

# Brand Architecture Report

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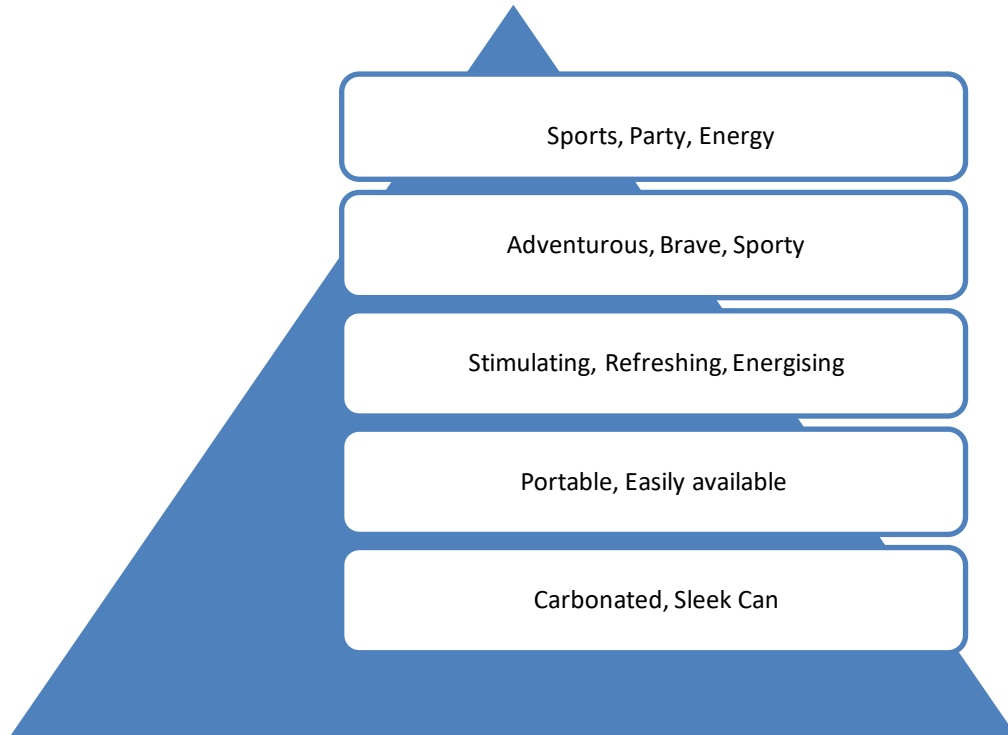


## Introduction

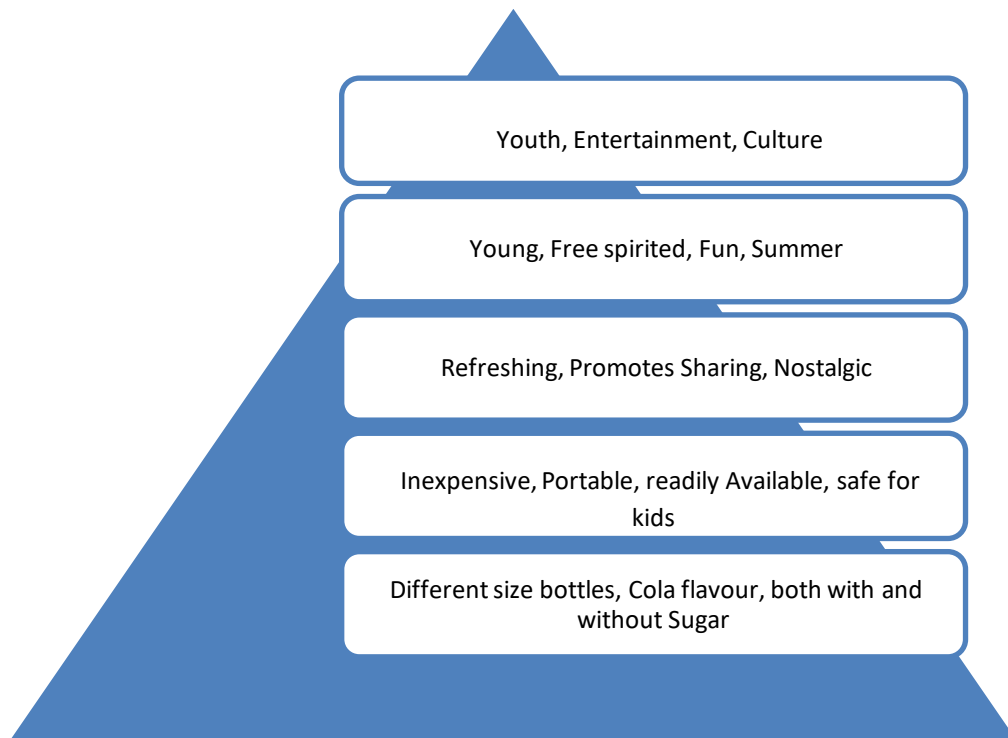
The aim of this report is to investigate the brand architecture of the two brands Coca Cola and Redbull which are seemingly in the same market Soft drinks but are attributed to different brand personalities. These two are among the most valuable non technology brands in the world and this report tends to bring the attention of the reader to the differences in the essence of what they represent. Although they target the same demographic they are marketed in the context of two different scenarios.

## Brand Architecture Pyramid

### RedBull



## Coca-Cola



## Brand comparison

Here we observe that both brands tend to come under the same category but a closer observation reveals that RedBull although targets a wider demographic tends to be a premium brand that demands a higher prices whereas Coca Cola is a mass market consumer brand. RedBull employs highly expensive and radical Promotional Campaigns involving Extreme sports and record breaking stunts which contributes to its high margin and brand premium. Coca cola employs traditional advertising including print, video and billboard ads with occasional internet campaigns.

RedBull consuming public is mostly composed of Partying kids, Late night workers and Extreme sports geeks whereas Coca cola consumers come under Outdoor people who travels and seeks entertainment.

## Brand Value (Sources in the footnotes)

Coca cola with a brand value of 59.2 Billion US dollars is the most valuable Non-Technology brand and the 6<sup>th</sup> most valuable brand in the world. It has a market share 42.5 of the Carbonated drinks market in the world. It is available in 190 countries and in 6 continents. It is estimated that over 1 billion servings of coca cola are consumed every single day. Its parent company owns several other soft drink brands including sprite, Tropicana Fanta etc. Its direct competitors include Pepsi and thums up.

Redbull with a brand value of 9.9 Billion US dollars is the 71<sup>st</sup> most valuable brand in the world with an 8% global market share available in 171 countries. It has sold more than 7.5 Billion cans in 2019. Its direct competitors include Monster Energy.

## SOURCES

Forbes

Wikipedia

Statista