

A photograph of a bar interior. The bar counter is in the foreground, with three pink velvet bar stools on a checkered floor. Behind the counter, shelves are filled with various bottles of alcohol. A large pink circle is overlaid on the left side of the image, containing the text 'ONTRADE OUTLOOK 2019' in white. The background wall is a warm, orange-brown color.

ONTRADE OUTLOOK 2019

The concept

ONTRADE
OUTLOOK
2019

We realise that it's pretty **impossible** to **predict** the **future** but that doesn't mean that we can't **prepare** for it

This report aims to arm both **operators and brands** with **insight** and **information** to help understand the evolving needs of pub customers and to **future protect** your business by meeting the demands of the people that matter most – **the customer**

We've spoken to **1,000 UK pub customers** and asked them over **100 questions** to get to the **heart of the key issues** impacting their decision making and pub-going behaviours. Alongside insight from **leading industry experts** and direct **publican feedback**. We believe that this report provides the most **concise and relevant** content for any business looking to **grow and succeed** in the on trade over the next 12 months.

The content

ONTRADE
OUTLOOK
2019

Capturing direct customer feedback on the **biggest** areas that matter most to **future success**

ordering + payment

personalisation

premiumisation

experientialism

local + community

moderation

sports + events

loyalty

food

The benefits

**ONTRADE
OUTLOOK
2019**

The 7 steps to future success

1. Don't go by gut feel and assumptions alone
2. Show that you are listening to your customers
3. Future protect your business
4. Understand what your customers want you to start and stop doing
5. Create impactful 'sales stories' for key stakeholders in your business
6. Help you calculate where to invest in order to gain maximum return
7. Don't be left behind by your competitors and keep your fingers on the pulse

Unlocking insight to help your business understand the pathway to future success is as easy as....



..one

..two

..three



Your report will contain all data from our 1,000 consumer interviews, publican qualitative surveys and expert insight



Available in ppt + pdf formats

**ONTRADE
OUTLOOK**
2019

KAM
media

Secure your copy now for
just £1,950

Price valid for commitment before 11th
January. £2,450 after this date.

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