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Coca
Cola

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Taste the
emotion



Since their slogan is
"Taste the emotion,"
Coca-Cola advertises
themselves as being
happy and beneficial
influences in their
customers' life.



03

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Segmentation

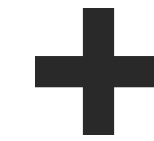
- Geographic
- Demographic
- Psychographic
- Behavioral

03

Targeting



ONLINE TARGETING



TARGET SEGMENT



CUSTOMER LIFE
CYCLE TARGETING



ONLINE TAGETTING



- The company targets young people between 10 and 40.
- They use celebrities in their advertisements to attract them and arrange campaigns in universities, schools, and colleges.
- Some online marketing channels are promotion campaigns, emials and social media.



TARGET SEGMENT

- + 1. They target middle-aged and older adults who are diet conscious or diabetic by offering diet coke.
- + 2. They target the market that desires an intense flavor with their regular cola drinks in terms of taste
- + 3. Diet cola drinks target those customers that are health conscious.
- + 4. Non-cola beverages to target those not fond of drinking its regular cola drinks.

- 1.Product introduction : the product was introduced to a specific audience,for sufficient market awareness regarding the product.
- 2.Growth:This stage the product has already penetrated the market profit increase.
- 3.Maturity :Rivalry stage,competing very high. It is also the highest level of profit.
- 4.Decline: The market for the product shrinks due to customers taste and preference or intro to other products

CUSTOMER LIFE CYCLE TARGETING



Positioning

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A fun, refreshing, and iconic brand that brings people together and inspires moments of happiness and enjoyment.



Positive emotions and experiences.



Consistency and reliability.

THANK YOU

