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METHODS OF PROMOTING BEER PRODUCTS AS AN IMPORTANT COMPONENT OF THE ENTERPRISE MARKETING ACTIVITIES

Summary. The modern beer market in Ukraine is characterized by the high level of competition, constant changes in consumer preferences, and active development of marketing technologies. Beer is one of the most popular low-alcohol beverages among Ukrainian consumers, which causes manufacturers to pay significant attention to effective methods of promoting this product. In such conditions, enterprises are forced to improve their marketing strategies, use modern advertising, branding, and consumer communication tools.

Keywords: promotion policy, beer products, marketing activities, billboards, city lights, brand awareness, advertising, social responsibility, sales promotion.

The importance of the investigation of beer products promotion in the Ukrainian market is due to the need to find effective marketing solutions that will enable enterprises to strengthen their positions in the market, build consumer loyalty, and increase the brand competitiveness.

Methods of promoting beer products are an important component of the marketing activities of brewing industry enterprises. In conditions of highly competitive market, beer producers use various tools and communication channels to attract consumer attention, create a positive brand image, and stimulate sales. At the same time, the promotion of such products has its own characteristics, particularly due to legislative restrictions on the advertising of alcoholic beverages.

Advertising is one of the most common methods of promoting beer products. It is aimed at informing consumers about the product, generating interest in the brand, and stimulating purchases. Manufacturers use different types of advertising: television advertising, which makes it possible to reach a wide audience and create emotional brand image; online advertising, which includes banner ads, contextual advertising, advertising on social networks and video platforms; outdoor advertising including billboards, city lights, and advertising on transport. Advertising messages usually focus on the beer quality, production traditions, taste characteristics, and the lifestyle associated with the brand. Sales promotion involves short-term measures aimed at encouraging consumers to purchase products. Such methods include: promotions and discounts; gifts with purchase; tastings in stores or at festivals; and loyalty programs for consumers. Such measures make it possible to increase sales quickly and attract attention to a new product or brand, as well as benefit to the increase of brand and form emotional connection with consumers.

Special attention should be paid to Internet marketing and social networks. At present, digital channels play an important role in the promotion of beer. Internet marketing makes it possible to disseminate information quickly, receive feedback from the audience, and form community around the brand.

An important method of promotion is the creation of recognizable brand. Packaging design, the label, and the shape of the bottle or can play a significant role in the consumer choice. Bright and unique design helps to distinguish products from competitors and attract buyer attention in retail outlets. Therefore, the promotion of beer products is complex process that combines advertising, sales promotion, PR activities, digital marketing, branding, and other marketing tools.

Effective combination of these methods enables brewing companies to strengthen their market position, increase brand awareness, and build consumer loyalty. During the war in Ukraine, the conditions for running business became significantly more complicated, which also affected the methods of promoting products. Enterprises are forced to adapt their marketing strategies to economic instability, decreased purchasing power of the population, and changes in consumer behavior. Therefore, the most appropriate promotion methods are those that require lower costs, offer flexibility, and make it possible to respond to market changes quickly.

One of the most effective methods of promoting beer products during wartime is the use of digital communication channels. Social networks make it possible to maintain constant contact with consumers, inform them about new products, promotions, and company activities. In addition, internet marketing is significantly cheaper compared to traditional advertising on television or in print media. Due to social networks, companies can publish informational and entertaining content, run online contests, collaborate with bloggers, and build audience loyalty.

During wartime, the social responsibility of business becomes especially important. Many companies support charitable initiatives and provide assistance to the military, volunteers, and war victims. Information about such activities is disseminated through the media and social networks and forms positive brand image. This approach makes it possible for enterprises not only to promote products, but also to demonstrate their involvement in supporting society and the state.

In difficult economic conditions, various forms of sales incentives are an important promotional tool. These include promotions, discounts, special offers, gifts with purchase or bonus programs. These measures provide the increase of buyer interest and stimulate sales even during periods of declining purchasing power.

During the war, the role of local markets and local producers increases significantly. Therefore, an effective method of promotion is cooperation with local shops, bars and restaurants, participation in regional events and support of local communities. This approach helps strengthen the brand position in a specific market and builds trust among local consumers. Thus, during wartime, the most appropriate promotion methods are those that combine cost-effectiveness, flexibility, and social responsibility. The use of digital communication channels, sales promotion, local marketing, and socially responsible initiatives enables brewing companies to maintain consumer interest and maintain competitive positions even under the challenging conditions of wartime.

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