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KEGLEVICH

A marketing analysis

Francisca Ramos, Isadora Freitas, Sabela Rodriguez
Università di RomaLa Sapienza



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Abstract

This paper focuses on the brand vodka *Keglevich* and analysis its current position and marketing strategies. Evaluates the importance of well-known marketing tools in the definition of a product.

Analyses the product from the marketing point of view and compares it to similar brands, in order to classify it and positioning *Keglevich* in the market. Suggests improvements that can be done at the level of marketing strategies, communication and design.

Analyses the website of the brand and how it can be changed to achieve the consumer's needs.

Keywords: brand, marketing, *Keglevich*, vodka, Web, application

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1. Introduction

Today alcohol is present in many facets of our daily lives. When we celebrate a special event we cheer with champagne, when someone graduates we drink glasses of wine to celebrate it, when we are dining with friends also we drink wine and then shots, when we go for a walk with our colleagues is common to grab a beer, and when we go to a nightclub, pub or bar, drinking a "cubata" is something quite usual.

The protagonist here is the vodka *Keglevich*. In this paper, we will analyze the existing Marketing strategies and suggest some improvements to increase brand awareness, that include an application for iPhone and a new website "albero".

What we intend to ask and give response to is: Who buys this drink? What are its market outputs? Is the product well placed in the Web? Did it successfully adapted to the new times? Did it succeed in capturing customers through different platforms?

2. The brand

Keglevich is a huge selling brand of vodka in Italy, covering around 45% of the national market. Hundred per cent pure grain vodka, it is produced using the traditional method set out in the original recipe of Count *Keglevich* in 1882 (Stock Spirits Group) and comes in a 700ml bottle.

On 2012, *Keglevich* received a *Superior International Taste Award*, from the International Taste and Quality Institute by standing out from other brands on a professional blind tasting.

It is available in peach, mixed berry, strawberry, melon, green apple, lemon and mint flavors.

The brand's philosophy has always been based on the pursuit of excellence in quality standards of products and services. As an enterprise, satisfaction is directly linked to the responsiveness of the expectations and demands of its thousands of consumers.

Regarding the image, the brand intends to transmit dynamism, vanity, authenticity and imagination, while trying to be bold, daring, radical, determined, different e urban.

2.1. The logo

The brand's logotype is a commonly known in the design industry as "word mark", once it incorporates the company's name into a uniquely styled type font treatment.

This font, in particular, reflects the crisp difference and edge, common to the brand. It also leads us to the brand's universe of cold drinks trough its cold colors.



Picture 1 – The brand's logo

2.2. SWOT of the product

Before the launching of any product on the market, the brand has to make a research first, in order to analyze if the product or service is going to work in a determined market. SWOT is a very effective market analysis that is performed to determine the Strengths, Weakness, Opportunities and Threats related to a certain project. These are important factors that should be studied and considered before there is an investment of time and money.

STRENGTHS (aspects of the entrepreneurial project where competition is exceeded)	WEAKNESSES (aspects of the entrepreneurial project where the competition is higher)	OPPORTUNITIES (possibility of exploiting an added value or a comparative advantage)	THREATS (obstacles difficulties of the surroundings)
It's the only product available on the market that offers the specified variety of products	There is no internationalization	Changes in morality and consumer's thinking	Elevated number of competitors Reduction of the alcohol rate for drivers
The company bets on the current services and markets (penetration)	Reduced profitability compared to other competitors	Number of competitors Number of clients	Excess amount of offer Import barriers Export barriers

2.3. Its competitors: the act of Benchmarking

Industrially a business can live or die depending upon how well it benchmarks.

Benchmarking is a concept used to define a company's way of comparison between itself and its main competitors. Nowadays, market competition is fearless and, for that reason, many consider benchmarking the best way for a business to get ahead of others.

In the process of benchmarking, it is taken in consideration the quality and type of visual aids uses, the techniques, etc.

	Keglevich	Absolut	Smirnoff
Company	Stock S.p.A.	V&S Group, V&S Absolut Spirits	The Smirnoff Company (Diageo)
Website	stock-spa.it	absolut.com	smirnoff.com
Base Ingredient	Grain	Wheat	Grain
Region	Italy	Sweden	United Kingdom
Size	0.75 liters	0.75 liters	0.75 liters
Shots per bottle	17.00 shots	17.00 shots	17.00 shots
Distillation	3 times	3 times	3 times
Alcohol (by volume)	38%	40%	37.5%
Vodka type	Flavored	Flavored	Flavored
Flavors	Blood Orange Forrestberries Green Apple Lemon Licorice Melon Mint Peach Strawberry Strawberry Cream	Currant Grapefruit Lemon Orange Peach	Black Ice Blackberry Bueberry Citrus Cranberry Green Apple
	10 dollars	20 dollars	14 dollars
Prizes	2010 International Wine & Spirit Competition - Bronze	Absolut Citron is among the Top 10th percentile of rated vodkas worldwide	2010 SF World Spirits – Silver; 2011 SF World Spirits – Bronze; 2012 SF World Spirits – Gold
Design			

In order to place *Keglevich* in the world of vodka and to have a good notion about its quality and characteristics, it's important to compare it to other brands. We chose Absolut and Smirnoff, which are two of the most famous and well-rated brands of vodka in the world.

We can conclude that the three vodkas are originally from different regions, once *Keglevich* is produced in Italy, Absolut in Sweden and Smirnoff in United Kingdom. The strongest vodka is Absolut, with 40% of alcohol by litter, followed by *Keglevich* (38%) and Smirnoff (37.5%).

All these brands are the same regarding the type (all of them are flavored), the distillation (all of them are distilled three times) and the quantity (each bottle has 0.75 litters and it's enough for seventeen shots).

After analyzing and comparing the three brands, we concluded that *Keglevich* has some characteristics similar to the ones from the other vodkas and it has generally the best price (when compared to Absolut e Smirnoff). So, what explains the lower quantity of sailings from the brand *Keglevich*, related to the other two? Why is *Keglevich* the less sold from the three presented?

In our opinion, this can be explained because *Keglevich* has a design that is not that attractive, doesn't seem to have so much class as Absolut and Smirnoff. This can also be explained from the point of view of distribution and communication/promotion: Absolut and Smirnoff have better marketing strategies and publicity, which explains the success of these brands. To improve the quantity of sells, *Keglevich* should maybe do some original publicity or even some different campaigns, such as the one Absolut is doing – a different design to each bottle, which makes each bottle unique in the world and gives it more meaning to the buyer.

2.4. Marketing

"Marketing is still an art, and the marketing manager, as head chief, must creatively marshal all his marketing activities to advance the short and long term interests of his firm." (Borden, 1984)

In modern company the word *Marketing* is becoming more and more important. It is understood by marketing the management of exchange relationships of a person or organization, with its various public. Thus, from the moment that there are exchanges, there is marketing.

The purpose of marketing in a company is to "communicate it" and its product so it can communicate with the public and receive something from it. It

concerns communication strategies, such as advertising, sales promotion, trade fairs and exhibitions, direct marketing merchandising and personal sales.

Marketing has two distinct dimensions: strategic marketing and operational marketing. Strategic marketing refers to the analysis' dimension, concerning market studies, consumers' behavior and strategies' outline. On the other hand, operational marketing refers to the action's dimension, by implementing the strategies outlined in strategic marketing. For marketing to get the desired results, it is important that it passes by these two dimensions.

As to the types of marketing there is commercial marketing, regarding customers; financial marketing, related to the relationship with shareholders; marketing of purchases, about the trades that the company has with its suppliers; and internal marketing, that applies to people from the company itself.

It is increasingly important for companies to make an individualized marketing and not generalized. After studying and select customers, each company has to think about its type of customers and work for them, having in mind all their particularities.

2.4.1. Strategic Marketing

2.4.1.1. Segmentation

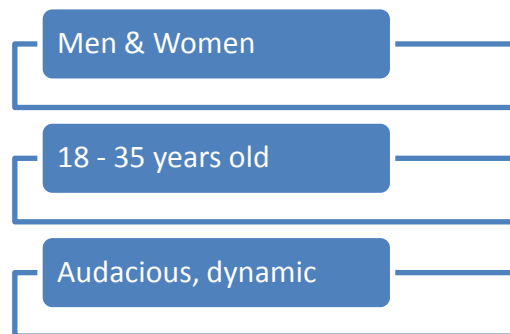
Market segmentation is a technique used to enable a business to better focus on the subset of prospects that are more likely to purchase its products. To do it properly, the company has to identify the specific needs of customer groups and to use that inside information to provide products and services that match the customers' needs and preferences. Depending on whether it is a Business to Consumer or a Business to Business deal, there are differences in what the company will consider when defining market segments. Customers differ in many important aspects, such as benefits they are searching for, amount of money they are able or willing to pay, media they follow and quantities, time and place they buy.

Therefore, there are various methods a business can use to segment a market. It can start by studying the customer's location (Geographic factor); age, gender, occupation and socio-economic group (Demography); rate of usage, benefits sought, loyalty status and readiness to purchase (Behavior); and personality, lifestyles, attitudes and class (psychographic aspect).

Keglevich is a huge seller in Italy but, recently awarded with International prizes, doesn't have the intention to stick to the national market. On the contrary, the brand has already reached countries such as US and Australia.

2.4.1.2. Targeting

Keglevich tries to be appealing to young adults from the legal drinking age of 18 to 35 years. The target audience of the brand is, therefore, men and women between 18 and 35 years old that are looking for a cheaper but also high quality option. They are people who enjoy having fun and have a good sense of humor.



2.4.2. People, desires, scenarios

Paolo Mazzotta



«A barman with lots of imagination»

Age: 34

State: married

Barman

Paolo has 34 years old and works as a freelance barman. Funny and outgoing, he is usually called for all kinds of parties and buffets.

SCENARIO:

Paolo cares a lot about his work so he refuses to use products he doesn't know or doesn't see as good quality products. Curious is that, since he discovered *Keglevich* vodka, he always demands to have that brand available to work when he is called to a party. He believes that *Keglevich* is the key ingredient to make his cocktails splendid.

Giovana Rossi



«A demanding publicist with a great social life»

Age: 30
State: Single
Publicist

Giovanna has 30 years old and works in a well-known marketing agency. As a business woman, she has a really busy schedule and also a very exquisite taste concerning brands.

Her friends would describe her as a very cheerful and happy person that enjoys spending time with them. Even among clients, Giovanna is a terrific hostess. She is a really good publicist so she's very happy with her career.

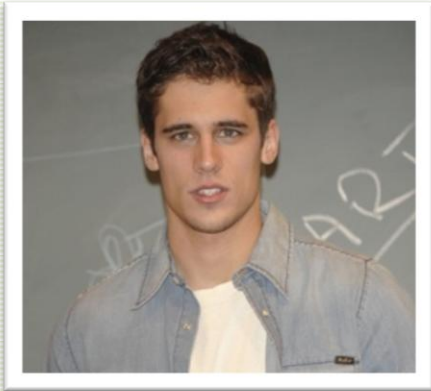
Giovanna is from Milan, because her father, also a publicist, moved there due to his job. She cares a lot about her appearance, always goes to the most fashion places such as restaurants and clubs and she is always going out at night with her friends or her clients.

SCENARIO:

To captivate her clients, Giovanna often takes them to dinner in some well-known restaurant, and then to have a drink in one of the most fashion night clubs, because she considers these places to be relaxing and adequate to her kind of job.

After searching for a tasteful but at the same time prestigious drink, Giovanna found *Keglevich*. Since then she always drinks this vodka, which she considers to have a good quality at a reasonable price. Her influence causes some people to follow her choices, so when she drinks *Keglevich* she motivates others to do the same.

Pietro Raglione



«A student who enjoys life at the fullest»

Age: 22
State: Single
Student

Pietro is a 22 year-old young man from Perugia that is currently living and studying Administration and Companies' Management in Rome. His dream is to become an expert in Financials on an international level.

Pietro loves to meet new people and talk about the most diverse subjects. He believes that, in order to become a good business man, he must travel a lot and have many connections around the world.

In Perugia, he used to live with his parents, his grandmother and his three brothers, so for him going to Rome was like discovering a whole new world. Back home, he didn't have the freedom the capital has to offer. Nowadays, he has a better chance to explore his outgoing personality. He enjoys making people laugh and lives according to the famous saying of "Carpe Diem".

SCENARIO:

One of the many doors he finally managed to open in Rome was the night life one. Back in Perugia, his family had too many rules and Pietro barely knew what night life was. But with his new friends from the university he started to go out in Italy's capital city and drink some spiritual drinks.

The problem is that the money his parents gave him wasn't enough to pay for all the parties, so he and his friends started to participate on the famous "botellon". First they did it with a low price vodka but, since it was not good, they took some advice from a friend of a friend and tried *Keglevich*, a 7 euro a bottle vodka with quality and variety.

2.4.2.1. Marketing positioning

Market positioning is nothing less than to influence the consumer's perception about a brand or a product when in comparison with the competing brands or products. Usually, the more intense a positioning strategy, the more effective the marketing strategy is for a company. Positioning purpose is, then, to occupy a clear, unique and advantageous position in the consumer's mind. (Business Dictionary)

Keglevich has, as its main purpose, to stand out from the numerous brands of vodka that now exist in the market and, so, it has strengthened its position through its web site, reinforcing the image of a modern, dynamic and engaging brand.

2.4.3. Operative Marketing

The operative marketing stands in the dimension of the action. This must reflect the objectives of strategic marketing, implementing and operationalizing its strategies, allowing a better approach with the client and the increasing of the volume and quality of the referred product or service.

The adoption of operative marketing must be done locally to which one of the target markets, at the dimensions of price, product and communication strategy, as well as means of distribution according to a group of segmentation criteria's (demographics, socials, cultural, behavioral and buying decision, for example).

2.4.3.1. Product, Price, Place, Promotion

Any product or service firm must develop strategies to guarantee the success of the sales and to approach the target market. With the growth of the buyer's exigency, it becomes important to follow a development politic that will increase the loyalty of clients, which can be accomplished through marketing mix. The marketing mix consists in the group of operative instruments and strategies that a firm uses to accomplish its goals.

When a firm is marketing its products, it needs to create a mix of various important aspects to guarantee successful results: first of all, it needs to have the right product, one that is wanted by the consumers, that looks attractive and that has the conditions to satisfy the client. Secondly, it has to be sold at the right price, guaranteeing that is not too expensive. The product has also to be in the right place, easily available to the costumers. For last, the firm has to use the most suitable and efficient promotion, which tells the clients that the product exist and where they can find it.

Product

A product is something that can be offered to a market to satisfy a desire or need. A product can be something physical, a service, a person, a place, an organization or an idea. In this aspect, there are two important points that the product must follow: it must have a good appearance and be appealing to the target market, and its function (products must address the needs of customers as identified through market research). A good product is the one that attends to the consumers' needs and desires.

Product - *Keglevich*

There are some questions related to the product of marketing mix that must be done in this case: what do the clients want from the product? What characteristics does the product have to attend to the consumer's needs? Where and in what way will the consumer use the product? What does the product look like? How is it called?

The product is sold in glass bottles, like the one shown above. The name is the first thing that is seen, because it has a good contrast when compared to the rest of the surface. The second thing that is evident is the word "Vodka", defining immediately the type of product in question.

Vodka *Keglevich* is divided in four groups, according to the type:



Picture 2 – *Keglevich* Packaging

- *Keglevich* Delicious, with six different flavored vodkas, which one with the taste of a fruit (strawberries, peach, melon, raspberry, blueberry, coconut and strawberries and cream)
- *Keglevich* Fresh, which includes vodkas with the flavors of lemon, apple and mint
- *Keglevich* Exotic, in which are included a mango and passion fruit vodka and a green tea vodka
- *Keglevich* Luxuria, with licorice flavor

Being an alcoholic drink, *Keglevich* must be sold strictly to overage people. People look for this product in special occasions: is not a product that is used every day, but is probably bought in bars, discos or to have a party at home. The product is suitable to consumer's needs and desires, once it has a good taste and it has a good quality. The majority of clients

probably expect this product to be mixed with other drinks, making it more pleasant.

Price

The price of an item is clearly an important determinant of the value of sales made. The price is determined by the value the clients are available to pay to get the referred product. It is important for a firm to investigate opinions about pricing, to know how costumers value the product and how much they want to pay for it. An organization's pricing policy will vary according to time and circumstances.

In this point is also useful to make some pertinent questions: what's the value of the product for the consumer? What is the relation price-quality? There are established values to the product in different regions? What discounts should be used to get the costumer's loyalty? How is the price when compared to the competitors?

The average price of *Keglevich* is ten dollars – if in euros, *Keglevich* is usually situated between five and fifteen euros, the average being seven euros. This price is good, when compared to other vodka brands like Smirnoff or Absolut, that cost 14 dollars and 20 dollars, respectively.

Place

The place in marketing-mix is related with the distribution of the product and is concerned with various methods of transporting and storing goods, and then making them available for the customer. The distribution includes a great variety of activities organized by the company to make the product accessible to the main consumers. The product is only valuable when positioned in its target market.

In this aspect, it is important to know some information about *Keglevich*: where does the consumer look for the product? If it is in a store, in which kind? Is the product sold only nationally, or in an international level?

Keglevich is sold worldwide, in Europe, United States of America, Russia, Israel and Japan. This fact shows that the firm needs to have a good transportation method, in order to send the product from Italy (where *Keglevich* is originally made) to different points of the world.

This product is available in different kinds of stores. It can be purchased in great surfaces such as hypermarkets, but also in small shops that sell all sorts of lickers and alcoholic products. *Keglevich* is easily found by the consumers, which proves that the brand has a good strategy regarding the place and is well organized and spread.

Promotion

The part of the promotion is related to the communication of the brand and the product. Promotion is the business of communicating with customers. It will provide information that will assist them in making a decision to purchase a product or service. The promotion of a product or service includes all the activities made by the company to communicate and promote its products to the main consumers and markets.

Where and how is the product publicized? Does advertisement on TV, radio and internet exist?

Keglevich Vodka also uses forms of promotion online. In the product's website, there are hyperlinks that connect the customer to Facebook, Twitter and YouTube. This is an intelligent form of promotion, once social networks are expanding and this way *Keglevich* can be noticed and get loyal customers. For example, people who like this product on Facebook are indirectly helping promoting it, because their friends see it and get to know the product.

Another form of promotion used by *Keglevich* are the contests. At this moment there is a contest called "K-Contest 2012", that offers awards to consumers of Vodka *Keglevich* Dry and Vodka *Keglevich* fruit flavored. For each drink asked that contains *Keglevich* vodka, buyers receive a code. Then, they write the code on *Keglevich* website and a contest is made. There is a award each week (a MP4 Samsung Android with 8GB) and a final award (a Samsung Galaxy Note).

2.4.4. Web Marketing

“The Internet will create the winner and bury the laggards”

Philip Kotler

In a market as competitive as the present there are a few factors that make a difference and can lead a company to lead the market, in detriment of others. (Daniel et al, 2007) Considering that the market is the one that drives or not a company to the top, the purposes of preparing a marketing plan is to wisely know the market, to innovate and, without fail, to bring people what they identify themselves with.

Being the Internet the most effective tool in disseminating content to the four corners of the globe, it is only natural that it became the crucial piece in any marketing plan. The paradigm shift in business development is leading companies to adopt a communicational relational model in their marketing strategies, rather than the traditional model. In this context, it becomes obvious how vital Internet is as a communication tool.

As a company that seeks to increase its number of customers, *Keglevich* has been using the potential of Web Marketing, through its website. When you write on Google the word *Keglevich*, the first page suggested by the search engine is www.Keglevich.it, which shows the company's effort on easing the access to the site.

2.5. To improve “Brand awareness”

According to Vincenzo Cosenza, “gain visibility means to ensure that a greater number of people, compared to an initial moment, become aware of an initiative, a product or a brand. Measure the increase means you have already measured the basis.” (2012: 49) Therefore, in order to improve *Keglevich's* brand awareness we must have its current numbers in mind.

2.5.1. Main goals

In order to define our main goals, we must determinate, first, which are the questions our social plan should be responsive to.

Here, we came up with three goals for *Keglevich*:

- Increase the numbers of the websites' users;
- Have them retained;
- Improve the 'brand awareness'.

According to the *Encyclopedia of Business*, Return on Investment (ROI) analysis “is one of several popular financial metrics for evaluating the financial consequences of business investments, decisions, or actions.”

$$\text{ROI} = (\text{Net Profit} / \text{Cost of Investment}) \times 100$$

In the last few decades, ROI has become a central financial metric for quality purchase decisions (computer systems, factory machines, or service vehicles, for example), approval and supporting decisions for projects and programs (marketing programs, recruiting programs and training programs, e.g.), and more traditional investment assessments (as in stock portfolio management or the use of venture capital).

Its calculation is flexible and can be manipulated for different uses. For example, if an investor buys 1000 euro worth of stocks and sells the shares 2 years later for 1200€. The net profit from the investment would be 200 euro and the ROI would be calculated like this:

$$\text{ROI} = (200 / 1000) \times 100 = 20\%$$

The ROI in the example above would then be positive, which means that the investor would have profit.

In order to establish the specific goals for *Keglevich*, we must first define the main goal, which is selling the product. And to do that we must have under consideration three fundamental aspects: clarity, feasibility and relevance.

Taking into account the above, the specific goals for *Keglevich* in terms of ROI are:

- Achieving a good brand image that will make consumers choose *Keglevich* products in front of others;
- Getting to be present in a large part of the market;
- Considering the importance of social networks and new media to be present in them and attract new consumers

2.5.2. SMART goals

The SMART goals allow good communication within a company, so that the internal relationships (relationships between employers and between employers and directors) can work in the better way possible, affecting the productivity in a positive way.

- **Specific** (GAS analysis – Global, Analytical, Synthetic): we should try to achieve our target, to be specific, not ambiguous.

- **Measurable:** has to do with the quantification and allows to define real problems and deadlines, making official all the quantifiable data from a company.

Example: There are X people dissatisfied. The meeting that will take place the day x has x people participating and non-participating people x.

- **The Agreed and Ambitious:** there must be a liability. Should be agreed between the developer and the company. A worker enters for a company and says that after three years want to be in position x. There will be an ambitious agreement so that this objective can be achieved.
- **Realistic and Relevant:** must be in accordance with that person's skills and competences. We have to be realistic (for example, "having to open two hundred private accounts in two days": it is impossible).
- **daTed:** "I want you to do a job". Must have a date, a deadline. Attempt at accountability.

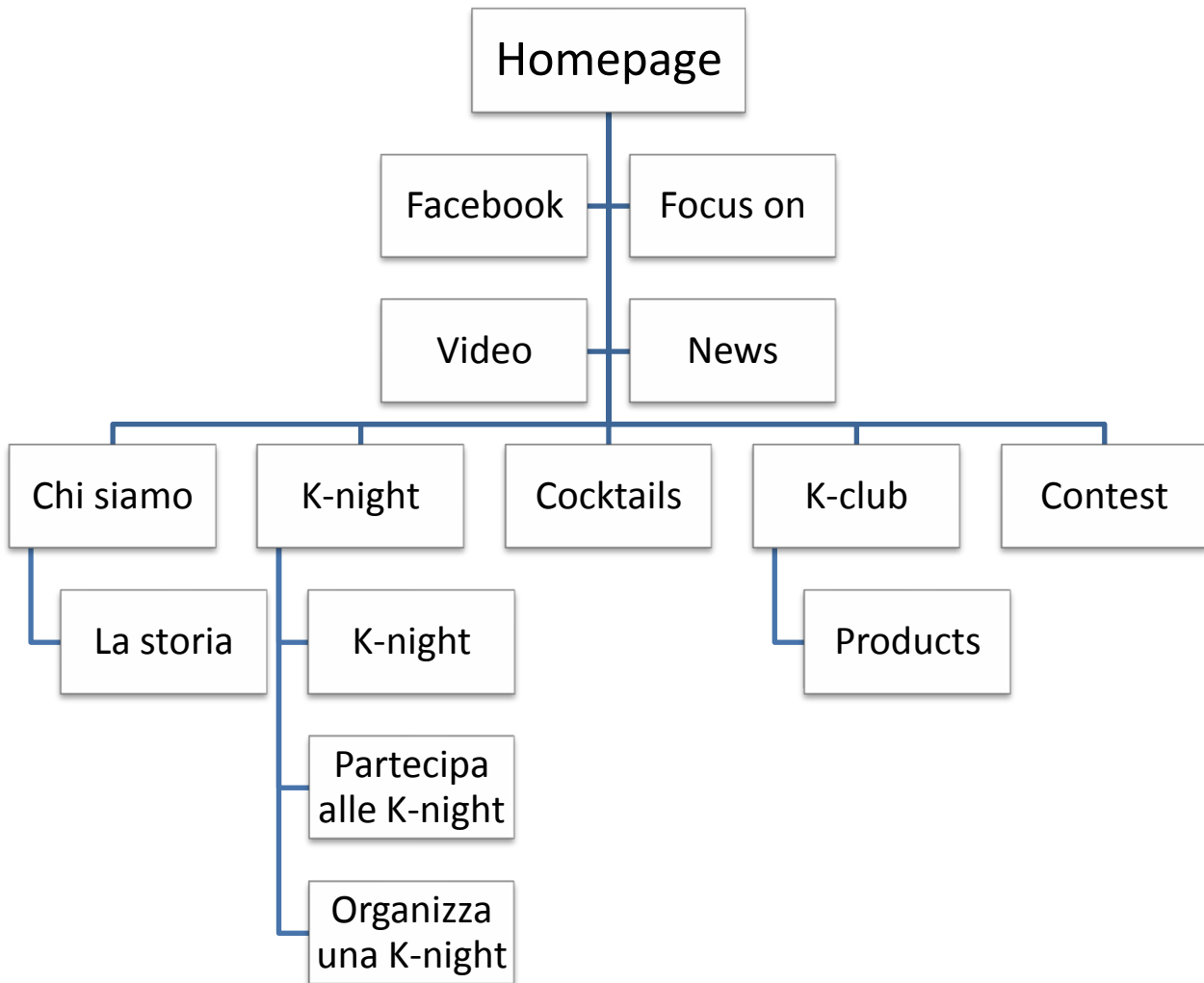
The brand *Keglevich* should follow these objectives to develop a better function within the company, which could be useful to improve the way the company is perceived and evaluated by external consumers and clients.

2.6. Existing online supports

2.6.1. Website

Of particular interest are the sections K-product, in which you can see the product offerings and usage tips; K-cocktails, where there are many recipes for cocktails; and K-club, in order to follow and participate at *Keglevich* events. Following is the website's structure. We can see, from it, that it is, indeed, pretty basic. On its Homepage we can see the links to others *Keglevich* related places online, such as its Facebook page, and also five different categories inside the website: Chi siamo (Who are we), K-night, Cocktails, K-club and Contest.

The *Keglevich* website shows a design destined to attract the young people (focusing in the masculine target). However, we believe that it has a poor design that could be easily improved. Everything on the site focuses on product and brand, from the usage of the letter K (*Keglevich*) in all areas of interest to the background that represents a wall of ice.



STRENGTHS (aspects of the entrepreneurial project where competition is exceeded)	WEAKNESSES (aspects of the entrepreneurial project where the competition is higher)	OPPORTUNITIES (possibility of exploiting an added value or a comparative advantage)	THREATS (obstacles difficulties of the surroundings)
New and original service	Not well-known website	New technologies (social networks)	Increasing competition
Diversification	Low investment in advertising	Originality	Innovative webpages of the main competitors
Evolution of the web page	Low concern with the design	Strategic positioning	Legal barriers

2.6.2. Social networks

Social networks can work as sales' channels with a great future for small and large companies. Proof of this is that increasingly brands are launching their online presence and use social networks to promote and sell their products and services.

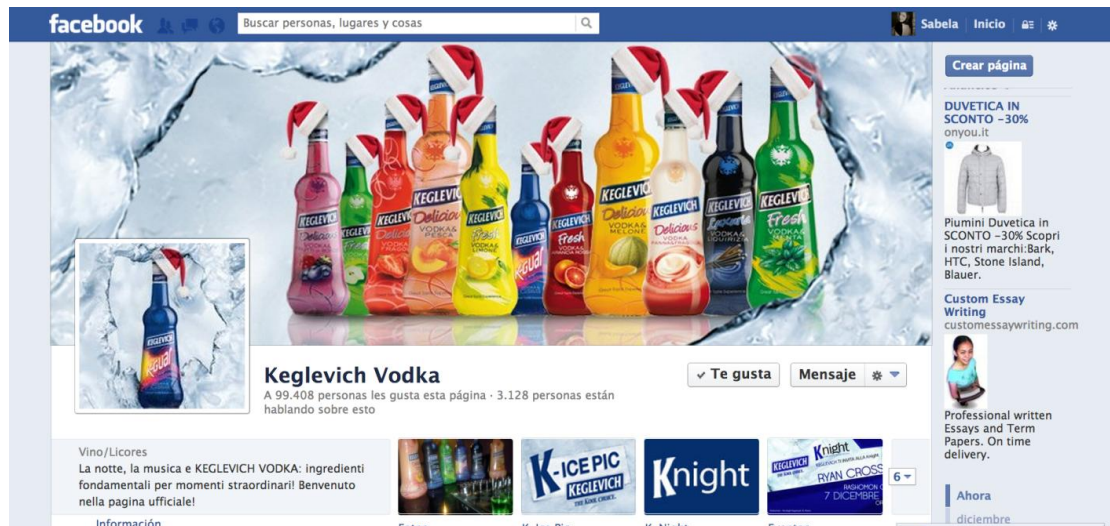
It is expected that by 2015 sales in social networks will involve up to 30,000 million dollars and that 50% of the sales worldwide will have a connection with the brand presence in social networks and mobile applications. With these data there is no doubt that it is necessary to be present in the online world, but for this it is important to know the environment and how to manage the tools and techniques that will help companies to sell in social networks.

The SEO (Search Engine Optimization) is an essential strategy to obtain good results in any project on the internet, since the majority of the visits received by a web page come from searches in search engines, especially Google.

This positioning is achieved in a natural way by performing tasks in the optimization of web pages, a web structure, content, as well as the use of various techniques of viral link building and content with the purpose of appear in the first positions of the results of the search engines. Now, however, there is growing need to work this positioning through social networks.

Keglevich vodka has a page on Facebook social network from which it can maintain communication with its present and future clients, that counts with 99.752 likes.

The people in charge of the brand's communication frequently update its profile in the social network, but mostly they do it with little sense of design, which can be very harmful for the company due to the presence and influence that new media have nowadays.



Picture 3 – Print Screen of Keglevich's Facebook page

What we suggest to improve the social network page:

- Dedicate a specific space to each type of product, with a link from the official website;
- Give more importance to design and not allow to be published photos of dubious quality, that can hurt the brand's image;
- Create events inviting all followers every now and then;
- Encourage user's participation by starting debates on one of the brand's status updates.

According to Vincenzo Cosenza, for a company to improve its presence on Facebook for Marketing and public relations it is necessary to have the knowledge of certain operating and mechanical notions such as EdgeRank or Graph Rank. (2012: 225)

EdgeRank is the name of the algorithm created by Facebook which is used to determine what appears in their users' news feeds (that is what we can call Facebook's 'Killer App'). It verifies not only which of the connections are the most important, but also which kinds of content should appear higher than others.

For those who seek to market a product or service on Facebook, it is essential to understand how this algorithm works: through a combination of three factors – Affinity, Edge Weight and Recency –. "Understanding the rules of the algorithm and changing your tactics to reflect the system can make the difference between a business changing campaign and an embarrassing failure." (NEWMAN, 2012)

For that reason, we strongly advise *Keglevich* to use this algorithm, in order to overlook the number of likes of its page and try to gather a more engaged

audience, by planing a series of updates which have the purpose of trying to increase the affinity between the brand’s profile and its followers.

POSTS ON NEWS FEED (in order)	EDGE	AFFINITY	x	WEIGHT	x	TIME DECAY	=	EDGE VALUE
Brother Created recently NO ENGAGEMENT	Photo							HIGH
High School Friend Created 12 hours ago HIGH ENGAGEMENT	Status							LOW
	Mutual Friend Comment							MED
	Mutual Friend Comment							HIGH
	Mutual Friend Comment							HIGH
Brand Page Created 4 hours ago HIGH ENGAGEMENT	Photo							HIGH
	Fan Like							LOW
	Fan Share							HIGH
	Fan Comment							HIGH
Acquaintance Created 2 hours ago LOW ENGAGEMENT	Status							LOW

Picture 4 – Example of an Edge rank analysis (font: <http://whatisedgerank.com/>)

2.7. Our suggestions

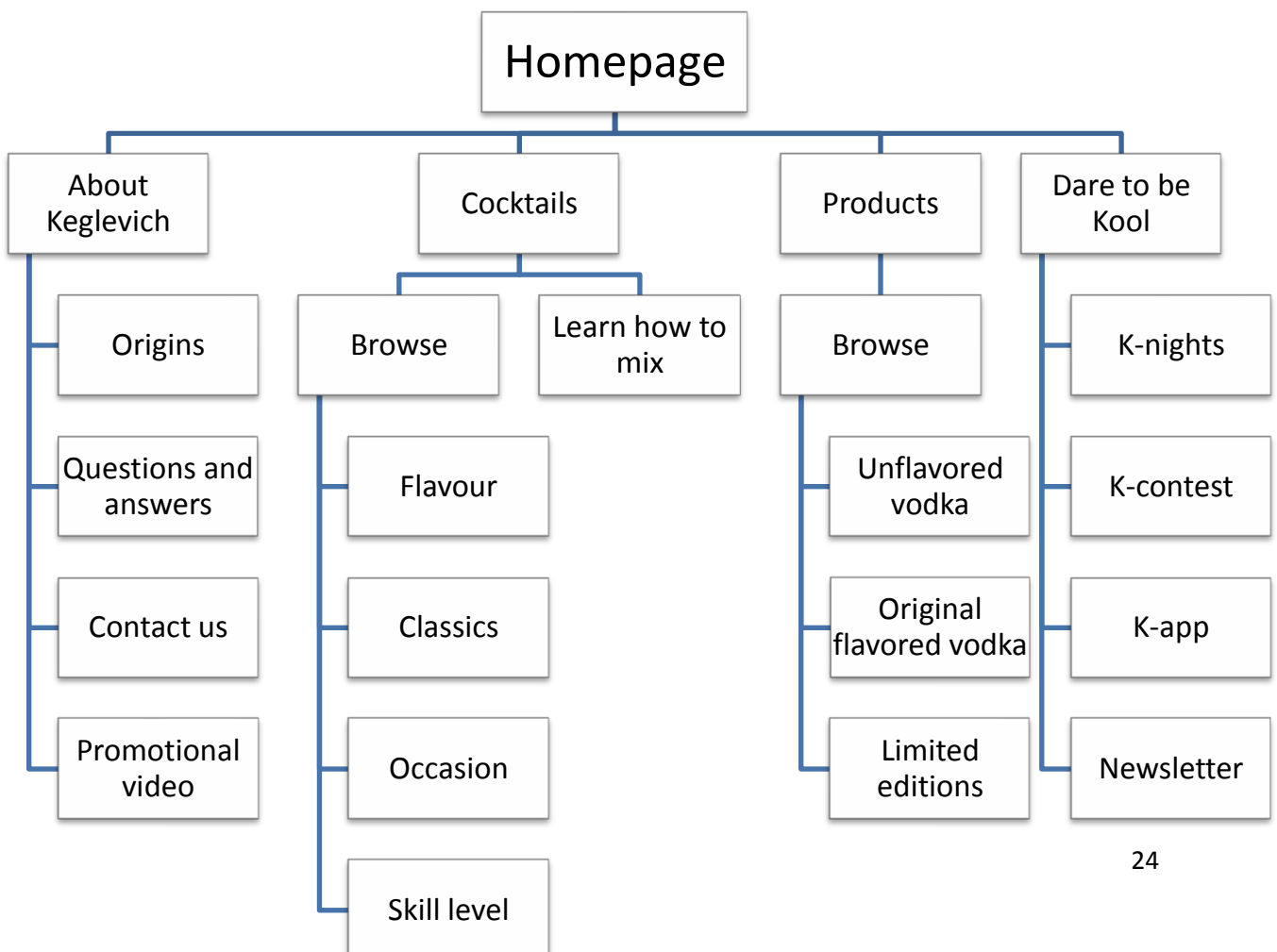
2.7.1. Website

In the original website, the one that already exists, we found some things that could be improved, to guarantee a more enjoyable experience for the viewers. For this effect, we looked for websites from different brands of vodka (for example, Absolut) to compare and contrast them.

After comparing the different websites, we concluded that the *Keglevich* website could have a better organization and well-chosen data. We have done a “albero” that represents our suggestions about the improvements we think *Keglevich* could do.

The most important differences we suggest were the possibility of browsing (“Browse”), where the client can write a key-word that will direct him to the exact point he wants: Flavour, Classics, Occasion or Skill Level. Other change that we suggest is a place where the clients can access to ideas for cocktail and mixed drinks made with *Keglevich* (“How to Mix”).

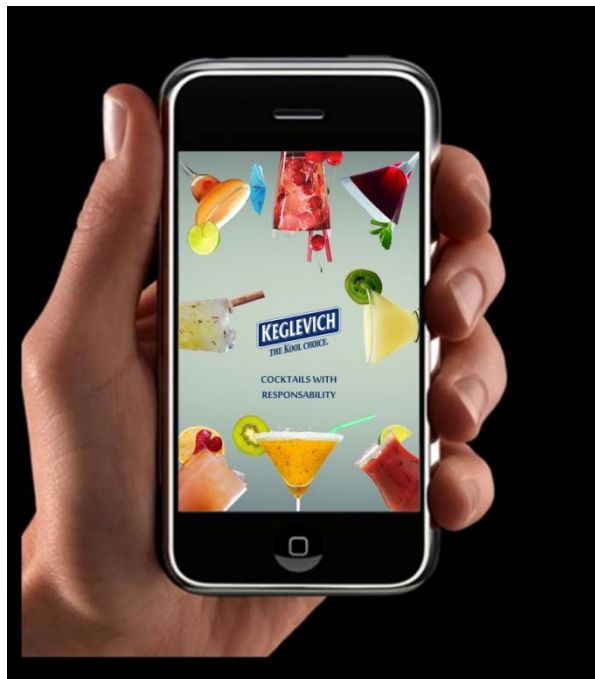
We also believe that the website would gain if the design was altered, because it is not really appealing for a young and updated audience.



2.7.2. iPhone Application

The brand does not have yet an iPhone application, which led us to come up with an idea for one.

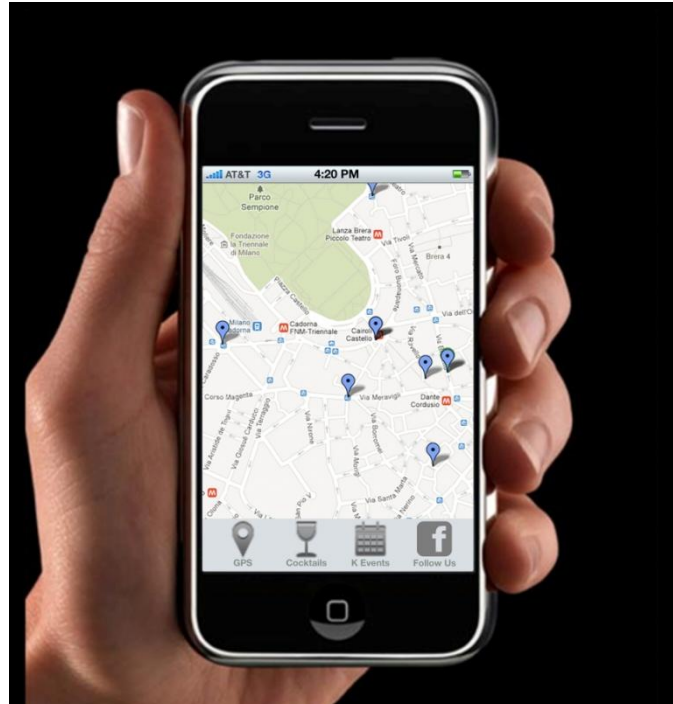
To initiate this project, we decided to create a homepage that is very different from the website that already exists. We chose to make a cheerful initial page, with diverse colors provided by cocktails. We think this is a way to attract clients, and is very different from the cold colors used on the website (white, grey and blue). We've wrote an advice ("Cocktails with responsibility") and created an underage control that asks the client's age before he can access to the application, in order to provide underage people from drinking.



Picture 5 – Application's Homepage

Keglevich will have an iPhone application that will work with a GPS. Many bars already provide their customers ideas for drinks that contain *Keglevich* so we will put them on the application map and advise the users to go to the nearest *Keglevich* seller bar.

This way, not only the costumers will profit but also businesses (improving not only the b2c relationship but also the b2b one). Bars will see that, being this publicity totally for free, it is an advantage for them to sell *Keglevich* vodka instead of another brand, because, once they are on the application map, more clients will go to them.



Picture 6 - Keglevich GPS feature

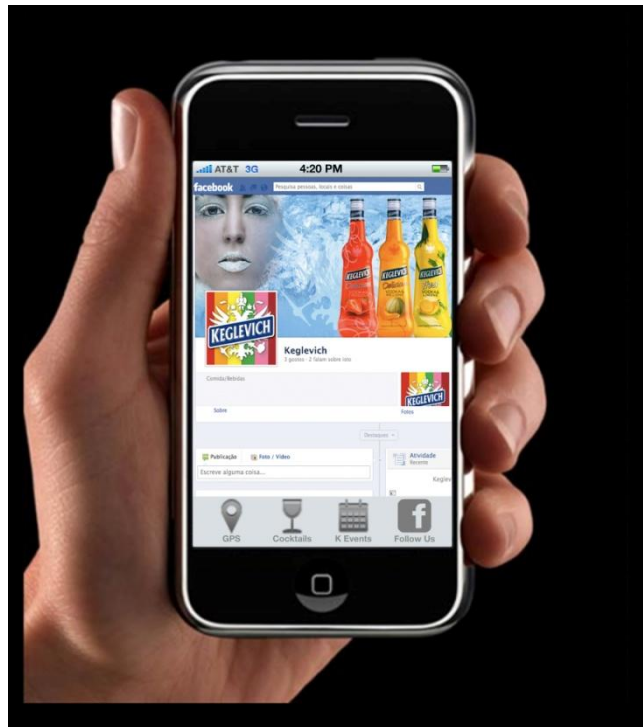
There is also a part of the application in which buyers can “Learn how to mix”: the client can search for the flavor of vodka he wants and makes a list of non-alcoholic drinks. The application then suggests a list of possible drinks that combine the two things, allowing the client to choose one and learn how to combine it.



Picture 7 - "Learn how to mix" feature

We also suggest a sharing possibility in the application: some sort of way for *Keglevich* consumers to share with their friends their tastes and the new discoveries related to the product, such as the new mixes found in the “Learn how to mix” part.

Plus, the app will allow its users to have access to *Keglevich’s* Facebook page and to the closest K-night event.



Picture 9 - Facebook page feature



Picture 8 - K-events feature

Keglevich will have, then, more individuals consuming its products and more businesses buying them.

2.7.2.1. User's journey

A user journey is a path a user can take to reach a certain goal, when using a website. This allows identifying the different ways a user can achieve his goal as quickly and easily as possible, through the analysis of his step by step activity.

The user journey is used to draw a map or a flow diagram that shows the journey a normal user does until he achieves his goal, meaning, until he finds the information he was looking for. After this analysis, it's possible for a brand to redefine the website, providing a easier way for the user to reach his goal.

To this effect, the user journey is designed based on the experiences of real people: a certain task and goal is given to each user (for example buy a product or find some specific information) and then their path is mapped step by step, to see how successfully and fast was the task done. Users journey are very important in the design of new websites, because they help creating an ideal path from a typical user's perspective.

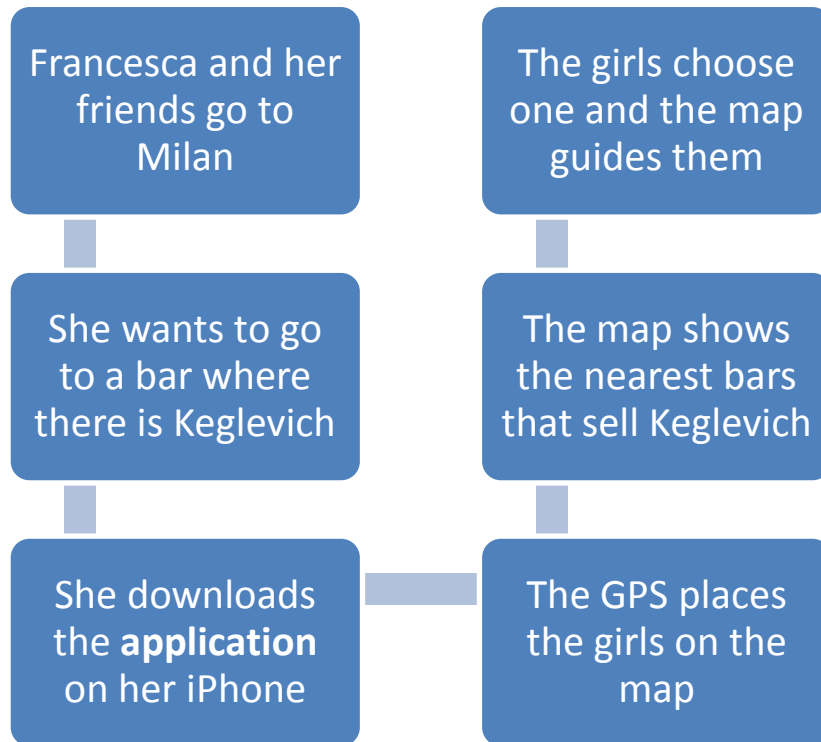
We built two possible scenarios that allow us to understand how the application would work once of the table and on to the iPhones and iPads of hundreds of people.

First case scenario: Application with GPS

Let's imagine Francesca, a 20 year old girl that still lives with her parents in a small town close to the Italian capital. After gathering money by herself, she finally booked a trip to Milan, with her two best friends: Stephanie and Melissa. Three girls, one big city, lots of adventures on the go. Francesca isn't much of an alcohol fan so she is very meticulous when it comes to chose what to drink. Used to *Keglevich*, she begged her friends to go to a bar in Milan where she could drink her absolute favorite: *Keglevich* lemon with lots of ice and a tiny sip of melon juice. Of course all three girls didn't want to waste any time checking for *Keglevich* in every bar, so what did they do?

They downloaded the application and the GPS system automatically placed them on the map. This way, they had immediate access to the information they were looking for: they we're "told" where they could find the nearest bar with Francesca's favorite drink.

So, after choosing one of the many bars on the application map, they used the application also to get there, avoiding getting lost. We can say that this app can save a lot of time and effort to all *Keglevich* lovers.

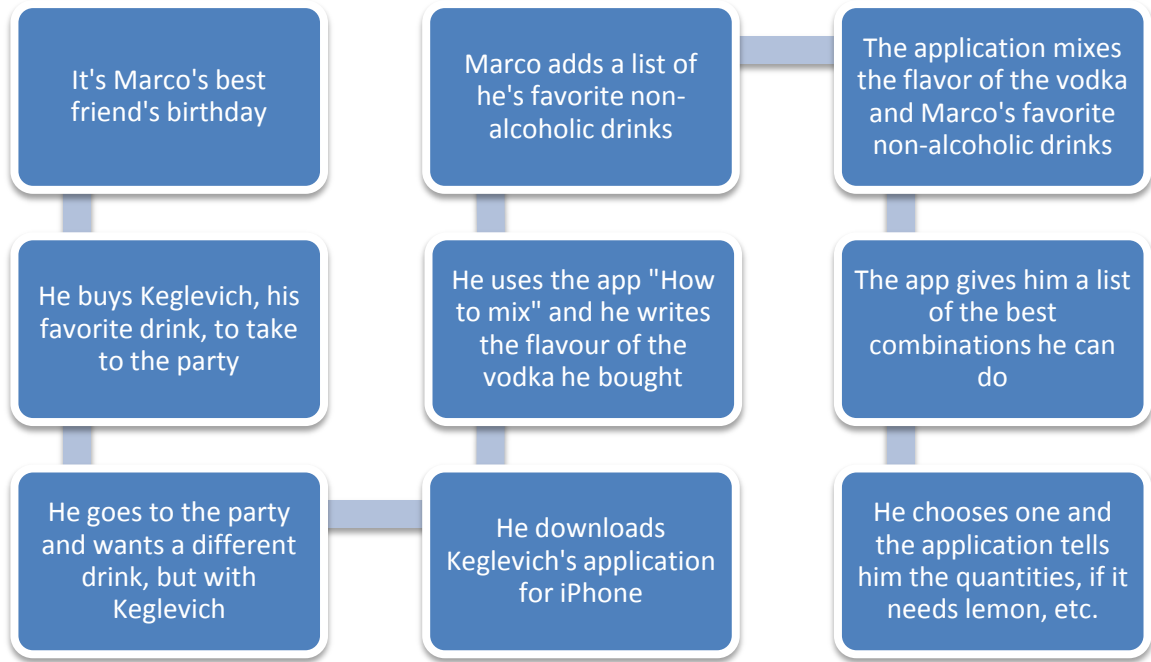


Second case scenario: “Learn how to mix” application

Marco is twenty two years old. It is his best friend birthday and he is throwing a party. Every guest was asked to take something to drink and Marco thought about vodka, the drink he enjoys the most.

After going to the supermarket and buying his favorite brand (*Keglevich*), he goes to his friend’s house to celebrate such a happy event. The party goes on and everyone is enjoying and starts drinking, so Marco wants to drink *Keglevich*. He wants to taste something different, so he has an idea: he grabs his iPhone, downloads *Keglevich’s* application and uses the app “How to mix”.

After writing the flavor of the vodka he bought and a list of his favorite non-alcoholic drinks, the application suggest some possible mixed drinks. Marco chooses one and the application tells him how to do it – this way, he can enjoy his favorite drink but in a different and surprising way.

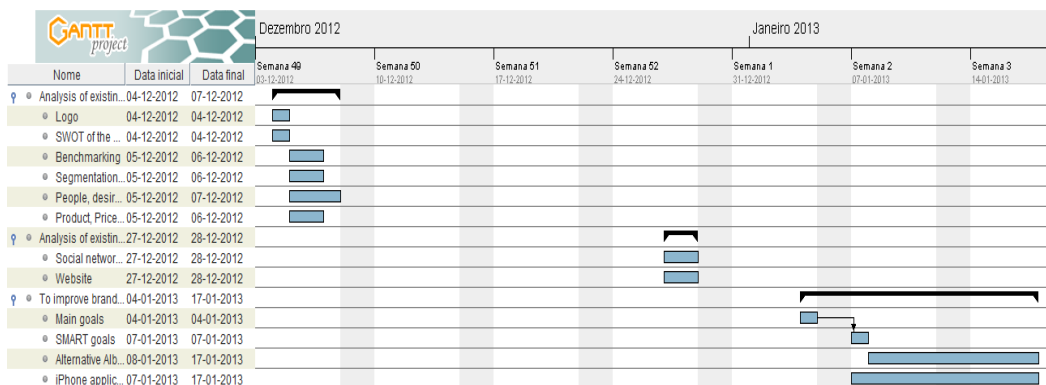


3. Gantt Project

Gantt chart is an instrument that represents a project schedule. There are defined points that show the date in which each activity of the project starts and ends, for a better organization and an efficient usage of the time. The Gantt chart is very useful in the development of a project, since it turns real the necessity of doing each phase in a pre-defined time.

In our GANTT we included the three main pillars of our project: Analysis of existing Marketing strategies; Analysis of existing online supports; and, finally, To improve brand awareness.

Each one includes, of course, more than one task, some more extensive than others and, therefore, more time consuming. In total, the project took us 20 days to complete.



Picture 10 - GANTT Project

Note: the Gantt project is represented in bigger dimensions in the Appendix

4. Conclusion

After this whole journey through the "*Keglevich* universe", we can be aware that is not a too strong product internationally, even that if at the national level.

This paper discusses some of the issues that concern it. It starts with the brand and the swot, speaks about the product' strategies and marketing position, and advances then to treat more current topics, such as his positioning in the new media such as Facebook and others.

We can deduce that vodka is a common drink in clubs, pubs, discos and restaurants, and *Keglevich* brand has been able to take advantage of this, promoting it and taking advantage of his fame at the national level to introduce new products in the same brand as, for example, the vodkas of different flavors, or the merchandising of the brand.

Throughout this work we wanted to give our point of view on how the communication of this vodka brand could be improved, because this aspect is a little bit weak. Here should be highlighted the fact that in social networks does not reach the level of its competitors and is far enough behind in relation to them, and may even, feel threatened by this weakness. For example, it is important to refer the low presence of publicity on Twitter - which today is one of the most important interactive sources - as well as on Facebook, that is one of the most important social networks from the present days.

We also wish to place on record that to have a big presence on the network and to cope with their competitors with larger locations, *Keglevich* should not only pay attention to these interactive portals but also work in others such as Tumblr and Instagram, smaller ones but that are also important to expend the brand.

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<http://www.ganttproject.biz/>

6. Appendix

