

Informed decision making underpins ambitious growth

Analysing brand health

Going beyond the truism that ‘what gets measured gets managed’, Fentimans’ ambitious growth plans required a regular flow of quality data so that the business could monitor the impact of its marketing activity ... allowing it to course correct, if necessary, in a timely fashion.

The challenge was to build a dynamic picture of the soft drinks and mixers marketplace, monitoring key performance indicators, but also - drawing on our years of consulting experience - to add a full-colour interpretation to the data.

Adding value to the data

Working with the Fentimans’ team we established the key elements of brand health and developed a regular tracking survey – supplemented with additional ad-hoc ‘data dips’ around specific events.

The Decision Architects team provides regular updates and informed insight – addressing specific strategic issues or questions thrown up by the Fentimans’ team over the course of the year.

We use our experience to add perspective and additional value to the data

Customising the approach

A flexible research program provides a consistent core of information supplemented by additional issue specific questions

The real value of a research program like this is in the strategic dialogue it fosters – during which real, meaningful, insight can be developed.

With over 25 years’ experience in consumer goods, our consultants were able to provide extra layers of value that enabled the Fentimans team to really put the customer at the heart of their decision making

The measure of success

The research has not only tracked Fentimans’ performance over recent time but Decision Architects’ insights have specifically allowed the business to quickly respond to regulatory changes, explore key changes in consumer attitudes toward health and launch new products targeted at emerging opportunities



Thomas Fentiman acquired a recipe for botanically brewed ginger beer in 1905. After the original business closed in the 1960s, the Fentimans brand was resurrected in 1988 with a mission to produce drinks in the original way, using the traditional ginger beer recipe and 100% natural ingredients. Beyond its traditional UK market, Fentimans growth is being driven by demand in Europe and the US, as well as further afield including markets in Japan, South America, Canada and Russia

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