

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

The Coca-Cola logo is displayed in its classic white script font on a red rectangular background, which is positioned at the top of an orange pyramid.

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??



Overall Campaign Media spent: \$28K Coupon value: \$12,750	Display ads Budget spent: \$20K	Email Budget spent: \$5K	Landing page Budget spent: \$3K
Revenue $= 3400 * 0.25\% * \$50$ $= \$170K$ Profit $= \$170K -$ $3400 * 0.25\% * (15 + 10) -$ $\$(20000 + 5000 + 3000)$ $= -\$6,750$ Return on Marketing Investment $= -6750 / (28K + 12,750)$ $= -16.6\%$	Click-Through Rate = $12K / 800K = 15\%$ Cost Per Click = $\$20K / 12K = \1.7 Conversion rate $= (2400 * 0.25) / 800K$ $= 0.075\%$ Cost per Acquisition $= \$20K / (2400 * 0.25)$ $= \$33.3$	Open Rate $= 5K / 50K = 10\%$ Click-Through Rate $= 2K / 50K$ $= 4\%$ Cost Per Click = $\$5K / 2K$ $= \$2.5$ Conversion rate $= (1000 * 0.25) / 50K$ $= 0.5\%$ Cost per Acquisition = $\$5K / (1000 * 0.25) =$ $\$20$	Total Traffic $= 10000 + 1800$ $= 11,800$ visitors Bounce Rate = $3000 / (12000 + 2000)$ $= 21.4\%$ Website Conversion Rate $= 3,400 / 11,800$ $= 28.8\%$ <ul style="list-style-type: none"> 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?