

Media Strategy in Selected Organization

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Abstract: Advertisement in television, in radio, in print media, outdoor or indoor, that all common consumers apprehends through the visualization, the creative side and the point of view of marketing agencies is mostly defined through advertising agencies. During last years in relation of development of new technologies and media, considerable changes occurred in marketing - communicative environment. Traditional advertising agency - full service type, have failed by now in satisfying every demand and need of a client and the solution has been: from originate media departments establish specialized and independent organizations - media agencies, which in present beyond effective and productive media planning and buying, have to solve creative side of media strategy, too.

KEY WORDS: Marketing, market, goals, media strategy, communication, environment, planning, buing, campaign, design.

Introduction

Present media market is featured by high degree of dynamics and constant fast development. Under globalization, internacionalization, technological pressures contant changes occur in given environment and so this environment becomes more unstable and so the relationship between information, technology and people constantly changes. The media market in relation with media agencies offers today a wide portfolio of services and solutions for it's real and potencial clients-advertisers, that if optimal effectiveness and success should be reached a constant ability to react on time on continuous changes and development within the environement is deserved.

I The Overview of market in brewer category

The main and relevant competitor of Leightweiser Slovakia is the organization SAB Miller, which offers on the market of Slovakia following brands of beers: Topvar, Šariš and Kozel. Futhermore, on Slovak market operates british brewer company Calsberg and small slovakian, regional, brewers as Steiger, Zubr et al..

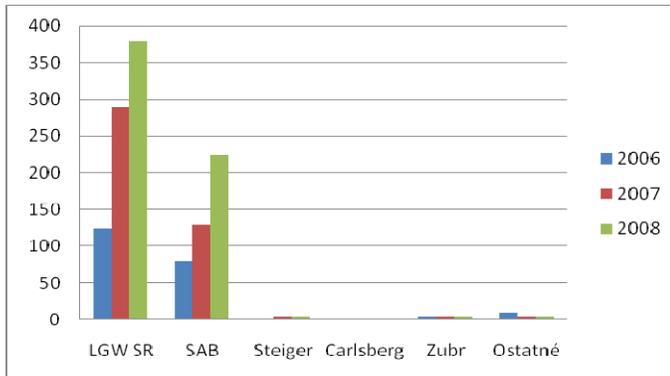


Fig.1 The overview of Top advertisers in brewer category on Slovak market

As the picture above- The overview of Top advertisers in brewer category shows us, the greatest player on the media communication market is Leightweiser Slovakia followed by SAB Miller. The throughout year accumulation in the case of LGW SR achieved around 33 % and SAB almost 77 %.

During the whole period from 2002 till 2008 the biggest share within the development of spending into the media mix in beer category on the market of SR (Pic. 2.) achieved mass communication advertising tool - television. Throughout these years the development of spending in global had ascendant tendency, though, in 2005 the spending decreased less than 300 mil. SKK (9 958 175 EUR), but in consequence has begun to increase.

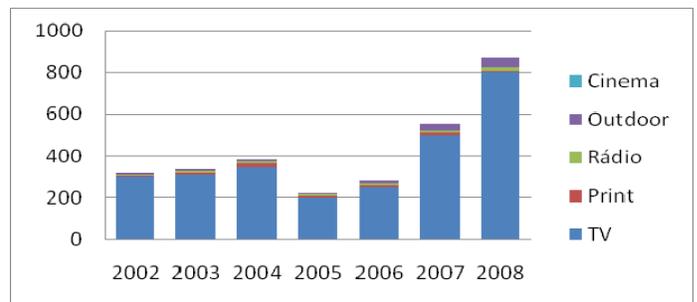


Fig. 2 The development of spending within media mix in beer category on Slovak market

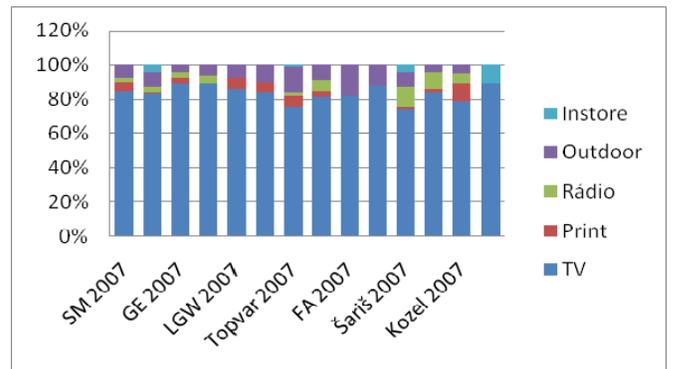


Fig. 3 Media mix 2008of individual beer brands on Slovak market

The agency UC has selected following media approach, where the most used media (Pic. 3) were TV, Outdoor and Print. In the case of TV the key channels were TV Markiza, JOJ, Jednotka, Dvojka and in the case of medium- Print, were used titles as Nový čas, Plus 7 dní, Sme, Pravda, Šport, Trend, Goldman and Brejk.

II. SEASONAL DEVELOPMENT

In the case of seasonal spending development into the media communication in a beer category, as shown on the picture 4., in 2008 the key months for Leightweiser Slovakia and it's brands were:

- ❖ **Leightweiser** has concentrated on communication in a period of time- from February till May and August.
- ❖ **Strieborný Medved'** has communicated throughout the whole year with the highest intensity from February till April, from July till August and a period of time before Christmas (November- December).
- ❖ **Gerlach** has dominated from May till June and from August till October.
- ❖ **Fatra** has communicated the most in March and from July till August.

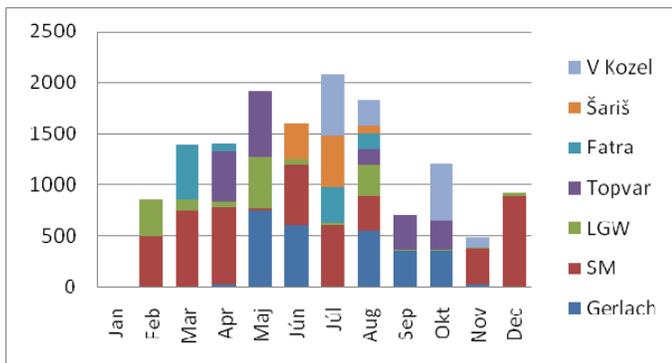


Fig. 4 Seasonal spending into TV campaigns 2008 in GRPs 12+

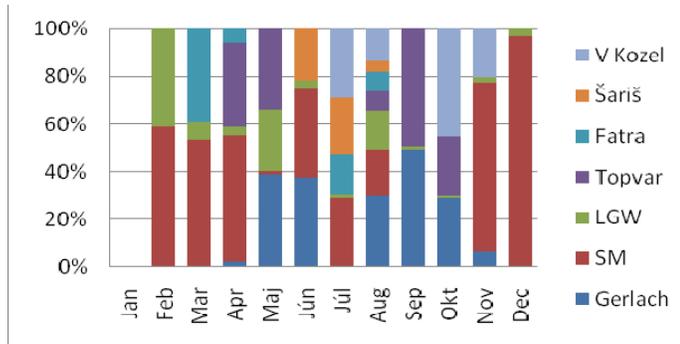


Fig. 5 Percentage preview of spending into TV campaigns 2008 in beer

The main competitor of client- SAB Miller, has communicated continually throughout the year, too, as the pictures 4- 5. above indicates. The brand Topvar has communicated in months April- May and August- October, Šariš in summer months June - August and Kozel from July till August and in a period of time before Christmas from October till November.

In 2008 general rate card spending was 1, 275 mil. SKK (42 322 246 €).

Media mix

The most preferred medium in proposed media mix of beer brands offered by Leightweiser on the market of Slovakia for years 2007 and 2008- shown in picture 6., was mass communication advertising tool- television. The share of television in this media mix of individual brand is 80 % in average. Furthermore, in the case of brands as Strieborný Medved' (SM), Gerlach (GE) the print media were used only in the year 2007 and Leightweiser (LGW) used print in both years equally with share 6 %. Radio was used only in the media mix of SM and GE and outdoor was used in the media mix of all brands. Advertising medium- instore, was used only in media campaign of SM.

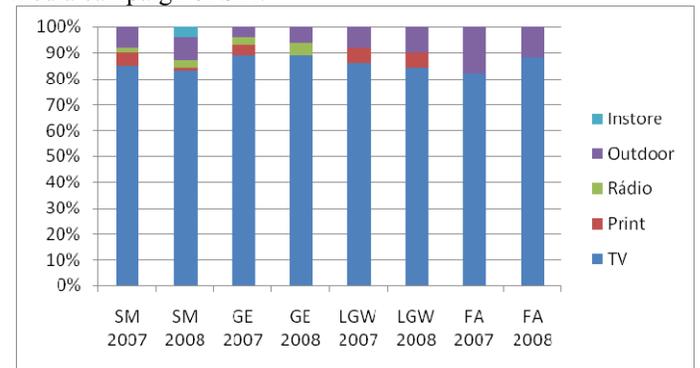


Fig. 6 Media mix 2007-2008

The highest share within selected media TV mix of Top beer brands on the market of Slovakia in 2008 (Pic. 7) was TV Markiza, followed by TV JOJ, Dvojka, Jednotka and the last places are divided between TV stations Trojka and TA3.

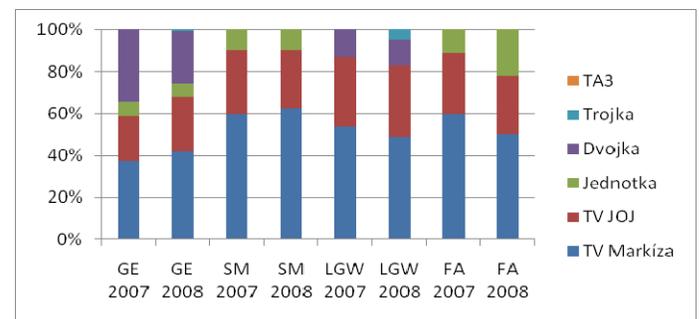


Fig. 7 Media TV mix 2008 of Top beer brands on Slovak market

On the basis of selected multimedial approach in 2008 was for individual brands offered by Leightweiser Slovakia planned following media mix shown on a picture 8. below:

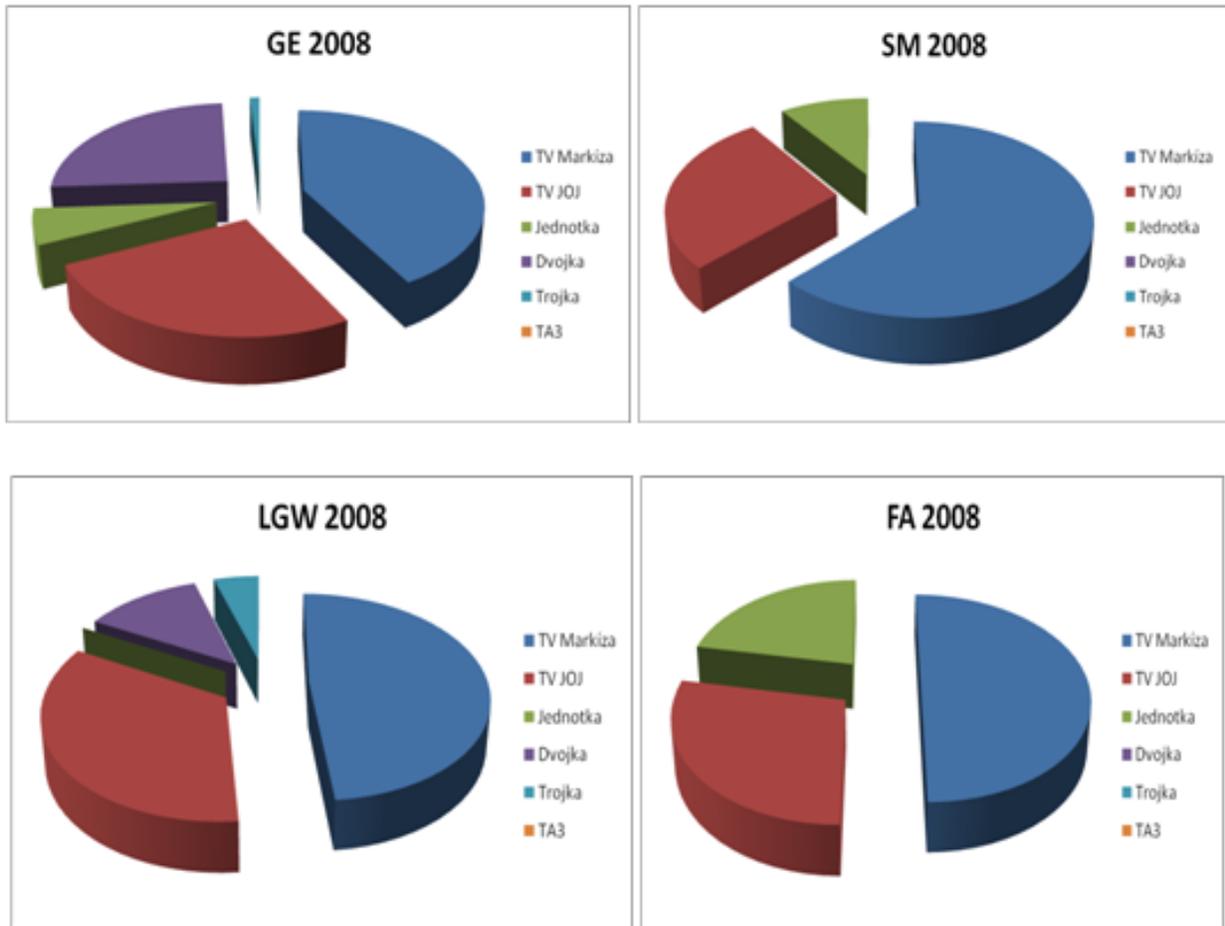


Fig. 8 Media TV mix of individual brands in 2008

In every media mix dominates TV Markiza with the highest share within the media campaign for SM. The second most preferred TV station is TV JOJ with an average 33 % share followed by Jednotka. Other TV stations, for example Dvojka and Trojka, were used in media mix of brands GE and LGW.

Top advertisers in beer category for year 2008

To Top advertisers in beer category for year 2008 (Pic. 9) belongs:

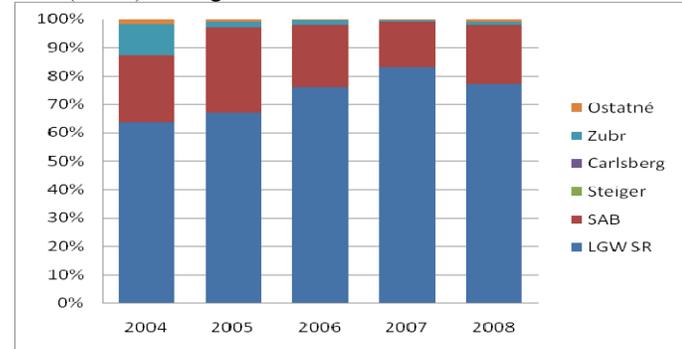


Fig. 9 The overview of Top advertisers in beer category on Slovak market

The leading position among advertisers reaches the company Leightweiser, followed by it's main competitor SAB Miller, with relevant average 40 % share and further regional domestic brand Zubr.

III ANALYSIS OF TARGET GROUP

The main target groups of Leightweiser Slovakia are defined and divided upon the product portfolio offered on the market of Slovakia. To this product portfolio belongs in Slovakia positioned premium brands as Leightweiser and Malstel, regional and domestic brands as Strieborny Medved', Gerlach, Fatra and foreign brands Krkonoše, Staroplteň and Cervéza, too.

3.1 Definition of target groups of Leightweiser Slovakia

A target group of premium brand Leightweiser is defined as follows:

- ❖ Man
- ❖ In age 20-40
- ❖ With secondary and academic education

- ❖ With middle and higher class earnings
- ❖ Psychographic description: ambitious, active, communicative, cosmopolite, searching for and wanting extraordinary products, that diversify them from others, quality, for which they are able pay higher price, sport loving
- ❖ Representation mostly in bigger cities and sites with population over 20 000 people
- ❖ The definition of target group for domestic brands as Strieborný Medved', Gerlach a Fatra:
- ❖ Man
- ❖ In age 30-55
- ❖ With secondary and academic education
- ❖ With middle class earnings
- ❖ Psychographic description: regular, average, preferring and trusting to domestic quality brands in good price, sport loving
- ❖ Representation mostly in smaller cities (*up to 20 000 people*), mostly in Eastern and Central Slovakia, less representation in Bratislava

3.2 Media consumption

The primary question during the identification of media consumption by selected target group is: "What kind of relationship does have the target group towards the media?"

Agency Universal Consulting has elaborated for client detailed analysis of media consumption of target group:

- ❖ **Television**
 - Average audience
 - LGW and also domestic brands – 90 % TG watches TV daily
 - TV Markíza- the most popular station, 51 % for TG LGW and average 55 % for TG of domestic brands
 - Television as the main supply of information (90 %), TV News and night time program
 - Selective audience
 - They select following programs: TV News, Sport, Sports live transmission, political debatable broadcast, auto- moto broadcast and other programs with IT technical or electronic trend, historic, natural, science documents, competitions.
- ❖ **Print**
 - TG LGW
 - Above- average readers
 - Preference of weekly and monthly papers
 - 55 % consider newspapers and magazines as the main supply of information
 - High loyalty for title
 - They select titles as: Sme, Hospodárske noviny, Trend, Šport, Goldman and Brejk
 - TG of domestic brands: (*SM, GE, FA*)
 - Average readers
 - Preference of daily papers

- 45 % consider newspapers and magazines as the main supply of information
- They select titles as: Nový Čas, Plus jeden deň, Plus 7 dní, Sme, Pravda, Šport

- ❖ **Outdoor**
 - Broadcast posters- relevant medium
 - TG LGW affinity 90 %, TG of domestic brands 70 %
 - 44% notice the billboards
- ❖ **Radio**
 - Above average listeners of radio in the course of TG LGW and average the course of TG of domestic brands
 - 70 % considers the radio as the main supply of information
 - Relevant medium: Rádio Okey, Rádio Express, Fun Rádio, Rádio_FM, Rádio Viva
- ❖ **Cinema**
 - Low frequency of visit rate
 - Limited reach
 - The height of affinity in the course of TG LGW-20 %, TG of domestic brands-10%

IV MEDIA STRATEGY

For design, selection and realization of the right media strategy is in particular efficient to define clearly the media targets aimed on image and product, commission of television, outdoor, print and campaign tactics.

4.1 Media targets in 2008

On the ground of client brief, marketing and communicative targets the media agency UC has defined media targets for communication of individual brands as follows:

- ❖ To promote and support knowledge of brands of company Leightweiser
- ❖ To maximalize the target group reach with utilization of high reach media (*TV, outdoor, print... et al.*)
- ❖ To reach consistent support in the key period of time with the opportunity of building up the continuity throughout the whole year 2008 (*accrue from buying and consummation cycle of product*)
- ❖ Usage of special media environment and formats:
 - Presence in media environment, supporting benefits and character of product (*for example. outdoor media during summer, special indoor in Horeca, et al.*) and media related to lifestyle of target group (*for example positioning of banners on river barrier in Bratislava, daily paper Šport, et al.*)
- ❖ POS support
 - To ensure support in the place of sale with a goal: to remind the product right during the buying process and to influence the buying decision in the place of sale.

4.2 Commission of television, outdoor, print in media

strategy

Within media strategy it is efficient to identify what kind of commission does each selected advertising media have in media strategy?

❖ Television

- Builds up awareness- fast
- Enables mass reach
- Reaches emotional bond with potential customer
- The most effective „image builder“
- Relevant medium for primary target group

❖ Outdoor

- Quality tool for building up the awareness
- Enables to accomplish high frequency of reach
- Medium with high impact
- Enables reach within „light TV watchers“
- Effective carrier to accomplish continual support

❖ Print

- Recommendation of print as the portable medium from following main reasons:
 - To use possibility of accurate targeting throughout print- regionalism.
 - *Quality* environment by content with bold amount of intimacy.

4.3 Tactics and timing of media campaign

Media agency Universal Consulting has selected within media campaign application of following advertising media and tactics projection:

❖ TV tactic

❖ Outdoor tactic

❖ Radio tactic

❖ Print tactic

❖ TV tactic

In order to secure effective price and maximization of reach was recommended a strategy of several TV stations with designed achievement by individual brand:

- Leightweiser 51 % TV Markíza, 36 % TV JOJ, 13 % Dvojka, 5 % Trojka
 - Timing: May- August 2008
 - Total coverage Net reach 1+: 89 %
 - Total coverage on effective frequency 4+: 70 %
 - Total amount of TRP's: 1900
 - Average weekly Net reach 1+: 49 %
 - Average weekly amount of TRP's: 115
 - Average weekly OTS: 2.3
 - Buying affinity: 0.75
 - Footage: 30“
- Strieborný **Medved'**: 63 % TV Markíza, 28 % TV JOJ, 10 % Jednotka
 - Timing: February- March 2008
 - Total coverage Net reach 1+: 85 %
 - Total coverage on effective frequency 4+: 63 %

- Total amount of TRP's: 1000
- Average weekly Net reach 1+: 50%
- Average weekly amount of TRP's: 125
- Average weekly OTS: 2,5
- Buying affinity: 0,75
- Footage: 30“

- Gerlach: 42 % TV Markíza, 26 % TV JOJ, 6 % Jednotka, 25 % Dvojka, 1 % Trojka
 - Timing: May- June 2008
 - Total coverage Net reach 1+: 86 %
 - Total coverage on effective frequency 4+: 65 %
 - Total amount of TRP's: 1200
 - Average weekly Net reach 1+: 62%
 - Average weekly amount of TRP's: 200
 - Average weekly OTS: 3,2
 - Buying affinity: 0,77
 - Footage: 30“
- **Fatra**: 50 % TV Markíza, 28 % TV JOJ, 22 % Jednotka
 - Timing: July- August 2008
 - Total coverage Net reach 1+: 85%
 - Total coverage on effective frequency 4+: 64%
 - Total amount of TRP's: 1300
 - Average weekly Net reach 1+: 60%
 - Average weekly amount of TRP's: 185
 - Average weekly OTS: 3,1
 - buying affinity: 0,75
 - Footage: 30“

❖ Outdoor tactic

An outdoor tactic for premium brand (Leightweiser) campaign was designed as follows:

- Timing: May- July 2008
- In the cities with population over 20 000 - billboards: Bratislava– minor reinforcement of campaign (*50 pieces*), Košice (*20 pieces*) plus other regional cities with the amount of surfaces cca 10 pieces. Targeting primary region: Šariš region (*northeast of Slovakia, Prešov region*), Topvar region (*Považie from Hlohovec through Trenčín, Považská Bystrica, Prievidza, Bánovce, Topolčany*), Kysuce, Bytča plus surrounding and central Slovakia.
- price: 300 x 240 €
- City lights (*2 weeks- chart. 9*)

Supplier	Town	Placement	Medium	Format	No. of Formats	Cost per 1 pc
Akzent Media	Bratislava	Shopping mall Aupark	City lights	ABRI	53	140,00 €
Akzent Media	Bratislava	Shopping mall Polus	City lights	ABRI	23	140,00 €
Akzent Media	Bratislava	Shopping mall Avion	City lights	ABRI	31	140,00 €
Akzent Media	Bratislava	In town center (rolled CLV)	City lights	ABRI	160	140,00 €
Akzent Media	Košice	Shopping mall Cassovia	City lights	ABRI	23	140,00 €
EuroAWK	Košice	In the housing estate	City lights	ABRI	35	154,00 €
EuroAWK	Banská Bystrica	In the town centre	City lights	ABRI	35	154,00 €
EuroAWK	Nitra	In the town centre	City lights	ABRI	30	154,00 €
EuroAWK	Trnava	In the town centre	City lights	ABRI	35	154,00 €
EuroAWK	Žilina	In the town centre	City lights	ABRI	30	154,00 €
EuroAWK	Prešov	In the town centre	City lights	ABRI	35	154,00 €
EuroAWK	Trenčín	In the town centre	City lights	ABRI	30	154,00 €

Chart. 1 Allocation of City lights

- Bigboards (2 months) 1 660 €/ 1 piece / 1 month: Bratislava (3 pieces), Košice (2 pieces), Banská Bystrica, Žilina, Nitra, Poprad : 1 piece

For Slovak domestic brands - Strieborný Medveď (SM), Gerlach (GE), Fatra (FA), was designed following outdoor tactic:

- Timing: February – March 08 (SM), May- June 08 (GE), July- August 08 (FA)
- In the cities with population up to 20 000, mostly in the eastern and central Slovakia: Košice, Prešov, Banská Bystrica and likewise, minor representation in Bratislava
- Billboards (2 months): Bratislava (50 pieces), Banská Bystrica (50 pieces), Košice and other regional cities- cca 20 pieces. Regional targeting (Šariš region and Topvar region)
- Bigboards (2 months) 1 660 €/ 1 piece / 1 month: 2 pieces of bigboards in each regional city as Košice, Prešov, Banská Bystrica and 3 pieces of bigboards in Bratislava

❖ Radio tactic

For the individual brand of the company was designed following radio tactic by using advertising competitions:

- **Leightweiser:** omitted in media mix
- **Strieborný Medveď:**
 - Timing: 3 weeks (June 2008)
 - Used stations: Rádio Expres, Rádio Okey (in term of optimization this combination comes out as the best in term of reach, affinity, OTH and price effectiveness) in order to listening analysis of target group M 30-55 (chart. 10)
 - Net reach: 54,07 %
 - OTH: 10,7
 - Affinity: 1,181
 - Gross Cost: 52 000 €
 - Onset of shots: 3 x daily in Rádio Expres, 5 x daily Rádio Okey
- **Gerlach:**
 - Timing: 2 weeks (September 2008), as complementary support

- Used stations: Rádio Okey
- Net reach: 15,67 %
- OTH: 7,0
- Affinity: 1,033

- **Fatra:** omitted in media mix

MML-TGI SR 2008 3+4, kvartál (23.6.2008 - 7.12.2008)		Súhmy		
	s. %	Index	s. %	Index
Projekcia na jednotlivcov, Vážené				
Rádiá včera				
Rádio Expres	30,2	138,8	21,7	100,0
Rádio Slovensko	15,4	88,4	17,4	100,0
Fun rádio	11,2	85,6	13,1	100,0
Rádio Okey	8,0	121,6	6,6	100,0
Jemné melódie	6,5	82,2	7,9	100,0
Rádio Viva	4,0	105,8	3,8	100,0
Rádio Regina	3,9	59,7	6,6	100,0
Rádio_FM	1,8	108,7	1,6	100,0
Rádio Hey!	1,3	84,1	1,6	100,0
Kék Duna Rádió (zahraničné)	1,3	178,3	0,7	100,0
Rádio Lumen	1,1	41,4	2,6	100,0
ostatné	1,0	78,1	1,3	100,0
Danubius Rádió (zahraničné)	0,9	104,4	0,9	100,0
Rádio Frontinus (regionálne)	0,8	118,2	0,5	100,0
Sláger Rádió (zahraničné)	0,5	79,6	0,7	100,0
Kossuth Rádió (zahraničné)	0,5	94,4	0,5	100,0
Rádio Beta (regionálne)	0,3	61,6	0,4	100,0
Rádio Devín	0,2	78,8	0,3	100,0
Hitrádio O3 (zahraničné)	0,2	48,7	0,4	100,0
Petőfi Rádió (zahraničné)	0,1	59,1	0,2	100,0
Rádio Patria (národnostné a etnické vysielanie SRo)	0,1	25,6	0,4	100,0
Rádio HIT FM (regionálne)	0	0	0,3	100,0
Súhmy				
Celkom	100,0	100,0	100,0	100,0

Chart. 2 Analysis of radio listenability within TG M 30- 55

❖ Print tactic

In accordance to recommendations, for the premium brand Leightweiser were used following newspapers and magazines:

Used formats: 1/1 4C – image communication, placement on separated two- pages, internal right page

- Nový Čas 3 x, NC Vikend (3 x), Plus 7 dni (3 x), Život (2 x), Goldman, Brejk, Pekné Bývanie
 - Timing: May- July 2008
 - Net reach 1+: 71,65 %
 - OTS: 3,5
 - Affinity: 1,068
 - TRP's: 249,73
 - Client cost: 80 000 €

In the case of Slovak domestic brand- Strieborný Medveď (SM), were used following titles:

Used formats: Nový Čas 3/5 4C, other titles ½ 4C vertical – placement on editorial/ internal page, independent standing ad on right page, right edge

- Nový Čas (4x), Šport (4x), Eurotelevizia (2x), Plus 7 dni (3x), Brejk, Goldman (1x)
 - Timing: February- March 2008
 - Net reach 1+: 72,42 %
 - OTS: 3,0
 - Affinity: 1,199
 - TRP's: 214,92

MML-TGI SR 2008 3+4. kvartál (23.6.2008 - 7.12.2008)	Súhrny				Súhrny			
	M 20-40		Celkom		M 30-55		Celkom	
	s. %	Index	s. %	Index	s. %	Index	s. %	Index
CS: CS Všetci								
Projekcia na jednotlivcov, Vážené								
Denníky včera								
Nový čas	25,6	108,9	23,5	100,0	24,6	104,6	23,5	100,0
Sme	8,1	108,6	7,5	100,0	8,9	118,6	7,5	100,0
Pravda	7,0	89,0	7,8	100,0	7,5	107,6	7,0	100,0
Plus jeden deň	6,0	184,8	3,2	100,0	7,2	92,5	7,8	100,0
Sport	5,0	71,5	7,0	100,0	6,9	213,9	3,2	100,0
Supplementary posledné vydanie								
Nový čas Vikend (príloha denníka Nový čas)	15,9	95,0	16,8	100,0	16,7	99,2	16,8	100,0
Moment (TV príloha denníka Pravda)	4,1	185,3	2,2	100,0	5,8	120,6	4,8	100,0
Magazín Plus jeden deň (TV príloha Plus jeden deň)	4,0	85,3	4,7	100,0	3,8	79,9	4,7	100,0
MY Sport (príloha regionálnych týždenníkov)	3,9	80,1	4,8	100,0	3,7	167,9	2,2	100,0
Týždenníky posledné vydanie								
Plus 7 dní	17,7	115,9	15,3	100,0	17,4	113,5	15,3	100,0
Zivot	12,5	93,5	13,3	100,0	12,5	93,5	13,3	100,0
Markíza (časopis)	7,6	79,2	9,6	100,0	7,1	73,5	9,6	100,0
Eurotelevízia	7,6	120,7	6,3	100,0	6,8	109,3	6,3	100,0
Mesačníky posledné vydanie								
Pekné bývanie	5,1	103,2	5,0	100,0	4,9	97,7	5,0	100,0
Brejk	7,0	277,6	2,5	100,0	3,5	138,9	2,5	100,0
Goldman	1,4	333,7	0,4	100,0	0,9	216,6	0,4	100,0

Chart. 4 Analysis of print readability within TG M 20- 40 and M 30- 55

Gerlach (GE) a Fatra (FA) omitted print in their media mix.

4.7 Budget allocation

The budget allocation of media campaign 2008 for individual brand is shown in the chart below:

Leightweiser		Gerlach	
TV	537 754 €	TV	209 884 €
Print	31 633 €	Print	/
Rádio	/	Rádio	12 954 €
Outdoor	165 500 €	Outdoor	10 365 €
Instore	/	Instore	/
Total	734 887 €	Total	233 203 €
Strieborný Medveď		Fatra	
TV	450 000 €	TV	319 800 €
Print	51 250 €	Print	/
Rádio	52 797 €	Rádio	/
Outdoor	56 250 €	Outdoor	39 525 €
Instore	29 452 €	Instore	/
Total	639 749 €	Total	359 325 SK

Chart. 5 Budget allocation of media campaign 2008 for individual brand

4.8 Media suggestions for the future

On the Slovak media market still dominates traditional multimedia approach, in which rules within the media mix traditional communication- media tools as TV (broadcast of advertising spots), print (ads, PR articles), radio (broadcast of advertising spots, competitions sponsored by given brands) and outdoor (broadcast formats- billboards, "City lights"). As the technique and IT technology, internet, which as the communication tools connect people, but on the other hand evolve barriers in personal communication, develop, the consumer becomes more and more resistant towards traditional

communication- media tools, is much more selective and differentiate himself or herself, so media market under the influence of given factors develops, grows and moves ahead, too. Under this pressure of given development, globalization and internationalization and under the pressure of changes in consumer preferences, too, media agencies in presence have to continually more and more specify, innovate and have to creatively design communication ways, that are not about mass audience anymore. This development is not going to avoid the Slovak media market neither, because also here the consumer is under constant development, changes, becomes more aware within buying power, increases his/ her social responsibility, feeling and gradually all along more frequently seeks in product, in its presentation and communication higher added value, upon which given product ingratiate him/her. Therefore following suggestions for the future for the company Leightweiser Slovakia and its products offered on Slovak market might be:

4.8.1. Suggestion for TV, radio and outdoor

A competition during summer with the opportunity to win a party- family party or with friends, either in favourite pub, restaurant (selection from a list of pubs and restaurants supporting and selling product of Leightweiser) or on a barnyard, in a garden, in a weekend house of the winner (delivery of products of Leightweiser) with winner's favourite Slovak music group.

Shooting of advertising spots, audio records from the party and opportunity to present it on selected TV stations, radios and taking pictures that can be used for outdoor.

4.8.2. Print

During a year publishing of sponsored articles in weekly papers and lifestyle magazines with main focus on the level of

social responsibility within community- presentation and education in responsible consumption of alcohol (fight against teenage drinking, drinking of vehicle drivers and generally against alcoholism) and within fight against civilized illnesses as HIV/ AIDS, spine, cardiac illnesses or cancer.

4.8.3. Internet

On web pages of company creating blog for customers with the possibility to publish customer's pictures and videos from family actions, events and other actions with friends and also with possibility to publish customer's experiences, impressions, suggestions and ideas, that can help company to get know much better its customers and on the other hand customer feels interest of company in his/ her needs and wishes.

Creating a program within web page, where the customer can design and produce his/her own "customize" product. Customer selects brand of beer, package (bottle- min. 6 bottles for 0,5 l or keg), designs lay- out (allocation of colours, content, possibility to use own pictures). This kind of bottle or keg can be an original present for father, brother or friend that captures unforgettable moment from life, quotation, citation for near relation person, or becomes collecting ace. The best ideas with customer permission could be further used directly on the internet- publication of given ideas, and also in outdoor advertisement. It could be recommended, in regards of costs, to concentrate on target group of premium brand Leightweiser.

And for challenging clients and collectors opportunity to order artistically processed pipe with possibility to buy small keg with pressure.

4.8.4. Event marketing

As a communication- media tool it would be efficient to use event marketing focusing on family, support of sports and sport activity within children, teenagers and health of whole family- Summer sport games, which would come to several Slovak regional cities.

Families and their friends would be able to participate, creates teams and compete in various sport disciplines as football, basketball, floor ball, volleyball et al. At the same time besides the presentation and offer of products of Leightweiser and prices in competitions, could children show up to invited sport scouts.

4.8.5. CRM (Customer relationship management)

Sending of seasonal catalogs to loyal clients with advantageous offer- product or price offer, offer of actions, events and other advantages, for example discount in enter to festivals, theatre performances, concerts, to cinema et al.

CONCLUSION

The media environment on Slovak market could be seemed in general as more stable, due to dominance in using the traditional communication- media tools as the overview and analysis of Slovak media market, market in beer category and media strategy by itself projected for the company Leightweiser Slovakia proves. Fast development of technology and with this connected deluge of information, advertisement exposures on daily basis and other tools of marketing communication that tell us without what our life is meaningless, or thanks for what can

we reach added value and quality in our life, urge us, that given product is the best and can fully satisfy our need and wishes, induce that consumer becomes much more resistant towards traditional communication- media tools, realizes more his/ her buying strenghts, social responsibility, is more selective and differentiates more. The Slovak media environment is not going to avoid this development neither and one of the main player- media agency, will have to in the future constantly more and more specify, innovate and creative design the communication ways, which already aren't only about mass audience.

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