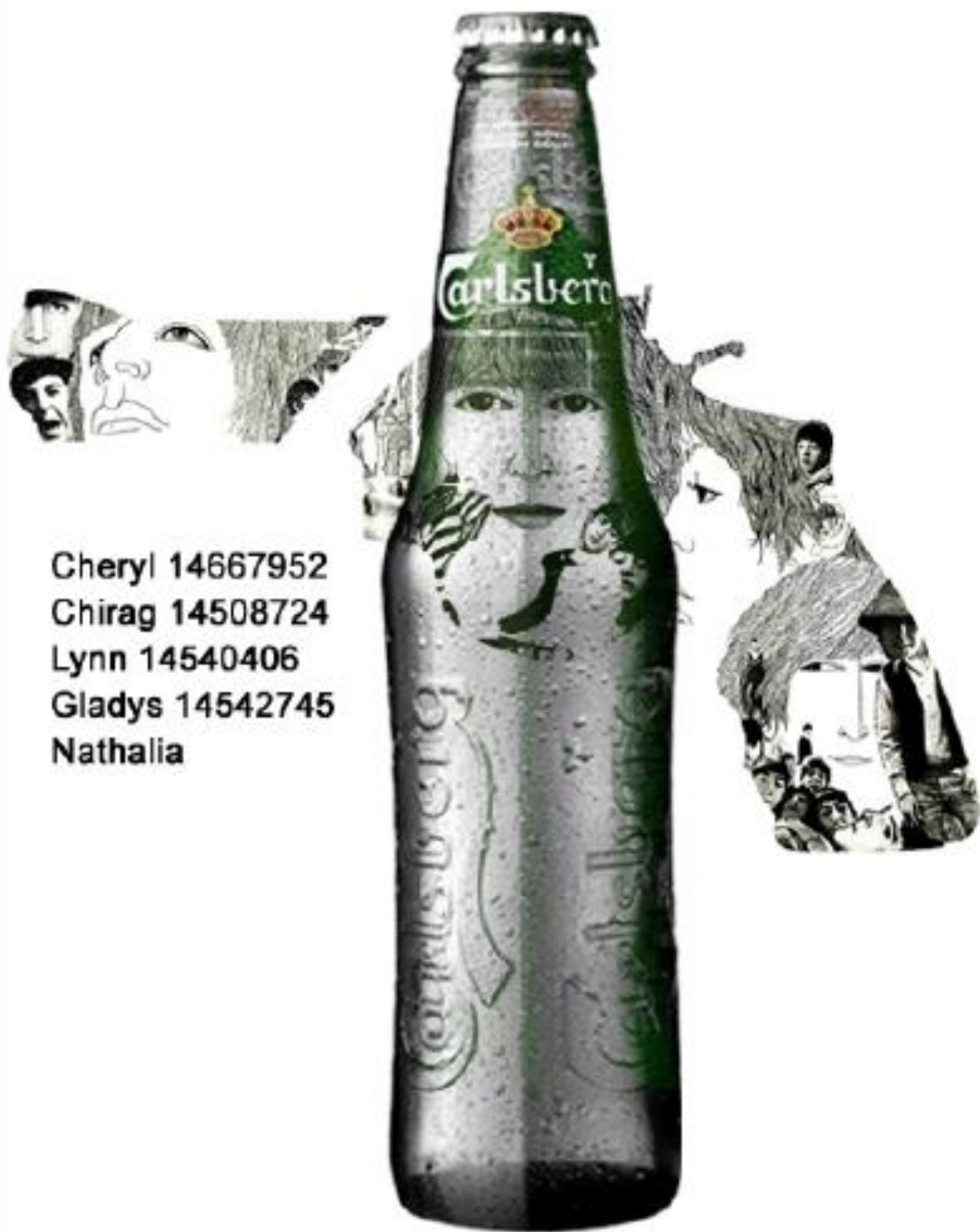


ADVERTISING PRINCIPLES 211 AD BOOK



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EXECUTIVE SUMMARY

Heineken has been one of the leading beer brands around the world and it has created many effective and creative beer advertisements that have captured the attention of many. An in-depth analysis was therefore conducted on three Heineken advertisements, particularly through the reverse engineering of the creative brief, to facilitate Carlsberg in the development of its advertising strategies and to come up with a series of print advertisements that renders more competitive advantage in the market. The main magazines used to publish Carlsberg's ads would be Men's Health and Juice. These media vehicles have been chosen as its readership profile is compatible with the target audience; men aged between 20-40 who are middle to high-income earners. They are 'experiencers' who seek variety and are willing to try out new products.

In the new series of advertisements, Carlsberg effectively communicate the big idea that Carlsberg beer is of superior quality and that the goodness of the beer can only be experienced through consuming it.

The big idea will be communicated to the target audience through a message approach that appeals to the heart (emotion) rather than head (rational thinking). In addition, the brand employs a soft selling approach in its advertisements to reflect its positioning and image in the market.

Through the taglines 'Reach for greatness' and 'Beauty lies in the hands of the beer holder', Carlsberg aims to break through the mundane advertising clutter by delivering a creative and catchy advertising message using consumer involvement in the ad, which relates to consumer's desire for quality beer.

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Empty glasses speak louder
than empty words.



When you make a great beer, you don't have to make a great fuss.

ADVERTISEMENT 2

This is the kind of testimonial
we like best.



When you make a great beer, you don't have to make a great fuss.

ADVERTISEMENT 3

The message is in the bottle.



When you make a great beer, you don't have to make a great fuss.

MEDIUM DETAILS

PART A

Publication: Men's Health
Classification: Men's Magazine
Publisher: Blu Inc Media Pte Ltd.
(A division of Singapore Press Holdings)
Editor: Raymond Goh
Managing Director: Pang Siew Moi
Cover Price: SGD \$6
Frequency: Monthly
Date: June 2010, July 2010, August 2010
Page of Ad: Page 57, Page 53, Page 57
Size of Ad: Full Page size A4
Total Circulation: 105,000
Target Audience: Males, 25 years old to 35 years old



Key advertisers: Bvlgari, Dunhill, Heineken, Hyundai, Kenneth Cole, Lacoste, Nautica, Rado Switzerland and Samsung.

Highlights in the past 12 months: 'Men's Health Urbanathlon' featuring 1,500 Urbanathletes as they traversed eight urban obstacles over a 12.5km route along Singapore River and Marina Promenade

Website: <http://www.menshealth.com.sg>

Readership Profile

Men's Health Singapore is rated No.1 men's magazine with 105,000 readers. It is the 'lifestyle bible' for the sophisticated Singaporean men today. This magazine targets at the everyday men who want to lead healthy and balanced lifestyles, and have triumphed despite the odds (SPH Magazines 2010). The magazine features issues on health, lifestyle, fitness, sex and relationships, grooming and style, career and finance, which appeals to the sophisticated men in the current society (Marketing-Interactive.com 2007). It is useful for the sophisticated and active man who is vibrant, financially secure and seeks an editorial product, which is presented in a professional manner. In addition, it has information on the latest gadgets or technology, traveling, and reviews on products.

Men's Health Magazine is skewed towards males aged between 25 to 35 years old, which consists of mostly professionals, managers, executives, and businessmen (PMEBs). Hence, it reaches out to men who are conscious about their appearances, health, status, and the image that they project themselves to others. Men's Health is a must-have guide for the modern and savvy men in Singapore. Therefore, an advertiser such as Heineken is able to communicate their brands and products effectively to their target audience.

TARGET AUDIENCE

Gender

The Heineken ads are targeted at males. It is derived as such because the product, beer, is in itself an incident of masculinity. It not only just happens to be invested with maleness in our culture, but also at the heart of the way maleness is constructed and experienced (Aaker and Biel 1993, 25). Moreover, the ads were specifically published in Men's Health magazine, targeting men in general.

Age

These ads are specifically targeted at men aged range between 20 - 40 years reason being the magazines which they are selectively being placed in targets men within this age group. The advertisements utilize short and clever catchphrases that is also an indicator of the target age group of Heineken. Consumers that see the advertisements have to be of a certain maturity level to be able to understand the hidden wit and humour sent across by advertisers.

Education

The ads are targeted at individuals with middle to high education level. As the comprehension of advertising message is correlated with intelligence, the use of cleverly crafted catchphrases that encompasses wittiness in the Heineken ad is a form of tool to sieve out and assess the cognitive capacity of the target audience. The intention of advertisers is to target audiences with middle to high intelligence level (tertiary and above) as this group of people will be able to understand and appreciate the meanings and messages behind those words that Heineken has selected in their ads.

Income

Although advertisers did not state any pricing or promotional elements in their ads, based on the fact Heineken's beer is priced at an average of S\$6.10 per bottle, it is priced higher than other beers such as Tiger beer (S\$4.20/bottle) or Carlsberg (S\$4.90/bottle) (*FairPrice Online n.d.*). Based on that, it can be inferred that the targeted audience has to be of a middle to higher income range group to be able to afford such beer.

Consumer Needs

The need that is being appealed to by Heineken is through self esteem. Based on Maslow's Hierarchy of Needs (Wells, Burnett and Moriarty 1998, 58) advertisers aim to build onto consumer's self esteem by emphasising on the how great the beer taste and high levels of satisfaction consumers will receive after drinking the beer. By drinking Heineken, consumers will feel good about themselves which puts them in a good mood, boosting their self confidence after which.

Consumer Wants

Consumers want a beer that tastes good and the assurance by others that that is the best beer to drink. As such, it is these wants that Heineken ads are appealing to. Advertisers are tapping onto these wants by indicating that 'empty glasses speaks louder than words', an empty Heineken glass that symbolises that 'this is the kind of testimonial we like best', and that to know how good the beer is, you can only get the 'message in the bottle'. The credibility of how good the beer is is through these empty glasses already drunk, tested and proven to be good by other beer drinkers.

TARGET AUDIENCE

Consumer Motivations

The consumer motivation that advertisers are appealing to their consumers would be the desire to drink great tasting beer. It is essential that the beer tastes good, therefore Heineken utilises beer glasses that have been drank to its last drop as testaments to how delicious the beer is, without needing to place descriptions on the ingredients, reviews from drinkers of Heineken beer and such.

Consumer Attitudes

Advertisers for these ads aim to derive a liking for Heineken beer from audiences. By using messages containing humour and wit to receive positive attitudes from consumers, it reflects their liking towards the brand Heineken and the beer itself.

Consumer Personality

The targeted personality traits of consumers lean towards being sophisticated, intelligent, witty and impulsive. These groups of people will be interested and attracted to the design and style of how the ads are being crafted as they have traits which match the ad's personality. The impulsive personality trait is the key target trait as this impulsiveness will get consumers to action on it and purchase the beer.

Psychographics

Based on VALS2 framework, advertisers are appealing mainly to Experiencers as this group of people are young and impulsive consumers. They seek variety and excitement of trying new things, which are translated through the advertising message such as 'the message is in the bottle', triggering their curiosity to try Heineken beer. They are also avid consumers that spend a high proportion of their income on entertainment, which brings great opportunities for Heineken to tap on. As such, by combining the psychological factors with these individual consumer characteristics, Heineken advertisers are able to craft a bearing on how consumers interpret the ads to its favour.

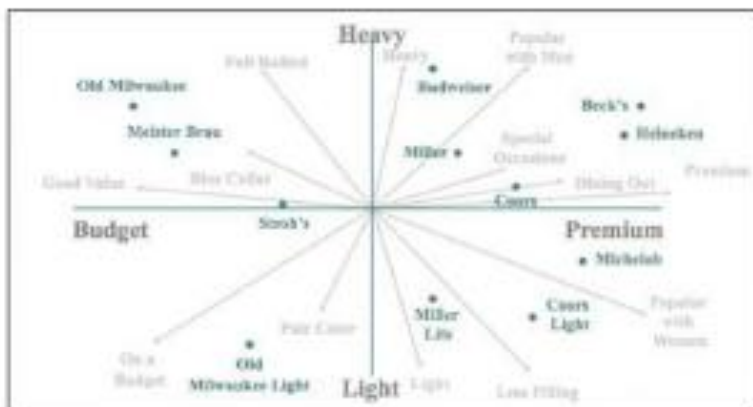
POSITIONING

Positioning is the manipulation of a brand to create a positive perception in the eyes of the public (Smith 2010). Therefore the main idea is to create an impression in the consumer's mind based on what the product offers and how that compares to the competitors.

The advertisements for Heineken beer brand are positioned in a specific technique. The 'Heineken' brand is positioned using product attributes, benefits offered, and away from competitors (Berry 2009).

Attributes are properties of a product, brand, service, or advertisement such as cost, prestige, taste, usability and liking (Khullar n.d.). In a market where competition in the beer industry is intense, it is important that Heineken measures their product as perceived by their target markets along with the attributes they see important to their brand.

POSITIONING



Perceptual Map of Beer Market (*Perceptual Map of Beer Market n.d.*)

According to the perceptual map above, Heineken is being positioned as a beer that is of better quality and more of a lifestyle beer as compared to its competitors. It positions itself as a beer that has better 'substance' with a fuller body, and one that is popular among consumers.

The advertisements positioned the product as a beer with good quality and taste, and that Heineken beer does not have to emphasize much in explaining how good the beer is to consumers. The three ads state, "When you make a great beer, you don't have to make a great fuss." The ads also portray that their beer is well liked among people, as shown in the last ad, "This is the kind of testimonial we like best."

Heineken executes its ads to be away from its competitors. This is evident from the fact that there were no comparisons used in the three ads. In essence, the ads are establishing a perception of great quality and that they are the most preferred beer in the targeted consumers' mind.

OBJECTIVES

Based on the FACETS Model of Effects, Heineken tries to achieve perception, emotion and persuasion objectives through its series of ads. According to Moriarty, Mitchell and Wells (2008, 156), perception is the process of receiving information through the 5 senses and assigning meaning to it. For an advertisement to be effective, it first has to get noticed or at least register in the senses (Moriarty, Mitchell and Wells 2008, 157). In the case of the Heineken ads, it seeks to create high levels of selection and attention. Amidst all the clutter in the beer media environment, selection is important. Heineken designs its ads through a play of words, to intrude on consumer's perception in order to grab attention and to hold their interest long enough to register.

Heineken also tries to create a positive feeling for the ad through their taglines such as "this is the kind of testimonial we like best". An emotional appeal has been used since it addresses consumer's feelings through the use of humour.

OBJECTIVES

It is considered a soft-sell strategy because Heineken did not use a rational approach of presenting information or reasons.

The ads' objective is also to persuade consumers to choose Heineken through an involving message strategy. It uses humour and entertainment to draw consumers to decipher the underlying message, which is an unstated fact that Heineken beer is of good quality.

THE BIG IDEA

The three Heineken ads convey the same message, which meant that the big idea is consistent throughout the campaign. The big idea that the advertiser wants to convey through the ads would be that Heineken is a good quality beer that is worth a try. The idea is evident in the way the copy is written. All ads make use of a punchy tagline, such as 'the message is in the bottle' which evokes consumer's curiosity and urges consumers to try out their beer. The quality attribute is suggested in the last sentence of all the ads 'When you make a great beer, you don't have to make a great fuss' which also give consumers the idea that Heineken is confident of the quality of the product, which renders them no need to give much information about it. Since the last sentence is seen in all three ads, it gives the campaign some form of consistency.

These three ads differ from industry competitors' ads as many of them use celebrity advertising which taps on the use of the public figure's likeness to sell the product. In contrast, Heineken kept this series of ads to the every basic, focusing on the product quality and taste by using little words with big meanings. The advantage of advertising the beer in this way, would be that the simplicity of this ad might actually attract more attention since consumers are in an era where they are bombarded with various kinds of extravagant advertising. In essence, Heineken stands out from the crowd as it is associated with simple ads with loud messages conveyed in creative and humorous way.

MESSAGE STRATEGY

In advertising, message strategy is a strategy to creatively and persuasively communicate the brand message to the target audience through appealing ideas that motivates the audience to respond (Fisher 1997).

In the case of Heineken, the message strategy involves ways of reaching the consumer audience by appealing to the heart, rather than head. This can be seen through the use of taglines which jolt consumer's emotions through figurative phrases such as 'the message is in the bottle' and

MESSAGE STRATEGY

As suggested in the 'big idea', Heineken uses a soft selling strategy which focuses on strengthening its brand image and credibility through confidence in their quality as seen in the final tagline. This strategy is used to develop emotion and association between the consumer and the product. It often utilises a positioning statement as a base and other taglines to support it. The ads are made as simple as they can be, and in this case, with the centre attraction of two taglines and bottle or glass of beer.

The ads particularly aim at the "feelers" through evoking strong feelings. Since Heineken can be classified as a mature brand with an established brand identity, the advertisements aid as a reminder to keep the brand's product at the top of the customer minds and intend to jog the customer memory at point of purchase.

MESSAGE APPROACH

This series of Heineken advertisement mainly uses emotional appeal to connect with consumers, which makes beer drinking seem particularly attractive and interesting. Emotional appeals or pathos are defined as an attempt by advertising to persuade through an emotional rather than a rational message (Emotional Appeal n.d.). Since humans are in many ways emotional creatures, pathos can be a very power strategy in argument. It is advantageous when pathos is done well, because it uses diction and imagery to create a bond with the consumer and reinforce logical arguments (The Three Appeals of Argument n.d.).

In this case, Heineken emphasizes on quality in this series of ads, and it particularly conveys a value appeal to its consumers through the choice of words such as 'great beer' and 'best'. Since there is minimal information about the product, given that price is not stated nor information of where it can be purchased, it heavily relies on a message strategy that appeals to the heart, rather than the minds of the consumers for them to make a purchase decision.

MESSAGE EXECUTION

Fundamentally to get attention, an ad has to have stopping power, which comes from originality, relevance or intrusiveness (Moriarty, Mitchell and Wells 2008, 413).

The series of ads used by Heineken makes use of subliminal messages, which are intended to be subconsciously perceived by the consumer. Subliminal messages go undetected by the human eye and makes use of hidden messages (Oak n.d.).

MESSAGE EXECUTION

All 3 ads repeatedly imply the unstated assumption that Heineken makes good quality beer. Advertisers of this series of ads do not state the concepts explicitly but rather, choose to use paronomasia, which is a form of word play. Since advertisers in the beer industry are under increased pressure to make their products stand out due to the intense competition, Heineken advertisers manipulate the language of this series of ads so as to enable readers to linger longer over it and ultimately purchase the beer. The advertisers deliberately and cleverly exploit the language to grab the attention of potential consumers.

For example, instead of the common phrases 'Actions speak louder than words' or 'Empty vessels make the most noise', Heineken advertisers chose to state 'Empty glasses speak louder than empty words' which proves to be a more humorous and entertaining execution. This has implications on the consumer's subconscious mind as when he deciphers the coded message of the series of ads, the words used is to impress the consumer with the cleverness of the advertisers in publicizing the beer in this way, and to let the consumer himself congratulate on his astuteness in correctly reading the underlying meaning of the ad (Redfern 1982, 273). In this manner, it stimulates consumers to give serious consideration to the beer.

Paronomasia involves the use of literal versus the figurative meaning of words (Barthes 1985, 21). For example, 'the message is in the bottle' has two levels of meaning. In the literal level, it appeals to the consumer to try Heineken beer and break away from the monotony of other brands of beer. On the figurative level, it relates to the consumer that there is a message in the bottle of Heineken beer as shown. Therefore, this creates an ambiguity that arouses the curiosity of the consumers.

In this series of ads, which uses a clean white background and minimal words, it intensifies the colour of the beer bottle/glass, which is a memory cue to reinforce the shape of the beer's bottle to the point that it is recognisable even without a label. The ad layout and colour scheme also portrays the brand to be one that is sleek, hence inferring that the drinker is stylish.

Clever phrases are useful not only because they catch attention, but because they can be repeated to intensify memorability (Moriarty, Mitchell and Wells 2008, 414). In this instance, the tagline at the end of every ad in this series 'when you make a great beer, you don't have to make a great fuss' is used to summarise the fact that Heineken produces quality beer that is worth the try.

THINK/FEEL

The Heineken advertisements aim to evoke an emotive response from viewers. Heineken beer is one of the many beer brands that may not be the most popular or best tasting beer out in the market. However, advertisers of Heineken wants to create in consumers mind that it is a great tasting, quality beer that needs not much justification or extensive information in the ad to prove its worth.

As such, the ads are designed such that it plays around with words, which will evoke a sense of curiosity that triggers consumers' mind to think. Once the audience are able to interpret the message that is being sent across, they will experience a sense of wittiness conveyed by the advertisers. This, in turn, may cause consumers to develop interest and positive feelings towards the beer, creating a liking towards Heineken beer and have no qualms in purchasing one at the end of the day.

EYE MOVEMENT



For all three ads, the basic layouts of elements such as catch phrase, product shot and slogan are positioned at the same spot. This means that viewers' eye movement will follow the same route no matter which ad they are looking at.

In all the advertisements, the focal point is the catchphrase, also known as headline. Viewers are drawn to the headline is due to its black bold font, which is a contrast to the large blank white background. It is positioned in the centre of the ad, at eye level so that it would be the first that the eye sees. The large blank spaces between the catch phrases and the next product shot also

EYE MOVEMENT

For the first 2 ads, empty glasses are being used the product shot. The reason why the eyes are not drawn to these product shots first is because the empty glasses are similar in colour to the background, almost being camouflaged into the surroundings and do not contrast as much as how the black catch phrases have. Being positioned at the lower half of the ads also adds on to the eye being unable to capture it at first glance.



However, the third ad utilises a dark green Heineken beer bottle as the product shot. This heightens the image contrast which leads it being more noticeable within the ad. To compensate and ensure the catchphrase remains as the focal point, the length of the catch phrase is shorter and message sent is stronger, keeping it as the main focus.

After looking the product shot, the eye moves downwards where the tagline is. As the tagline fonts are intentionally printed smaller than the headline and positioned at the bottom, it is logical that that would be the last the eye will look at. After reading the text, viewers will naturally shift their focus up to the image again to attempt relating the tagline back to the product. Once that is being done, the eye will then move upwards back to the main focal point and naturally flow down the page again to decipher the meaning behind the ad.

By placing each element – headline, product shot and tagline – under one another, it ensures that the text and images will be viewed repeatedly by the individual as their eye movement logically flows downwards to the bottom of the ad. In this way, it helps to emphasize the message sent.

EFFECTIVENESS

The effectiveness of an ad is the degree to which objectives are achieved and the extent to which targeted problems are resolved (Business Dictionary 2010). The perception towards a brand is an important factor that determines the effectiveness of an ad. The Facets Model is used to analyse the ads through perception, affective, association, persuasion, cognitive and behaviour effects.

Perception

Perception is the process by which consumers receive information through their five senses and assign meaning to it (Wells, Advertising Principles & Practice 2009, 155). Exposure is how people would see or hear about the ad and product. Heineken's three advertisements are published in three issues of Men's Health magazine. As the readers of Men's Health magazine are the exact consumers that Heineken's ads are targeting, effective exposure has been achieved.

Secondly, selection and attention is the process by which a receiver of a message chooses to attend to a message (Wells, Advertising Principles & Practice 2009, 156). Amid all the clutter in the magazine, Heineken has achieved stopping power by creating the ads with a simple and sleek layout, with punchy lines. The simplicity of the layouts are executed with large amounts of white space, short sentences in a clean-cut font, and its symbolic glass bottle. Readers of the magazine will be used to looking at ads that are full of colours and pictures. Therefore when coming across a full-page ad with lots of white space, readers would pay attention to it.

After getting the attention from the consumers, having the interest and relevance to engage the readers is important. This means that the receiver of the message must become mentally engaged in some way with the ad and the product. Interest is created through the layout of the whole ad, as well as the messages in the ads. The three ads use subliminal effects in their messages to 'talk' directly to the subconscious minds of the readers. The messages are brief, but yet effective to hold readers' interest. The messages are easy to understand and it appears to be a conversation between Heineken and the reader, which can be shown by the informal language used, hence interest is created through the relevance of the message, as it connects with the target market in a conversational manner.

Awareness results when an advertisement makes an impression. Awareness is achieved through the symbolic Heineken glass bottle, its 'star' icon in red and the logo. When a reader flips through the pages of the Men's Health magazine, it is likely that readers will recognize the brand.

Lastly, recognition is achieved through the layouts and the big fonts across the pages of the ads. The templates of the three ads are standardized in order to aid the consumers in the recognition stage. The messages in the three ads are short and sweet, easy to understand, and they are all driving at one point: Heineken has the best tasting beer. Consumers are likely to get the message of the ads immediately, and together with the familiar brand logo and bottle, the ads have achieved 'recall'.

EFFECTIVENESS

Affective (Emotion)

Affective responses mirror people's feelings about something. They stimulate desires, touch emotions, create liking, and elicit feelings (Wells, Advertising Principles & Practice 2009, 157).

The ads evoke wants, feelings, and liking among the consumers. Liking reflects the personality of the brand or the entertainment power of the ad's execution (Wells, Advertising Principles & Practice 2009, 157). The use of subliminal messages, together with the sleekness of the layout in the ads achieved likability from the consumers. Beer advertisements are known to use an intelligent way to convey their messages. When readers see the ads, they feel happy reading and understanding the messages. The images of the empty glasses and bottles also drive emotions, longing, and cravings.

Association

The goal of association is to use symbolic connections to define the brand and make it distinctive. Brand linkage reflects the degree to which the associations presented in the message and the consumer's interest is connected to the brand (Wells, Advertising Principles & Practice 2009, 162).

The sophisticated and sleek layout of the ads symbolises 'quality' and 'masculinity'. In addition, the repetition of the layouts of all three ads, as well as the tone used in the messages help to create a strong and consistent image for the product. Therefore all these components as seen in the ads are able to allow consumers to associate Heineken with 'quality', 'sophistication', 'sleekness' and 'masculinity'.

Persuasion

Persuasion is the conscious intent on the part of the source to influence or motivate the receiver of a message to believe or do something (Wells, Advertising Principles & Practice 2009, 163). The sophistication and sleekness of the ads induce consumers' positive attitudes towards the brand. The use of subliminal messages motivates consumers to purchase the beer. From this, it shows that the ads use reasons and proof to make its point and hence, build conviction.

The involvement is the degree to which consumers are engaged in attending to the ad, and the process they respond to the message and finally making the decision to purchase (Wells, Advertising Principles & Practice 2009, 163). In this case, the execution of the ads is meant to be simple, classic and straightforward. No information or wordy messages is included. Therefore, the ads require a low-involvement from consumers, as not much time is needed to process the ads before buying it. There is also a level of believability as it uses minimal puffery to claim that Heineken beer is good.

EFFECTIVENESS

Cognitive

Cognition refers to how consumers search for and respond to information, as well as how they learn and understand the ads (Wells, Advertising Principles & Practice 2009, 159). The three ads do not provide any information about the beer as its goal is to touch on the consumers' emotions, not the rational mind. However, feelings and thinking compliment each other. Differentiation is achieved by emphasizing Heineken bottles and its logos in every ad, and the intelligent way of conveying their messages. This would differentiate itself from another in a product category in the minds of the consumers. The ads have also achieved recall through the repetition of the glasses and bottles, the simple messages used, as well as the clean layouts, hence anchoring these 'information' in memory and makes recall easier.

Behavior

The behavioral response involving action of some kind is the most important goal in advertising (Wells, Advertising Principles & Practice 2009, 165). The goal of the ads is to motivate consumers to buy their product. The words used in the ads are designed to create a 'call to action' effect, convincing their target consumers to purchase Heineken beer. For instance, "The message is in the bottle", and "This is the kind of testimonial we like best", evoke curiosity in consumers. Consumers will wonder if Heineken beer is really as great as it claims. Having the messages and the empty glasses as the main emphasis of the ads, motivate or influence consumers to purchase the product.



PROBLEM

The problem that Carlsberg face is that it is perceived by consumers as a beer that is more suited towards the older crowds (Stamp 2006). The quality of Carlsberg as compared to Heineken is also perceived to be of a lower quality grade (Stamp 2006). This may be due to the correlations between price and quality. Therefore, Carlsberg needs to try and reach out to the younger crowd and change its brand position such that consumers will relate to Carlsberg beer as a quality beer. With that acknowledged, the new Carlsberg ads will implement the strategies used by Heineken to capture the attention new target markets and elevate its brand position to be on par or better than that of Heineken in the consumer's mind.

TARGET AUDIENCE

The target audience for Carlsberg ads will follow closely and remain largely the same as Heineken. Identical demographics will be targeted, which meant that men will still be the main focus audience for the ads, with age remaining at 20-40 years old, middle to high income earners with roughly a good level of education, tertiary and above. The psychographics aspect of the new ads will also mirror the original ads such that consumers with 'Experiencers' type of characteristics will be targeted. Consumers' needs, wants, motivation, attitude and personality will further be left unchanged. The reason behind the target audience for Carlsberg new ads to be very much similar to that of Heineken is to steer towards a different direction from the perceived current consumers they are targeting.

TARGET AUDIENCE

It was analysed that presently, Carlsberg's target audience leaned towards soccer based fans and men who are older, generally 35 years and above. This is concluded based on the analysis on their website and advertisements, which carried images and messages that are more relatable to this type of crowd. The cost of bottle for Carlsberg is also lower (mentioned in part A) than that of Heineken, which caused the beer to be perceived of lower quality. The idea for the new ads is to pitch directly against Heineken and raise the perceived notion of Carlsberg, and this can be done by first having largely identical target audience as Heineken, which would form a good basis for proposition of the new ads.

BRAND POSITION

The perception of Carlsberg in consumers mind is a beer that is of lower quality as compared to Heineken (as mentioned in the perceptual map in Part A). As such, the new ads aims to position Carlsberg to be of a higher standard and quality, competing directly against Heineken.

BRAND IMPERATIVES

The choice and positioning of Carlsberg will have implications on consumer's perception about the brand. The ultimate goal of repositioning the brand as a stylish alcoholic beverage suited to a younger crowd of age 20-40, and to encourage them to make Carlsberg the top-of-mind choice of beer for all occasions. This is in contrast with previous perceptions of it being a brand of beer that does not place consumer at centre stage, which has hence put strain on the product (Stamp 2006).

FACETS MODEL

Based on the FACETS of effects model, the main communication objectives that Carlsberg would seek to attain through its ads would be perception, emotion, association, persuasion and behaviour in consumer response.

Carlsberg seeks to drive awareness (perception) to its consumers that Carlsberg beer is of premium quality (association) and motivates (persuasion) consumers to give it a try (behaviour). It does this through the use of imagery and involvement (persuasion) to create interest and liking (emotion) towards the brand.

CONSUMER INSIGHT

Since the targeted consumers are those of a certain level of education, and are presumed to have a level of disposable income to engage in entertainment, they would seek products that of a higher quality to reflect their society status. Hence, as they choose an alcoholic beverage at an occasion, they would very much prefer one that is refreshing and yet of quality, to pamper themselves from a hard day's work while at the same time reflect some form of sleekness and poise while holding that glass of beverage.

SELLING IDEA

Through an ad that persuades trial and establishes the idea that only those consumers who give Carlsberg beer a try would taste the difference in quality that it has over other brands of beer.

SUPPORT

To stimulate the desired consumer's response, the stylistic direction would be the ad's tone of voice, which should be filled with wit and elegance, to communicate in a language in which the target consumers relate to.

Beauty lies in the hands
of the beer holder.



Probably the best beer in the world. 

Reach for Greatness.



Probably the best beer in the world. 

MEDIUM DETAILS

PART C

Publication: Men's Health
Classification: Men's Magazine
Publisher: Blu Inc Media Pte Ltd.
(A division of Singapore Press Holdings)
Editor: Raymond Goh
Cover Price: SGD\$6
Frequency: Monthly
Size of Ad: Full Page size A4
Total Circulation: 105,000
Target Audience: Males, 25 years old to 35 years old



Readership Profile

Men's Health Singapore is the 'lifestyle bible' for the sophisticated Singaporean men today. This magazine targets at the everyday men who want to lead healthy and balanced lifestyles, and have triumphed despite the odds (SPH Magazines 2010). The magazine features issues on health, lifestyle, fitness, sex and relationships, grooming and style, career and finance, which appeals to the sophisticated men in the current society (Marketing-Interactive.com 2007). It is useful for the sophisticated and active man who is vibrant, financially secure and seeks an editorial product, which is presented in a professional manner. In addition, it has information on the latest gadgets or technology, traveling, and reviews on products.

Men's Health Magazine is skewed towards males aged between 25 to 35 years old, which consists of mostly professionals, managers, executives, and businessmen (PMEBs). Hence, it reaches out to men who are conscious about their appearances, health, status, and the image that they project themselves to others. Men's Health is a must-have guide for the modern, savvy, and active men in Singapore.

MEDIUM DETAILS

Publication: Juice
Classification: JUICE media Pte Ltd
Publisher: David See
Editor: Wayne Lee
Cover Price: Free of Charge
Frequency: Monthly
Size of Ad: Full Page size A4
Total Circulation: 30,000
Target Audience: Males and Females, 20-40 years old



Readership Profile

A monthly free-to-reader magazine title, JUICE has grown to become the leading street culture and nightlife magazine in Singapore. Irreverent, edgy, credible and never afraid to make waves, has a unique two-way communication channel between the street culture and nightlife industries, and its readers. With access to DJs and musicians locally and internationally, fashion gurus, club insiders and industry movers and shakers, JUICE is the tangible and published manifestation of street culture and nightlife in Singapore (Juice Singapore n.d.).

Juice Singapore targets at the young professionals between 20 to 40 years old, who are affluent, sophisticated and creative. It reaches out to people who enjoy the nightlife, as well as the latest trends, gadgets, party events etc. People who want to have fun and be updated with the latest events and reviews are the main readers of the magazine. In this case, the readers of Juice magazine are the exact target audience for Carlsberg as these readers are sophisticated yet appreciative of good quality beer.

THE BIG IDEA

The big idea of the Carlsberg campaign strategy is to remind the target consumers that their beer is of superior quality, and the goodness of the beer will be experienced by consuming it.

A unique element used in the two ads is the five holes, which are meant for the reader's fingers, in order to imitate the gripping action of the Carlsberg bottle and the glass. The texts for each of the ads fit this unique element perfectly, as the first line suggests that *'Beauty lies in the hands of the beer holder.'* Literally, this means that the person who holds on to the beer bottle will experience the beauty of it. In the second ad, *'Reach for Greatness'* suggests the reader to literally reach out and hold on to the beer glass in order to experience the greatness of it.

The big idea is communicated by having enticing visuals of the Carlsberg beer bottle and the glass, which has an attractive color to the beer and the richness of the foam against a simple dark green background. To further emphasize on its quality, the slogan is added at the bottom of the ad, *"Probably the best beer in the world."* In addition, both ads convey the same message to the targeted consumers with confidence. Hence, it encourages consumers to consume Carlsberg to achieve confidence and elegance.

MESSAGE STRATEGY

In advertising, message strategy is key to the success of the product. This strategy requires an appeal – an idea that motivates an audience to respond. Carlsberg being an alcoholic beverage, needs to have a message strategy which is affective and behavioral (Creative message strategy 2010).

The message of Carlsberg's ad involves approaching consumers by appealing to the heart rather than the head. Taglines are a main component of these two ads to reach out to the emotions of the audience. For instance 'Beauty lies in the hands of the beer holder' is meant to create a positive feeling about the beer in consumers, as it defines the beer to be 'beautiful' because of good quality and the good feeling is translated to consumers the moment they pick up the beer to harness the goodness.

MESSAGE APPROACH

In order to change previous perceptions of Carlsberg being a brand of beer that does not place consumer at centre stage (Stamp 2006), it uses an emotional appeal which relates to consumer's psychological needs. For instance, since the target consumers are educated individuals who have a desire to reflect their social status, Carlsberg uses the tagline 'Reach for greatness' to reflect a motivation to climb higher to achieve greatness. It is used to depict a sense of feeling and connection with the audience as they strike on attributes, particularly the desire for success, which is easily related by their target audience. At the same time, it reflects uniformity and consistency in the big idea through linking 'greatness' to good quality.

Carlsberg employs a soft selling approach to reflect its image and positioning in the market. They have identified two personal attributes that generally are of concern to the audience; personal image and the strive to attain higher goals in life. The taglines together with the slogan that is 'Probably the best beer in the world' are meant to create curiosity for the audience as they let the consumers experience themselves and decide whether Carlsberg is indeed the best beer in the world. It also portrays that Carlsberg has a humble approach through the use of the word 'probably'.

In this era where advertising is rampant, it is very necessary to break through the clutter and have advertising messages which are creative and catchy, yet relate to consumers and deliver the meaning intended.

MESSAGE EXECUTION

To have an advertisement that is catchy, powerful and impactful, it is important for the message to be clear and distinctive (Articlebase 2010).

The purpose of the ads is to induce awareness that Carlsberg is a beer of premium quality and to motivate consumers to try. To spread the message that quality can only be experienced through taste, Carlsberg uses involvement in its ads through the 5 holes in the ad which invites consumers to keep their fingers in and grab the printed bottle/glass. This ad stands out from competition, as it requires consumer's participation rather than mere reading. In essence, Carlsberg's ads are distinctive compared to other brands of beer as they involve the sense of touch in addition to the sense of sight.

Similar to Heineken's ad, Carlsberg uses pun for the first ad. 'Beauty lies in the hands of the beer holder' is used instead of the classic proverb 'Beauty lies in the eyes of the beholder'. In the literal level, it appeals to the consumer to try Carlsberg beer to experience the premium quality. On the figurative level, it relates to the consumer that the beer holder would feel beautiful. Therefore, this creates an ambiguity that arouses the curiosity of the consumers. The use of this technique intensifies memorability towards the ad (Moriarty, Mitchell and Wells 2008, 414).

MESSAGE EXECUTION

In addition, having the word 'probably' in the slogan creates an inquisition for people to testify if Carlsberg is indeed the best beer in the world. This inquisition relates to the target consumers as they are 'experiencers' who would most likely try the beer to gain the quality and refreshing experience.

It is desired for the campaign to create a 'Holding Carlsberg' sensation locally and internationally, to attract more consumers.

EMOTIVE RESPONSE

Advertising that generates a strong emotional response has two benefits. Firstly, it can help the emotions transfer to the brand, shaping the brand perception.

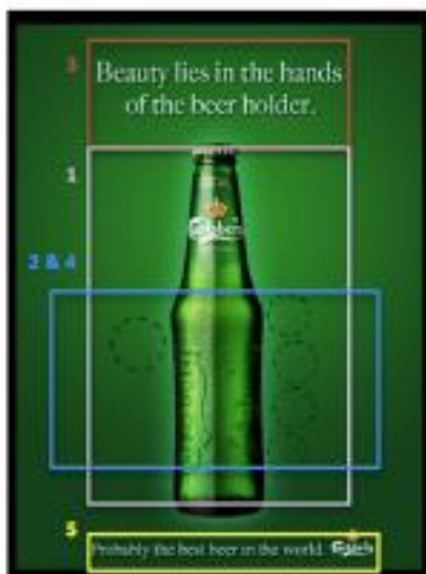
Secondly, it can help generate engagement and memorability (Hollis 2009, 68). With these benefits, it is therefore very important for a brand to be able to deliver an emotive response in its advertising. For Carlsberg, delivering emotive response in advertising will help it to engage the consumer to develop a preference for the brand rather than their competitors'.

The taglines of both advertisements, "Beauty lies on the hands of the beerholder" and "Reach for greatness" have very strong emotive response. The pick of words in their tagline shows how the brand are truly concerned about the emotive response they are eager to trigger in their consumer's mind. The taglines are very provoking for consumers to try the product, and yet it accentuates a very strong brand personality in it. The first tagline creates a "feel-good" emotion from the consumer, while the second arouses curiosity in people and promotes trial.

These taglines generate interest in consumers towards Carlsberg and create positive feelings and liking towards the brand. By using the cleverly crafted taglines, it aims to change the consumers' mindsets about Carlsberg and hopefully be able to shape and elevate Carlsberg's brand image.

Moreover, the five holes in the ads encourage consumer involvement and this creates interest which further leads to memorability and hence, elevates the emotions of consumers to purchase, try, and consume Carlsberg beer.

EYE MOVEMENT



The layout design for both Carlsberg ads incorporate picture window, which is the Carlsberg beer bottle/glass as the dominant visual that takes up majority of the ad space. It uses dominance as the design principle in both ads to emphasize the beers as main focal point. Unlike the previous Heineken ads, not only are the Carlsberg beers positioned in the foreground, they also stand out based on the large size of the visual as well as the plain green background which makes them prominent in both ads, creating stopping power. As such, this will be the 1st focal point that will capture the attention of the viewers. The eyes will then be shifted to the 5 holes located around the beer. These build up curiosity in them because it is an uncommon sight and they will try to make sense of what the holes are for.

Viewers will then look upwards to the headline in order to search for logical answers and explanation behind the visuals. After reading the headline, viewers will try to interpret the message conveyed and their eyes will naturally move downwards again towards the visuals, especially the 5 holes, and figure out what they initially did not understand. After which, their eyes will move down to the bottom of the ad where Carlsberg slogan lies. This slogan will be the final reinforcement of the messages sent in both ads and give viewers the holistic view of what the advertising message is about - that Carlsberg is a high quality beer and is probably the best beer in the world.

EFFECTIVENESS

As mentioned earlier, advertisement is described as effective when it successfully create the purchase intention and consumption intention for a product. As such, the use of Facets Model will help assess possible effectiveness of the Carlsberg ads.

The Facets Model

Perception

First of all, the advertisements are featured in Men's Health and Juice magazine, all of which reaches out to the targeted audience outlined earlier. The exposure of these ads to the target market has therefore been achieved. Based on the design and layout of the ads, selection and attention have been accomplished. Reason being the visuals stand out of the ad and the way consumers are able to literally hold the Carlsberg beer through the 5 holes in the ad makes it unique and creates stopping power. Together with the headlines that are simple, straightforward, yet persuasive, and the slogan that reinforces the advertising message, makes the ads very attention grabbing.

Affective (Emotion)

The 2 Carlsberg advertisements emphasizes on the desire of consumers to have a taste of good quality beer. This can be triggered by the intentionally enlarged image of the beer that is almost life size, with foam dripping down from the beer glass. This effect of the illusion of beer being chilled, fresh and tasty actually entices consumers to desire it and want to have a go at it. With that, it evokes positive feelings in viewers by looking at the ads, and ultimately relate positive attitudes towards the product and brand name, which results in the effectiveness of the ad.

Behaviour

An unique element of the ad is the 5 finger holes which will most likely create a purchase intent. This is as such because these ads engages consumers to reach out to the ad in the magazines and slide their fingers through the holes. By getting consumers be participate in an advertising campaign, it actually raises consumers' brand involvement and creates a greater brand recognition and recall as opposed to conventional ads around. The action of reaching out towards the beer in the ad and being able to hold it triggers the consumption intention in consumers, which conveys the effectiveness of the ad.

Beauty lies in the hands
of the beer holder.



Probably the best beer in the world. 

Beauty lies in the hands
of the beer holder.





Reach for Greatness.



Probably the best beer in the world. 

Reach for Greatness.



Probably the best beer in the world. 

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