



# *Coca-Cola*

Segmentation, targeting audience and strategic positioning



# Segmentation

- Demographic
  - Age (10-25 years old)
  - Gender
  - Income
  - Family size
- Geographic
  - Locations (formula)



# Target marketing

- Product
  - Multiple brands
- Price
  - Fixed
  - Strategy & flexibility
- Place
  - Distribution network, six operation regions, transport, leftovers get re-used
- Promotion
  - 4 million USD & celebrities



# Strategic Positioning

- Online brand proposition
  - Online retailers, social media & websites
- Value propositions
  - Customers & retail and food service partners
- *Marketing mix (like marketing)*
  - *Product, price, place & promotion*
- Lifecycle brand development
  - Follow trends such as zero sugar, added flavours etc.





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