

**Bailey's case study****Background**

Baileys is an organization that operates in the liquor industry. The industry is faced with different preferences among consumers, and the products also are for people aged above 18 years. Over the years, many people have known the product, which has made it a favorite for more individuals. Nevertheless, despite the priority and product popularity in different areas worldwide, drink sales are significantly low and continue to decrease over the years. Therefore, a significant problem arises from converting the popularity into sales for the product to increase profitability. Thus, the organization engages in different approaches to help realize the intended goal of transforming the popularity into sales and reducing sales each year. When organizations engage in advertising activities, two popular theories can describe their activities, including the Strong theory and the weak theory. Therefore, this document analyses the two theories' application to the baileys marketing strategy to determine the most appropriate market approach.

**Strong Theory**

The strong theory is an approach to marketing that demands every marketing initiative to follow the AIDA process, which involves creating awareness, developing an interest, generating the desire, and promoting the individual into taking action. In this approach, mass advertising is designed to create an individual's interest before purchasing the product. In this case, the marketing approach is very significant to the client, such that they must buy the product they gain interest in. Nevertheless, the process is considered to have some weaknesses. Not every individual who develops an interest in the product before purchasing it does not account whether the client will buy the product after the first purchase.

Applying the strong theory into Baileys' case, every stage of the AIDA model is faced with different perspectives that contribute to the development of interest needed for the product.

**Awareness:** this is the initial level of advertising in which the business intends to make the client aware that a particular product exists in the market. The section emphasizes the quality of the product and its unique value when the client purchases the product. In the case of Baileys, the product has already passed through this stage. A significant number of consumers are aware of the existence of the product, making it to be among the most popular creams globally

**Interest:** in this stage, the model states that when the potential client receives the product's information and its qualities, they are likely to develop some interest in the product. Therefore, they will have the urge to know more about it, such that when they view the product, they will likely make a purchase. In Baileys, the drink is widespread, and people are interested in the product; however, they are limited to a particular time of the year, which has always limited the sales.

**Desire:** desire is to buy the product and know that they need to purchase the product to solve some problems they encounter in their lives. Baileys have developed a strong reputation and the desire for people to buy the product. However, most people purchase the product towards Christmas and on different occasions where the drink has been used. Other times of purchase have been rare.

**Action:** the action stage is the last in the AIDA model, and this means that the client purchases the product. In the case of Baileys, the action stage has been poorly experienced. Most people are aware of the product's existence but are not making any efforts to purchase the product.

Considering the above scenario surrounding the product's choice, it is evident that the Strong theory has not been applied effectively during baileys' marketing campaigns. While more people are aware of its existence and its use, some potential clients are not turning out to purchase the product. The main problem is linked to the use of the product, which is considered during certain seasons. The client would not buy the product until this season arrives, making a strong theory appear inappropriate.

### **Weak Theory**

The weak theory considers that the consumer purchase decision does not have to complete the AIDA model. The process goes through three stages: the advertisement's awareness, the consumer tries the products, and the reinforcement. In this case, the marketing efforts do not necessarily aim to attract the new client alone and create a strategy to guarantee a return purchase among the existing clients. In Baileys, the organization has an established client base who is aware of its use on different occasions. The cream's purchase is being localized towards the periods that the product has been used. Most of the clients have tasted the product when it is in season and have found it attractive to them such that they are willing to purchase it another time. Therefore, the baileys' marketing efforts aim to improve the preference and maintain the current clients, making them buy more.

A significant problem faced by baileys is seasons and occasions through which the products are being purchased, making the sales decline substantially. Therefore, the current situation makes baileys diversify the products further to have more items that can be suitable for different occasions. The idea is to maximize consumption of the product among the existing clients and make sure that they prefer bailey products and have more events where they can purchase and use the items instead of the single-season they have been involved in previously.

The marketing campaign is directed towards consumers who have already tested the product and are aware of its benefits. Therefore, it is easier to say that the weak theory is the most appropriate in the Baileys' advertising procedure.

The Strong theory aims to market the product to potential clients who have not purchased the product and convince them to purchase it. However, in the situation at baileys, the clients already know about the product's existence, and baileys diversify the products and prompt them to buy the new products. In this consideration, the weak theory is more appropriate for the scenario.

### **Planning Media**

The media's choice to use in the advertisement campaign is a critical success factor that would help one reach the audience more effectively. Poor choice of the media could be detrimental to the success of the marketing objective. The marketing strategy needs to employ the correct media to reach the appropriate audience, who will then be prompted to purchase it. In the choice of media, therefore, several factors are essential for consideration. The primary factors that need to be considered in the marketing advertisement are the target audience and the marketing objectives. While the marketing objective helps in the measurement of the outcome of the advertisement campaign as well as aid in the determination of the best media to use to meet the intended goal, knowing the target audience is also essential in designing the marketing information and the choice of media.

### **Marketing Objective**

In the process of marketing, one needs to consider the objective for which the communication is intended. Consequently, the choice of media will also depend on the intentions

for which the advertisement is developed. In essence, when marketing's objective is to increase sales among the organization's consumers, a medium such as direct marketing using the organization's contacts is necessary. However, when the intention is to attract new sales and convert the potential clients into the purchase with the strong advertisement theory, communication to the mass market is more appropriate. Therefore, the marketing objective's determination should be the first consideration before the organization decides which media to use.

Introducing the situation to baileys the marketing objectives of the organization are sound. They have been developed based on the concern that despite the increasing awareness level among the different populations, the product lacks relevance on different occasions. Therefore, Baileys have made an effort to introduce new products that can appeal to more events and produced different marketing methods. It can be consumed on more occasions and not only during the defined period when the creams are considered necessary. In essence, the move to create baileys as a treat to women for different occasions shows that the product is being marketed within the same market.

Considering Bailey's situation, the organization needs to use the existing marketing media to realize the intended goals. Bailey's marketing objective is resurgence into marketing and increasing the number of sales to the previous level. The organization is developing more marketing media to reach out to many clients to meet the intended goals. While this is the client's main plan, understanding the client is also essential, and the media's determination is based on how best the organization interacts with the target market. Since the clients have already painted baileys as a cream drink that needs to be used for special occasions like Christmas and selected

events, the organization needs to use the same media to change the perception and improve baileys' sales product be applied in different circumstances.

### **Identification of the Target Audience**

Marketing efforts need to be directed towards a particular target group. Identifying the group is a determinant of the media that the organization will use to market the product. In essence, different Media appeal to different groups. For instance, direct marketing becomes essential to the audience as they are more likely to be persuaded when communicated directly among the baby boomers. The same cannot be applied to generation Y members since they are more into the internet and other platforms. They are less likely to take it seriously when one attempts direct marketing. Different approaches, such as social media marketing and the use of online platforms, become essential. The products that target the mass market are also marketed differently from those targeting a specific market. For instance, the mass media channel, such as the television and radio, and print media such as magazines and newspapers, could be important media for mass marketing. Target marketing, however, needs to be directed towards a specific audience, and the choice of media needs to be the one that can't reach the individuals.

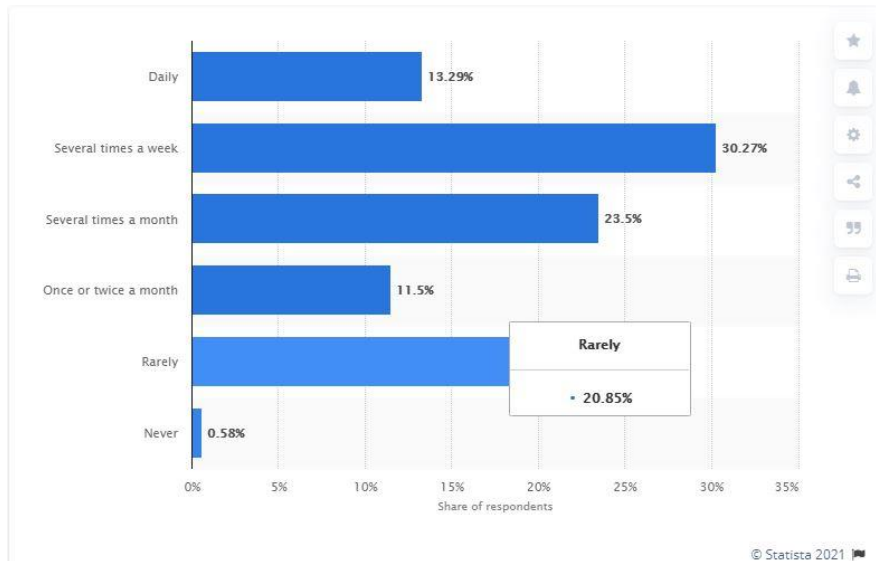
From Baileys' perspective, the product has been marketed in the mass market for a long, which has enabled it to gain popularity. However, the mass market's popularity has not ached increased sales, which is considered the main reason behind the marketing campaign's establishment. Therefore, Baileys has been forced to diversify the product to appeal to more occasions. In diversification, Baileys has introduced products that appeal specifically to women, known as the adult treats. The treats are meant to increase the product's preference among women and improve o the number of occasions on which the product is consumed. The

implication is that some of the media explicitly directed towards the mass market will have to change to incorporate those that are strictly following the target audience: the women.

Baileys have realized several changes in the marketing media to help reach out to more women. For instance, the blockbuster, a popular marketing method in baileys, was also replaced with other TV strategies to meet target marketing goals. The organization also realized that sponsorship and partnership with other institutions in performing some specific businesses have been of significance to achieving the intended objectives. As such, the organization has inclined most of the media's efforts and promoted the industry's growth. In essence, the organization has been responding to pressure from the external environment, causing declining sales. Therefore, Baileys advertising media needs to consider the program's objective and approach to reach the target audience.

### **Consumption of Alcoholic Beverages in Malaysia**

The consumption of alcoholic beverages in Malaysia is more pronounced, and there are more events in which people use alcoholic drinks. Most people in Malaysia are Bing drinkers, which means they are likely to take more alcohol than their counterparts in the United Kingdom. While the United Kingdom's consumption rate is about 89% of all adults, binge drinkers' rate is relatively low. Moreover, the number of drinkers in Malaysia is also high, with only 0.58% of the Malaysian population has never taken alcohol. It is also estimated that about 20.85% of Malaysia's population drink alcohol rarely or on occasions. The daily consumers are approximately 13.29%, and the number of people who drink several times a week is the highest at 30.27%. The high level of drinking among the people of Malaysia forms an attractive market for Baileys to venture into, and therefore, they will realize the increased profitability in this market.



*Figure 1: The rate of consumption of alcohol in Malaysia*

The rate of consumption of alcohol in Malaysia is attractive for any business operating in the liquor industry. Despite this, the company will have to encounter some challenges in the process of development. Among the various challenges that are likely to be located in the process are the two countries' ethical practices. Some of the events applicable in the United Kingdom are not present in Malaysia, and therefore, adjustments need to be made to ensure that they are in line with the country's demands.

Excessive drinking of alcohol is one of the main ethical issues affecting baileys introduction in Malaysia. The concept of excessive drinking in Malaysia is widely spread within the area. Specifically, the rate of excessive drinking of alcohol in the United Kingdom is only 27%, while that of Malaysia is stated to be at 45%. When people end up drinking excessively as is the case in Malaysia, there is a high likelihood that the action will attract some health complications. The marketing of baileys in Malaysia will consider the potential impacts and control of Malaysia's behaviour. The rate of irresponsible drinking in the country is high.



Therefore there is a need to ensure a high level of awareness among the people of different individuals.

The institution's current strategy shows more concentration on women's needs to improve product preference. A significant proportion of women have been involved in the use of alcoholic drinks. Nevertheless, the consumption of alcohol on occasion and especially among women, is also high. The implication is that the introduction of the business in the region should be expected to thrive. Diversification of the product in countries such as Malaysia will ensure that more options are available for the consumers instead of the pure brand used in specific occasions such as during the Christmas period when the cream liquors are attractive to most communities. The product being used as an adult treat provides an essential avenue for marketing the new elements and providing more use for the baileys. Therefore, a possible increase in the returns on investment is expected following the expansion of the market.

Whereas the market could be attractive for any business wanting to venture into the country is significantly high. Cream drinks are less preferred than other forms of beverages such as spirits and different types of wines. This, therefore, means that there is a possibility that competition could be high and baileys will face some challenges in thriving in the market. In essence, the latest development does not favor cream beverages' growth, but instead, the market is inclined towards brown spirits and rums. Malaysia's population is now focusing more on the production and consumption of rum than all the other forms of drinks, which could be posed as a threat to baileys, a cream drink. When the organization introduces its services in Malaysia, it is expected that the consumption could not rise immediately as expected but could result in slow development.

Another primary concern during the introduction of baileys in Malaysia could be the current trend where people are now becoming aware of the number of calories they consume. The current products that are being advocated for comprise cream, which would negatively affect the person's health. As such, there is a likelihood that the product will not be preferred among the health-sensitive individual who is continually checking their diet. When the population is aware of their practices, they tend to avoid some of the products that could contribute negatively to their development. Therefore, health concerns are likely to be introduced and imposed upon the current product, resulting in the rejection of the commodity among the local people. Thus, the government and health experts are at the forefront of ensuring that the population engages in healthy food and drinks. Consequently, they are likely to work against the success of the new baileys treats being advocated for the market.

Entering into the international market also calls for adherence to state legislation and the different policies introduced in the country. Malaysia's alcohol sector is relatively unstable when the government is developing guidelines to control its consumption and sales. As such, the new business being introduced in the market is likely to face legal challenges. For instance, in the recent development in 2016 increased liquor taxes from 8-11%. This is a significant increase that could harm a struggling company such as Bailey. Advertising the products across the borders is attractive; however, the local government legislation could also pose detrimental impacts on its development.

The cost of operating busies in the international market also needs to be considered when venturing across borders. The price of the advertisement in the United Kingdom is relatively lower than that of Malaysia. When entering Malaysia, there is a need for the business to engage in extensive advertising, which will affect the business's viability. Worsening the situation is that

the food and beverage sector is seen to be highly competitive, and as a result, organizations need to invest more for them to remain relevant. For instance, in the recent statistics, the food and beverage advertising in Malaysia took the lead for the amount spent on advertisements for all the products. The same was present within the retail sector; in this consideration, Baileys will have to invest more in the advertising and marketing of the new product in an area with a saturation of products in the market. High revenue spent on marketing activities implies a potential very high competition in the same industry, affecting businesses' possibility of making profits. Appealing to the potential client calls for unique and extensive advertising, which in most cases tend to be more expensive than other forms of marketing in the country.

### **Conclusion**

In conclusion, the strong theory of advertising holds the position that the development of business advert need to influence the consumer through a series of stages including Awareness, Interest, Desire, and Action which is usually aimed at attracting the new clients. On the other hand the Weak theory focuses on the attracting of existing clients to make them loyal to the organizations product. In the situation of Baileys the weak theory best describes the marketing initiatives of the organization. Despite marketing being an important aspect achieving it requires planning. When planning a marketing campaign there is need to consider factors such as the target audience and the market objective to determine the media in which an individual will use.

Baileys considers entering into the international market through introducing a branch in Malaysia. Entering into the international market will consider the organization's current status and the country's ethical, legal, and social dimensions. Marketing in Malaysia is an expensive process, particularly in the beverage sector, and therefore, there is a need for a sound plan to be successful.

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