

Bionade in the Spanish Market

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Client Information/Product Features

Bionade was founded in 1996 by Dieter Leipold. The company was founded because of the decrease in the beer market; the increase in imported beers decreased the sales of many beers brewed in Germany. During the late 1990s the beverage was first sold publicly when a bar in Hamburg put the drink on its menu. The company uses the same techniques as beer brewing to create this non-alcoholic beverage. It took eight years to finalize the recipe to the beverage. The drink comes in the flavors elderberry, lychee, herb and ginger-orange (<http://tvnz.co.nz/view/page/411424/1014786>).

The drink is made only from natural ingredients. The product is a healthy beverage; particularly it is a good source of calcium and magnesium. It doesn't contain a very large amount of sugar or calories (<http://www.bionade.com>).

After serving the German market exclusively, Bionade is trying to expand into various countries in Europe as well as the United States and Japan. Currently, the company exports the beverage to Austria, Belgium, Luxemburg, the Netherlands, and Switzerland (<http://www.bionade.com>).

Market Situation Analysis

Currently, Bionade sells 3 million bottles per year internationally and 70 million bottles per year in Germany. At the price the bottles are sold individually, this amounts to approximately \$126,831,922. Even though Bionade could be placed in a category of its own because it is not a typical soft drink, it can be compared to companies such as Coca-Cola Nestle and Pepsi, which are the world's largest global beverage companies. Coca-Cola's revenue is approximately \$21 billion; Nestle, \$19 billion; and Pepsi, \$10 billion (www.mind-advertising.com). Obviously, this newly founded health drink company cannot quite compete with the market share that the soft drink giants currently have. All of the privately owned soft drink companies, including Bionade only hold about 8% of the market share (University of Texas-Austin).

Obviously, the large soft drink brands have huge market shares because of their long history as well as the diversity of their product lines. Coca-Cola, for instance, has a product line that includes soda, juice, health drinks, and other miscellaneous drinks. Bionade only has one product line of health drinks so their market share will remain small and they will operate on a much smaller scale.

The companies with the largest market shares have gained a lot of their market share through the

use of advertising and spreading their brands across the world for many, many years. Bionade has used an advertising-free approach and has only relied on word-of-mouth to promote the product (<http://tvnz.co.nz/view/page/411424/1014786>).

The geographic trends of the soft drink market are continuing to grow, despite the rise in health concerns by many individuals around the globe. European demand for soft drinks has recently grown by 7 percent. While in Asia, Africa, and South America, soft drink sales have grown by 3 or 4 percent. However, the awareness of obesity throughout the world has caused organizations to take actions to decrease the consumption of soft drinks. Health drinks, like Bionade, are becoming more prevalent; however, they are mainly consumed by wealthier members of society (www.foodnavigator.com).

Even though Bionade has been classified as a part of the soft drink market, it is not necessarily an accurate depiction of the product. Consumer trends are leaning away from soft drinks, such as Coca-Cola and Pepsi, and are buying more and more health drinks, such as Bionade (Farmers Weekly). This consumer trend is a huge advantage for the product and company.

Distribution Channels

The main distribution channels for soft drinks are grocery stores, convenience stores, restaurants and vending machines. For companies like Pepsi, the most successful distribution channel is grocery stores (University of Texas-Austin). Bionade is distributed through health food stores, restaurants, vending machines, beverage wholesale and retail, hotels, and cafeterias (<http://www.bionade.com>).

Price

The price of Bionade is comparable to that of other soft drinks. Bionade sells for approximately \$1.80. Other soft drinks, such as Coca-Cola and Pepsi sell for between \$1.00 and \$2.50.

SWOT

Strengths. One of the strengths of the Bionade brand is the fact that it is a private company. Despite the fact that Coca-Cola offered a buyout, the company is remaining privately owned. This is a strength because the decision-making of the company will remain internal. Even though this is a strength, it could

also be seen as a weakness. If Bionade would have merged with Coca-Cola, the distribution of the product would be much simpler. Another strength of the company is the fact that the product is healthy for consumers. This will contribute to a positive brand image of the company. Another strength is the actual process of how the drink is made. This is a very unique process, which could contribute to successful promotion of the company (<http://www.bionade.com>).

Weaknesses. As stated before, the fact that it is a privately owned company is a weakness for the company because of the limited funds and limited distribution abilities. Another weakness of the company is the fact that limited advertising has been used. This has saved the company money, but it has also hurt the company because it is not very well known. Another weakness of the company is the fact that the product line is not very diverse. If there were more products offered by the company, it may make global expansion an easier process. Bionade has mostly been distributed in Germany thus far; therefore, there is no way to predict how it will do in the global market, especially with its heavy reliance on word-of-mouth.

Opportunities. Because consumers across the globe are becoming more health conscience, health drinks like Bionade could be more successful. Another opportunity for the company is the fact that the company is still relatively small, but growing fast. It still has the opportunity to immerse itself into many markets across the globe.

Threats. Because consumers are being more health conscience, soft drink giants, like Coca-Cola, are developing health drinks to satisfy those consumers' needs. Coca-Cola has a much larger presence in the global market and more money to use toward distribution in the different global markets. Another threat could be people in other country resisting the adoption of this product. Even though the company distributes very little to other countries, the numbers in those countries are still relatively small.

Country Proposal

Spain could be a profitable market to introduce Bionade to. The country currently has three major drinks successful marketed there. These drinks include Orxata, a non-carbonated drink with rice and cinnamon; Kas, a sweetened soft drink produced by Pepsi, which comes in several fruit flavors; and Mirinda, another soft drink produced by Pepsi, with orange being the most popular flavor (<http://www.enm.com>). Although Bionade is not yet distributed in Spain, this country would be a solid place for the

drink to flourish as it already has strong distribution channels currently used to sell existing drinks.

The Spanish economy is also a good indicator as to how advertising Bionade there would be perceived. Although parts of the country are poorer than others there is a generous amount of disposable income, as Spain's GDP per capita is \$27,400, the fifth largest in the world (<http://www.cia.gov>). Because of the country's positive economic standing in the world coupled with the fact that there is no other drink like Bionade on the Spanish market, this product would have a good chance at consumer acceptance. Bionade needs to remain sensitive to the country's cultural and social beliefs, as well as its value system and way of life in order to be successful.

History

The history of Spain and its economy was at times turbulent, yet has remained strong. In the sixteenth century Spain was a formidable power and was heavily involved with Europe until the eighteenth century (<http://www.memory.loc.org>). The country's influence was global, stretching all the way to the Americas. In the middle of the eighteenth century frequent breakdowns of civil order due to a repressive government characterized much of this time, until after the civil war which started in 1936 and ended in 1939 (<http://www.cia.org>). The war claimed 500,000 lives. The civil war disjointed the country and at the time, threatened its stability. This war and smaller ones that followed were the result of political control the Catholic Church had on the country and issues as to how much control the church should have on governmental and political events involving Spain (<http://www.cia.org>). There were also issues involving class distinction and regional autonomy that further heated debate among the country's people. In 1975 Prince Juan Carlos de Bourbon became king, transforming a dictatorial regime into a pluralistic, parliamentary democracy, through nonviolent means (<http://www.memory.loc.org>). Although future events were attempted at overthrowing the new government, none prevailed. Spain became a member of the United Nations in 1955, helping to solidify the country's cultural and economic standing in the world (<http://www.memory.loc.org>). Since this time Spain has remained relatively peaceful with a sturdy economic base.

Demographic Information

Spain covers 492,503 square kilometers. It contains the Balearic Islands in the Mediterranean Sea and the Canary Islands in the Atlantic (<http://www.cia.org>). The country is surrounded by dissecting mountain ranges, lowland areas, and coastal plains. Spain has hot dry summers, and cold winters in the interior areas. There is abundant rainfall throughout the year, making some areas more humid than others. Spain's population as of 2007 reached 40,448,191 (<http://www.cia.org>). The median age is 40. Almost half the population is between 16 and 40 years old, which is a marketable age range for Bionade as a new and emerging drink product. The languages spoken are Castilian Spanish 74%, Catalan 17%, and the rest is Basque and Galician (<http://www.cia.org>). 97.9% of the country that is 15 and older can read and write, which is not surprising being that it is an industrial society. The country is comprised of Mediterranean and Nordic types. 94% of the population is Roman Catholic, the rest of the country is a mixture of religions. The Spanish economy is fairly solid, with about 4.9% annual growth. Despite Spain's current economic standing, the housing market may be an issue in the future. This is due to a decline in employment opportunities, forcing citizens to look for work in other countries, leaving housing markets without buyers. The country's major imports and exports are as follows: Imports-heavy machinery, petroleum, metal products, and transport equipment. The major exports are fruit, wine, machinery, and chemicals (<http://www.cia.org>).

Communication Channels

According to *STAT-USA/Internet*, Spain publishes more newspapers and magazines than any other European nation, but the circulation of them is the lowest. Only 36 percent of Spaniards, mostly highly educated people, read newspapers everyday. *El País*, *ABC* and *El Mundo* are examples of national dailies. There are more than 2,000 magazines in Spain, and 55 percent of Spaniards read at least one magazine regularly. However, the readership of magazines has started to decline in recent years. Radio is the most trusted communication channel in Spain, and 60 percent of Spaniards listen to the radio. Finally, television is the news source for most Spaniards. Almost every Spanish home has a television, and most Spaniards watch TV everyday. *Televisión Española*, a government-owned channel, is the major network in Spain. It offers various kinds of programs such as news, entertainment and sports. The peak viewing hours of television are from 2 p.m. to 4 p.m. and from 9 p.m. to 11:30 pm.

Food

Spanish eating customs are unique. Spaniards have just a cup of coffee with churros (Spanish fried dough) or other pastries for breakfast. They have lunch between 2 p.m. to 4 p.m. For Spaniards, lunch is the main meal of the day, so it is usually larger than dinner. It consists of several courses, starting with salad or soup and finishing with desert. Coffee is served after the desert. After lunch, the businesses are shut down for “siesta.” Since they have a big meal for lunch, they need to rest for a while to digest their lunch. Many companies offer 2 hours for siesta so their employees can go home to have lunch with their families. Between 9 p.m. to 11 p.m., they have dinner, which is usually smaller than lunch.

After each meal, Spaniards stay and enjoy conversation for a while. The conversation can last for hours. It is common for Spaniards to drink wine with meals. They prefer wine to beer. Spain is the third largest wine producer in the world. Sherry and Cava (sparkling wine) are especially famous in the Spanish market.

Another unique aspect of Spanish eating customs is “tapa.” Tapa means a wide variety of appetizers in Spain. Since they do not have dinner until 9:00 p.m., many people go out for tapas before dinner. Groups of friends go to a bar and share different tapas, drinking wine or beer. Bionade can be a good soft drink for people who cannot drink alcohol along with tapas (Spanish Food).

Popular Culture

Soccer is the most popular sport in Spain. There are many famous soccer teams in Spain such as Real Madrid. Golf is becoming popular in recent years, and many people enjoy motor racing as well.

Needless to say, Flamenco is the most famous Spanish dance. Originated in Andalucía, Flamenco expresses the beauty and passion of Spanish culture. Basically it respects personal expression. What is impressive about Flamenco is not only the dancing but also its music. In recent years, the Flamenco guitar has attracted people’s attention. Its metallic sound is very unique, and rhythms and strumming patterns are different from other kinds of guitars.

Spain has a lot of fun festivals throughout the year. During Tomatina, which is held in August, thousands of people from around the world gather in the small town of Valencia and throw tons of tomatoes at each other. The bull-running festival is another famous festival in Spain. Thousands of people run in front of bulls along the street, and when the bulls reach the end of the street, the bullfighting starts.

Spaniards get excited during the festival. However, some foreign tourists feel pity for the bulls that are being killed in front of them (Spain-language, culture, customs and etiquette).

Advertising Information

As the nation's economy develops and people become wealthier, urban population has moved from inner city/downtown areas to the suburbs. In addition, more and more women have started working. Because of those two reasons, direct marketing has become profitable in Spain. Television commercials and direct mail are very effective to general audiences.

Cultural Dimensions

Homogeneous v. Heterogeneous. According to de Mooij (2004), Spain is a heterogeneous country. Spain has at least three regions which have different languages and history. The cultures between the regions are so different that each region has its own local holidays. Although the majority of Spaniards are Roman Catholic, different religious groups have coexisted in Spain historically, which is another factor that forms cultural diversity within the country.

High-context v. Low-context. Spanish culture is relatively high-context, which means communication through less words and in implicit way. Although the society as a whole is heterogeneous, people are united under Roman Catholicism. Religion's effects on people's decisions and values are strong. Spain is a fairly collectivistic culture, which contributes the country being high context.

Dimensions of Time. Spaniards are past-oriented people like other Europeans. They respect and preserve the past. As a result, a lot of heritage exists in Spain. Linear concept is the time orientation of Western countries including Spain. However, Spanish culture seems to have a slight circular time orientation because they have a connection to the changing seasons; they celebrate seasons in some festivals.

Relationship to Nature. Like other Western peoples, Spaniards think humans should control nature. This attitude is clearly expressed with the bullfighting. Chasing and killing bulls, humans show their strength and superiority over other animals and nature. The fact that Spain is an industrialized nation, with exports such as metal, iron, ore and heavy machinery, contributes to the fact that the country has the mindset of humans over nature.

Hofstede's Five Dimensions. Spain is a country of high power distance, which means less powerful members of institutions and organizations within a country expect and accept that power is distributed more unequally. It is reflected on the hierarchical government system —parliament monarchy. The hierarchical relationship is seen in their daily lives. When you are invited by someone, for example, you cannot start eating until the hostess starts and you cannot leave until the guest of honor does. This is a mini hierarchical society surrounding a table.

Spanish culture is relatively collectivistic compared with other European nations. Family is the basis of the social structure in Spain, and even when they are away from families, they are with their friends. They are not bothered with going home during “siesta” just to have lunch with their families. They go out with a group of friends for tapas in the evening. Their desire of belonging to a group of people is clear in their lives. Moreover, in business, trust and reliability of people are sometimes more important than a product’s quality or price.

Spain is a feminine country rather than masculine. In other words, Spaniards value relationships and life quality over the status or material possessions. The “siesta” proves that Spaniards think it important to work at their own pace. They do not compete with each other at work. They do not live to work; they work to live. Spaniards are good at making their lives rich with enjoying conversations with friends or unique festivals. While this feminine aspect of culture, the bullfighting, the most famous representative sports of Spain, seems to show strong masculine aspect. Many of the men, who are participating in the bullfighting, are trying to be a hero.

Spain has high uncertainty avoidance culture, which means people prefer explicit rules and formally structured activities. Hofstede (2001) insists that Catholic countries show high uncertainty avoidance, so Spain is not an exception. In many Spanish advertisements, it is obvious that the focus of the advertising is on practical attributes of a product and assurance of the product.

Spanish culture is short-term oriented culture. Credit cards are used in large cities. In some of the traditional Spanish celebrations, it is demonstrated that the Spanish live in the moment and don’t worry about long-term consequences of the festivals. For example during Tomatina, the participants are caught in the moment of the festival and don’t worry about the mess of the festival or being practical during the festival.

Strategic Communications Platform

In order to promote Bionade in Spain, it is imperative to understand the target audience that Bionade will be marketed to. Also, specific goals and objectives need to be determined before any campaign can be executed. Positioning needs to be set before the campaign can be created. An understanding of Bionade's competitors is important as well. Finally, a creative execution can be determined and created as well as the establishment of an evaluation plan.

Target Audience

The target audience for this campaign will be teenagers and Generation Y, which will consist of individuals between 15 and 27 years old. This group of consumers spends a large amount of their income on food and beverages. They are becoming more health conscious in their food choices; this is particularly the case for the individuals in our target audience who are in Generation Y (Sansolo, M. 2005).

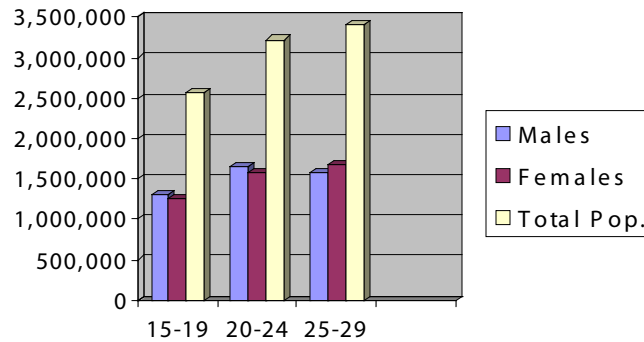
This group of consumers are loyal to brands that they like. However, this loyalty only lasts for a short period of time because they are always looking to experience new things. This will definitely be an advantage when entering this market. They gain most of their marketing information from non-marketing sources, such as friends or networks (Hopkins, G. 2007). This will also be an advantage when trying to appeal to this market because Bionade has had very good luck with word-of-mouth advertising in the past.

As a nation, Spanish consumers tend to be social because of the fact that it is a collectivistic culture, rating only 51 in individuality in Hofstede's model. Appealing to groups instead of the individual will be important when reaching this target audience (de Mooij 2005).

In Spain consumers also have a pretty high level of uncertainty avoidance, rating 86 on uncertainty avoidance in Hofstede's model; therefore, they will need to be familiar with Bionade before purchasing the product. Through advertising and public relations, the campaign will need to prove to potential consumers that the unique process through which Bionade is made is a very pure process (de Mooij 2005). Purity typically appeals to cultures that score high on UAI (De Mooij, 2005).

Spanish consumers are also very short-term oriented with a rating of only 19 on cultural dimensions Hofstede's model. This will be advantageous when advertising Bionade to the consumers because once they have some trust in the brand they should be fairly willing to try the products (de Mooij 2005).

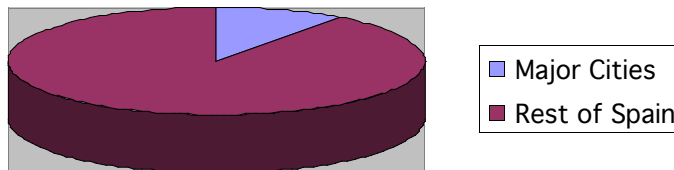
The size of the target market is approximately 5,813,790 and can be broken down as follows:



(Source: U.S. Census Bureau 2000)

In order to reach the largest amount of people quickly, larger cities in Spain will be the initial target areas. The four largest cities that will be targeted are Madrid, Barcelona, Valencia and Sevilla. The population in these cities combined is 5,849,200 and will reach approximately 10 percent of the population of Spain as seen in the following chart:

Percentage Reached in 4 Major Cit



(Source: MongaBay 2002)

Even though the campaign will be targeted towards the four major cities it is important to note that Spain is a heterogeneous nation. This means that we will have to slightly modify the campaign and public relations for each region. The overall idea of the campaign will remain the same in order to prevent spending a large sum of money on several different campaigns.

It is idealistic to anticipate that the target audience for Bionade in Spain will broaden after the brand has become established in the country. In order to introduce the product the target audience as defined above will be the best audience to approach in order to gain the most consumers and to start word-of-mouth marketing about the product

Goals/Objectives

Corporate Objective

To introduce Bionade in Spain and eventually establish the brand as a well-known brand in most large cities in Spain, including, Madrid, Barcelona, Valencia, and Sevilla within a year after introduction of the product.

Vision

To be a unique alternative to the normal, “boring” soft drinks.

Advertising/Communications Objective

To raise awareness of the product in Spain among the teenagers and young adults living in metro areas in Spain. It is the communications goal to make Bionade a well-known product to members of the target audience within one year after introduction and to make Bionade familiar to individuals outside of the target audience.

Creative Objective

To promote Bionade as a social drink, one that you have with friends, establishing it as kind of a hip/innovative drink. The health advantages of Bionade will be used as a secondary benefit of the product.

Competition

Direct.

The most obvious competitors to Bionade include other drinks that are considered healthy, such as other health drinks, energy drinks, non-carbonated juices and bottled water.

Other direct competitors to Bionade include standard soft drinks, such as Coca-Cola products, Pepsi products, Schewepe’s products, and 7-Up products. Particularly, the soft drinks that are most popular in Spain, Kas and Mirinda, will be the biggest competitors in this area.

Indirect.

Bionade will face indirect competition when entering the Spanish market. The biggest indirect competitor will be alcoholic beverages, particularly wine and beer.

Other indirect competitors include nutrition products, such as health foods and dietary supplements that are advertised to provide similar nutritional value as Bionade, specifically, calcium and magnesium foods and/or supplements.

Positioning

Even though Bionade does have competition, including the soft drinks, energy drinks, and health drinks, as stated previously, one of the main selling benefits of Bionade is the process in which it is made. The fermenting process and the unique health benefits provided by Bionade will allow it to be a nicher. Bionade does not directly fall into any specific beverage category. The uniqueness of this beverage is going to be the main aspect to market. Therefore, Bionade will fit in a category of its own and fulfill different needs than other drinks currently offered in the market.

Positioning Statement

The campaign is aimed at teenagers and young adults living in large cities in Spain, who should accept the proposition that Bionade should be their drink of choice, when they are quenching something to drink and when they are out with friends. They should choose Bionade because it is an innovative and healthy drink unlike anything else they can currently get on the market.

Tagline

Refreshing Alternative...The Social Drink

Creative Strategy

Bionade will be promoted through a variety of creative avenues, specifically magazine and television. The magazines that will be used will be *Ragazza* and *Hola*. These magazines are targeted to the younger, health conscience audience (All You Can Read). These forms of media were chosen because of the increase in number of individuals watching television in Spain. The readership of magazines has been at a strong constant number and does not seem to be decreasing. Radio and newspaper were not chosen as the main media used because the number of people listening to the radio in Spain is decreasing; however, radio will be used when promoting public relation events. Due to the age of the audience, promoting Bionade through newspaper would not reach the target audience. The script for one of the television advertisements can be seen in Appendix A.

In addition to print and broadcast advertisements public relation events will be organized and launched to promote Bionade in the larger cities located in Spain. The public relations plan for one of these events can be seen as Appendix B.

The main selling benefit that will be depicted through the Bionade campaign will be the uniqueness of the product and the creation process of the product. It will be advertised as something new and different that will be a unique alternative drink to have when individuals are out with their friends and socializing, during times such as siesta and tapas.

The supporting benefit of Bionade that will be highlighted in certain aspects of the campaign will be the health benefits provided through consuming Bionade, such as the calcium and magnesium consumers get from the drink.

In order to gain the attention of the audience a humorous entertaining appeal will be used. Using entertainment will make the campaign stand out and will appeal to the target audience.

Urge to Action

The campaign will be established to get consumers to do one thing—to try the product. Once they try the product, consumers will like it and will continue to purchase so long as it is made easily available to them through various distribution channels.

Execution

See Appendix A and Appendix B as well as presentation boards.

Evaluation

In order to evaluate the effectiveness of the Bionade campaign in Spain, a comparison of sales prior to entering the Spanish market will be compared to sales after entering the Spanish market. The sales will be evaluated in each city the product is offered in. Evaluations of sales will also be looked at regionally. In regions where Bionade sales are doing well, distribution should be to other towns and cities in those regions.

Also, prior to the campaign launching, surveys will be given to individuals living in the targeted regions who are in the target market. The survey will measure awareness of the product. After the campaign has run in those regions a similar survey will be distributed to individuals to measure awareness of the product.

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Appendix A

Television Spot

Fashionable, trendy area near downtown Madrid. The entire commercial takes place at a trendy bar and fashionable walkway leading up to the bars entrance.

First cut-Music playing in the background, bunch of friends, (group of handsome guys) (1st group) already at a bar enjoying tapas, already drinking Bionade together.

Second cut-Shows another group of friends, (beautiful girls) (2nd group) walking to the bar talking back and forth about how it's going to be so nice to kick back and relax now that it's Friday and the work week is behind them.

Third cut-Second group of friends (the ladies) comes in from the street into the bar and sits down at a table right next to the one where the other young men are sitting, laughing it up & drinking their Bionade. Second group orders some sherry and light beer, (both drinks, common in Madrid/Spain).

Fourth cut-After taking first sip (of common drinks, which are sherry/light-beer) lady in second group leans back stretches out her arm exclaiming, "The same old sherry, the same old light beer." As her arm stretches back she almost knocks over a bottle of Bionade belonging to one of the guys in the first group. He catches the bottle just in time exclaiming, "no problem, it's been a long week for both of us." (as he smiles & she smiles back)

Fifth cut-When the bottle was partially knocked over some of it got on the finger of the girl. Looking back at the guy she licks her finger and exclaims, "oh my god what is that, it tastes so good." He says, "a wild new drink brewed similarly to beer with no alcohol and a fabulous new taste.

Sixth cut-Lady says, I'm going to order some, and waves a waitress over to her table. Guy whose beer she almost tipped over says, "It's going to be awhile before she can get to you, why don't you and your friends come sit with us we have plenty. (You can plainly see that at the guys' table they already have small little buckets filled with ice and bottles of Bionade.

Last shot-shows now; both guys and girls eating tapas, talking to one another, drinking Bionade.

Announcer exclaims, "Bionade, a refreshing alternative, the social soft drink."

Appendix B

PR Event: Bionade Caseta (tent)

There are many opportunities in Spain for Bionade to host and/or participate in an event that would be a good public relations opportunity. One of these events is known as Fiesta de Verano. This event typically takes place as follows:

Fiesta de Verano means “summer fair” in Spanish, and this is one of the biggest festivals in Spain. It takes place in every town in Andalucia region, Southern part of Spain, from May through October. The biggest city in this region is Sevilla. The festival starts with fireworks and lasts for a week in August. During the festival, people dress up with traditional clothes and dance in the street. They eat tapas and drink sherry all day throughout the week. At night, traditional amusement parks are open for children. Various tents (“casetas”) are set up by clubs and political associations for the sake of promotion, and some of them invite guests privately and others cannot get in. All the tents have bars and some have entertainment such as singers and dancers.¹

This event would be a perfect opportunity to introduce Bionade to young individuals. Bionade can set up a caseta near the amusement park where a lot of teenagers are present. The caseta can be targeted specifically towards teenagers and young adults. Tapas can be served at this caseta with Bionade. Some videos of the process in which Bionade is made are shown while the local singers or dancers have performance in the caseta. Through the performance, teenagers would pay more attention to Bionade caseta. Bionade representatives can serve samples of the beverage to guests during daytime and set up a bar at night. The samples will soften the cautiousness of Spanish people and make them more willing to purchase the drink. The emphasis particularly in this campaign is to promote Bionade as a refreshing alternative to drinks typically drank during tapas and throughout the day. During these festivals teenagers and young adults tend to drink more alcohol beverages, so Bionade can approach its healthy feature. Moreover, “festival” is the place for socialization. Bionade will be accepted as a social drink when it is served with tapas in the caseta.

Prior to the event press releases will be on radio stations and television. The festivals are sometimes broadcasted on local television, so Bionade caseta will be advertised effectively. However, television spot is expensive, so the focus will mostly be on radio stations.

This PR event takes advantage of exciting atmosphere and other special aspects of the local events. Through this campaign, Bionade can soak into people’s mind even though it is unknown foreign product.

1 Festivals-Malaga Summer Fair. Retrieved July 9, 2007, from Andalucia.com Web site: <http://andalucia.com/festival/malaga-feria.htm>

News Release Example

May 15, 2007

FOR IMMEDIATE RELEASE

Innovative product Bionade to sponsor a tent at summer festival

Sevilla—The new product Bionade is being introduced to Spain. The company is sponsoring a tent at the Sevilla summer festival. Bionade is a company that uses the beer brewing process to create an innovative drink.

Bionade will offer samples of the innovative product during the daytime festivities. During the evening, Bionade will have tapas and will serve the beverage.

The event will be held from June 2 through June 9.

Bionade is a company that started in 1995. The company prides itself on being a family company. The beverage comes in several different flavors.