

The company magners cider marketing essay



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“ Global logics can be explained as a process to determine globalisation with successive dimensions, each taken separately, and interpreted for telling patterns.” The existence of global logics means that the company recognizes the need to find a appropriate response to address concern regarding globalisation. The nonattendance of global logics specifies that issues of globalisation are not correctly addressed. The understanding of these logics has been helpful to reduce the complexity to globalise a company(Jeannet n. d.).

Magners cider has always fostered the mechanism of making the right product available to the people at the right place. In France people are inclined to drink for pleasure and less inclined to “ binge out”, the French people consume slightly more alcohol than their neighbours Britain (also biggest consumers of magners cider), this is due to the fact that French like to have drinks during meals, and most French men do not find it smart to get drunk. 4/5th of the magners consumers under the age of 24 like to drink in the bar, only a tenth of customers choose magners over bar. It is also a fact that men are most likely to consume cider than women. Nevertheless, female would prefer to have cider in a garden or a part, cider is not considered as a drink they would have with food (Just-drinks 2010). Magners has catered the global customer needs and advantages of its products considering the segmental and geographical differences. The primary quality of the product is that its natural drink made from apples. This is great competitive benefit with a world full of food additives. Also the death rate in france is high these days, so people are considering switching to healthier drink options which can prove to be very advantageous for magners. Also

cider has fewer calories than beer, which will make it appealing to health conscious people especially women (Keynote 2009). That's why the company will make sure that Magners cider is shown with apples and served on ice in each advertisement. Magners will strengthen cider by showing it as a mixture of seventeen different types of apples. In short, the company wants to show the product as a traditional company with a great experience that manufactures a distinctive natural product. It is very essential to have an intense promotional campaign, because it is very difficult to maintain such promotion activities for a long time, so it is essential to have two levels of communication:

Intense Communication during the launch phase to increase brand awareness

Long term communication to have a presence in people's mind (Appendix 2).

3. 2 Global Competitor Logic

When competition creates a compelling debate to practise globalisation, global competitor logic comes into play. In a few industries a company faces different set of competitors in different markets, point towards low competitor logic; same is the case of magners in France. The customary cider distilled in France was once not so popular because of negative image and declining sales, but it is essential to give emphasis to space for growth in the sector especially in the over the ice cider which magners is famous for; to support this declaration French brewer which was experiencing rapid decline in the beer market for 25 years has decided to enter cider market with its "Apple frost drink" and aiming to sell 25, 000 bushels in its initial year of

launch, this will be the main competitor in the over the ice cider market (Perkins n. d.).

Also MDD (Marque de Distributeur) has largest cider market share of 41. 5%, Loïc Raison has 22. 5% and Ecusson and Autres has 10% each (Keynote 2010).

3. 3 Global Regulatory Logic

Alcohol consumption patterns and drinks preferences vary from country to country. All countries have different laws regarding consumption and minimum required for it. It can be said that global regulatory logic is high, because regulations differ from country to country and France has been very strict about its amendment. In France alcohol kills about 45, 000 people and costs 17. 6 thousand millions € each year.

In 2005, the parliament of France amended a law on alcohol advertisement called the Evin law, which was the result of consensus between public health specialists and consensus wine firm owner (Keynote 2011). This law allows using objective characteristics during promotion but bans any form of qualitative arguments. The manufacturers of wine will be able to use facts such as geographical area, explanation about colour and taste (Bremer n. d.) (Perkins n. d.).

The deficiency of social problems in France due to alcohol is because drinking is very expensive in bars, so young people usually purchase very less from bars and then move to home. France has no intention to follow the path of its neighbour Britain when binge drinking is involved. Authorities have the power to strip the bar from its license, and people are advise carry

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DIY breath testing kits to verify themselves before driving. Alcopop (beverages including distilled alcohol) was heavily criticised and government taxed them out disagreement (EPHA 2007)(Hennessey & Jeannet n. d.).

3. 4 Global Information Logic

Information acquirement by customers is very important factor for global marketing strategies, it's a way how consumers scrutinize the environment, the different types of media they are exposed to and how much they are willing to travel to acquire certain information. Magners has always relied heavily on TV advertising, but in France there are legal consequences of promoting alcohol on television and is strictly forbidden. But magners has always invested heavily on marketing and advertising and will use other forms of effective advertising. Magners will focus on radio advertising, and other forms of outdoor advertising such billboards and bus stop advertisements. One should keep in mind alcohol promotion in France must transmit a moderate message(Bremer n. d.). These types of promotion are best way to highlight orchards orange through seasoned affected life style. Magners has a difficult task of overcoming cynical and hesitant audiences to communicate the right message of brand. Past promotional campaigns have seen magners create outdoor implementations to influence “ natural apple” proposition. Advertising has been central part of magners entry in the international market. Global information logic here is strong as magners as always relied on TV, radio, press, advert boards in all of the countries it operates (except TV in France)(Martin 2007).

Marketing Strategies

Target Group

Primary target Group: Magners cider primary target group would be young singles aged between 18-34. They can be either male or female as its appealing to both.

Secondary target group: All the people allowed consuming alcohol. Cider is a drink for all ages in England. This expression was also to be created in French market

Our secondary target group are basically all the people, who are allowed to drink alcohol. Cider is a drink which is consumed by people of all ages in Great Britain. This image is meant to be created in the French market as well.

Magners cider aims to sell the product all over France. But at an initial stage, the company would like to test the product in big cities like Rennes, Paris, Bordeaux, Lyon, Nizza and Grenoble. Also Magners is supporting English rugby teams, so magners want to do the same by selling cider in French rugby cities like Auvergne, Toulouse, Perpignan and Montpellier (Appendix 1).

This report has scrutinized the global logics applicable for Magners Cider when entering the French market, it come across French market and people perceptions about the product. It can be said that clear magners cider has no real competition in France as there are no direct competitors for direct competition for over-ice bottled cider. It is important to note that attitude towards drinks is different in France, but still it has an image of being a
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traditional, old-fashioned drink which young consumers don't like to drink, however consumers have different perceptions for new drinks like ice cider. It is important to note that alcohol advertising is prohibited in France, and there are strict rules on these type of advertising, nevertheless magners will look into the past promotional strategies to overcome such barrier and catch the attention of the French people, relying on heavy advertising budget of outdoor advertising etc. Entering French cider market is a good decision as magners brand image will help it to overcome its competitors (direct & indirect) very easily.