

The Value of On-Premise Channels

BACKGROUND PROBLEM

The client needed to understand the true strategic value of on-premise channels beyond short-term sales volume, including their role in brand building, trial, ritual creation, and recruitment.

APPROACH PROCESS

- Built a multi-dimensional channel evaluation framework across attractiveness, strategic fit, ritual, and experience.
- Used a funnel-based prioritization process to avoid oversimplified weighted scoring.
- Assessed channels such as QSR, bars/restaurants, hotels, airports, cinemas, and theme parks.

KEY FINDINGS / OUTCOME

- Redefined on-premise as a long-term brand equity and consumer recruitment engine.
- Prioritized high-impact channels for 3-5 year investment planning.
- Improved cross-functional alignment around channels with low immediate profit but high strategic value.

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