The State of Social Media in the Drinks Industry

Description:
The adoption rate of social media has dwarfed any other media before it. But the runaway success of social media presents profound challenges, and opportunities, for drinks manufacturers. The ability to create direct connections with drinks consumers is one not to be squandered.

Social media is now at a maturity level where best practice can now be established; the major networks are firmly in place, obsolete networks have faded away, and niche social networks have emerged to fill the gaps. Marketers are now able to be far more confident in their decision to allocate budget and resource to social media as part of their communications mix.

This report eschews the usual format of taking each social network one-by-one and explaining how they work. Instead, it focuses specifically on how alcoholic and non-alcoholic beverage companies are using social media today, finding commonalities and sharing examples of beverage campaigns that have used social media channels to reach their target audience successfully.

Extract: “The terrible truth is that if drinks businesses, with their ability to tell compelling stories rooted in their provenance, prove incapable of using social media as an effective channel to speak to consumers, then what chance do other industries have?”

This report examines how drinks brands are currently utilising social media, identifying four key campaign types in use today:
- Events led campaigns
- Community led campaigns
- Cause led campaigns
- Sales promotion led campaigns

This compact report also considers how regional differences might affect international campaigns, and how changes from the social media networks themselves are forcing marketers to think and act differently.
Communicating brand values visually
Using brand communities in product innovation

Cause-led: Creating a deeper connection with consumers
Rebels with a cause
Reflecting consumer concerns
Brands have a duty to act responsibly
Cause-led marketing – social media in practice: Bacardi, PepsiCo, SABMiller, Vimto, Starbucks.

Promotion-led: Using social media to drive sales
The drinks industry’s $42bn problem
The social media ROI challenge
Plugging the social sales data gap
Sales promotion in a multi-touch world
Promotion-led campaigns – social media in practice: Kirin, Fanta, Mizone, Amstel, Fuze Iced Tea.

Chapter Three: International Social Media
International considerations for social media
China
Japan
Thailand
India
Middle East
Russia
Latin America

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3479424/
Order by Fax - using the form below
Order by Post - print the order form below and send to
Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>The State of Social Media in the Drinks Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/3479424/">http://www.researchandmarkets.com/reports/3479424/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCH318P8</td>
</tr>
</tbody>
</table>

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User: USD 600</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide: USD 1800</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr [ ]</th>
<th>Mrs [ ]</th>
<th>Dr [ ]</th>
<th>Miss [ ]</th>
<th>Ms [ ]</th>
<th>Prof [ ]</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td>Last Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: __________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World