sugars in moderation.

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