

ADVERTISING PRINCIPLES 211 THE AD BOOK

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Executive Summary

Carlsberg has been one of the leading beer brands around the world. It has created many creative and appealing advertisements that have captured the attention of many. An in-depth analysis was therefore conducted on three Carlsberg advertisements, particularly through the reverse engineering of the creative brief. In this way, it would help us facilitate Tiger Beer 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 place.

The series of the Tiger Beer advertisements will be mainly published in the FHM and Men's Health Magazine. These two magazines have been chosen as our mode of publicity because of its readership profile that is compatible to our target audience; men and women aged 25 to 25 who are middle to high-income earners. This group of people are usually the trendsetters who seek variety and are willing to try out new products.

In the new series of advertisements, Tiger Beer effectively communicates the big idea that Tiger 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 head (rational thinking) rather than heart (emotion). In addition, the brand employs a head-on direct comparison approach to reflect its positioning and image in the market place.

Through the tagline "Winner of International Style Lager", it aims to break through the mundane advertising clutter by delivering a creative and memorable advertising message which relates to the consumer's desire for quality premium beer.

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Part A (Carlsberg): Advertisement 1



Medium Details:

Publication: FHM Singapore

Classification: Men's Magazine

Publisher: MediaCorp Publishing Pte Ltd

Editor: David Fuhramann Lim

Cover Price: SGD\$6.50

Frequency: Monthly

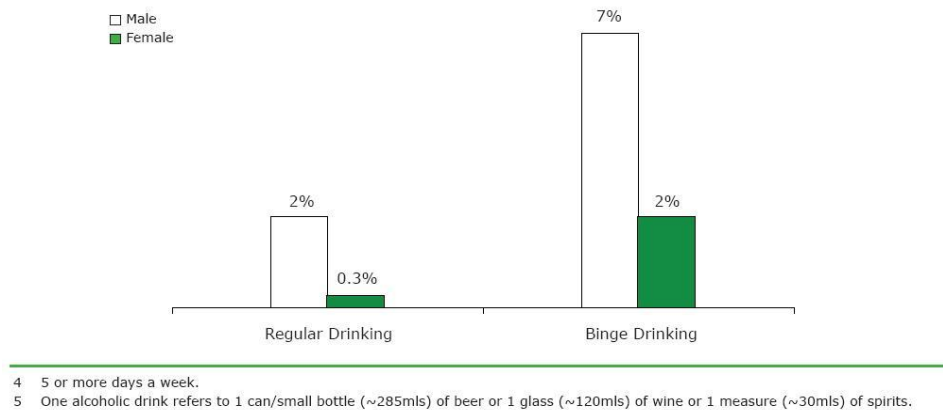
Published Date: April and May 2010

Size of Ad: Full Page A4 size

This advertisement was recently advertised on the FHM magazine. The idea of advertising in this magazine is to associate Carlsberg with style. This is because it contains articles about men's fashion, clothing, news, celebrities, entertainment and more. Men that usually read this magazine are after trends, fashion and to find out the latest updates on chill out places. Thus, advertising in this magazine helps to create an impression that Carlsberg is the best beer that a man should be seen drinking in occasions to be perceived as a trendy new age man!

Target Audience:

According to Department of Statistic Singapore 2007, more males than females drink alcohol. In year 2007, the proportion of males who consumed alcohol regularly was close to 7 times that of females.



Hence, this advertisement will be targeting exclusively at the male beer lovers in Singapore, age between 25 to 45 years old, with an income of at least 2.5k a month. This group of males were targeted because they are the ones who frequently patronise the pubs and bars. Carlsberg has also identified several characteristics and behaviour on this group of target audience. Males above their mid-twenties are commonly seen drinking when visiting the bars. They are either a beer lover or a social drinker. Bearing that in mind, Carlsberg have position themselves in such a way that in any occasions, Carlsberg would be the best beer to be seen drinking. In addition, men that read this magazine are usually image conscious, hence the advertisement have to be stylish and unique to catch the attention of the targeted audience.

Positioning:

There are 3 big beer brands in Singapore: Tiger Beer, Carlsberg and Heineken. To compete in today's marketplace, Carlsberg has adopted the pricing strategy and have priced themselves in between Tiger and Heineken. This positioning strategy provides beer lovers an option to enjoy a premium beer at an affordable cost. In addition, they have also position themselves as a companion beer, selling the idea that Carlsberg is also the beer that shares friendship and memories.

For targeted audience to be attracted to the advertisement, a good positioning statement is important. To create that attention, Carlsberg have given themselves a tagline, probably the best beer in the world!

Objectives:

Facets Model

- **Perception**

Perception is the process by which we receive information through our five senses and assign meaning to it. The purpose of this advert is to create awareness and bring recognition. To achieve this, Carlsberg has created an initial impression with “oyster” concept that has the ability to make a mental note to the target audience. But before the exposure of the advertisement, Carlsberg first have to carefully select the relevant visuals to create the stopping power to pull the interest of the targeted audience.

- **Cognition**

Cognition is about how consumers respond to information and how they learn and understand something. Thus, to differentiate themselves from their competitors, Carlsberg have identified their strengths and create differentiation through the “oyster” concept where the Carlsberg beer appeared to be in a form of a pearl. Using the pearl to represent the significant value of the brand, and in which creating an association that can be locked in the memory of the audience.

- **Affective/Emotion**

Affective responses describe something that stimulate wants, touches the emotions and create feelings. From this advertisement, there is no visible calling of wants but it uses the “oyster” to create a resonance that appeals to self interest. This would very much create a liking for those who are attracted to the advertisement and thus, creating the desire of want.

- **Association**

Association is the process of making symbolic connections between a brand and characteristics that represent the brand’s image and personality. In this advert, we can see that Carlsberg have branded themselves with a symbolic association. An “oyster”

that represent a value that the brand possesses, creating a brand transformation that gives their audience a brand promise that Carlsberg will deliver up to expectation and a brand personality that Carlsberg is a precious and unique beer.

- **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. In this advertisement, the “oyster” was used as a conviction to persuade and influence the audience, allowing them to develop a preference or intention to try Carlsberg.

- **Behaviour**

Behaviour is a response involving action of some kind and is often the most important goal of advertising. Carlsberg’s objective is to motivate their target audience to buy their beer and stay loyal to their brand.

The BIG IDEA:

To make Carlsberg “probably the best beer in the world” whenever drinking comes to mind. Hence, in the advertisement, an “oyster” concept was adopted, using the bottle cap to represent the shell and the colour of the beer to represent the pearl. All in accordance to the trademark colours of Carlsberg.

Pearl inside an oyster has always been perceived as a treasure. It is precious, unique and hard to come by. Thus, the advertisement is to create the idea of opening a bottle of Carlsberg is like finding a treasure. And to differentiate themselves from their competitor, Carlsberg uses the tagline, probably the best beer you can find in the world to emphasize on the experience they offer.

Message Strategy:

To effectively create attention for an advertisement, it is important to identify the messaging strategy and reinforce the message with a symbolic visual to appeal to the target audience.

Carlsberg have been around in Singapore for more than 50 years. And with the many years of establishment, Carlsberg have yet to penetrate their beer into many renowned bars and pubs. As seen in many night spots today, Tiger and Heineken have already occupied the majority of the beer market share. As for Carlsberg, it has always been served as a substitute whenever either one is not available. To eliminate such perception and behaviour, Carlsberg have chosen to target at male beer lovers that often visit the night spot.

In this advertisement, the visuals and colours adopted should be a representative of the unique qualities of Carlsberg. With such strong messaging tagline and with the use of the head and heart strategy, Carlsberg will definitely be perceived as a treasure among the beer brands. Transmitting the message that drinking Carlsberg is just like finding a treasure, with no other beers having the same taste and fulfilment.

Message Approach:

This advertisement uses the straightforward, factual and no gimmick approach to allow the audience to have direct understanding of the advertisement and to create an association link between the “oyster” and Carlsberg. Portraying that Carlsberg is just as precious as the oyster.

Message Execution:

This message is carried out in the form of a print advertisement, showcasing the Carlsberg’s treasure “oyster” with their famous tagline: probably the best beer in the world. Transmitting the message of, drinking Carlsberg is like finding a treasure.

Think/Feel:

This advertisement tries to create an emotional appeal, in favour of wanting their target audience to feel that Carlsberg is just as precious as an oyster and relying the message that good beer are hard to come by.

Eye Movement:

This advertisement only uses one visual. The “oyster” is the attention grabber of the advertisement, following by the tagline. Thus, the eye movement starts from the “oyster” to the tagline.



Effectiveness:

To maximize effectiveness of the advertisement, various aspects of perception have to be taken into consideration.

- Exposure – to carefully select the type of medium, where to advertise and the frequency of advertising.
- Selection and Attention – use words and visuals that are best appropriate to identify the brand image to capture attention.
- Interest – ensuring that the content of the advertisement fits the interest of the targeted audience. This will maximize the attention spend on the advertisement.
- Relevance – advertisement must be conceptualized in accordance to the campaign theme, ensuring that the same messaging strategy is delivered.
- Awareness – advertisement must display forms of relevance to raise awareness between the audience and the brand.
- Recognition – use visuals that are impactful to aid recognition to the brand.

In addition, cognitive can also be considered be measured. The symbolic “oyster” icon that was purposely chosen for this advertisement and it serves as a form of condition learning whereby audience implants an idea in their mind to link the association between Carlsberg and “oyster”.

With the above mentioned, Carlsberg will then meet its advertising purpose to be the top of the mind brand and be seen as “probably the best beer in the world”.

Part A (Carlsberg): Advertisement 2



Medium Details:

This particular Carlsberg advertisement was featured on FHM magazines on December 2009 onwards that carries the idea of associating Carlsberg with humour. Furthermore, the readership of FHM is majority males but females also do read the magazine. The audience skew individuals aged between 18 to 35 year olds who are interested in sports, women, humour, gadgets and parties. Additionally, FHM was listed as the highest ranking for men's magazines in 2007 (marketing-interactive 2007). Therefore, advertising Carlsberg in FHM might be an idea to create a perception of 'Probably the best beer in the world' that men and women should be consuming by Carlsberg.

Target Audience:

Geographical Traits:

First of all, the geographical location considered in this report is in Singapore. Since Singapore is a small and a developed country, everyone in Singapore speaks either any four of the main languages; English, Malay, Mandarin or Tamil. Thus, Carlsberg have focused on all parts of Singapore as the population of the target audience is dispersed all over 5 regions of Singapore; Central, East, North, North-East and West.

Demographic Traits:

BRAND	TARGET DEMOGRAPHIC
Carlsberg	25 – 45 years Males > Females Singaporeans and Residences Tertiary education & above Income level more than S\$2500 monthly

The major target audience will be males with age between 25 to 45 years old in Singapore who enjoy and consumes beer. Today, more males consume beer rather than females as the proportion of males with 2% who consumed beer regularly was close to 7 times that of females with 0.3% (Singapore Statistics 2007).

In addition, this segment of audience also enjoy spending time together with their fellow mates in a group watching their favourite soccer match in bars, at home, stadium, clubs or other places. Consequently, binge drinking is common pattern amongst this group of audience as the prevalence of binge drinking was also more common among males (7%) than females (2%). Furthermore, Carlsberg has acknowledged and realizes that Asia is a growing beer market with better growth rate than European countries since 2009 (The Economist 2010).

Positioning:

Positioning refers to how consumers view and compare competitive advantage brands or types of products. Carlsberg has positioned themselves as the leading international brand in Asia and make Asia the second growth engine for the Carlsberg Group. Furthermore, it has achieved a strong number 2 position with 25% market share and growing over the years (Madsen 2006). In addition, growth of 2% per year is foreseen

as a stable market growth as it has been present in Singapore for nearly 50 years and big potential awaits for Carlsberg towards the years.

Competition exists amongst the beer market in Singapore where fierce competition occurs between Tiger Beer, Carlsberg and Heineken. Carlsberg has priced themselves between Heineken and Tiger Beer although they offer premium beer to existing and potential target audience. In addition, they have also position themselves as a companion beer that shares friendships, fun experiences, along with enjoyment and pleasure. Moreover, Carlsberg focuses on “probably the best beer in the world” tagline which was their ad campaign over the years.

Objectives:

- **Perception**

It is essential for this particular advertisement to be seen or make contact with target audience, and the best contact point is that it is placed on the right side of the magazine’s page as individuals flipped their pages are flipped from right to left. Therefore, it is the most likely point or spot to be seen as the right side of the page is what is first to be seen when pages are flipped over. Hence, exposure is sufficient.

Creating stopping power was achievable through the drawing attention of advertisement by showing that the rabbit is an analogy to Carlsberg beer. There are reasons why colour exposed is bright colour in order to enhance the stopping power for target audience to focus on the rabbit as it is directly appeals with white colour as the background is dark green. This might be because Carlsberg want this advertisement to be seen as a direct approach of identification of why the rabbit is used and why Carlsberg beer bottle is placed right next to it in order to be perceived as analogy.

Furthermore, the colour green is used to reflect the premium quality of the beer. Consequently, it is likely to be spotted easily and visibility is drawn towards the slogan “Probably the best beer in the world”. As a result, stopping power is adequate until target audience will stopped and take a look at other elements in the pictures. In other words, if the advertisement is using green colour on the full page and not using the white rabbit, it would not create an effective stopping as this advertisement as it

would probably seem boring and not appealing enough to make a reader spot the advertisement, stopped turning the page and actually have a few seconds to pay attention to what is Carlsberg trying to convey. This leads to the point of relevance where Carlsberg has appropriately chosen to advertise in FHM magazines. Here, Carlsberg has made a critical factor in relevance as beers are usually associated to parties which are usually experienced with a mix of humour, fun, pleasure and other positive things which cover the areas of FHM readers.

This advertisement makes an impression to its target audience as people remember seeing the ad which only portrays simple elements of humour in a creative way with no clutter of information abuse or excess. Therefore, people are capable of remembering what the advertisement says as the tagline was “probably the best beer in the world” reinforced with the relevant creative image.

- **Cognition**

This particular Carlsberg advertisement has matched the product features of a premium beer that is suitable to be consumed while having good time with friends. It gives consumers a sense of enjoyment, humour, fun and pleasure when choosing Carlsberg as their companion beverage.

However, differentiation is played by Carlsberg here as it tells the target audience that Carlsberg premium beer is the choice to make whenever there is a need for enjoyment, pleasure, fun and humour. This is what Carlsberg attempts to convey and is what consumers deem to understand. Consumers recall this advertisement when they remember the copy points of the white rabbit and the “probably” concept.

- **Affective/Emotion**

Affective responses relate something that stimulates wants, touches the emotions and creates feelings. There is no visible calling of wants but it uses the “probably” analogy to create a resonance that appeals to self-interest. This would very much create a liking for those who are attracted to the advertisement and thus, creating the desire of want. Accordingly, the positive feeling will transfer to Carlsberg if the target audience likes the advertisement or likes the brand.

- **Association**

This is what Carlsberg premium beer advertisement is doing by making symbolic connections of Carlsberg and characteristics that represent the image of brand and its personality. Conditioned learning is where Carlsberg try to pair its premium beer with analogy of a rabbit although it is not related and no relation takes place between beer and rabbit. It creates links and bonds through repetition as it implants idea in the mind of consumers.

Following are the different components of brand communication:

Brand position

Carlsberg attempts to make consumers think of their brand by showing a metaphor that it is obvious to be the best beer in the world as how evident it is that the image of rabbit is definitely a rabbit and not just a probably or maybe.

Brand personality

Carlsberg takes on familiar human characteristics as it is considered to have personality of witty, quirky, fun, humorous, easy going and happy.

Brand image

This is connected to creating associations that connect Carlsberg brand to lifestyles or types of consumers who consumed their premium beers that place importance on values of fun, enjoyment, pleasure and humour. Status is also important as these consumers are target audience that wants to drink premium beers and not value for money or mainstream beers as Carlsberg has successfully match their values to consumers.

Brand promise

Carlsberg delivers a premium beer based on consumers' expectation and familiarity with Carlsberg and their consistency of conveying the message that premium beers are their focused.

- **Persuasion**

Carlsberg has seemed to reinforce an existing opinion of “probably the best beer in the world”. In this advertisement, positive feelings have been developed to motivate the target audience to consume Carlsberg.

The influence that is being implied towards target audience are that if they enjoy having good time with friends together with happiness and laughter, then Carlsberg premium beer is the one that will satisfy their needs. Thus, Carlsberg aims at achieve repetitive purchase as customer satisfaction are fulfilled and appeased. In addition, Carlsberg premium beer is considered as low involvement product which leads to peripheral processing of purchasing.

The BIG IDEA:

Aim of Carlsberg is to make Carlsberg the top of mind brand and choice whenever beer consumption is desired. Therefore, Carlsberg implemented a scene where the bunny is used as an analogy. Furthermore, it is attempting to do a direct informative advertisement using the same “probably” concept. Both images are implied with the same resemblance that the rabbit is obviously a rabbit although the word “probably” was used. Carlsberg wants the audience to perceive and imply the same logic when they see the Carlsberg beer bottle next to the rabbit. Though the word “probably” is used but using the rabbit as an analogy should derive the audience with the same mentality that Carlsberg is the best beer. It is a direct approach of identification where the idea is simple and straightforward.

Message Strategy:

Effective ad messages are designed to touch the head or the heart or both but this ad focuses on heart which emotions and feelings falls under it as it is considered soft sell. Since Carlsberg is a low involvement product because it is less expensive than high involvement goods such as perfumes/cameras. The suitable category of consumer decision makers for this ad is “the reactors”. Reactors similarly use emotional like feelers but target audience normally see reminder ads like this one as Carlsberg wishes to remind them about certain pleasure, humour, positive experiences in life that will appeal to them with the images acting as visual metaphor.

Message Approach:

In the advertisement, Carlsberg have adopted the humour approach whereby the selling premise must reinforce humour. Thus, Carlsberg have come up with the idea of using a rabbit as a tool to create a sense of humour. Stating that “probably” a rabbit where it is obviously a rabbit. In the way, it creates cognition that the word “probably” could also be used in a form of humour.

Message Execution:

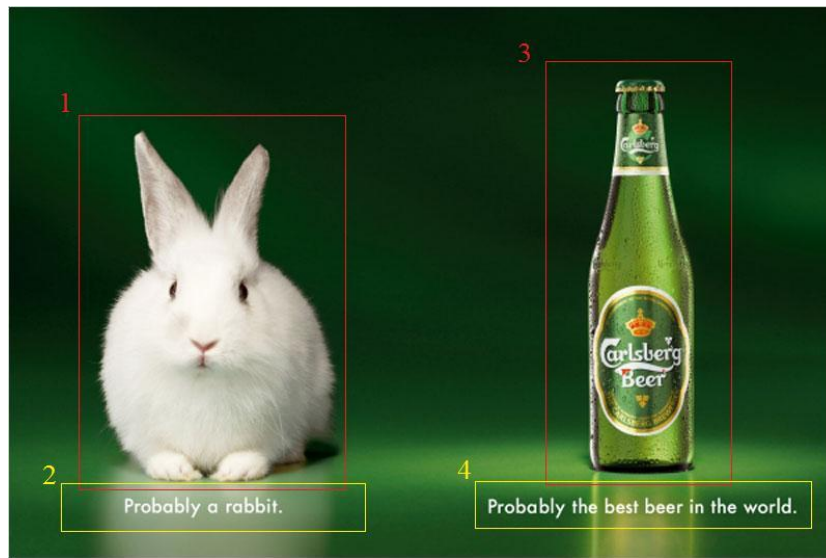
The message of the advertisement is executed by displaying the visual metaphor along with the tagline of “probably the best beer in the world”. By saying that the rabbit is “probably a rabbit” tries to convey the same meaning that Carlsberg is “probably the best beer in the world” through implying the same understanding audience have towards the interpretation of the rabbit.

Think/Feel:

The response to feel were that it was an emotional appeal. In particular, wanting target audience to sense that it is a humour advertisement as opposed to how most competitors would portray their advertisement. Humour in this advertisement is essential to make target audience recognize and recall later.

Eye Movement:

The first attention that captured the reader’s eye when looking at the advertisement is towards the rabbit. After which, it should move towards the statement below that says “probably a rabbit”. This would arouse the audiences’ curiosity in learning what the advertisement has to say below the bottle of Carlsberg beer. By looking over to the right it says “probably the best beer in the world”.

**Effectiveness:**

The advertisement is adequately effective as it is based on perception, learning, persuasion and behavioural factors discussed before. Nevertheless, to maximize effectiveness of the advertisement, various aspects of perception have to be taken into consideration, just like the above advertisement on the “oyster”.

With the above mentioned Carlsberg will then meet its advertising purpose to be the top of the mind brand. To measure the effectiveness, Carlsberg could observe their sales volume, market share, ROS, ROA, ROI, inventory turnover, net profit, stock price and others.

Part A (Carlsberg): Advertisement 3



Medium Details:

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

Published Date: July and August 2010

Size of Ad: Full Page A4 size

The above advertisement was found in Men's Health magazine. Men's Health is the world's largest men's magazine and covers fitness, nutrition, sexuality, lifestyle and other aspects of men's life and health. Men's Health had an average circulation of 250,247 in Singapore in the first half of year 2009. It was launched in 1987 and was

nominated for several National Magazine Awards, including "General Excellence", "Ellies" etc. The medium is suitable for conveying the message effectively as the target audience matches that of Carlsberg.

Target Audience:

The target audiences are males aged 25 to 45 years old, who are of legal drinking age, attained a certain education level and are high income earners. These characteristics are implied in the advertisement by the male models that possess such characteristics. In general, audiences in this age group are ethnically more diverse and better educated.

These individuals have some key characteristics. First of all, they are technologically savvy. They are the first that grew up with computers, thus they are used to living with PDAs, mobile phones, e-mail, laptops, smart phones and other technology. They have lived through tough economic times and witnessing their parents going through them, thus this has resulted them to be less committed to one employer and shaping them into someone who dare to challenge and set their own decision. These are the audience that Carlsberg would like to target because they are usually the pioneers for trends.

Positioning:

There are many different methods for positioning a product. The product can be positioned by the benefits it offers, by its attributes, the usage occasions, the users, against a competitor, away from competitor or by product class.

In this case, the Carlsberg beer product is positioned as against the competitor. Carlsberg is not differentiated by its attributes or benefits as there is no presentation about such information. The users or usage occasions for Carlsberg beer is also not differentiated from other beer brands. Carlsberg is also not positioned as away from its competitors as there is nothing mentioned or can be identified that Carlsberg is different with its competitors. Carlsberg is positioned against the competitors, directly competing with other beer brands which can also be seen in the catch phrase "Probably the best beer in the world."

Objectives:

There are several kind of consumer responses this advertisement is trying to achieve: perception, persuasion, affective/emotion, and association.

This advertisement firstly aims for perception. This advertisement has used exposure through using the medium of Men's Health magazine to be exposed to the target consumers. It also aims for the consumer's attention through visuals depicting most men's desire.

The advertisement also aims for persuasion of the target audience. The components for persuasion are attitudes, argument, involvement, motivation, influence, conviction and preference, and loyalty. The advertisement aims for positive attitudes by showing a very pleasant mood and a positive statement about Carlsberg. It also aims for conviction and preference by trying to make the consumers believe that Carlsberg is probably the best beer in the world and tries to give the consumers an intention to buy the product. As the beer is not a high involvement product the advertisement uses peripheral cues by visuals and positive statements rather than direct information about the product which high involvement products use through central processing.

It also aims for affective or emotional responses. The advertisement triggers the consumer's wants, by affecting their emotions and feelings through the facial expressions of the model and the relaxing atmosphere with nice weather and sexy bikini models depicted. The bikini models produce some fantasy to the male audiences when they think of drinking beer. The liking of the brand is made one step stronger by its humorous catch phrase "Carlsberg don't do the weather but if we did it would be probably the best weather in the world."

The BIG IDEA:

There are mainly 4 different approaches for establishing the major selling idea. They are using a unique selling proposition, creating a brand image, finding the inherent drama and positioning.

In this advertisement, Carlsberg's major selling idea was to create a brand image. Using the impactful tagline that says: "Carlsberg is probably the best beer in the

world”. This tagline was depicted with the use of good weather, selling the idea of Carlsberg do not make good weather, but if we did it would probably be the best weather in the world. Hence, it simply creates an association that Carlsberg makes good beer!

Message Strategy:

There are two types of ways which message strategy can be conveyed, which are using an emotional appeal or a rational appeal. This advertisement focuses not on the logical, rational minds of consumers but on their feelings and emotions by creating a happy, pleasurable and desirable image.

Message Approach:

This advertisement uses two different approaches. The slice of life where typical characters are used as well as the teasers approach where messages are reveal in small stages to build curiosity. In this way, audience will then want to read more and find out how Carlsberg bring a different drinking experience than other competitors.

Message Execution:

There are various types of message execution styles which are slice of life, lifestyle, fantasy, mood or image, musical, technical expertise, scientific evidence, and testimonial evidence or endorsement.

This advertisement visual uses the mood or image style to support its catch phrase. It also uses a type of male fantasy by creating an image of the perfect lifestyle. To be specific, two men are seen drinking beer in the perfect weather with no distractions or worries with bikini girls surrounding them.

Think/Feel:

When consumers see the advertisement they may first of all feel some positive emotions from the visuals. The consumers might want to have a drink of beer or wish for similar weather or imagine they can relax and have a good time as the models are doing with the bikini girls as well.

The next step after consumers create some desirable fantasy about drinking Carlsberg beer, they will read the catchphrases and digest the advertisement and conclude that Carlsberg provide quality not only in terms of experience but also the beer.

Eye Movement:

Looking at atmosphere as a whole, where both male characters and bikini models are enjoying their time in the lovely weather. Subsequently, consumer's attention will be diverted onto the beer bottles in the two model's hands and the beer in the bowl. Lastly, they will then read the catch phrase and interpret the advertisement as a whole.



Effectiveness:

In general, this advertisement is effective in many respects. In terms of perception, it targets the right audience through its placement in Men's Health magazine and also has stopping power by its relaxing and attractive visual. It grabs the interest of the consumer by its relevance to the consumer's experiences.

Effectiveness based on persuasion is also fairly strong. This advertisement produces a positive attitude towards Carlsberg by showcasing visuals of relaxation and good

weather. Humour also contributes to persuasion, by using the argument statement that “Carlsberg don’t do the weather but if we did it would be probably the best weather in the world.”

There is also strong motivation for the audiences in this advertisement. Most males would probably love to relax at a swimming pool with friends, enjoying drinking beer in perfect weather with bikini girls besides them, where there are no distractions or worries. The visual depicts this ideal experience and shows consumers that by drinking Carlsberg beer it can bring this fantasy. This connection strongly motivates the audience.

The effectiveness based on learning can be concluded not that effective in cognitive learning but effective in conditioned learning. Cognitive learning and conditioned learning are mainly the two routes for consumers to learn the product in the advertisement. In this advertisement, it uses a conditioned learning method to create association. Since there are no explicit explanations or information about the product on the advertisement, it is not cognitive learning.

Lastly, effectiveness based on behaviour factors is not that strong. There are 4 components of behaviour which are try, buy, contact, and prevention. However, in this advertisement there is no such evidence that shows initiating action through trial or making it easier for the consumer to buy or initiating contact or discouraging unwanted behaviors.

Part B: Creative Brief (Tiger Beer)

Background: Launched in 1932, Tiger Beer (Tiger) is APB's flagship brand. Over the years, Tiger has seen beer drinkers globally acclaim Tiger as one of the finest in the world. It has consistently come out on top in world tastings, winning gold medals for its crisp, smooth, refreshing, well-balanced and flavourful taste. Tiger's distinctive taste comes from its quality ingredients and meticulous brewing process that involves over 200 quality checks. This European-style lager is brewed using only the finest natural ingredients like malted barley from Australia and Europe and bitter hops from Germany. (Asia Pacific Breweries, 2011).

Problem: Today, Tiger Beer was found to be ranked last among the other two beer brands, Carlsberg and Heineken. According to an online beer taste test carried out in Singapore, Tiger beer was poorly rated with only 17% of the participants, followed by Carlsberg 25% and Heineken with more than half of the participants, 58%. This test has proven that Tiger beer has not been doing very well in the local beer marketplace and thus, as a brand manager, we aim to promote and raise awareness for Tiger beer in Singapore!

Target Audience: The target audience will be the male beer lovers, age ranging from 25 to 45 years old. These are the people that Tiger Beer wants to connect because they are the trendsetters within this segment and thus, consumers who aspire to be like them will follow suit.

Brand Position: To position Tiger Beer as a premium sought after beer that most people will order when they are out drinking. To create this premium perception, Tiger Beer has to take on a head-on approach to do a comparison with Carlsberg, creating the impression that one Tiger Beer would outdo many Carlsberg.

Brand Imperatives:

1. **Brand Identity:** using logo and colours to give the brand an identity, creating cognition association in the minds of the target audience. Logo: Tiger.
Colours: Blue, Orange, Gold and Bronze.
2. **Brand personality:** using familiar human characteristic to relate to the brand. Giving Tiger Beer a friendly, approachable and bonding personality.

3. **Brand Promise:** establishing a promise in the beer quality based on the level of consistency and live up to the customers' expectations.
4. **Brand Tonality:** using words that give direct meaning of what the advertisement is trying to put across to the audience. Should use a soft and impactful approach.

Communication Objectives:

Perception: Using the award winning reality to capture and pull the interest and relevance of the targeted audience. This piece of information would largely increase the exposure between the brand and the audience, thus creating a deeper impression and opportunity to leave a mental note in the minds of the audience.

Cognition: Stating facts about Tiger on the advertisement as a form of differentiation between Tiger Beer and Carlsberg. Highlight on their achievements to create understanding for the audience.

Association: Giving Tiger Beer a brand transformation where it creates meaning through brand identity, position, personality, image, promise, and loyalty. For example, associating the award title with the quality of the beer.

Behaviour: The concept of the advertisement is to motivate and convince the target audience to try and buy Tiger Beer.

Persuasion: the head-on approach acts as a persuasion to influence and convince the audience that Tiger is a better choice compared to Carlsberg.

Affective/Emotion: This advertisement aims to create positive feelings for Tiger Beer which allow their audience to feel the need and want to try.

Consumer Insight: Since our targeted audience are those of certain level of education and income, they would seek products of higher quality to reflect the society status. Hence, the beer they consume definitely have to be on the premium end that gives them the kind of satisfaction they are looking for.

Proposition/ Selling Idea: We have gathered information about the consumer's consumption behaviour and perception towards different beer brands, and bearing that in mind, we came up with the proposition that Tiger Beer is the "Winner of International Style Lager".

Part C (Tiger Beer): Advertisement 1



Part C (Tiger Beer): Advertisement 2



Medium Used:

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

Published Date: July and August 2010

Size of Ad: Full Page A4 size

Readership Profile:

Men's Health Singapore was launched in 2003. It is the authority on men's fitness, health, sex and relationships, grooming and style, with 36 editions worldwide. Men's Health is the "100% Useful" magazine for the sophisticated and active man who is vibrant, financially secure and who seeks an editorial product that is presented in an approachable and professional manner. Men's Health is Singapore's No. 1 men's magazine, with 114,000 readers (SPH 2011).

The BIG IDEA:

Tiger beer is the absolute choice for beer lovers. Leveraging on the fact that Tiger Beer is the "Winner of the International Style Lager", which gives Tiger Beer an advance standing in the market place.

Message Strategy Employed:

The messaging strategy that was employed uses the head approach to get the audience attention and build awareness, from there providing them with the information that they are interested in and finally creating a memory space for Tiger Beer in the consumers' mind. All these approach only directs at one goal, to convince the audience that Tiger Beer is definitely the best beer choice! After which, it drives the audience to learn more about the beer and that is when cognitive begins. And through

persuasion and conviction appeal, audience will then be committed and probably intends to buy it or respond in some other ways.

Message Approach and Execution:

In the above two advertisements, we have adopted the following approaches:

1. Straightforward: factual, no gimmicks
2. Comparison: compare with direct competitors products
3. Humour by Sarcasm: selling premise must reinforce the humour

Advertisement 1:

This advertisement uses the straightforward and comparison approach. Whereby factual information about Tiger Beer is reported accordingly, taking on a very head-on approach to directly challenge Carlsberg. Playing a role that congratulate Carlsberg on being “probably the best beer” but the actual hidden meaning behind was to do it in a sarcastic manner to tell the audience that Tiger Beer is the definite beer choice because we are doing much better than them in terms of recognized achievements.

Advertisement 2:

This advertisement presents a slice of humour by sarcasm. Asking the audience which beer they prefer. The advertisement shows a balance scale, displaying Tiger Beer on the heavier side. This was made deliberately to give the audience an impression that one Tiger Beer can provide a better drinking experience than what you can get only after drinking many Carlsberg. This can also be further explained through the name labels below, which shows Tiger Beer as the winner of an award and Carlsberg showing uncertainty about the product with words like maybe and probably.

Emotive Response:

Advertisement 1:

Consumers will be startled about the fact that tiger beer was the winner of the award and perceive tiger beer as a good quality brand.

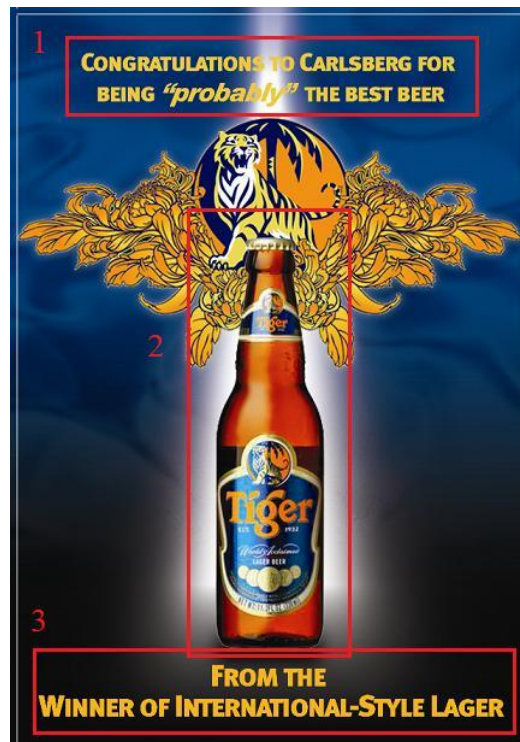
Advertisement 2:

When the audience looks at the question they might first think it is hard to choose which beer is better however, after analysing the advertisement they will have a different perspective for tiger beer and will build more positive attitudes towards it.

Eye movement:

Advertisement 1:

From top to bottom. The audience will first read the top message, and then look at the bottle of Tiger Beer wondering why it explains about Carlsberg. Next, the bottom text will further discussed and explain why it shows the picture of Tiger Beer and not Carlsberg.



Advertisement 2:

The audience will first read the top question followed by the balancing scale. A scale that depicts Tiger Beer on the heavier side. After which, they will proceed to view the label tags below each brand, trying to interpret the message that the advertiser wants to convey.



Effectiveness:

Advertisement is described as effective when it successfully create the purchase intention and consumption for a product. As such, the use of Facets Model will help assess the possible effectiveness of the Tiger Beer advertisements.

- **Perception:**

The above two advertisements will be exposed to the consumers through Men's Health magazine. They both used humour and sarcasm that helps draw audiences' attention. As discussed earlier Men's Health is the world's largest men's magazine and covers fitness, nutrition, sexuality, lifestyle and other aspects of men's life and health. Thus, the medium is suitable for grabbing audience interest as there is relevance between the content of the advertisements and the audience past drinking experience. Therefore the two advertisements have successfully gain positive perception for Tiger Beer.

- **Cognition:**

In terms of cognition the above two advertisements are effective as they provide information about Tiger Beer and tries to differentiate with other competitor brands through the fact that Tiger Beer was the winner of international style lager where as Carlsberg although humorous but shows some uncertainty of their quality through words like "probably".

- **Behaviour:**

Behaviour is the action response. As a result, the effectiveness is measured in terms of its ability to motivate people to do something. Although the tiger beer advertisement does not initiate action through trial, it makes it easy to buy in terms of assuring target audience that Tiger beer is superior and preferable due to its quality and achievements. Brand involvement might be achieved although it is passive that creates greater brand recognition and recall compared to Carlsberg advertisements. Hence, the achievements itself conveys more than what needs to be said.

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