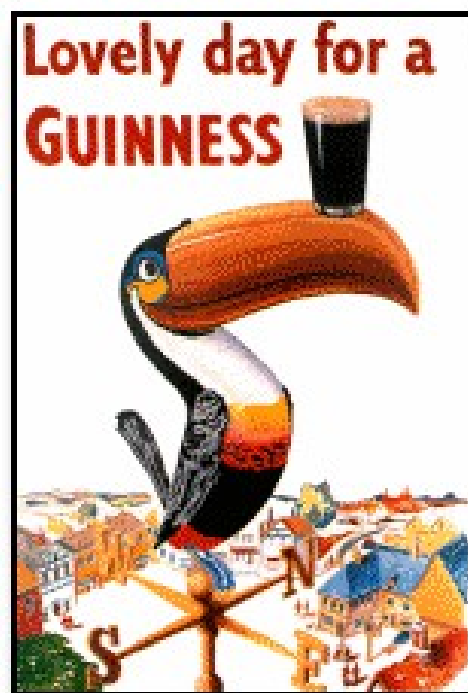


THIBAUT DEMURGE

STUDY OF GUINNESS



YEAR: 2006-2007

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INTRODUCTION

For the topic of my report I had to choose something in relation to the country where I spend my years: Ireland. For me one of the most representative elements of Ireland is GUINNESS. More over Guinness use a lot of marketing to be present almost everywhere, so it's in perfect relation with my DUT. For my analysis I will study the marketing mix, and analyze advertising.

In the first part I will describe the different types of Guinness, how it is brewed and general information.

Then I will analyze the marketing and the tools use for the communication, with my knowledge from my DUT.

Finally I will analyze the market with the competitors.

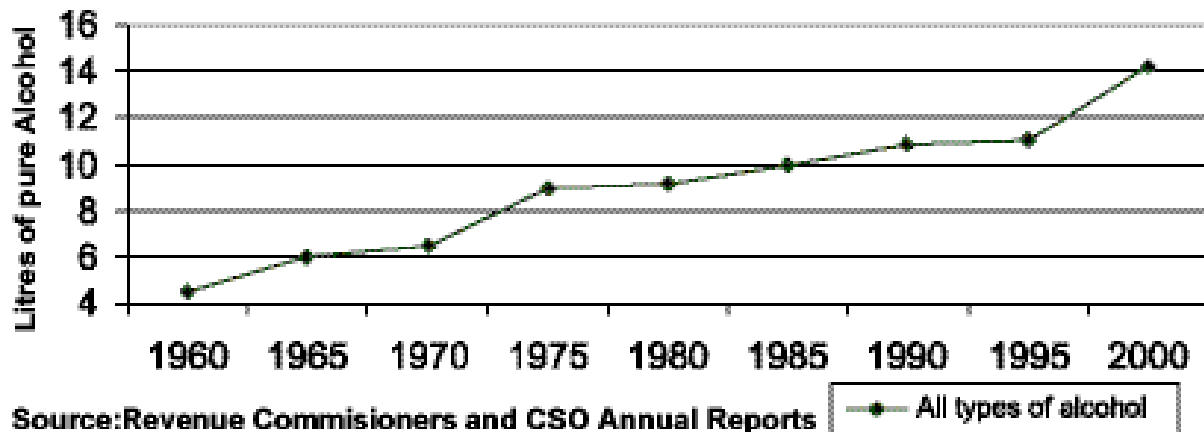
The aim of my report is to determinate why today Guinness is the leader in Ireland and why it's so successful.

Beer consumption in Ireland:-----

- Ireland, with the United Kingdom and Finland is a country where most adults get drunk regularly: they drink more than 5 pints of beers or 1 wine bottle in a single occasion, at least once a month.
- Young people drink in a more irresponsible a way than their parents. 33 % of the Irish Adolescent girls and 31 % of the Irish boys teenagers get drunk at least three times a month! This percentage at the girls places once again Ireland at the head of the classification.
- Irish people are the biggest binge drinkers in the EU.
- A report funded by the European Commission and produced by the UK Institute of Alcohol Studies, states a higher proportion of income in Ireland is spent on alcohol than in any other European Union country.
- 1675 € / year: It is what spends on average an Irish home in alcohol every year, what places the country at the head of the European countries for this type of spending. Household alcohol spending is three times more than any European household (the second country is Denmark with €531).
- *Alcohol consumption in Ireland is somewhat atypical. Consumption of pure alcohol has been rising constantly since the 1960s: 3.4 liters of pure alcohol per inhabitant per year in 1961 compared to 10.8 liters in 2001. This is particularly true for wine consumption, which has increased 6-fold from 1960 to 2001. Beer-drinking has also risen massively (from 58 to 150 liters per inhabitant per year between 1961 and 2001). (www.ireb.com)*

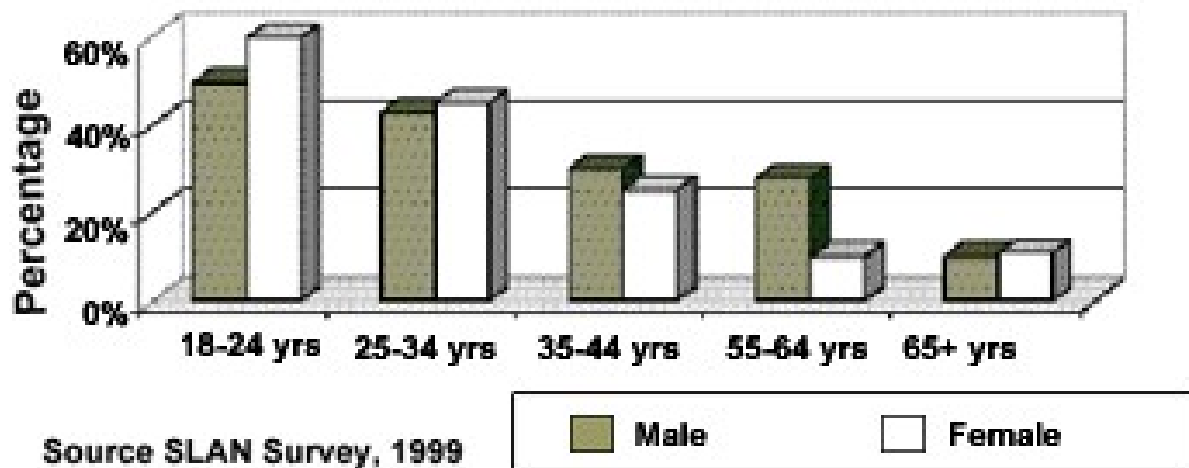
For illustrate the market I found some figures:

Figure 1: Liters of pure Alcohol consume per person.



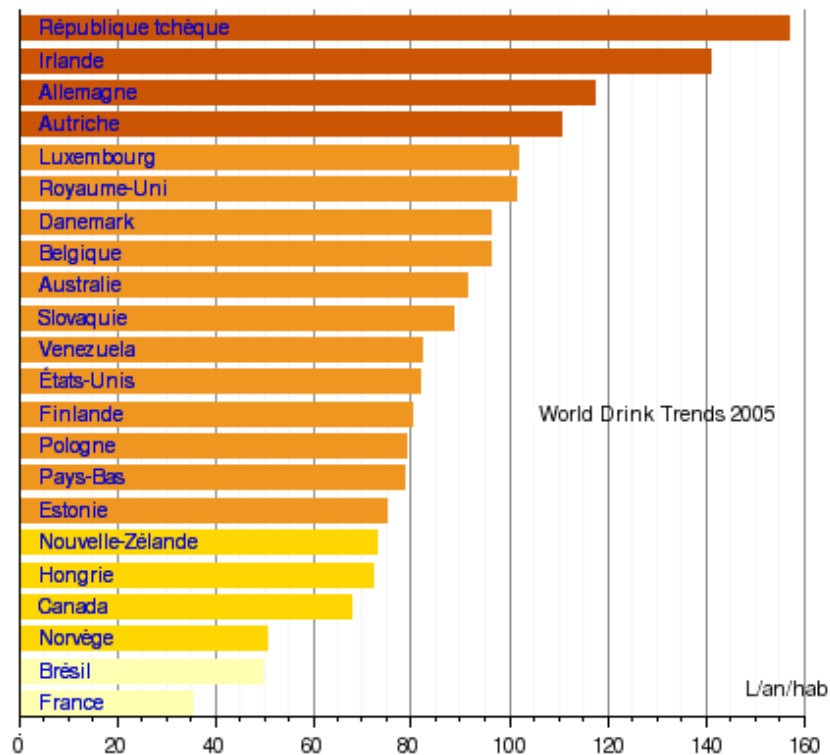
It can be seen that the consumption of alcohol in Ireland rise since 1960. It was a bit more than 4 liters per capita per year, and now it's more than 14 litres. This increase could be explained by the growth of the Irish economy.

Figure 2: Consumption of alcohol following age and sex.



Among people who drink alcohol, for the 2 younger categories girls drink more than boys which can seem strange indeed usually girls don't really like to drink so much. After going out in pub and night club I saw that in general there are more drunken girl than boy, but I don't really have an explanation. In the older categories the man drink more than the female so we could conclude that the women drink more for the party and the man have a more regular consumption.

Figure 3: The world consumption of alcohol.



Ireland ranks second highest in world alcohol consumption with more than 140 liters per year per capita, which is huge comparative to France (less than 40 liters). An Irish person drinks the equivalent of 3.5 French, so we can say that the alcohol market in Ireland is very important and generates a lot of profit.

Presentation of Guinness :-

In December, 1759, 34-year-old, Arthur Guinness decides to take up his own brewery. At this time, in rural Ireland popular drinks were whiskey, gin, poteen (illegal alcohol of potato) and existing beers are not good quality. In Ireland GUINNESS is called stout (or black beer). He began by brewing beer, and within eight years was master of the Dublin Corporation of Brewers. The Guinness was born.

At the beginning Guinness was only sell and consume in Ireland because this beer is very particular. First this beer doesn't stand to travel and react differently following the weather, so for export the Guinness in Africa it was necessities to rise the alcohol content to 8%. Then the Guinness Draught need a special hand-drawn who use azotes and not carbon dioxide as usual that's why the Guinness doesn't have the same taste in France and in Ireland.

It exist too different kind of Guinness following if it's sale in Ireland or in a foreign country, or following the packaging.

- Guinness draught stout sells in the pubs.
 - o Characteristics: nitrogenated beer with a smooth.
 - o Launch in 1959.

- Extra Cold draught stout sell in the pubs and "cooled"

- Guinness draught in bottle or in can.
 - o A device call "Widget" allows Draught Guinness to be serve from bottle and can. When the bowl is open the device jet nitrogen through the beer creating a long-lasting creamy head.
 - o Launch in 1988 (cans) and 1999 (bottles).

- Guinness extra stout sells in bottle only.
 - o A mature conditioned brew.
 - o Launch in 1821.

- Guinness foreign extra stout, sell in bottle only and mostly in Africa and Asia.
 - o Brew with extra hops which give a different taste.
 - o Launch in 1801

These kinds are the main beer, but it exist other kind for special country for example the Malta Guinness, a non-alcoholic sweet drink, produced in Nigeria and exported to the UK and Malaysia.

The beer Guinness is sold in more than 100 countries and brewed in about 50. On June 30th, 2004, the regions where the beer was the most sold were (in the order): Great Britain, Ireland, Nigeria, USA and Cameroon.

The way to serve a Guinness is particular and longer than an other beer. Indeed the pint is filled in two times. The first half then the barman wait until the beer begin black and then finish the fill and for a complete and correct way to serve it he may draw a shamrock in the head of the beer.

How is Guinness brewed?

To brew this Irish beer you need 4 ingredients:

- Water: The water need to be pure. The water use to brew the Guinness come directly from the Wicklow Mountains knows for its purity. 8 million liters are use per day.
- Barley: It provides the basic raw ingredient for fermentation. 100 000 tonnes of Irish grown barley are used every year in making Guinness.
- Hops: It import from USA, UK, Germany and Czech Republic. Hops develop natural oil and fragrances which add flavor to the beer. It the hops who give to a Stout beer its slightly bitter.
- Yeast: The role is to turns the natural sugar in grain and fruit into alcohol and carbon dioxide. It works very quickly and constantly reproducing itself.

The steps to brew Guinness? ??

Milling: It's the first step. The malt is first milled into a coarse flour.

Mashing: The milled malt, barley flakes and roast barley are mixed together with hot water to form the "ground grain ". The aim of this process is to remove the fermentable sugar and flavour form the grains, and then the liquor created is used in the next step of the brewing process.

Extraction: The wort is now called is sieved to separate the grains and the liquor. The liquor is sent to a brewing kettle. Used grain is used as cattle food.

Boiling: The wort is boiled with the hops at a constant temperature for 90 minutes.

Cooling: After the wort has settled it is filtered out of the kettle and cooled enroute to the fermentation plant.

Fermentation: The wort is placed in fermentation vessels with yeast (a strain of the original yeast that Arthur used himself), for 7 days, where at 25C the yeast changes the maltose into alcohol and CO₂.

(visit in St James Gate Factory)

Theories About Advertising-----

In this first part we are explaining 2 theories impacting the Guinness advertising: On the one hand global branding and on the other hand, medias.

Global branding

First of all, we can notice that the main competitiveness factor between companies is brands and not products. A brand defines a group of products differentiated and well positioned in comparison to the other brands in the same sector. A specific region will have its own important brands. In a purpose of domination, brands have to seek leadership position in all markets worldwide. This strategy is called Global branding.

Definition of global branding

“A global brand is one that is available in most countries in the world and shares strategic principles, positioning and marketing in every market all over the world”

Although the marketing mix of a global brand may include variations. It has a strong general outline which respects a main idea in accordance to the position and concept of the Brand. Such a concept is expressed by a unique brand name and logo which allows it to be recognized all over the world.

So, Global brands have a similar positioning in all markets: The price positioning or the age segment should be the same in every market. When the marketing mix varies it is in order to meet local requirements and specific consumer needs.

The consumers' perception of global brands

Another important issue in matter of global branding is the perception of these brands by consumers. It is a perceptual map of positive and negative associations, a symbolic language, and a network of associations. Brands create meaning and identification. A brand has values which are conveyed by marketing communications in other words advertising.

A global brand usually has originated in a particular country and so, in some cases, it is associated with a nation, Ireland for Guinness.

The global environment plays a strong role in the perception of global brands and the values consumers attached to these brands.

People; prefer more and more brands with a strong identity rooted in their own history.

Analyse of global branding

Three different brand types could be underline.

Single-product brands or monobrand. One name for one product only to add value to the product.

Range brands, also called line brands. A group of products is ranged under one name, promise or positioning. The purpose is to give a product a place in a range of other products.

Umbrella brands or corporate brands. A large range of products are marketed under the same name.

Each of these types of brand need it needs a different strategy and so advertisement is adapted.

There are consequently few typical strategies.

Firstly, a company can reinforce its already established local brands and at the same time develop a national brand into an international brand, and so transport the value of its brand to several countries.

Secondly, another strategy is to adapt a product locally and develop a formula, so that it allows carrying internationally local products with local values. It is also possible to create directly new brands when a global need is recognized and new products are developed to satisfy it.

Thirdly a company can purchase local brands and choose to go to the international market.

A company can also broaden the scope of its brand to more different products that is called a brand extension.

Finally, a company can use a multi local brands strategy. Where different strategies are developed for different countries in order to be conform to local requirements.

Challenges facing global brands

Companies who are in a first time are confronted with a dilemma opposing local and global strategies and has to choose between a similar product on all the markets or a range of product slightly modified to reach the local differences in each market. In other words the firm has to decide if it wants a strategy of Standardization or differentiation. Then the global product, thanks to the advertising, can be loaded with local values to add local significance.

Some global brands become strong thanks to advertising. It is not however the only cause of success for the most part of them. Indeed, a very important part of the marketing mix is the “place”, in other words the distribution of the product. Many brands have become global because of successful distribution.

Finally, culture has a particular importance in global advertising. Culture influences on consumer behaviour and perception of advertising. Even when products are accepted in more than one culture, advertising will have to be culture-relevant, and that means more than translating a central message. Differences among languages go far beyond mere translation problems. Some concepts are not translatable. Taking into account cultural differences does not mean that all advertising must be local to be effective. It depends on the product category.

The Media

Several types of mass media exist. The major types are for example newspapers, magazines, television and radio they are also called mass-media. The use of these media varies considerably, not only with respect to content and positioning but also with respect to the target in the population.

Television

We can notice differences in the television viewing between countries; these differences stay quite stable over time.

Television heavy viewing attracts mostly masculine cultures and is more integrated in male daily life rather than female life. This can be explained by the violent character of TV shows.

Also, local productions have a singular importance in the locals markets, which tend to incite companies to advertise during these time slots.

As a result international TV channel adapted language and content to the local market.

Culture also influences the way people watch TV: alone, with a friend, as a family or even how parents give freedom to their children. As a consequence time slots and contents of the advertisement shall take into account the culture influence upon viewers.

Newspapers

In some cultures people read more newspapers than in others. These countries have as a regime participative democracy, and people want to be informed.

In other countries or in general in more collectivist cultures, the interactive media like the television will be far more efficient.

We can also underline the existence of other printed media like books or magazines which are also related to individualism and not collectivism.

In culture of high power distance and high uncertainty avoidance, people read fewer newspapers than in cultures of low power distance and low uncertainty avoidance.

The Internet

The growing importance of the use of new electronic media is noticeable mostly in the developed world where the internet has been adopted faster than elsewhere.

Nowadays this new medium is used for communication of course but also for education, business, leisure, trade, banking, etc.

As the uses of internet are large, it represents more and more time in the life of people. As the number of surfers increases, the cultures having access to the web vary more and more and in internet too websites will have to include modifications in order to satisfy or at least attract people from very different cultures.

However the interest of internet in a marketer views are still the same. It is that the advertising can be customized to a high point.

Marketing Mix:-----

The marketing mix is a succession of 4 strategies. 4 P of Mc McCarthy are the points who together are going to attract the maximum of customers.

Price

The price is the only variable of the marketing - mix which does not engender cost and which gets in fact receipts.

The valuable decision will thus have to restore the trinomial: cost / demand / competition and to adapt itself to this throughout the life of the product.

The adopted valuable strategy depends on objectives of survival, growth, and profitability fixed in the short term and medium-term. So, the action on the prices can be punctual tactics by which the company answers a temporary situation. The achievement of these objectives will depend on the competitive situation of the company and the room for manoeuvre will be a function of conditions of operation and of marketing.

The fixation of the selling price requires the consideration of different things:

- Of the cost price, that is the costs to be supported (born) for the realization and the marketing of products. Except, the company will not propose a price lower than the direct cost (break-even point of profitability) at the risk of disappearing eventually (later).
- Of the demand. To practice the psychological price, it is to make correspondent the price of the product to its qualities such as recognized by the customer. This price is necessarily situated between two limits: the minimum price and the maximum price.

- Of the competition. The prices tend to settle around the average practiced by the competition on a segment.
- Of the reaction of the market. According to the bought quantity of product and the type of aimed consumer, various price levels can be practiced.
- Of the legislation. There is certain number of laws on the practices of the business and on the consumer protection, which regulate the establishment of the prices.

The different step to determinate the price:

First the company must have already define its objectives and strategy that it wants to achieve, thanks to that the company define clearly its price political. It exist five different strategies:

- Survive:

The company overproduces and evolves in an unfavorable competitive environment. The prices are very low and the profits are just sufficient to continue the activity.

- Maximize the profits:

One of the most use strategy. It the price created by the equation demand, price and sell quantity. This price must be the higher possible. But the problem with this method is that it doesn't include over variables as the competitors.

- Maximize the market share:

The aim of the company is to sell the maximum of products in order to produce more, and create scale economy to maximize the profits. This strategy is better if the market is sensible to the price, if low price discourage the competitors to come on the market.

- The creaming off :

For this the company clearly shows its will to be leader of the market in term of quality and not necessarily quantity. In this strategy the company gives value to the innovation but for this the innovation must justify the high price.

- Create a strong image:

The company wants to create and defend an exclusive image by a high price politic.

On this first part I can tell that Guinness uses a strategy that the aim is to maximize the market share to be sure to be the leader of the market. Guinness couldn't use a creaming off strategy because there aren't big innovations in the beer possible. Guinness couldn't use the fifth theory too because they are not big differences between the different product. The first one isn't possible too because Guinness is one of the leader on the Irish beer market.

The second step for determinate the price is to determinate the relation price/market. This analyze is makes from demand curves who show the number of units sell by price.

The third step is the estimation of the different cost to create a unity of the product to distribute, sell it. We can differentiate variable cost who influent following the number of product created, and fixed cost (salary) and then the company work out the total cost (fixed cost add to variables cost) and can fixed a price.

The fourth step is to analyze the prices and offers of the competitors. With a consumer survey that can show what the consumer think about each brand and the ratio price/quality, and like that the company could evaluate its image for the consumer and if it correspond with the price that it wants to put in place.

For finish the fifth and last step is the choice of the price method. Since the company know the demand curve, the different cost, the competitor price, the company can determinate its price.

To conclude this part I can say that in term of price in the pub Guinness is in general cheaper than the other beer but the difference is not very important, but in supermarket it's different and Guinness tend to be more expensive. For example six can of 500ml of Foster's is sell 8€ against 11€ for Guinness. This difference can be explained by a choice of a different strategy depending where the product is selling.

Place: ::

To define a politics of distribution it consists in choosing the best circuit to touch consumers' maximum the slightest cost. Approached under the angle of the marketing, the distribution brings us to consider diverse elements.

- Circuit of distribution:

It exist different kind of circuit of distribution. The differences between the circuits come from the length of this last one. The length is calculated with the number of intermediate between the producer and the consumer. Less is the number more the intermediate realise a profits and more the producer can control the price policy. For Guinness I couldn't obtain this information but I think that it's similar to the French system. So Guinness may sell directly to the exchange of purchase of the supermarket as Dunne's Stores, Tesco, who buy for all the shop in Ireland. This circuit is call integrate, because there is only one intermediate. Another way to distribute is to sell to wholesale dealer who will after sell it to the pub and restaurant. This circuit is call long because there are more than one intermediate. This two circuits are the most use, because expect in St James factory where the tourist learnt how is the Guinness brew, there are no other place where the consumer can buy directly the beer.

To resume this is the general circuit of distribution:

* Direct marketing to the consumers.

* By distribution via intermediaries:

- The long circuit (producer, wholesaler, detailing, consumer).
- The circuit runs, which does not take into account wholesalers.
- The integrated circuit (producer, buying group, store, consumer).

- Transport

For the transport I couldn't find any information either so I will tell what Guinness must take in account. The costs of transport and storage can represent until 30 % of the turnover. The cost of transport is going to depend on three factors:

- Direct delivery by the company or the appeal to intermediaries.
- Importance of delivery periods and of the distances.
- Geographical setting-up of factories and warehouses.

A good point for Guinness is that Ireland is a small country and only a few roads are paying (toll roads), so this reduces the cost.

- Strategy of distribution:

* The undifferentiated distribution:

When it is about a leading product, it can be found in all the selling points, the aim is to be present in the maximum of places. This is the strategy used by Guinness.

* The selective distribution:

The company sells its product in specialized stores in this range and so avoids scattering its efforts in numerous selling points.

* The exclusive distribution:

The exclusivity of the sale is granted to a selling point in a definite geographical area, what limits the number of authorized distributors.

Promotion:

The communications strategy allows the company to make its products known. The promotion thus represents all the efforts put in place by the company under the shape of a communication, to convince the consumer and create the act of purchase.

The advertising:

Its essential role is to inform the consumer about the existence of the product and about its characteristics. In terms of advertising Guinness is very strong and you can see advertising almost everywhere, and more other in the sale point.

The sales force:

The sales force is defined, structured and constituted by the representatives, performs a big variety of functions which go from the prospecting and the sale to the collection of information on the needs of the customers and on the competition.

The public relations:

It creates a reliable climate between the company and its various public. This kind of communication benefits from a strong level of credibility.

The sales promotion:

It consists in a reduction on the price for example, buy one get one free.

Guinness to communicate uses too derivative products. It creates clothes (coat, shirt, underwear). If you want you could be wearing by Guinness from the feet to the head. Guinness sells too dishes, posters, magnets, glasses. With all these items it helps to increase the presence in a maximum of places.

Product:

The name: Guinness

Packaging:

The beer exists under different packaging. The most wide-spread packaging is the can of 50cl. There are further packagings that are the can in 33cl, bottle of 25cl 33cl and 50cl, and the final one is the mythic pint of Guinness only sell in the pub and restaurant. The color of the packaging is always the same black and gold/beige. These two colors give to the product a good image of a luxury in the goal to give to the customer to drink a noble product.

Compulsory mentions who must appear on the product:

- Kind of the product: beer.
- Name and address of the manufacturer.
- Composition of the product.
- Best-before date.
- Volume of the product.
- Origin of the product.

Life cycle:

- The launch of the product on the market: It is characterized by a relatively slow evolution of sales.
- The development: It corresponds to the global growth of the consumption of the product. It is necessary to adopt a strategy of support of the product in front of the appearance of a more and more dense competition.
- The maturity: In this period the competitors are numerous, the company will look for distinctive competitive advantages. In this period the main spend are made in the communication of the product. It's the period where we can locate Guinness actually.

- The decline. Drop of the consumption, it is essential to choose the good moment to replace the product or get rid of it if the demand does not exist anymore.

It's very important to situate its product to adapt the strategies, to anticipate the sell to adapt the production.

To conclude on the marketing mix, I notice that Guinness use each time the best strategy to achieve its goal of being the leader on the Irish beer market. This is why Guinness is very famous and presents everywhere.

~~Analyze of the competitors:-----~~

For the analyze I will first use the Porter's analyze.

The model of five strengths of Porter was elaborated by Michael Porter in 1979.

He synthetizes factors influencing the performance of a company by five strengths:

- * The power of negotiation of the customers;
- * The threat of potential entrants;
- * The power of negotiation of the suppliers;
- * The threat of substitute products;
- * The intensity of the competition in the market.

The weight of these five strengths allows a compagny to determine the capacity of firms in presence to loosen a profit. If all the strengths are raised, the possible profit will be limited. On the contrary, if the strengths are weak, it is in theory possible to loosen an important profit.

The five strengths of Porter correspond to five actors who structure a sector and its key factors of success:

- The intensity of the competition in the market:

The competitors struggles each other on the market to increase or keep their market share. On the beer market there are a lot of competitors and not only Irish beer, but more and more foreign brewer.

- The power of negotiation of the customers:

The Irish beer market is the second largest market in the beer, so the demand is high compare to the other European market as we saw previously. Thanks to this high consumption of alcohol and the price of the beer in Ireland is cheap compare to the price of live in Ireland who is high compare to France. More other with a large number of brands, the consumers have a strong power of negotiation.

- The power of negotiation of the suppliers;

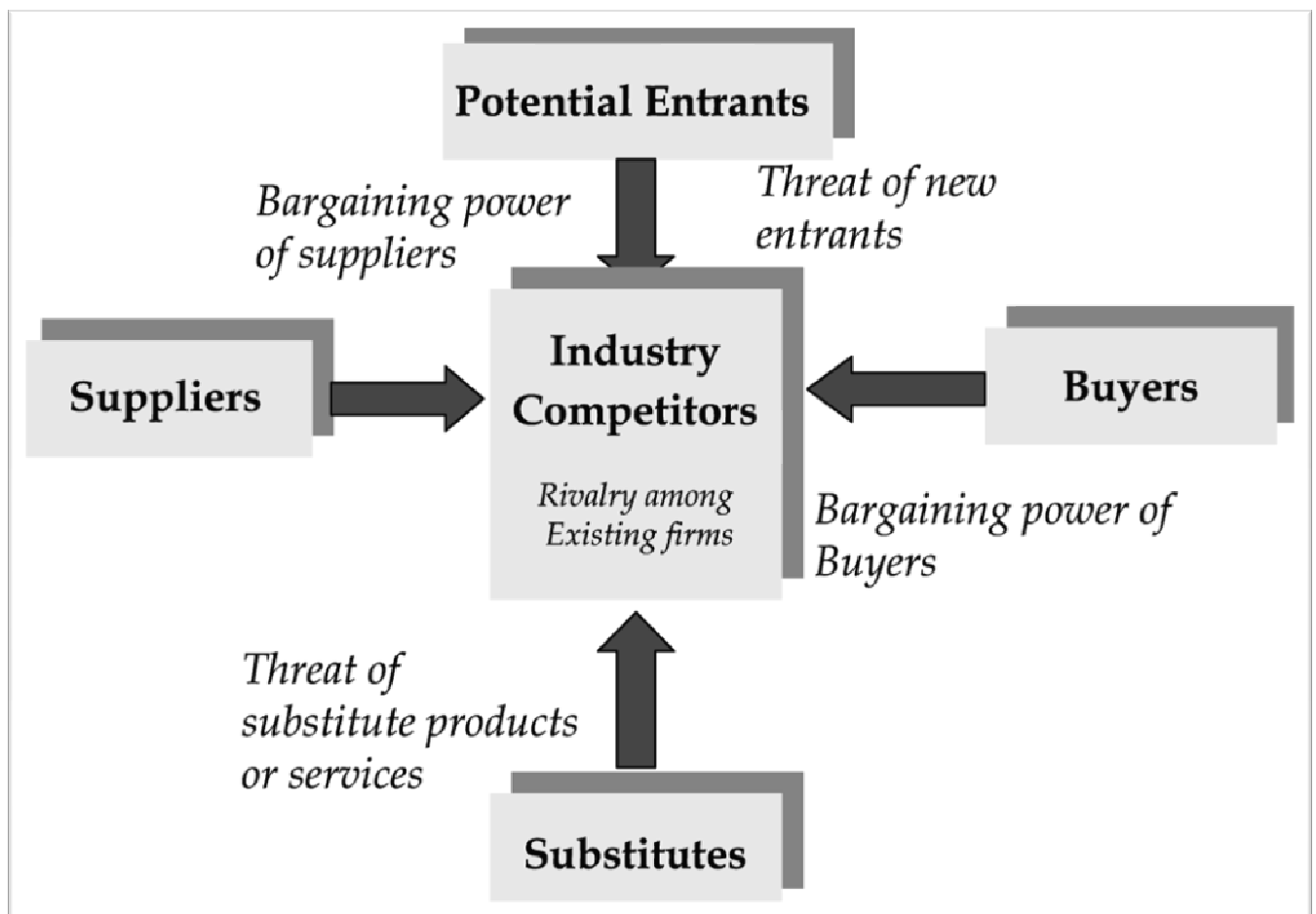
The capacity of the suppliers to impose their conditions to the buyer influence a lot on the profits make by the company. Following the ingredients the power of the Guinness' suppliers are different. The suppliers who have the stronger power are the Hop's producer, because this product is only product in few places in the world, and the entire brewers need it for their beer, so they can easily impose high price. For the other suppliers their power is not very important because the products are available in a lot of place so Guinness can obtain low price.

- The new potential entrants:

The coming of new competitors is influenced by barriers in the entrance, the necessary initial investments, the others competitors, if the market create a lot of profits. Now in Ireland the beer market is saturate and the arrival of new brand is almost impossible. One of the reasons, who explain the arrival of the foreign competitors on the Irish, is the huge expansion of the economy in the last ten years. Before that the market where mainly share between 3 brewers: Guinness, Beamish and Murphy. These producers make the same kind of beer: Stout. With the growth of the economy Ireland saw the arrival of the big brand as Heineken, Foster and Carlsberg. These brands notably Heineken bought one of this brewer: Murphy. For answer to that Guinness melted with Grand Metropolitan plc and created Diageo who is now the largest multinational beer wine and spirits company in the world. Another reason would be that to be equal to the leader of the market, new potential entrants would have to create a big brewery and spend a lot of money in communication so that the consumers discover their beer.

- The threat of substitute products :

The substitute products are not part of the market, but these products can answer to the same need. For Guinness and the beer market the number of substitute products is high because it includes all the alcohols products as the wine, whisky... In Ireland expect the whisky the others alcohols potion are new especially the wine. But these products are much more expensive than the beer so it's an advantage for the beer.



Strength of the competition	Very strong	strong	average	weak	Very weak
Industry competitors	X				
Customers		X			
Substitutes		X			
Potential entrants					X
Suppliers			X		
Summary		X			

So following this analyze I can say that the other subject of the market have the strong influence on Guinness and the strategy that it have to use.

The Porter's strategies:

After this analyze Porter expounded 3 different theories: Global dominion by the costs, differentiation and concentration.

- Global domination by the cost:

The strategy of dominion by the costs aims at obtaining a competitive advantage by proposing a low-cost product in a wide strategic target, with weak margins but consequent volumes. For product to a low cost the company needs to already have the infrastructure since a while and have a labor qualify. With this low price of production they can have lower sell price, and still have a good profit. The best example of this strategy is Toyota.

- Differentiation:

The strategy of differentiation aims at obtaining a competitive advantage by proposing a product or a service with high added value in a wide target, with weak volumes but of strong margins. This allows the companies to desensitize the prices and to concentrate on the value generating a price and a margin by comparison more raised. The advantages of the differentiation require manufacturers to segment markets to target specific segments, generating a price higher than on average. The company differing will incur additional costs to create this competitive advantage. These costs must be compensated with the increase of the incomes of sales. The costs must be covered.

- Concentration:

When a company can't allow to take the leadership either by the costs or by the differentiation, a strategy of concentration could be more suited. In that case, it concentrates its efforts and resources on a narrow and defined segment. With a strategy of targeted differentiation, it creates its competitive advantage by the differentiation on a particular niche. Problems can arise with the approach of 'niche'. Niches, small and specialized, could disappear in the long term. A niche focusing on the costs cannot remain if its industry depends on economies of scale.

Followings to this 3 different strategy I can conclude that Guinness correspond to the "Global domination by the cost" strategy, because Guinness is implant since a long time in Ireland, already have the infrastructures, the labor and so don't have to pay so much for it. More other the production of a huge quantity of beer permits some scale economies. We can notice these differences in the pub, because in average the Guinness is 0.20 cents cheaper than another beer. This difference can fluctuate following the pub and the city.

Brief analyze of the most important competitors: Heineken

Today, Heineken is ranked as the fourth largest brewery in the world. *Heineken is available in almost every country on the planet and is the world's most valuable international premium beer brand. The company has the widest presence of all international brewers, thanks to her global network of distributors and 115 breweries in more than 65 countries. (www.heineken.com)*

The common point between Heineken and Guinness is the strength of the brand. Both use all the tools possible to speak about brand. One of them is the sponsoring of sport event and notably the Rugby who has a strong image in Ireland. Guinness is the official sponsor of the Irish team and the England's Rugby championship, and Heineken sponsor of the Rugby world cup 2007. Heineken bought the brewery Murphy's located in Cork the second town in Ireland. The Murphy's is the same kind of beer as Guinness: Stout. But it's difficult to find this last one all over Ireland. It's mainly sell around Cork and Dublin. This last one is flavourless compare to a Guinness.



Analyze-Of-Advertising:-----

Guinness spends a lot of money in the advertising. It tries to be creative, and for this creates wonderful TV ads. One of them won the prize in 2006 in Cannes of the world best TV advertising. The film is called "Noitulove" which shows the evolution of the man "back to front". Three consumers of Guinness go back up the time until the previous history of the life on earth. During 50 seconds we come back until the beginning of the life where we see 3 kinds of frog who drink the water of the river but who taste horrible. The slogan of this ad is "Good things come to those who wait". The meaning of the slogan comes from the fact that you have to wait for around 5 minutes to drink your Guinness, as I explain at the beginning of the report. With the ad it helps the customer to relativize the wait. This example clearly shows the will of Guinness to demonstrate that its product is the best. The video is available on this link: <http://youtube.com/watch?v=EoLwfkRvLfk> and on the Guinness website: www.guinness.com



Guinness uses humour too in its advertising with a TV ad. In one recently broadcast on TV we see two penguins who face plenty of danger like whales for going to the pub to enjoy a Guinness. This is to tell that Guinness is so good that people can do everything to get one.

Guinness in this ad uses too an argument who say that "Guinness is good for your strength" this kind of argument would be banned today because it is not legal to present an alcohol product as good for health. So this ad is kept in the pub as a collector and not used anymore by Guinness.



One point that is different with France is the fact that in Ireland it's allowed to broadcast beer advertising on TV. So we can see on TV a lot of advertising of beer, or before a movie a kind of sponsoring.

To communicate Guinness produce different glass bottom in the pub with small arguments. Guinness create special glass bottom for special event for example the World Cup of Rugby, Guinness jazz festival.

The symbol of Guinness mainly use is the Harp, who is present on the glasses, the can, bottle... The Harp is also one the Irish symbol which shows that Guinness is proud to be Irish and its part of the Irish culture. One other famous symbol is the Toucan present on a lot of derivate product like clothes.

Some ad created in the 30's by "Benson's advertising" a big marketing company, are now famous all around the word. The slogans use were: "Guinness for Strength", "Lovely Day for a Guinness", "Guinness Makes You Strong," "My Goodness My Guinness,"

Another new way to communicate for Guinness is the creation of a "blog". This kind of online diary is more and more use by person, but it's one of the firs time that a company create one. <http://www.guinnessblog.co.uk>. On the blog you can follow the news about the company about the event where its present for example.

To conclude on this part we notice that Guinness is very active and creative to create a good advertising and touch the people. Before the arrival of Heineken in Ireland, Guinness were the only one to communicate so much.

Conclusion-----

This study helped me to understand in a practical case what the essential points in marketing are. I show that Guinness is not a novice in terms of marketing and innovates all the time to keep its image of leader.

Guinness through the years learnt to use the good strategies, and the tools to accomplish its aim to be leader on a market with a lot of competition.

Guinness is the typical example of a company who is the leader on its market, and does all what is necessary to keep this place. The fact too that it is implanted in Ireland since a very long time is a point who helps a lot, because the Irish are proud of their country and like the tradition.

Another point is that the marketing use by Guinness touches the maximum of persons in age to consume alcohol and this is a logical idea to sell an important quantity of product.