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English Advanced Exposition
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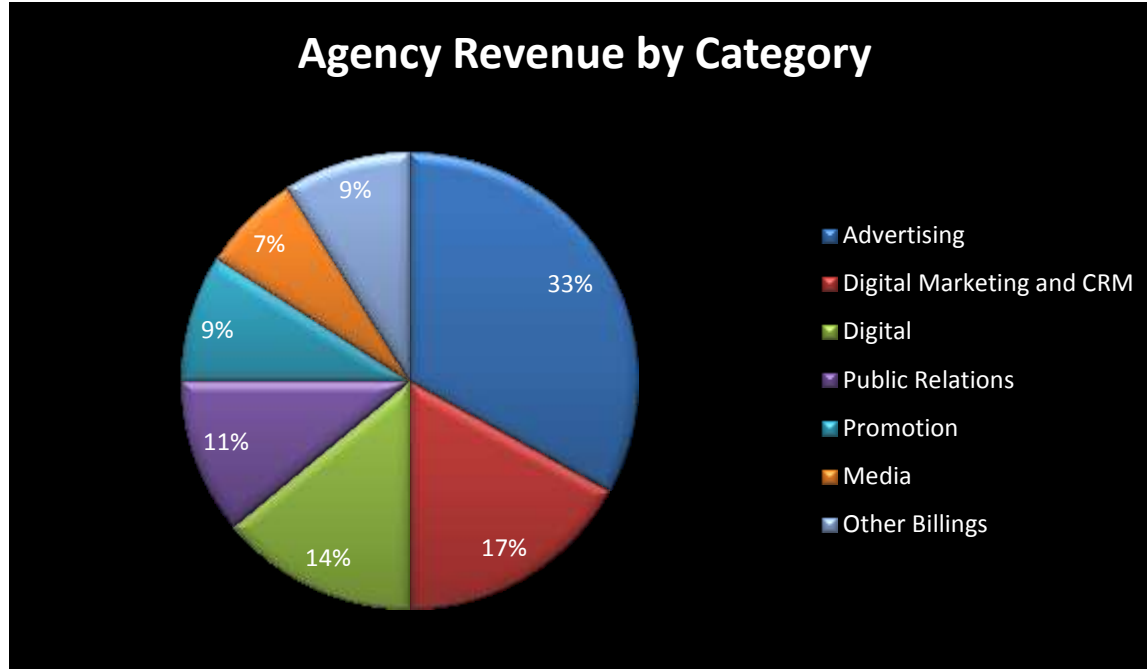
Over the years Coca-Cola has overcome a great deal of success. For over a century now Coca-Cola's business peaks at the top of its game still. Coca-Cola used advertising to help the brand become popular in households, and nationwide. Coca-Cola has used Internet marketing and other strategies to stay at its peak position.

The first date a Coca-Cola soda sold to a customer would go back over a century to May 18, 1886 at Jacob's Pharmacy in Atlanta. He ran an advertisement through the *Atlanta Journal* stating that the soda tasted "Delicious, Refreshing, Exhilarating, and Invigorating." Right after that advertisement, Coca-Cola published a new one to give the product a push in the industry to sell more. "John Pemberton ran a longer and more persuasive newspaper ad. It still promoted the drink as a 'delicious, exhilarating, refreshing and invigorating' drink, but added more promises that the drink is an 'intellectual beverage', 'temperance drink', 'brain tonic', and it even claims to be able to cure 'headache, neuralgia, hysteria, melancholy' and more"(Arandilla 2011). Coca-Cola advertised consistently without the help of the advanced technology that's used in the present day. Even back then the advertisement did not have much truth to it, but because in a time period so long ago people believed anything for the simple fact of nobody can say that the statements made by a company or organization weren't true.

After those advertisements published as an advertisement in a journal, Coca-Cola continued to advertise in different ways. During the 1900's they used pretty young women to advertise their product. In the 1930's- 1960's Coca-Cola came up with a new creation to catch consumer's eyes to buy this soda product. A new spokesman for the product, a fat, happy, white bearded, red suit wearing man was developed as Santa Claus. Of course Coca-Cola invented the person itself Santa Claus, but the image that consumers have of him in every picture when Christmas comes around is the image that Coca-Cola used for three decades in the 1930's through the 1960's.

In the 21st century advertising has become much easier in terms of getting its name on the market. Companies advertise in newspapers, radio, television, and billboards. With the advancement in technology companies can now use the Internet to advertise its product. Advertising brings in the most revenue for a company. Statistics show that advertising occupies 33% of how a company gets its name on the market, and in no other category the percentages reach above 20%. Coca-Cola knows that advertising can get its name on the market and for

consumers to buy it.



(Statistic Brain N.d)

Coca-Cola was now known for being a maker of soda as a brand. So Coca-Cola took it a step further and created a campaign that would get them known more “With the swift expansion, Coca-Cola went with a massive advertising campaign. Coca-Cola always believed in advertising. The international appeal of Coke was shared in their advertising with the slogan: ‘I’d Like to Buy the World a Coke’” (Arandilla 2011). This campaign helped Coca-Cola put its name out on the market. With the company advertising globally, one person can’t acknowledge that red and white logo. “Each year, Coca-Cola spends \$2.9 billion on advertising (more than Microsoft and Apple combined) even though 94% of people around the world recognize its red and white logo” (Bashin 2011). Spending billions of dollars would be taking a risk for a company, but the strategy was for everyone to know the brand Coca-Cola.

Some companies might look at this advertising strategy and think the company will lose out because they are spending a great deal of money just on advertising. “Why does Coke advertise at such a pace? It wants to ensure that people will think of Coke when they want something to drink. It wants to make sure that individuals trust Coke. If its advertising gets an individual to remember Coke when he/she enters a store, then Coke will consider its advertising a success” (Conlin 2012). The term is known as “Brand recognition”. Brand recognition can get a company far especially in sales. All the money that Coca-Cola spent on advertising helps in the long haul over the years, because money comes back in and the company now has a profit. “The Coca-Cola brand is worth an estimated \$74 B: more than Budweiser, Pepsi, Starbucks and Red Bull combined” (Business Insider 2011)

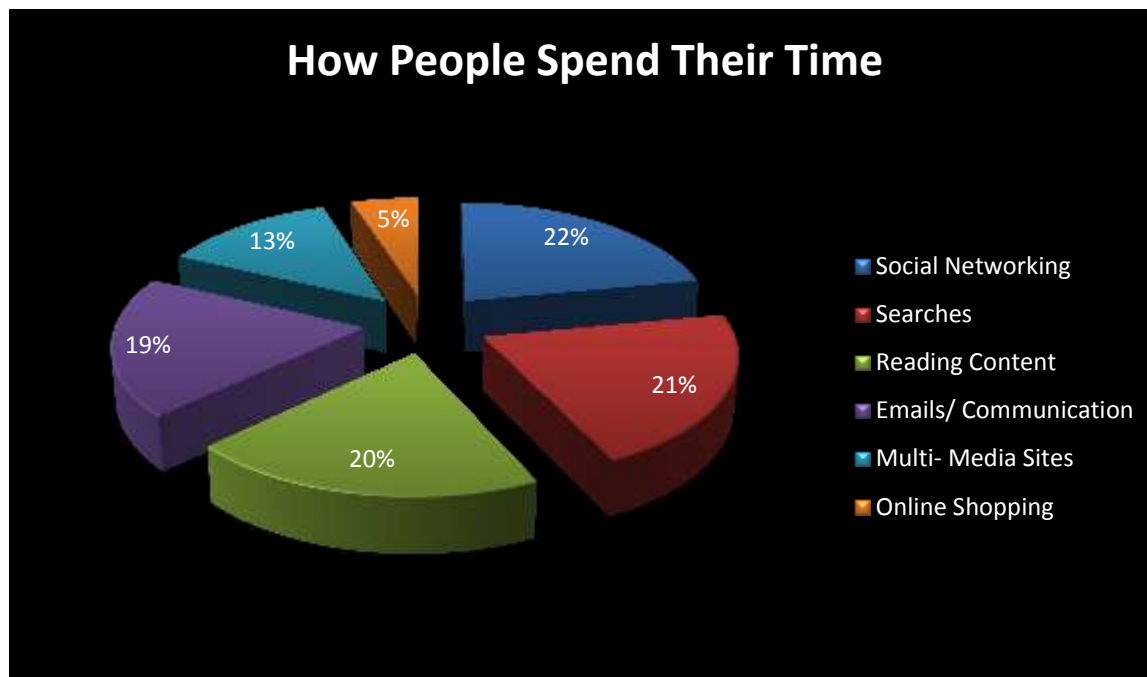
Coca-Cola uses different social networks to engage with consumers. Coca-Cola’s value is high for the reason of advertising. Internet marketing plays a big part in some companies having success. “Companies have quickly learned that social media works: 39 percent of companies we’ve surveyed already use social-media services as their primary digital tool to reach customers, and that percentage is expected to rise to 47 percent within the next four years”(Conlin 2012). Coca-Cola advertised in the past and accomplished the goal of being successful as a brand in the industry but Internet marketing helped them stay at the top position as a brand. “With so many users, it was inevitable that businesses would soon look for ways to exploit Facebook and Twitter commercially” (McFarlane 2012). “Coca-Cola has marked its 50 millionth Facebook ‘Like’ with a new campaign, drawing upon its social media fan base to identifying simple ways to ‘make the world a happier place’. Coca-Cola will identify individuals developing ideas that enable people to become more active, give to others, be social or engage in

other activities associated with increased happiness”(Digital Strategy Consulting 2012). As a company Coca-Cola has the most likes on a fan page and the number is growing every year.

Most companies will not spend much money on commercial advertising as they used to, because companies realize that it is easier for social networks to not only advertise to a consumer but also engage with them. “The average user spends 700 minutes per month on the Facebook... Two most popular reasons for liking a brand on Facebook: 1. because they are a customer (58%), 2. To get access to discounts and promotions (57%)... 56% of consumers say they are more likely to recommend a brand after becoming a fan on Facebook”(Pring 2012). In comparison to the marketing strategies that Coca-Cola, Facebook and other social networking sites advertise that way. People still watch television but the way technology advanced in the past decade, cable boxes are programmed up to whereas people can skip a commercial. Companies realize that if not as much people watch television or do not watch the commercials, and then money. Rather than putting consumer brand logo on a website in front of 800 million Facebook users and let the fan page do all the work. “There are more Facebook users than cars (800 million versus 750 million)” (Pring 2012)

With these statistics showing these numbers it isn’t even a question why a company might cut the spending on television and go to social networking. Having a Facebook account is free and so is posting, and writing comments. This helps a company communicate with the customer on a level that it couldn’t through a television ad. “The Grocer recently published its Top 100 advertisers report and showed that Coca-Cola cut ad spending by 6.6% in 2010 and invested more in social media” (Rhodes 2011).

Most people around the world spend most of their time surfing the web. A person spends the most time on a social network, rather than doing anything else.



(Infographic 2012)

“A spokeswoman at Coca-Cola said that while TV is still an important medium from promoting their brands, many of our recent advertising campaigns and promotions have also utilized online facilities such as Facebook and YouTube more”(Rhodes 2011). Coca-Cola uses Facebook as more of an advertising page whereas the company can communicate with customers to acknowledge their needs and wants from the company while advertising a new product to them on the fan page. “Coca Cola has come to the conclusion that the world has moved on from the 30 second TV ad” (Jeff Bullas N.D). By reaching its fifty millionth “Like” on Facebook, it is more than an accomplishment. It shows that how many people enjoy in just drinking a soda and also feel the need to share it to the world on Facebook. Coca-Cola has more Facebook “Likes”

than a majority of famous people, and even the companies that compete with Coca-Cola combined.

“To quote Coke's own ‘About’ section of its page: The Coca-Cola Facebook Page is a collection of your stories showing how people from around the world have helped make Coke into what it is today” (McFarlane 2012). A fan of Coca-Cola on the Facebook Fan Page can even help Coca-Cola advertise the product. With positive feedback the Facebook user is now the marketer. When another Facebook user accesses the Fan Page they see it and acknowledge the product even though they already know about it. With the popularity of the brand being high, the company just wants to put the suggestion in a consumers mind to buy the soda when they enter a store.

Coca-Cola markets towards the same audience as its competitors but its strategies keeps them at the number one spot in the industry. Pepsi and Coca-Cola market in different ways and the revenue outcome shows why Coca-Cola is doing better off Internet marketing. “The goal of PepsiCo’s sites are not to build new customers, rather they aim to reinforce current customers’ concepts of the organization...The site can prove to be frustrating for those that are looking for company information” (Inforefuge N.D). The websites contrast in various forms. “Pepsi only aims at the current customers that they have rather than trying to get new customers to buy their product. Meaning they aren’t trying to change their product much if the current customers like it then they feel no need to expand or grow towards the rest of the audience. Each of Coca-Cola’s web pages is easy to navigate...Coca-Cola’s website focuses on not only current customers, but

it also focuses on building strong relationships with existing customers by providing large amounts of company and product information” (Inforefuge N.D).

Coca-Cola’s websites navigate easier than its competitor Pepsi. Coca-Cola understands the key to marketing online. They target their current customers, and try to reach non consumers of the company’s product which differs from Pepsi. By doing this consumers can communicate and find ways to satisfy current customers and try to get people that dislike the product to do so. Coca-Cola also builds relationships with customers. This would reason why people like Coca-Cola more than other companies. On Facebook Coca-Cola has 50 million likes and compared to its competitor Pepsi only has over a little bit of 9 million likes. Not necessarily making the case of Coca-Cola being a better tasting soda drink than Pepsi. It just gives out the simple fact of marketing wise Coca-Cola knows what it is doing, and is doing it better than Pepsi.

A second key concept in the world of marketing that Coca-Cola uses as a strategy is described as Customer Relationship Management. They use this strategy to build a relationship with the customer by providing good customer service and ensuring the excellence of the product’s quality. By doing such this will help the company stay profitable and relevant in the Industry for years to come. Coca-Cola provides a customer service number and a FAQ section which helps the customer in different ways to help maintain a strong relationship with the customer. This shows that Coca-Cola is taking the initiative to actually find out what the customer is thinking and what they want from the company.

Managing the demand for a product is another key concept for Coca-Cola marketing on the Internet. Coca-Cola makes sure that when a customer goes on the website that they can customize the site to their liking. Unlike Pepsi's website which might frustrate a customer, Coca-Cola's website lets consumers choose what icons consumers want to use and to be seen on the site the consumer customized. This allows the company to advertise their product to a certain group, which increases the demand by those target markets.

Product positioning can help a company beat out the competition at hand. Coca-Cola uses product positioning against other companies to show how, and what makes their product better in terms of taste and why people should purchase their product over the competing company's product. This can help a consumer of Pepsi switch over to liking a Coca-Cola product by just seeing the differences between the products.

Coca-Cola also targets different age groups. Coca-Cola created a gaming application to help customers find out information about the company. "The Crabs and Penguin game, which was created by Coca-Cola's Content Factory in conjunction with Ember Lab, which to builds a long-term engagement with consumers by letting players unlock levels and learn about a story"(Johnson 2012). Cell phones operate through a teenager or young adults hands throughout the day. This marketing strategy puts a good use for the audience that they target because this audience looks for new gaming apps daily to play. The app has the logo branded throughout the game so the viewer sees the logo and recognizes the company. Another key passion of the targeted audience is music. Coca-Cola realized that and decided to invest in a soundtrack to play

while they play the game. The main goal of the game is Coca-Cola's tag line to spread happiness. In some shape or form everything tracks back to social media. While learning the story of Coca-Cola and playing a fun app, the game asks the user to share its experience via Twitter or Facebook. By the user sharing this experience with their friends they'll want to play the game and it'll become popular over time once word spreads through the word of mouth effect. Coca-Cola looks at how the economy works and uses it to their advantage. Coca-Cola knows that social media can be a primary source for information, and it's what everyone uses right now so they connect their marketing strategies to it. The app supplies the user with a fun gaming experience but Coca-Cola looks at the application from a marketing strategy. "Branding the game with Coca-Cola's logo works in the company's favor because they are able to keep its message top of mind as users play the game" (Johnson 2012).

"The Internet, is able to reach new and existing markets in such a way that the Internet can now be used as a major... marketing tool" (Inforefuge N.D).

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