

Marketing research – heineken

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Heineken International boasts one of the world's largest and most profitable portfolios of beer brands. Its presence is felt in 71 countries, in all regions of the world and it employs close to 70, 000 people worldwide. Since its first year of brewing in 1864, Heineken has still kept its passion for creating the best craft beer and introducing a “ beerculture” to Holland as Gerard Heineken initially intended. Heineken sells, markets and owns over 250 brands.

The specific brand that I will be planning for this market plan is the main brand which is Heineken. The main demographic group target are males between the age of 23-35 years old. The annual income for this group may start at \$40, 000 or higher. This group will be single and with no children. The target group will be educated with a college degree or some college experience. This group will also be young working professionals. This group lives in the continental USA and are mostly city dwellers.

This group is usually on the go, always has somewhere to be and enjoys fun social activities. They are always willing to try new things but maintain a sense of brand loyalty. This group likes a comfortable and exciting lifestyle, they are willing to pay a little more to get a better quality product. This group wants to be seen with the best, they like the nicer things in life; everything they do is a reflection of who they believe to be.

The more events this group attends, the more opportunities they will have to repeat the purchase of the product and develop a stronger brand loyalty. This group will be defined by some of the behaviors that make them a great fit for the specific target group. This group likes to be in the know, they like

to know the facts as to why the product they pick is the best fit for them. This group will defend their purchase decision over any circumstance thus creating a form of word of mouth referral for the brand they consume.

They have a strong can-do attitude and will stick with their choice of brand if ever confronted with a similar product. I decided to target this specific audience because they have more disposable income and no responsibilities of taking care of a family or spouse. They will use the product more than anyone else and will stick with it. This target group will revive the "beer culture" that Gerard Heineken envisioned more than 150 years ago. By targeting this young group, the brand will create a customer lifetime value investment for years to come.