International Marketing

Product advantages
- Tastes more gentle
- Has less alc. percentage
- Is just stored for three years
- Is less expensive than Whiskey
- Consider our Kornlquer as a product to buy on a regularly basis

Overall: rise awareness for our brand/product

Echter Nordhäuser
"Taste the German spirit"

How we promote the product
- Facebook
- Ads on buses
- Promotion
- Cinema spots

Behavioral Segmentation
- Loyal to a specific brand
- Do not buy alcohol regularly
- Every other month for special occasions

Psychographic Segmentation
- Drink alc. in pubs
- Buy high quality objects
- Drink that's accepted in society
- Likes football

Customer Profile
This is James he is 28 years old and he likes Whiskey. In his freetime he likes to watch football games and meet his friends. He has an average income and was born in London.

Economic Environment
- Wealthy country
- Median: 35,000 € per year
- Leeds Wake
- Jack Daniel's
- China Regal
- Average age: 24.5 ± 6.7

Legal & Political Environment
- Parliament, three chambers
- Common law
- 20% GSP
- Age rating: alcohol allowed at the age of 18

Cultural Environment
- Language: British English
- Currency: British Pounds
- Attitudes: paint, man of pleasure, hard drinking (2,5 spirits per person/year)
- Values: religion: national Lutheran values

Socioeconomic Status
- Mostly men
- Aged between 25 – 35
- Average income (21,000 €)

Media Behavior
- Full access to media
- Active on social medias