Coca-Cola sells (functionally, emotionally)

Functional: Great taste sparkling beverage Emotional: Happy memories with loved ones, Sense of community, Innovative experience, an "IN" vibe, Sparked inspiration

Coca-Cola sells to (personification) ... demographic, psychographic, behavior and attitude towards drinks

Almost everyone!?

Bullseye – young, fun/active lifestyle,
sociable, outgoing and adventurous, into
music and technology, always looking for
opportunities and novelty, soft drinks are
indispensable in gatherings, happiness means
being with loved ones



Value Proposition

A refreshment for your thirst and inspiration that marking happy moments of life Coca-Cola's competitors are Sparkling drinks: ex. Pepsi All other sweetened soft drinks: ex. Juice,

Coca-Cola is different from them because... (consider product, price, place, promotion and brand personality)

It's accessibility (price and distribution), engaging communications, great taste??



Coke is a wellknown beverage brand Coke has fun ads, limited edition packaging, and a strong tie with music and sports

I'm hosting a party and I need some soft drinks that my guests can easily help themselves with. I'm comparing several options.

Consumer Journey

There's a promotion and even a lucky draw to win concert tickets

I'm going to post the photos from our party to enter the lucky draw

Awareness

Interest

Desire

Action

Advocacy

Outdoor ads, shelf display, gatherings Video ads,
Festive
instore
display,
Product
sponsorship

Convenience packaged variants, Delivery options

Price discount,
Bundle sale,
Event

Word-ofmouth, IG, Event Marketing
Touchpoints
You'd
Activate

Overall Campaign Media spent: \$28K Coupon value: \$12,750	Display ads Budget spent: \$20K	Email Budget spent: \$5K	Landing page Budget spent: \$3K
Revenue = 3400*0.25%*\$50 = \$170K	Click-Through Rate = 12K/800K = 15%	Open Rate =5K/50K = 10%	Total Traffic =10000+1800 =11,800 visitors
Profit =\$170K- 3400*0.25%*(15+10) -	Cost Per Click = \$20K/12K = \$1.7 Conversion rate	Click-Through Rate = 2K/50K = 4%	Bounce Rate= 3000/(12000+2000) = 21.4%
\$(20000+5000+3000) = -\$6,750	= (2400*0.25)/800K =0.075%	Cost Per Click =\$5K/2K = \$2.5 Conversion rate	Website Conversion Rate = 3,400/11,800
Return on Marketing Investment = -6750/ (28K+12,750) = -16.6%	Cost per Acquisition = \$20K/ (2400*0.25) = \$33.3	= (1000*0.25)/50K =0.5% Cost per Acquisition = \$5K/ (1000*0.25) = \$20	= 28.8% • From Ad = 2400/10000 = 24% • From Email = 1000/1800 = 55%

Answers and Discussion

What would you do to increase the Campaign's Effectiveness? What might have happened in between CPC and CPA?