

# Whisky:the marketing strategy

Business



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Whisky A The target market for the sale of whisky is United Kingdom. The consumption of whisky as a liquor like certain regions of the world is gradually getting depleted in the United Kingdom. A closer look at the market should enlighten one regarding the areas to be explored. The objective is to attract the younger section that is gradually losing interest. Modern generation of alcohol consumers relate whisky to a very vintage look and hence are gradually losing affinity over the product. The younger generation of alcohol consumers feels that the pattern of whisky consumption must change from straight gulps to a pattern of mixed drinks with items like coke. Furthermore the younger people of United Kingdom who constitute the mass market for alcoholic drinks have shown the desire to shift to lighter drinks like vodka and wine from the traditional intake of drinks like rum and whisky. The whisky marketers of United Kingdom however expect that after a certain time period the younger generation would again resort back to traditional drinking culture of the country. The whisky marketers in United Kingdom are increasingly expecting that a blend of Scotch with whisky would help in attracting the younger masses to the consumption of the drink. The most recognizable brand created to this end, which unfortunately had very low marketing support, is White Horse blended whisky (Whisky Galore, n. d.).

A2. The marketing strategy for recreating the market for whisky must be made with certain specific objectives in view based on the elements of SOSTAC Model. SOSTAC stands for Situational analysis, Objectives, Strategy, Tactical Decision-making, Actions taken and the Control mechanism. It must endeavor to visualize firstly the position or situation where the market for whisky stands. Secondly, it must clarify the directions or objectives to which the strategies should point. Thirdly it must

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start devising the needed strategies to achieve such objectives. Fourthly, it must clearly envisage the details of the strategy taken through the preparation of the action plan. Fifthly, the action plan created should be rightly implemented. Finally, in the sixth case the plan implemented must be reviewed against the set standards and recommendations can be put thereof. Depending on the SOSTAC Model the following marketing strategies can be made for recreation of the whisky market. Firstly, the image of the whisky needs to be transformed from an old fashioned drink to a drink, which suits the tastes, and desires of the modern generation. The target group designed for the strategy should consist of people whose age ranges from 25 to 45 years. Further a time period of around two years must be set for the successful fulfillment of the said strategy. Secondly, the marketing strategy must also look forward to create mass awareness of the product. The awareness campaign should within an eight weeks period target around 50 percent of the total customers. Thirdly, the marketing strategy can also entail cooperation with audiovisual networks to produce theatrical or dramatic presentations to focus on the consumption of whisky as part of the country's cultural heritage. This type of presentation would help in exciting affinity towards the product. A3. A marketing plan might be developed on the basis of the strategy of SOSTAC. The present situation suggests that the younger generation should be the target and interests should be evoked amongst them. Objectives and the framework to achieve them should be outlined accordingly. Now the tactics need to be figured such that one might understand the different aspects to be improved and altered in order to generate the interest of the younger section. To make the image of whisky get transformed from an old fashioned drink to a drink satisfying the needs

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of the younger generation exclusive advertisements can be designed. The next task is to outline the actions related to marketing and therefore formulate the stepwise plan followed by its implementation and monitoring by keeping track of the progress made as a result of the plan. Younger people mostly celebrities can be used drinking blended whisky brands like White Horse which would help promote a transformed image of the drink. The launch of the promotion campaign can be triggered through the raising of billboards in crowded areas like markets and near pubs and clubs to create mass awareness of the product. Print media like magazines can also be used for colorful depiction of such themes. Promotion campaign can also include rendering free samples of the products to younger consumers visiting clubs and restaurants. Use of audiovisual networks like television and radio can be used for promoting cinematic programs, which would focus whisky as the cultural emblem of United Kingdom. Reference Whisky Galore, n. d