



Coca Cola in the Netherlands

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Table of contents

- Coca Cola's segmentation
- Coca Cola's target marketing
- Cola Cola's positioning

Segmentation

Geographic

Behavioral

Psychographic

Demographic



Geographic & Behavioral



Psychographic & Demographic

Coca Cola Target Marketing



Netherlands – 82.53 % & Belgium – 17.47%

Culture & Heritage

Disability inclusion

Life style

LGBT+

Age (youngsters)

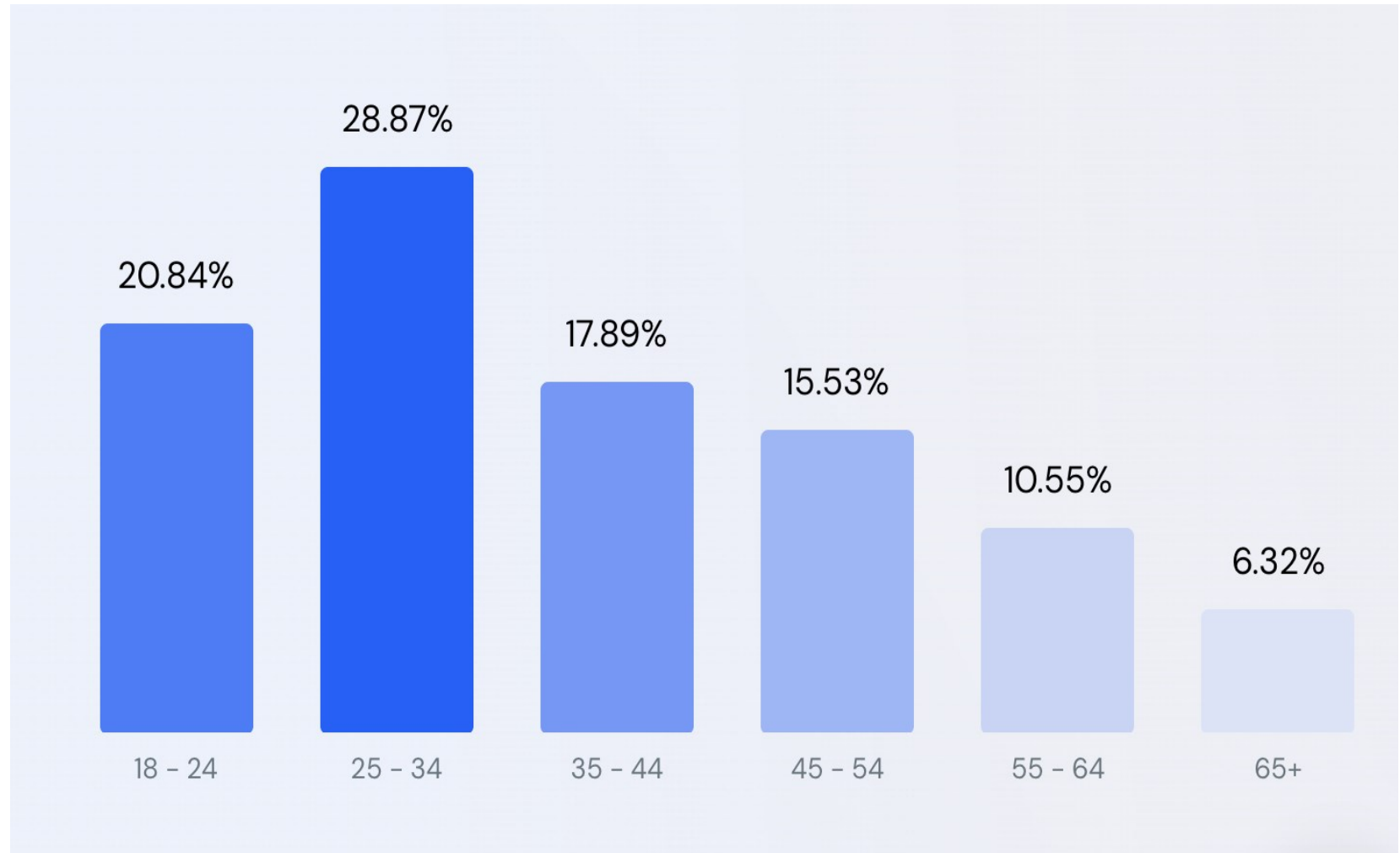
Gender equality

Sustainability

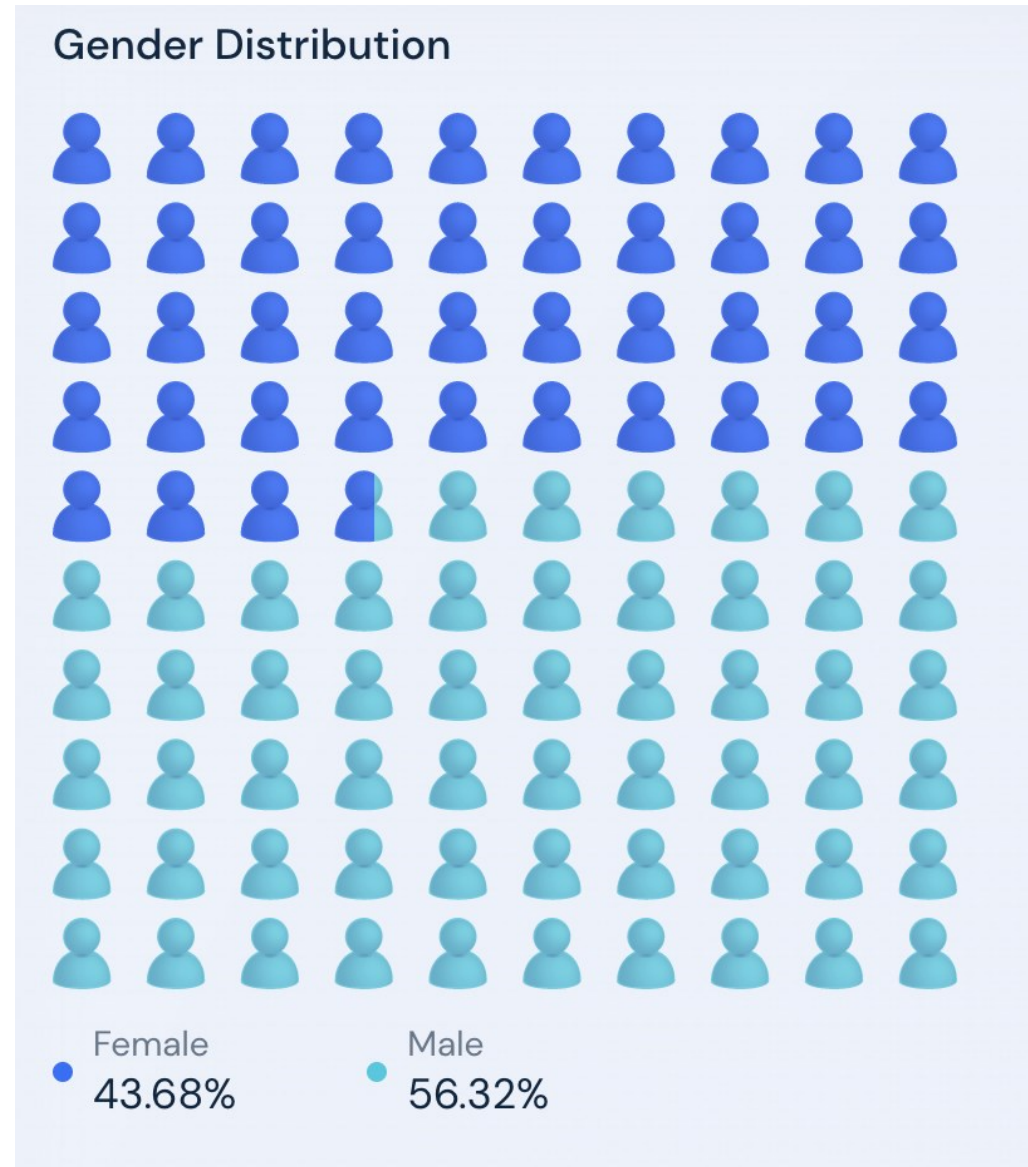
Occupation (mostly students, young families)

Object

Age Distribution



Gender Distrubution



Coca Cola's Positioning

- Is well known in the Netherlands, has been here for over 90 years
- 6 million consumptions a day
- Has a big market share
- €1,25 billion annual contribution to the Dutch economy
- Ads are always promoting happiness, positivity and inclusivity
- Having a great time with friends and family
- Seen as an iconic soft drink
- Coca Cola collaborates with other big names in their advertising, such as Tyler the Creator, Puma, Netflix and even the Olympics.





Coca-Cola Christmas Truck

- 'Holidays are coming' Christmas truck with heartfelt ads, has become a distinctive brand asset
- You can nearly hear this picture, as the tune is strongly associated with the Winter Holidays
- Images of Santa Claus drinking Coca Cola also used in the campaign, enhancing the narrative that good things happen when you drink Coca-Cola

Coca-Cola & Stranger Things (Netflix)

- Coca-Cola collaborated with Netflix on Stranger Things Season 3 which showed the 'New Coke', referencing the pop-culture moment of 1985 in which the iconic recipe was changed.
- This was met with a lot of backlash as people were attached to the iconic taste. 79 days after its launch, it was decided to reintroduce the old Coca-Cola as protests against New Coke continued to mount.
- This reference not only brought authenticity to the representation of the 80's in the show, but was also able to further reinforce the iconic status of Coca-Cola as a part of one of the most anticipated pop culture moments of 2019.





Thanks for your attention!