

Demand Moments

When thinking about the drink itself, it becomes more relevant to focus on the demand moment, which takes into account the specific needs that mom/dad and kid have from the drink itself, with consideration of the decision-making dynamics between them and the context of the situation.

Previous work by The Family Room for Coca-Cola in 2015 has identified 9 specific demand moments that are relevant to kids' beverages.

We have mapped these demand moments against the occasions to generate an over-arching framework. Within each occasion there are one or more potential demand moments.

This framework can be used for specific brands to identify hotspots for product/pack innovation and brand positioning.



Occasions vs Demand Moments

Demand Moments (Drink focus)

- Nourish
- Right Start
- Quench
- Hydrate
- Treat
- Perfect Partner
- Pick me up
- Tide 'Em Over
- Unwind

Occasions (Packaging focus)

Home with meal		☒	☒	☐	☐	☐	☒	☐	☐	☐
Home between meals		☐	☐	☐	☒	☐	☒	☒	☒	☒
Lunchbox		☒	☐	☐	☐	☐	☒	☒	☐	☐
Active		☐	☐	☒	☒	☐	☐	☒	☐	☐
On the move		☐	☒	☐	☒	☐	☒	☒	☒	☐
Family & friends		☐	☐	☐	☒	☒	☒	☐	☐	☐
Party time		☐	☐	☐	☐	☒	☐	☐	☐	☐
Dining out		☒	☐	☐	☐	☒	☒	☐	☐	☐

How to use: Minute Maid Example

Demand Moments (Drink focus)

Nourish	Right Start	Quench	Hydrate	Treat	Perfect Partner	Pick me up	Tide 'Em Over	Unwind
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Occasions (Packaging focus)

Home with meal		✓	✓				✓			
Home between meals					✓		✓	✓	✓	✓
Lunchbox		✓					✓	✓		
Active				✓	✓			✓		
On the move			✓		✓		✓	✓	✓	
Family & friends					✓	✓	✓			
Party time						✓				
Dining out		✓				✓	✓			