



Project Choice

A study about Filipino's Awareness towards Alcoholic Beverage and Cigarettes Brands

Survey Period: July 2023



Methodology and Objectives

Quantitative: Online Survey via Tangere Mobile Application

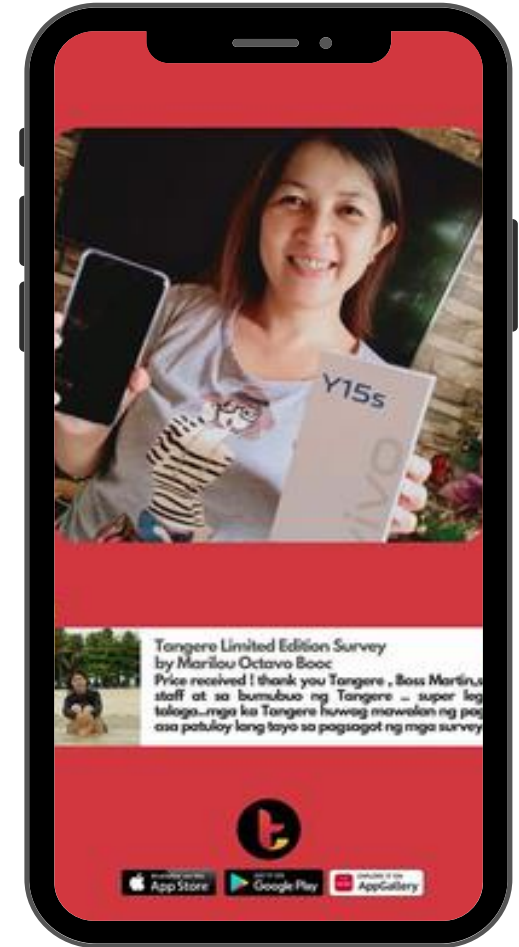
Tangere leveraged its mobile application that is available on



The study surveyed n=1200 21 to 51+ year old with various civil status nationwide (both males and females) from ABCDE households, nationwide.

Tangere has its very own **bayanihan study** to gather insights regarding **Alcoholic Beverage and Cigarettes**, that brands and business decision makers may find useful, with the following objectives:

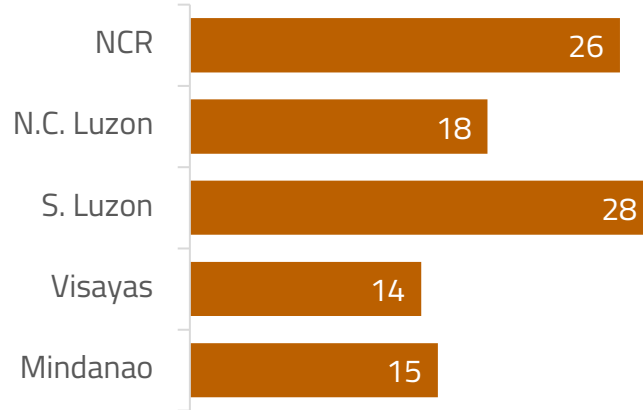
- To know the awareness of alcoholic beverages and cigarettes in the Philippines



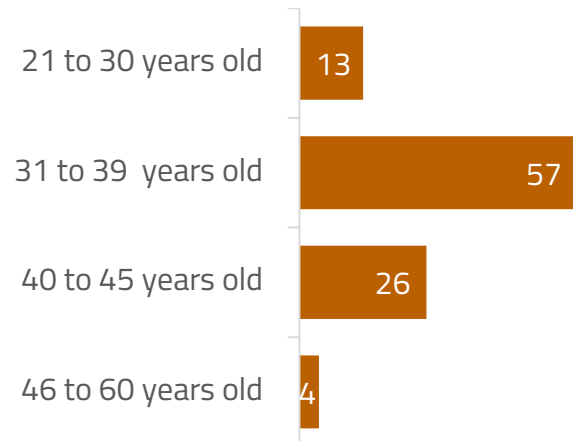
Respondent Demographics



AREA



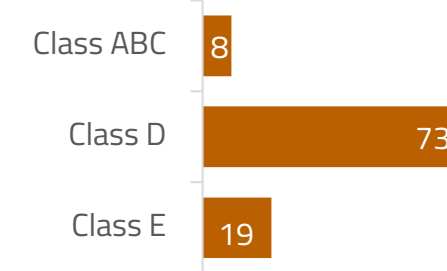
AGE



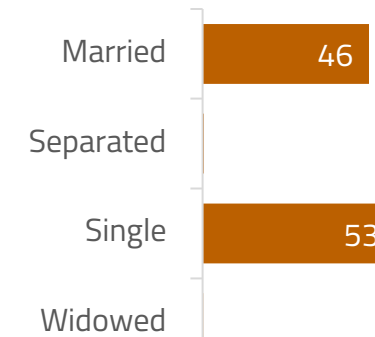
GENDER



SEC



CIVIL STATUS





AWARENESS ON DIFFERENT ALCOHOL TYPES



TOP BEER BRANDS

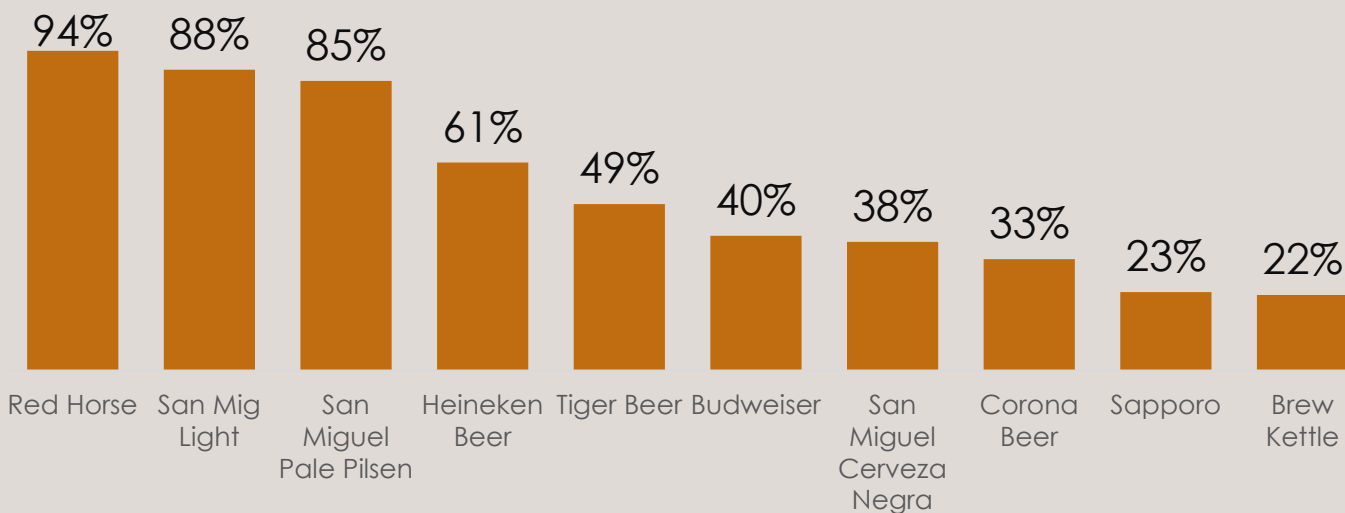


Red Horse Beer
94%

San Mig Light
88%



San Miguel
Pale Pilsen
85%



WHAT BRANDS OF BEER ARE FILIPINOS MOST AWARE OF?

Red Horse leads the brand awareness among the beer alcoholic beverage followed by **San Miguel products**.

Q3. Which of the following brands of beers are you aware of? Choose all the answers that apply to you.

TOP FLAVORED ALCOHOLIC BEVERAGE



San Mig Apple
94%

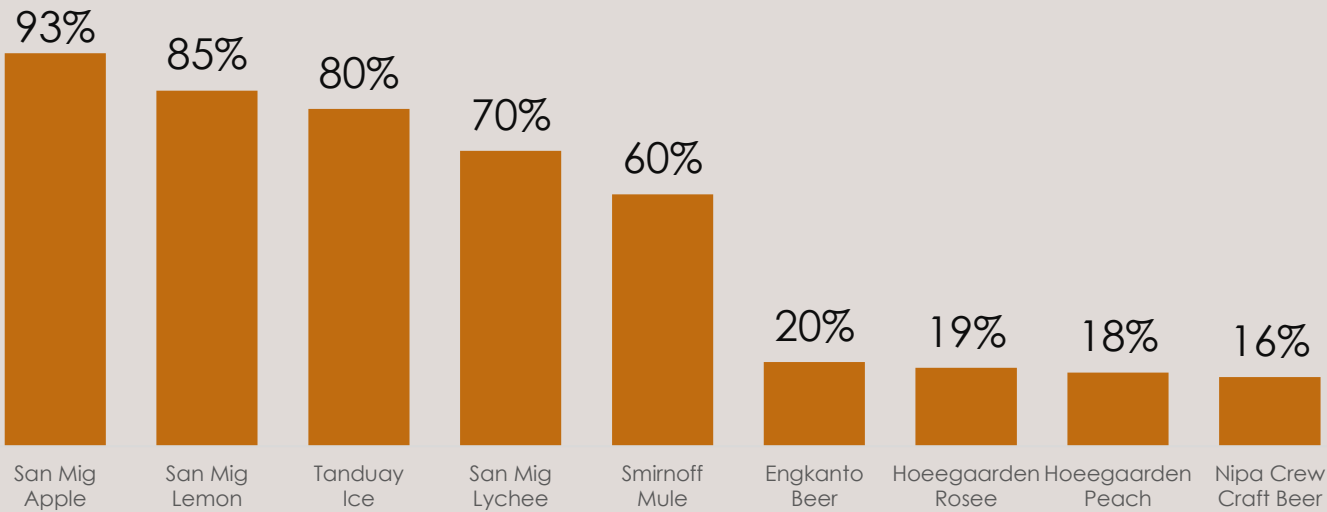
San Mig Lemon
88%



Tanduy Ice
85%

WHAT FLAVORED ALCOHOLIC BEVERAGE ARE FILIPINOS MOST AWARE OF?

San Miguel leads the brand awareness among the flavored alcoholic beverage followed by **Tanduy** flavored drinks.



Q4. Which of the following brands of flavored alcoholic drink are you aware of? Choose all the answers that apply to you.

TOP BRANDY LIQUOR BRANDS

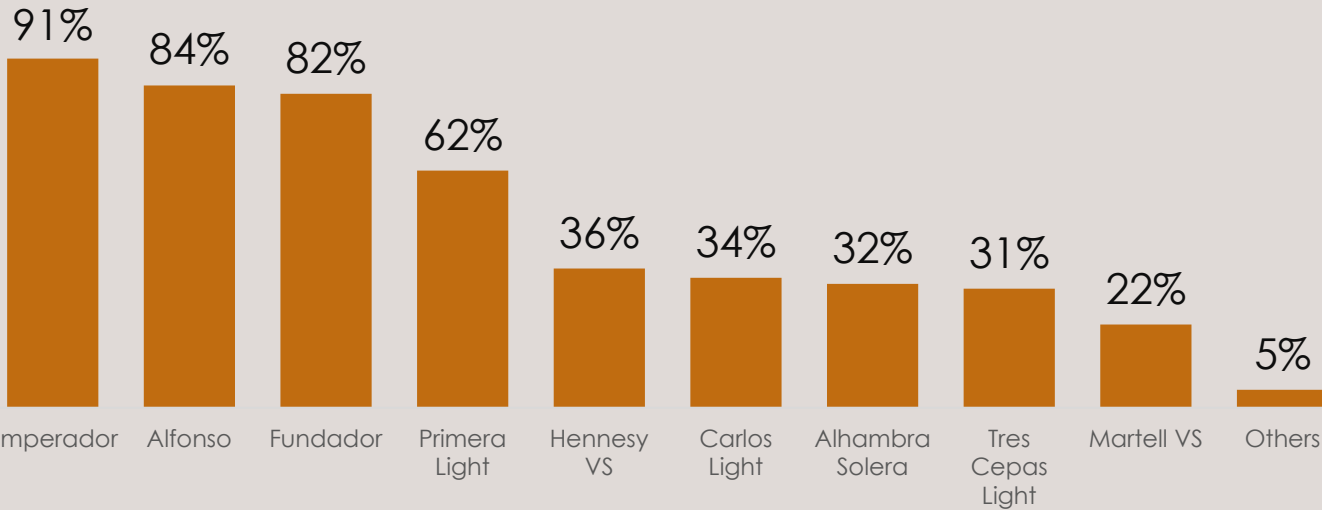


Emperador
94%

Alfonso
88%



Fundador
85%



WHAT BRANDS OF BRANDY ARE FILIPINOS MOST AWARE OF?

Emperador Brandy leads brand awareness among the brandy liquor followed by **Fundador**.

Q5. Which of the following brands of brandy are you aware of? Choose all the answers that apply to you.

TOP GIN LIQUOR BRANDS

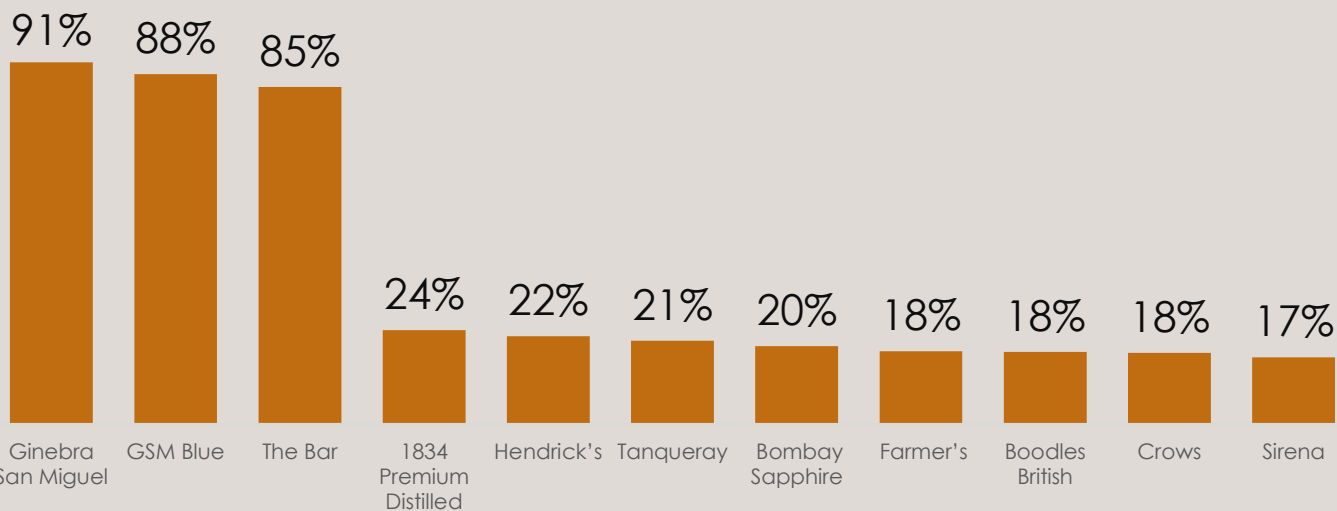


Ginebra San Miguel Gin
94%

Ginebra San Miguel Blue
88%



The Bar
85%



WHAT BRANDS OF GIN ARE FILIPINOS MOST AWARE OF?

Ginebra San Miguel and its variant **Ginebra San Miguel Blue** leads brand awareness among the Gin liquor, closely followed by **The Bar**.

Q6. Which of the following brands of gin are you aware of? Choose all the answers that apply to you.

TOP RUM LIQUOR BRANDS

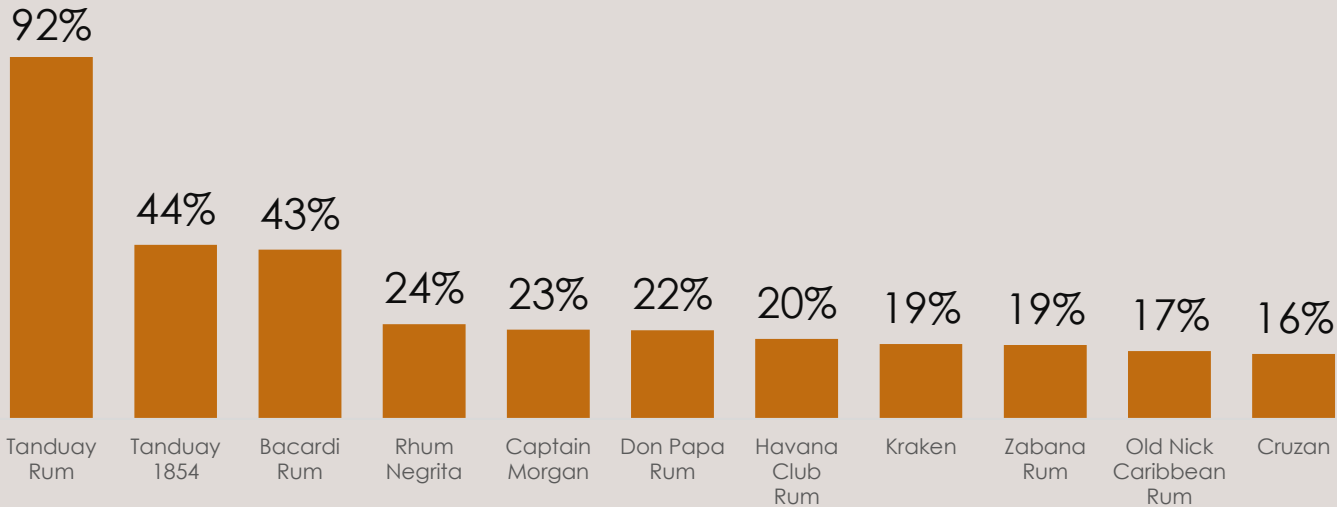


Tanduay Rhum
92%

Tanduay 1854
44%



Bacardi Rum
43%



WHAT BRANDS OF RUM ARE FILIPINOS MOST AWARE OF?

Tanduay Rhum greatly leads the brand awareness among Rum/Rhum liquor brands followed by **Tanduay 1854 and Bacardi**.

Q7. Which of the following brands of rum are you aware of? Choose all the answers that apply to you.

TOP TEQUILA LIQUOR BRANDS

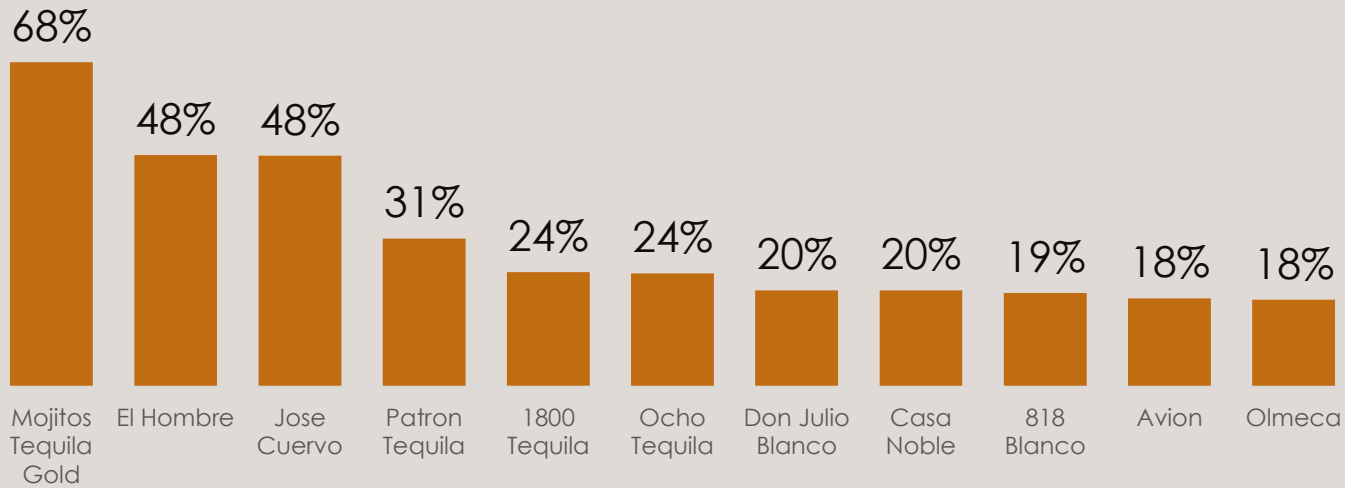


Mojitos Tequila
68%

El Hombre
48%



Jose Cuervo
48%



WHAT BRANDS OF TEQUILA ARE FILIPINOS MOST AWARE OF?

Mojitos Tequila leads the brand awareness among Tequila liquor brands followed by **El Hombre and Jose Cuervo**.

Q8. Which of the following brands of tequila are you aware of? Choose all the answers that apply to you.

TOP VODKA LIQUOR BRANDS

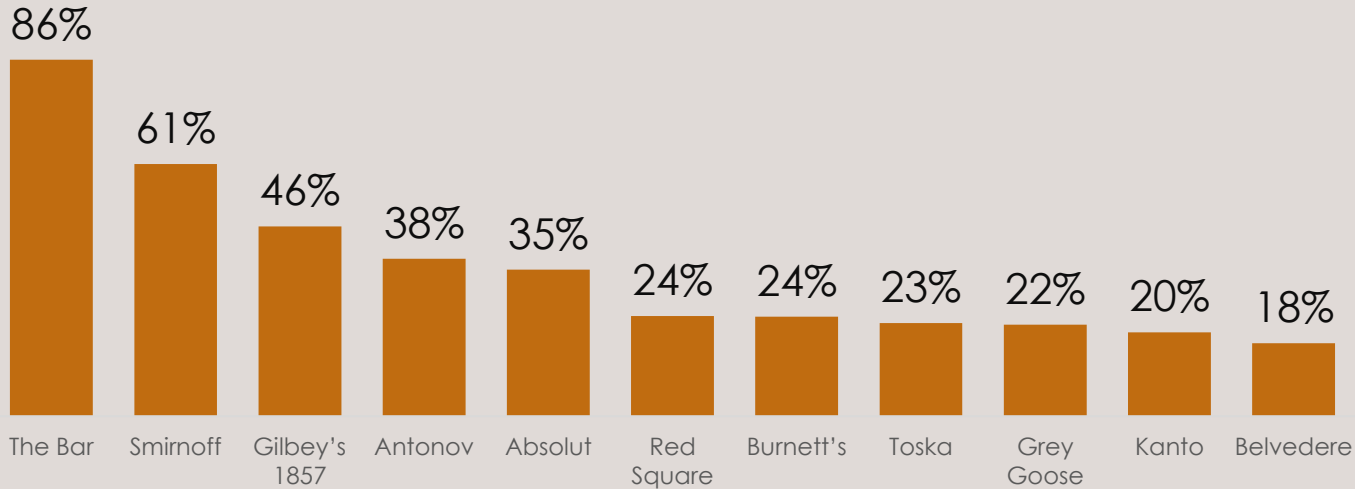


The Bar Vodka
92%

Smirnoff
44%



Gilbey's 1857
43%



WHAT BRANDS OF VODKA ARE FILIPINOS MOST AWARE OF?

The Bar Vodka leads the brand awareness among vodka liquor brands followed by **Smirnoff and Gilbey's**.

Q9. Which of the following brands of vodka are you aware of? Choose all the answers that apply to you.



AWARENESS ON DIFFERENT CIGARETTE TYPES

WHAT BRANDS OF REGULAR CIGARETTES ARE FILIPINOS MOST AWARE OF?

Marlboro leads the brand awareness among the regular cigarette brands followed by **Winston and Mighty**.

Q12. Which of the following brands of a regular cigarettes are you aware of?
Choose all the answers that apply to you.

TOP REGULAR CIGARETTE BRANDS



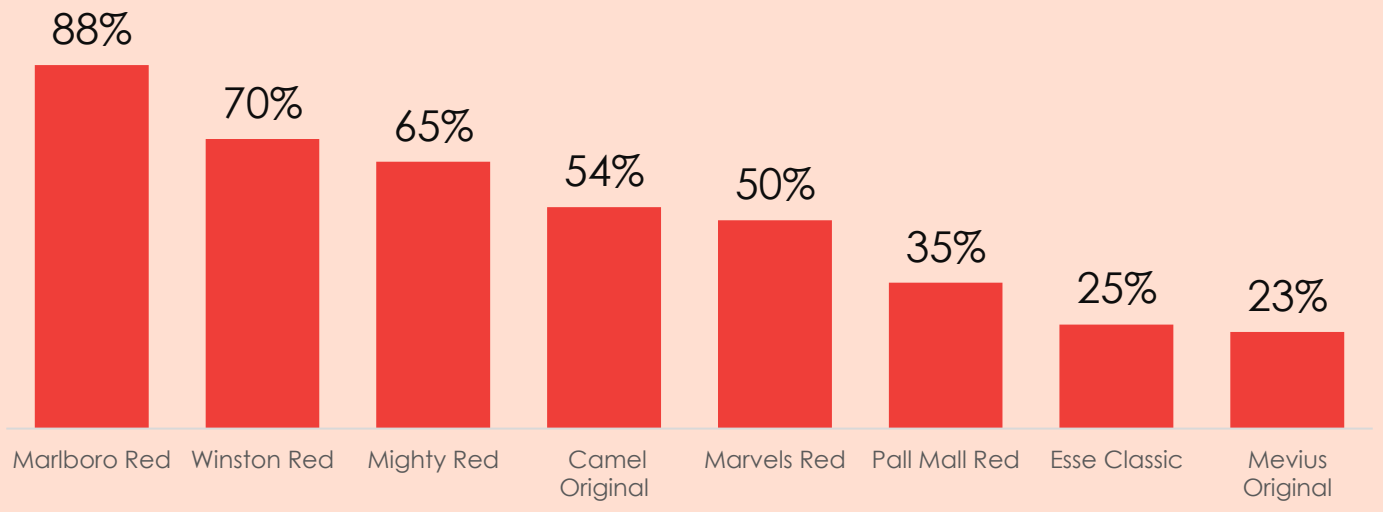
Marlboro Red
88%



Winston Red
70%



Mighty Red
65%



WHAT BRANDS OF LIGHT CIGARETTES ARE FILIPINOS MOST AWARE OF?

Marlboro still leads the brand awareness among the light cigarette brands followed by **Winston and Camel**.

Q13. Which of the following brands of a light cigarettes are you aware of?
Choose all the answers that apply to you.

TOP LIGHT CIGARETTE BRANDS

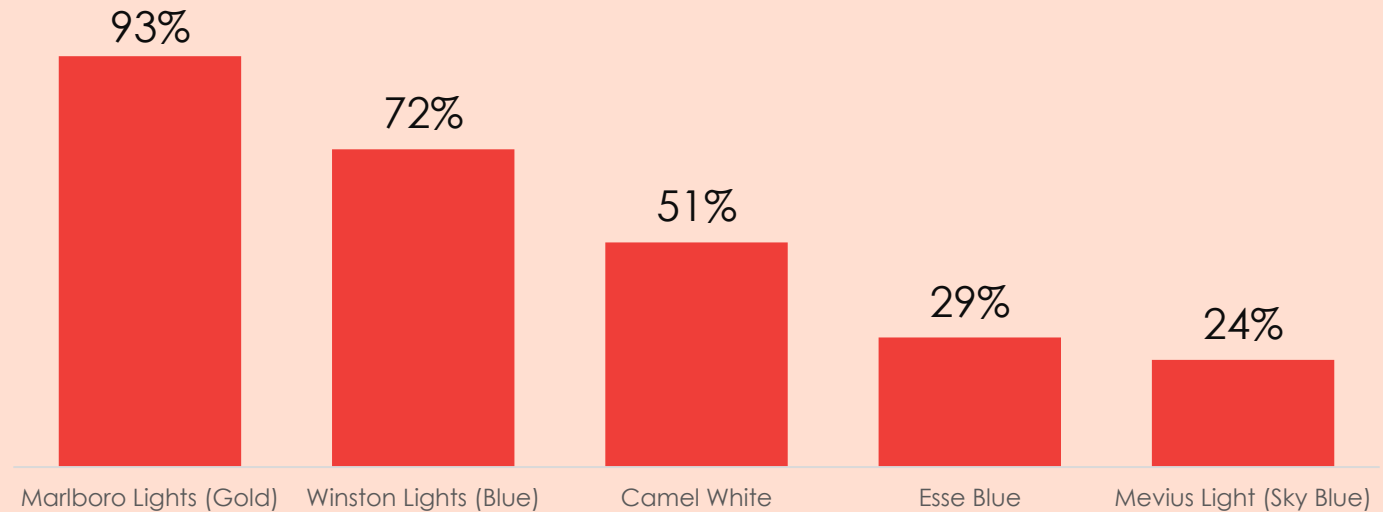


Marlboro Red
93%

Winston Red
72%



Mighty Red
51%



WHAT BRANDS OF MENTHOL CIGARETTES ARE FILIPINOS MOST AWARE OF?

Reflective on regular and light cigarettes, **Marlboro** still leads the brand awareness among the menthol cigarette brands followed by **Mighty** and **Fortune**.

Q14. Which of the following brands of menthol cigarettes are you aware of?
Choose all the answers that apply to you.

TOP MENTHOL CIGARETTE BRANDS

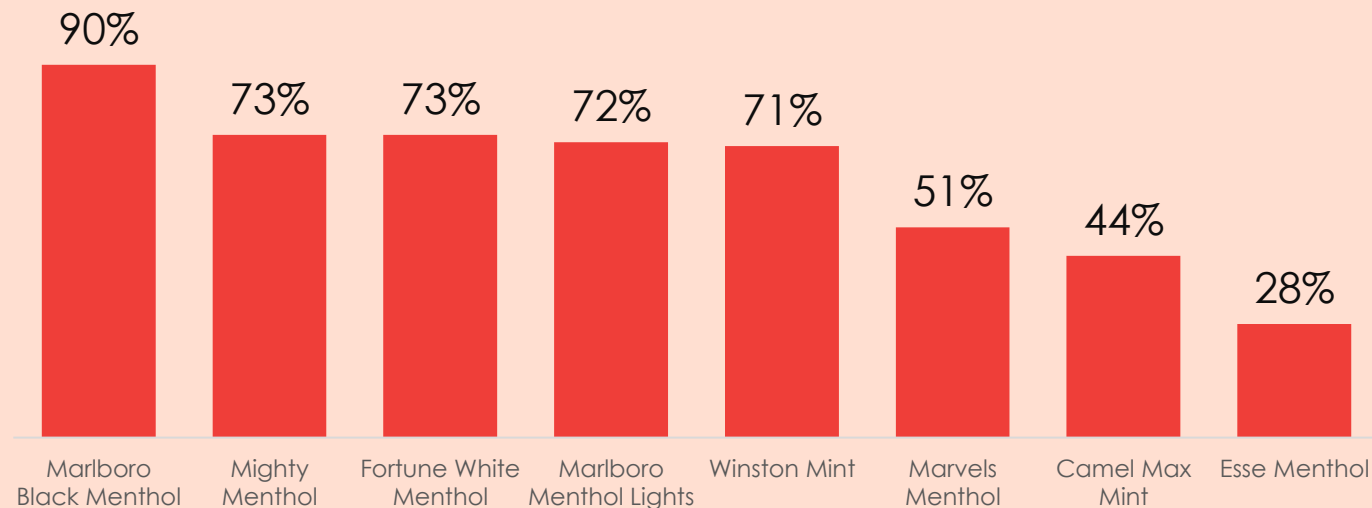


Marlboro Black
90%

Mighty Menthol
73%



Fortune White
73%



WHAT BRANDS OF CAPSULED CIGARETTES ARE FILIPINOS MOST AWARE OF?

Mirroring on the other cigarettes type, **Marlboro** still leads the brand awareness among the capsuled cigarette brands followed by **Winston Variants**.

Q15. Which of the following brands of capsuled cigarettes are you aware of?
Choose all the answers that apply to you.

TOP CAPSULED CIGARETTE BRANDS

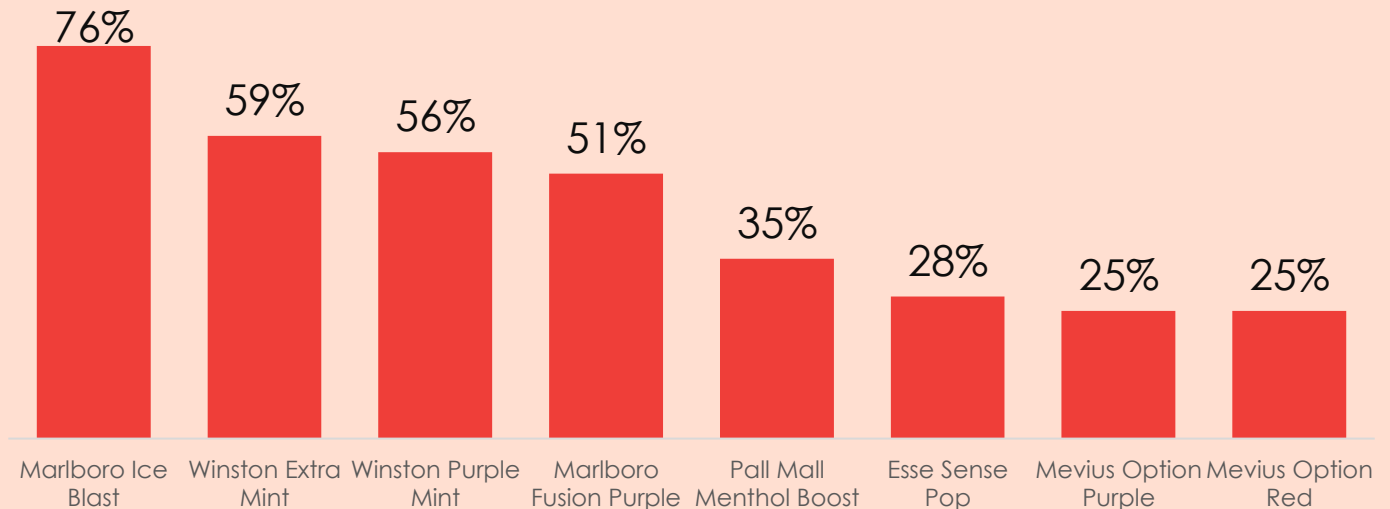


Marlboro Ice Blast
90%

Winston Extra Mint
73%



Winston Purple
73%





Ways Moving Forward for Alcoholic Beverages and Cigarette Brands

- Brands could explore different channels to increase customer touchpoints e.g Social Media like Facebook and Instagram.
- Expanding the target market, knowing the customer could be very beneficial in crafting future marketing initiatives to reach your audience and maximize ad expenditure.

THANK YOU



**acquisition
apps, inc.**

- ✓ Do you want a better understanding of your *Market?*
- ✓ Are you in need of *Consumer Insights?*
- ✓ Are you targeting the *Right Consumers?*

Contact Us!

Angela Gloria – Senior Accounts Manager

angela@tangereapp.com

+63 917 358 5158

Joseph Canuto – Business Dev Solutions Architect

jm@tangereapp.com

+63 906 412 1270

