BREWERY
INDUSTRY
ADVERTISING
5 TIPS
STAFIX

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INTRODUCTION

The objective of this guide is to provide tips and ideas for successful store advertising campaigns that are particularly relevant to the brewing industry.

The potential of in-store advertising is paramount, as studies have shown that the majority of consumers make purchasing decisions at the store. In-store advertising plays a big role in the brewing industry alongside event and media marketing. In an ideal situation the same marketing is clearly visible simultaneously in all distribution channels, media and marketing channels.

In addition to typical in-store advertising challenges, the brewing industry also has to take into account compliance to ever-tightening regulations as well as widely diverse demographics.

What to keep in mind when planning in-store advertising and how to create successful campaigns to promote sales.

Enjoy!
Stafix Ltd.

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THE BREWING INDUSTRY

According to the 2015 Beer Statistics Report by The Brewers of Europe, the brewery umbrella organization of Europe, both the production of beer and the amount of breweries has grown at an exponential rate in recent years. Approximately 7,000 breweries are currently operating in the EU, which is almost a twofold increase compared to 2008. Many are calling this a European wide "beer craze" which is particularly increasing the number of microbreweries.

However, it is the large multinational companies, such as Heineken and Carlsberg, that dominate the market and have expanded through acquisitions and mergers. Germany is by far the largest consumer and producer of beer in Europe.

The success of the industry is dependent on trade and alcohol policies. As such, European breweries are calling for competitive taxation.

DID YOU KNOW?

The Brewing Association has its own self-regulated guidelines for marketing that member companies follow and adhere to. The brewing industry started pre-inspecting alcohol advertising in autumn 2011.

RETAIL ADVERTISING IN THE BREWING INDUSTRY

The brewing industry has in-store advertisements in retail stores, kiosks and gas stations. It is becoming increasingly more difficult to stand out with ordinary marketing solutions in the drinks-only shelf space as the amount of brewery products keeps on growing. This is why the brewing industry has to take advantage of other spaces, such as coolers, and specialized solutions to stand out.

In-store advertising of the brewing industry is strongly characterized by responsibility. The main demographic for soft drinks is teenagers, whereas legislation regulates the consumption and advertisement of energy and alcoholic drinks. Each campaign must adhere to the ever-tightening regulations of its target demographic.

The brewing industry is dominated by large multinational companies and brands. When planning in-store campaigns it's important to keep in mind how bigger marketing themes, such as Christmas or the FIFA World Cup, will apply to the culture and practices of each country or market area. Such bigger, multi-market themes will make marketing more cost-effective, as each campaign won't have to be planned from scratch.

Digital advertising solutions and analytics based targeting are slowly making their way to in-store advertising, which typically relied on traditional print advertising. However, traditional materials are still very cost-effective in a retail setting and therefore will not be fully replaced by digital solutions. In the future we will most likely see new ways of combining print and digital media.

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When working on an in-store advertising campaign, it's important to keep the following points in mind:

- How long is the duration of the campaign?
- How much traffic does the advertising location have?
- How close will people be passing by?
- What is the purpose of the advertising materials?
- Who will install the advertising materials?
- Do the advertising materials have to be easy to remove when the campaign ends?

In-store Marketing Materials to think about:

- Shelf barkers
- Pallet wraps
- Floor Stickers
- Static stickers
- Silicone stickers
- Various display solutions

Did you know?

Standing out can be difficult in many stores as there are relatively few places to place your ads on.

Glue-free stickers are the easiest and possibly the only way to promote products in coolers, as traditional adhesive stickers inevitably leave glue and paper residue after removal. Glue-free stickers can easily and quickly be placed throughout the store. They can be used to create original in-store campaigns that attract the customer's attention.

Read more about advertising with glue-free stickers in our free eBook, Benefits of glue-free stickers for in-store advertising.

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5 TIPS FOR RETAIL ADVERTISING IN THE BREWING INDUSTRY

#1 IMAGE MARKETING

Since many European countries have their own regulations in place on how alcoholic beverages can be advertised, the marketing should primarily focus on the brand, the product's characteristics, or the different uses of the product through image marketing.

For example, beer and food make for a great marketing theme. Many brewery brands are also strongly associated with sports through sponsorship. These are good ways to showcase the brand and the image in both retail and media. It is essential in image marketing that the message remains consistent in all marketing channels. Consumers also react more easily when the same message is repeated in different channels.

It's good to take different trends into account when designing in-store advertisements. For example, the current "beer craze" has meant higher consumption of beers by smaller breweries, which already have a strong artisanal character to them that can also be used in marketing. As the interest in beer is constantly growing it's also possible to educate the consumers in stores by providing information on different types of beers and their characteristics.

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#2 MULTIPLE SPACES AND SURFACES & STORE RESTRICTIONS

When it comes to in-store advertising, having your ads stand out can be a tall order. According to several eye camera studies, approximately 95 - 98% of all in-store ads go unnoticed by consumers. In spite of this, up to 80% of purchasing decisions are still made while in stores. Therefore, well-thought-out and strategically placed advertising materials capture the attention of consumers and effectively promote the brand's sales.

The selection of promotional materials is often challenging due to a wide variety of surfaces, limited locations, and the store's restrictions. The stores can be very strict in regards to where ads can be placed. In addition to this, the materials can't leave residue, nor can they damage the surfaces in any way.

Shelf space for alcoholic beverages can be rather limited. Store aisles are also often so cramped that large display racks cannot be used and available space is in high demand. Pallet wraps and overhead signs are also often used in advertising alcoholic beverages. Refrigerators and coolers also serve as great places for advertisements.

There are also limitations as to where alcoholic beverages can be sold. For example, soft drinks are often placed near cash registers and in snack aisles, but the restrictions on where alcoholic beverages can be placed are often more strict. However, in some situations the store might grant special permissions, for example, to place craft beer by the deli if the two go well together.

The advertising message is also location dependant. For example, the communication in snack aisles is typically very different from the beverage section, where packaging sizes and consumption is higher.

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Did you know?

Refrigerators, coolers and vending machines are good places for advertising in stores, especially for the brewing industry, but utilizing them has traditionally been challenging. Cool and moist surfaces can easily lead to wrinkling and dampening of ordinary materials, or they might even come off completely during the campaign.

Light silicone stickers are very well suited for the brewing industry's in-store advertising needs, as they are very secure and stay in place for up to 12 months. For more informations about using glue-free stickers, read our eBook, Benefits of glue-free stickers for in-store advertising.

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#3 MATERIALS

When it comes to different in-store advertising solutions, ease of installation is essential and valued especially by promoters. It's also important to keep in mind the load capacity of the stands, as products can be heavy or break easily, as well as the logistical side of things: marketing materials should not only arrive safe and clean, but also just at the right time for the promoter to install them.

When planning an in-store campaign, it's also wise to consider the duration of the campaign. The longer the campaign, the more durable materials are required. With shorter campaigns the ease of installation, removal and cleaning are emphasized. Marketing materials aimed for long-term use should focus on timelessness and promoting the brand, while shorter campaigns can feature more unique features as long as the materials can be removed easily and quickly when the campaign is over.

Brand materials for long-term advertising:

- Banners
- Posters
- Shop fixtures

Marketing materials for product launches short-term campaigns:

- Brochures and pamphlets
- Cardboard displays
- Static stickers
- Pallet wraps
- Overhead signs

For more insight on how to choose the rights materials for your advertising campaigns, feel free to read our guide on the subject, Planning an In-store Advertising Campaign.

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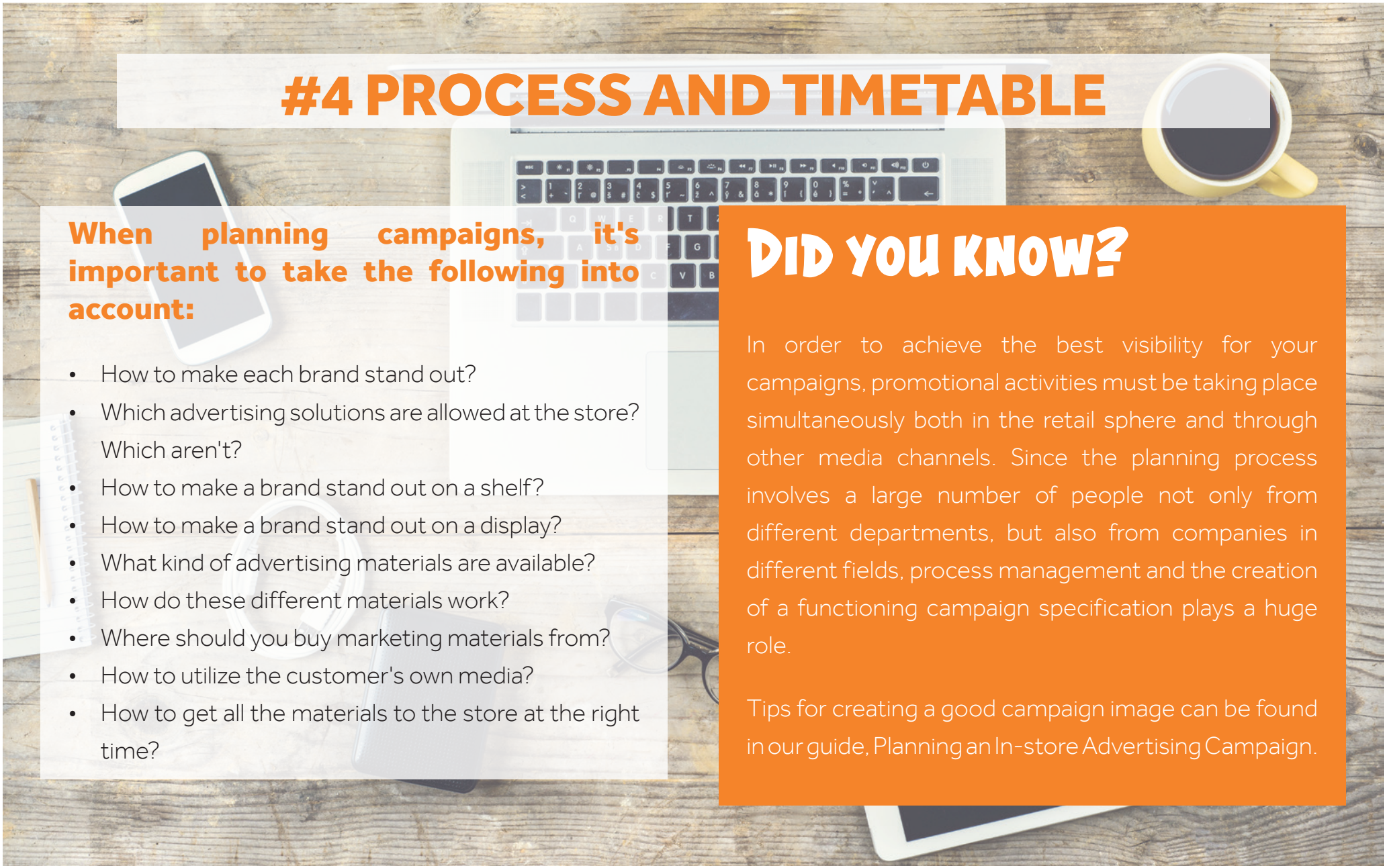
#4 PROCESS AND TIMETABLE



When planning campaigns, it's important to take the following into account:

- How to make each brand stand out?
- Which advertising solutions are allowed at the store? Which aren't?
- How to make a brand stand out on a shelf?
- How to make a brand stand out on a display?
- What kind of advertising materials are available?
- How do these different materials work?
- Where should you buy marketing materials from?
- How to utilize the customer's own media?
- How to get all the materials to the store at the right time?

Did you know?

In order to achieve the best visibility for your campaigns, promotional activities must be taking place simultaneously both in the retail sphere and through other media channels. Since the planning process involves a large number of people not only from different departments, but also from companies in different fields, process management and the creation of a functioning campaign specification plays a huge role.

Tips for creating a good campaign image can be found in our guide, Planning an In-store Advertising Campaign.

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Designing an in-store campaign for the brewing industry typically starts from the brand marketing department. This is where annual plans and top-level guidelines, as well as campaign priorities and themes are set. From there the plans trickle down to the field level, where campaigns will actually be implemented. The early design phase also tries to accommodate requests and wishes from the field level, so that the advertising would support both levels as well as possible.

As the brewing industry has a wide variety of products and brands, it's natural that the year needs to be split between and prioritized by certain products. The in-store visibility of a given product must also be timed so that the same message is repeated in different distribution and media channels simultaneously.

Designing an in-store advertising campaign typically starts with the needs of the customer and the brand, and the designers or the advertising agency bases the campaign on these. When planning a campaign it's important to consider both how to maximize the effectiveness of the campaign as well as what's actually possible at the store. It's a good idea to involve a brand manager who is up-to-date with the latest products and current themes, as well as designers and the advertising agency, but also someone from the field, such as a promoter, an agent, store owner or even an actual client into this process. On top of this someone from logistics, distribution, material supply and printing is also needed, so that the planned advertising materials can be delivered to the store at just the right time.

Campaign schedules significantly impact the promoter's work, as they are the ones actually visiting the stores and ultimately ensure the effectiveness of the campaigns. If the materials haven't been delivered as planned, the promotor has to reschedule their plans.

Planning an in-store advertising campaign requires a large number of people from different fields and teams to work together in order to achieve the desired outcome. When launching a completely new product, the planning process requires an even greater contribution and possibly a whole new concept to achieve the best visibility.

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#5 REGULATIONS

Alcohol regulations, particularly in regards to advertising, vary greatly between different countries. In general, international in-store advertising campaigns should be designed to meet the criteria of each target market as well as possible, or so that the campaigns can be easily customized for each target market.

When it comes to alcoholic beverages, the regulations are very strict with regard to giveaways, raffles and other activations. However, the practices differ greatly from country to country.

Regulations may also require an approval from authorities already at the planning stages/phase. By taking regulatory compliance into account right from the beginning you'll be able to prevent unnecessary delays and misunderstandings, thus ensuring that your campaigns will be launched according to schedule.

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WE BELIEVE THAT

1 Self-adhesive materials should be easy to install by the store staff, without the need and cost of professional installation.

2 There should be as little as possible limitations on which surfaces, and where, you can install your advertising.

3 You should be able to trust that you are not damaging the surfaces, which you are using the materials on.

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WANT TO KNOW MORE?

Please feel free to contact us to discuss your in-store advertising needs!

You can schedule a free consultation with a Stafix representative to see how we can help you to create cost-effective and efficient retail advertising.

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