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HOW TO SURVIVE IN THE ALCOHOL INDUSTRY OR ADVERTISING TECHNOLOGIES OF ALCOHOL BRANDS

Аннотация: в данной статье рассмотрены технологии формирования алкогольного бренда. Авторами проанализированы рекламные кампании ведущих брендов. Выявлены особенности использования рекламных методов, концепций и технологий. На основе проведенного исследования авторами предлагается ряд определенных рекламных технологий, которые являются наиболее эффективными в практическом применении.

Ключевые слова: реклама, алкоголь, бренд, рекламные технологии, рекламные кампании.

Abstract: this article considers the technologies of the alcohol brand formation. The advertising campaigns of the leading brands are analyzed. The peculiarities of using advertising methods, concepts and technologies are revealed. Based on the study, several specific advertising technologies are published, which are most effective in practical application.

Keywords: political PR, image, social media, Internet, social networks, politician, leader.

Advertising is the engine of commerce and the life of trade. The key to success is not to market a better product, but to market a product better. As we know to advertise alcohol products on TV, radio, magazines are forbidden by government. In connection with these rules of law, advertising specialists have to be creative in establishing of advertising campaigns. Due to new technologies of communication, a new generation

of advertising specialists finds new ways of communication in order to get to target audience. For promoting alcohol brands there are certain tools that correspond to rules of law.

HoReCa.

First and most important advertising technology is promoting in HoReCa. This technology is almost the main tool of stimulating demand. HoReCa (Hotel/Restaurant/Café) is an acronym for the sector of the food industry that consists of establishments which prepare and serve food and beverages [1] The best way of contacting target audience is to work in the channels of HoReCa. This channel has huge opportunities: Firstly, it gives a filter by age, secondly, it targets by incomes and hobbies. Thus in conditions of legislative restrictions, activity in clubs, cafes and restaurants assumes the greatest efficiency when promoting an alcohol brand. Secondly, branding both the whole parties and individual zones: terraces, lounge zones. Also, alcohol brands are allowed to show videos during the party. Alco-brands often offer limited incentive measures («buy two cocktails – get a third one as a gift»).

Clubs, cafes, bars and restaurants are effective places for promoting alcohol brands not only due to direct contact with the target audience and the possibility to target venues clearly, but also from the point of view of the youth's lifestyle. They are interested in social networks, synchronization and swiftness of processes, which allows to use additional privileges for consumers in communication effectively: for example, access to a branded terrace, the ability to charge a phone, etc., or offer access to tickets for interesting events at a special price.

Integrated campaigns.

Brands in HoReCa hold integrated campaigns using SMM tools. And the most frequent technique used is buying a certain drink the guest is suggested to put a photo in the social media with special hashtag and get a cocktail from the brand as a gift for it. This technique has one big drawback: a photo can be in the Internet for only a few seconds and be deleted immediately after receiving a gift. In order to prevent it, you need to think carefully and prepare a promo: the consumer is unlikely to remove a bright photo with the staff in unusual costumes, with interesting accessories or simply

with beautiful girls. At the same time, it is important to realize that the theme of the promo should correspond to the public.

Brand page in social networks.

In a context of reduction of communication channels, including digital ones, alcohol brands are actively investing money into the development of their pages in social networks and do it successfully as by the number of subscribers and the level of involvement the pages of alcohol brands concede only to the automobile brands.

The biggest bet is placed on Facebook, where alcohol brands can find the most interesting audience for them that is people with an average and high income and over 18 years old. Brands of strong alcohol, especially vodka lead on this platform, and by the number of subscribers they are ahead of other alcohol segments.

Other sites are not so popular. For example, let's take one of the leaders among alcohol brands – Bacardi. On the global YouTube channel, it has about 2,500 subscribers, on Twitter – 65,000, while on Facebook – 8 million. The same tendency Martini has: Facebook – 2.6 million, YouTube – 1500, Twitter – 7000. Global accounts of these brands in Instagram are not represented, as they cannot compete with Facebook even by the number of subscribers.

Sponsorship.

Another way to promote alcohol production in the modern world is sponsorship. This is one of the most effective mechanisms for promoting the alcohol brand today. For example, the brewing corporation Anheuser-Busch InBev which had an agreement with FIFA (International Football Federation) on the sponsorship of the World Cup in Russia in 2018 (in Russia it is issued under the Bud brand) [2] But it is important to take into account the specific character of this advertising trick. The thing is the alcohol brand Bud in cooperation with FIFA advertises exclusively non-alcoholic beer, at the same time there is a creative presentation of the brand on the one hand, and the ban of advertising of alcohol products on the other. Using such a technique, the image of the product is created in the minds of potential consumers because when they see them in the store they start paying attention to other products of this manufacturer.

Product placement.

Product placement is the technique of implicit advertising, which means that the props used by heroes in films, television programs, computer games, music videos, books, illustrations and paintings have a real commercial analogue. This method was adopted by alcohol brands. In the 1980–90s Hollywood product placement was undergoing its golden age. After the release of the film «Basic Instinct» (1992), the company that owns Jack Daniel's whiskey brand increased sales of this drink up to \$6 million per year. The company paid \$1.2 million to the filmmakers for just one sentence that Michael Douglas's character says, referring to Kathryn Tramell (Sharon Stone): «Jack Daniel's all right? It's going to have to be» Thus, the contribution of whiskey manufacturers' paid its way five times [3].

Umbrella brand.

The umbrella brand is a type of brand expansion technique which implies the production of several groups of goods or product categories under one brand, at the same time the name of the goods has the name of the manufacturing company, and the company's logo is shown in advertising of the company products. The main advantage of the umbrella brand is the low start price for the promotion of a new product, the second advantage is the simplification of distribution. Some companies produce goods under the umbrella brand that are not basic in their sales structure. This is done for an additional support of the main brand (for example, the production of rusks under the beer brand) [4] Another vivid example of the umbrella brand technique is the advertising of vodka under the Absolut brand. After the law on advertising was passed in 2005 prohibiting the advertising of alcohol drinks, Absolut Vodka, used this technology and immediately released mineral water with identical name, packaging and bottle. This advertising campaign was acting as the reminiscence for those buyers who have already consumed his product. It also caused the audience's interest because of the creative approach of the advertising in general.

Conclusions.

In connection with the legislation in relation to the distribution of advertising of alcoholic beverages, promoting has become much tougher. In many countries it is forbidden to use media such as: TV, radio, newspapers, outdoor advertising. But in some

countries, there is no ban on advertising of alcoholic products. For example, in Bulgaria alcohol advertising is permitted.

The Internet, as one of the most important channels for conveying information, also fell under the legislation, but not so strict. For example, GoogleAd introduced strict regulations to the accreditation of advertising content [5].

In conclusion it should be noted that the area for advertising alcohol products has decreased, so in connection PR specialists have to bypass barriers using creative approaches.

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