

Digital Empowerment Pakistan

Analyzing Market Data Of Coca-Cola

Report on the Market Strategies and Brand Value

Scope Of Research:

Objective: *The objective of the research is to analyze the marketing strategy of Coca-Cola based on stats and factual marketing strategies to create insights to inform their business decisions.*

Topic Of Areas to be investigated: *The overall market targetting strategy, stats of success results, and factors that make them a broader audience.*

Population: *Exploring the statistics of different age groups.*

Geographical Locations: *analyzing their revenue on Location distribution.*

Limitations: *The Coca-Cola is by far the most successful beverage distributor but it has never worked on creating an image for a healthy consumer or caring for customers' health besides launching Diet Coke and other several drinks. It has also faced backlash on water consumption and multiple lawsuits for its marketing.*

- ***Brand Perception:*** *Changing long-standing perceptions of Coca-Cola as an unhealthy beverage can be challenging and may take time.*
- ***Market Competition:*** *Increasing competition from other health-focused beverage companies might limit market share gains.*
- ***Consumer Skepticism:*** *Consumers may remain skeptical about the authenticity of health claims and the company's commitment to wellness.*

Overview OF The Brand - Coca-Cola

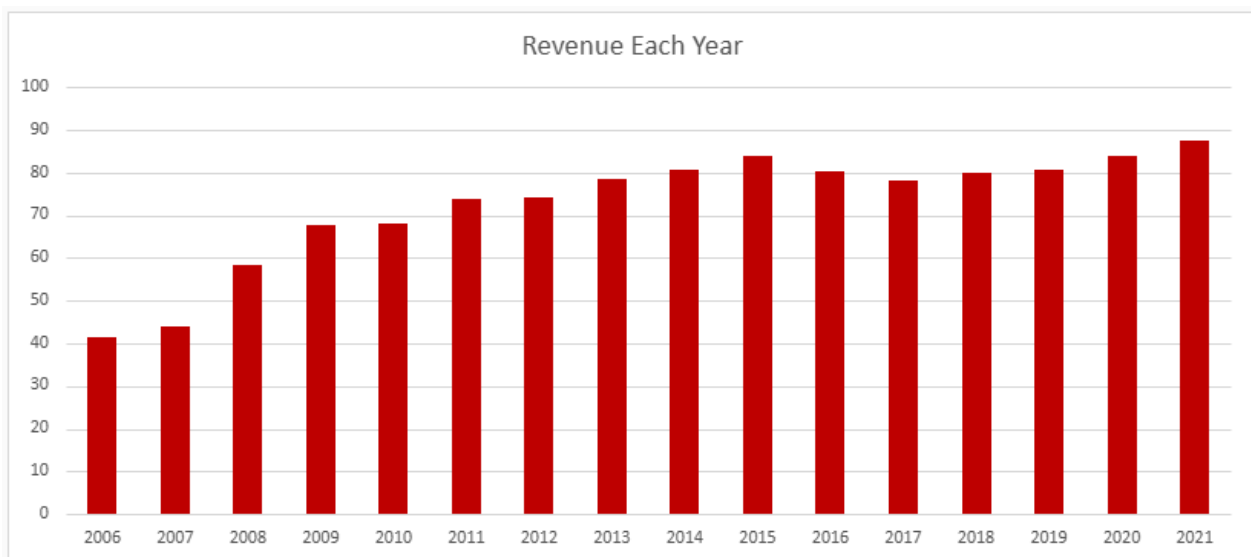
Coca-Cola is the most recognized worldwide Beverage with consumers in over 200 countries. This American corporation was founded in 1892 and is now a leading name in the beverage industry, with sales in other cold and citrus drinks. Coca-Cola is one of the most successful manufacturers and distributors through its amazing marketing strategies and brand value.

Coca-Cola has a vast distribution worldwide. The brand has a successful revenue distribution from its own home, North America to Latin America and other means and parts of the world with an incredible success rate.



Coca-Cola is a brand that knows how to create trends and survive in the evergrowing market. Coca-Cola has a long history of steady growth and stability in branding. When a brand comes to mind with the most successful campaigns, it must be Coca-Cola

In 2022, Coca-Cola US was the 28th biggest company in the world by market valuation, and the leader in the specific carbonated soft drinks category. In 2021, it was estimated to have a brand value of nearly \$82 billion, more than double its 2006 valuation!



Marketing Strategy Of Coca-Cola

Coca-Cola has a very engaging campaign style. They make a broader audience but narrow down their target audience to a level where their specific campaign needs are met.

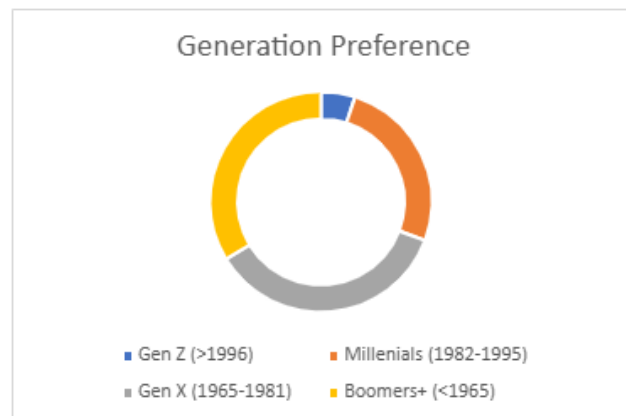
They target every customer in the market and perfect marketing segmentation is the reason behind their successful sales.

Coca-Cola Target Audience

Age:

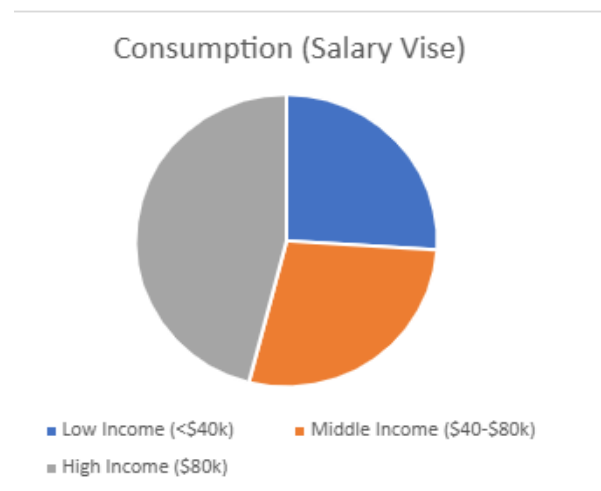
The company targets young people through its creative ad campaigns and uses young and trendy celebrities to engage the youth.

They also target middle-aged adults who are diabetic or diet-conscious.



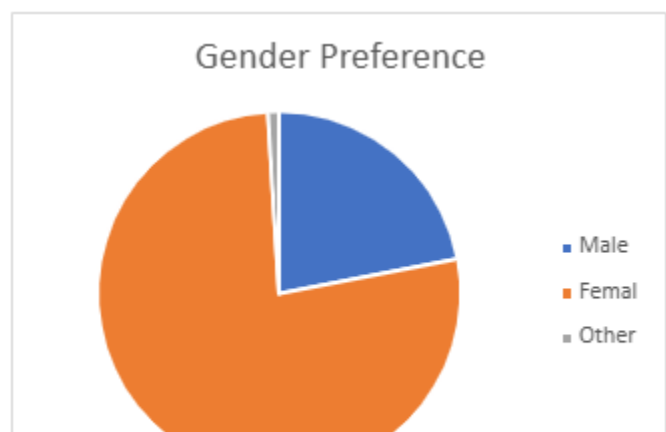
Income:

Coca-Cola uses different sizes of packaging and prices to increase affordability and target students, middle-class, and low-income families and individuals.



Gender:

Coca-Cola targets individuals as per their gender. For example, Coca-Cola Light is preferred by females, while Coke Zero and



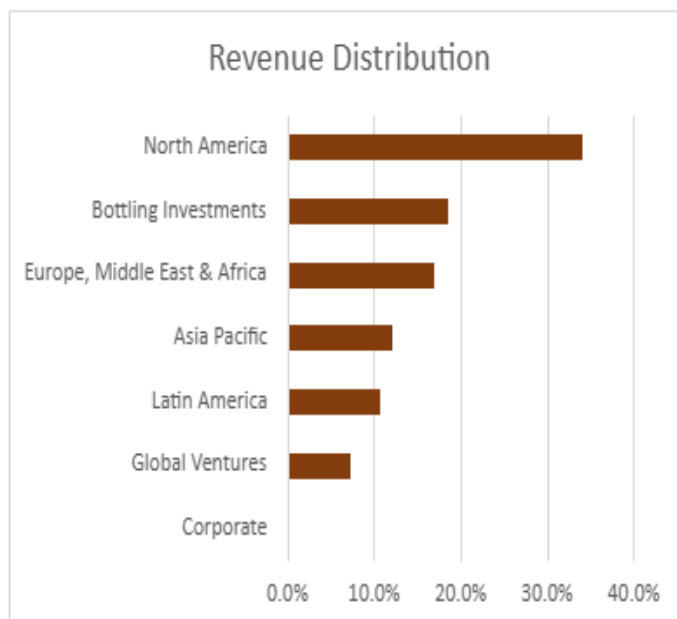
thumbs up are men's favorite due to their strong taste.

Product Strategy

Coca-Cola offers around 500 products, with its soft drinks available worldwide. The company's product strategy encompasses a comprehensive marketing mix. Popular beverages such as Coca-Cola, Minute Maid, Diet Coke, Coca-Cola Light, Coca-Cola Life, Coca-Cola Zero, Sprite, Fanta, and others are distributed in various sizes and packaging options.

Pricing Strategy

For about 73 years, Coca-Cola maintained a fixed price of five cents. However, rising competition from companies like Pepsi necessitated a more flexible pricing strategy. The company avoids drastic price cuts or steep increases to prevent consumers from questioning the product's quality and opting for alternatives.



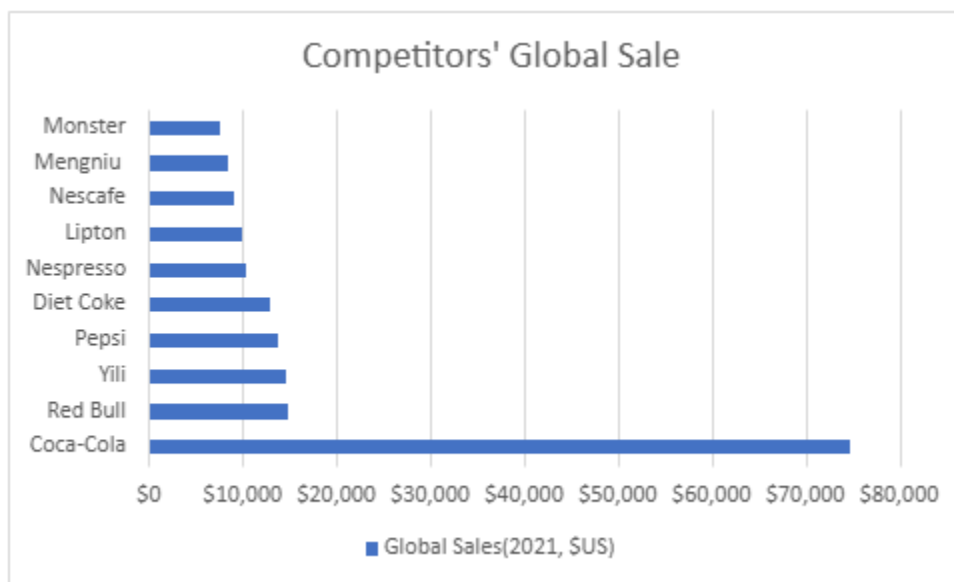
Place Strategy

Coca-Cola boasts an extensive distribution network, spanning six regions: North America, Latin America, Africa, Europe, the Pacific, and Eurasia. Its bottling partners handle the manufacturing, packaging, and shipping of products to agents. These agents then transport the products by road to stockists, who pass them on to distributors, then retailers, and ultimately, to customers. Additionally, Coca-Cola maintains a robust reverse supply chain to collect and reuse leftover glass bottles, thereby conserving costs and resources.

Social Media

Technological advancements have made social media and online communication channels vital to Coca-Cola's marketing strategy. The company extensively uses digital marketing platforms like Facebook, Twitter, Instagram, YouTube, and Snapchat to share images, videos, and more. Coca-Cola's marketing efforts center around SEO, email marketing, content marketing, and video marketing.

Competitors Of Coca-Cola



Recommendations

Marketing Strategy For a Positive Image:

Health Campaigns:

Launch marketing campaigns focused on health and wellness, including partnerships with health influencers and organizations.

Sustainability Initiatives:

Highlight environmental efforts, such as water conservation and sustainable packaging, to improve brand image.

Corporate Social Responsibility (CSR):

Enhance CSR initiatives focusing on community health, education, and well-being to build a positive brand reputation.