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### Heineken CSR based World's Brand Building Strategy

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#### Abstract

When it comes to beer, each of us has our own choice of a certain brand, but most people think of the first thing that comes to mind is Heineken brand beer. Heineken is a very famous enterprise for its beer, which was born and raised in the Netherlands. The beer brand has satisfied all domestic and foreign customers. If our brand is well known and interested by many people and can compete with countless famous brands on the market today, let's learn and analyze 'heineken's cfr-based branding process on in the world' In the journey of business development, there are many factors to create success. Today, business activities of enterprises not only stop in the country but they have reached out to the whole world, multinational corporations play an important role in the global economy, they do not have any There is no formula for success, but the most core factor for them to penetrate the market is the brand. In addition, to be able to survive for a long time with a high position, businesses also have to create a reputable brand in the hearts of consumers and understand how the social responsibility of that business can contribute to society. in general and businesses in particular. In order to gain trust as well as the trust in

choosing products and brands from customers, each business needs to build for themselves many strategies as well as advertise their brands about their products that are really different. Compared with many other businesses, typical examples are: When it comes to beer, each of us has our own choice of a certain brand such as budweiser beer, sapporo beer, corona beer mostly Everyone has a sympathetic look as well as the first thought that comes to mind is beer of the Heineken brand. Heineken is a very famous enterprise for its beer that was born and raised in the Netherlands, a beer brand that has satisfied all domestic and foreign customers, one of the other values that Heineken possesses. expressed is the desire to learn new experiences, open-minded confidence, competence and style that contribute to positioning and distinguishing Heineken from other brands in the market. Heineken is also the only major brand that is ranked as a global brand in line with cocacola So how does Heineken make its brand known and interested by many people can compete with countless people? Some of today's famous brands, let's find out and analyze "Heineken's CSR-based branding process around the world".

**Keywords:** Heineken, CSR, Brand, Vietnam

#### 1. Theoretical Basis

##### 1.1 Brand theory

###### ▪ Brand concept

- A brand is a name, term, design, symbol, sound, color or any other characteristic that may indicate the distinction of a product or service from one seller to another. products from other sellers.
- Brand is a non-physical asset. Unlike a trademark, a manufacturer is often characterized by a brand, but can have many different trademarks. Trademark is one of the external and specific manifestations of the brand.

###### ▪ Brand elements

- Readable part  
Include elements that can be read, impact the listener's hearing such as company name, business (eg: Heineken), product name, featured tagline (Can only be Heineken) paragraph music, singing and other vocal elements.
- Unreadable part  
Includes unreadable elements that can only be perceived visually, such as drawings, symbols (the star above the middle inscription and the leaves below the Heineken), and colors (the green of the Heineken). Heineken beer bottles), or design, packaging (Heniken bottle style) and other recognizable (visual) elements.

- **Factors that create brand value**

- Company name
- Brand name
- Logo
- Slogan
- Products, goods and services
- Brand Positioning
- Organization of commercial and service activities
- Maintain and improve the quality of products and services
- Carrying out social responsibility

## 1.2 Theory of CSR

- **CSR concept:**

- CSR stands for the phrase "Corporate social responsibility", which is translated as Corporate Social Responsibility, which is the commitment of businesses to business ethics and contributes to sustainable economic development, improving the quality of life for people, workers and their families, local communities and society at large.
- CSR is considered as an important factor as other traditional factors such as cost, quality and delivery in business. CSR is integrated into the enterprise's strategy and becomes a mandatory condition for the business to exist and develop.

- **Businesses need to implement CSR because:**

- Increased competitive advantage:  
Practicing social responsibility will help you build an image of a genuine business.  
When you win the hearts of customers and receive the support of a large number of societies, you will have a strong foothold and your own voice in the market. From that prestige and reputation, you can grow the company and increase profits
- Attracting outside investment capital:  
When you have created a reputation for the company, you will easily receive invitations for investment cooperation and capital support. Because when you perform social responsibility, you show the civilized level of an organization when complying with community regulations.
- No worries about legal incidents:  
If you have ensured compliance and fully comply with the state's regulations on CSR, you will not have to worry about the problems that you may get. Not being entangled in the legal cycle will help your company focus on business, not lose credibility in the eyes of customers or partners. Therefore, complying with CSR will help you avoid unnecessary losses.

- **Types of CSR businesses need to implement:**

- Social responsibility for the environment: This is a long-term responsibility and requires a lot of effort on the part of all businesses. Together, we must strictly comply and cooperate to minimize damage to the environment.
- Social responsibility on business ethics: It is the responsibility of the business to pay taxes. The tax source that businesses pay to the State will become a support fund for difficult cases. Therefore, this is a mandatory social responsibility that businesses need to perform to ensure a good society.

- Social responsibility on labor issues: As the head of a business, you need to ensure that your employees can work and develop in a safe and quality environment. It is also the kind treatment between colleagues, the respect between employees for the boss or the fairness of the boss for employees.
- Social responsibility for mutual assistance: It can be help from cash to kind. Not only that, you can make annual contributions to social welfare funds for disadvantaged people. Or organize an exchange to learn and develop about technology, skills, or simply knowledge about SEO, affiliate... between businesses. It is also a social responsibility that the company should have.

- **Examples of CSR**

At Heineken Company, after about 8 years of implementing sustainable development solutions, it has saved energy and raw materials in production, and reduced waste; creating 190,000 jobs for workers and giving priority to using local labor sources. Typically, now the amount of water Heineken uses in production has been reduced by half compared to before.

## 2. About Heineken

Dutch brewing company, founded in 1864 in the city of Amsterdam . In 2012, Heineken. Heineken is listed as the third largest brewer in the world after Anheuser-Busch InBev and SABMiller by volume. The Dutch Heineken brewery is located in Zoeterwoude, 's Hertogenbosch and Wijkre . 's Hertogenbosch and Wijkre .

- Founder: when Gerard Adriaan Heineken
- Slogan: It could only be Heineken" It could only be Heineken"
- Logos:

- **Evolution:**

- In 1863 acquired De Hooiberg brewery in Amsterdam Netherlands.
- In 1869 he traveled around Europe in search of good ingredients and the importance of brewing yeast.
- In 1873, the Heineken brand was officially born. At the beginning, the factory only produced domestic beer and in 1912 Heineken tried to bring beer beyond the beer world to neighboring countries such as West Africa, India...
- In 1933 Heineken became the first foreign beer to be imported into the US after the ban on alcohol was lifted.
- In 1936 Heineken began to penetrate the Asian market.
- In 1978 Heineken merged with its biggest competitor Amstel.

- **During Heineken's early years, beer won four awards:**

- Medaille d'Or (Gold Medal) at the International Maritime Exhibition (International Exposition of the Maritime and River Industry) in Paris in May 1875.
- Diplome d'Honneurs (Honorary Diploma) at the International Colonial Exhibition in Amsterdam in 1883.
- Grand Prix (Grand Prize) at Exposition Universelle in Paris in 1889.
- Hors Concours Memename du Jury in Paris in 1900.

- **Product:**
  - The main international brand is Heineken but still sells over 200 premium specialty beers in various local regions.
  - Heineken owns approximately 190 breweries in more than 70 different countries. Global coverage through association with ownership companies through licensing agreements, branch strategic partnerships. Consumption world beer is expected to grow 2%-3% per year forecasted growth in various regions.
- **Vision**
  - Vision: 'To be the world's leading premium beer' . 'becoming the world's leading premium beer'
  - When drinking beer, people not only rely on quality but also on brand. Connoisseurs of beer drinkers always choose Heineken because 'It can only be Heineken' offers a way to communicate and make an impression on consumers. In addition, Heineken also approached customers through advertising that everyone had seen her known through television.
  - Brand is always a key factor determining the success of a business.
- **Mission**

Heineken is a symbol of traditional premium taste in the world because this beer is available all over the world with unique ingredients and unique flavors, always ensuring great taste and quality to bring customers a great experience. most satisfying experience.

### 3. Research methods

#### 3.1 Building HEINEKEN's brand vision and mission according to CSR

To build a brand based on CSR, businesses need to have a clear goal, a long-term approach, consider resources, market factors and especially need a sincere attitude. Therefore, the mission Heineken's company is also very special: "Heineken is a symbol of premiumness, taste, and tradition around the world. Unlike the other beer brands, Heineken's roots, flavor, and commitment to and pride in brewing a high-quality lager, makes up for its good taste that brings together friends with a winning spirit. No other brand in the world could claim superior good taste with as much credibility as Heineken." We can understand it as: "Heineken is a symbol of premium taste and tradition in the world. Unlike other brewers, Heineken is committed to tradition and prides itself in producing a high-quality, flavorful light beer that gives friends a winning spirit. There is no other brand in the world that can claim to be superior in taste and credibility as much as Heineken." It can be said that there is no other brand in the world that can provide a quality beer like Heineken. And Heineken also asserts that: "There is no other brand in the world that can claim to be superior in taste and credibility as much as Heineken."

Vision: "Become the world's leading premium beer". True to the content of CRS, the Heineken brand has always been considered synonymous with quality, not only in beer taste but also in business relationships, in work as well as in progressive thought. Combined with these values is also Heineken's point of view, described as friendly, inquisitive, intelligent and humorous. These unique features have contributed to the success of Heineken in both social and business terms. Heineken identifies three aspects: Who will

be satisfied? What will customers be satisfied with? How to satisfy customer needs? These aspects help Heineken identify the right customers, in the right direction of the set vision. Give customers a sense of confidence to achieve and show their class.

Thus, on the basis of CRS, Heineken has built a vision of class with quality that brings trust to customers.

#### 3.2 Building HEINEKEN brand strategy based on CSR Product brand strategy

For traditional industries, products or early segments of the value chain. Manufacturers categorize their products by production. Each product line is independent, unrelated to other product lines. By this model, there are brands formed from the same product, so for the two groups of high-end and low-end consumers, there is always a conflict, which is that the brand image is swallowed up by competition.

#### Product line brand strategy

The most important feature of the product line brand strategy is to rely on the brand's existing advantages of conquering target customers to expand other products suitable for the customer group. This formula was previously referred to as a "new product for an existing market". Heineken has launched many product lines from Heineken brand such as: Heineken Original Beer, Heineken 0.0 Non-Alcohol Beer, Heineken Silver Beer, Heineken Draft Beer, Heineken Draft Keg Beer, There are also Tiger product lines such as: Beer Brown Tiger, Tiger Crystal Beer.

#### Product range strategy

The product range brand architecture has a strong positioning power for products in the same range. The product-range brand architecture allows the full use of the brand name and brand image and is the basis for building an effective communication strategy that covers all products in a category. Fermented fruit products: Strongbow, Orchard Thieves, Bulmers, Cidrerie Stassen; Health drink: Maltina.

#### Source brand strategy

The Heineken Company has launched products that coincide with its brand name, which are the Heineken Beer product lines as listed above, which has reduced initial costs and increased brand awareness.

#### Sponsor brand strategy

On all product lines of Heineken, from fermented juices, to beer products such as Tiger, Strongbow, etc., Heineken implements a brand protection strategy. It can be seen that on the back of the bottle, the words are written on the product line of HEINEKEN BEER FACTORY CO., LTD.

#### 3.3 Building brand identity system

- Heineken brand is one of the famous and famous beer brands around the world.
- Brand Identity System Heineken has just launched their new brand identity in Canada, and its highlight is not only visual but also tactile.
- Still green, red star and Heineken lettering with a smiling e, but now the blue is darker and the red star has been moved up above the brand name. Beer bottles are designed to be taller and slimmer. In addition, the embossing on beer bottles and cans makes users not only see and impressed with the logo, but also make

them feel it.

- For many years, the Heineken brand identity system has been considered the most successful beer brand and an icon in the industry. In a market where local beers always enjoy a lot of favor, the Heineken brand identity system not only won the hearts of Europe but also enjoyed worldwide popularity, becoming the leading beer brand in the world. and is considered the number 1 imported beer in the US.

### 3.4 Brand promotion planning

Heineken has always invested in experiential marketing strategies that connect with global fans on a more sophisticated level, that of experience. This is considered a very smart move, but it is actually no secret, it is just based on experience as well as things used daily on social media channels. Several media campaigns are carefully planned such as becoming the No. 1 beer brand associated with the Champions League, the global campaign "Open Your World", becoming a major sponsor for UEFA. Champions League (1980-2000). Referring to the success in creative packaging design, the most famous packaging design must be mentioned the number 1 beer "king" in Vietnam and around the world - Heineken. Red star image and commitment to top quality with innovative packaging design. Innovative packaging design – Innovative design highlights aluminum materials. Create a masterpiece in creative packaging design with the art of embossing on bottles. Heineken has successfully promoted on social networking sites. Heineken's most popular media platform is Facebook, with an impressive number of over 24 million likes. An important fact to note is that Heineken has optimized the Facebook Pages feature by region geographies. This means that they serve up specific content for each public position. On Twitter, Heineken runs multiple accounts by region, but the main ones are @Heineken with over 137K followers and @HEINEKENCorp which shares company strategy updates and promotes other sub-brands. They speak the language of their fans and are therefore able to maintain a constant and steady level of response. Similar to Twitter, Heineken on Instagram has a wide range of accounts by region. The main one (@Heineken) has over 156K followers. However, these accounts are inactive. Perhaps because it also has to focus on other social networking platforms. Overall, Heineken is a brand that knows how to do social media. They deliver consistently fresh content for each social media platform while keeping a clear and very consistent brand message. As a global brand, they adapt to each cultural context, making it more relevant to the audience.

## 4. Research results and discussion

### 4.1 Research results

After the research, the team came up with the following results about Heineken:

- **About CSR**

At Heineken Company, after about 8 years of implementing sustainable development solutions, it has saved energy and raw materials in production, and reduced waste; creating 190,000 jobs for workers and giving priority to using local labor sources. Typically, now the amount of water Heineken uses in production has been reduced by half compared to before.

Heiniken's mission has done a great job of impressing

consumers with its excellent quality. It can be said that there is no other brand in the world that can provide a quality beer like Heineken. And Heineken also asserts that: "There is no other brand in the world that can claim to be superior in taste and credibility as much as Heineken."

- **Regarding brand strategies, Heineken has applied the following strategies:**

- Product brand strategy
- Product line brand strategy
- Product range strategy
- Source brand strategy
- Sponsor brand strategy

- **About the brand promotion plan:**

Several carefully planned media campaigns such as #ShareThe Sofa, #ChampionTheMatch have aided the marketing in providing accessibility to the customers that have increased Heineken's brand awareness. higher and become the number 1 beer brand associated with the Champions League. There is also a Global Campaign "Open Your World"

Heineken has also won numerous prestigious awards for its innovative advertising.

- **About packaging design**

Red star image and commitment to top quality with innovative packaging design.

Innovative packaging design – Innovative design highlights aluminum materials

Create a masterpiece in creative packaging design with the art of embossing on bottles

Facebook, Twitter, Instagram are the social networking sites promoted by Heineken very successfully.

## 4.2 Discussion

Heineken needs to build a more creative brand image and make a better impression on the world. To develop a stronger brand, businesses need to:

- Firstly, it is necessary to build a strong brand name that will help the company retain old customers for a long time.
- Second, brand equity will help the company establish a higher price policy and not have to depend on promotions or marketing methods.
- Third, a strong brand will help to expand and make the most of distribution channels.
- Fourth, provide competitive advantages and, more specifically, create barriers that restrict competitors from entering the market.
- Fifth, the company can attract more potential customers through brand marketing.
- Sixth, brand equity will create a strong foundation to develop the brand to new heights and be closer to its customers.

## 5. Conclusions and recommendations

### 5.1 Conclusion

As presented and analyzed the brand building process of Heineken, we see the important points needed to build a world-class brand like Heineken to help us understand more issues. Thereby, we see in the market with countless famous beer brands, but customers always choose and trust Heineken's beer products because Heineken always



understands customer needs and meets all needs. That gives customers unique product flavors, excellent quality.

## 5.2 Recommendation

In terms of beer innovation, Heineken's product is positioned in the minds of customers as a premium quality beer. In addition to the actual quality of the beer, an important part of the brand image is beer produced since 1864. This builds brand value, as it is an industry classic. Therefore, Heineken should not innovate its products in terms of taste and appearance. Overall, Heineken's business strategies both at the corporate level and at the SBU level place them in the category of a consistently competitive formula. Therefore, their business strategy is still working well so there is no need to change it immediately. However, Heineken should continue to innovate its marketing activities to raise awareness and grow as a brand. Heineken is able to do this by continuing to sponsor and continue to participate in events aimed at their target audience. Furthermore, they should create their own events that reflect their image and culture, which will enhance their interactions with the end consumers. By continuing to innovate, they can ensure that their strategy remains current and keep the company at the forefront of the industry.

First of all, Heineken's investments in corporate brands, quality enhancement and innovation in Asia Pacific, have been showing successful results. Furthermore, Heineken has an in-depth look at their target market, making it easy for them to meet their needs. The company invests in (technology) innovation and environmental issues, such as alcohol restrictions and campaigns. They work closely with governments to help raise awareness of these issues. In Italy, Heineken currently leads with a 28% market share. To hold this position in the brewing industry, Heineken must ensure that it is bigger than its competitors. This is done through the acquisition of microbreweries around the world. Some of the key success factors driving Heineken are: differentiation, marketing, premium quality, cost, customer experience.

Heineken also values creating a strong brand image and having and maintaining premium quality. Heineken uses a premium product strategy to position itself better than other brands selling in the market. Furthermore, the company invests heavily for future growth. These investments are made in the following areas: products and innovation (technology).

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