Bulmers or Magner’s: How Do You Drink Your Cider?

Part One:

Bulmer’s is a classic, clean, crisp cider that has many alluring qualities. The question that I am posing to the research market is how do you, as an individual, enjoy your Bulmer’s? The reason why I am asking this is to increase the market, when you raise the issue of how others drink a certain drink or eat an item; people start to realize that there are different ways to enjoy things. I am also hoping to provide Bulmer’s with a new campaign idea that will make their customers and clientele aware of the joys that Bulmer’s presents itself with.

I was first introduced to Bulmer’s in Dublin. I remember our meeting fondly. It was a rainy evening and I was suffering from Jet Lag. While my one hand had a glass of cranberry & vodka, I was not satisfied. My good mate had a Bulmer’s, fresh from the top. I remember looking at it and thinking it was a mere look-a-like to American beer. Then, I noticed the bubbles, there were many of them. Before I asked, I grabbed my friends Bulmer’s and took a sip. I was in heaven and since then I found my true love. While I was separated from Bulmer’s, I was quite disappointed because I thought I would never see it again. A few months down the line, it was raining out and I went to an Irish pub with one of my friends and saw the three trademark barrels and saw a different name on top of the bottle: Magner's. I found it quite odd, but asked to have one. As soon as I took a drink, I knew I had found my true love again. Besides the little story, I have always been interested in this drink because it is
enjoyed across the country by many, but very few know that it is classified under two different names. It is also interesting to see how the different communities enjoy it.

Gathering data can always be a difficult matter especially because when conducting a marketing research on a product you need to collect primary and secondary data. I have already made contact with the PR department at Bulmer’s. They have informed me that they would be willing to give me one of their press release kits. With this, I could see their views on their product, their mission statement, and many other things that go into Bulmer’s being Bulmer’s. I also plan on looking into any articles that were written on their great product to get a good sense of what their customers are looking for in their product. I felt that both of these give a look into the company; however, they give a look into the company from a different light. One is a primary source, so you are receiving what the companies viewpoint. This is a big thing.

In addition to articles written by the company and outside sources, I am planning on doing a survey to compile people’s ideas on the product and how they enjoy theirs. I also plan on doing a taste test in a few of the different ways to experience Bulmer’s. This will give me a good sense of what the general public thinks of Bulmer’s and how they expose it to their clients as well as their distributors. Another idea I had, was to interview a few pub owners and bartenders to see what they find are the perks about providing their customers with Bulmer’s.

With every project, everyone hopes to have very few obstacles come across their paths. I think my biggest one will be time and location. I am sure that doing to interview process with pub owners and bartenders will be difficult in scheduling time to interview. Also the difficulty of creating interesting questions that will provide me with strong and talented answers. When doing the taste testing, I will be shelling out
money to provide the public with different ways of enjoying Bulmer’s. In the end, I will not receive any funding on this project. If I were doing it professionally, I would be receiving funding from the company or individuals that were hiring me.

Having a knowledge and love for the product is a great thing! It will be easy for me to do this project because I want to find out as many ways as I can to enjoy my favourite alcoholic beverage. I also am a very organized person who will allow me to stay on track and complete the project in a timely and orderly fashion. I also have good communication skills and I am not afraid of dealing with the public to I will find it easy to approach individuals who are working with me and people who are participating in my research studies.

Part Two:

Receiving publications from any company, about their product, is always a good thing. The only problem is that the researcher is waiting on the PR department to send you the information that you are looking for. It can hold you back from getting your research started or concluded. Especially if you are trying to capture how the audience understands the product that you are researching. On the other hand, I will be receiving some top notch information from the main provider. This is how they want their consumers to see their product. They want it to be the best. I will find out many strengths and history about the product that I would not know otherwise while conducting this research.

When using articles that have been written by others with no relation to the company, I am left with items that might have no correlation to the research that I am conducting. I also may not receive the whole story, but that is the same with all publications. Another weakness that is provided by using other articles is the dating on the information. It may be that items were written when the product first came out
and over time, the public’s taste and/or love for the item may have disappeared, or in increased. It is a very questionable situation. Also, there is the wonder where they, the article writers, really know what they are talking about and are they credible sources. The strengths that other magazines offer is hugely opinion based. It is a different opinion and is not considered propaganda where as receiving materials strictly from the company is propaganda.

When you perform a taste test, you never know what you are going to get out of it. This can either result in strength or a weakness. It can also be frustrating because you can not foresee the outcome of your results ahead of time. It also has a great amount of error because the individuals in the study may not give their honest opinion. The strengths are the fact that you maybe introducing people to a new way of drinking the cider.

Whenever you make a survey, it can be misleading because some people may not be demonstrating their honest opinion about some items. In the survey, this can be a problem for many because it does not provide me, the researcher with clear answers. It showcases a bias towards specific answers. On the other hand, it does demonstrate how a majority of the public sees and views Bulmer’s. This will give me a general consensus on opinions as well.

The final method I plan on using is the interviews with pub owners and bartenders. This is going to give me a big grasp on how people who are the main distributors and their opinion on how big a success the product is. This is a big thing for me because this will be a main opinion based idea that I will be receiving. The weaknesses are getting the pubs to go a long with the interviews. It will also be a problem to get the scheduling in on time and what not.

Outline:
Week One:
Preliminary Research

Week Two:
Inventing Interview and Survey Questions

Week Three:
Setting up interviews and locations to discuss questions

Week Four and Five:
Conducting interview and Survey

Week Six and Seven:
Compiling answers from interviews and surveys

Week Eight and Nine:
Conducting Taste tests

Week Ten to Week Thirteen:
Compiling answers and writing reports

Part Three:

Interview Questions:

1. What are the top three bottled beverages that you sell?

2. What are the different ways that you serve Bulmer’s or Magners’s?

3. Do you find this to be drank more by men or by women?

4. What do you find are the three best qualities about the drink itself that attracts your customers to the product?