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Candidate session number

Candidate name

School number

School name

Examination session (May or November)

May

Year

2013

Diploma Programme subject in which this extended essay is registered: Business and Management

(For an extended essay in the area of languages, state the language and whether it is group 1 or group 2.)

Title of the extended essay: How successful are Coca Cola at adver-
tising towards 16 to 19 years old Market in
Colombia?

Candidate's declaration

This declaration must be signed by the candidate; otherwise a grade may not be issued.

The extended essay I am submitting is my own work (apart from guidance allowed by the International Baccalaureate).

I have acknowledged each use of the words, graphics or ideas of another person, whether written, oral or visual.

I am aware that the word limit for all extended essays is 4000 words and that examiners are not required to read beyond this limit.

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Supervisor's report and declaration

The supervisor must complete this report, sign the declaration and then give the final version of the extended essay, with this cover attached, to the Diploma Programme coordinator.

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Please comment, as appropriate, on the candidate's performance, the context in which the candidate undertook the research for the extended essay, any difficulties encountered and how these were overcome (see page 13 of the extended essay guide). The concluding interview (viva voce) may provide useful information. These comments can help the examiner award a level for criterion K (holistic judgment). Do not comment on any adverse personal circumstances that may have affected the candidate. If the amount of time spent with the candidate was zero, you must explain this, in particular how it was then possible to authenticate the essay as the candidate's own work. You may attach an additional sheet if there is insufficient space here.

It's important to mention that there was a supervisor change and I could only assess the last part of the process. In general did a good work though at the beginning he was disorganized and he struggled with the research methodology. I had to spend some time with him getting his structure together and at the end he improved it a lot. English is not his first language and some parts of the essay are not that well explained. I can assure this is his own work. According to the viva voce interview was a somehow disorganized and confused when explaining the research specially the methodology still he worked hard to have a clear structure.

This declaration must be signed by the supervisor; otherwise a grade may not be issued.

I have read the final version of the extended essay that will be submitted to the examiner.

To the best of my knowledge, the extended essay is the authentic work of the candidate.

I spent

2

 hours with the candidate discussing the progress of the extended essay.

Supervisor's signature:

Date:

Assessment form (for examiner use only)

Criteria	Achievement level					
	Examiner 1	maximum	Examiner 2	maximum	Examiner 3	
A research question	1	2		2		
B introduction	1	2		2		
C investigation	2	4		4		
D knowledge and understanding	1	4		4		
E reasoned argument	1	4		4		
F analysis and evaluation	1	4		4		
G use of subject language	2	4		4		
H conclusion	1	2		2		
I formal presentation	2	4		4		
J abstract	0	2		2		
K holistic judgment	1	4		4		
Total out of 36		13				

**“HOW SUCCESSFUL ARE COCA COLA AT ADVERTISING TOWARDS THE 16 TO
19 YEARS OLD MARKET IN COLOMBIA? “**

Business & Management Extended Essay

**“HOW SUCCESSFUL ARE COCA COLA AT ADVERTISING TOWARDS THE
16 TO 19 YEARS OLD MARKET IN COLOMBIA? “**

Candidate Name:

Centre No:

Candidate No:

Exam Session: May 2013

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**"HOW SUCCESSFUL ARE COCA COLA AT ADVERTISING TOWARDS THE 16 TO
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ABSTRACT: In the marketing world coca-cola has been recognized around the world, Colombia is no exception, where in this country, advertising has being is recognized by adults. During this extended essay we are going to focus directly to the teen market, how successful are Coca Cola at advertising towards the 16 to 19 years old market in Colombia? How they are their strategies to attract this type of consumer like the average teenager? Considering that the teen market is one of the most difficult challenges for which a company has to take into account if they want to lead and succeed in this market. We would know how coca cola is so successful in this market but to what extent? We would observe the market segments of Cola Cola, its market penetration, their market size, its extensive portfolio of products in the world and in Colombia. I would make an analysis how successful coca cola is in Colombia with teens and what reasons causes that, by making surveys for teens, analyzing sales of coca cola to an average teenager into a store, and having an interview with the manager of Coca Cola in Colombia.

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INTRODUCTION

I chose the teenager market in coca cola company as my topic, because is interesting to see how Coca cola company used their different marketing and logistic strategies to catch the consumer in the most effective way possible, becoming this tools of one of the reasons why they have been having so success in the last 125 years. I want to focus on the teen market, since it is a changing market and hard to understand, but somehow coca cola company have been designed to capture mostly by their marketing skills and also have the advantage of being by above your competition.

RATIONALE FOR STUDY:

This topic is worthy for a extended essay because Coca Cola company has the winning strategy meaning that identifies them of been the most recognized brand and a global presence, aims to capture all audiences with products, whose special ingredient as they say is the optimism, the form how they communicate and convey their ideas in a simple way for costumers, making this brand the easy ability to track directly to their potential customers in this case the teenager market. I would like to do this extended essay about Coca Cola Company as this business has a lot of history behind I want to find out how they continue influencing the teen market, and how do they continue the dominance in the 16 to 19 years market specially Colombia.

Brief Background context:

Coca Cola Company is one of the largest multinational companies in the United States and in the world; it has been solid incorporated in the soft drink market, with such success that it has become one of the most soft drinks beverages in the world without any change to its secret formula. I chose to answer this question in order to know how coca cola company influence the teen market between 16 to 19 years, coca cola company is one of the most innovative strategies in its use of advertising on transport and media which are characterized for their controversy of its marketing, also because of their deep messages, sticky music and publicity with long

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duration on TV and radios. This has made me think to do this question **“How successful is COCA COLA at advertising towards the 16 to 19 years old market in Colombia?”**

My expectations and goals:

My intention in my extended essay is to determine how this large multinational company influence teen market in Colombia, by making an exhaustive investigation of the marketing department of Coca Cola, and emphasising of Coca Colas teen market methods, techniques and sources for example: the conventional marketing, the social media market, the brand marketing and the internet marketing research, also their market strategies to attract the teen market, their market size and market shares with other competitive markets..

I would know that I meet my goals at the time when we know the specific forms of promotion of the product of Coca Cola in Colombia according to the teen market, performing a wide range of marketing research strategies, techniques when they are offering their products, also by doing a business analysis in Colombia, in order to have different perspectives to compare them, analyze them and conclude my final results of how this company attracts the teen market from 16 to 19 years old in my country.

I expected to conclude if its really the coca colas marketing the key reason for their success in the teen market or indeed, other different reasons why Coca cola has this ability to appeal to this market.

METHOLOGY

1. The first and most important step that I will do is an interview with the manager of Coca Cola in Colombia, by asking him specific questions about the marketing department.
2. Secondly analyze the type of publicity that Coca Cola Company has, by searching information in the website.
3. Then analyze at what segments does Coca-Cola Company are been directed to the teen market. This would make me think to search about TV, radio and face book segments.

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4. Investigate the overall market penetration and then emphasize the teen market for Coca cola, by searching market tools and strategies in how they to attract teen market in Colombia.
5. This would take me to research the coca colas portfolio, by doing a Boston matrix, and analyzing the different type of publicity does they have on the different products. This would wonder me to:
6. Search the product cycle of coca cola drink.
7. Finally, search negative publicity of Coca Cola.

Brief Example interview questions:

- Where they are located?
 - Where is their media focus to offer their products here in Bogotá?
 - How is its competitiveness among other competitors and markets, getting focus in teenagers?
 - How they offer and sell them its soft drink?
8. By doing the interview and analyze it my second step would be to analyze the market share in Colombia, firstly by doing 2 questionnaires in Del Monte 2, my residence and in my neighbourhood called San Jose de Bavaria, Secondly do an intensive research in the Internet of their strategies to promote, sell and distributed the coke in Colombia and the best methods used for the company.
 9. This would take me to analyze the percentages of the market share and make a relation with the publicity and conclude by seeing if the coca cola advertising has been the reason for his success on the teen market or there is other mainly reason above its marketing.

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SOURCES:

PRIMARY SOURCE:

- Using this methodology such Method 1, 3, would be the most important primary sources through out my whole research. I will know more about how they are their marketing strategies of coca cola in Colombia, the purpose of this, to see how this company, right through these strategies, influences the teen market.

SECONDARY SOURCE:

- Doing an Internet research about marketing, and mainly the marketing mode of Coca Cola Company has, in order to attract the teenager market in Colombia. I would consider this my secondary source to answer my question, because it is important to have the general knowledge and know about coca colas teenagers marketing, by doing this I would acquire information more accurately and easier for knowing everything about them.

Type of publicity of Coca Cola in Colombia: Source: 1.

The marketing strategy of Coca cola company has been recognized for its quality and its great investment that this company had been made to have the highest quality marketing promotions, in order to attract the public 16 to 19 years, and this has worked well until the present, the teen market has been a challenge for Coca Cola but not impossible.

This company stands out from their other competitors, because their marketing methods to attract young audiences are to purchase and to give them habits for life themselves exalting their content and creative excellence, doing out advertising as the traditional way, having an example television, magazines, newspapers, billboards in Colombia, Secondly the use of social networks, multimedia formats which have the ability to communicate with consumers, creating content more visually, attractive and creative on its products that allows more attention to the public, using their extensive marketing techniques.

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TYPES OF MARKETING OF COCA COLA COMPANY:

1.SOURCE: (we can see in page.8)*Business balls. © Alan Chapman 1995-2012 Marketing strategies retrieved from:*<http://www.businessballs.com/freebusinessplansandmarketingtemplates.htm> Obtained (05/01/12)

1.

COMERCIAL MARKETING: Its orientation is the necessities of the costumers; his objectives maximize sales as much as possible and comply customer needs and satisfactions, the end: utility by the satisfaction and needs of his costumers, as an example, the way in which coca cola distributes and promotes their product around Colombia, from the big cities to rural sites.

SOCIAL MARKETING (APPENDIX 5): Its orientation the necessities of the population: its main objective, the social change that puts to social community, end benefits to society that are focus on, as a good examples, the publicity done in the websites for examples in face book.

CAUSE MARKETING: Its orientation social profitability for the company: its main objective, contributes to society, without neglecting the profit of the company, end all types of benefits to the company, for example the advertisement done in the TV in Colombia, the way in which the promotes not only their products, but also " living a happy moment in family and sharing their happiness"

As we can see above Coca Colas Company, one of the primary missions of coke and any other business are to create profits quickly and effectively taking the lowest possible losses annually at the same time they are focus on satisfying customers. As we know in the history of Coke, the company uses its resources efficiently satisfying customers right through a coke uniting families, and creating friendships and joy. This company have use their knowledge of marketing strategies in a way like no other company has been able use as in this case as the company makes well balanced types of marketing shown on the above one of the essential tools for the success of Coca Colas company.

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Segments of Coca Cola Company in Colombia: TEENAGERS 16 & 19

2.

Teenagers are a unique segment very competitive among other markets, always changing. Coca Colas mainly objective and have it in present is to speak their language, identify find the best way to target them with advertising.

The teenagers is a very important segment because they are disproportionately powerful in creating or adopting new fashions trends also are an attractive market because of the value of their life cycle. If you catch the teenagers and they remain loyal to the brand, you've got decades of positive returns for the future. It is an incredibly lucrative market, but definitely not suitable for those who suffer from heart. Within the world of marketing, nothing less time on the shelves that the segment of teenagers.

TV PUBLICITY IN COLOMBIA TO TEENAGERS:

One of the big ways in which Coca Colas Company wants to approach more into this *teenagers world*, is by advertisement, in which different commercials introducing real life's situations of the teenager s daily life. Giving up a clear idea how Coca Colas Company use his strategies, giving a case a real advertisement commercial in Colombia on TV. Having a great example were in this case a group of teenagers say all types of rude words, just talking in the way, in which an ordinary teenager talks on their daily lives.

This group of boys are being part of a scientific experiment that evaluates the teenager behaviour. Here is where it comes the important part, the groups of scientists gives them some coke and evaluate the results. Assuming that giving them that soft drink, they will change their behaviour, which the result at the end was not that expected, a teenager takes and drinks the coke, apparently he still saying rude words and continues with the same behaviour, by the end of the advertising comes a slogan that says (if the intention is good, no matter how sounds) The totally successful from this commercial previously, is the goodness of the product for instance

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Coca Cola has to appeal to the values and ideals, perfectly established on his potential costumers, in this case the teenagers, that's why the commercial does not forge and educate the teenager, but appeals that coke can be useful to their purposes then we can say that their main strategy is to *speak their language and discuss their issues*, so is an strategy that tries in the most effective way to brings the teenagers attention to the product and they identify with the brand.

2. (we can see from page 7/9) *Business balls. © Alan Chapman 1995-2012 Marketing strategies* retrieved from: <http://www.businessballs.com/freebusinessplansandmarketingtemplates.htm>
Obtained (05/01/12)

FACEBOOK/ SOCIAL NETWORKS PUBLICITY TO TEENAGERS: (APPENDICES 5)

This company makes the most important a vital marketing strategy that stands out among from others by in this case of attracting the market of 16 to 19 years by communicating easily with them right through the new technologies that are You Tube, Face book, Twitter and others which offer more connectivity with them, transmitting them the spirit of Coca Cola, ensuring its major mission is to know the interests of customers.

However the new forms of communication and technology, such as social networks as we already mention, also their impact of its messages associated with brand that are charge of family reunions, happiness and adherence to tradition, being a marketing strategy to attract the teen and adult public in Colombia.

MUSIC STRATEGIES TO TEENAGERS:

The second strategy after the main plot is the music established by the commercial. We can say that Coca Colas Company use this tool to attract the teenagers market. Taking advantage the emotional power that has music. In this case to the teenagers market between 16 and 19 years old, the music helps to build them up trust between the seller and the client, it helps to recreates situations, to entertain make some rhythms, etc. the most important objective for music is to create emotions to costumers so all this staff helps to the company in this case Coca Colas Company to creates the best ideal environment, ideal and necessary to stimulate sales.

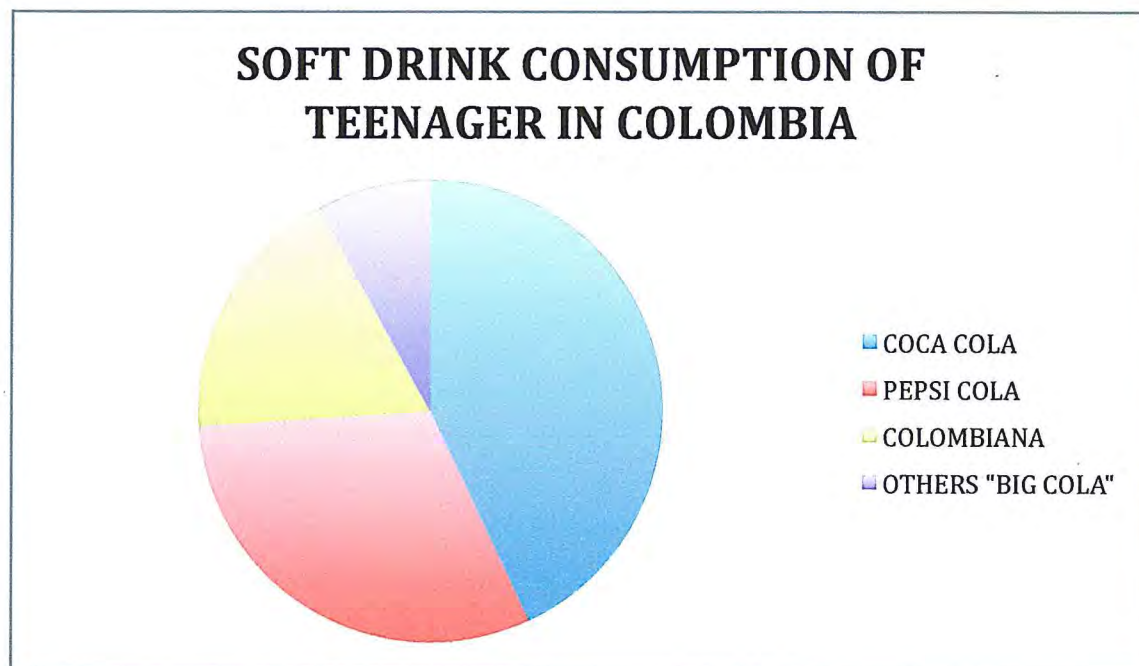
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Empathizing Coca Colas Company use in many of his national and international commercials basically to attract the teenagers with a rhythmic music, which apparently aims to motivate the senses to buy. Predisposes to meditate less decisions, if they want to buy their product or not, and hurries the customer to take a quicker action, apparently a compulsively way of buying strategy.

Market penetration of Coca Cola drink in Colombia:

SOFT DRINK CONSUMPTION OF TEENAGERS IN COLOMBIA RESULTS:

COCA COLA VS PEPSI	Percentages (%)
COCA COLA	43%
PEPSI	31%
COLOMBIANA	18%
OTHERS	8%



Coke competition throughout this long period for which this company has been in existence in Colombia and the world has been Pepsi Cola, Colombiana is the national company that would

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come to be purely his other competition. Is important to note that there are also other small companies entering to this market. According to national studies also share his coke Colombian Market with companies like red bull monster lives 100 and other energy drinks, which have been opposing to significant growth as soda drinks like Coca Cola.

NEW PRODUCT EMERGING IN COLOMBIA DONE BY COCA COLA COMPANY:

In Colombia The Coca Cola Company portfolio has decided to expand and highlight from others by promoting new products for example Fanta, a soda with several other flavours, with such campaigns that did coca cola, are essential to attract and influence in this case the teen market, being a rigorous analysis by Marco Linas PR manager of coca cola company in Colombia

4. COCA COLA/ COCA COLA ZERO VS PEPSI LIGHT CONSUMED BY TEENAGERS IN COLOMBIA

COCA COLA VS PEPSI	Percentages (%)
COCA COLA	48%
PEPSI	21%
COCA COLA ZERO	13%
PEPSI LIGHT	15%

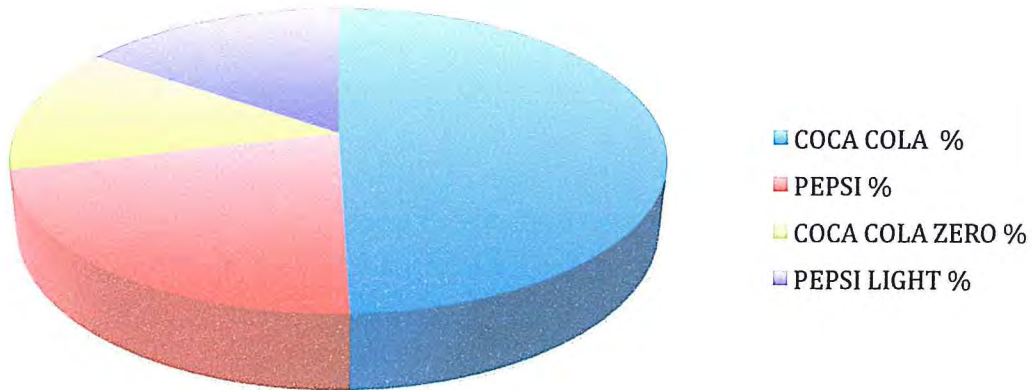
As we can see according to the results coca cola market, dominates the teenager market in Colombia, this happens because coca cola strategies are for efficient in promoting the product, as a matter of experience and market penetration that leads coca cola over the past years, been better than Pepsi in the market.

4.

Source: *Marketing Directo - El portal para el marketing, la publicidad y los medios.* 1999-2013 © 7 advices to attract teenagers publicity. Retrieved from <http://www.marketingdirecto.com/actualidad/checklists/7-consejos-para-hacer-marketing-para-adolescentes/> Obtained (15/11/12)

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COCA COLA VS PEPSI CONSUMED BY TEENAGERS BETWEEN 16&19 IN COLOMBIA



BOSTON MATRIX COCA COLA COMPANY IN COLOMBIA:

		RELATIVE MARKET SHARE	
BOSTON MATRIX		HIGH	LOW
COCA COLA COLOMBIA		Product star: <ul style="list-style-type: none"> Fanta Fuze tea COCA COLA ZERO 	Product problem child: <ul style="list-style-type: none"> Dasani
MARKET GROWTH RATE	HIGH	Product cow: <ul style="list-style-type: none"> COCA COLA COCA COLA LIGHT 	Product dog: <ul style="list-style-type: none"> Del Valle SPRITE POWERATE
	LOW		

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1.

In the boxton matrix above we can appreciate the main portfolio products of coca cola company in Colombia, were at this point the product that is emerging *product star* is Fanta a recent soda that is having a great success in Colombia, then we have *problem child* is Dasani, it was a product in which they don't have such success in the market so it was a big problem for coca cola to deal with this loses, for about 3 years ago in Colombia. *Then product cow* where the oldest a biggest products are, basically are main ones in coca cola company, and last but not least *product dog* where the obtained profits and loses as well but still powerful in the market in Colombia, and loved by teenagers.

1. (we can see from page 13/15)COPYRIGHT. © 2013 CEET. Reproduction in whole or in part, or translated into any language without written permission from the owner.

Portafolio.co economic and business news in Colombia and the. Coca cola portafolio: retrieved from: world.www.portafolio.co/noticias/coca-cola Obtained (15/01/12)

Coca Colas Company Portfolio in Colombia:



3.

Coca cola company in Colombia has a broad portfolio of products in which teens mostly consume on the daily days . teas, juices, sparkling water, no gas, energy drinks, soft drinks etc.

Cola Company has always been known for their way of promoting its extensive portfolio of products, this company among others highlights for its creativity and extensive knowledge to attract the customer, in this case the teen market children of 16 to 19 years old.

Coca Colas Company has been always focusing on its clients specially the teenager's clients, from the point of view of this company, the marketing adopts basically a thematic that answers

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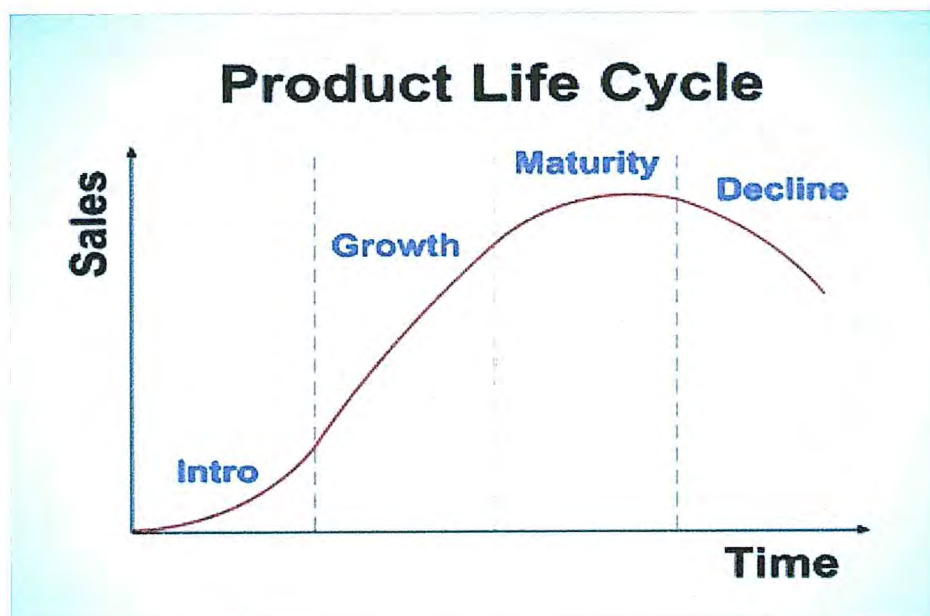
important aspects of the daily life's of the teenagers, targeting the most important aspect of this teenagers during stage of life that is appearance, competitiveness and fashion, that's why its know normal to see in the announcements on the street in Bogota that shows the problematic of every teenagers in the world that is love, friendship, respect and authentic, the primordial elements that Coca Colas takes into an advantage to get into teenagers in a way of marketing in order to sell their product in most efficient way possible.

3.

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Product cycle Coca Cola Company:

PRODUCT CYCLE CONCECT



PRODUCT LIFE CYCLE COCA COLA COMPANY:

5.

Source: (we can see from page 10/14) *CAP en Español. © 2013 Center for American Progress* *The Competition that Really Matters*
<http://www.americanprogress.org/issues/economy/report/2012/08/21/11983/the-competition-that-really-matters/> Obtained (08/01/12)

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5.

All companies have had the idea or objective in maximizing profits in the best way but in the case of coke was the exception, before observing the product life cycle is necessary to understand the strategies that other companies usually use to extend its product life cycle.

- Making Exports to new markets, extended company.
- Always make modifications to the product
- Packaging modifications.
- Decreasing prices.
- Introducing new products to portfolio flavours
- Increase marketing strategies.

Coca Cola at this point is in the maturity stage. This maturity stage is the last stages that a company can go through. Usual companies has to pay certain attention with her products but Coca cola company is at the last stage in which its classic product coca cola would not go down in a predictable future.

COCA COLAS PORTAFOLIO IN COLOMBIA:

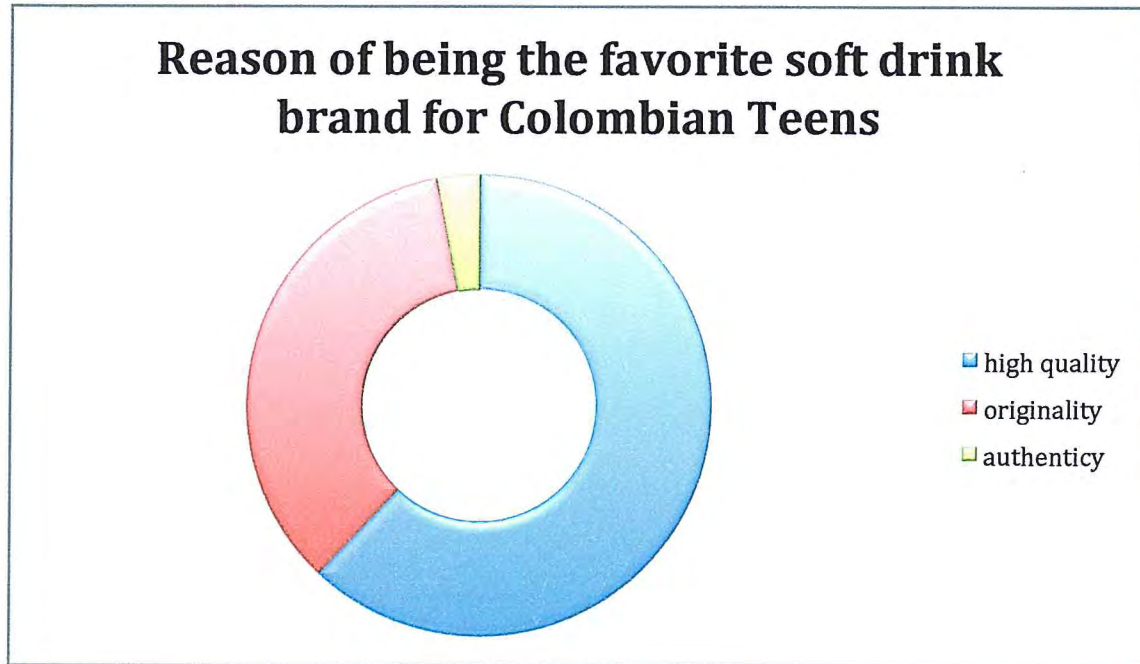
SOURCE: PAGE 4.

Coca cola has become to be the most likely brand for Colombian teenagers, according to the studies done, the teenagers suggests that 62% is for the high quality of product, 35 % originality and authenticity for their remaining 3% ease of use.

Reasons of being the favorite soft drink brand for Colombian Teens	Percentages (%)
HIGH QUALITY	48%
ORIGINALITY	21%
AUTHENTICITY	13%
PEPSI MAX	15%

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SOURCE PAGE 4.



4.

Source: Page:

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Retrieved from : <http://www.allaboutworldview.org/spanish/cultura-adolescente.htm> Obtained (21/12/1

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SAN JOSE DE BABARIA NEIGHBORHOOD QUESTIONNAIRE 1:

RESULTS SAN JOSE DE BABARIA NEIGHBORHOOD QUESTIONNAIRE. (Appendix 1)

In the second survey I focused on the people living in San Jose de Bavaria grouping house, the questionnaire had 30 people where half were teenagers and half were adults. After one week of studies these were the results.

CONJUNTO RESIDENTIAL DEL MONTE 2

QUESTIONNAIRE 2:

RESULTS DEL MONTE 2 QUESTIONNAIRE. (Appendix 2)

As we see in the results the vast majority of adolescents show some good taste to the product most successful of all times, about 30 people who were surveyed over 50% like to consume this product over others, people who liked coke 12 were adolescents aged 16 to 19 years the other 3 did not like because of health and extensive knowledge about the process of coke. 18 people on the results are not addicted to coke, but a considerable amount of 12 people they are. In the aesthetic appearance, to most consumers like a lot of 27 people and not 3 people, as this product also prevails for getting 28 people on 30 and finally it is remarkable that the marketing of Coke had great success in Colombia since according to surveys the vast majority of people buy coke very often.

Interview results: (Appendix 4) During the interview with the manager Jose Gabriel Castro of Coca Cola Colombia in which he spoke rigorously how Coca Cola company has achieved such success in the teen market in Colombia, José told us that Coca Cola Colombia devoted most of their efforts and resources to focus on capturing this demanding and sceptical audience, Coca Cola consider that getting the power on this teen market, they would be able to capture so much more effective the adult market, where Jose Castro believes that this is the stage in which consumer loyalty towards the product solidifies and brand.

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According to a statement from the manager of coca cola, later was kind enough to introduce us to their marketing specialist in charge of all marketing advertising of coca cola in Colombia, they told us that one of the most important segments when lure the teenager is like sending the messages, communicate with the client, learn to speak their language and look like them, but it is important to know that it does not look like, is that what is sold is the best for them.

CONCLUSION Coca Cola has been one of the most successful companies in their marketing strategies, which originates in the teen market focusing clients, some strategic attraction to reach this potential market to the company and not the company to customers, which is usual in traditional marketing any business, added those certain platforms such as blogs, twitter, face books etc in Colombia and in the world . has become a strong business environment in this company to attract this market effectively. Recommendations that would give the company coke according to results and research end, the company must encourage and investigate more thoroughly in the way and that teens get used daily, as we know the teen market is difficult to control and that changes in a constant, fashions, styles teens' thoughts are aspect that has to be take it into account must have in order to have more success against the competition.

Given the extensive research we found that the coke company in Colombia for not doing anything wrong in the way in which appeal to your customers, but the real problem is the scarcity of knowledge regarding this company so that they can catch, teen market is definitely a market in motion, they are changing competitive and uncertain, then to achieve maximum profits results and focusing on this sector, the company should be able to identify the latest trends speak your body language and verbal modes and find out more accessible for them to enter fully targeted advertising to them. If we answered the question how successful the company is in the market coke teenager between 16 to 19 years in Colombia? if successful company like any other market but requires more attention be dominating this market because, considering customers loyal to the brand and will have positive aspects for the company in the future.

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SOURCE: APPENDIX 1.

NEIGHBORHOOD

QUESTIONNAIRE 1:

As it is show below, I have done a questionnaire to 50 people all of them are teenagers, done in 2 weeks, where we submitted 50 people located in my neighbourhood, in this questionnaire, all teenagers, so I did some specific questions where the teen would become test, and know for what purpose did teenagers buy coca cola, for what uses or for to intentions. This was the result.

COCA COLA QUESTIONS	YES	NO
1. DO YOU LIKE COCA COLA?	39	11
2. DO YOU KNOW WHAT ARE THE ESSENTIAL INGREDIENTS OF COCA COLA?	7	43
3. DO YOU KNOW THE DAMAGE THAT MAKES THE COCA COLA IN YOUR BODY?	36	14
4. DO YOU CONSIDER YOURSELF A BIG CONSUMER OF COCA COLA?	44	6
5. DO YOU USE COCA COLA TO MIX WITH ALCOHOLIC DRINKS?	29	21
6. IF THEIR NO ALCOHOLIC DRINKS IN A PARTY, WOULD YOU PREFER TO REPLACE IT WITH COCA COLA?	48	2
7. DO YOU CONSIDER COCA COLA THE BEST CHOICE FOR A FAMILY AND FRIEND REUNION?	45	5
8. HAVE YOU DRINK COCA COLA ISNTEAD FOR ANOTHER CHOICE FOR THE THIRST?	25	25
9. DO YOU CONSIDER COCA COLA THE BEST CHOICE FOR A MEAL?	47	3
10. DO YOU CONSIDER AN ADDICT CONSUMER OF COCA COLA?	28	22

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SOURCE: APPENDIX 2.

CONJUNTO RESIDENTIAL DEL MONTE 2:

In the survey below, I have done a simple questionnaire of 5 questions to the residents of “Conjunto Residential Del Monte 2” to 30 teenagers about coca cola drink. These are the results

QUESTIONNAIRE 2:

DEL MONTE 2 QUESTIONNAIRE	YES	NO
1. DID YOU CHOOSE COCA COLA AMONG THE OTHER SOFT DRINKS?	18	12
2. DO YOU THINK TO HAVE A CERTAIN ADDICTION WITH COCA COLA SOFT DRINK?	12	18
3. DO YO LIKE THE WAY IN WHICH COCA COLA SELL THEIR PRODUCTS	27	3
4. DO YOU THINK THAT COCA COLAS QUALITY PRODUCTS IS GOOD?	28	2
5. DO YOU BUY COCA COLA VERY OFTEN?	25	5

SOURCE: APPENDIX 3.

VISITING A AVERAGE STORE “LA FAMILIA” in Carrera 72 with BOYACA (North of Bogotá. Colombia)

Having done a research for about a week. I did few questions to the owner of the store called LA FAMILIA where the gentleman replied politely. This was the result

1.how many coca colas are sold a day?

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- The answer was impressive because in the business day they are sold 40 to 50 bottles including personal and family sizes, in a normal labour day, 70 to 75 bottles are sold in final weeks, as they are days in which family or youth meetings took place.

2. How many bottles of coca cola are sold at the end of the week?

- An average of 280 to 300 bottles are sold that store only a week.

3. How many bottles of coca cola are sold at a teen group from 16 to 19?

- Approximately half of the figures raised above are teenagers, considering that this weekends are overwhelmingly teenagers between 15 and 17 buying Coca cola for specific reasons party or to quench thirst.

Source: Appendix 4.

Interview To: *Jose Gabriel Castro, Coca Colas company manager in Colombia.*

Interview Questions:

1. Where they are located?

We are located in Cr 74 BIS 57D SUR (Bogotá D.C Colombia)

2. Where is their publicity focus to offer their products here to teenagers in Bogotá?

In social networks specifically in face book and twitter.

3. How is its competitiveness among other competitors and markets, getting focus in teenagers?

Speking a teenager, you have to understand their language but do not try to imitate their speech.

It is much more appropriate to adopt instead a respectful adult language Coke is known for the way he speaks to teens, in a more casual way to be a more effective way in adopting her to which they understand and are more accessible to interact with them to speak more formally which would have no success because this is a demanding and changing market

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4.What kind of segments does coca cola use to attract teenagers?

The segments that coca cola usually used to attract not only the teenagers but also the public market are the flyers, radio, television, magazines, big posters and sponsoring other companies, most importantly by social networks as face book, twitter, hi5 and others where Coca Cola had boom in the teen market, attracting more effectively the teen agers.

5.How success is coca cola to attract the teen market in Colombia?

Coca cola is having a growth not only in Colombia but worldwide in the teen market, this comañia is leading a campaign where this planiendo catch this market even more effectively, right through the music and focusing on everyday life usually have a teenager at this stage of life.

APPENDIX 5 COCA COLA PAGE IN FACEBOOK.

Ahora

Te gusta

Carlos Hernandez Inicio

Crear página

Coca-Cola

A 59.974.602 personas les gusta esta página · 692.930 personas están hablando sobre esto

Te gusta Mensaje

Comida/Bebidas

The Coca-Cola Facebook Page is a collection of your stories showing how people from around the world have helped make Coke into what it is today.

Información

59 m

8

Fotos

Me gusta

Home

Videos

Lo más destacado

- Ahora
- febrero
- enero
- 2012
- 2011
- 2010
- 2009
- 2008
- Década de 1990
- Década de 1980
- Década de 1970
- Década de 1960
- Década de 1950
- Década de 1940
- Década de 1930
- 1928
- Década de 1910
- El siglo XIX
- Fundación

Publicación

Foto / video

Escribe algo

Coca-Cola

Hace 4 horas

¿Qué tal un vaso de Coca-Cola helada para empezar la noche?

Via Flickr.com/andhayez Eric

Me gusta · Comentar · Compartir

159

A 1.248 personas les gusta esto.

Ver comentarios anteriores

Publicaciones recientes de otras personas en Coca-Cola

Ver todos

Me gusta

Ver todos

Sprite

A 41 amigos también les gusta esto.

Me gusta

Coca-Cola Zero

A 2 amigos también les gusta esto.

Me gusta

Fanta

A 1 amigo también le gusta esto.

Me gusta

Spotify

A 2 amigos también les gusta esto.

Me gusta

Diet Coke

Comida/Bebidas

Me gusta



Leidy Mendez huy delicioso , con mucho hielo

Hace 12 minutos · [Me gusta](#)



Sanabria Alni mmmmm

Hace 3 minutos · [Me gusta](#)



Escribe un comentario...

[Ver más historias recientes](#)

Chat (desactivado)

"HOW SUCCESSFUL ARE COCA COLA AT ADVERTISING TOWARDS THE 16 TO 19 YEARS OLD MARKET IN COLOMBIA? "

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