

ANALYSIS OF THE CONNECTION BETWEEN TELEVISION COMMERCIALS FOR BEER AND FOOTBALL

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Abstract: *The paper deals with the relationship between the marketing activities of the producers of one of the most popular drinks in the world – beer and one of the most popular sports in the world – football. First, a chronological overview of this relationship was given and a historical cross-section of the relationship between beer and football industry was examined. Then a review of the modern global beer market was given; regional context was also analyzed, and special attention, through the application of SWOT analysis, was dedicated to the local brand - Brewery Trebjesa.*

Key words: *television commercials for beer, marketing, beer, football, media.*

1. FIRST TOUCH OF FOOTBALL AND BEER

It seems that the link between football and beer is always there. Both football and beer were at one time a party of the poor and they are closely tied to circles of the working class. It looks as if they grew up together - football megalomania and beer brands are now walking side by side.

The biggest impact on these new contexts and the huge amount of money in the whole story was made by television. Thanks to her, a huge market has been created, for which the prettiest public entertainment has been transformed into a game of millions (pounds, euros or dollars) and where the producers of their favorite drink began to compete with the fabulous amount of money.

It looks like it all started in the late thirties. "The first transfer of a football match on television was made by the BBC, when the first team and the Arsenal reserve on September 16, 1938. met at Habibi! Soon at the television you were able to watch the first FA Cup final in history between Hadersfield and Preston.

After a few years, a good part of the pubs in England had televisions and fans would gather in pubs a couple of hours before the game, where they began to discuss the current situation in English football. (...)

From the pubs, a few hours ahead of the game, a song is heard. If the supportive team wins, the fans will rejoice until the little hours. Beer is flowing all day and watching football is, at least without two, three mugs, unthinkable." [3]

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After this period, the fame of the clubs grew, the true sports idols were born, which led to their engagement for marketing purposes. Skembler states that in 1951. legendary Stanley Matthews earned 20 pounds a week signing booties produced by CWS, while Gary Lineker, only four decades later, signed a contract with the same obligation in the name he received 3% of total earnings, which involved about million pounds.[10] This example clearly shows that the status of a football idol has evolved and how much money has increased in sport.

In support of this assertion is the question of the author of one of the best soccer books, Daj gol!!!: "Who in madness could have predicted that schooling will become the most popular game in the world and that players will rise from the level of hire, which were bought and sold as commodities in humiliating regulated transfers during the sixties of the twentieth century, to the status of multimillionaires that they have today? ".[2] But that still happened. In addition, according to a sociologist Giulianotti, in northern Europe and in the old British colonies, alcoholism is the basic thing for sports popular culture "[4], so the clue that this text deals with is even clearer.

And why exactly football? Why is it so important?

Probably because it is a metaphor of life. This game represents the essence of enjoyment and passion for the vast percentage of people in the world. "Football game reminiscent to what is possible but not certain that it does not in principle excluded from human life. Human life without a possible but not certain loses the characteristics of human life."[12] When media influence is added as the strongest weapon of the modern world, then it is undoubtedly clear that today's viewer is hypnotized by the spectacle offered to him by euphoric ambient, whether it's in the stadium, the square next to the video buzz, or in the apartment near the TV or computer.

This enables an extremely strong and clear breakthrough of the most diverse brands related to football teams and competitions. Numerous manufacturers have found their marketing space precisely with football matches.

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continued his further education. He graduated at the same Faculty in 2016, and in 2017 got the title of Master of Political Science. Since 2016, he has been an assistant on 8 subjects in Humanities and the Faculty of Arts and Communications: Communication, Public Relations, Techniques of Creativity, Introduction to Creative Writing, Media and Culture of Speech I, Media and Culture of Speech II, Communication and Advertising, Media – Advertising and Art. He participated in two International Scientific Conferences: XIX national and V international scientific and technical conference SYSTEM OF QUALITY OF CONDITIONS FOR SUCCESSFUL BUSINESS AND COMPETITIVENESS on Kopaonik; XVII th International Conference THE TEACHER OF THE FUTURE; and published two papers in the International Journal KNOWLEDGE. He is fluent in English, and has completed a month – long course at the Exeter Academy in England. He also possesses good German knowledge, which he perfected at a monthly course in Dusseldorf.

2. THE RELATIONSHIP OF THE GLOBAL BEER MARKET WITH THE FOOTBALL WORLD IN A MODERN CONTEXT

World beer production has become a monopoly of several giant companies that cover the entire market. Namely, there was a unification of a large number of breweries and the global market is reduced to only a dozen manufacturers, which are stationed on the European, Asian and American continents, which are:[9]

AB Inbev is a Brazilian-Belgian company that ranks first since 2009. Its headquarters are in Missouri and in Luven. Their production weighs over three hundred beer brands, which is twenty percent of the world's volume. The most famous products are: Budweiser, Michelob, Beck's, Stella Artois, Bass and Brahma.

Sab Miller is under British roof, headquartered in London and, of course, the second is on the world's top list. There are about two hundred brands in the portfolio. It covers about eleven percent of the world market.[1] The distinguished brands are: Fosters, Grolsch, Peroni, Nastro Azzuro, Pilsner Urquell.

Heineken, as the third world company, sells one of the world's most famous beers. In addition to Heineken, the best-selling brands that come out here are: Amstel, Murphy's, Cordoba and Tiger.

The next giant would be Carlsberg, a Danish company that sells about one hundred and twenty million barrels annually.[11] In the first place they have the brand Tuborg.

The fifth in a row is CR Snow, a Chinese company based in the United States, whose full name is China Resources Snow. The most famous brand is CR Snow.

Tsingtao is again Chinese, but the second largest brewery. The interesting fact is that it was founded by German entrepreneurs, and all of its brands are named Tsingtao.

Modelo, as a seven-seater brewery with the most famous Corona brand, makes up about sixty percent of the Mexican market. Half of the property belongs to AB Inbev Brewery. The best-selling brands in this case are: Estrella, Leon Negra, Montejo, Pacifico, Negra Modelo and Victoria.

The next company is Molson Coors, which was created in 2005 when the two largest American breweries, the Canadian Molson and Coors based in Denver, merged into a single company under this name. In America, this company operates together with SABMiller called Miller Coors.[8]

Beijing Yanjing is one of the world's giants when it comes to beer production. The headquarters of this brewery is in Vancouver.[5]

The last on this list, Femsá, is a Latin-American giant that produces famous brands in Mexico and Brazil, such as: Carta Blanca, Dos Equis, Tecate, Bohemia and Sol.

Based on previous research and analysis, it has been found that six out of the ten strongest beer producers in the world currently use football elements for advertising purposes. What is particularly important is that football beer advertisements are noticeable in the four leading beer brands of today: Budweiser, Brahma, Amstel, Carlsberg.

3. REVIEW OF THE REGIONAL BEER BRANDS

Reflecting on the beer of a regional character, the cohesion of this popular product with football is encountered. In further discussions, you will find several examples of the above.

One of the most popular beer companies in Serbia, Apatin Brewery with the main brand Jelen Beer, in its activities has devoted considerable space to strengthening sports culture in Serbia and popularizing the football game. Jelen beer, as a sponsor of Super League Serbia, annually awards prizes in four different categories: best young player, best player, best coach and best score.[6] Namely, Jelen KUP has been organizing for several years now, and it represents a traditional competition in a small football game, where local teams from 16 cities of Serbia are trying to show their mini football spells.

In a series of advertisements for Jelen Beer, which are closely related to football, there are also those that have left the most striking impression with their quality and impact on the consumer public. The first one, which we would like to point out in this case, is the advertisement of Jelen Beer from 2010, where a group of fans of Serbia's football team is leaving to support their players at the World Championship held in the South African Republic. As a sponsor of the team, Jelen Beer organized a prize game, where winners receive the mentioned arrangement. At the beginning of the advertisement, the winding of the two fans begins with a modified, standard motto, used extensively by the fans of the region: *Javi se krilo, javi se krilo*, then they begin singing: *javi se rep, javi se rep*. After various unsuccessful attempts to transfer the euphoria to the rest of the bus, some fans begin to sing *Javi se Jelen*. At that moment the enthusiasm was dominated and the whole spirit of the fan spirit was gained, so that the experience was spiced up by the arrival of a young girl who appeared on the cheers of the fans, bringing them Jelen Beer.

In the corpus of Serbian beer brands, one of the more popular brands, besides Jelen Beer, is Lav Beer. Unlike the previously analyzed product, Lav Beer belongs to the Carlsberg Corporation. In the segment of marketing, this company launched an action to help the rivals, Red Star and Partisan. The idea was realized by the fact that the percentage of each purchased can with the club's coat of arms went to the fund for the purchase of the Red Star bus and for the purchase and installation of new chairs in the stadium of the Partisan.[7] In the advertising spot from 2015, called Football Motivation, in the foreground is the power of the brand name and its motivational component, in this case for the purpose of a football game. In this advertisement in the spirit of the village football, the coach, who is in this case famous director Dragan Ostojic,

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speaks to his players at a break and calls them aunts and mice. However, he does not find an adequate way to motivate them to continue, in order to achieve a positive result. At one point, which is characterized by the psychological abyss of everyone in the changing room, the teacher of these players retains his view of an article glued on the wall, where it says: *Naš Lav na vrhu sveta!* Then, using the keyword of this title, he calls them lions and in that way he manages to find that spark in the stone. After that, there is a message that is confirmed during these half minutes: *Reci lav i ne možeš da pogrešiš. Ili jesi, ili nisi, Lav.*

In order to provide a better and more systematic analysis of the cohesion of football and beer in the region, we will also look at the Croatian area.

Ožujsko beer also gives a lot of attention to advertising regarding football. In one of their older advertisements, cans become a ball, and the city stadium. What is most important for Žujo in this context is that it is related to the Croatian football team since 1998. This relationship with national identity and sport bias also produces "Srce koje nema ravna" advertising, which represents their perception of representation. Likewise, there are a number of video commercials featuring Spaniards, Czechs and Turks – the rivals from one championship. Another very interesting video content is related to the Premier League Preparation Campaign, which is two works of *False and Assistance and Teamwork*. Famous Croats – from the midfielder Luka Modric, through the actor Rene Bitorajc to the frontman of the TBF band Mladen Badovinc – appear as the protective faces of these advertisements.

4. POSITION OF FOOTBALL IN THE ADVERTISING SPACE OF THE LOCAL BREWERY TREBJESA

After a global and regional overview of the topics, we will also look at the analysis of the position of football in the advertising space of the local brewery Trebjesa.

In this case, the research is supported by a well-known method. The SWOT analysis provides qualitative data that enables you to make strategically important decisions of the company.

- Based on the collected available information SWOT analysis of the Trebjesa brewery is presented in Table 1.

Strengths	Weaknesses
<ul style="list-style-type: none"> - Tradition - A market created - Consumer patriotism 	<ul style="list-style-type: none"> - Periodically inadequate marketing - Insufficient visibility of sponsorship participation on the equipment of sponsored clubs - Insufficiently intensive relationship with football in the advertising space
Opportunities	Threats
<ul style="list-style-type: none"> - Expanding a network of sponsored sports teams - Organization of amateur tournaments of regional character 	<ul style="list-style-type: none"> - Stronger competition - Possible bad results of sponsored clubs and national teams that could indirectly affect the reputation of the brewery

Table 1: SWOT analysis for the Brewery Trebjesa

From the SWOT analysis of the position of football in the advertising space of the Trebjesa Brewery, we learn that, when it comes to the strengths, the most significant would be the tradition and consumer patriotism that can be traced back to the advertisement "*Pivo za društvo*" with Dejan Savicevic in 2011, and which is certainly influenced by the fact that Niksic's Beer is an official sponsor of the Montenegrin football team. The most important factors that indicate the weakness of the brand, is allocated inadequate marketing, or lack of commitment in order to evaluate and strengthen these links to adequately and quality way. Usually, these attempts are not at the level where they should be. Also, there is a danger that a part of the football audience will, according to the Scottish model, give up consumption of this beer when its logo appears on some of the shirts of the local football clubs. In the third element of the analysis, the potential is highlighted by the expansion of the market, where the space is envisioned to better represent of the brand with the soccer national team to the world. An important point here is the possibility of even greater popularization of amateur football and strengthening of the sports spirit. Namely, Brewery Trebjesa also has the organization of FAN Cups in its business, but the domains in this case could be regional in character. It seems that the threat, to which most attention should be paid, is competition. Niksic's beer has the potential to separate itself from other beer brands through football-related advertisements. Products of foreign brands such as Amstel or Carlsberg and regional ones such as Jelen and Lav are more and more affordable, and their marketing is often more tempting than the one that features Brewery Trebjesa. Of course, the bad results of sponsored teams or even the same representation, can partly be characterized as reputational damage of Brewery Trebjesa.

5. CONCLUDING REMARKS

On the basis of everything exposed, it could be concluded that the link between football and beer contains customs and beliefs, rattling history and modernity, and that advertising messages are one of the fields in which this is most obvious.

As football and beer today became inseparable in the world of fan culture, beer producers use this cling when creating promotional content, which is most evident in television commercials. Addressing football fans, they encourage massive beer consumption, and often opt for sponsoring those clubs with a large number of fans, to further boost sales.

Based on the analysis of regional beer brands, it can be concluded that local brewers may have domination in the domestic market, which is a consequence, above all, of consumer patriotism. But for the development and expansion of markets at regional and global level, they would greatly benefit from networking with other local brands, regardless of their participation in the national frameworks of the football world and Žthe linking to the identity of their country.

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