

Brand Analysis



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The Brand Analysis.

Marketing Strategy Of Coca-Cola



Introduction

Coca-Cola is the world's leading soft drink company. It sells its products in more than 200 countries around the world. It generates 80% of its profits outside of the United States. They have colossal brand awareness around the world. The survey found that about 94% of people around the world are familiar with the red and white Coca-Cola logo.



Marketing Strategies of Coca Cola

(Mevada, 2021)

There are many elements we need to consider when designing the marketing strategy, these strategies are interrelated to meet the company's goals. Coca-Cola is one of the typical examples.

Marketing Mix of Cola Cola

The term "marketing mix" refers to a company's basic model, which has traditionally focused on product, price, location and advertising. The marketing mix is described as a collection of marketing techniques that a company uses to achieve its marketing goals in a target market

Product Strategy

Coca-Cola has a wide range of products and they are soft drinks that are sold worldwide and its product strategy can be examined through the marketing mix. The following are products like Coca-Cola, Diet Coke, Light, Minute Maid, Coca-Cola Life, PowerAde Zero, Coca-Cola Zero and Sprite Fanta etc. Coca-Cola has significantly diversified its products over time. The company offers 500 carbonated and still beverage brands in its portfolio. The product range includes a total of over 3,900 beverage options.

Price Strategy

Coca-Cola's fee stays constant for approximately seventy three years. It fee simplest 5 cents over time. Coca Cola pursues a price discrimination strategy in its marketing mix. This means that they charge different prices for products in different segments. The beverage market is considered an oligopoly with few sellers and many buyers. And Coca-Cola and Pepsi are the two strongest brands. Therefore, Coca-Cola products are priced similarly to Pepsi products in the same segments. Consumers in developing countries like India are price sensitive and can go berserk if Coca-Cola overprices its products in a particular segment compared to Pepsi. As a result, both parties agree to maintain price parity in each segment.

Advertising strategy

Coca-Cola is the gold standard **when it comes to** advertising and branding. **Coca-Cola's advertising** strategy focuses on aggressive marketing through **advertising** campaigns using media channels such as television, online **advertising**, print media, sponsorships, **etc.** Coca-Cola sponsors **major** events such as American Idol, BET Network, NASCAR, NBA, NCAA, Olympic Games, **among others** , FIFA World Cup. **Coca-Cola** also **broadcasts** commercials **on television** in a variety of national languages **around** the world. Coca-Cola **launched** the **Taste the Feeling** campaign in India in March **2016 with the intention of reminding** people of the joy and happiness that **Coca-Cola brings into** their lives.

Coca-Cola has **become** a mass-market product that is expected to be available **anytime**, anywhere

Business Model of Coca-Cola

Customer Segment

Mass market

Children (Will become a customer for life)

Teens

Young Adults

Distributors (Larger retail outlets, Restaurant, Few big chains, Redistribution)

Business Segment

- The flagship of the corporation in North America. The marketplace is valued at \$215 billion and has a intake of approximately 370 million.
- Latin America has over 650 million purchasers overlaying 39 wonderful marketplaces and offering over \$seventy two billion in fee.
- This class is valued at \$220 billion, with round 2,eight billion purchasers for the duration of Europe, the Middle East & Africa, which incorporates a hundred thirty wonderful markets.
- The marketplace in Asia-Pacific has a complete of four billion customers. A overall of 32 marketplaces generate a complete fee of \$280 billion.
- In 2006, we hooked up the Bottling Investment Group (BIG). This department is responsible, as indicated above, for making sure the fulfillment of bottling operations.
- In January 2019, Global Ventures (GV) turned into hooked up to screen and include brands.

Revenue Model

Coca-Cola's source of revenue is the sale of a variety of beverages, including soft drinks, water, fortified water and sports drinks and juices, dairy drinks, and vegetable and energy drinks. Full year revenue is forecast to grow 9.3% from \$31.9 billion in 2018 to \$34.8 billion in 2019 and 4.

7% to \$36.5 billion in 2020. Growth in almost all key areas is likely to result in higher revenue compared to slightly lower revenue from the transportation business. The Company announced several major acquisitions for 2018, with Costa Limited and a strategic partnership with BODYARMOR continuing to drive revenue growth through Coca-inorganic Cola's development initiatives.

Key Activities

- Bottling
- Syrup manufacture and supply
- Marketing
- Distribution in enormous quantities of the physical product (franchises)
- Manufacture (franchises)

Business Model of Coca-Cola

Channels

- Restaurants
- Vending machines
- Stores
- Supermarkets
- Website
- Social Media
- TV
- Snapshots

Value Proposition

The Coca-Cola Company is a consumer and customer value organization. For this organization, customers are their power supply. Value starts with Coca-Cola products. Therefore, this can be achieved through a greater variety of brands, prices, packaging and accessibility. This is important.

Coca-Cola products also focus on satisfying the customer's lifestyle. For example, if someone wanted to go on a diet, Coke is on a diet. Consequently, Coca-Cola satisfies customers' product needs.

Coca-Cola has more than 400 brands (including water, juice, tea, coffee, energy and soft drinks) and you want that your customers try something new. The choice of Coca-Cola products really is up to the consumer.

"Open Happiness" was one of Coca-Cola's slogans. This cola slogan was used by consumers to allow them to enjoy their products. Coca-Cola meets today's consumer needs for non-alcoholic beverages. The cola side of life, the joy of opening a can of cola or any other product, is Coca-Cola's current value offering. The cola side of life.

Coca-Cola Resources

Coca-Cola's financial resources are strong and enduring. Strong financial resources are used to invest billions of dollars in important areas like India, China, Russia and some potential countries like Vietnam. Investment funds are used to build the brand, infrastructure and partner to expand the distribution network. Intangible resources are defined as the technological resources and reputation of Coca-Cola. Coca-Cola invests in the modernization of machines in terms of technological resources.

Reference

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