

Influencer MSS Bartender Study: Understanding frontline influencers can make or break your brand in the on-trade

Why?

Every day, thousands of Bartenders interact with their customers, and make recommendations to many of them. These crucial **front-line influencers make recommendations to roughly 40% of their consumers**; and are interacting on average with 670 customers per week. They are able to reinforce your brand's image, and – with the right messaging and programming from you – create loyal brand users.

The Influencer MSS Bartender study surveys bartenders bi-annually about their opinions of and recommendations to consumers of spirits, beer, and wine brands.

We've validated our research across categories to prove the predictive nature of our metrics. Share of Recommendations is more than just a leading indicator – in fact, it is predictor of future sales.

Approach and benefits

We are experts in the On-Premise environments, working with many of the world's leading spirits, beer, and wine brands. Our customized research approach allows you to better understand the Bartender and On-Premise landscape in order to answer:

- **What is their share of brand recommendations?**
- **How do these recommendations impact sales of my brand?**
- **How can I optimize Bartender messaging?**
- **How is my brand doing vis-à-vis the competitors?**

Using proven engagement techniques designed specifically for this audience, each year, MetrixLab surveys thousands of Bartenders across all the key account types.

The study is designed in a semi-syndicated format, so that clients can customize the survey, while standard KPIs remain the same wave-over-wave.

Contact us

Our MetrixLab team would love to tell you more about our Bartender Influencer Tracker. If you are interested, please contact:

info@metrixlab.com

www.metrixlab.com

Find out more about our [Point-of-Purchase influencers](#) studies on our website.

Uniqueness



Wave-over-wave tracking and access to past trends for on-trade Influencers



Helps you optimize your bartender and trade-focused activations and execution



Deep, insightful, affordable