

# Chinese goes global with ambitious marketing strategy

LOS ANGELES, CALIFORNIA, THE UNITED STATES, January 18, 2018 /EINPresswire.com/ -- The iconic red-and-green labels of China's [Tsingtao](#) beer have been plastered across the globe through aggressive marketing that has, in just a few recent months, seen a 12 percent growth rate in the overseas market in 2016, and double-digit growth in the key beer market of the United States. Beyond these impressive figures, the future of the beer looks rosy, with a 90 per cent brand recognition in many developed countries in Europe and North America, according to the Center for International Communication Studies.

The strategy of what has arguably become China's first global brand is straightforward. The company, headquartered on China's eastern coast, has created new marketing using direct access to high-end mainstream channels.



Tsingtao beer



Tsingtao beer

"Tsingtao does not intend to produce low-end products just to improve sales in the international market." Sun Mingbo, chairman of Tsingtao Brewery, said in a recent interview: "Our products aim at global middle and high-end markets."

James Wright, Tsingtao UK Brand Manager, has participated in numerous campaigns. He said: "Tsingtao is successfully building its brand by taking advantage of Chinese culture in the UK."

Beer sales have stuttered in the UK in recent years due to the exorbitant duties, but Tsingtao has been a stand-out brand with a growing market share in imported beer sales.

In the US, Tsingtao has grown to become the highest selling beer in the country. A major redesign was needed to achieve this, however, with the recognizable bottle label overhauled to retain the red and green color scheme and Chinese pagoda but with a more contemporary styling that could be described as "Asian cool".

Like the United States, Australia has a sizable, ethnically Chinese population, with restaurants being a conspicuous business and ideal entry point for the sale of Chinese beer.

Writing for [BON Cloud](#), a China-focused video content platform, Mike Dilnot, travel writer and former General Manager at Fullers Brewery, looks at how a country whose drinking options were limited to just a handful of breweries until recently is now “awash” with independent craft breweries.

“While the craft scene brought beer into popular culture, it also opened the doors for people to rediscover older, more traditional styles, and producers have kindled a new wave of appreciation for some international brands,” he writes.

Tsingtao in Australia is “one to watch,” says Dilnot, as branding can only achieve so much and the brewing experience (Tsingtao was founded in 1903 by German settlers) is critical.

This German heritage may be key for Tsingtao to expand beyond the Chinese restaurants to grocery stores that have served it well as entry points for international markets but are unlikely to be enough for such an ambitious company.

A video about Tsingtao’s success in Australia, “Mr Happy”, is available for download on the premium website of BON Cloud for international media to select, along with other Tsingtao stories filmed in Italy and Russia, and their usual China-focused videos.

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