

Elements of design and aesthetics on the beer market in Romania. Case Study: Tuborg

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Abstract: *Due to the development and modernization of trade, the packaging is a very valuable component of marketing policy, being a carrier of messages to the consumer. Classic elements of design that include any packaging refer to the shape, colour and graphics. The beer market in Romania was marked by originality and innovation in terms of packaging design elements. Tuborg is the leading brand in the portfolio of URBB and the first Tuborg beer bottle was produced in Romania in 1997. The Tubog beer is identified on the market by a special package that was always improved.*

Key-words: *beer, colour, design, aesthetics, graphics*

0. Introduction

The trade development and modernization, the diversification of trading forms have intensified the concern of producers and traders to expand the operations of wrapping. We are currently witnessing an effervescence in designing packaging, in which a number of talented designers are looking to find new, imaginative conception so the package's main functions to properly respond to the protection of products, rationalization and cost reduction and to the, aesthetic functions and sales promotion.

Creating and producing packaging is no longer exclusively for production research and development, for new techniques and processes. It is becoming more and more pertaining to storage, shipping and transport, marketing and advertising.

Elements of social psychology, consumer desires and the importance of packaging informational messages in ensuring real protection of these, public relations and advertising, ecology and, last but not least, the design are factors that determine the complexity of packaging creation (Neacşu, 2012). In this context, the permanent organization of marketing researches among customers represents the basis of the development, improvement and performances expected at the level of

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each company (Băltescu, and Boşcor, 2014). In treating aesthetics of the package must be taken into account the existence of a sensory complex, which triggering a manifestation of approval or rejection from each individual sense of style, the emotional effect triggered by the act of buying and consumption.

If at first the packaging was considered just a packet that contains a product, today it is a body component of the product and into the marketing policy tends to become a principal carrier of messages to consumer (Neacşu, and Madar, 2014). So, the product is presented as a two-component system, being an inter-relationship between the product itself, the material packaging used, the packaging method used, the label and informational messages addressed to the potential consumer (Epuran, 2002).

The formal aspect, the visual factor is one of the main data of the emotion that the designer has to solve (Neacşu, 2012).

Classic elements of packaging design are: form, colour and graphics.

But modern packaging is more than a sum of its components. It is therefore vital that, when designing packaging, to establish a scale of importance of various elements, to give each its visual weight (Pamfilie, and Procopie, 2002).

Currently, in terms of market globalization, packaging becomes an important communication tool with the objective of worldwide sales of the same product with the same pack, while taking into account languages, mentalities, culture and specific legal framework (Paraian, and Pascu, 2010).

The more pronounced is the uniqueness of the packaging of a product, the better will the product be recognized, successfully distributed and bought by consumers.

2. Presentation of Tuborg beer

United Romanian Breweries Bereprod (URBB) is a manufacturer and importer of beer and soft drinks. The company entered the Romanian market in 1994 and is known as Tuborg Romania. URBB is acting in partnership with Carlsrom Beverage. Carlsrom company coordinates the distribution of all products and marketing activities for soft drinks, but the marketing for beer brands is provided by URBB.

The first activities of the URBB company in Romania have been importing and distributing the Tuborg beer. In 1996 it was built the Tuborg factory, located in Ilfov County, one of the best five factories of multinational group Carlsberg, holding a cutting-edge technology. This is the only brewery in Romania with ISO 9001 and 14001 certification, granted by AEROQ and CCCHP.

In the ranking of international companies producing beer in Romania, URBB holds currently the 4th place and is the only company producing and distributing beverages holding in it's portfolio exclusive international premium brands. URBB trademarks are Tuborg, Carlsberg, Skol, Holsten, alcohol-free Holsten, Guinness, Kilkenny (imported), Orangina and Granini soft drinks and Bilbor mineral water.

Tuborg is the leading brand in the URBB portfolio and the first Tuborg beer bottle was produced in Romania in 1997. In less than six years the factory has reached a production capacity of one million hectolitres annually, currently with a capacity of 2.1 million hectolitres per year. Every year on December 1st, Tuborg organizes an "Open Day" for all who wish to visit the factory.

The products are recognized by Tuborg beer lovers for premium quality and special flavour, the same worldwide, and its alcohol content varies from country to country, adapting to local preferences. Tuborg Beer is one of the drinks sold in over 70 countries around the world, Romania ranked sixth in sales along with Denmark, Turkey, Germany, Sweden and Italy.

3. Elements of design and aesthetics on the beer market in Romania

On the premium segment where Tuborg brand can be found, more brands are competing including: Beck's, Holsten and Gosser, Ursus, Silva.

The threats come from several companies specialized in this field, especially companies with tradition in Romania.

Most Romanian companies were bought by foreign or Romanians investors and, by allocating capital managed to pull on the market competitive products to those produced by the brewery Tuborg.

BRAU UNION ROMANIA is the leader of the Romanian beer market and currently produces in six breweries located in Arad, Craiova, Constanta, Miercurea Ciuc, Bucharest and Hațeg. In each of the six plants there were developed in recent years major refurbishment programs. The investments focused on increasing production capacity and improving the quality of beer to achieve the high quality standards of the group.

The design of the new twist-off bottles supports the brand image and communicates the high quality standard of Ursus beer.

The new visual elements of the bottle reflect permanent desire of evolution, adapted to market trends. The new Ursus twist-off bottle denotes elegance and unique style, original, of the Ursus beer.

The launch of the new twist-off bottles of 330 ml, this was especially created for the restaurants, terraces, clubs and bars clients (<http://www.ursus-breweries.ro/>).

The Ursus beer is currently sold in several forms:

- 0.5 L bottle
- 0.33 L bottle (with Twist Off)
- 0.5 L box.

In terms of packaging, Ursus modified the colour of the bottle two years ago from brown to green, more stylish and according to market trends.

This put a greater emphasis on the optical characteristics, green being a cool colour, pleasant, restful and calming which gives an impression of freshness and invites to relaxation and good mood.

The colour is vivid, pure glassy lustre and transparency of approximately 40%.

The glass has three labels: the body label, the counter label and the collar label.

The counter label is white, signifying purity, the collar label is gold signifying honour and fame, and the body label is a combination of white and gold with the brand emblem, the crowned bear.

On all three labels the beer name, Ursus, is written with red letters, because red is a dynamic, exciting colour.

The aesthetic properties were not neglected, Ursus bottle having a nice design.

Psycho-sensory properties also reflect the quality of the beer produced by Ursus Breweries.

The colour of beer is light, transparent, golden and shiny. Light beer should not have a reddish, brown or green hue.

The taste is certainly the most important in determining the beer quality. By combining the four perfect natural ingredients (water, malt, hops, yeast) brewers from Ursus brewery achieved a weak taste bitter hops, which quickly disappears.

4. Analysis of the design and aesthetics of Tuborg beer

Since 2007, URBB launched a new package for the Tuborg beer brand, differentiated by green bottle, transparent label and a quick opening system. The change is reflected also in the secondary packaging, crates and boxes, that are all green. The transparent label for Tuborg bottle was created for the first time on the Romania market by Graffiti BBDO agency (<http://www.tuborg.ro/>).

On this market, innovation in product and communication is essential to keep an important place in consumers' mind and preferences.

Tuborg is differentiated by unique packaging: a bottle of 330 ml / 500 ml green, yellow, blue or black.

Shape: glass packaging, high with a volume of 330/500 ml, but it also found in box of 500 ml.

Colour: Tuborg beer classic bottle is green, label is printed with white, black and green. Black denotes strength.

Functionality: easy to manoeuvre when consumption, opening system with Tuby head.

Graphics is essential in the aesthetic imaging of the packaging. The graphics has a commercial role, which suggests through the logo and emblem, the product features, usability and destination.

Tuborg Strong (Figure 1) is a beer with personality, which has high alcohol content (7.2%). Tuborg Strong Beer is a symbol of masculinity, which makes its customers feel powerful and privileged.

Shape: high glass bottle, with a volume of 330 / 500ml.

Colour: black bottle, the label is printed with red, silver and brown. Black denotes strength and silver is a noble colour that indicates the premium product.

Black logo, specific to Tuborg beer signifying energy, vitality and strength.

Functionality: easy to handle when consumption using the aluminium cap.

Style: colour combination gives the product a strong attraction, packaging inspiring confidence to a picky consumer.



Fig. 1. *Strong Tuborg beer bottle*



Fig. 2. *Tuborg Christmas Brew beer can*

Tuborg Christmas Brew (Figure 2) has higher alcohol content than Tuborg Gold (5.6%) and is the only Romanian beer made especially for the winter holidays.

This beer is launched every year on the first Friday of November, at the same time worldwide and is available on the market by the end of the year.

Form: cans but also high glass bottles, with volume of 330 / 500ml.

Colour: blue can with the label printed with red, white and black. Black denotes strength. The other colour signifies the winter holidays, the product being intended exclusively to winter holidays.

Functionality: easy to handle due to consumption when using puller aluminium.

5. Conclusions and Proposals

On the Romanian beer market there are four large multinational manufacturers - InBev Romania, Heineken Romania, United Romanian Breweries and Ursus Breweries Bereprod (URBB) joined by two local producers, European Food and Romaqua Group. These companies have over 25 beer brands competing on the quality, price and the target market. The beer market is the most dynamic and competitive market in Romania, characterized by oligopoly.

The main classification on the beer market is made by grouping the brands in different segments, depending on the price level and the image they convey. So we can talk about super premium segment, premium, middle and economic segment. On

these segments are added no alcohol beers, the different flavours and imported beers.

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The vast majority of premium beer drinkers are men and women, aged between 28 and 40 years for upper middle income (up from 1,800 lei) and average education.

Tuborg has so far, in Romania one factory with a capacity of 1.2 million hl / year.

Tuborg products have international reputation, in Romania having a very good national coverage, the distribution of this product being at national level.

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