

Brand

How can Ades turn awareness into action?

As a brand, Ades has a relatively strong level of awareness, standing at around 83%. But the brand's low market share shows that it is struggling to convert awareness into true attention, and action.

In part, this problem is driven by a distribution issue. Ades' limited distribution (5% ND, 33% WD) limits rapid growth, and share in Handlers is low and localized (primarily Jakarta and some Java), leading to limited consideration.

Volume	12.543 KUUS	-0.3%
Off Take	5.7 MUUS	+2.6%
Vol Share	1.3%	-0.1pt
Val Share	1.8%	-0.1pt
NSR	154 Bio IDR	0.39%

P4W		Total Awareness	
19%	-3%	83%	Flat
ND		WD	
05%	Flat	33%	+1pt

The dynamics of Ades' SKUs indicate that SKU strategy may also play an important role in achieving the desired growth. Though contribution is still low, consumer's preference is moving toward SKU diversification of using single serve bottle and large bottle, perhaps differentiated by occasions and user profiles.

Pack	Cont	GR
350 ml	2.6%	2.6%
600 ml	85.8%	85.8%
1.5 l	11.6%	11.6%

Critical for Ades will be turning that awareness into real and relevant meaning. Currently, the brand's perceptions do not line up with the desired key attribute - purity and its allies.

Attribute	Cont
Refreshing	61.4
Pure	37.5
Good Price	26.1
Natural	23.1
Healthy	19.1
Guaranteed	10.1
Common	9.9
Good Taste	9.6
Good Quality	8.2
Convenient	7.6
Cheerful	6.6
Bad	6.3
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Eco-friendly	3.5

Strongest attribute is a generic category deliverable

Ades' key differentiator & it's allied attributes are at low scores

What's clear is that there is a huge opportunity for Ades. To turn its awareness into meaning, into behavior and into habits. Bridging the huge gap between awareness and action, supported by smart SKU plays and ways of overcoming the lack of distribution can help Ades become the mineral water of choice in Indonesia.