

**A CRITICAL ANALYSIS OF ADVERTISING AS A COMMUNICATION
MEDIUM IN THE BEER INDUSTRY IN KENYA: A CASE STUDY OF
EAST AFRICAN BREWERIES LIMITED**

By

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**A research project submitted to the School of Journalism and Mass
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Communication Studies of the University of Nairobi.**

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Declaration

I declare that this project entitled, *A critical analysis of advertising as a communication medium in the beer industry in Kenya, a case study of East African Breweries Ltd*, is the result of my own work and that it has not been submitted either wholly or in part to any other university for the award of a degree or diploma.

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Signature: 

DATE: 23.11.2012

Acknowledgement

I shall be forever indebted to my friend Zeke Waweru for dragging me out of myself imposed academic retirement and convincing me that there was merit in going back to class inspite of the glitter and the glory in the corporate and political worlds. Thank you Zeke for believing in me.

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Dedication


I dedicate this project to the two most important women in my life: Lucy Wanjiru for being such a friend and pushing me on, not without a few threats when it looked like I would give up and my daughter Clare Wangare for constantly pleading with me not to make her the daughter of a university drop-out.

To you my sons Joseph Muhuni and Patrick Kariuki, how does a man say no in thunder!

Certification

This is to certify that this project, *A critical analysis of advertising as a communication medium in the beer industry in Kenya, a case study of East African Breweries Ltd* is a bonafide project work carried out independently by Muthui Kariuki under my guidance and supervision on behalf of the School of Journalism and Mass Communication for the award of a Masters of Arts degree in communication studies of the University of Nairobi.

SUPERVISOR: DR. MUIRU NGUGI

SIGNATURE: 

DATE: Nov 23, 2012

Abstract

Advertising is an expensive venture for any company. This is particularly true for any company experiencing constant threat to its market share. This study aims at evaluating the existing communication strategies for EABL advertising in order to shed light on which ones work and which are just a mere spending of their resources owing to the fact that EABL has had to increase its advertising budget each year.

This study proceeded to review literature related to advertising of products and foundational theories concerned with the effects of advertising and in general media packaged information meant to create awareness about some products and eventually persuade people to consume the products. This theory provided a general background and foundation to the understanding of the possible effects advertising is bound to bring about to the target audience. The study recommended possible effective communication strategies to enhance customer attraction and retention in this competitive environment with the hope that these recommended strategies will be cost effective. The data obtained from respondents was so done using interviews and focus group discussions after which it was coded analyzed and presented in themes.

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Abbreviations/Acronyms

AIDA: Attention, Interest, Desire and Action

ASK: Agricultural Society of Kenya

CSR: Corporate Social Responsibility

DAGMAR: Defining advertising Goals for Measured Advertising Results.

EABL: East African Breweries Ltd.

EABL: East African Breweries Limited (Kenya)

KBL: Kenya Breweries Ltd.

PLC: Public Liability Company

SOJ: School of Journalism

UON: University of Nairobi

CHAPTER 1: THE STUDY FRAMEWORK

1.1 Introduction

A brief History of East African Breweries Limited

Kenya Breweries Limited (KBL) was formally incorporated as a private company in Kenya in 1922, after two brothers, Charles and George Hurst recognized the need for whole beer in Kenya since the only available beer was being imported from Japan, a journey of 6000 miles by sea which took many days of sailing. George did not live long after since he was involved in an elephant hunting accident and in his honour his brother Charles called the first ever brewed beer "Tusker" in memory of that unfortunate incident.

Since then, the company now owned by Diageo PLC, a British manufacturing conglomerate has grown into a large multinational that brews both alcoholic and non alcoholic drinks. The first lager was launched in the year 1923 and the next year saw EABL sponsor the Jockey Club of Kenya's Merchants Prize event and in return all race cards were imprinted with the company's name. This is perhaps the second time ever that EABL was involved in some form of advertising, after the first where the Agricultural Society of Kenya allowed the then KBL to hoist banners at the outdoor event which was the annual ASK show of 1924.

In 1934, KBL became a public company and increased the number of shareholders and in the next year acquired the Tanganyika Breweries limited thus the name transformed to East Africa Breweries. In the subsequent year there came into the market the first brewing competition from Taylor's Breweries Limited which opened in Nairobi. Years after which EABL was listed in the Nairobi Stock Exchange in 1954, while the Mombasa Breweries was acquired two years earlier.

A series of other developments concerning EABL made it scale the heights of beer brewing such that it acquired Dar es Salaam Breweries, Uganda Breweries and signed agreements with the South African Breweries International in 2002. This was kind of a truce after a protracted fight dubbed the “beer wars” over the lucrative Kenyan beer market. This turf war had involved very serious propaganda peppered with the destruction of each company’s advertising point of sale material and the defacing and destruction of each other’s billboards culminating in the loss of millions of shillings. The wars were so serious that they resulted in the loss of lives forcing the Kenya Investment to step in which led to an eventual arbitration by the Marketing Society of Kenya.

A number of other products and beer brands have been launched including Senator Lager, Kenbrew, Tusker Malt and so on. This period also saw the crowning of EABL as the most respected company for a consecutive five years since 2000. This survey was conducted by PriceWaterHouseCoopers and the Nation Media Group. In 2004 EABL launched a non-alcoholic natural malt drink called Alvaro and launched the Green Goals 2010 in 2008 in an effort to be part of the environmental friendly production. All this has come about while EABL has been involved in rigorous advertising campaigns to bring forth and create awareness and likeability of their products to its vast market share. There has been the need to do so as the beer industry in East Africa has been experiencing an avalanche of products both local and international manufacturers.

A brief background to the study

Consumers are bombarded daily with messages of how to act, think, and choose. Messages that are reinforced by means of any form of media are designed for profit, and Gadsden (2000) states that “the media enables those with power to potentially control the choices of others.” Americans often enjoy the advertisements they see and find advertising generally informative and useful in guiding their own decision making (Shavitt, Lowery, and Haefner 1998). Advertising messages are reinforced, utilized for decision making, socializing agents and thus should be examined to understand clearly the cultural conditioning produced.

Albert Bandura and Richard Walters (1963) stated that people learn from one another by face to face observation, imitation, and modeling. In addition, the mass media are extremely influential sources of social behavior. Media images act as socializing agents that influence our attitudes, values, beliefs, and behaviors (Kang 1997).

According to Bandura and Walters (1963) people often generalize learned patterns of response to situations similar, though not identical, to the situations in which the learned pattern initially occurred. In addition to receiving information about a product in advertisements, we subconsciously process the entire advertisement. Such processing involves the symbolic analysis of body language and nonverbal cues of the actors in the advertisements. Research suggests that exposure to messages in advertising trigger thoughts of like and dislike depending on individuals' predisposition. It is for this reason that this study aimed at establishing whether there exists a deliberate message strategy for the East African Breweries Limited and whether the strategies, if they exist, are effective in customer attraction and retention.

My study took a qualitative and quantitative approach in analyzing the sample's advertisements that ran in the year 2010 while focusing on their effectiveness in attracting customers and retaining them. I also utilized a focus group discussion to examine the nature of messages in the EABL advertisements.

1.2 Statement of the Problem

East African Breweries continues to experience serious competition which the company has been trying to fight by increasing its promotional budget. This competition is mainly from foreign entrants into the local market. These foreign entrants include companies like South Africa Breweries who have since mutated to SabMiller, the fourth biggest brewery in the world. Others are Heineken, Bavaria and Namibian Breweries (company's website; 20th August 2012).

As earlier indicated, East African Breweries are themselves owned by Diageo Plc, one of the world's largest food processing companies famous for their world famous Guinness Stout first brewed at St. James Gate Ireland by Arthur Guinness in 1759. In East Africa, Diageo continues to face competition from its estranged business partner Tanzania Brewery hence the need to come up with more creative and innovative advertising.

As observed elsewhere the company is currently experiencing quite a bit of competition from a recent entrant into the market, Keroche Breweries Limited, with their flagship brand Summit Lager in addition to their usual fortified wines and spirits. Other competitors apart from brands

and spirits include illicit brews that have continued to eat into East African Breweries traditional market share (EABL annual Report 2009).

In executing the company's advertising campaigns, the advertising agents use highly thought provoking language that is supposed to appeal to the consumers and hopefully entice them to buy the company's products. There is need to find out if these campaigns have always communicated the intended messages be it through the electronic media, print or highway billboards. Should the company continue using the same communication methods or there is need to change these message strategies?

1.3 Objectives

The objective of this research is:

- 1.3.1 To find out if East African Breweries have laid out any communication strategies in their advertising campaigns.
- 1.3.2 To study the messages used in advertising to determine communication strategies used in enticing customers.
- 1.3.3 To suggest possible communication strategies that would enhance consumer retention

1.4 Research Questions

- 1.4.1 What communication strategies exist in the execution of advertising campaigns for EABL products?

1.4.2 Are the communication strategies effective in appealing to and retaining consumers of the products?

1.4.3 What possible communication strategies should be explored to enhance consumer retention in the wake of competition from local and international entrants in Kenya's beer industry?

1.5 Scope

This study took place in Nairobi, Kenya's premier city. The researcher hoped to use this study to point out on the need to have such a study in all urban areas in the future for EABL to get a glimpse of the effectiveness or ineffectiveness of their advertising. This study used advertising content that has been developed by EABL and sought to analyze its message strategy in enticing consumers since the year 2010 both in print and electronic media.

1.6 Limitations

Due to both the constraints of time and finances, this study was carried out within the city of Nairobi. This means that the observations and results cannot be adequately representative of EABL products consumers all over the country. It was anticipated that there would be the problem of data accessibility owing to the fact that some of the information, for example, the message creatives may decide not to reveal as the company considers most of its information confidential. Other problems related to data accessibility were unwillingness by respondents selected as a sample for this study to respond and give truthful answers. A lot of people interviewed were actually not proud relating their drinking habits and exploits because of the stigma attached to the same. The researcher overcame some of these challenges by ensuring proper unobtrusive follow-up for the interview questions making the respondents feel free by

making them aware that this is for the purpose of completing a postgraduate studies course in the University of Nairobi.

1.7 Organizational structure of dissertation

This study reviewed literature related to advertising and its effectiveness in chapter 2, where the theories relating to advertising are explored; social learning theory was pivotal owing to its foundational arguments about modeling and vicarious learning. A conceptual framework was formulated and research gap(s) established.

Chapter 3 consists of methodology where the research design, the sample, sampling techniques and data collection procedure are discussed. The study proceeded in a critical review of advertisements and description as the respondents related the state of affairs with EABL's advertising. This was effected through focus group discussions and interviews where respondents related their experiences with the products as well as with the advertising campaigns. Samples were obtained both by stratified sampling method and convenient sampling with an added sample where the researcher consulted experts and EABL's staff to gain insight into the crafting and execution of the messages in the adverts. The samples consisted of bar owners, attendants, product consumers and non consumers. A pilot study was carried out to test the validity and reliability of the instrument.

Chapter 4 concerns research findings and discussions and finally, Chapter 5 gives a summary of the study, conclusions and recommendations for the future in terms of message strategy and research. The data collected served to support the hypothesis; Advertising as a communication strategy enhances consumer behavior and advertising as a communication strategy enhances consumer retention.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

According to Williamson (1978), advertising mystifies us, deprives us of knowledge, and appropriates our real needs and desires to serve the interests of capitalism. With capitalism at heart, advertisers are merely “simulating a slice of life” (Goffman 1979). Contrary to marketing ideology, markets do not already exist “out there” in social reality but are “constructed” (Sinclair 1987). The construction of markets calls for the individual to consume and to engage with the advertisements in a state of make-believe, treating the depicted world as if it were real life (Goffman 1979). The content of advertisements is designed to sell products; therefore, advertising is what brings to the consumer what is on offer. When an advertisement becomes the reason why a target audience wants to try a particular product, then the message can be referred to as effective.

Advertising effectiveness can be defined then as the extent to which advertising generates a certain desired effect. Measuring the effects of advertising is very important, given the amount of investments needed for advertising. While it is not possible to obtain a global measure of the advertising effectiveness, there is need to develop and apply methods and measures for the verification of advertising results. Various advertising effectiveness may be defined as the degree to which the objectives of an advertisement or advertising campaign have been achieved; the effectiveness is commonly gauged by measuring the effect on sales, brand awareness and brand preference (Moriarty 2009).

Advertising creates product demand and shapes or mirror social values and hence consumer behaviour. Advertising has also been criticized for making people materialistic. All the above is subject to debate though what stands true is that advertising does all the above albeit immeasurable or unquantifiable.

Advertising has also been pointed out as having great influence on trends. It is through advertising that new products are introduced to the society and for the people to be 'cool', compliant, in time, fashionable and affluent and so on, they have to buy these products. It is however important to point out that the public is not entirely dependent on advertisements to consume products; consumers can make intelligent and informed choices about what they need.

Russell and Lane (2002) explain that the basic function of advertising is to disseminate product information that allows consumers to know that products exist, give them information about competing brands, and permit consumers to make intelligent choices among product options. Advertisers utilize several techniques to ensure that information is provided in a persuasive manner. According to Arens (2006) advertising is the structured and composed non-personal communication of information usually paid for and usually persuasive in nature, about products (goods, services and ideas) by identified sponsors through various media.

The task of the advertiser is to expose viewers to his product favorably, which means largely to show a sparkling version of that product through glamorous events (Goffman 1979). EABL achieves this through events such as the Tusker Project Fame series, Tusker Safari Sevens and other promotional events like Guinness Football Championships and the golf tournaments. Understood by Goffman's statement, these techniques are used to provide a favorable emotion toward the product. Russell and Lane (2002) explain specific techniques used when designing a

print advertisement: 1) unity: one unified design; 2) harmony: all the elements of the layout must be compatible; 3) sequence: the advertisement should be arranged in an order so that it can be read from left to right and top to bottom; 4) emphasis: accenting or focusing on an element of a product; 5) contrast: differences in sizes, shapes, and tones; 6) formal balance: elements of equal weight, sizes, and shapes; 7) informal balance: elements balanced from top to bottom of the page.

2.2 Theoretical framework

The critical part of making an advertisement is determining a campaign theme as it sets the tone for the individual advertisements and other forms of marketing communications that will be used. The campaign theme is the central message that will be communicated in the promotional activities. The campaign themes are usually developed with the intention of being used for a reasonable period but many of them are short lived due to factors such as being ineffective or market conditions and/or competition in the marketplace and marketing mix (Arens 2006). Advertising communication can additionally be said to be meant to dramatize a perfect world that can only be achieved by modeling the behaviour that the characters in the advertisement are exhibiting, including the consumption of the products.

A good case in point is the launch advertisement of the Snapp brand, East African Breweries answer to Sabmiller's Redds, an alcoholic drink targetting the "successful woman".

The two brand names Snapps and Redds are easy to pronounce and remember with each containing four consonants and one vowel. The double "p" in Snapp and the double "d" in Redds give each brand name a musical and aesthetic character that makes it very easy to remember.

The three models promoting the brand on television exit from an expensive limousine in shiny accentuating attires that no consumer would forget. The eventual dance by the three models project youth, agility and success, qualities that the consumer is expected to associate with the brand. They invite the consumer to try Snapp!

The following are theoretical foundations that advertising relies upon;

2.2.1 Albert Bandura's social learning theory

According to the social learning theory, which is also known as the social cognitive theory, vicarious learning; behavioural change is determined by environmental, personal, and behavioural elements. Each factor affects each of the others. For example, in congruence with the principles of self-efficacy, an individual's thoughts affect their behaviour and an individual's characteristics elicit certain responses from the social environment. Likewise, an individual's environment affects the development of personal characteristics as well as the person's behaviour, and an individual's behaviour may change their environment as well as the way the individual thinks or feels. Social learning theory focuses on the reciprocal interactions between these factors, which are hypothesized to determine behavioural change.

This theory posits that people learn and pick habits through observation and modeling from their immediate environments, family, peers, religious institutions, and media too being one such component of the environment. A number of studies on media effects have shown certain inclinations by children and adults towards practicing media portrayals, in particular the Social learning theory of human behavior Bandura (1986). His major premise is that we can learn by observing others. He considers vicarious experience to be the typical way that human beings change. He uses the term *modeling* to describe and he claims that "modeling" can have as much

impact as direct experience. Those concerned with mass communication have used it specifically to explain media effects. Bandura warned that "children and adults acquire attitudes, emotional responses and new styles of conduct through filmed and televised modeling. George Gerbner was concerned that television violence would create a false climate of fear. Albert Bandura cautioned that TV might create a violent reality that was worth fearing (Bandura 1963).

In this study, the researcher seeks to establish the effectiveness of the advertising messages to the adults who consume EABL products. It proposes that the dramatization of a perfect and happy life showcased in the adverts would appeal to the consumers and potential consumers to model the behaviour they see on the advertisements. For those adverts without much dramatization, the researcher seeks to establish whether those messages of courage, standing tall, being cool etc are appealing to the consumers.

Skinner (1953) called the process of social learning, *modeling*, and gave four conditions that are necessary for a person to successfully model the behavior of someone else:

- Attention to the model –

In order for the behavior to be learned, the observer must pay attention to the modeled behavior. Novel situations tend to draw more attention.

- Retention of details –

The observer must be able to recall the modeled behavior.

- Motor reproduction –

The observer must have the motor skills needed to reproduce the action.

- Motivation and opportunity –

The observer must be motivated to carry out the action they have observed and remembered, and must have the opportunity to do so. Motivations may include past reinforcement, promised incentives, and vicarious reinforcement. Punishment may discourage repetition of the behavior.

Effect on behavior

According to Skinner (1953) as quoted by Bandura (1986), Observational learning may affect behavior in the following ways:

- Teaches new behaviors
- Increases or decreases the frequency with which previously learned behaviors are carried out
- Can encourage previously forbidden behaviors
- Can increase or decrease similar behaviors. For example, observing a model excelling in piano playing may encourage an observer to excel in playing the saxophone.

2.3 Conceptual framework

All advertising efforts are directed mainly towards the achievement of business marketing and advertising objectives i.e., to increase the sales turnover and thus to make maximum profit. The advertiser spends thousands of shillings in advertising activities. All these efforts are aimed at attracting the customer towards the product. As soon as the advertising campaign is over, a need generally arises to measure the effectiveness of the campaign. Whether, it has achieved the desired results i.e. desired sales profitability or results in changing the customers' behaviour in favour of the company's product which will naturally affect future sales of the product.

According to Thomas (2008) advertising testing could provide a reliable feedback loop and lead to much better advertising. This view is shared by various other scholars including, Barthes, 1964; Marbach and Fabi 2000 who argue that measuring the effectiveness of advertising has the following benefits:-

- (1) **It acts as a safety measure:** Testing effectiveness of advertising helps in finding out ineffective advertisement and advertising campaigns hence facilitating timely adjustments in advertising to make advertising consumer and result oriented. Thus, waste of money in faulty advertising may be avoided.
- (2) **Provides feedback for remedial measures:** Testing effectiveness of advertising provides useful information to the advertisers to take remedial steps against ineffective advertisements.
- (3) **Helps avoid possible failure:** Advertisers are not sure of results of advertising from a particular advertising campaign. Evaluating advertising effectiveness helps in estimating the results in order to avoid complete loss.
- (4) **Helps justify investments in Advertising:** The expenditure on advertisement is considered to be an investment. As such, in advertising, goals and objectives should be spelt out clearly indicating the results expected from the campaign. The rate and size of return should be determined in advance and its realization ascertained afterwards. If the expected rate of return is achieved in terms of additional profits, the advertisement can be considered as effective.
- (5) **Helps determine the communication effect of advertising:** The effectiveness of the advertisement can be measured in terms of their communication effects on the target

consumers or audience. The main purpose of advertising is communicating to the general public and both existing and prospective consumers, information about the product and the company. It is therefore desirable to seek post measurements of advertising in order to determine whether advertisements have been seen or heard or in other words whether they have communicated the theme, message or appeal of the advertising.

(6) Compare two markets: Under this procedure, advertising is published in test markets and results are contrasted with other markets – so called control markets – which have had the regular advertising program. The measurements made to determine results may be measurements of change in sales, change in consumer attitudes, changes in dealer display and so on depending upon the objectives sought by the advertiser.

2.3.1 Measurement Models in Advertising

According to Morrison (2002) in literature and practice, the evaluation of advertising effectiveness has used two basic models namely, the dichotomous model and the three-dimensional model.

The Dichotomous Model

The dichotomous model is applied mainly in product and brand advertising, tending to isolate and evaluate separately the sales and the communication effect.

- **The Sales Effect**

The sales effect refers to the assessment of the capability of advertising to affect the sales volume and/or the market share, regardless of the possible influence of other variables. For Batra et al.

(1995), the effectiveness of advertising should be considered for its effect on sales in the short term. This advertising performance measurement is based on the marginal theory. The advertising is therefore regarded as an independent variable that can be combined with other marketing variables to have a certain effect on the dependent variable, i.e. sales. The aim is to seek the best combination of the determinants of the sales increase (Batra et al. 1995; Morrison 2002).

- **The Communication Effect**

The effect of communication refers to the ability to reach, with appropriate messages, a more significant share of public. Such effect is examined in literature with different approaches (Morrison et al. 2002):

- Sociological;
- Semiotic;
- Psychological;
- Socio-psychological.

Quoting Moingeon, (1993). Morrison notes that the sociological analysis focuses on the community, considered as a system governed by rules and social norms, and on the social behavior. Advertisement measurement under this model examines how advertising influences opinions, attitudes and behaviors of individuals and social groups. The role of advertising and consumption in social change is a very fertile topic, they note.

There are two opposite sociological perspectives to the advertising function in contemporary society. The first maintains a positive approach to advertising. It is believed that the role of advertising is to better organize economic and social relations, to harmonize social behaviors, to make people adhere to common values and to help them to better live together without problems. The second approach is, by contrast, rather critic, because advertising tends to generate a mass consumption. In order to adapt messages to a wider audience, introduces new, poorly differentiated, symbolic values (Friedman, 1999).

The **semiotic** analysis focuses in the first instance, on symbols. These are identified as anything that conveys meaning, e.g., words, gestures, images, and dance. Semiotics studies the problem of encoding, and more generally of the code used. The object of investigation is the message itself containing different signs that can be interpreted according to a pre-established intention, without reference to the consumer and the influence on the consumer behavior. This approach is useful especially in the context of advertising creation.

Morrison et al (2002) quotes various authors who have had interest in assessing the effectiveness of advertising in reference either to the language of the message or the graphic image of the message. Among these are Barthes, 1964; and Scott, 1996). However, they analyze the quality of message from the viewpoint of its construction, its presentation and the place of the communication process. The impact of the message on the recipient is a minor problem in the process of the message evaluation. This is an important limitation to the semiotic approach in terms of marketing (Marbach and Fabi 2000).

Communication in general and advertising in particular, were treated by psychologists starting from the motivations of recipients, which occupy a central position in the analysis. This is because of their influence on the perception of the recipient (Jefkins 2000). They believe that motivations drive consumer behavior. So the purpose for the advertising creator is to identify the reasons of consumer behavior, in order to identify the most effective advertisement message or to remove the communication barriers.

With the **psychological approach**, other types of research and investigation have emerged, thanks to the contribution of neuroscience (Morrison et al. 2002). They note that the evidence (obtained through scientific experimentation) has become a necessary support to verify the assumptions. The psychological approach has the advantage to measure the effectiveness of advertising with reference to the recipient of the message, particularly to the consumers' characteristics. On the other hand, the approach does not provide exhaustive answers, not delving into the exact causes that lead the recipient of the message publicity to expose themselves voluntarily to the message, decode it, to store and, eventually, to make the purchase. So it is not taken into account the entire communication process, and, in particular, the external factors, especially those related to the environment, that may play a crucial role in determining the behavior of the recipient.

The **socio-psychological** approach takes simultaneously into account the message and the recipient of the message. This approach aims to study the effectiveness of advertising in terms of persuasiveness (Courtney 1985; Marbach and Fabi 2000), observing the effects on the formation process of attention, memory, attitude and behavior (Wells 1997). This research methodology

considers the environment of the communication process and its actual interactions. The experimentation is widely used. It also allows considering all hypotheses tested together, and all the links that may exist between variables, through a pre-test, getting an advantage in terms of validity of the research. Rather than focusing solely and exclusively on direct effects of certain variables taken individually, that is difficult to control in reality, this approach studies the actual contribution of these variables in explaining the evolution of the dependent variable, sales.

The Three-Dimensional Models

The major criticisms to the dichotomous model concern the partial evaluation and the inability to provide reliable breakdowns of the effects achieved by advertising and by other company politics, marketing and communication (Morrison et al. 2002). For these reasons, sometimes, the three-dimensional models (i.e. AIDA model and model Dagmar) are preferred. These models are used both in planning advertising campaigns and evaluating their effectiveness. They propose a hierarchy of communication, cognitive, affective and behavioral effects (Milner 1995; Marbach and Fabi 2000; Morrison et al. 2002).

The DAGMAR (Defining Advertising Goals for Measured Advertising Results) advertising model can be used to improve small business advertising campaign effectiveness. Advertising is a part of marketing sometimes avoided by small business as it can be perceived as costly, ineffective and only appropriate for large corporations. However an understanding of advertising models such as AIDA (Attention, Interest, Desire and Action) and DAGMAR can help any small business plan more effective advertising (Russell 1961). AIDA can be used in small business marketing to improve campaigns, including those based on email auto responders.

DAGMAR (Defining Advertising Goals for Measured Advertising Results) is much more than a model for designing an advert, it is used to monitor and evaluate promotion campaigns. There are three parts to the DAGMAR advertising model.

- The first part is to define advertising goals so that results and therefore campaign effectiveness can be measured.
- The second part of the model comprises four stages that customers pass through before they buy a product or service. The four steps in the DAGMAR advertising model are: awareness, comprehension, conviction and action.
- The final part is to measure advertising results.

DAGMAR Step One: Defining Advertising Goals; it is important to understand that DAGMAR is aimed at setting advertising goals and not more general marketing goals. Elements of a good advertising goal include being a written, measurable task involving a starting point, a defined audience, and a time limit.

To measure the effectiveness of advertising a business must know the current state before advertising starts and then the new state after the campaign has ended. This means surveying the target audience to measure current awareness, comprehension and conviction. This helps to establish realistic goals for the campaign.

DAGMAR Step Two: Awareness Comprehension Conviction and Action; the second part of the DAGMAR model attempts to explain the process customers go through before they buy a product. The process is as follows:

1. The first step in advertising is to raise awareness of the product. If customers do not know the product exists, then they will not buy it. To ensure that an advertising campaign is effective, it is vital to identify the target audience for the campaign – not everyone will be interested in every product.
2. Comprehension is the next step and the aim is that customers understand what the product will do for them. Advertising that helps a customer understand the benefits and features of the particular product offered will increase comprehension about the product.
3. Once a customer is aware of and understands a product, then building conviction and a positive attitude to the product is the next phase. According to David Mercer in the book *Marketing*, this stage is about persuading the customer to adopt a positive attitude to the product. It is about much more than understanding the benefits. Why should a customer buy this particular product from this particular outlet?
4. *Action*. The whole point of marketing and advertising for small business is to generate increased revenue. That means the customer must buy – or, take any action which is a step towards buying. For example, making a phone call, purchasing in a shop, sending off for more information, etc.

An understanding of marketing touches will help to define realistic action steps for advertising campaigns.

DAGMAR Step Three: Measure Advertising Effectiveness; In step one of the DAGMAR advertising model, goals were established for the campaign. The final step is to measure the results and effectiveness of the campaign by evaluating whether the goals were met or not. This may require another survey to measure awareness, comprehension and conviction levels.

Analysis of **cognitive dimension** concerns the messages, understanding and storing and must take account of different types of memory: spontaneous recall, without any added indication; stimulated recall, facilitated by the presentation of certain evidence; related memory, when respondents are able to describe at least one specific element of the communication; recognition, or identification of the advertising; brand allocation, the memory not only of the advertising but also of the advertised brand.

The **affective dimension** is linked to the attitude toward and perceptions of communication. Affective reactions and emotional acceptance of that type of campaign are investigated. The affective attitude towards the images proposed and the spread of opinion of consumers is detected. The behavioral dimension describes changes in buying behavior, detectable by intentions and actions measured by sales and market share.

According to Morrison et al. (2002), all the above models are mainly focused on three elements of the communication process: the recipients (in terms of audience, memory, and storage), the media used (in terms of impact, coverage, frequency, etc...) and the feedback (in terms of attitudes, behaviors, opinions, etc...). They totally omit other elements (source, code, context) assuming essentially that the communication process was conducted in optimal conditions or at least without distortion. Moreover a fundamental element for an effective communication process is the use of the same code by the source and recipient. Otherwise, the recipient will not understand the message or give a different meaning and this will lead to the phenomenon Eco called "aberrant decoding". However, since as stated by Sutherland (2000) the message is what we understand, not what it was intended to understand, it becomes important to examine not so

much and not only what the firms wanted to communicate, but what was actually communicated (William. 1997; Carla 2005)

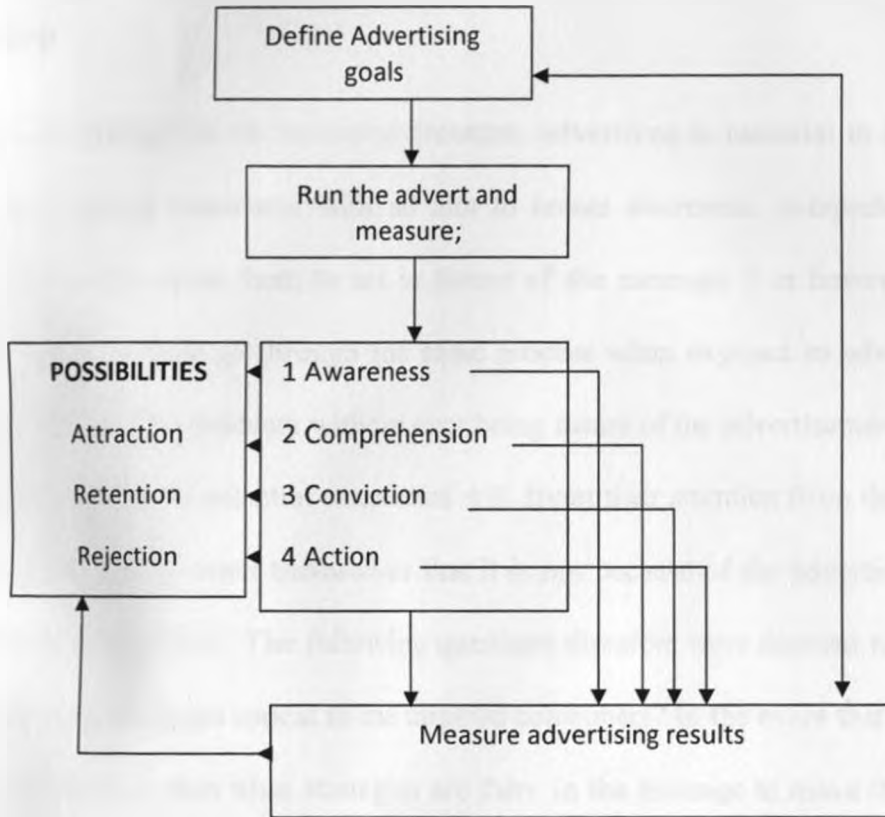


Figure 2.1. Advertisers' process and possible outcomes

2.4 Summary

Advertising is therefore an important marketing communication tool that a company must endeavour to carry out effectively and hope that the huge amounts of money spent are not spent in vain. Perhaps the greatest challenge of the modern times for the beer industry in Kenya is the changing market environment that presents the target consumers with an array of alternatives and it is therefore impossible to consider a brand or product superior to others. This therefore necessitates the continuous communication to the markets about the products a company offers

as opposed to the olden days when there were not so many brands in the market. Advertising EABL products aims at reaching potential consumers while reinforcing brand loyalty for those who are already consuming the products.

2.5 Research Gap

It is observable that throughout the reviewed literature, advertising is essential in bringing the product(s) to the targeted consumers with an aim to create awareness, comprehension, and conviction and eventually cause them to act in favour of the message. It is however common knowledge that not all people go through the same process when exposed to advertisements. Some may even consume the products without ever being aware of the advertisements. It is also possible that these current and potential consumers will divert their attention from the content on the advertisements to simply assert themselves that it is not because of the advertisements that they are consuming that product. The following questions therefore were deemed worth putting across; what particular messages appeal to the targeted consumers? In the event that a consumer tries a product and likes it, then what strategies are there in the message to make them want to continue consuming that product? It was hoped that through this study East African Breweries Limited would benefit immensely since there has been none so far in this direction.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Research Design

This study took a descriptive angle where the researcher described the state of affairs as observed by the respondents. It was also useful in finding facts and hopefully result in the collection of data useful (Kerlinger 1969) as quoted by Kombo et al (2011) in understanding advertising as a communication tool in the beer industry in Kenya. It went a long way in understanding the messages and how they are perceived by the consumers of the products. It will act as a guide in formulation of important principles of knowledge and solution to significant problems associated with the message strategy in EABL advertising.

This was effected through measurement, classification, analysis, comparison and interpretation of data collected. The researcher used both primary and secondary data. Primary data will be obtained using an interview schedule while secondary data will be obtained from the internet, books and journals as well as EABL's advertisement materials and annual reports.

3.2 Population

An index was generated in categories of consumers of the products i.e. beer consumers, pub owners or attendants and Kenya Breweries Limited marketing staff. A separate category of people who view the messages but do not necessarily consume the products was selected conveniently to guide the researcher on the possible reasons why they do not consume the products, especially if it is anything to do with advertising. The population was not homogeneous because of the drinking culture within the city, the economic background of the consumers as well as the physical location of the various pubs and restaurants.

3.3 Sampling Frame

The study was to be carried out in Nairobi, Kenya's premier city where the marketing list from EABL or its list of distributors was used to come up with a complete list of bars and drinking places in Nairobi.

3.4 Sampling Technique

Stratified sampling method was used to pick a sample of 200 bars spread across the city of Nairobi with each pub producing five consumers, one attendant and one owner. There was also purposeful judgement sampling to obtain responses from the sales and marketing as well as the communication department of EABL (K). Assembling a sample of persons with known or demonstratable experience and expertise in advertising was also used; this is known as expert sampling method. This was to be done with the sole reason of obtaining useful information about EABL's advertising campaign message strategy.

3.5 Instruments

For the purpose of this study, the researcher conducted interviews with respondents selected for the sample; beer consumers, bar owners, and most importantly, the marketing team of EABL (K). There was also a set of focus group discussions aimed at collecting responses from groups of consumers of EABL products as well as those in management.

3.6 Data Collection Procedure

After introducing the researcher and the objectives of the study, the most appropriate method for data collection from different respondents was used. Interview schedules were developed awaiting the agreeable dates for unstructured and semi-structured interviews.

A review of existing advertisements was done both by the researcher as well as through a facilitator for the focus group discussions. This is aimed at getting the most genuine and reliable information as participants in the focus groups give their views and opinions concerning the messages in the advertisements.

3.7 Pilot Tests

A sample was conveniently picked to participate in the pre-test of the instruments to gauge their validity and reliability in what the researcher studied.

3.8 Data Processing and Analysis

The researcher employed qualitative data analysis techniques as follows; Responses received were coded to generate data that was then organized, tabulated and analyzed using frequencies, percentages and inferential statistics.

A Quick Impressionist Summary was used to analyze data by summarizing key findings from the Focus Group Discussions where the researcher noted down the frequent responses of the participants on various issues concerning EABL's advertising, then an explanation followed and an interpretation drawn while in the end a conclusion was made.

Data generated from the open ended questions was organized into themes, categories, and patterns pertinent to the study. The researcher closely evaluated the usefulness of information in

answering research questions. The descriptive nature of this method greatly enhanced the understanding of the outcomes

Owing to the versatility of the Spreadsheet (Kombo et al 2011), in terms of analysis and storage of data, the researcher used it in order to allow a large range of conventional summary statistics. It is also noteworthy that the Spreadsheet offers graphical presentations of the results of an analysis.

CHAPTER 4: RESEARCH FINDINGS AND DISCUSSIONS

This study proceeded into the actual data collection in three main phases; sample generation, the actual data collection and finally making the data more palatable and consumable by coding and generation into percentages and clusters in terms of themes. Pilots studies had however been carried out earlier with a convenient sample to gauge the interview schedule effectiveness, reliability and validity in seeking responses from the sample.

After conducting the various sample generation activities, the interviews were carried out in the designated venues. Bar owners and product consumers were involved in responding to questions asked through the researcher and the assistants. Several trips were made to the EABL offices and various marketing points which also double as distribution points for products.

Focus group discussions were carried out in designated areas with the sample population. It was conducted with the help of a facilitator and this gave the researcher ample time to observe and listen to the views and opinions of the focus group participants. The following is a breakdown of the respondents and participants for this study. It is also categorized in terms of sex.

Table 4.1. Participants/Respondents

Respondents	Female	Male
Consumers	129	871
Sales and marketing	16	5
Management	3	6
Bar owners	89	111
Focus group members	34	12
Knowledgeable/experts	10	14
Totals	281	1019

22% of the participants to this study were female with the rest 78% being male. Notably, respondents from sales and marketing as well as those who participated in the focus group discussion overrode the numbers of males that participated in those capacities. This could be well explained by the African orientation of some activities, beer and alcohol consumption has been glorified as something that the male gender would do without question from the society while women who drink would be classified as the queer in the female gender. It is not a preserve of females to participate in this male dominated activity. However, the number of females in the industry would be much less in the rural settings. Much as women are stereotypically the bar tenders, they are only there to make the environment more African; that women serve the men with drinks and other services needed by the male customers.

Respondent categories

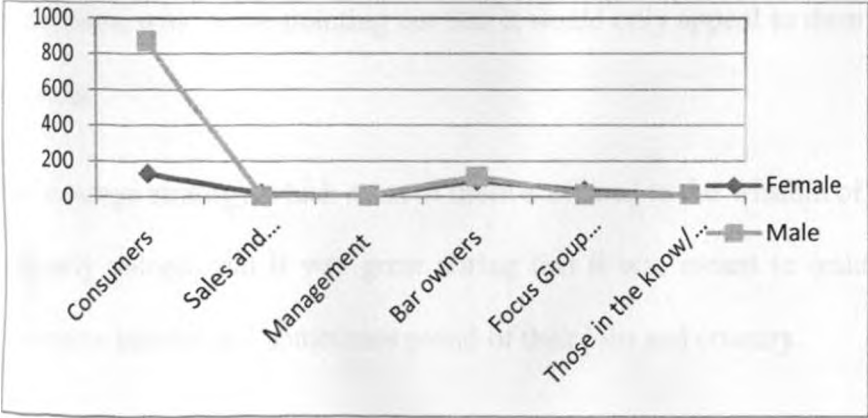


Figure 4.1. Respondents Categories

Apart from a few isolated cases, most consumers of EABL products are literate. This is with an exemption of 5% of the sample that indicated to have dropped out of school at primary school level. Most respondents in the bars and participants in the focus group discussions are aware of EABLs products as well as their advertisements. This can be attributed to the fact that most

people in urban centres are people who have migrated from the rural areas in search of jobs, education and better living conditions, most of whom can at least read and write. Most of these people have access to a television set, a radio set and any other media device that could give them exposure to the advertisements, the bars and restaurants from which they consume their products notwithstanding.

Respondents' understanding of advertisements

Respondents termed advertising as a means of communication of brands to the general public and the use of money to make money. It is however notable that only 10% of the respondents felt that advertising by EABL is effective in appealing to them. Most respondents however do not attribute their consumption of specific brands to how they are advertised. Instead they attribute their loyalty to the brands to friends, peers, brand appearance and their respective tastes and preferences, with some pointing out that it would only appeal to them if they did not know those products.

The message strategy which most of them attributed to the wisdom of the person creating it, they generally voiced that it was great noting that it was meant to make them feel proud of their respective brands and sometimes proud of their jobs and country.

Advertising goals

Concerning the various messages that are put across in the various advertisement campaigns, 27% thought that the messages were meant to propagate gender messages and their respective roles in society, 18% were in favour of the messages as meant to make people like their brands even more while there was a common score for drinking, friendship and patriotism at 15 % each.

It is however noteworthy that most respondents did not favour the view that, EABL advertisements are meant to communicate messages about society making it score 1.4%.

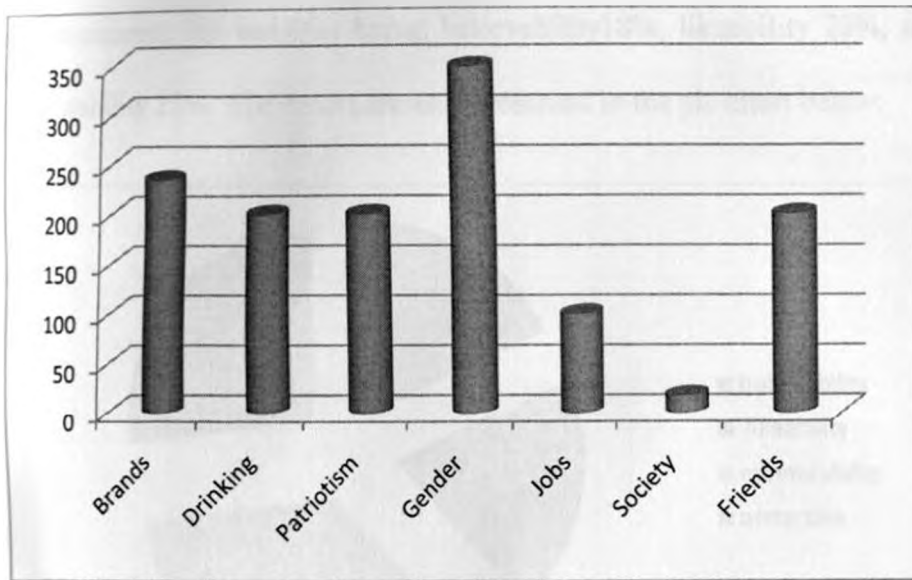


Figure4.2. Messages put across

Most urbanite populations may have little to do with societal norms as most of what drives life in the urban centres is money and what one is seen to have achieved. This is possibly what explains why the urban populations suffer from more of social ills and evils more than the rural populations. This in the researcher's view could be the reason why the population did not respond to the affirmative concerning the advertising message goals as pulling people together in societal settings. Instead, most respondents see EABL's advertising as communicating issues of being male or female (who should take particular brands and why, what the brands makes them, for example *Imara kama simba* (firm as a lion) and *snapp* (what a lady should do to get what she wants-snap) and creating loyalty to brands.

Nature of advertisements

On the question concerning what the respondents and participants felt about the nature of advertisements, the variables being; believability 18%, likeability 20%, attractiveness 35% and memorability 27%. The results are as represented in the pie chart below;

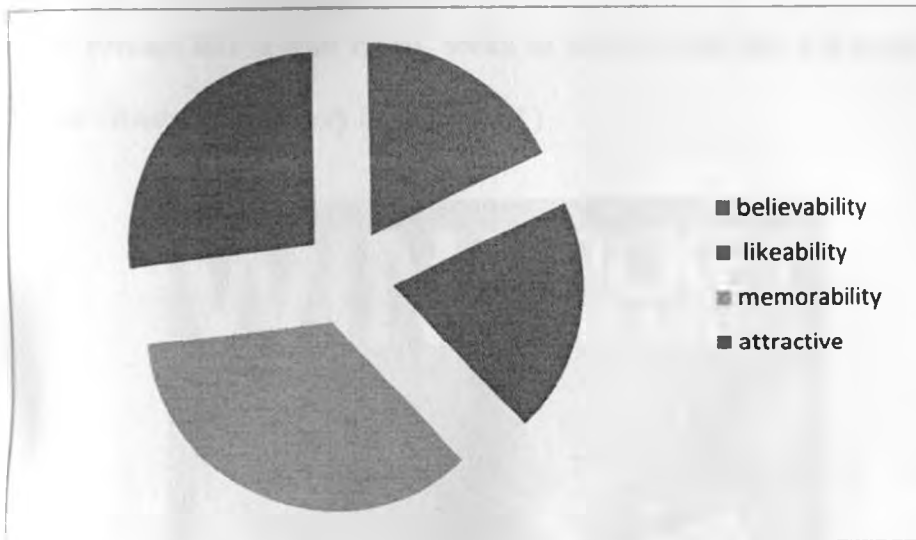


Figure 4.3. Nature of advertisements

The sales and marketing teams believe that advertising is responsible for higher sales as they pointed out in the interview that during the following campaign seasons they made the highest sales; *Tusker Project Fame 1, 2, 3 and 4, Pilsner Beer Imara Kama Simba, Guinness Fifty milli na mafans, Tusker New look, same great taste and Refresh your roots, Keg Base poa/bingwa wa base, Richot Get richa and Reconnect*. It is noteworthy that in his annual statement in the EABLs annual report 2011, the Chairman points out that they project 8.5 million viewers for their products advertisements every week especially the Tusker Project fame. The report does not however show correlation between viewership and sales.

Consumer retention is the ultimate goal of advertising, most advertisements however seem to create awareness, comprehension, convince the target to act as recommended and bring about action. i.e. the target to go for the product and make use of it, in this case, consume EABL products. On the issue of what could enhance the retention of customers, respondents felt that loyalty cards should be introduced and consumers rewarded for their loyalty to their specific brands. Perhaps this is what EABL seeks to achieve with the just launched Guinness' *Win a Ticket to Greatness*. (see story in appendix 1)



Figure 4.4. Guinness ticket to be awarded in bar promotions and through radio activation (Source: EABL website, September 2012)

EABLs communication strategy through advertising and promotions to create awareness and comprehension to their targeted consumers was responded to as follows; 12% of respondents strongly believe that this strategy works, 21 % are not sure that it does, 62% are of the opinion that better things could be done with the funds, for example educate children from needy families and other forms of CSR activities as well as loyalty rewards for the consumers, while 5% chose not to answer that question.

In relation to the effectiveness of the communication of the messages in the advertisement to entice new consumers and others to the new brands emerging in the market, 37% of the

respondents felt that the messages for new products enticing but after trying those products no amount of advertising could change their opinions about those same products. 22 % felt that there was need to keep changing the messages as some of them can be boring when repeated. 51 % however were of the opinion that communication aimed at enticing new customers or already consuming new products in the market is not always received thus. It is usually met with a lot of cynicism and questioning.

There was no one who remembered being asked anything about the EABL brands in a form of study whatsoever. They were participating in this kind of a study for the first time. Focus group discussion participants however pointed out that it is difficult to measure the effect of a message to anybody who has been exposed to it.

CHAPTER 5: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This study proceeded with an aim to uncover whether there is a communication strategy in EABL's advertisements. The researcher also sought to study the messages used in advertising in order to determine the strategies used in enticing the customers to these products. Having accomplished this, the researcher hopes to make recommendations pertaining to strategies that can be useful or rather more useful in retaining the customers.

Advertising creates awareness about a product, cause people to want to know more about the product, and in this case be convinced enough to take action by trying the product in question. Here, advertising will have achieved one of the main primary goals but the ultimate goal would be to retain these consumers over a period of time. This is ultimately referred to as creating brand loyalty.

The researcher did this by carrying out a descriptive survey where interviews and focus group discussions were conducted to yield opinions and attitudes towards EABL's advertising. This was done with the understanding that strategic communication must put forth the goal of the advertiser while the recipient of the message also has their own views and opinions about products, services and messages put across by particular companies

5.2 Summary

This study found out that the beer industry in Kenya is male oriented as most participants were male. This is reflective of society since most beer drinking places are meant to be owned and run

by men and so would the consumers. This is not a preserve of the female gender although in the cities and in the modern times, a reasonable number of the female gender finds drinking or participating in the industry worth the while.

Most participants however attributed their brand/product loyalty to peers, product appearance and taste. They were quick to mention that advertisements for new products would entice them to try them. A good case in point is the Snapp advert where three models alight from a limousine to dance to music introducing EABL's latest brand, Snapp which targets the female consumers. This brand is the answer to Sabmiller's Redds.

It was also observed that respondents had varied opinions/views concerning the messages propagated by a set of advertisements; they felt that the messages were about, brand loyalty, society, drinking as a good habit, jobs, heritage, gender and friends. Most consumers thought that the content predominantly in the messages is about gender; the male gender being *strong, firm, standing tall*, drinking at *the table of men* and so on. This comes out clearly in all Guinness and Tusker advertisements.

Advertising campaign seasons are observed to raise the most sales, this is as posited by the marketing teams. It is observed that most participants in this study are aware of these campaigns; the highest ranking being *Tusker Project Fame* series and the *Safari Sevens*.

There were methodological problems encountered in this study as pertains to respondents who were not willing to answer the questions as posed and would digress into other issues causing the

researcher to spend a lot of time in achieving responses for the study. There were also logistical problems associated with singling out the respondents in a product consuming environment as it would appear an intrusion in personal space or time. The researcher however addressed these problems by having the research assistants pose as product consumers just to make the respondents more at ease and comfortable to relate their experiences and opinions.

However, this did not deter the direction and success of the study as the objectives set out in the beginning of this study were achieved. The researcher was able to pinpoint that there is a communication strategy in EABL's advertisements. These communication strategies go a long way in enticing new customers to new products. This is evident in the observations by respondents that they find EABL advertising attractive, believable, memorable and likeable. They also responded that they would only try a new product being advertised only then otherwise they would rather remain loyal to their products of choice. In an effort to communicate positive attributes of their brands, EABL has other than visuals used catchy jingles that would go well particularly with radio listeners. Consumers of EABL products of yesteryears interviewed still could remember such catchy jingles like "Ukifanya kazi kwa nguvu" which was done in the 70's and which the company re-issued again in a new version in 1996.

They could also remember such slogans as "Mbili Mbili kama Kawaida" which was meant to encourage connoisseurs of the 300ml Tusker export brand to buy in doubles for themselves and their friends.

In exploring communication strategies that would enhance consumer retention, the respondents pointed out that loyalty rewards would be most suitable. Rewards most popular with consumers

include a fully paid for trip to London or South Africa, winning a pub, T.V sets , three bottles of beer under the buy two get one free promotion strategy or any point of sale materials EABL had a rude experience with the reward system in 2003 when number 5774 that was to win whoever found it Kshs. 100,000.00 under the liner in a crown cork was inadvertently printed en mass. The company found itself in a marketing nightmare when thousands of excited consumers turned up at their Ruaraka plant each claiming his or her reward of their promised Kshs. 100,000.00. Although the company agreed to settle at Kshs. 6,000.00 per crown cork, the more litigious ones went to court. Some of those cases have never been resolved.

It is therefore the hope of the researcher that the study will go a long way in shedding light on the communication strategy for EABL's advertising while bringing in knowledge concerning how advertising would be made more attractive to people who already have their tastes preferences and ultimate loyalty to particular brands, local or international. This study also recommends ways of rewarding loyalty while pointing out the need to replicate this study in other areas within the East African Region starting with other parts of Kenya.

5.3 Conclusion

It is noteworthy therefore that the study achieved to establish whether there is a communication strategy in EABL's advertising campaigns. This is because there are deliberate messages meant to appeal to individual consumers and more so the male gender. This is probably with the understanding that society idealizes beer products to be for male consumption.

It is the researcher's sincere hope that this study will help scholars and students of advertising to understand the need for a communication strategy in advertising, with the understanding that advertising without meticulous strategy would only result in heavy spending and no results.

These findings could also be useful to policy maker's white drafting communication policy guidelines and more so, those concerning advertising that will strike a balance between regulations and seeking to know what messages are embedded in the resultant advertisements. This could be done by encouraging self regulation and vetting of messages before they are ran as campaigns.

The study will also help EABL advertising, marketing and communication teams to come up with more effective targeted advertisements. This will go a long way in cost cutting for the company's annual advertising budget. It may also shed light on the need to employ other strategies to bring forth their products to the consumers and potential consumers. These would include free samples and coupon drinking, a strategy meant to make people sample a new or different product and note down or give their views about it.

The study results reaffirm that advertisements are a means of communication that create awareness about products and may or may not cause people to try the products. However, with a carefully executed strategy advertising will attract as well as retain customers to the products in question.

Throughout the study, advertising has been observed to concentrate on the aspects that encompass the daily lives of target consumers, their heritage, their jobs, their societies, their friends and their gender. These are deliberate aspects so that the consumers and the potential consumers are appealed to in their real environments.

For EABL products therefore, there is a deliberate strategy that aims to present these products as useful to the day in day out activities of their consumers. The respondents' view of this is that it makes drinking or consuming EABL products a relatable activity in their daily activities.

The study therefore points out on the need to bring the products to potential consumers in the most real and natural form, one that they all can identify with. The strategy that should exist is one that makes the product appear as something not out of this world but as one the consumer can handle without any risk or possible harm.

It is noteworthy however; that in most cases no amount of advertising would appeal to consumers who are already loyal to a particular product. It is therefore important to look into ways that would appeal to these consumers other than advertising alone. Advertising here can be called an entry point while other strategies should be explored.

When advertising as a communication strategy spends more, it is not necessarily supposed to reflect that there will be more sales. There would therefore be need to draw and decipher the relationship between advertising and sales/ consumption.

5.4 Recommendations

Due to the constraint of time and resources, this study probably did not completely shed light on consumers' behaviour with EABL products and their advertisements. This is because its geographical operations took place in Kenya's premier city of Nairobi. This study could bear more useful and representative results if it would be replicated to other parts of the country and indeed to the East African region as well.

There would be need to carry out an experimental survey on participants. Most respondents and participants in this study were consumers who had a history of consuming particular products.

This would mean that they may have been enticed and retained by advertisements on those products. It would be important to expose them to new brands in a controlled environment and see if the results would be the same. Competing company adverts should be brought forth to the respondents to help draw a contrast on what appeals more and why. This would lead to a richer critique of EABL's adverts.

There are areas that deserve further investigation namely; society and its ideals concerning consumption of alcoholic products, gender based advertising, advertising policy and how it affects what and how messages are put across in advertisements especially for Kenya, other alcoholic drinks other than EABL's, their affordability and so on.

A concept should be explored that explains how consumption of particular brands emanates from advertising and how potential customers would be reached if advertising was not there in totality? This is with the understanding that there are people in some regions in Kenya and East Africa who do not have access to television sets and other promotional materials but they still have products or brands they are loyal to. In essence here then, the question is, is advertising the reason one consumes or uses a particular product or are there other factors at play?

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APPENDICES

APPENDIX I INSTRUMENTS



EABL Unveils 'The Ticket' Campaign
Aug 3, 2012

East Africa Breweries Limited (EABL) is set to launch a new and exciting campaign dubbed 'The Ticket to Greatness' that will see Guinness consumers get rewarded for their ambitions and drive to succeed.

The campaign set to kick off this week will see the brand roll out various consumer reward activities with the key driver being the in- bar consumer reward promotion and Radio activations.

The campaign will not only aim to empower consumers by giving them an opportunity to reach out for their ambitions, but they will also be rewarded with instant Guinness merchandise or cash prizes for their winning ambitions.

Over the next 10 weeks Guinness consumers will get a chance to participate in the radio activations by calling in to share their life changing ambitions. The radio presenters will then decide on the winning ambition of the day and the winner will walk away with Kshs 5,000.

Every end of the month, ten Guinness consumers with the most viable and inspiring ambitions will be winning Kshs 50,000 each known as 'Golden Ticket'.

For the in bar activations, the Guinness team will visit 240 selected outlets across the country. Guinness consumers will be given a platform to talk about their ambitions and get a chance to walk away with cash prizes ranging between Kshs 5,000 and Kshs 25,000.

Every Guinness consumer found drinking Guinness in the selected outlets will be a winner as they will get a ticket which they can scratch and redeem Guinness branded merchandise or redeem the ticket for the cash prize.

APPENDIX II

Interview Schedule for consumer

I. Opening

A. Introductions

B. I would like to ask you some questions about your background, your education, Some experiences you have had with EABL advertising, the products and the Brand in general.

C. I hope to use this information to get to know what messages appeal to you and those that make you want to know more about the products

D. The interview should take about 8 minutes. Are you available to respond to some questions at this time?

(Transition: Let me begin by asking you some questions about yourself and later about this brand)

II. Body

A. General demographic information

1. a) How long have you lived inEstate?
- b) Researcher to enter Sex of the Respondent

B.) Education and income level

1. what level of education have you attained so far?
2. do you have a job.....where.....what post.....?
3. what is your income bracket.....

C. Experiences

1. What is your experience with EABL products?
2. Which is/are your brand(s) of choice
3. Can you remember any other ?.....
4. Which ones.....
5. How did you learn about your brand of choice?.....

D. Advertising

- What in your opinion is advertising?
Why do companies advertise?
Do you feel EABL has achieved that?
Why not (if they have failed)
What would you rather they don't do?

E. Ability to recall

Which products go with the following statements?

- a) Beer imara kama simba
- b) Fifty milli na mafans
- c) Keep walking
- d) Makes us equal has no equal
- e) Refresh your roots
- f) Base poa/bingwa wa base
- g) 17:59
- h) Get richa
- i) Reconnect
- j) New look same great taste
- k) Best served with friends

III Closing

- A. Would you project that this is going to be your brand of choice for years to come?
- B. Would you attribute that to the message you hear and see about the product(s) in advertisements
- C. If not ...what would you attribute it to?
- D. I appreciate the time you took for this interview. Is there anything else you think would be helpful for me to know so that I can make a conclusive and useful report about your experience with EABL advertising and their products?
- E. Would it be alright to call you later if I have any more questions? Thank you again.
- F. Have you ever participated in this kind of activity before?

APPENDIX III

Interview schedule for marketing staff and managers

Introductions

Designations

Thematic questions

- What is advertising meant for?
- What message strategies are put in place?
- What inspires these message strategies?
- Who is responsible for the formulation, implementation and evaluation of these messages
- Is advertising an expensive activity?
 - Why is advertising expensive?
- What are some of the challenges associated with EABL's advertising?
- What is put in place to monitor effectiveness of advertising?
 - What are the parameters used to measure advertising effectiveness
- Who is responsible for this kind of tracking?

Research

Have you ever participated in such an activity before?

Recommendations

What do you think can be done to make EABL's advertising more appealing to potential consumers of EABL's products?

What would you do that is different in retaining consumers of these products?

APPENDIX IV

Focus Group discussion topics

The focus group discussion focused on the following topics

The effectiveness of the following messages

I. The campaign messages:

- Beer imara kama simba
- Fifty milli na mafans
- Keep walking
- Makes us equal has no equal
- Refresh your roots
- Base poa/bingwa wa base
- 17:59
- Get richa
- Reconnect
- New look same great taste
- Best served with friends
- Drink iQ

II. Project fame as an advertisement/ communication tool

- What does it achieve?
- What else can be incorporated to make it more appealing and effective?

III. Have you ever participated in such an activity before?

APPENDIX V

LETTER OF INTRODUCTION

Muthui Kariuki
School of Journalism
University Of Nairobi
Nairobi

2nd March 2012

The Managing Director
East Africa Breweries (K) Limited
Nairobi

Dear Sir,

RE: REQUEST FOR AN INTERVIEW WITH MARKETING DEPARTMENT AND YOUR OFFICE CONCERNING ADVERTISING

I am currently pursuing my postgraduate studies at the University of Nairobi. My study area is the use of advertising as a communication tool in the beer industry. The project title is as follows: *a critical analysis of advertising as a communication medium in the beer industry in Kenya; a case study of East African Breweries Limited.*

Kindly allow me to interview you and a number of marketing department staff in order to get the much needed first hand credible and reliable information.

I look forward to a positive response to enable a timely undertaking of the study. I will make available the compiled report for your consumption.

Yours Sincerely

Muthui Kariuki

APPENDIX VI

ACTIVITY BUDGET

Core activities	Items/participants	Cost (USD @Ksh. 84)	Cost (KSH)
Consolidation of literature	Library search travelling expenses USD 10 per day x 30 days	300	25,200
Designing and developing research instruments (invitations and drafting of interview schedules and focus group discussion questions)	Typing and photocopying of research instruments	50	4,200
Research induction and training(7days)	Transport and lunch for researcher and two research assistants USD 10 x 7days x 3	210	17,640
Pilot survey Finalizing on research instruments (confirmation of participants and respondents)	Transport and lunch for researcher and two research assistants USD 10 x 5 days x 3	150	12,600
Main field data collection X months	Travel and subsistence researcher 1x 120 days x USD 10 Research assistants 2x 120 days x USD 8	1200	100,800
		1920	161,280
Data processing, analysis and report writing	1 researcher and two research assistants 3 x 60 days x USD 10	1800	151,200
Purchases	1 Computer package USD 100 Camera USD 400 Laptop	100 400 600	8400 33600 50400
10% contingency and institutional costs		673	56,532
Total		7403	621,852

APPENDIX VII

WORKPLAN

Month	Activity	Participants	Remarks
	Consolidation of literature	researcher	Done
	Designing and developing research instruments	Researcher and research assistants	Done
	Research induction and training(7days) Purchasing of stationery and equipment	Researcher and research assistants	Done
	Pilot survey	Research assistants and selected pilot study sample	Done
	Finalizing of research instruments	Researcher and research assistants	Done
	Main field data collection	Researcher and research assistants	Done
	Data processing, analysis and report writing	Research and research assistants	Done
	Presentation of report	Researcher	
	Corrections of the report	Researcher	
	Publishing of the report	Researcher	