

Coca-Cola Marketing Strategy

The Coca-Cola Company works to give consumers a wide variety of beverage choices to meet their beverage needs. Coca-Cola, a vital global corporation, has created an unmistakable reputation for itself. This company has spent over a billion dollars a year on just traditional advertising alone. This company has learned that no matter how eccentric the slogan or how wonderful the commercial looks, the company must still work diligently to ensure that it remains number one as a viable, competitive force. The 125-year-old company knows how much work it takes to create a brand. Also hailed as the number one soft drink company in the world, it knows how much work it takes to create that recognition. Its original form of advertising has always worked for the brand and has always given consumers the ability to go into a store, see its products, and then purchase them. The company has used original forms of advertising that most successful brands have used. This would include commercials and celebrity endorsements. However, as the millennium changed, The Coca-Cola Company decided to alter the marketing strategy. The Company changed their ways of marketing and advertising by using the Internet. The company started to mold its brand around the technology that now influences the world today. Coke found one of the strongest ways to go about this transformation was with the use of search engines.

The search engines gather information about individuals, based on what they like and what they search for on the web. Search engines track the person's cookies in order to know their exact interest - Google technicians created and patented this technology. Technology determines the likes of the consumer and the most successful way to get a company's brand out to them. Some

controversy exists regarding this software, mainly because many people see it as hacking or an invasion of privacy. Other than that, the option that businesses and search engines have with this technology does nothing but become a beneficial resource. However, with this information, they can help advertisers find the best keywords and sites for placing their advertisements.

Search engines such as Yahoo and Google feature advertisements on the side of the website that features links. These links relate to what the individual inquires information on at that particular time. For instance if consumers type in “Coke” in the search area provided, they would instantly receive several links that fit the description. This benefits the company’s name, and the search engine assures that the consumer will inform customers about the company’s brand. Social Networking has also become a main contender with the search engines in so many ways.

Social Networks such as Facebook, MySpace, and Twitter have become more of a host for the advertisements of the company. Companies use these networking sites as resources to get to potential consumers, in an easy and seemingly carefree way. The Coca-Cola Company has created Facebook and MySpace accounts. The company’s main rival, the Pepsi Company, also knows the significance of social networking sites. This means that Pepsi definitely in competition when it comes to getting its brand to the viewers. Coca-Cola demolished the competition by creating a filter through the social networking system. Coca-Cola developed a site called CoketTag, a Facebook widget for sharing links. It allows consumers to make a customizable widget including links from anywhere and share it with their friends. “This Facebook effort became a pure viral form,” said Phil Mooney, Director of Heritage Communications, one of Coke Tag’s creators. “Today, Coke Facebook community has 3 million members. The only larger community out there on Facebook became the Obama for President

Account,” he added. “Coke made the decision to ‘not go corporate’ and let the group remain in the fans’ hands” (Tech -*Seeker Blog*. Vesta Digital) .The fact that the Coca Cola fan page shows links to the company’s blog, products and much more, shows the possibilities that a simple Internet site can offer. Facebook and Twitter provide access for consumers to become not only more aware but also more informed about the advertising industry, giving opportunities to share opinions about a product, imperative to not only the consumer but also the company as well.

The accessibility has become such a main factor of why Internet marketing has become more impactful. The world now works at a fast pace, because of the Internet and other forms of technology. The web now exists in consumers’ lives, so the best way for companies such as Coca-Cola to stay competitive, calls for heavy use of the Internet-marketing realm. One of the most straightforward ways to cross over into the web world demands the use of social media. Coke uses many Internet capabilities to capture youthful consumers, such as youthful consumers, such as blogging and YouTube. Even though blogging though a vital factor in establishing presence on Internet. The Coca-Cola Company created a site that allows consumers to post anything regarding the company and its brand. Not too long ago, the website proceeded to renovate the layout and organization of the blog content. The look of a website will result in how many viewers the company ends up having. The overall goal of the blog provides insights into the role of Coca-Cola with the younger audience. It also aids as a portal for constructive criticism of the company. Customers can write, comment, or ask questions on the blog.

On the Coca-Cola website, the link shown on YouTube features the good qualities of the Coca-Cola Company and allows the corporation to have more of a presence through the web. When

opening up YouTube in the search query if consumers type in “Coca-Cola,” the Official Coca-Cola Channel comes up. This features videos, information, and links. The videos show recent advertisements of Coca-Cola shown on the television, as well, as people who are just featuring a Coca-Cola product, along with advertisements featured on the computer, and mobile phone videos. Comments appear underneath the video where people may talk and comment on the webcast. YouTube also features information about Coca-Cola and may link to the Coca-Cola Website.

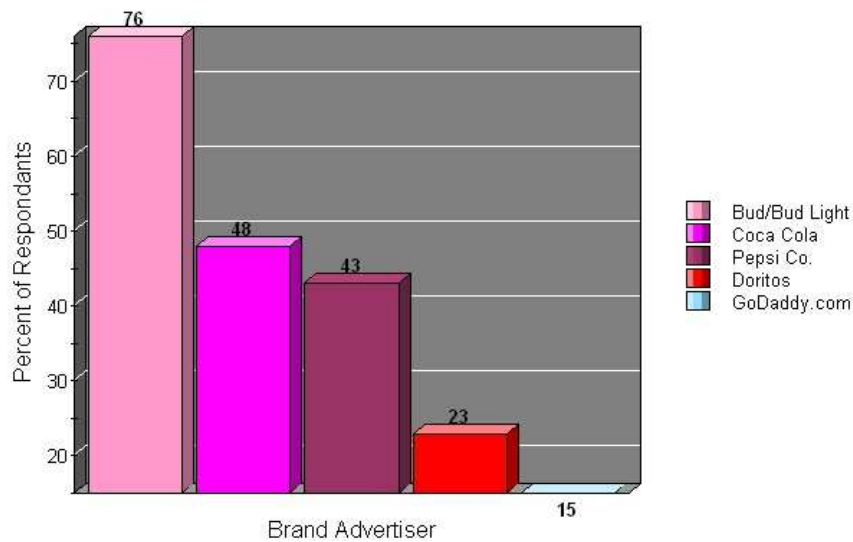
To choose a demographic and to market to them, a vital part of what any company does in their advertising strategy helps the company of put the brand out to all ages and areas, and this benefits the company enormously. The reason why consumers chose Coca-Cola has more to do with the branding than the taste. Consumers think the advertising media targets their advertisements to appeal to teenagers because teens develop buying habits and then the company has more pressure to become the brand most recognized. To have any data that accounts for a commercial regarding fruits, vegetables, bread, or fish for the most frequently aired commercials such as those for sugared cereals, candy bars, and soft drinks, companies become especially comprehensive in their approach to young consumers . Coca-Cola has put its logo on so many items that it runs a chain of stores to sell them; it even has stores at international airports. The Coca-Cola Company, for example, sends multiple copies of "Coke cards" to "teen influential school officers, cheerleaders, and sports participants, expecting that they will pass the extras along to their network of friends. These educational counting books and puzzles for young children require the use of cereals or cookies as tokens, provide discount coupons to encourage adults to purchase these products, and advertise the food throughout. These convert children into

advertisers as well as consumers of soft drinks. This along with online advertising has led to the success of the Coca-Cola Company. To market to several different demographics becomes an essential part to marketing a huge brand and having the recognition for the product.

When the company can do this, they can progress with establishing brand recognition. The Brand Recognition would fall under the definition of consumers having the knowledge of the products accreditations and recognize the brand. When the consumer recognizes something, you put out, and refer to your product, this falls under the broader view of brand recognition. A logo or tagline usually exists as a form of brand recognition testing. For example, once the consumers associate the product with a particular phrase or logo than the recognition the company wanted. The goal of brand recognition becomes not necessarily to get the consumer to purchase the brand but for them to reference the company's product. For example, when the consumer thinks of facial tissue they refer to it as Kleenex, or when the consumer thinks of a soft drink, their mind goes to a Coca-Cola beverage. In the world of marketing, everyone wants to reach that pinnacle. The marketing strategy that accomplished that branding takes time and diligence, and trust from consumers. So basically branding refers to the notion of creating an identity for a product or name brand with the potential consumers. With this information encoded in the consumers' minds, they will now have not only the awareness of the company in their head, but also the want and need to purchase the brand. The goal that many corporations have when planning to revamp their strategies. The reason why Coca-Cola wanted to revamp the company's strategy would be to reach this goal.

The Coca-Cola Company has also realized the benefits of online advertising through mobile-video marketing. This technique enables Coca-Cola to reach customers on a more global scope. The company achieves this through something the consumer use almost more than the computer-the cellular device. Coca Cola created an advertisement video, featured on the Internet browser of cellphones as part of Coca-Colas global launch campaign. Consumers may wonder why the already successful company needs to take part in all this futuristic style marketing. The need for mobile advertising and social media allows Coca-Cola to move forward and not stay in its same position; or behind for that matter. Clyde Tuggle, Senior Vice President of corporate Affairs and Productivity at Coca-Cola, explained why: “Mass media is declining in importance. Our future success depends on our continued ability to connect people to our brands and our company all around the world, one person at a time. Our new office of digital communications and social media will help us become even more comfortable and effective in these new spaces” (vestadigital.wordpress.com).

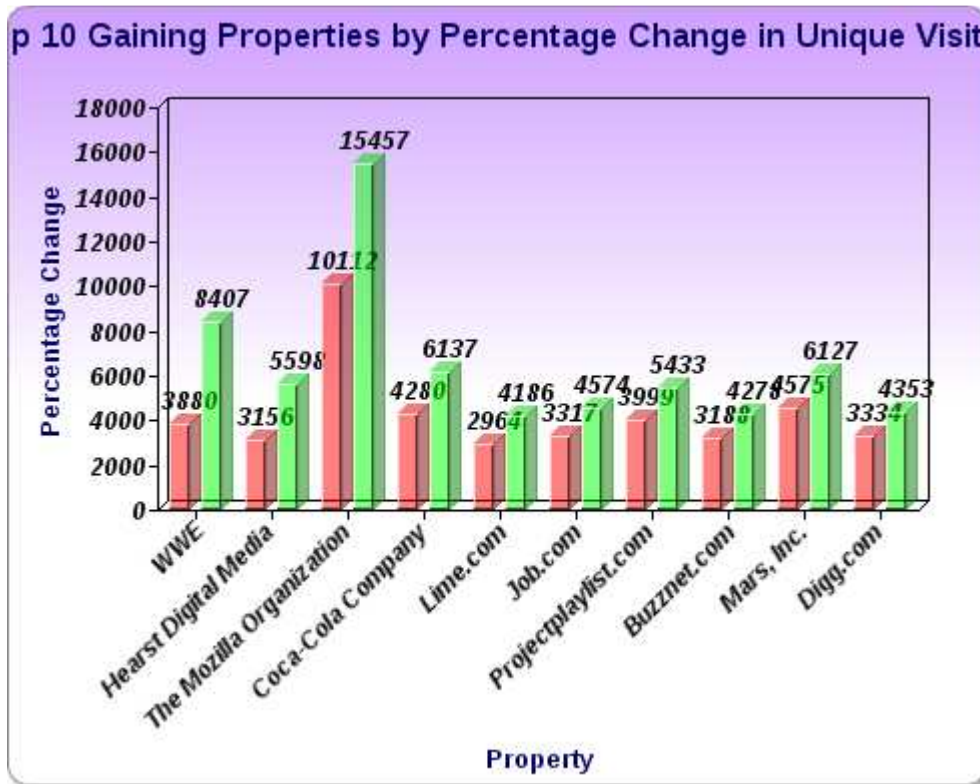
Beverage Companies Dominate Favorite Advertisers



Comscore.com 1

One-quarter of respondents in the pre-Super Bowl survey indicated that watching the ads had become the consumer's favorite part of the day's festivities. When asked which three companies' advertisements the consumers most looked forward to, respondents demonstrated a strong preference for beverage brands. Specifically, the most anticipated brand's advertisements include Bud/Bud Light with 76 percent of respondents, followed by Coca Cola with 48 percent and Pepsi Company with 43 percent. More consumers have started to treat the Internet as a portal of informing them on what they would normally get from another source. This clarifies how much the web has progressed and how it can expand into other fields such as marketing. A huge percentage of consumers respect the corporations that make up and sponsor the Super Bowl. Proving how Internet Marketing has affected the Coca-Cola Company describes the intelligence in other companies joining the world of web advertising. Consumers have to a good impression

of the brand, and the fact that Coca-Cola, now the second rated beverage during the Super Bowl speaks volumes about the more recent form of marketing.



Comscore.com 2

The benefits of more modern advertising have exceeded expectations and put the company in the top 50 companies. The fact that Coca-Cola ranges have sky rocketed in not just advertising but web advertising says something.

The Coca-Cola Company knows the meaning of success. In order to achieve this success, the company has to have the awareness of the type of advertising needed to market. The company changed many of its ways when it started using Internet Marketing to promote the brand. By using the Internet, Coca Cola allows the product to get brand- recognition in ways it could never

have before. The use of a search engine, and other social networks, are leading to progression of the already popularly marketed product. Internet Marketing has become proactive towards Coca-Cola in several aspects. The company has more opportunities to market, because of Search Engines. Quite a few Search Engines make it easier for consumers to gain information about the company and the product itself. The accessibility and the fact that consumers absorb more awareness of the product, clarify how well Internet Marketing works. Coca-Cola, even though known for its television ads, is now only using the web. This has proven to indeed, work in their favor. The use of not only search engines but also social networks to help build its brand recognition has grown to be beneficial. The whole point of this form of marketing reaches more viewers. With the help of the Web, Coca-Cola has achieved this; over four million viewers have seen the page on Facebook. Just one out of many ways Internet marketing has improved the Coca-Cola Company.

The success of the company stems from not just growth but sustaining the growth that the company has created. The company meets the consumer's short-term commitments while investing to meet long-term goals. The Coca-Cola Company builds not only the fundamental strengths in marketing and innovation. They also increase their efficiency in interacting with the consumers and learning what they want to hear and see when it comes to branding.

Corporations should follow the guidelines of the successful marketing strategy by Coca-Cola. Companies will gain experience in forming brand recognition. They can learn from Coca-Cola experiences and edit it to fit their company. This will help companies become better in their field and better advertisers and marketers. Other companies could follow Coca-Colas use of Internet Marketing to better the company and keep up with technology. The center of a consumer's world depended on formal basic advertising, but now the world has the Internet. Coca-Cola has spent a

much time building its presence and that has made it popular. Coca-Cola products are an even greater force now that it uses the Internet. The company has now found a way where the consumers get information through all forms of media. Internet Marketing defines the key to a successful company. Any other corporation that follows in the footsteps of the Coca-Cola Company will end up being successful. The company's brand will be recognized and have the reputation that Coca-Cola has worked so hard on.

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