

Weinakademiker Thesis

2 pages abstract

How to build effective communication strategy for alcohol brands in markets with legal restrictions on alcohol advertising?

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WEINAKADEMIKER THESIS

Weinakademiker Thesis Abstract by Joanna Jablonska**TITLE:**

How to build effective communication strategy for alcohol brands in markets with legal restrictions on alcohol advertising.

MOTIVATION FOR CHOOSING THE TOPIC:

Alcohol brands in today's world face number of challenges when it comes to effective communication. Legal landscape in many markets is restricted for alcohol advertising. Alcohol communication strategies have to be adopted not only to local consumer but also legal restrictions which can be perceived as obstacle for many marketers. I have chosen this topic to investigate and research if it is still possible to make effective campaigns within the limitations. I have built 2 business cases: based on Martini and Bacardi communication in Poland to proof it is possible.

OBJECTIVE OF THE THESIS:

The objective of the thesis is to explore effective communication strategy to young target group LDA-34 for global brands in markets with legal restrictions on alcohol advertising. The cases presented in the thesis relate to digital communication strategy for Martini and Bacardi in Poland.

METHODOLOGY:

In-depth investigation how effective communications strategy can be build based on case studies of Martini and Bacardi. The methodology includes also CAWI research conducted for Martini to investigate effectiveness of communication strategy and released content.

CONTENT:**Section 1 – Introduction**

Introduction of the topic and brief description of the content in the thesis.

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Section 2 – How to build communications strategy appealing to young consumers?

Definition of communication strategy and its main elements. You will find replies to key questions:

- How to build effective communication strategy?
- Where can be restrictions on alcohol advertising?
- What impact has legal landscape on the choice of the communication channels?
- Why precise targeting and thorough understanding of target group is key?
- How to measure effectiveness of Communication strategy?

Section 3 –The case of Martini in Poland- how to build lifestyle brand in legally restricted environment.

Martini in Poland has been focused on recruiting new consumers to the brand for a few years. The awareness of the brand has been always very high, but it was not reflected in final consumer choices at the shelf due to low relevancy of the brand to young consumers. The case shows how influencer communication on Instagram, YouTube supported by paid media on social channels and experiential events has helped to build brand attractiveness and brand appeal bringing significant changes in brand position on the market.

Section 4 –The case of Bacardi in Poland -

Bacardi in Poland has built the communication strategy around hip hop culture and music that reflects perfectly brand positioning and is very appealing to consumers. The brand cooperates with a number of hip hop musicians on creation music content and has created Hip Hop Music Awards in Poland appreciated by musicians, creators and journalists. Moreover, Bacardi supports the program for Young Artists in Hip Hop. Bacardi becomes part of the culture thanks to good consumer understanding and precise choices in constructing communication strategy.

Section 5 – Summary and conclusions**Sources****CONCLUSION**

Martini and Bacardi in Poland are great examples how to build effective communication strategy for global brands in the market with legal restrictions. They are also examples of how to turn the limitations in advertising into real opportunity putting the main communication focus on new channels and different types of content. The communication strategy is a clear framework, that when applied properly and consequently, is reflected in growing sales and market shares contributing the business development.