

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Bachelor Thesis

Marketing of an alcoholic drinks brand

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BACHELOR THESIS ASSIGNMENT

Lucie Dagmar Hůzová

Economics and Management

Thesis title

Marketing of an alcoholic drinks brand

Objectives of thesis

The main objective of this bachelor thesis is to find out how different marketing tools of one company, according to different products they offer, could be used to have an efficient impact on different target markets.

Methodology

After studying all the relevant and initial materials and sources, the first part about marketing and its concepts is written.

The second analytic part is focused on Metaxa's marketing and its marketing tools according to different products and their respective target market. The results of questionnaire will be analyzed and then compared with Metaxa's marketing plans.

The proposed extent of the thesis

Approx 40 – 50 pages

Keywords

marketing, customer, target market, brand, marketing tools, marketing mix, product

Recommended information sources

FORET, M. – PROCHÁZKA, P. – URBÁNEK, T. *Marketing : základy a principy*. Brno: Computer Press, 2003. ISBN 80-7226-888-0.

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Declaration

I declare that I have worked on my bachelor thesis titled "Marketing of an alcoholic drinks brand" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break copyrights of any third person.

In Prague on _____

Lucie Dagmar Hůzová

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I would like to thank Ing. Richard Selby, Ph.D. and all other persons, for their advice and support during my work on this thesis.

Marketing alkoholové nápojové značky

Marketing of an alcoholic drinks brand

Souhrn

Celá tato práce je zaměřena na marketing. Cílem této práce je ukázat jak marketing pracuje a jak je důležitý. Teoretická část uvede co marketing skutečně představuje a popíše základní marketingové definice a koncepty.

Praktická část je o alkoholové nápojové značce Metaxa a jejím marketingu. Tato práce ukáže jaký má tato značka marketing, jaké marketingové nástroje používá a bude předvedeno, že marketing Metaxy opravdu funguje a že lidé znají tuto značku díky jejímu marketingu.

Summary

This thesis is all focused on marketing. The aim of this thesis is to show how marketing works and how important it is. Theoretical part will introduce what is marketing really is and describes basic marketing definitions and concepts.

The practical part is about alcoholic drinks brand Metaxa and its marketing. This work will show what is its marketing, which marketing tools they use and it will be demonstrated that Metaxa's marketing is really working and that people are aware about this brand thanks to their marketing.

Klíčová slova: marketing, zákazník, cílový trh, značka, marketingové nástroje, marketingový mix, produkt, cílený marketing

Keywords: marketing, customer, target market, brand, marketing tools, marketing mix, product, targeted marketing

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1. Introduction

Nowadays we can meet marketing everywhere: in the shops, at the restaurant, in the street, on the radio, on the television, or even thanks to our friends when they are telling us about their favorite things and they are giving us advices about what to buy. Marketing is all around us and we often even don't register it.

Marketing is a really important part of business and nowadays companies know it. Although there are still lots of people which think that marketing is just secondary tool which supports the sale. The opposite is true. As Philip Kotler said: "Marketing begins way before the product is made and the whole process of production and sale starts. Marketing is the primary thing of business and the production is there for support the marketing." (KOTLER, 2003).

The reason why this topic "Marketing of an alcoholic drinks brand" has been chosen is the personal interest of the author in the world of marketing and also author's personal connection with the company Metaxa. The author has been working in this company and thanks to this fact knows lots of internal information that were useful for this thesis.

2. Objectives and methodology

2.1. Objectives

This whole thesis will be focused on marketing and why it is important for any company. The basic objective of this thesis is to show what is really marketing and how it works. When company has several different products, the problem is that some of those products have different target markets. Then there is marketing which has to be focused on each target group and use different marketing tool according to their characteristics.

The principal objective of the practical part is to introduce one company and through this company show and analyze how marketing works in reality. As an appropriate example of one company which works with marketing and uses marketing tools was chosen an alcoholic drinks brand: Metaxa. This whole second analytic part is only about this company. It is focused on marketing tools which are used according to different products of Metaxa and their different target markets. It also describes the investments into marketing.

2.2. Methodology

The first part of this thesis called Literature review is based particularly on literature but there were used also online sources. After studying all the relevant and initial materials and sources, the literature review about marketing is written.

As it was told, the second analytic part is focused on an alcoholic drinks brand, Metaxa. Two principal types of sources of information about this company are used. Firstly, official online sources of this company. Secondly, they are internal sources of this company. These internal sources helped to introduce the internal point of view and marketing tools which this company uses. As a method for analyzing the real function of Metaxa's marketing, it was used a questionnaire and it was searched the brand awareness.

Finally, the results of the questionnaire and Metaxa's marketing plans, assumptions and target markets will be compared. It will be shown if Metaxa's objectives meet the opinion of respondents of sample used in this thesis.

3. Literature review

This part focuses on marketing and objects connected with theme of this thesis. It describes basic definitions and concepts.

3.1. Marketing definition

Marketing is a management process, it is a strategy. It is a necessary part of every company who want to be successful at the market. Marketing is not a sale or advertising as many people think. These two things are only part of whole marketing process.

Definitions of marketing can be found in literature a lot. Most of them are relatively general and their fixed point is to satisfy customer needs (HANZELKOVÁ, KEŘKOVSKÝ, a kol., 2009).

According to American Marketing Association: „Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.“ (American marketing association, 2016).

Marketing is a management process that enables the identification, anticipating and satisfying consumer requirements in a cost effective manner (FORET, 2003).

Nirmalya Kumar says that marketing is a strategy leading to success (KUMAR, 2008).

Today's marketing has to be understood not in the old sense as the ability to sell – to convince and sell - but in the new sense of satisfying customer needs. The sale takes place after the product is produced. On the contrary the marketing process starts long time before the company has a product to sell. Marketing is the homework to be developed by

managers, to find out what the needs are, identify their scope and intensity, and decide whether there is a profit opportunities. Marketing continues throughout the whole product's life, learn from the results of sales and try to repeat the success.

Marketing is defined as a social and managerial process by which individuals and groups satisfy their needs and desires in the process of production and exchange of products and values (KOTLER, 2007).

Marketing helps the company meet its own needs, because it tries to understand the market (its needs and differences) and increase the quality of business decisions which resulted in reducing business risk (MOUDRÝ, 2008).

Marketing includes many activities related to the satisfaction of business needs: research and influencing customer needs, learning about competition, rivaling with competitors on customer, product development, sales promotion, advertising, distribution of the product. Marketing is not only sale but sale is part of wide spectra of marketing activities.

All the business decisions of the company have a range of internal and external influences, and therefore the company needs enough accurate, objective and rapid information. Their acquisition is engaged in marketing research. The customer is thus the essence of marketing, and therefore it is very important to which group the company will focus. For that it helps market segmentation – division into smaller groups of customers.

Modern marketing emphasizes first customer. Most preferably, the one who doesn't seek competition and is loyal to the brand or producer. Before, marketing used to be focused on company profit. In a globalized economy, it is important to be able to communicate with customers. Identify their needs and offer them the right product in the right place at the right time and for the right price. Profit is the result of customer interest in the product. The 21st century increasingly highlights a communication between marketers and buyers. Marketing communication is therefore becoming more and more important component of marketing. For this reason, most people perceive marketing as a

sale and especially as an advertising. The cause is a constant contact of the public with a various forms of advertising in television, radios, print, on the streets... (MOUDRÝ, 2008).

3.2. Marketing mix

Marketing mix is an essential marketing elements, with which the company tries to achieve its goals. These elements are interconnected and company can focus maximum attention at any of them. The marketing mix is used purposefully influencing the demand for his product - the goods or service (MOUDRÝ, 2008).

Marketing mix is represented by four as it is called "P". The first "P" is Product, it means provided product or service. Second "P" is Place. It is place, where the realization of sales of product take place, which means market and distribution channels. The third "P" is Price. It is the price and its determination, calculation and determination of discounts, various types of rebates, fair prices and many others. The last of the four "P" is Promotion. It means promotion and product support, communications and public relations campaigns for various target groups of customers (TUČKA, 2013).

3.2.1. History of marketing mix

Marketing mix (4P) was first presented by Professor Jerry McCarthy in his book Marketing in 1960.

The first person who talked about the marketing "mix individual ingredients," was James Culliton at the end of the 40s of the 20th century. The four components of marketing was later worked by Richard Clewett. It was the Product, Price, Distribution and Promotion. Jerry McCarthy was student of Clewett. McCarthy stated that the components should connect and combine. Additionally, the word Distribution replaced the word Place and created a classic marketing mix "4P".

Some sources indicate that the author of Marketing Mix (4P) is Neil H. Borden, who in 1964 (some sources erroneously reported that it was the year 1965) published an article, The Concept of the Marketing Mix. But he used in the marketing mix fourteen different marketing tools.

Marketing mix was subsequently popularized by Philip Kotler, who worked with McCarthy at the same university (Northwestern University). However, as Kotler emphasizes the marketing mix (4P) must be preceded by strategic decisions regarding segmentation, targeting and positioning (it is known under the acronym STP) (Robert Němec, 2016)

The key elements for modern marketing are currently the people and the process. People, therefore, that the company has to offer products based on the needs and wishes of customers. Even a perfect product needs to be delivered in time, with appropriate manner and with competent staff. Morose, uncommunicative and ignorant seller may ultimately cause irreversible damage - eg. to discourage customers from purchase.

Marketing mix would not be in the management of the company in the first place. First, it should be based on market segmentation, market targeting and positioning as Philip Kotler said (MOUDRÝ, 2008).

3.2.2. Product

The product is tangible or intangible item or service satisfying human needs. It is everything what company offers to the customer for satisfy his needs (MOUDRÝ, 2008).

Product in a marketing sense can be anything that can be applied to the market in the process of exchange. The purpose of the exchange is making a profit necessary for further development. Costs associated with the production of the product or services plus costs of the sale, including general and administrative expenses, while logically must be lower than the realized sales. The greater the difference is, the better the product manufacturer or service provider. The generated profit is then possible to invest in new

projects, enterprise development, research, stabilization and incentive programs for employees.

The product does not exist by itself, but is shaped by environment - market, its customs, laws, and in particular the needs of its main protagonists - the consumers (TUČKA, 2013).

3.2.3. Price

The Price reflects the value of the product (MOUDRÝ, 2008).

Potential customer will be willing to pay a price that will be beneficial in his eyes when the perceived value of the product will be high enough to motivate him to purchase. If there will be set a price lower than what the customer is willing to pay, it means that the company loose its profit. On the contrary, the price above the perceived value will cause sales problems to the company and can boost sales of cheaper competing products.

Financially strong companies in the context of testing new product concepts have processed study flexibility price. It is because of the fact that customers often look for inexpensive alternatives to the advertised product, due ambitiously set prices (TUČKA, 2013).

3.2.4. Place

The Place is the distribution of the product from production to consumer (MOUDRÝ, 2008).

Product realization would not be possible without a place where a change of products occurs. Without the existence of the market.

It is necessary to define a space where the company will develop its marketing and sales activities, a market segment where the company will sell the product and ensure its sales (TUČKA, 2013).

Before entering the market, it is necessary to devote some time and energy to understand the market and its laws. A true understanding of the position is to understand mutual interactions, understanding of the threats and opportunities, identify weaknesses and footholds of the company and also opponent.

The company really does understand the market when it penetrate the market and

start to understand the relationships and links between the different protagonists, their commercial intentions and if it can determine the resources that “market players” are ready to use to achieve their goals.

However, it is not possible to understand everything before entering the market, before the product (TUČKA, 2013).

3.2.5. Promotion

The promotion is a form of communication between the producer / seller and consumer (MOUDRÝ, 2008).

Promotion is a form of communication, which represents corporate message designed to increase awareness of products and services, to generate interest and to motivate to purchase. To communicate the message, causing concern and attention, businesses benefit from advertising, the means for sales promotion, business representatives and public relations.

Promotion can not be effective, if not attract public attention. Nowadays, people are inundated with information from the press, the radio and television broadcasts and also through electronic media.

Therefore, marketers must examine what different target markets pay attention to. They are trying to figure out how best to attract customers. They use methods that are more likely to get attention, such as the famous movie actors or athletes, renowned personalities who are close to the target group, shocking stories, statements or questions, special offers for free and many other methods (KOTLER, 2003).

3.2.6. Model 4C

However, modern marketing is slowly leaving model 4P because it is too focused on its own company. Marketing tries to focus on the customer. That is why it was created a model 4C on which is viewed from a position of perceived by customer.

Product	→	Customer Value
Price	→	Cost to the Customer
Place	→	Convenience
Promotion	→	Communication

Table 1: Evolution of 4P model into 4C model

The table above shows the changes. Product was replaced by the Customer Value, Price by Cost to the Customer, Place by the Convenience and the Promotion by the Communication.

For example, the customer costs are viewed not only as a financial expense, but also as all the effort, time or psychological stress during choosing a product. Customer requires value, low price, great convenience and communication, not promotion.

It follows that wise entrepreneurs should think more from a customer perspective than from a dealer perspective. And the promotion should be focused on the real communication with the customer and with the general public (MOUDRÝ, 2008).

3.3. Customer

To create an environment focused on customer satisfaction is necessary to achieve excellent approach in the following areas:

Understanding the customer

This includes knowledge of social - psychological principles that govern the behavior and actions of customers in the segment (emotionally and also rationally acting), then knowledge of the needs and expectations that customers have in relation to the product category and supplier, individualization of this knowledge to a specific business segment or individual customer.

Ensuring staff

It will ensure personnel who will have the ability to provide natural satisfy customers. Staff that knows their role in society, their role in meeting the needs, are motivated and trained. Ensuring staff in this area is also conceived in terms of the role of the leader and his subordinates, as well as in "back office" and "first line". To include the creation of a remuneration scheme that incentivizes long-term actions of strengthening customer satisfaction and loyalty.

Process settings

The area includes establishing quality standards with regard to the needs and expectations of customers, creating processes that reflect the quality standards, the principles of customer care, staff skills and at the same time that they are able to effectively manage customer expectations.

Management of customer expectations

This includes active influence on what the customer expects from the tangible product, from deliveries, service and performance of services.

Ensuring equipment

This includes ensuring environments and technologies, including hardware and software. The purpose of this technical support is both to create basic working conditions under which the staff able to perform tasks and also streamline the overall performance of activities and implementation of processes over their implementation of a manual way. The introduction of technical support, implementation, technical means, shall be based on a good analysis of customer needs and existing or upcoming service processes (SPÁČIL, 2003).

Customers go through three stages of the cycle:

1) Searching

At this stage, the need arises for a customer looking for the best way to satisfy it. It plays an important role, as defined need, with a particular emphasis on the accuracy of the

description needs ("I'm hungry" vs. "I eat in a French seafood restaurant in the city center near the station"). Depending on how this need is disclosed, creates a list of available customer compliant suppliers. On the basis of the questions posed by ("I go to a restaurant tonight?", "Can I make a masquerade?", "I tasted there last time?" Etc.). Sequentially selects from the list of correct supplier. This stage is very strongly influenced not just marketing tools, but also their own previous experience or communications experience of others.

2) Consuming

The actual stage of consumption has a significant impact on the customer will to make purchases again. It is not too influenced by marketing, but rather by instruments of customer care which can play a positive role. For example, if the restaurant owner comes to ask if everything is okay, expresses the interest, learns about the reasons for dissatisfaction and is able to quickly and on time provide a correction.

3) Evaluation

At the stage customer assesses whether the experience which has done, can replace with or subordinate to his expectations. Now is important if the initial expectations were not too high, how was developing customer experience, whether the complaints have been diagnosed and removed on time, how the supplier reacted to changes in expectations, etc. This phase of the cycle follows the first phase, satisfaction with the service provided is very likely to lead to new purchases from the same supplier (the customers become the regulars) (SPÁČIL, 2003).

3.4. Event Marketing

When actions are well-developed, event marketing can effectively address the target group, whether they are professional sports or festivals. The key challenge is to find among the many options the correct action, or decide to implement their own actions.

Here are some goals which company could have and could reach through the event marketing:

Creating a more attractive brand associations
Change and enhance your image
Expanding the market (eg. Children and teenagers)
Sales promotion
Conferring credibility of the product
A flexible basis to allow launch various promotional campaigns
Effect of the popularity of celebrities
Occasion for promotion
Sales product
Obtaining space for product sampling or demonstrations
Raise awareness about the introduction of a new product
Occasion for leafleting
Familiarization with new product
Building a relationship client / customer
Establish contacts
Research
Additional revenue from sales

There are some new trends in event marketing:

- **New technologies**

Digital and wireless technology allow consumers to experience the action otherwise. Unique personal adaptation actions is achieved through digital communication, which will allow consumers to plan their experiences before they come, even after they leave.

- **Marketing B2B**

Marketers B2B expand environment in which they operate and transmit mobile types into office buildings and halls, there to pass on their information about the product or service.

- **Creativity**

Consumers are becoming more accustomed to different events.

- **Customer survey**

The event is more and more used as a primary opportunity to gain feedback from customers, their requirements, preferences and needs. Thanks to the accurate knowledge of ways how to maximize return on investment, the brand has competitive advantage (FREY, 2008).

3.5. Brand

The brand is any name with which is associated meanings and associations. Great brand does more: gives the product or service timbre and sound.

Are brands important? Roberto Goizueta, former director of Coca-Cola, commented: "All of our factories and facilities could burn to the ground tomorrow, but the value of the company would be almost untouched. It actually lies in the reputation of our brand and knowledge of our people." This view is confirmed by the company's promotional handbook Johnson & Johnson: "Our far the most important assets are the business name and trademark."

Brand suggests, what quality and characteristics of the product, the user can expect and what services will be provided. (KOTLER, 2003) The brand creates value for customers. It is a contract of trust and a promise of performance that reduces perceived risk. It facilitates and shortens the purchase process. It can carry values and identity for the buyer (LENDREVIE, LEVY, 2014).

Creating a strong corporate brand brings enormous benefits. The basic requirement is to create a brand that the company has been synonymous with certain properties whether in terms of quality, innovation, friendly approach or anything else.

Brands are built using a holistic approach, aligning the array of tools, including advertising, public relations, sponsorships, promotions, social events, club activities, important personalities in the role of "spokesmen" of brand etc.

A strong brand requires great care of the image, which includes choosing the right theme, slogans, graphics, logos, distinctive colors and advertising expenditure. However, the enterprise should not underestimate the importance of advertising. At the company's image to be much greater its results. Good manners and good results, accompanied by PR will be more effective than advertising promotes a certain brand.

Great brands are the only path to sustained, above-average profitability. Great brand, however, do not focus just on rational benefits, they also affects the emotions. Too many brands managers are focusing on a rational impulses, which are the characteristics of the brand, price or an event for sales promotion, however, they have no great influence on the development of the relationship between the brand and customers. Great brands work more with emotion. And in the future great brands will must also demonstrate accountability to society - to people and the state of the whole world.

The company must carefully consider what the brand should express. The brand must have a certain personality. The brand must benefit from certain properties. And these properties must be reflected in all marketing activities of the company (KOTLER, 2003).

4. Practical part

This part of thesis shows practical use of marketing in real life situation. As a topic of thesis says it focuses on alcoholic drinks brand which is Metaxa, very successful and popular company.

4.1. METAXA

Metaxa is an alcoholic drinks brand which has the origin in Greece. It is also general name of Greek wine distillates (PEHLE, 2006). This thesis focuses only on protected brand Metaxa.

Usually it is classed between brandies or as a special type of brandy with special and different sweet taste. However, Metaxa falls into a separate category, professionally it is recognized as an entirely and unique separate category among ripening distillates, because it has a different process in the production than brandy (Champagne, 2017).

Until 1937, Metaxa were under the category of cognac, then under the category of brandy. In 1989, Metaxa had to choose either to remain in this category, but thus lose the unique flavor given by muscat wine, roses and other ingredients, or go solo. Being in categories such as cognac or brandy is safer because people already know and trust them. Being for itself is more difficult because you are nothing to rely on. Nevertheless, Metaxa chose the second option which allows the beverage to remain authentic with its own style and taste. To sum up Metaxa is the alcohol, which is both, the brand and its own category (Xman, 2017).

Metaxa is made from wines. It matures at least 5 years in oak barrels comes from the French region of Limousine. Volume of alcohol is between 30 – 45,3 %. It is marketed in different quality, which is marking at the etiquettes by the count of stars. The differences are in age, taste and also characteristic.

The consumption of Metaxa in Czech and Slovak Republic holds the position of the second largest market in the world. It is even a better position than Greece. The first market is Germany, which sells everything in off-trade. In the consumption per capita, the Czech Republic is the first in the world.

Metaxa brand is in huge portfolio of the distributor Rémy Cointreau. Rémy Cointreau Group is a major player in the global spirits market with a portfolio of premium brands, which include mainly cognac Remy Martin Louis XIII., Liqueurs, Cointreau and Passoa, specialty Greek Metaxa, Mount Gay Rum, French brandy St. Remy, Scottish single malt whiskey Bruichladdich, Port Charlotte, Octomore and The Botanist gin. Brands Groups are distributed worldwide through its own network.

Company Rémy Cointreau Czech Republic Ltd. and Rémy Cointreau Slovakia Ltd. operates on the Czech and Slovak market since 2009 when it took over distribution operations of the company Maxxium.

Both companies are dominant distributors of premium imported brands; besides brands from the portfolio of the parent company Rémy Cointreau Group, they are building on the Czech and Slovak markets a number of other major agency brands: Jagermeister herbal liqueur; brands of company William Grant & Sons (Irish whiskey Tullamore D.E.W. standard Scotch whiskey Grant's, Scottish single malt whiskey Glenfiddich and The Balvenie, Hendrick's gin, spiced rum Sailor Jerry and Scotch whiskey Monkey Shoulder); portfolio of company Gruppo Campari (Cinzano vermouth, herbal aperitif Aperol, Campari and Cynar, Carolans cream liqueur, bourbon Wild Turkey and a non-alcoholic aperitif Crodino); portfolio of company Lucas Bols (Bols range of liqueurs and liqueur Galliano) further Matusalem rum and premium mixers (soft drinks for cocktails with distillates) of British company Fever-Tree (Rémy Cointreau, 2017).

4.1.1. Products

Metaxa 3 *

This product is no longer sold in the Czech Republic since 2015. But otherwise in Greece, it is the best-selling type of Metaxa.

Metaxa 5 *

Metaxa five-star is basic product of Metaxa brand. It is ripening 5 years. It can be drunk net, on the ice or as part of cocktails. The alcohol content is 38%. The main target market for this product are women and men, from 35 years old.

Metaxa 7 *

Metaxa seven-star is highly prized for its aromatic flavor. It is ripening 7 years. It can be drunk net, on the ice as a digestif, or in a mixture of classic cocktails. The alcohol content is 40%.

Metaxa 12 *

Metaxa twelve-star is a noble beverage, which could be compared to high quality cognacs and whiskeys. It is ripening 12 years. It can be drunk net, or with an ice cube. The alcohol content is 40%. The main target market for this product is men, age category 40+. Metaxa 12* has been sold in the Czech Republic since 2011 as the first country in the world. Furthermore the sales are raising.

Metaxa Honey Shot

Metaxa Honey Shot is a fusion of Metaxa 5* with an intense aroma of Greek wild bees honey. Alcohol content is 30%. It should be drunk in a chilled shot. The main target market of this product is the age category between 18 and 25 years old. In the Czech Republic it has been on the market since 2015.

Private Reserve

This product is created only once a year. The beverage matured for 30 years. It is blended into a single batch, which creates only a limited number of bottles. The alcohol content is 40%. It could be drunk neat or on a single rock.

Metaxa Angels' Treasure

Metaxa Angels' Treasure is a soft drink with exceptional high concentration and intense aroma. Alcohol content is 41%. It could be drunk neat or with a single large cube of ice.

Metaxa AEN

The product Metaxa AEN is a limited edition that has been created to commemorate the 120th anniversary of Metaxa distillery. Exactly 1888 unique crystal bottles with gold cap were produced, and no other will never be produced again. Metaxa AEN is great collector's edition. Metaxa recommended to serve pure. Alcohol content is 45,3%. This product has been sold a lot in the Czech Republic. It remains only few last pieces and they are all in the Czech Republic (Metaxa ; Rémy Cointreau, 2017).

(Appendix: 4.1.1. Products: extended version)

4.1.2. Production

“Metaxa does not really have a recipe. It represents 125 years developing the flavor. As every year crops are different, the spirit and muscat wine taste differently. Thus, year after year, Metaxa is made differently to taste the same. This is the task of the master to achieve the same flavor, but using different harvests.” explained Panos Sarantopoulos, executive chief of Rémy Cointreau’s liqueurs and spirits division (Xman, 2017).

Archival Muscat wine

On the sun-rich climate and extremely dry climate, where it rains only 30 days a year, of the mountainous islands of Limnos and Samos. In this environment there is an origin of muscat wine - an important part of the recipe. To look sickly shrubs of grapevine with roots long 30 meters breeds without the contact with the chemistry the sweetest

grapes, which are harvested by hand. It grows all over the island from the coast to the local highest mountain (Metaxa, 2017).

Distillation

First will be a double distillation of three varieties of grapes made from very ripe grapes, sun-dried, which must provide a high level of sugar content (Champagne, 2017). Then distillate aged in handmade oak barrels from the French region of Limousine (Rémy Cointreau, 2017).

Work of Metaxa Master

After at least five years of reaching the desired ripeness (number of years is indicated by the number of stars) occurs craftsmanship Metaxa master, and reconciling the various eaux-de-vie to achieve consistent and unique tastes. Subsequently distillate mixed with archival Muscat wines from the Aegean islands of Limnos and Samos and a secret mixture of herbs and spices (eg. an extract of rose petals). To reach the final and delicate taste, before bottling, Metaxa is leaving half a year to mature in barrels (Rémy Cointreau, 2017).

Mix at the right time and in the right proportion wine distillate and Muscat vintage wines with blends of herbs and spices, it is not just a job, it is a mission that is Costas Raptis, current Metaxa Master, dedicated for 27 years. Since the establishment of the Metaxa brand in 1888 were honored by this mission only 4 of his predecessors. This unique manufacturing process will not find in any other type of alcohol (Metaxa, 2017).

4.1.3. History

Spyros Metaxa, the founder of brand, was born in 1843. In 1888 he bought with his two brothers in Pireus area a huge vineyard, posted in great position. At that time, all alcohol was still burning in the nose and on the palate. He wanted to change it and thus experimented with mixing lots of types of wine till reaching the desired fine product. Same year later, he founded the distillery to which he gave his name and starts with the distillation of “Metaxa”. During the building of first brandy house the coin with picture of warrior from Salamina was found. It was the beginning of the brand label, which is still on the etiquette (Rémy Cointreau, 2017).

In 1892, after only four years of existence, Metaxa beyond the borders of Greece and is exported in all the country of the Mediterranean. In 1900 Metaxa is present in the southern and central Europe and in the Middle East, and just reached America (Rémy Cointreau, 2017).

In 1909 Spyros Metaxa died and his family took over the company and support the expansion despite of the two World Wars (Rémy Cointreau FR, 2017).

Between the years 1900 – 1915, Metaxa has gained several international awards including the San Francisco Grand Prix (Rémy Cointreau, 2017).

In 1968, the factory is translocated from Piraeus to Kifissia, on the northern suburbs of Athens, because the production capacities were not sufficient.

In 1985 - Costantinos Raptis became (only) the fifth Metaxa Master in order. Each Metaxa Master is a sort of guardian of the treasure that has left the founder of the brand (Metaxa, 2017).

In 2000 Metaxa joined the Rémy Cointreau group and is sold in more than 75 countries worldwide. Czech and Slovak Republic are the third most important market (Rémy Cointreau, 2017).

In 2008 in order to celebrate the 120th anniversary of Metaxa brand's foundation a special product, Metaxa AEN, has been created. As a symbol, exactly 1888 bottles were produced (Rémy Cointreau FR, 2017).

In 2011 the Czech Republic became the first country in the world that started selling Metaxa 12*. In 2013 Czech Republic became the number one for Metaxa 12 * worldwide market (Metaxa, 2017).

In 2016 Metaxa boost its upmarket strategy with the creation of Metaxa Angels' Treasure and restart Metaxa 12* promotion (Rémy Cointreau FR, 2017).

4.2. Marketing of Metaxa

This part will focus on Metaxa's marketing, its philosophy and which marketing areas this company invests in. The areas of marketing are divided according to sources of information's. As a main source of these information's were used the internal sources of this company.

4.2.1. Metaxa's philosophy

Marketing of Metaxa is more focused on customers and emotions. Metaxa tries to offer something special that could be seen in their advertising, events, videos, competitions and through the social media, which are all under the symbol of the sun, sharing special moments with friends and relaxing.

4.2.2. Metaxa events and actions

The participation at special events and festivals is mainly during the summer, it is connected with warm weather and the sun. At these events Metaxa has its own tent with a bar (Appendix: Picture 1). Visitors of the event can buy Metaxa drinks and shots at this bar, and also from Metaxa girls – hostesses. These girls carry a little amount of drinks or shots and they are walking through the area of event and selling them (Appendix: Picture 2). Sometimes they have some promotional brands things which they can give to customers according to number of bought drinks. This is the common way of selling drinks and promotion. Then it could vary, it depends on the type product, type of event and others circumstances or backgrounds.

Sometimes this way of selling is extended by attraction “Dunk tank” – which is composed of huge tank full of water. One volunteer is sitting on the top of the dunk tank and the second is trying to throw the ball into the small target and causing to dunk the first one. Metaxa use this attraction as a competition for the participants and they can win Metaxa branding rewards – for example bottles of Metaxa, sunglasses, towels, bracelets,

stickers, etc. This attraction is very popular, and even more if it is very warm weather (Appendix: Picture 3).

Metaxa always tries to engage its customers. Other example after dunk tank attraction is the selfie battle. During the event with Metaxa girls who are selling drinks of Metaxa, they are also asking people if they want to participate in the competition called “selfie battle” - make a selfie (just them or with Metaxa girls, it was up to them). During the event everyone can see all the selfies on Metaxa’s television which is at the event and also on instagram. The most interesting selfie chosen by Metaxa, wins the bottle of Metaxa at the end of the event.

In 2013, Metaxa communicated through the slogan "Touch the Sun" which was the theme of a yearlong campaign. The campaign promoted the drink Suntonic with the Sunball ritual. Sunball is a ball mounted on the edge of the glass. After pouring Metaxa into the Sunball, the ball lights up (Appendix: Picture 4). This yearlong campaign also included a television spot and special hostess promotions that run in selected bars and clubs by team of hostesses.

In May 2013 Metaxa created a new outdoor marketing strategy using the unusually illuminated billboard as a marketing tool to realize the promotion of the product “Suntonic”. This project was called “bigboard”, and consisted in putting a team of dancers with dance music directly on the ramp of a billboard near the highway in Prague. The dancers followed a special training for dancing on the ramp which had to be specially technically adapted. The show, when people danced and promoted Metaxa drink Suntonic with Sunball, was during two weeks, twice a day, from 7:30 to 9:30 and 4:30 pm to 6:30 pm (Mediaguru, 2017).

"Our bigboard is not only spatially interesting, non-traditionally illuminated, but mostly we managed to turn it into one big entertainment. Something similar has not been realized yet by any brand in the Czech Republic or the Slovakia" said Mária Hrablíková, former brand manager of Metaxa, Remy Cointreau Czech / Slovakia (Marketingsales, 2017), (Appendix: Picture 5).

In June 2013 Metaxa had a radio competition called “Race with the sun”.

“Beverage brand Metaxa that their communication is based on the slogan "Touch the Sun" has decided to even get closer to the sun and see how long it may be the longest day of the year.” (Mediaguru, 2017).

Metaxa sent two five-member teams, one from the Czech Republic and the other one from Slovakia to travel around the world. One team was composed from journalist, filmmaker, radio presenter Fajn and two chosen competitors (Marketingsales, 2017). Competitors were selected based on a radio contest to participate in a secret race with Metaxa, which took place in the show "Nekecej OnAir" in the radio station Fajn. Czech team started on Friday, June 21 morning at 6.35 hours from the airport Vaclav Havel in Prague, and their task was to chase the sun across the globe, and thus experience the longest day. Route and final destination were unknown by the participants. Fans could have follow the course of the race on the Facebook profile of Metaxa (Mediaguru, 2017). Czech team traveled from Prague, via Amsterdam and Los Angeles to Honolulu, Hawaii. They reached the final destination after 26 hours, Slovak team just a little earlier (Marketingsales, 2017).

In 2014 Metaxa started the promotion of house party through call-to-action activity and partyhaus which Metaxa used as marketing tools. Metaxa figured to be a suitable alcoholic brand for house party and this way it was presented.

Partyhaus was made for those who don't have a place to organize houseparty and for enjoy a new experience.

Partyhaus is a yellow container in which there is a lounge with an area of 33 m². In this Partyhaus there is a full bar and refrigerator, air conditioning, television with DVD player, stereo system and playlists with party music, board games and also toilet with mini bathroom. Everyone could rent it for having party up to 10 people. There were two types of Partyhaus, mobile and non-mobile.

The price for one non-mobile was from 2 900 till 10 000 CZK depending on sale actions. The price for mobile one which could be moved to any place was 25 000 CZK. These both prices was including the catering, alcoholic and soft drinks.

But since this year Partyhaus is not supported anymore and there is no more possibility to order Partyhaus (Appendix: Pictures 6, 7).

Other and different marketing tools, are free samples. There it depends mainly on the type of product. Below, there will be some examples of each most promoting product - Metaxa Honey Shot, Metaxa 5* and Metaxa 12*.

When Metaxa started with new product Metaxa Honey Shot they did a Metaxa promotion show in bars and clubs. Metaxa girls were dancing without any introduction so it was surprise for the guests. After the dance they gave free samples of Metaxa Honey Shot to every customer in the club. So everyone could taste the new product of Metaxa for free. They also invited the guests to play different type of competition and the winner got the bottle of Metaxa Honey Shot.

With Metaxa 5* and its drink Suntonic, there were free samples for example in the summer at Metaxa boat. It works, that two Metaxa girls with barman and DJ were on a boat which was floating on the lake and with megaphone they invited other people with boat to drink Suntonic. During the event girls took off the boat and gave free samples of Suntonic to people relaxing at the beach (Appendix: Picture 8).

Metaxa 12* has different type of events, which are more prestigious. As one of the example, guests who were invited to some cinema previews received samples of Metaxa 12* as a gift.

4.2.3. What Metaxa invests in?

In general in the past Metaxa invested a lot in Suntonic - as a HERO drink. Suntonic is mixture of basic Metaxa 5* and non-alcoholic drink tonic. It did not work a lot because people in general didn't like the taste or it was not a drink that they wanted to drink all night long. So, Metaxa is leaving from that concept of Suntonic.

ON trade – promoting by hostess, festivals, Point Of Sale materials, special events, etc. In the past Metaxa supported Metaxa 5*. Last year Metaxa was participated for the first time at the festivals and the impact was put on Metaxa Honey Shot.

From this year Metaxa are supporting the entire family products with a focus again as years before on Metaxa 5*.

OFF trade - since 2012 Metaxa has invested a lot through the opportunity of "house party" in Partyhaus. But Metaxa don't support the Partyhaus anymore.

OOH (Out Of Home) - From time to time there is made some campaign which is usually associated with some activation. Now is the advertising on Metaxa 12*, so Metaxa have throughout Prague lot of billboards, branding of public transport stops, city lights, etc.

Retail chains and supermarkets – various discounts, tailor made things, tastings, exposure, leaflets, etc.

Digital - there is continuously investing. Occasionally there is made some online video which is connected with the campaign.

Social media marketing – Metaxa has its own websites “www.metaxa.cz”, Facebook page and also Instagram account. The investments are practically the same all the time, only when there is the campaign it is encouraged.

Generally, the ratio of investments corresponds approximately to sales. It means 80% of investments for OFF TRADE and 20% for ON TRADE. The investments are practically the same every year.

The biggest investment is always TV advertising. In 2010 there was one with a singer Debbie - the most resonates among people also thanks to the song “Touch the sun” which became a slogan of Metaxa. This year there is new advertising on Metaxa 12 * with a professional explorer Mike Horn “Don’t drink it. Explore it.”

In general it is invested primarily in Metaxa 5 *. The exception was last year Metaxa Honey Shot in On Trade and this year Metaxa 12 * with its TV advertising (Metaxa internal sources).

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4.3. Questionnaire

Online survey was used. It has been made on a special website for the questionnaires: survey.com. The first two questions divided respondents by age and gender. The next questions were focused on Metaxa and its awareness. The questionnaire was made even for people who don't drink or don't buy Metaxa. The aim was get to know if people are aware about this brand thanks to Metaxa's marketing.

This survey has been completed by 165 participants. They were composed of 52,1 % of male and 47,9 % of female.

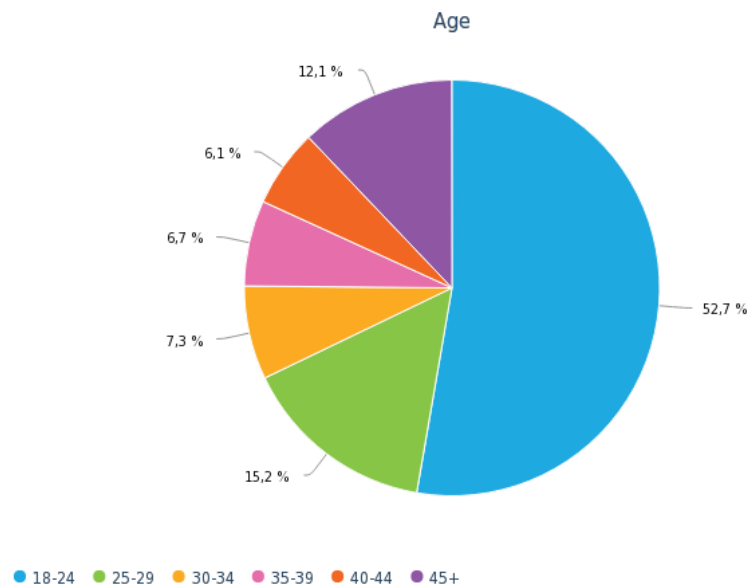


Figure 1: Respondents ages categories

The composition of participant's age is shown in the graph above. The group of 18-24 years old represents 52,7 %, participants between 25-29 years old 15,2 %, between 30-34 years old 7,3%, between 35-39 years old 6,7 %, between 40-44 years old 6,1 % and up to 45 years old 12,1 %.

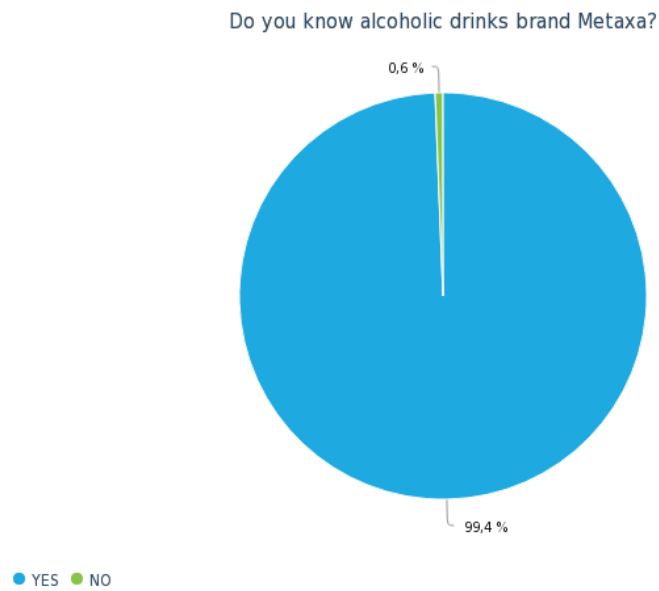


Figure 2: Percentage of respondents that know/don't know Metaxa

The graph above shows that only 0.6 % of respondents did not know the brand Metaxa (which represents only one person of the 165 respondents). It means that almost everybody knows this company.

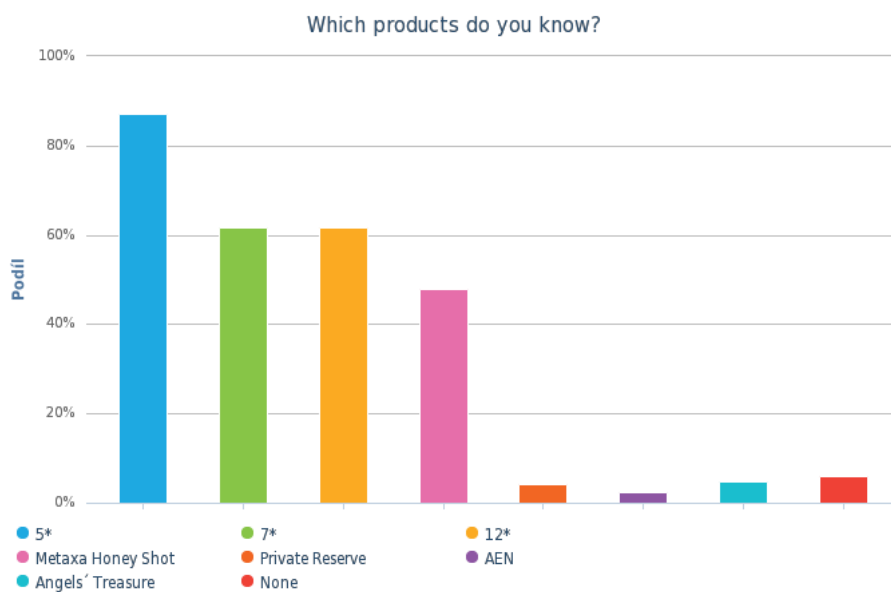


Figure 3: Percentage of each Metaxa's product known by respondents

The product which is most known by the respondents is Metaxa 5* (87,3%), before Metaxa 7* and Metaxa 12* (61,8%), and MHS (47,9%). The other products are barely known. Those results show well that the most promoted products are the most known.

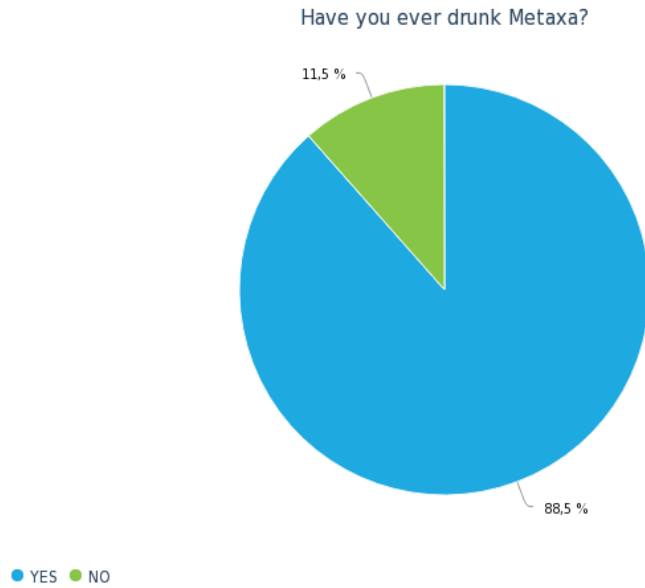


Figure 4: Percentage of people that have ever/never drunk Metaxa

The results of the survey show that only 11,5% of respondents never drunk Metaxa. It means that, compare to Fig.2, even if some people don't drink Metaxa, they know the brand.

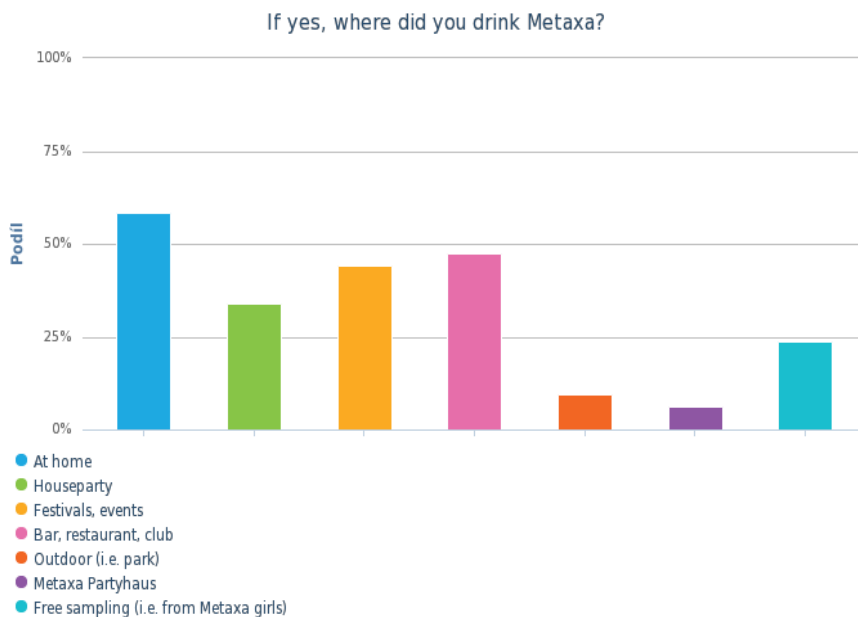


Figure 5: Places where respondents have drunk Metaxa

As it is shown in the Figure 5, most of the time people drink Metaxa at home, but also in the bar or restaurant and clubs, and during some festivals or events as well. They also drunk as free sampling received from Metaxa girls. In a less common way, respondents also consumed Metaxa outside (i.e. park) or at Metaxa Partyhaus. Those results correlate with the fact that Metaxa is a suitable brand for house party (cf. 4.2.2).

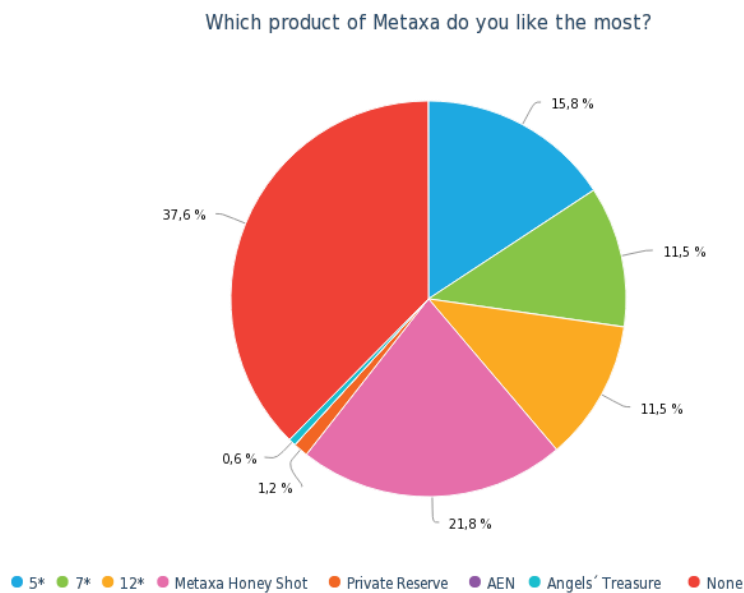


Figure 6: Percentage of each product preferred by respondents

37,5 % of the respondents answered “none” at the question “which product of Metaxa do you like the most?”, showing that they don’t have any preference, or maybe they prefer more than one, as the question offered only one possible answer. For the rest of them, they prefer Metaxa Honey Shot at 21,8 %, Metaxa 5* at 15,8 %, Metaxa 7* and Metaxa 12* at 11,5 %. The other products (Metaxa AEN, Angels’ Treasure, Private Reserve) were barely chosen as favorites products.

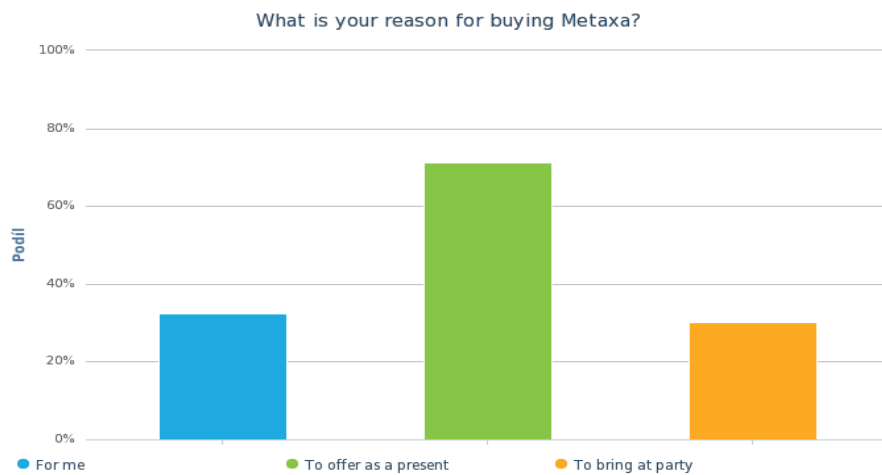


Figure 7: Percentage of reasons for buying Metaxa

The most reason for buying Metaxa is to offer as a present (71,2 %). Respondents also buy it for their own consumption (32,4 %) or to bring at party (30,2 %).

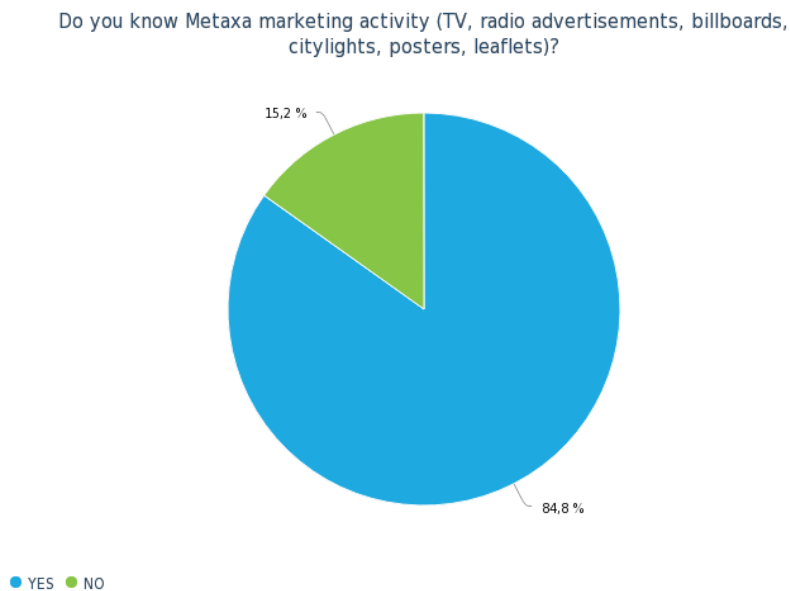


Figure 8: Respondents awareness about Metaxa marketing activity

This graph shows that 84,8 % of the respondents knows about Metaxa marketing activity, which correlates with the number of people that knows Metaxa and drink it. It could be conclude that marketing activity awareness has a direct impact on drinking

Metaxa.

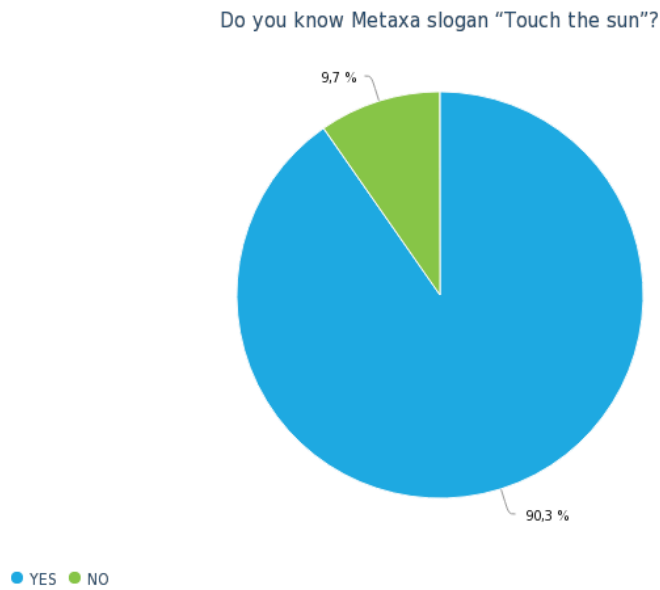


Figure 9: Percentage of respondents who know/don't know the slogan "Touch the Sun"

90,3 % of the respondents know the slogan "Touch the Sun". It signifies that even some of the people that thought they don't know Metaxa marketing (Fig.8), actually do.

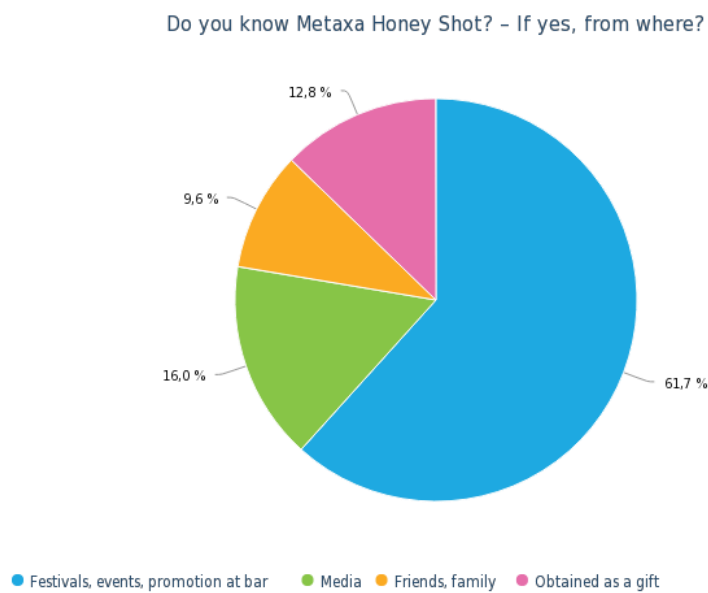


Figure 10: Different places from where people discovered MHS

Before explaining this graph, it has to be noted that 71 respondents did not answer, which means that they don't know MHS, so those results are based on 94 answers. Most of the respondents discovered MHS thanks to festivals, events and promotion at bars (61,7 %). Other respondents know it from media (16 %), obtaining it as a gift (12,8 %), or from friends and family (9,6 %). It proved that the aim of Metaxa marketing which was to promote this new product mostly by festivals and events or promotion at bars was a success.

Do you know slogan for Metaxa Honey Shot - "Be a bee. Kiss your honey"?

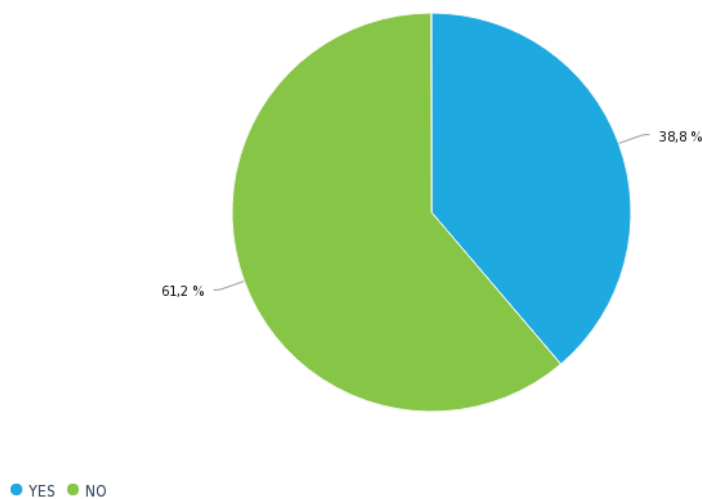


Figure 11: Percentage of respondents who know/don't know the slogan "Be a bee. Kiss your honey"

This graph shows that only 38,8 % of the respondents (64 persons) know the slogan of MHS, which means that almost one third of the people that knows the product (cf figure 10) but don't know the slogan. It could be explain by the fact that MHS is exhibited mainly in festivals, where people don't have access to the slogan.

Do you know Metaxa actual campaign or advertisement with Mike Horn - "Don't drink it. Explore it."?

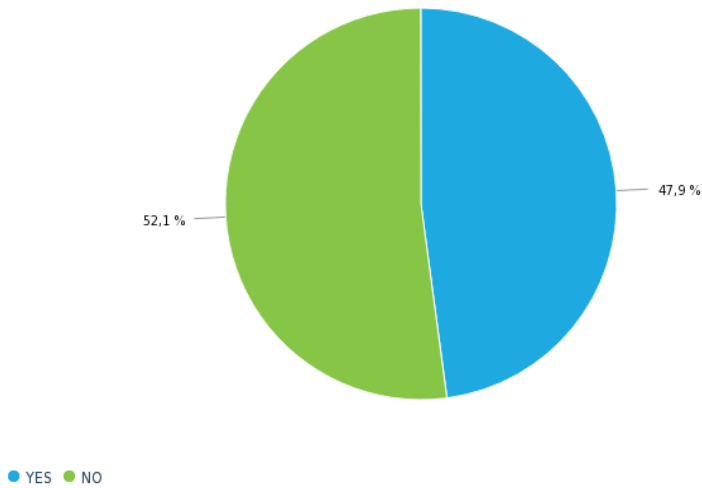


Figure 12: Percentage of respondents who know/don't know the actual campaign with Mike Horn

This figure shows that already 47,9 % of the respondents are aware about the new advertisement starring Mike Horn for the Metaxa 12*.

Have you met Metaxa at any festivals / events?

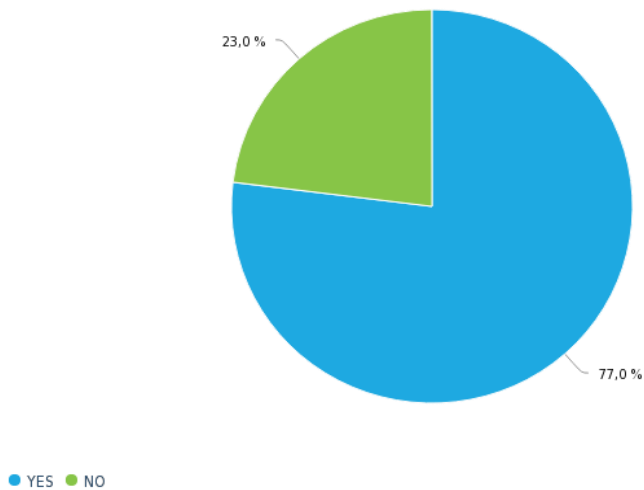


Figure 13: Percentage of people that have met or not Metaxa at festivals/events

As the graph above shows, 77 % of the people that have responded to the survey have encountered Metaxa during some festivals or events. It proves that the presence of Metaxa at festivals and events takes a significant part.

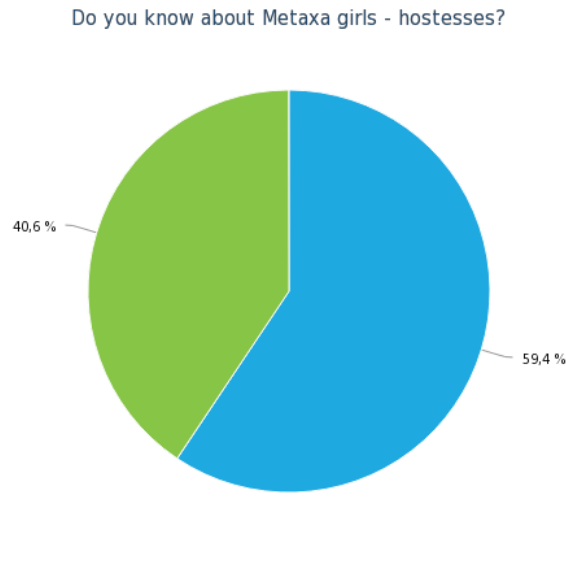


Figure 14: Respondents awareness about Metaxa girls - hostesses

Those results shows that 59,4 % of respondents know Metaxa girls, which is close to the number of people that have met Metaxa at festivals or events. It proved that the Metaxa girls are present at every festival and represent a steady marketing tool.

In this part the two following questions “Which products do you know?” and “Which product of Metaxa do you like the most?” will be compared between all age categories and then analyze.



Figure 15: Graphs representing awareness of every product by all the 6 age categories

Firstly, it is clearly obvious that Metaxa 5* is known by every categories. Secondly, it is shown that the three first categories (the youngest) are way more aware about MHS than the three lasts (the oldest). It has to be notified that the result for the first category (about MHS) must be reconsidered up to 59,8 % instead of 44,8 %, because at the question “Do you know MHS? - If yes, from where?”, they were 52 to answer “yes”, which is more than 39 - number of persons that answered they know MHS in this question. This result confirm that the aim of Metaxa, which was to target the youngest, is a success.



Figure 16: Graphs representing the favorite products by all the 6 age categories

Those graphs show that MHS is preferred by the three first age categories. Metaxa 5* is preferred by the fourth and the fifth age category and is also well presented in the third category. The sixth category have two products at the first place of preference, which are Metaxa 7* and Metaxa 12*. All these results correlate with Metaxa target markets for the respective products.

5. Discussion

A survey has been used in this thesis and the results has been compared with Metaxa marketing plans. Globally, those plans that were to associate age categories to special product and marketing tools are revealed to be successful, referred to the questionnaire answers.

Processing of the results has shown that the age category has an impact on Metaxa's products consumption. Thus, it can be said that Metaxa knew how to adapt its marketing in order to realize a good promotion for their different products. As the youngest were the target market for MHS, the promotion for this product were mainly realized during festivals, where young people are in majority. In opposite, the promotion for Metaxa 12* which the target market was people from 40 years old and more, mostly occurred on TV advertisement, which are more watched by this age category.

Results also proved that the four most promoted products are the most known, and also the favorites. Referred to Metaxa internal sources, they are the most buy as well. Answers also provide that the main reason for buying metaxa is to offer as a gift.

“What do you like about Metaxa?”

This question was the last one in survey and there are the most frequent answers. As a main answer was “the taste” (very fine-subtle, specific, unique, subtle and at the same time distinct). The second most frequent answer was the advertising and ad campaigns (original, beautiful, quality, interesting, connected with the sun and relax, slogans). Then, at the same place there were “shining beaker” by which they thought Sunballs and the hostess and their promo show. That Metaxa is a good gift to offer to friends and to tie in a business contact was as often as the events (promotion, festivals and competition). The design (general and also of the bottle) was placed before Metaxa Honey Shot (its taste, better than other honey products from other brands). Next at the same place there were more things: the colour of beverage, the style of presentation, nonviolent propagation, the attitude, originality, exceptionality, the accuracy, the Sun and relax, good mood, brand

connected with a good entertainment. The rest of the answers weren't plentiful thus they could not be taken as significant and adequate to this research. All these answers mentioned above proved that people did not only like the product and its taste but also the other things around which are mainly part of marketing. In comparison with the number of answers "taste" (in general, plus the taste of MHS), the number of answers which are about marketing was higher. These answers showed how marketing is important and that if you ask "What do you like about Metaxa?" the marketing play a very significant role. It could be said more significant than the product itself.

Marketing is everywhere around us. We don't really think about it, we don't necessary see it, but it is here, and it is not new. Depending on target markets and products, marketing strategies and tools vary. Nowadays, marketing is especially supported by social media, internet, etc. But for Metaxa it appears primordial to keep the human contact and to play with real emotions. Good brands need to have a good marketing system, and to reach this goal, they need to be original, creative and innovative. Those are also qualities that belong to Metaxa's marketing strategy, using for example the "bigboard", the competition "race with the sun", "Partyhaus", etc., as unique marketing tools. Metaxa also adopted a special type of marketing which could be qualified of "non-aggressive", because they don't push to buy the product, they invite to enjoy a moment, as said Ted Levitt: "Customers don't buy drills, they buy holes". This part of thesis shows practical use of marketing in real life situation. As a topic of thesis says it focuses on alcoholic drinks brand which is Metaxa, very successful and popular company.

6. Conclusion

As Metaxa is a unique brand, with a unique production process and constituting a solo category, it was really necessary to present an original and good marketing system to let the people know about the brand. Metaxa tries to transfer this originality to their marketing. All the results proved that Metaxa's marketing is functioning. The strategy, which consists in associating one product to one target market and using different marketing tools, works. The main result is that everybody (except 1 person from 165) know Metaxa brand and appreciate its marketing.

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8. Appendix

4.1.1. Products: extended version

Metaxa 3 *

This product is no longer sold in the Czech Republic since 2015. But otherwise in Greece, it is the best-selling type of Metaxa.

Metaxa 5 *

Metaxa five-star is basic product of Metaxa brand. It is ripening 5 years. It can be drunk net, on the ice or as part of cocktails. The alcohol content is 38%. The main target market for this product are women and men, from 35 years old.

Metaxa 7 *

Metaxa seven-star is highly prized for its aromatic flavor. It is ripening 7 years and it gives to this product unusual generosity. It can be drunk net, on the ice as a digestif, or in a mixture of classic cocktails. The alcohol content is 40%.

Metaxa 12 *

Metaxa twelve-star is the ultimate product in a line Metaxa Stars. It has been created by Costantinos Raptis, the current Metaxa master, as a tribute to the founder of the brand. It is a noble beverage, which could be compared to high quality cognacs and whiskeys. It is ripening 12 years. It can be drunk net, or with an ice cube. Metaxa advise “to drink Metaxa 12* with a piece of chocolate as a culmination of the best culinary experience after a delicious dinner”. The alcohol content is 40%. The main target market for this product is men, age category 40+.

Metaxa 12* has been sold in the Czech Republic since 2011 as the first country in the world. Furthermore the sales are raising.

Metaxa Honey Shot

Metaxa Honey Shot is a fusion of Metaxa 5* with an intense aroma of Greek wild bees honey. Alcohol content is 30%. It should be drunk in a chilled shot. The main target market of this product is the age category between 18 and 25 years old.

In the Czech Republic it has been on the market since 2015.

Private Reserve

This product is created by Metaxa master Costantinos Raptis only once a year. Just for this purpose Metaxa opens the barrels in which the beverage patiently matured for 30 years. It is blended into a single batch, which creates only a limited number of bottles. The alcohol content is 40%. It could be drunk neat or on a single rock.

Metaxa Angels' Treasure

Metaxa Angels' Treasure, is created by Metaxa master Constantinos Raptis, a soft drink with exceptional concentration and intense aroma.

The carefully treated spirits mature in barrels. Water and alcohol partially vaporize and in conventional wet conditions naturally more alcohol than water is evaporated, so by the aging the proportion of alcohol in the beverage decreases. What evaporates from the barrel can be enjoyed only by angels, that's why it is called "Angels' Share".

In Attica humidity is low and year-round mild and stable temperature. It results in a greater share of water which is evaporated and a concentrated blend with an intense aroma is left. The resulting beverage has much higher alcohol content than before filling into the barrel.

“I made Metaxa Angels' Treasure from fine distillates, which for decades have matured in small oak barrels from Limousin, whose wood is characterized by high permeability to water evaporation. Then I mix these mature spirits with selected Muscadet wine and the resulting mixture further leave to mature in big oak barrels, where evaporation is continued with less intensity. Only once in year, it occurs the moment when I launched from the basement to the world small amount of Metaxa Angels' Treasure.” explains Constantinos.

Alcohol content is 41%. It could be drunk neat or with a single large cube of ice.

Metaxa AEN

The product Metaxa AEN is a limited edition that has been created to commemorate the 120th anniversary of Metaxa distillery. Exactly 1888 unique crystal bottles with gold cap were produced, and no other will never be produced again.

Metaxa AEN comes from the barrel No 1, which the locals respectfully call Spyros. It is the oldest and the rarest barrel in the cellars of company Metaxa. Mixing and maturation in an endless process of rejuvenation makes it the essence of the brand's history and the symbol of eternal life. As a symbolic link to founder Spyros Metaxa, a single drop from this barrel No. 1 is added to each bottle that Metaxa produces. Metaxa AEN was an isolated event, during which this exceptional barrel filled the entire contents of the bottle.

Each AEN crystal decanter, which is a masterpiece of manual work of glassblowers from Crystal de Sevres, bears a unique serial number and certificate of authenticity personally signed by Metaxa Master. Also, each AEN plug is unique, handcrafted and 20.6 carat gold plated. Metaxa AEN is great collector's edition.

Metaxa recommended to serve pure. Alcohol content is 45,3%.

This product has been sold a lot in the Czech Republic. It remains only few last pieces and they are all in the Czech Republic.



Figure 17: Metaxa tent at the festival, summer 2016



Figure 18: Metaxa girls selling Metaxa Honey Shots



Figure 19: Dunk tank attraction



Figure 20: Metaxa Suntonic with Sunballs



Figure 21: Metaxa “bigboard”



Figure 22: Metaxa Partyhaus from the outside



Figure 23: Metaxa Partyhaus from the inside



Figure 24: Metaxa free samples for Metaxa 5*