



PULSAR
Audience Intelligence

Case Study

How Rubicon could connect with British Asian Millennials



BRAND CHALLENGE

Identifying a fuller picture of British Asian Millennials

As a brand whose heartland has always been British Asians, drinks manufacturer, Rubicon identified a need to better understand the British Asian millennial audience. The goal was to find out how they could continue to have a connection with British Asians, even as the identity and aspirations of the younger generation continue to change.

The brand came to Pulsar's Research Team to help them gain a more fully fleshed-out picture of the British Asian Millennial audience, not only in their offline lives, but also within their digital lives.



THE APPROACH

Methodology

In order to achieve this, the Research Team used a mixed methodology approach, utilising the best of digital and face-to-face research methods. This mix enabled them to get to more in-depth insights about the target audience by leveraging:

1

WhatsApp to understand consumption: getting participants to capture their drinks and media consumption via WhatsApp resulted in a more intuitive and simple research process, leading to greater engagement. This approach enabled us to quickly build patterns in response, from uncovering the extent to which a lot of the target were really digging Big Bang Theory, to the growing significance of mocktails.

2

Storytelling mechanics to uncover emotional resonance: by getting participants to describe their background and future through a family story, we were able to diminish discomfort around revealing intimate aspects of family life, and get to the emotional weight (positive and negative) that made up their wider familial and socio-cultural relationships. Understanding these relationships was key to being able to identify the changing ideas of identity around younger generations of British Asians, and the impact this may have on their relationship to Rubicon.

3

Face-to-face friendship interviews to build on response in real-time: by the time of the friendship interviews, we had already established a relationship with our participants via WhatsApp; as a result, the face-to-face sessions became much more open and intimate, leveraging the bonds of friendship between participants to get to deeper understanding of the target.

THE RESULT

Engaging the target audience

This multi-layered approach enabled us to get to a rich understanding of British Asian Millennials. British Asians increasingly see their ethnicity as cultural capital that is embraced, and makes them part of the mainstream – “our differences unite us”.

Speaking to this audience solely in terms of their ethnicity appears increasingly outdated; they are proud of their heritage, but this is one of many identities they hold. Engaging the target audience through products and services that root their needs within facets of mainstream life are highly welcomed; Rubicon mocktails for socialising are a strong example of this.

From this work, Rubicon were able to build in learnings into future comms planning, in terms of the tonality and channels that feel most fertile within which to engage British Asian Millennials. The research also provided guidance on product development and placement that could better speak to this target.



THANK YOU

For more information please get in touch



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