ASSIGNMENT 2

Read Boston Beer Case; take a careful look at the ZMET transcripts at the end of the case.
Prepare for class discussion:
- What should Boston Beer do with the Lightship brand?
- How useful was the market research? Are you confident in their interpretations?
- Is "Lightship" a good name? How would you find out?

Finally, a 'deep' question:
- Why is there no "Diet Bud" or "Pepsi Lite"?

The case illustrates use of Zaltman's metaphor elicitation method. We will discuss the method in class. These 2 articles in Fortune and Fast Company are good introductions to the method:
STORYTELLING: A NEW WAY TO GET CLOSE TO YOUR CUSTOMER, Fortune Magazine, February 3, 1997, available at:
www.hbs.edu/mml/fortune.html
Metaphor Marketing, Fast Company, April 1998, available at:
www.fastcompany.com/online/14/zaltman.html
For more technical information, check out Prof. Zaltman's website, www.olsonzaltman.com, and the articles "Metaphorically Speaking" and "Rethinking Market Research: Putting People Back In."

You can also check out the Slate article that includes a taste-test of Sam Adams beer, among others: http://slate.msn.com/Shopping/99-08-30/Shopping.asp.