

## C. DETAILED EXPLANATION

### 1. Brand Identity consistency

#### - Consistency of visual elements across channels

**Example:** Use inconsistent profile pictures between Facebook and Instagram, multiple different fonts, different colour scheme, ...) → Not good

- Coca-Cola exemplifies brand identity consistency through its unchanged logo since the 1880s, a distinctive red color scheme, and advertising focused on themes of happiness and togetherness. This consistency is further reinforced by maintaining the original product's taste and quality, alongside a globally uniform branding approach, ensuring instant recognition and consumer trust worldwide.
- A notable example of a brand that has struggled with brand identity consistency is Gap, particularly highlighted by their 2010 logo redesign fiasco. Gap introduced a new logo in 2010 which drastically deviated from their classic blue box logo. This change was met with significant backlash from customers and branding experts, as it was seen as a departure from their well-established brand identity.

#### - Uniform global presence

**Example:** Well-organised global presence with localised content for different countries such as country-specific webpages with translations and region-specific promotions  
→ Maintaining a uniform global online presence enhances brand identity's consistency; however, providing localised content goes a step further.

- Coca-Cola maintains a consistent global presence with its iconic script logo and red-and-white color scheme, ensuring worldwide brand recognition. While upholding this uniform branding, the company successfully adapts to local preferences with product variations like flavored and diet options, and also many Tet Campaigns to embrace togetherness and gathering in Vietnam & China. This strategy of blending a strong, global brand identity with local market sensitivities cements Coca-Cola's status as a leading beverage brand globally.

- **Content synergy for a specific activity:** Take one activity (sales promotion, product launch, PR activity) to compare and examine in depth.

**Example:** Product launch campaigns on websites are complemented by a series of consistent and engaging posts on their social media platforms. They maintain the same color scheme, typography, and key messages throughout.

- **A Recipe for Magic (2023):** This global campaign celebrates the connective power of meals, combining the moment of connection, the meal, and Coca-Cola to create a “recipe for magic.” This approach ties the brand to the universal experience of enjoying meals with friends and family, reinforcing its position as a staple in communal and happy occasions.
- **Coca-Cola Zero Sugar #TakeATaste Campaign (2023):** Focused on promoting the reformulated Coca-Cola Zero Sugar, this campaign builds on the “Best Coke Ever?” platform. It's an experience-driven campaign that aims to tout the taste credentials of the product, encouraging fans to engage with the brand in a playful, experience-focused manner.

Analysis of the Relationship Between These Campaigns:

- **Consistent Emphasis on Emotional Connections:** All these campaigns focus on creating or enhancing emotional connections, whether through shared experiences in, the joy of the holiday season, communal meals, or playful engagement with a new product. This consistent thematic focus aligns with Coca-Cola's overarching brand strategy of being a part of consumers' significant life moments.
- **Adaptation to Contexts and Trends:** While maintaining thematic consistency, these campaigns also demonstrate Coca-Cola's adaptability. They leverage current cultural contexts (like the festive season or art appreciation) and consumer trends (like the preference for sugar-free options) to stay relevant and engaging.
- **Brand Positioning as a Lifestyle Enhancer:** Across these campaigns, Coca-Cola is positioned not just as a beverage but as a lifestyle enhancer. Whether it's through the arts, festive kindness, family meals, or a new taste experience, Coca-Cola interweaves its products into various aspects of life, strengthening its brand identity as an integral part of daily life.

## 2. Brand Tone of Voice consistency

Different brands use distinct tones of voice to communicate with their audiences:

### Example:

- **Nike's** brand voice is often inspirational and empowering. Their "Just Do It" slogan encourages customers to pursue their athletic goals. They use motivating language and stories of athletes to inspire their audience.
- **Disney's** brand voice is playful and whimsical, suited for a family-oriented audience. They use magical storytelling and a sense of wonder to engage both children and adults in their content and theme parks.
- **Dove's** "Real Beauty" campaign uses a sincere and authentic tone of voice to convey their commitment to promoting self-esteem and body positivity. They encourage open and honest discussions about beauty and self-worth.
- Luxury brands like **Chanel** use a tone that is luxurious and aspirational. They create an aura of exclusivity and sophistication to attract customers who seek a high-end lifestyle. The language is elegant and refined.

Brands need to have a high level of consistency in its tone of voice across different channels, tailoring it to the specific needs and preferences of its target audience.

## 3. Brand Content Framework

There are 4 master themes including Immersive, Magnetic, Practical, Smart

### Example:

- Immersive Content - Videos, virtual experiences, games, quizzes, contests that fully engage users.
  - Magnetic Content - Reviews, testimonials, influencer posts that attract and connect with audiences.
  - Practical Content - Educational articles, how-tos, tips that provide functional value.
  - Smart Content - Industry reports, stats, thought leadership that reveal expertise.
- Coca-Cola's brand content framework can be illustrated through various campaigns and strategies they have employed over the years. This framework typically revolves

around creating content that resonates emotionally with consumers, reinforces the brand's values, and engages consumers in a way that's consistent with Coca-Cola's brand identity. Here are examples that highlight aspects of their brand content framework:

- "Share a Coke" Campaign: This campaign personalized Coke bottles with people's names, encouraging sharing and connection. The content created for this campaign focused on storytelling that was personal and engaging, connecting people through the shared experience of enjoying a Coca-Cola. It was a blend of user-generated content and Coca-Cola's own marketing efforts.

#### **4. Core Brand Positioning**

Theory: Apply the Brand Key model to determine a brand's core positioning

##### **Example:**

Table of Coca-Cola Segmentation, Targeting, and Positioning

Market Segmentation	Targeting	Positioning
<b>Geographic</b>		-Thirst-quenching and refreshing products  -Promotes happiness and positivity for every drink
Region	Domestic International	
Density	Urban Rural	
<b>Demographic</b>		
Age	10-40	
Gender	Males and females	
Life-cycle stage	Bachelor, singles not living at home, newly married couples, Full Nest I and II	
Income	Average, above average, high-income earners	
Occupation	Professionals, students, employees	
<b>Behavioral</b>		
Degree of loyalty	Hard-core and soft-core loyals	
Benefits sought	Refreshment, satisfaction of habit, enjoying the good taste, spending time with people	
User status	Regular users	
Personality	Easygoing, ambitious, determined	
<b>Psychographic</b>		
Social class	Working, middle, and upper classes	
Lifestyle	Explorer, aspirer, succeder	

## 5. Recommendations

- Audit websites and social channels to ensure brand identity elements like logo, colours, and voice are applied uniformly. Consistency builds recognition.
- Leverage more immersive and interactive content like videos, quizzes, and contests to better engage target audiences.

- Create content that caters to different audience segments' needs and preferences. Personalized content drives relevancy.

**Example:**

- Diversify KOL Portfolio:
  - Current State: Coca-Cola often collaborates with globally recognized celebrities and influencers. While this ensures wide reach, it may not always resonate with niche or local markets.
  - Recommendation: Incorporate a more diverse range of KOLs, including micro-influencers and local personalities. These individuals can offer more authentic engagement with specific audience segments, especially in regional markets.
- Content Focus on Sustainability and Health:
  - Current State: While Coca-Cola has initiatives in sustainability and health, these are not always at the forefront of their content strategy.
  - Recommendation: Develop content that highlights Coca-Cola's efforts in sustainability and healthier lifestyle options. This aligns with growing consumer interest in environmental and health issues. Collaborating with KOLs who are advocates for these causes can reinforce this message.
- Leverage Storytelling in Digital Content:
  - Current State: Coca-Cola's content is often product-centric and promotional.
  - Recommendation: Shift towards more storytelling-based content that narrates the brand's heritage, values, and its role in people's lives. This can be done through various digital platforms like social media, blogs, and online videos, making the brand more relatable and engaging.

## **D. TIPS & TRICKS**

### **Tip 1: Analysing not describing**

- Go beyond just stating whether branding is consistent. Explain the importance of consistency in building recognition and trust.
- Give specific examples of inconsistencies you find across channels and analyse the potential impact on consumer perception.

**Tip 2: How to develop strong recommendations**

- Focus on 2-3 key, high priority recommendations rather than a long wish list. Quality over quantity.
- Ensure recommendations directly address weaknesses, gaps or opportunities identified in your analysis. Provide justification for why your recommendations are beneficial
- Offer specific, tangible actions the brand should take - don't just say "improve consistency". Give examples.