



Improving the Competitive Position of Coca-Cola in Singapore's market

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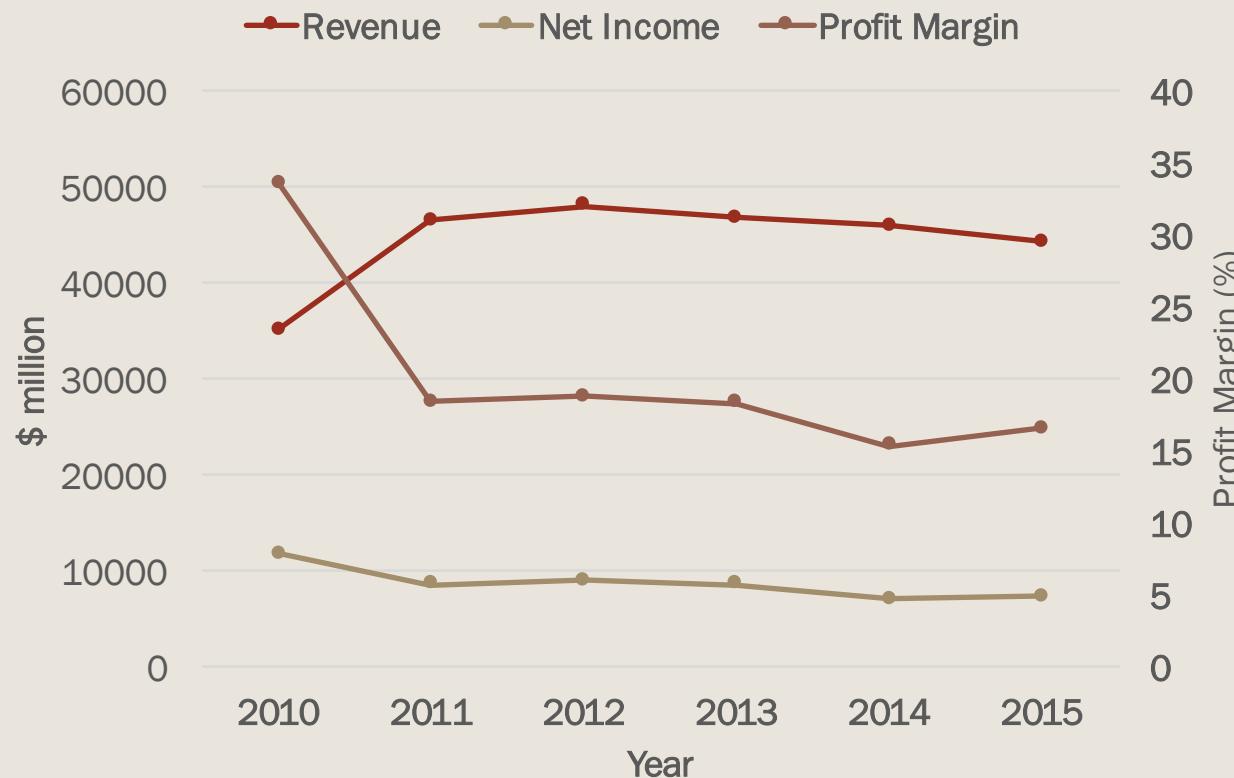
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Company Profile – Introduction

The Coca-Cola Company: Revenues & Profitability



Source: Coca-Cola Financial Reports

World's largest producer and marketer of beverages, with more than 500 brands under its name.

Profit margins have fallen greatly from 33.6% in 2010 to 16.6% in 2015.

Findings – Overview

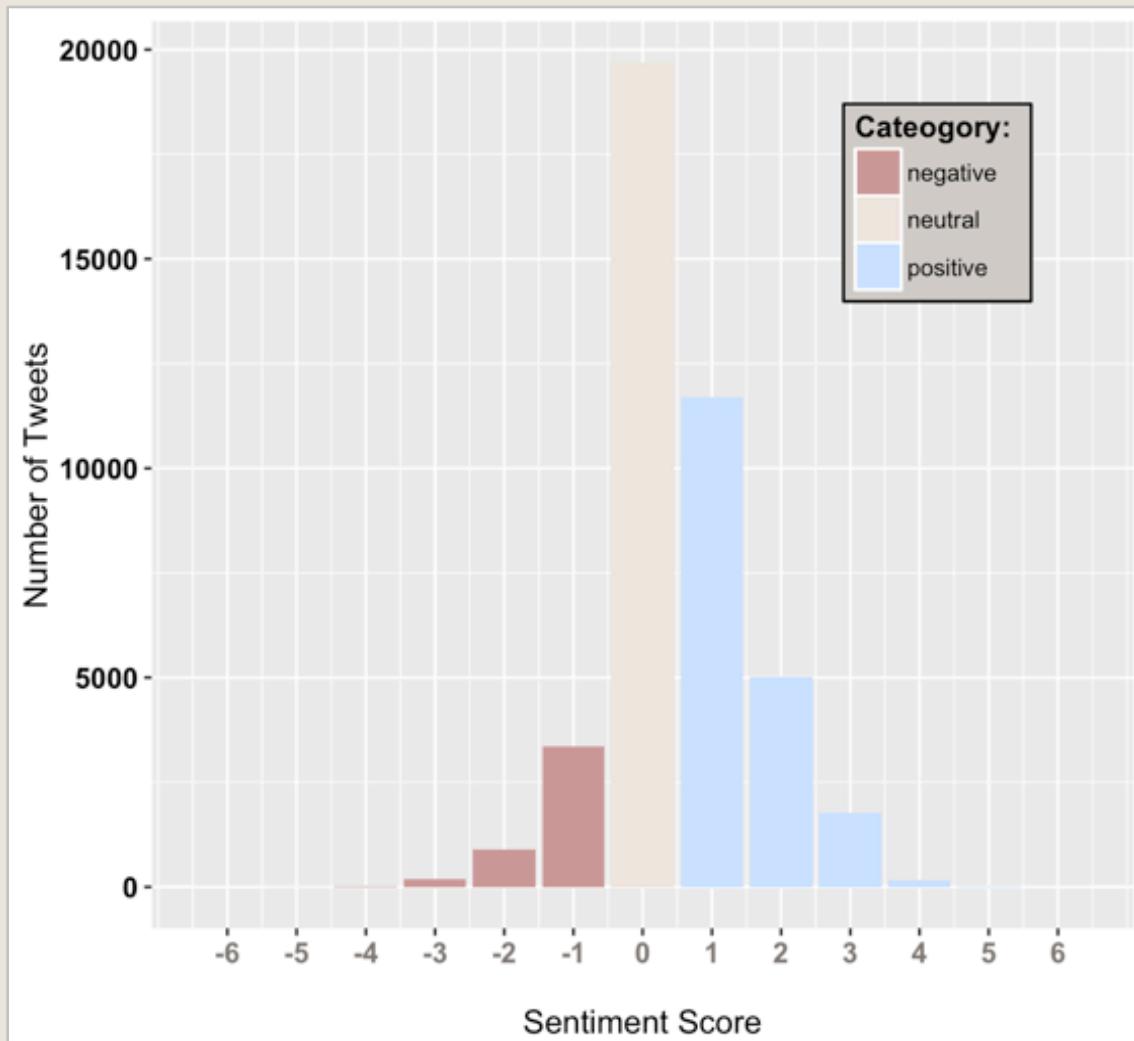
GENERAL

1. Collected Tweets: cocacola
2. Collected YouTube Comments: Coca-Cola “Fact” Videos
3. Collected YouTube Comments: Most popular uploaded videos by Coca-Cola

“TASTE THE FEELING” CAMPAIGN

4. Collected Tweets: tastethefeeling
5. Collected YouTube Comments: Videos in Coca-Cola’s tastethefeeling playlist

Collected Tweets: cocacola

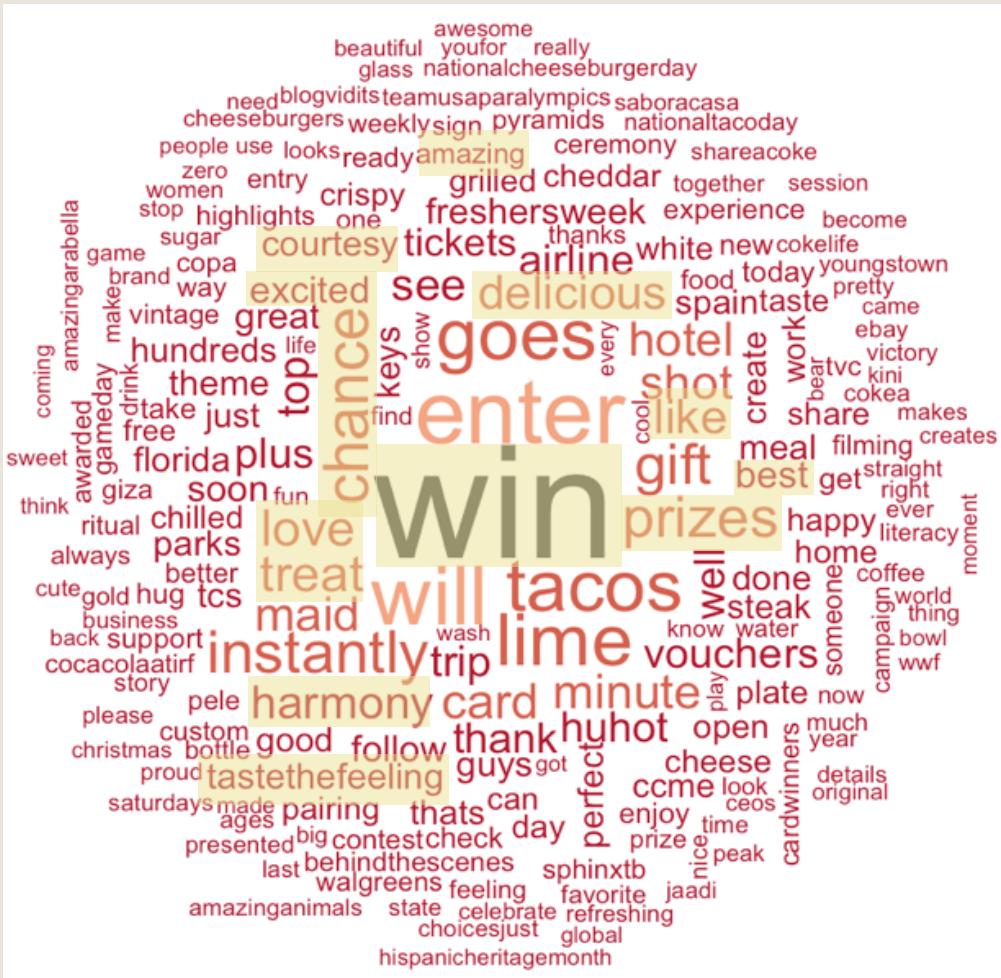


	Sentiment Score	Number of Tweets	Category
1	-6	1	negative
2	-5	4	negative
3	-4	10	negative
4	-3	197	negative
5	-2	886	negative
6	-1	3366	negative
7	0	19689	neutral
8	1	11689	positive
9	2	5020	positive
10	3	1767	positive
11	4	155	positive
12	5	12	positive
13	6	3	positive

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
-6.0000	0.0000	0.0000	0.5125	1.0000	6.0000

Collected Tweets: cocacola (positive)

Word cloud of “positive” tweets (min freq: 100)



Most common words are related to some sort of contest(s) (“win”, “prizes”, “chance”).

Many positive adjectives (“excited”, “delicious”, “best”, “amazing”) and verbs (“like”, “love”, “treat”).

Also contains certain words regarding values (“harmony”, “courtesy”) that users who tweet about Coca-Cola probably appreciate.

“tastethefeeling” is also significant because it is a campaign by Coca-Cola.

Collected Tweets: cocacola (positive)

20 most frequent unigrams

	Unigram	Frequency
1	win	4934
2	enter	2497
3	will	2232
4	lime	1879
5	goe	1866
6	prize	1547
7	chanc	1482
8	instantly	1311
9	gift	1306
10	love	1220
11	treat	1094
12	shot	1053
13	like	1048
14	card	1043
15	thank	1027
16	minut	1002
17	maid	993
18	hotel	987
19	delici	973
20	taco	946

20 most frequent bigrams

	Bigram	Frequency
1	will win	2033
2	chanc win	1448
3	enter chanc	1323
4	prize instantly	1311
5	gift card	1014
6	minut maid	993
7	win enter	983
8	card treat	981
9	hotel gift	981
10	shot hotel	981
11	enter shot	980
12	treat minut	980
13	lime goe	925
14	tacos taco	925
15	go lime	924
16	goe delici	924
17	goe tacos	924
18	lime lime	924
19	taco go	924
20	win prize	918

There is indeed some sort of ongoing contest that is particularly popular among users.

The “Minute Maid” brand of drink, which is one of Coca-Cola’s other product, is also frequently mentioned in these positive tweets.

As the 13th to 19th most popular bigrams have approximately the same frequency count, they seem to be part of the same tweet (regarding tacos) that got retweeted many times.

Collected Tweets: cocacola (positive)

6 of the top 10 most favorited “positive” tweets

Plate your crispy white cheddar grilled cheese and open a chilled Coca-Cola to create the perfect pairing.



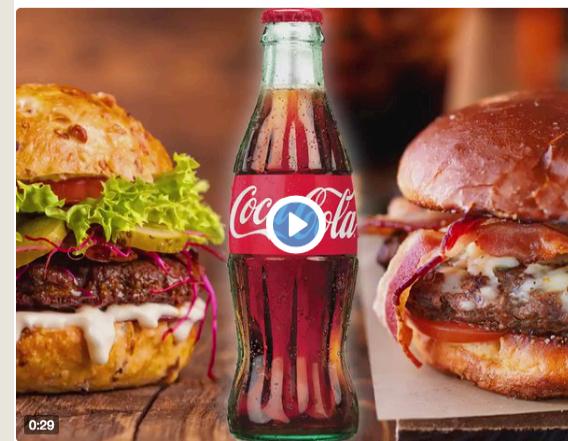
Coke goes with tacos. Tacos go with lime. And lime goes with Coke. What delicious #NationalTacoDay harmony! 🌮



Steak and Coke? That's a meal well done. 👍



Cheeseburgers and choices – just the way we like it. Happy #NationalCheeseburgerDay!



Express yourself with personalized t-shirts and @CocaCola bottles straight from #ShareaCoke CokeURL.com/j5kvu



What's 7 feet tall, cute, cuddly & coming soon to #DisneySprings? The @CocaCola Polar Bear! di.sn/6011BAmCW



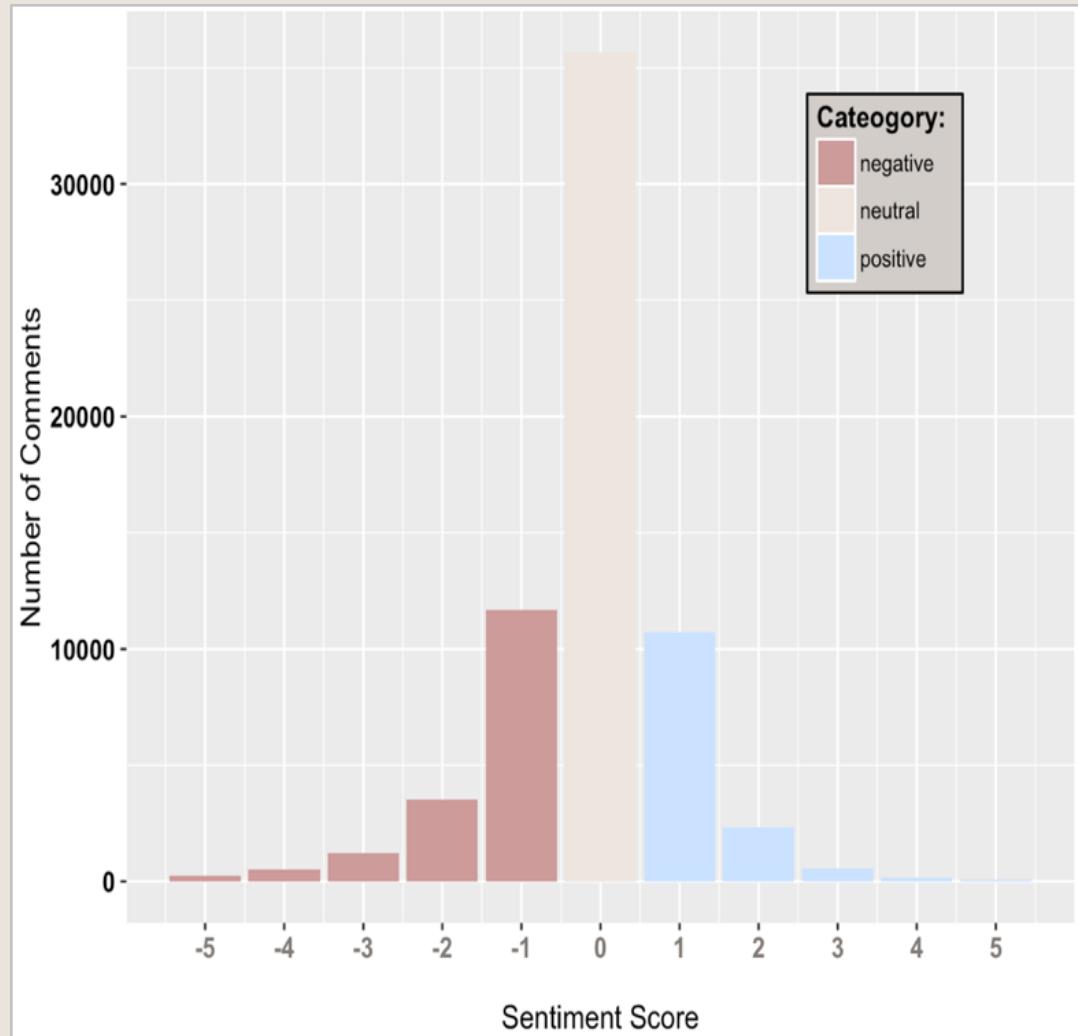
Collected Tweets – Key Findings

1. These tweets are made by both official Coca-Cola Twitter accounts and non-Coca-Cola related organizations and users.
2. Tweets about Coca-Cola generally express more positive opinions as compared to negative opinions.
3. Most favorited positive tweets are mainly made from official Coca-Cola Twitter accounts. They tend to be about food and drink pairings or Coca-Cola related figures/ merchandise.
4. Logically, most negative tweets are made by public users and are mainly about how Coca-Cola is unhealthy, specifically due to its (high) sugar content.
5. One of the most favorited negative tweet by a public user reveals that advertisements which incorporate sensitive race-related issues and push for a certain (ideal) perspective might not be so well-received. This example highlights the importance of considering the social context of the tweet's target audience.

Collected YouTube Comments: Coca-Cola “Fact” Videos

Video Title	Uploaded By	Upload Date	Number of Views	Number of Likes	Number of Dislikes	Number of comments extracted
Still drinking coca cola? Watch this!	healthfit7	Jan 16, 2011	32,919,995	53,380	42,071	57,497
10 Interesting Facts About Coca-Cola	Alltime10s	Aug 1, 2011	1,651,991	4,648	356	2,905
5 Crazy Facts about Coca-Cola	World 5 List	Jul 9, 2014	8,609,583	12,291	3,139	2,146
10 Shocking Facts About Coca-Cola	Alltime10s	Aug 23, 2015	2,715,769	24,069	1,408	4,441

Collected YouTube Comments: Coca-Cola “Fact” Videos

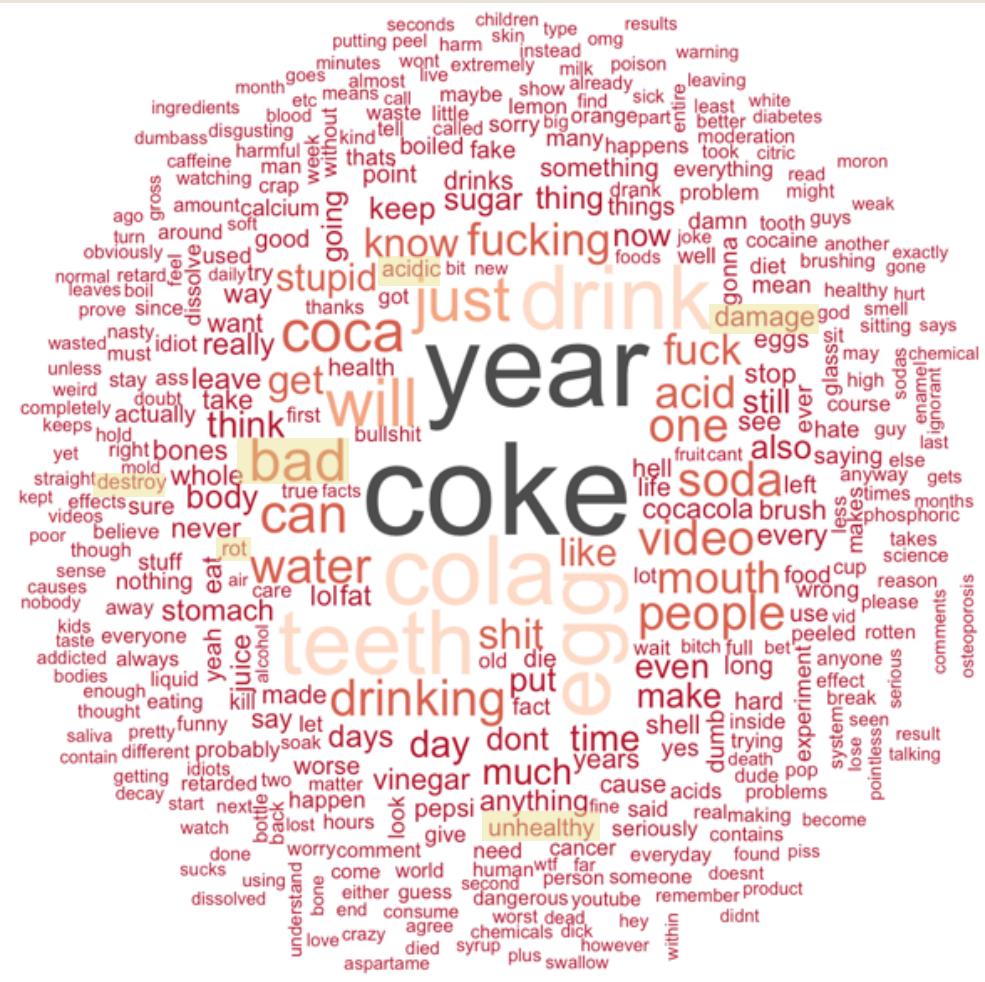


	Sentiment Score	Number of Comments	Category		Sentiment Score	Number of Comments	Category
1	-48	1	negative	18	-3	1232	negative
2	-32	1	negative	19	-2	3503	negative
3	-21	2	negative	20	-1	11688	negative
4	-18	1	negative	21	0	35659	neutral
5	-17	1	negative	22	1	10727	positive
6	-15	3	negative	23	2	2315	positive
7	-14	1	negative	24	3	575	positive
8	-13	3	negative	25	4	160	positive
9	-12	6	negative	26	5	80	positive
10	-11	3	negative	27	6	29	positive
11	-10	11	negative	28	7	11	positive
12	-9	12	negative	29	8	4	positive
13	-8	26	negative	30	9	4	positive
14	-7	58	negative	31	10	2	positive
15	-6	111	negative	32	12	1	positive
16	-5	238	negative	33	16	1	positive
17	-4	519	negative	34	20	1	positive

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
-48.0000	-1.0000	0.0000	-0.1344	0.0000	20.0000

Collected YouTube Comments: Coca-Cola “Fact” Videos (negative)

Word cloud of “negative” comments (min freq: 100)



Contains mostly negative adjectives (“unhealthy”, “bad”, “acidic”) and verbs (“damage”, “destroy”, “rot”) describing how Coca-Cola is harmful.

This is largely because content found in the videos are mostly “negative” facts about Coca-Cola.

Collected YouTube Comments: Coca-Cola “Fact” Videos (negative)

20 most frequent unigrams

	Unigram	Frequency
1	drink	5778
2	coke	5656
3	year	5410
4	cola	4036
5	egg	4032
6	teeth	3684
7	fuck	2893
8	will	2558
9	just	2320
10	bad	2158
11	coca	2157
12	can	2030
13	acid	2010
14	soda	1772
15	video	1770
16	water	1697
17	one	1671
18	mouth	1584
19	day	1554
20	peopl	1553

20 most frequent bigrams

	Bigram	Frequency
1	coca cola	2024
2	drink coke	878
3	mouth year	628
4	brush teeth	489
5	one year	422
6	coke mouth	419
7	boil egg	407
8	drink cola	382
9	drink coca	372
10	whole year	367
11	coke year	348
12	drink soda	324
13	put egg	289
14	drink water	270
15	cola mouth	265
16	egg shell	256
17	fuck year	248
18	everi day	240
19	leav egg	223
20	still drink	216

The most common theme in the negative collected comments is how Coca-Cola is harmful to our teeth.

There are several bigrams in this negative list that can be found in the positive list as well (e.g. “coca cola”, “drink coke”, “whole year”).

This shows that several of these bigrams are inherently neutral and that different people interpret the information found in the videos differently (and make their comments).

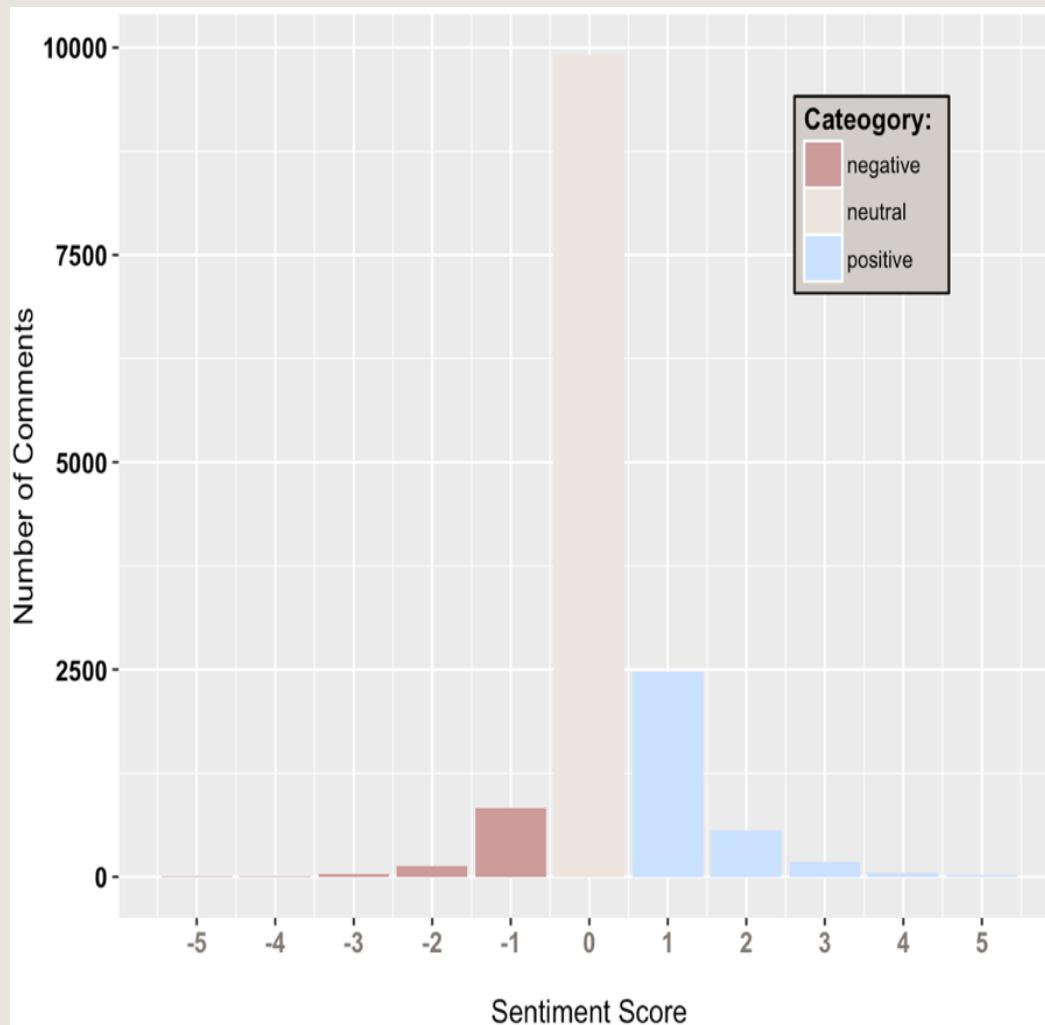
Collected YouTube Comments – Key Findings

1. Most of the comments express a negative opinion and this is probably because most/ some of the content in these videos highlight the (“lesser known”) negative aspects of Coca-Cola. In particular, the harmful effect of Coca-Cola on one’s dental health is emphasized in the comments.
2. Even though all of these videos are only about Coca-Cola, it is noteworthy that a rival company’s (Pepsi) product is frequently mentioned and comparisons are made between the two.

Collected YouTube Comments: Most popular uploaded videos by Coca-Cola

Video Title	Uploaded By	Upload Date	Number of Views	Number of Likes	Number of Dislikes	Number of comments extracted
Coca-Cola Happiness Machine	CocaCola	Jan 12, 2010	7,679,578	27,522	1,453	2,627
Coca-Cola Friendly Twist	CocaCola	May 19, 2014	9,947,568	34,259	1,199	2,114
"The World Is Ours" - Aloe Blacc X David Correy (Official Music Video)	CocaCola	Jun 11, 2014	7,076,302	21,797	744	456
Just Dance Now with Coca-Cola and Les Twins!	CocaCola	Sep 25, 2014	11,573,527	3,560	290	137
Stop phubbing around Coca-Cola	CocaCola	Dec 17, 2014	22,356,928	1,895	189	120
Coca-Cola: Coke Mini (Hulk vs. Ant-Man)	CocaCola	Feb 7, 2016	10,036,869	58,900	2,146	2,338
Avicii vs. Conrad Sewell - Taste The Feeling	CocaCola	Mar 10, 2016	18,120,303	192,308	3,147	6,444

Collected YouTube Comments: Most popular uploaded videos by Coca-Cola

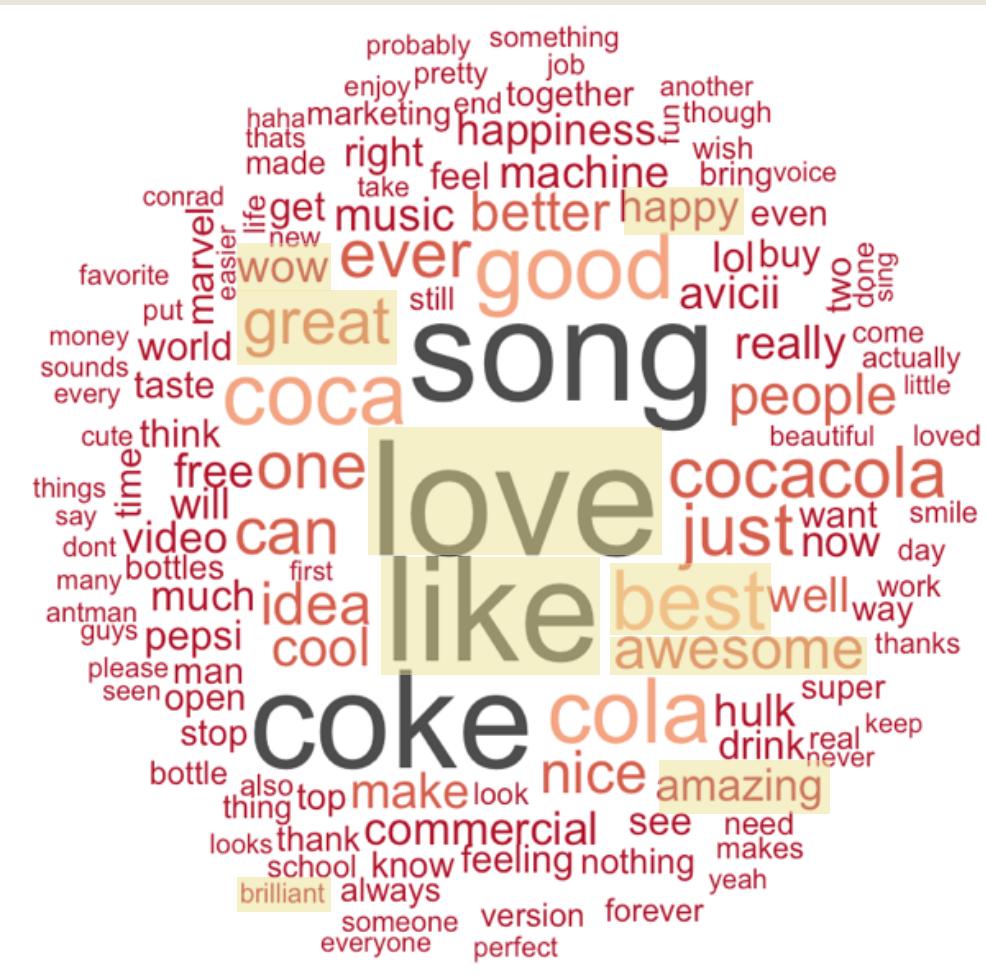


	Sentiment Score	Number of Comments	Category
1	-15	1	negative
2	-7	1	negative
3	-6	1	negative
4	-5	3	negative
5	-4	5	negative
6	-3	32	negative
7	-2	137	negative
8	-1	833	negative
9	0	9911	neutral
10	1	2475	positive
11	2	565	positive
12	3	179	positive
13	4	45	positive
14	5	15	positive
15	6	17	positive
16	7	8	positive
17	8	2	positive
18	9	3	positive
19	10	2	positive
20	11	1	positive

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
-15.0000	0.0000	0.0000	0.2362	0.0000	11.0000

Collected YouTube Comments: Most popular uploaded videos (positive)

Word cloud of “positive” comments (min freq: 50)



Contains mostly positive words that express a person's enjoyment of the Coca-Cola product, video, or both.

Collected YouTube Comments: Most popular uploaded videos (positive)

20 most frequent unigrams

	Unigram	Frequency
1	love	645
2	like	561
3	song	543
4	coke	506
5	good	302
6	cola	298
7	coca	290
8	best	266
9	just	225
10	cocacola	223
11	one	208
12	ever	205
13	can	204
14	great	193
15	make	188
16	idea	177
17	nice	168
18	happi	158
19	feel	154
20	better	150

20 most frequent bigrams

	Bigram	Frequency
1	coca cola	269
2	love song	143
3	song love	52
4	tast feel	52
5	one can	49
6	can stop	48
7	best song	47
8	ever bring	47
9	love coke	47
10	stop tast	46
11	noth ever	45
12	feel noth	44
13	love coca	44
14	look like	35
15	well done	31
16	like song	30
17	song ever	29
18	nice song	28
19	love cocacola	27
20	good idea	26

From the relative frequency of the 20 most frequent unigrams found in positive comments, we can gather that there is greater emphasis on the enjoyment of the song (video) more than the Coca-Cola product.

The number of “love song” bigram (143) was more than the number of “love coke” (47), “love coca” (44) and “love cocacola” (27) bigrams added together.

Collected YouTube Comments – Key Findings

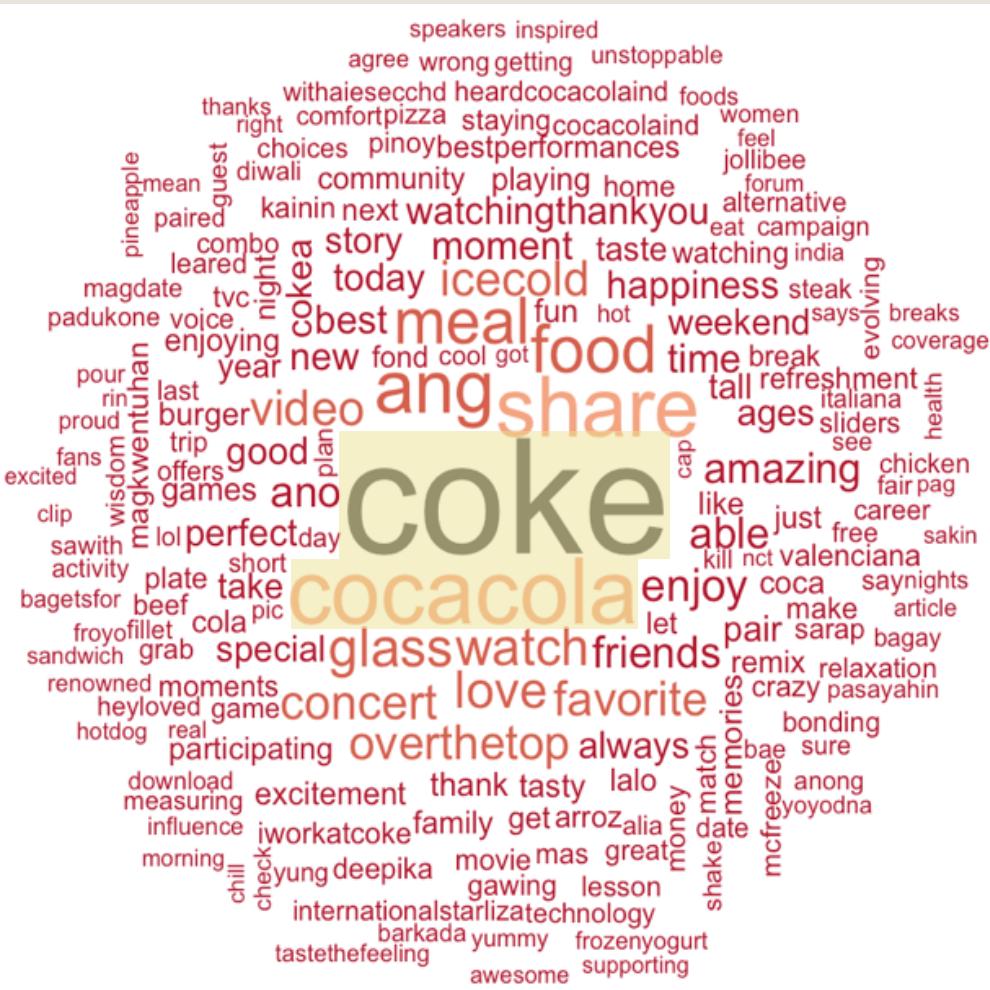
1. Videos which make reference to recognizable characters in popular movie culture are particularly well received. However, care has to be taken to not “misrepresent” these characters that are against social perception e.g. depict heroic characters as weak. The usage of “catchy” songs also help to gain public's interest.
2. While there are no specific main reasons why people have a negative opinion, it seems that people do not like it when they feel they are being “told to buy Coca-Cola”. It would be best to avoid explicit references to the Coca-Cola product in videos and let people “draw” the links themselves.

“Taste The Feeling” campaign



Collected Tweets: tastethefeeling

Word cloud of collected tweets (min freq: 30)



“coke” and “cocacola” were the most common words found, indicating that most tweets that were collected are associated with Coca-Cola.

This is not necessarily the case as the usage of the “tastethefeeling” keyword can be used by anyone for their own purposes.

Collected Tweets: tastethefeeling

4 of the top 10 most favorite tweets

Best bonding activity ang playing video games! Ano ang perfect meal with COKE for this moment? #TasteTheFeeling



Staying home for the weekend? Gawing mas special ang family time w/ Pinoy Beef Sliders + COCA-COLA. #TasteTheFeeling



Make your family bonding more fun with a tasty meal! Ano kaya ang bagay kainin with COCA-COLA? #TasteTheFeeling



Collected Tweets: tastethefeeling

20 most frequent unigrams

	Unigram	Frequency
1	win	4934
2	enter	2497
3	will	2232
4	lime	1879
5	goe	1866
6	prize	1547
7	chanc	1482
8	instantly	1311
9	gift	1306
10	love	1220
11	treat	1094
12	shot	1053
13	like	1048
14	card	1043
15	thank	1027
16	minut	1002
17	maid	993
18	hotel	987
19	delici	973
20	taco	946

20 most frequent bigrams

	Bigram	Frequency
1	will win	2033
2	chanc win	1448
3	enter chanc	1323
4	prize instantly	1311
5	gift card	1014
6	minut maid	993
7	win enter	983
8	card treat	981
9	hotel gift	981
10	shot hotel	981
11	enter shot	980
12	treat minut	980
13	lime goe	925
14	tacos taco	925
15	go lime	924
16	goe delici	924
17	goe tacos	924
18	lime lime	924
19	taco go	924
20	win prize	918

20 most frequent trigrams

	Trigram	Frequency
1	abl overthetop happi	160
2	happi watchingthankyou amazing	160
3	overthetop happi watchingthankyou	160
4	cokea love stori	144
5	food cokea love	144
6	love stori ages	144
7	glass icecold coke	126
8	tall glass icecold	122
9	communiti remix enjoy	96
10	particip communiti remix	96
11	remix enjoy bestperform	96
12	thank particip communiti	96
13	amazing abl overthetop	93
14	watchingthankyou amazing abl	93
15	coke tasti plate	87
16	enjoy coke tasti	87
17	fond memori enjoy	87
18	magkwentuhan fond memori	87
19	memori enjoy coke	87
20	plate arroz valenciana	87

Collected YouTube Comments: Videos in Coca-Cola's tastethefeeling playlist

Video Title	Uploaded By	Upload Date	Number of Views	Number of Likes	Number of Dislikes	Number of comments extracted
Anthem	CocaCola	Jan 19, 2016	1,169,093	7,059	301	456
Break Up	CocaCola	Jan 19, 2016	564,584	3,641	110	152
Brotherly Love	CocaCola	Jan 19, 2016	2,584,131	32,934	645	3,159
Supermarket	CocaCola	Jan 19, 2016	503,561	1,730	142	137
Under Pressure	CocaCola	Jan 19, 2016	297,411	1,273	101	104
Antarctic Summer	CocaCola	Apr 18, 2016	11,465	75	16	18
Empty Bottles	CocaCola	Apr 18, 2016	29,907	113	23	6

Collected YouTube Comments: Videos in Coca-Cola's tastethefeeling playlist

Word cloud of collected comments (min freq: 20)



From the popularity of various words (“coke”, “cocacola”, “coca”, “cola”), we can deduce that the commenters are able to relate what they see in the videos to their feelings about Coca-Cola.

“brother” and “song” were 2 of the most mentioned words, which can indicate that these themes were most effective in making viewers feel about the video.

Even though the videos seem to generate a range of emotions (“cry”, “cute”, “love”, “best”), these emotions are generally positive .

Collected YouTube Comments: Videos in Coca-Cola's tastethefeeling playlist

20 most frequent unigrams

	Unigram	Frequency
1	brother	732
2	love	430
3	song	343
4	like	324
5	version	278
6	cola	205
7	cocacola	195
8	just	188
9	coca	180
10	older	171
11	one	170
12	commerci	165
13	make	157
14	full	156
15	can	147
16	coke	146
17	know	146
18	hey	144
19	made	140
20	name	139

20 most frequent bigrams

	Bigram	Frequency
1	coca cola	176
2	older brother	127
3	full version	119
4	hey brother	111
5	littl brother	64
6	antonio hidalgo	62
7	version song	59
8	look like	56
9	big brother	49
10	brother love	45
11	younger brother	44
12	freeih freeih	43
13	made cry	36
14	conrad sewell	33
15	tast feeling	32
16	hidalgo antoniohidg	31
17	commerci ever	27
18	cover song	25
19	la cancin	25
20	love ad	25

20 most frequent trigrams

	Trigram	Frequency
1	freeih freeih freeih	42
2	antonio hidalgo antoniohidg	31
3	full version song	30
4	releas full version	21
5	version hey brother	21
6	hey brother avicii	20
7	best commerci ever	16
8	full version cover	16
9	como se llama	15
10	make full version	15
11	brother look like	13
12	hey brother conrad	13
13	song hey brother	12
14	brother conrad sewell	11
15	antoniohidg victor silvester	10
16	hidalgo antoniohidg victor	10
17	love commerci much	10
18	se llama la	10
19	avicii hey brother	9
20	older brother look	9

Campaign Analysis – Key Findings

1. The campaign is quite effective as viewers are able to relate the content of the tweets/ videos to the Coca-Cola brand/product.
2. Comparing across the different videos that the comments were extracted from, videos which contents are based on a familial theme setting, or is about/ incorporates the use of (“catchy”) songs seem to be most effective in generating positive emotions.

Competitor Analysis – Overview

AMAZON REVIEWS

Understand how Coca-Cola compares to its competitors

TWITTER USAGE

Understand and compare each company's usage of their Twitter account

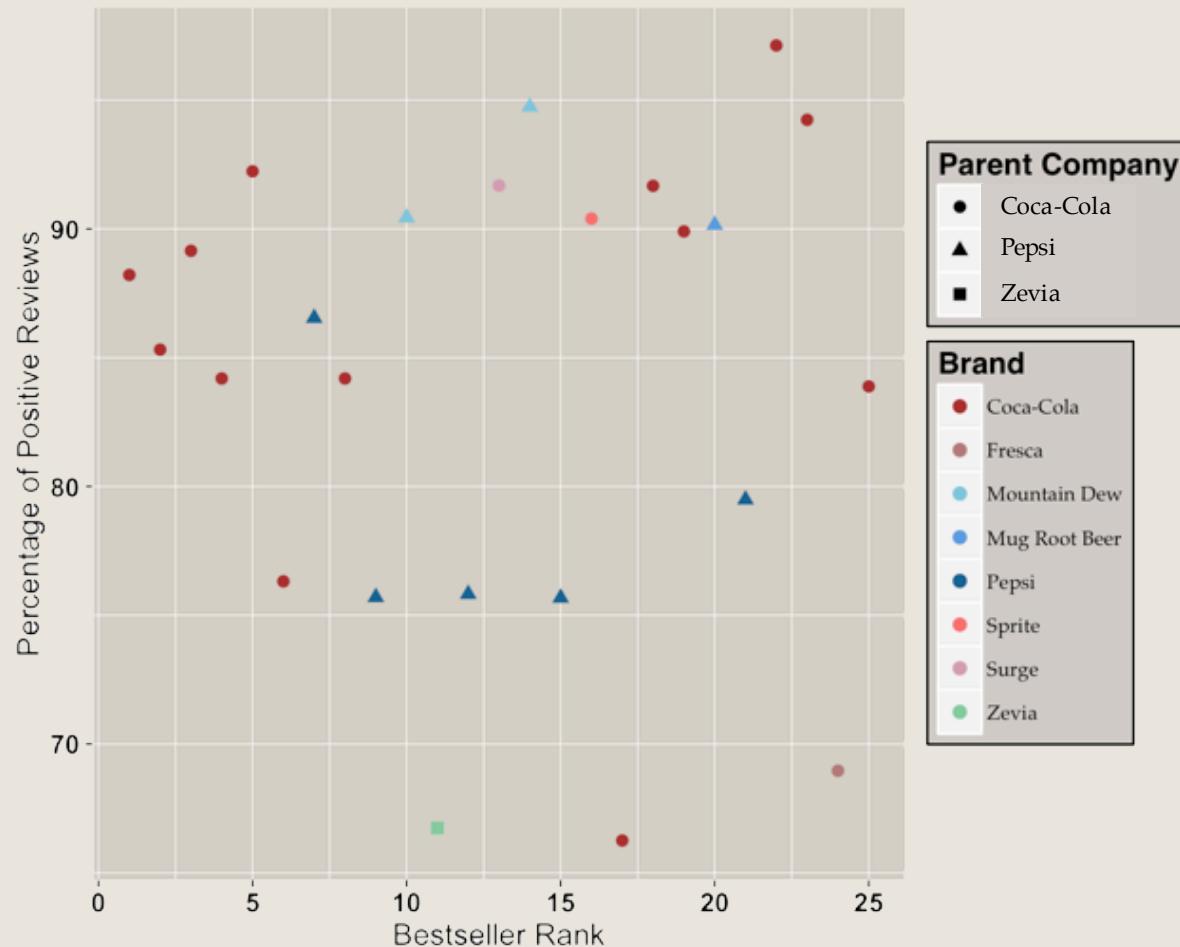
Collected Amazon Reviews: 25 bestselling beverages in soft drinks category

Rank	Product	No. of Reviews	Brand	Parent Company	Number of Positive Reviews	Number of Negative Reviews
1	Diet Coke Fridge Pack Cans, 12 Count, 12 fl oz	229	Coca-Cola	Coca-Cola	202	23
2	Coca-Cola Fridge Pack Cans, 12 Count, 12 fl oz	354	Coca-Cola	Coca-Cola	302	34
3	Coca-Cola Zero Fridge Pack Cans, 12 Count, 12 fl oz	129	Coca-Cola	Coca-Cola	115	6
4	Coca-Cola, 8 ct, 7.5 FL OZ Mini-Can	525	Coca-Cola	Coca-Cola	442	45
5	Sprite Fridge Pack Cans, 12 Count, 12 fl oz	177	Coca-Cola	Coca-Cola	95	3
6	Seagram's Ginger Ale Fridge Pack Cans, 12 Count, 12 fl oz	76	Coca-Cola	Coca-Cola	58	12
7	Pepsi Made with Real Sugar Cans (12 Count, 12 Fl Oz Each)	156	Pepsi	Pepsi	135	15
8	Diet Coke, 8 ct, 7.5 FL OZ Mini-Can	525	Coca-Cola	Coca-Cola	442	45
9	Diet Pepsi Cans - 12 Count, 12 Fl Oz Each	107	Pepsi	Pepsi	81	19
10	Mountain Dew Cans (12 Count, 12 Fl Oz Each)	114	Mountain Dew	Pepsi	104	3
11	Zevia Zero Calorie Soda, Rainbow Variety Pack, Naturally Sweetened, (Pack of 24)	884	Zevia	Zevia	590	204

	Pepsi Cola 1893, Original Cola, Certified Fair Trade Sugar, Real Kola Nut Extract (Pack of 12)	182	Pepsi	Pepsi	138	25
12	SURGE, 12 ct, 16 FL OZ Cans	5215	Surge	Coca-Cola	4781	271
13	Diet Mountain Dew Cans (12 Count, 12 Fl Oz Each)	95	Mountain Dew	Pepsi	90	4
14	Pepsi Cola 1893, Ginger Cola, Certified Fair Trade Sugar, Real Kola Nut Extract (Pack of 12)	185	Pepsi	Pepsi	140	26
15	Sprite, 8 ct, 7.5 FL OZ Mini-Can	177	Sprite	Coca-Cola	160	7
16	Coca-Cola Life Cans, 12 Fluid Ounce (Pack of 6)	163	Coca-Cola	Coca-Cola	108	34
17	Caffeine Free Diet Coke Fridge Pack Cans, 12 Count, 12 fl oz	36	Coca-Cola	Coca-Cola	33	3
18	Coca-Cola Bottle (8 Count, 12 Fl Oz Each)	99	Coca-Cola	Coca-Cola	89	6
19	Mug Root Beer Cans (12 Count, 12 Fl Oz Each)	132	Mug Root Beer	Pepsi	119	5
20	Diet Pepsi Bottles (Aspartame Free) - 8 Count, 12 Fl Oz Each	39	Pepsi	Pepsi	31	4
21	Diet Coke Bottle (8 Count, 12 Fl Oz Each)	104	Coca-Cola	Coca-Cola	101	2
22	Coca-Cola Cherry Zero Fridge Pack Cans, 12 Count, 12 fl oz	52	Coca-Cola	Coca-Cola	49	1
23	FRESCA Black Cherry Fridge Pack Cans, 12 Count, 12 fl oz	29	Fresca	Coca-Cola	20	7
24	Coca-Cola Zero, 8 ct, 7.5 FL OZ Mini-Can	515	Coca-Cola	Coca-Cola	432	45

Collected Amazon Reviews: 25 bestselling beverages in soft drinks category

Scatterplot of each product's positive review percentage



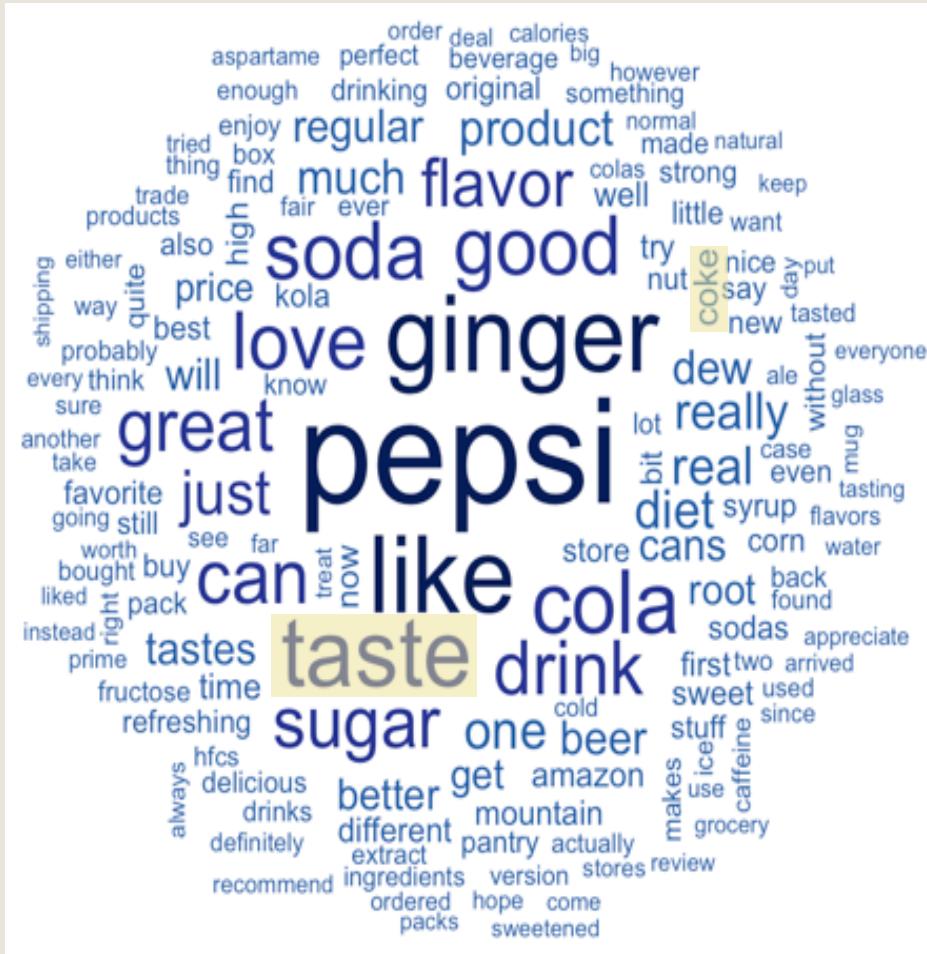
Coca-Cola has the most products (16) in the list, significantly more than both Pepsi (8) and Zevia (1).

Coca-Cola has the highest average percentage of positive reviews (85.86%) followed by Pepsi (83.57%) and Zevia (66.74%).

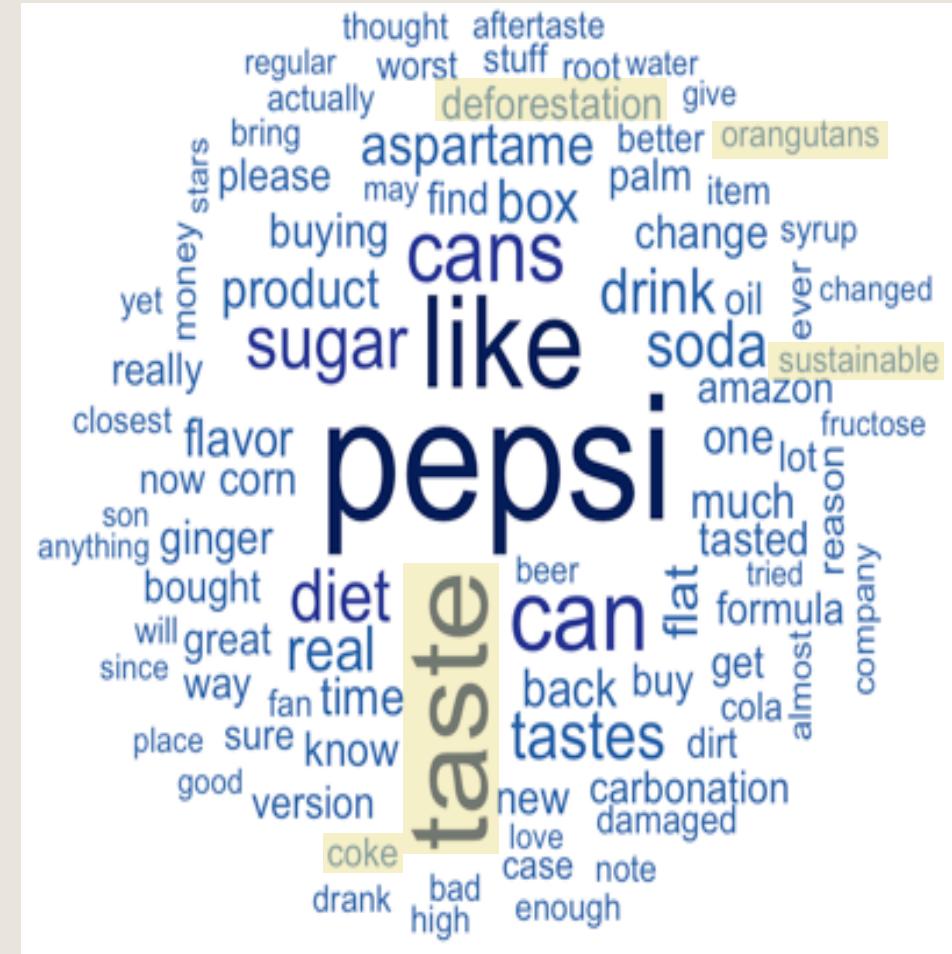
No correlation between a product's rank and its positive review percentage in this bestsellers list.

Amazon Reviews – Pepsi

Word cloud of positive reviews (min freq: 20)



Word cloud of positive reviews (min freq: 5)



Amazon Reviews – Zevia

Word cloud of positive reviews (min freq: 20)



Word cloud of positive reviews (min freq: 10)



Amazon Reviews – Key Findings

1. Coca-Cola has a significant, dominating presence in the (online retail) soda soft drinks market. This can be observed from the number of products Coca-Cola has in the best-sellers list and the fact that its product is mentioned in Pepsi's product reviews.
2. Taste is hugely important in determining a consumer's opinion of the product. This is the case for not just Coca-Cola's product, but also other rival companies' soda soft drink products.
3. Other than taste, packaging, price and delivery are also significant factors that affect a consumer's opinion.
4. In terms of packaging, consumers can and do appreciate smaller packaging sizes.
5. Consumers are also conscious and concerned with a product's impact on the environment.

Collected Tweets: From “Coca-Cola”

5 of the top 10 most favorite Coca-Cola tweets



Cheers to those who gave us our freedom and to those who still do. #MemorialDay

Welcome to Atlanta, @selenagomez! Best of luck tonight. #ShareaCoke



Plate your crispy white cheddar grilled cheese and open a chilled Coca-Cola to create the perfect pairing.



It rained on the set of our latest commercial, and it was the perfect time for @JordanSpieth to work on trick shots.



Coca-Cola: Jordan Spieth - Rain
It rained on the set of our latest commercial, and it was the perfect time for @JordanSpieth to work on trick shots.

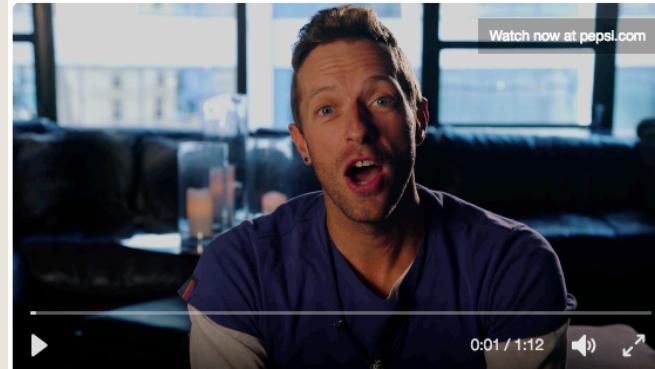
Collected Tweets: From “Pepsi”

6 of the top 10 most favorite Pepsi tweets

Our latest commercial, ft @JussieSmollett & directed by @leedanielsent, brought Pepsi into the world of #Empire! 🤩!



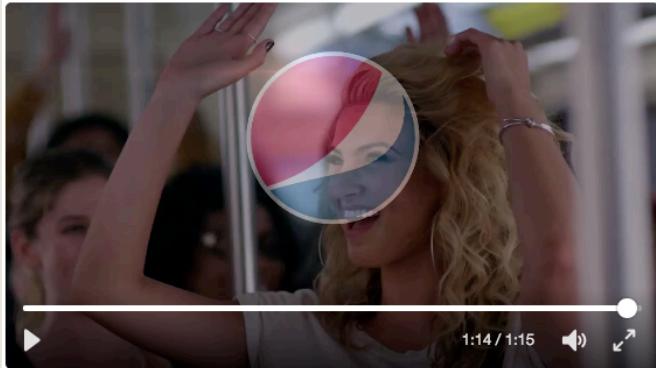
The rumors are true: @Coldplay is our first #PepsiHalftime artist! Here's a first look at their Halftime prep:



The #1893PepsiCola Ginger and Mint Julep is a wonder of modern mixology. So easy, yet so delicious. Enjoy.



BIG shout out to our girl @ToriKelly for her nomination. Amazing things in store for 2016 😊



Uncle Drew is back, and he brought company. Tune in to see what happens next! #UncleDrew



Here's to 23 years of racing and 18 years of partnership. Thank you, @jeffgordonweb #Team24



Collected Tweets: From “Dr Pepper”

5 of the top 10 most favorited Dr Pepper tweets

I raise a bubbly, delicious, 23-flavor-filled, ice-cold Dr Pepper to you, college football fans.



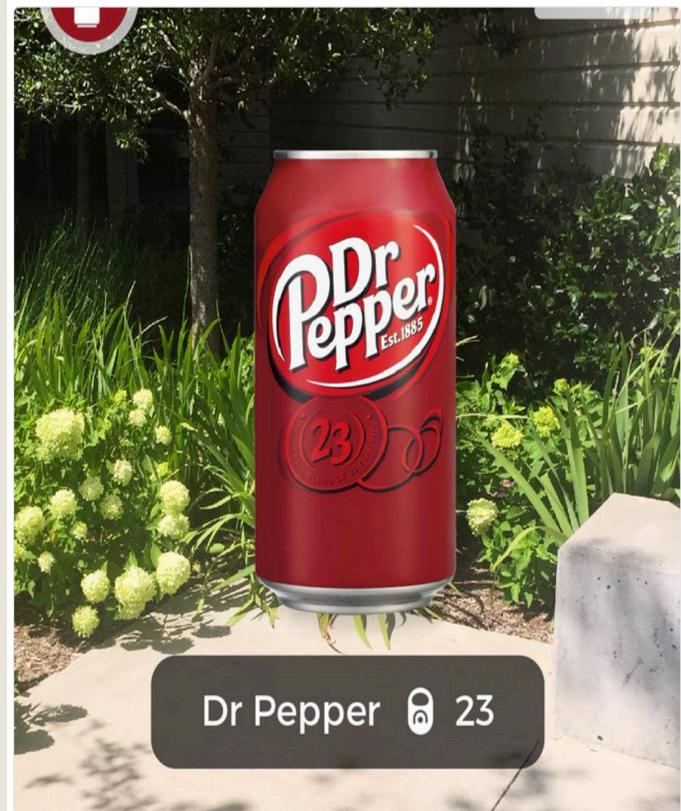
If someone doesn't get your Dr Pepper obsession, move on. You don't need that type of negativity in your life.

People ask why Dr Pepper is so good and we're like _(__)_/_

The season's hottest style can be yours. I call it “Larry Couture.” RETWEET for a chance to score #LarryNation



You're not a master until you've caught all 23 flavors.

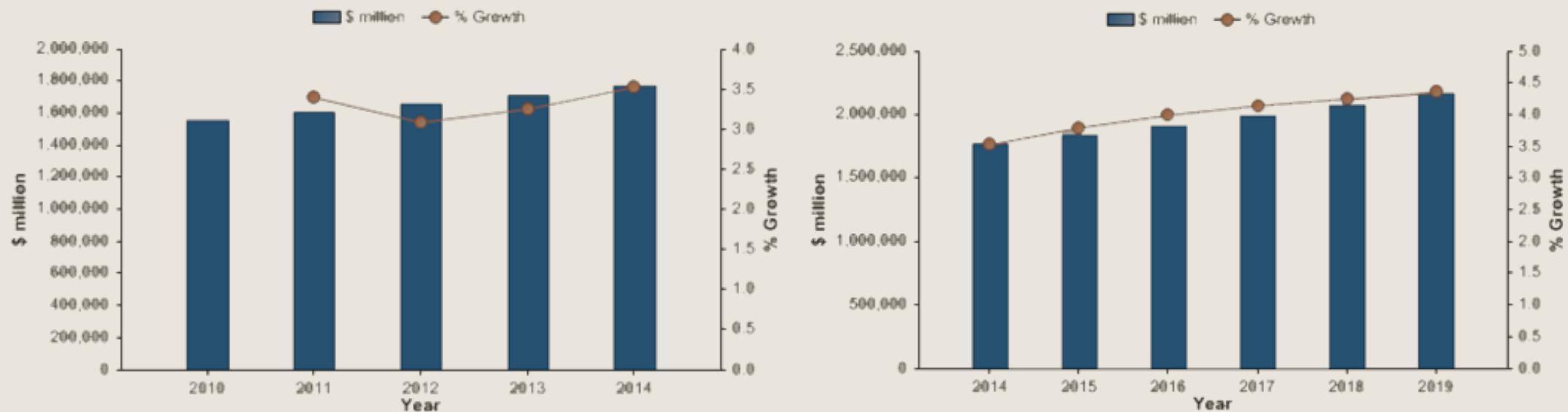


Collected Tweets – Key Findings

1. Different companies use their Twitter account for different purposes and engage in different levels of public engagement.
2. The usage of videos in tweets, specifically for informational and inspirational purposes, seem to be particularly effective in generating public interest.
3. In general, celebrity mentions are also very effective in generating “likes” (favorites). As compared to movies and sports celebrities where promoting soft drinks may conflict with the celebrity's image, music celebrities in particular seem to be very effective.

Global Beverage Industry – Overview

Global beverages industry value: \$ million, 2010–14 and 2014–19 (forecast)



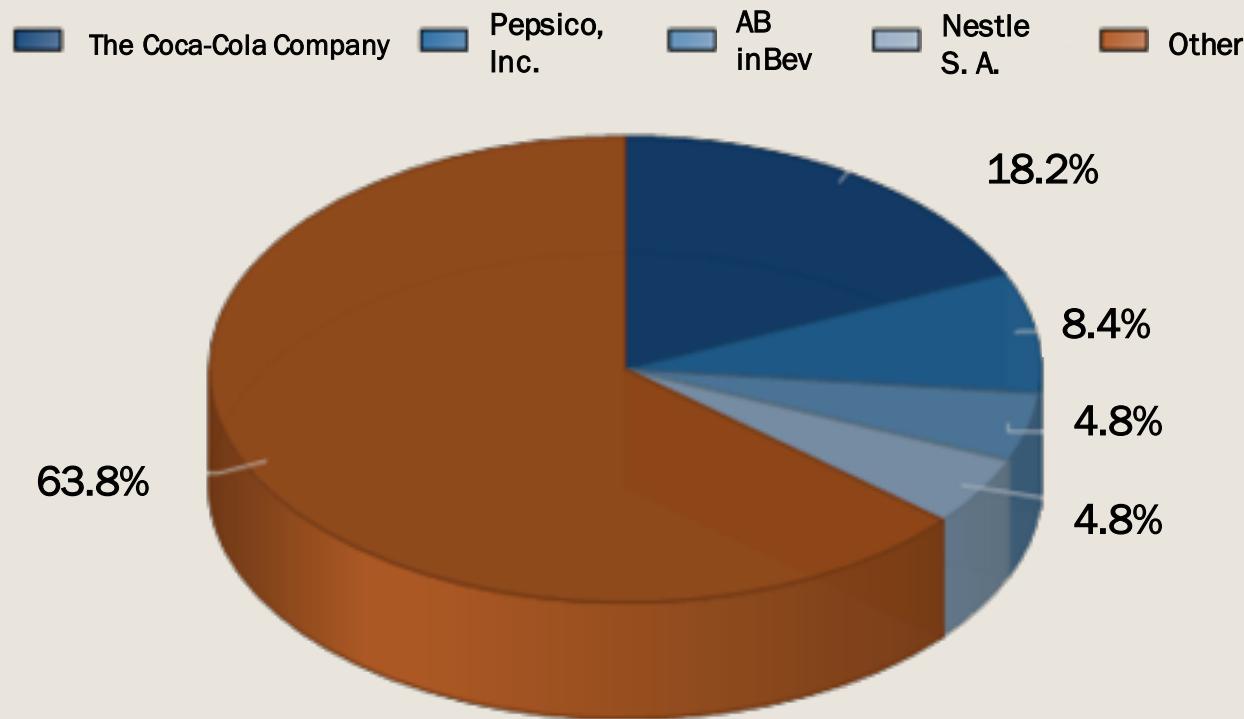
Source: Marketline 2015

Total revenues of \$1,774 billion in 2014, representing a compound annual growth rate (CAGR) of 3.3% between 2010 and 2014.

Anticipated CAGR of 4.1% from 2014 to 2019, driving the market to a value of \$2,170 billion by the end of 2019.

Global Beverage Industry – Market Share

Global beverages industry share: % share, by volume, 2014



Coca-Cola is the market leader accounting for 18.2% share of the global beverages industry's volume.

Source: Marketline 2015

Relevant Concerns – Increased Government Attention

BMI's assessment of likelihood of soda tax based on selected macroeconomic & industry indicators

		Obesity Rate (% 18+)	Diabetes Prevalence (% 20-79)	Sugar Consumption (kg per capita)	CSD Consumption (litres per Capita)	Fiscal revenue (% of GDP)	Budget Balance (% of GDP)
Latin America	Argentina	26.8	5.7%	44	129	27.8	-2.3
	Brazil	20.0	9.2%	55.7	82	22.1	-6.2
	Chile	27.8	9.5%	na	106	20.7	-1.6
	Colombia	21.0	7.3%	36.8	na	16.7	-2.6
	Mexico	28.1	12.6%	35.1	128	22.9	-3.1
	Peru	21.1	4.5%	41.8	42	19.1	-0.5
W. Europe	France	23.9	5.4%	33.5	47	52.6	-4
	Germany	20.1	8.3%	47.4	86	44.1	0.7
	Italy	21.0	5.1%	27.8	42	48.1	-3
	Spain	23.7	8.2%	23	84	37.8	-5.8
	United Kingdom	28.1	4.9%	37.7	107	34.8	-5.5
Other	Australia	28.6	7.8%	51.9	63	23.6	-2.8
	United States	33.7	9.2%	33.2	159	17.3	-3.2

Source: National sources, WHO, International Diabetes Foundation, BMI

Red

Strongly encourages the introduction of a tax

Orange

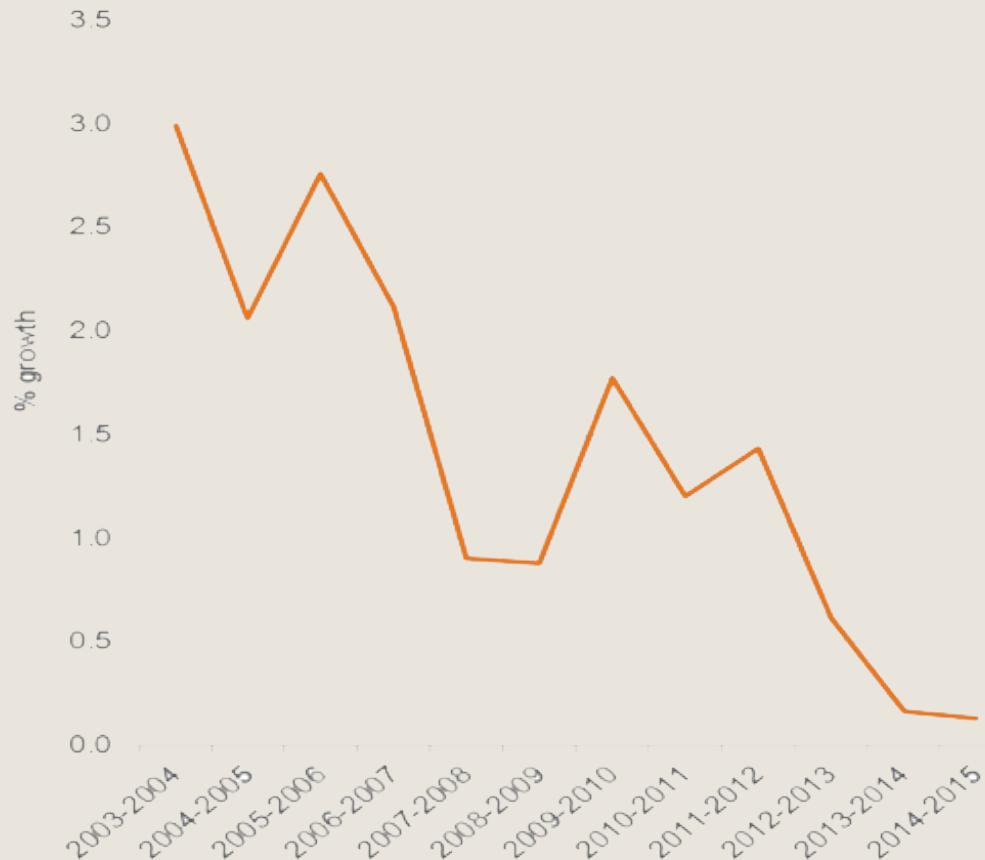
Encourages a tax

Green

Opposes a tax or neutral

Relevant Concerns – Increasing Health Consciousness

Global Carbonates: Total Volume Growth 2003–2015



Increasing trend where consumers are trading carbonates for products with perceived health benefits like energy drinks, fruit juices.

Source: Euromonitor International 2016

Possible Opportunities – Bottled Water, Sports & Energy Drinks

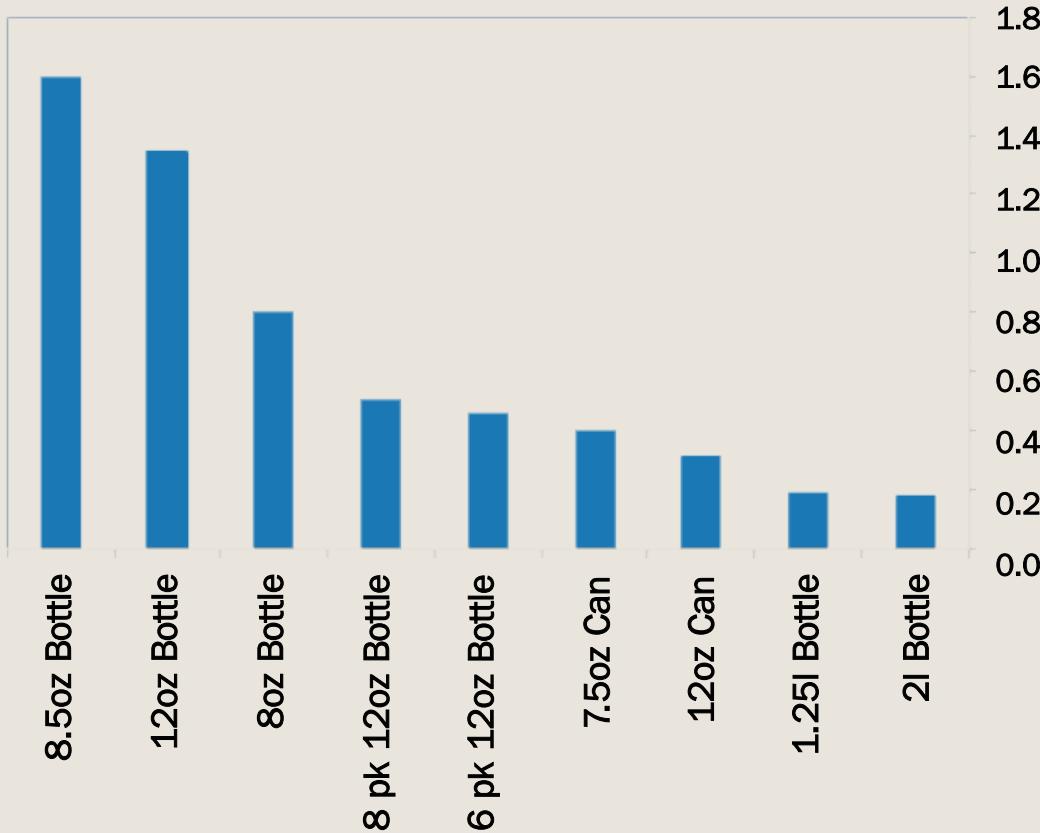


Bottled water is experiencing an increase in per capita consumption faster than any other packaged beverage category over 2010-2015.

The sports and energy drink segment is also estimated to experience a high level of growth in line with the general growth seen in sports nutrition.

Possible Opportunities – Packaging

Worldwide USD Per Product Offering, 2015



Smaller sizes and lower prices are more attractive to consumers with lower incomes, and tend to be more cost efficient than the larger sizes in terms of USD per product.

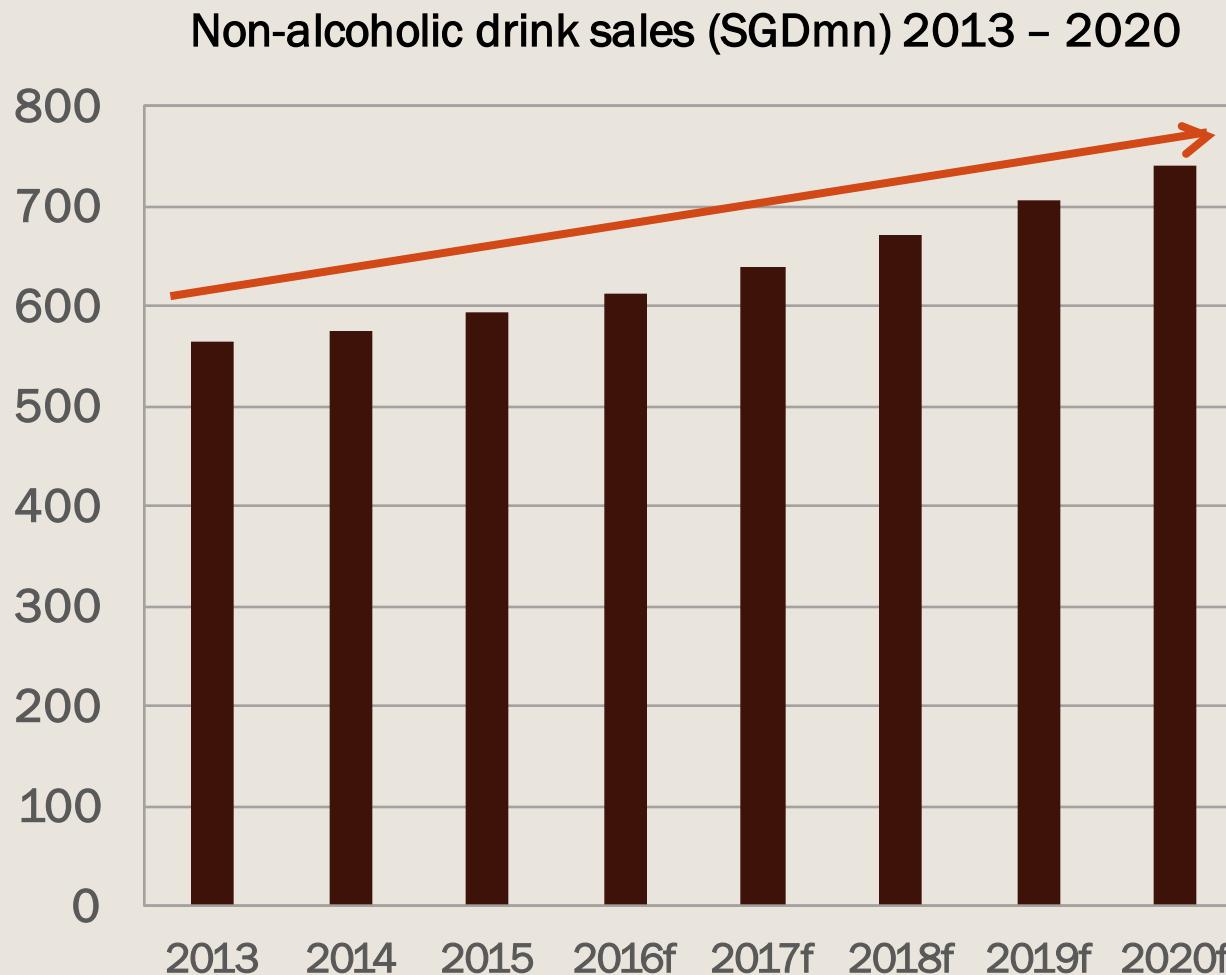
Possible Opportunities – Convenience Stores

Chicago-based Information Resources Inc. has also stated:

“convenience stores sell an estimated 50 percent of all single-serve bottled water purchases in the United States”

“nearly half of all convenience store customers (49 percent) said that they primarily stopped to purchase a beverage on their most recent visit”

Singapore Market – Opportunities in Non-Alcoholic beverage segment

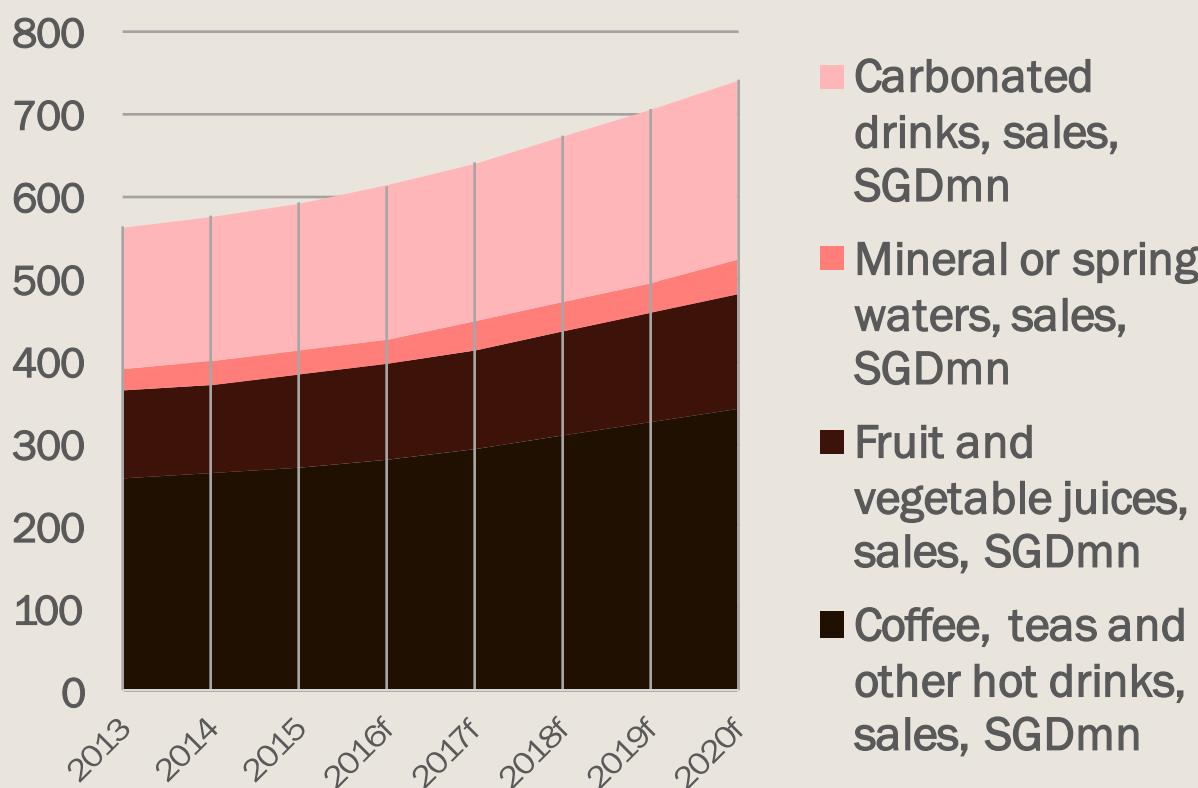


**Sales forecasted
to grow positively
every year.**

Source: BMI, National Sources

Singapore Market – Opportunities in Non-Alcoholic beverage segment

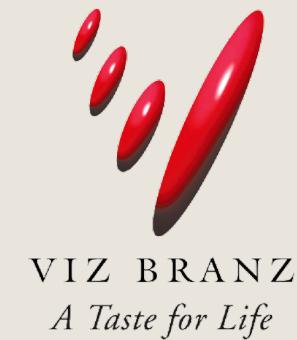
Projection of sales values according to different segments



Source: BMI, National Sources

- **Sales in all segments listed projected to experience positive growth.**
- **Coffee → Main driver of growth in hot drinks category.**
- **Bottled water → Strongest % growth due to health trends.**

Singapore Market – Key Players



Fraser & Neave (F&N)

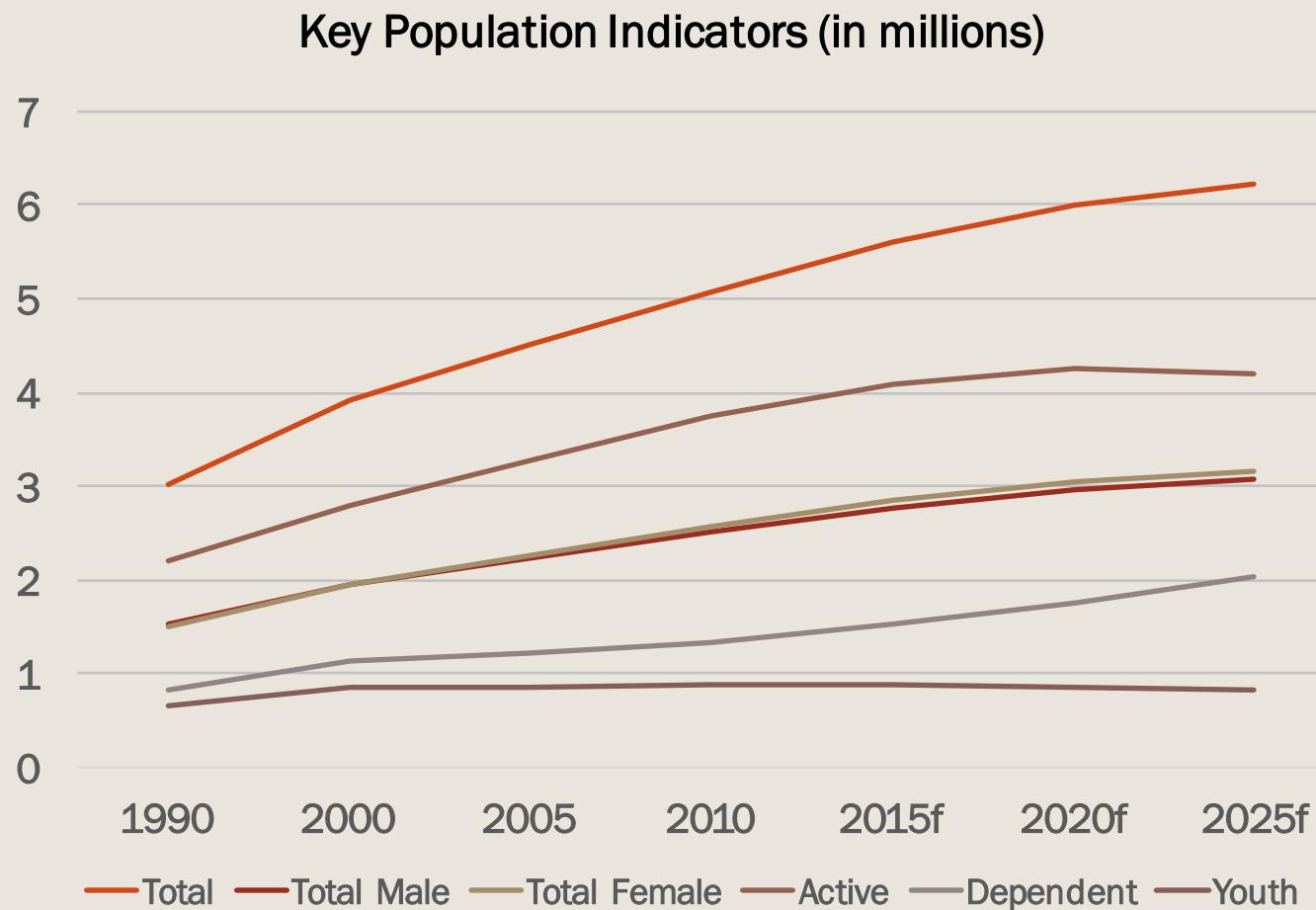
- Dominant player in soft drinks sector
- Wide portfolio of mid-range products
- Well-positioned
- Innovation leader
- High promotional spending



Coca-Cola's presence in Singapore

- ❖ Positions brands in mid-priced segment
- ❖ Competitive against domestic players
- ❖ Innovation leader for health and wellness beverages
 - Heaven & Earth
 - First to come up with tea variants
 - Vitamin Water

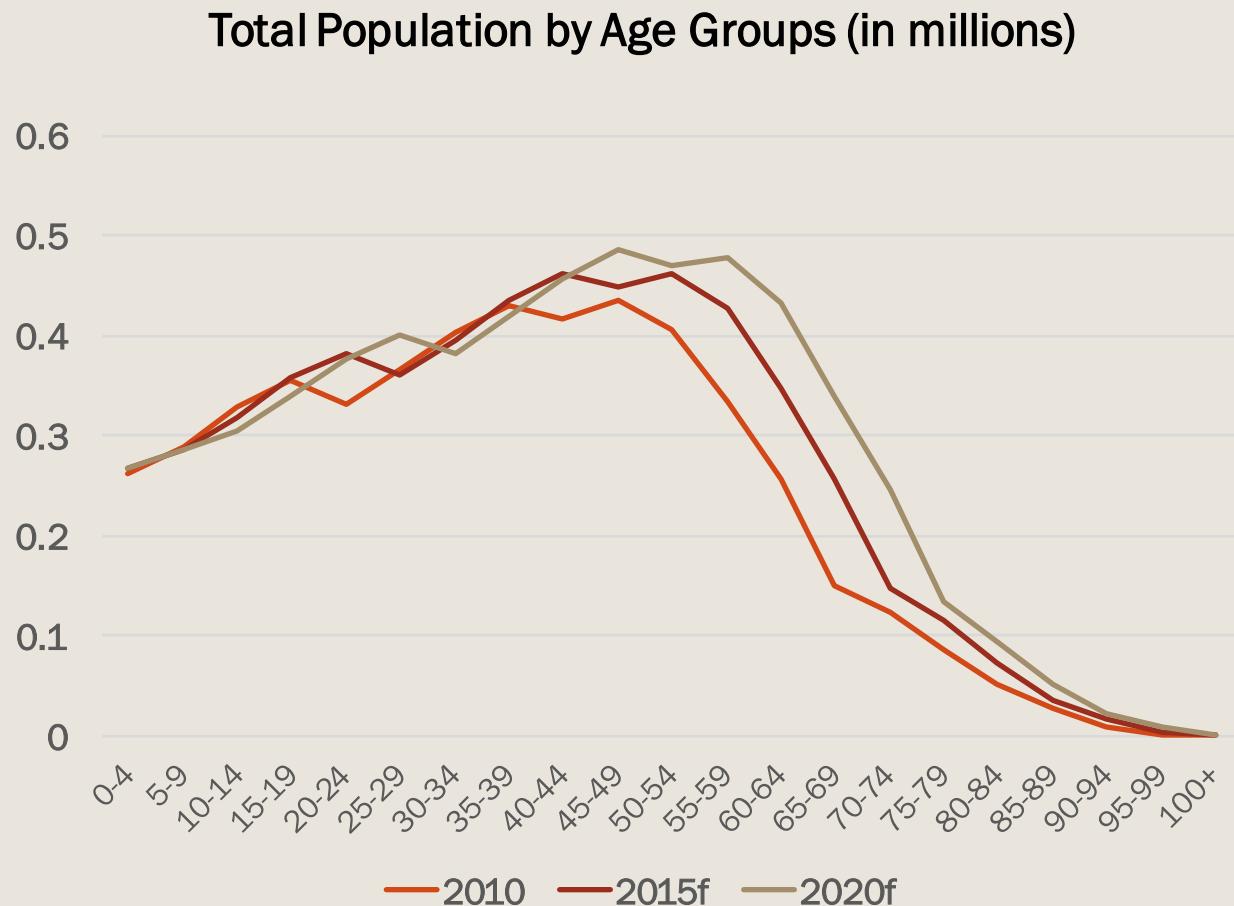
Customer Demographics – Ageing Population



Growth in Total Population but fall in Youth Population.

Source: World Bank, United Nations, Business Monitor International

Customer Demographics – Ageing Population



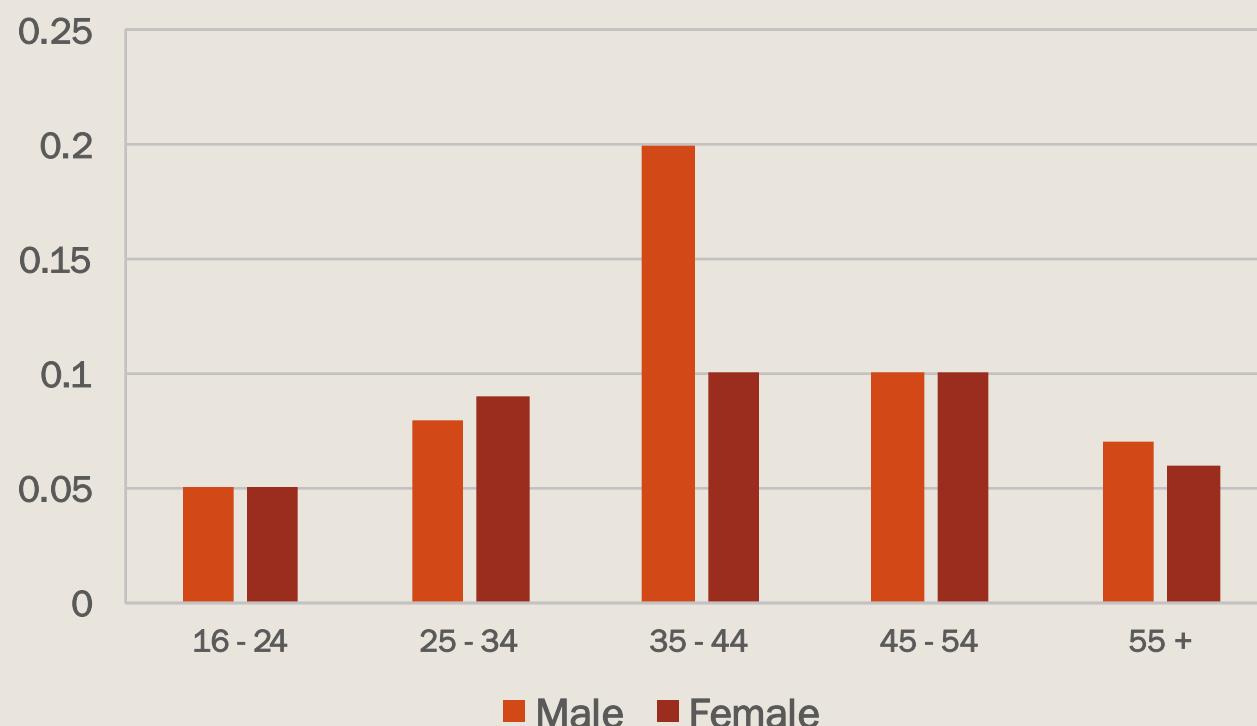
Fall in potential customers coming from age groups:

- 10 - 14 (7%)
- 15 - 19 (5%)
- 30 - 34 (5%)

Source: World Bank, United Nations, Business Monitor International

Customer Demographics – Adults and Males

Food and Beverages User by Age Groups and Gender in Singapore
(in millions in 2016)



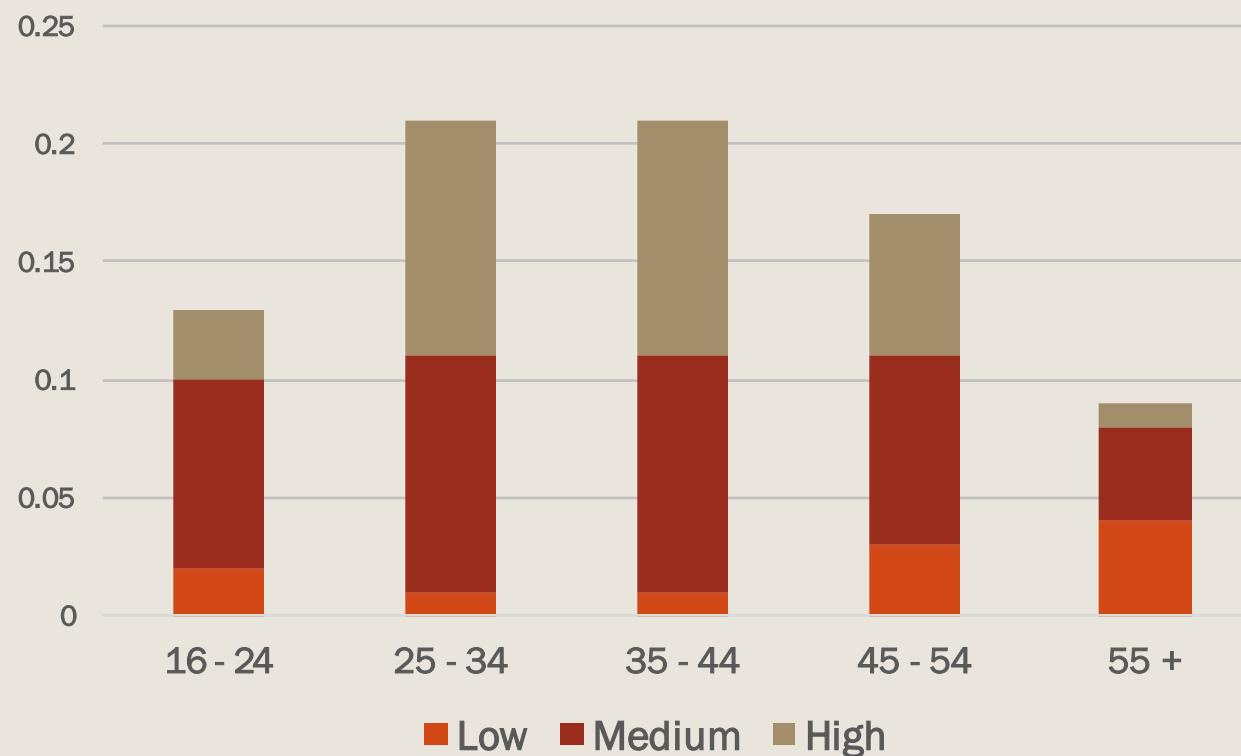
Largest group of F&B customers come from age group 35 – 44 (33%).

Males take up larger proportion as well.

Source: Statista 2016

Customer Demographics – Middle Income

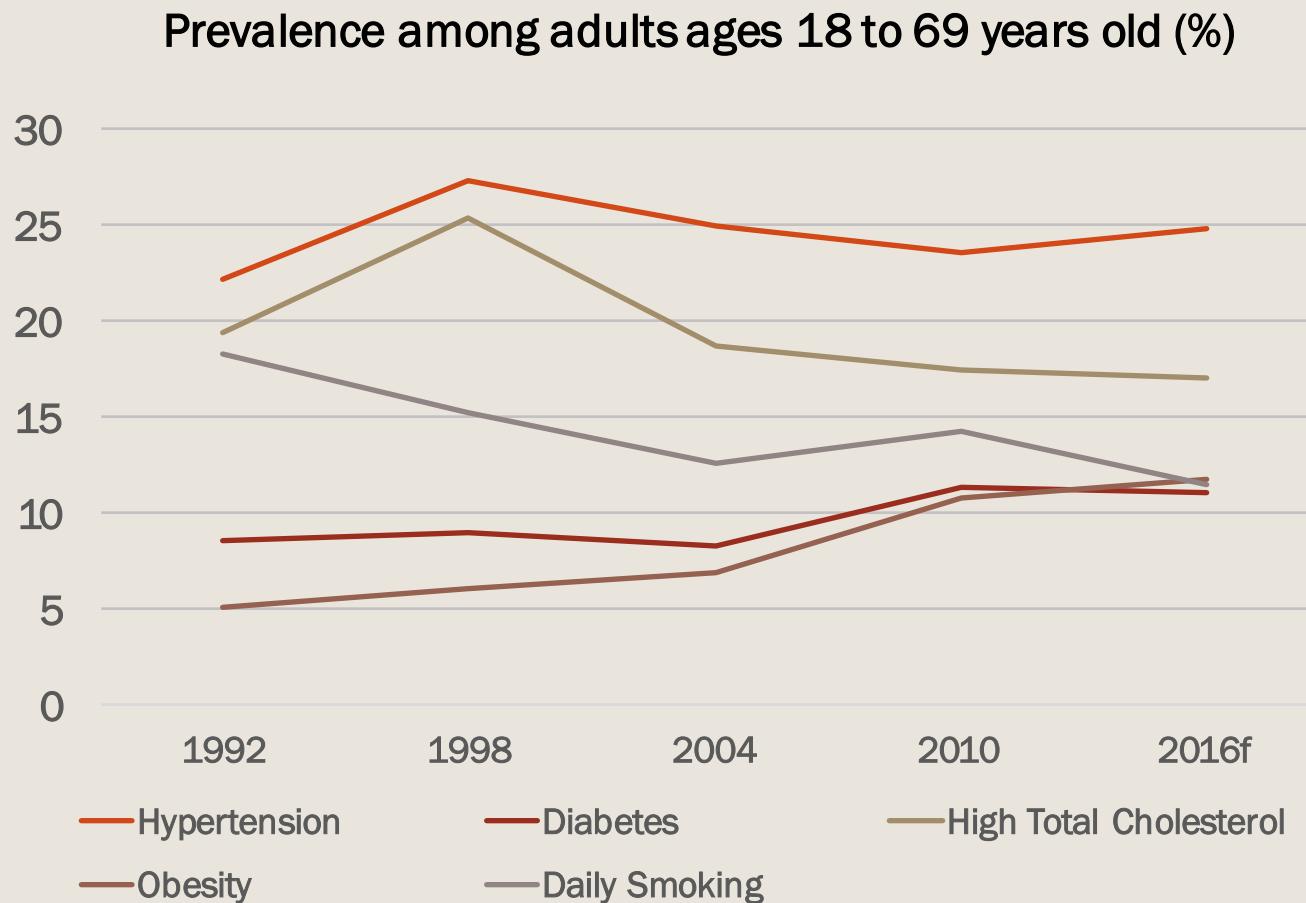
Food and Beverages User by Age Groups and Income Split in Singapore (in millions in 2016)



Large segment of F&B consumer comes from medium income group.

Source: Statista 2016

Customer Demographics – Increasing Health Consciousness



- Increasing percentage of disease burdens.
- Active promotion of consumption of healthier products by HPB.
- Expect increase in demand for drinks that contain fewer artificial ingredients.

Source: Ministry of Health Singapore

Customer Demographics – Well Connected Nation

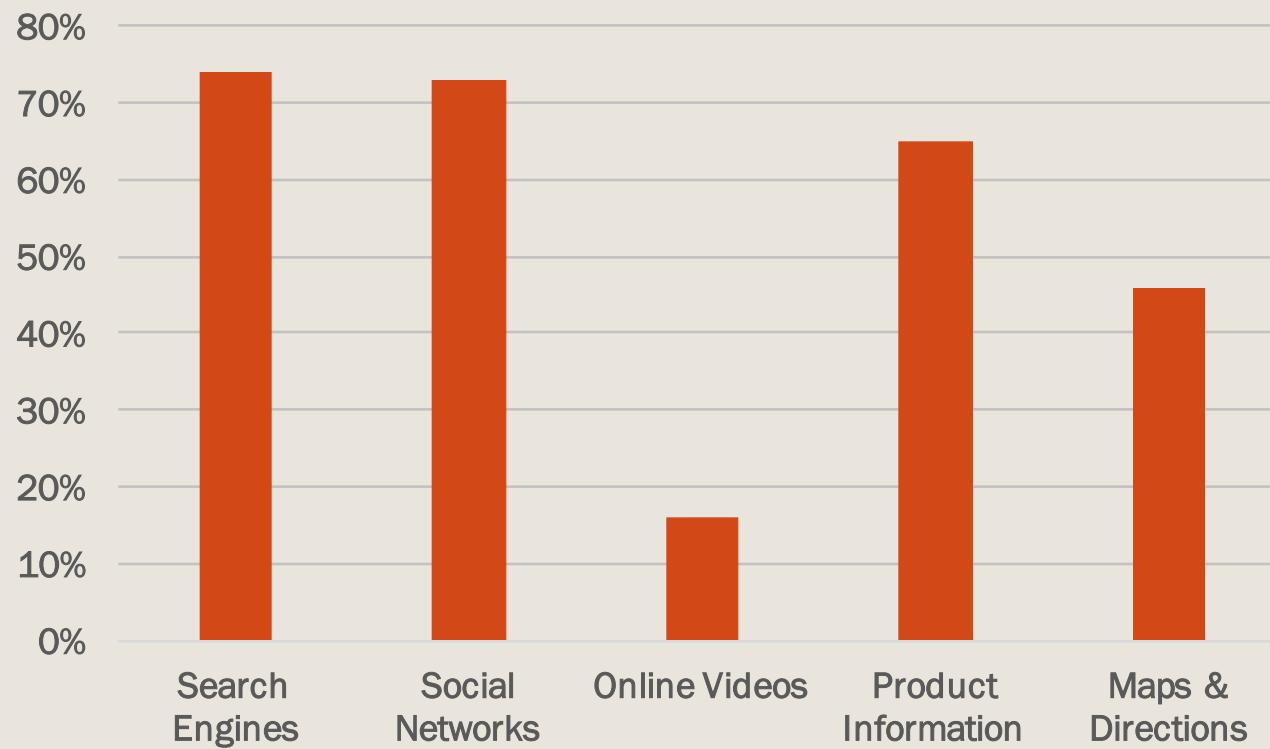
Summary of online statistics in Singapore in 2015

Active Internet Users	Active Social Media Accounts	Mobile Connections	Active Mobile Social Accounts
4.45 Million	3.60 Million	8.30 Million	3.20 Million
Penetration: 81%	Penetration: 66%	Penetration: 152%	Penetration: 59%
+12% Growth since Jan 2014	+13% Growth since Jan 2014	+3% Growth since Jan 2014	+14% Growth since Jan 2014

Source: We Are Social 2015

Customer Demographics – Well Connected Nation

Range of Online Activities Carried Out on Smartphones and Computers



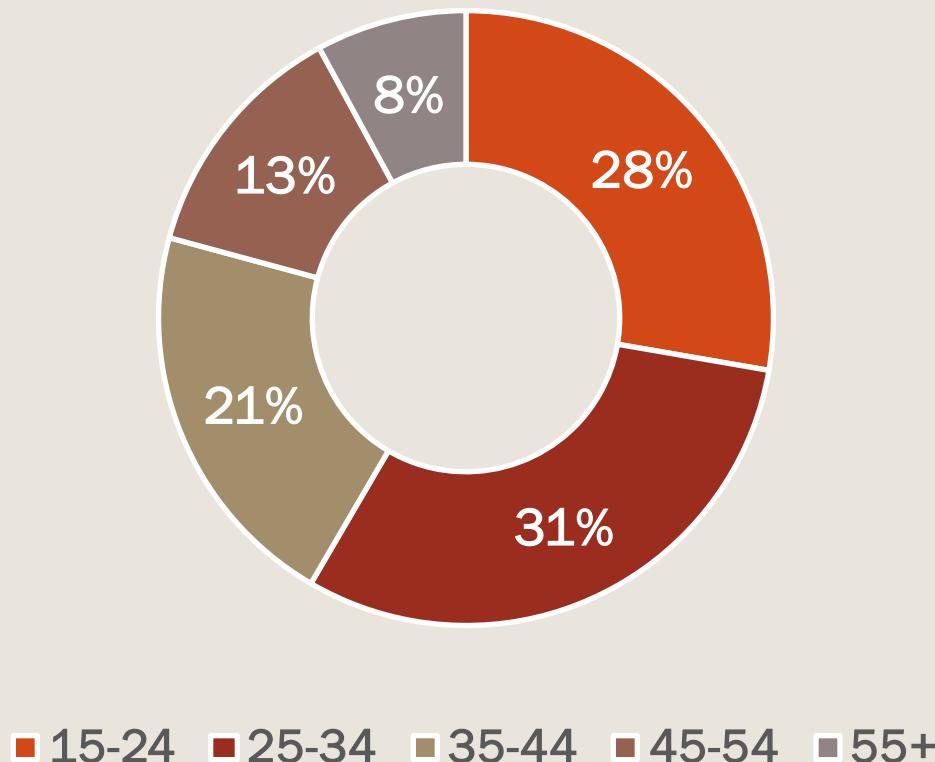
73% of online users in Singapore spend time online on social networks.

Expect high outreach through social media platforms.

Source: Consumer Barometer with Google

Customer Demographics – Well Connected Nation

Distribution of Internet Users in Singapore as of September 2013
by Age Groups



Majority (50%) of Internet users in Singapore are between 15 – 34 years old.

Source: Statista 2013

Recommendations – Overview

CARBONATED SOFT DRINKS SEGMENT

- 1. Modifications to Marketing**
- 2. Packaging**

DIVERSIFICATION IN OTHER SEGMENTS

- 3. Introduce Ready-To-Drink Coffee Brands**

GENERAL

- 4. Promotions**
- 5. More dominating Social Media Presence**
- 6. Greater Offline Presence**

CARBONATED SOFT DRINKS SEGMENT

MODIFICATIONS TO MARKETING

“Taste The Feeling” campaign was effective

Concentrate on **familial themes**
in marketing campaigns

Localized version of
food and drink pairings

Offer **purchase-with-purchase**
promotions merchandise freebies

CARBONATED SOFT DRINKS SEGMENT

PACKAGING

Offer **smaller** servings of Carbonated Soft Drinks

Success of “Share a Coke” campaign

Creative Packaging & Consumer Engagement:
Customizable Coca-Cola cans/bottles

DIVERSIFICATION IN OTHER SEGMENTS

INTRODUCE READY-TO-DRINK COFFEE BRANDS



Increasingly **sophisticated, urbanised** lifestyles of local consumers

Higher purchasing power of consumers

Growing appetite for **premium-priced** Westernised styles of coffee

Premiumisation
Increasing health-consciousness
Product innovation



Likely to **spur sales**



Ya Kun Kaya Toast
Coffeestall since 1944



OLDTOWN
WHITE COFFEE

GENERAL

PROMOTIONS

Beverage purchases from a **majority of purchases in convenience stores**

Specific promotions targeted at **convenience stores**

“Cross-promotion” with other beverage brands in its portfolio: e.g. **Coca Cola x Qoo**

MORE DOMINATING SOCIAL MEDIA PRESENCE

Well connected Singaporeans

Hold publicity events and promotions to increase awareness of social media accounts

Involve celebrities in publicity events

GENERAL

GREATER OFFLINE PRESENCE

100 Plus (under F&N) has a greater offline presence/ in traditional media

Sponsorships in outdoor events or festivals

Donations to charity

**Promote interesting
outdoors publicity events**

Thank You

