**Marketing 3.0**

**PART II**

**STRATEGY**

**CHAPTER 3**

**Marketing of mission to consumers**

**CONSUMERS ARE THE NEW OWNERS OF BRAND**

Do you remember story of New Coke in 1985? In less than three months, New Coke was withdrawn from market, due to violent reaction of consumers. Such reaction however had nothing to do with taste of refrigerator. In the middle of decade of 1980, Coca Cola was part of pop culture of United States. Consumers felt connected to brand and its secret famous formula. New Coke managed this connection but consumers rejected its new launched product. Already in Canada, the situation was different. New Coke was welcome in country, as there Cocal Cola was not an idle. In United States, the failure had a high cost, but through this fact Coca Cola believed that consumers protected the brand.

In the modern world of 21th century, the scene was repeated. This time, it was with IKEA, Scandinavian brand of design of furniture that sells products at acceptable prices. In 2009, in an effort to reduce cost, the company started using the function Verdana. Consumers revolted and the whole affair spread through Twitter. Recently consumers tried to protect their favorite brand. Social media tried to diffuse and distribute complaints fast and with care.

Upon case New Coke, many experts of marketing believed that this had to do with failure of developed product. Use of Coca Cola just explained on equal terms the discoveries of market research and thus, it also deceived in regard to necessities and wishes of consumers. In the meantime, according to what had happened in IKEA, we have to say that these violent reactions are more than just failures related to launching of product. When mission of brand puts this in mind, soul and spirit of consumers, they start being owners of product. The real mistake that both companies made was not to understand the mission of brand so well, as consumers did.

Coca Cola is a symbol of happy Americans. The brand made the image of Father Christmas popular in decade 1930. The song of 1971 ‘’I’d like to Teach the world to Sing’’, taught Americans how to be happy at an era of turbulence. The mystery on original formula was considered the secret of happiness. Later on, in 2009 Coca Cola launched the campaign ‘’Open Happiness’’ but in decade of 1980 this was a well kept secret. Coca Cola withdrew from India in 1977 in order to protect secret from Indian government. For Coca Cola, New Coke was creating a new taste to win the war of colas against Pepsi. But for consumers, it hid secret behind symbol of happiness. God news for Coca Cola : its consumers believed vehemently to the mission of happiness of brand.