



BLOGGING TO COMMUNICATE
Marketing Fundamentals

University of Wales Trinity Saint David
Lecture: Tushara Balendran

Penko Panayotov Nedelchev (2112415)
student

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Logo



1. History

For more than 100 years of existence of the Coca-Cola brand, the popularity of the soft drink is growing every year.

What is the secret to the brand's huge success? To find out, you need to dive into the history of business.

If science is still not entirely clear about when the universe was born, in the world of soft drinks, the beginning of everything is more than clear: The Big Bang happened in 1886. And exactly on May 8. A day like everyone else for the ordinary Jacobs 'Pharmacy in Columbus, USA, and probably for the rest of the world.

For the next 136 years, however, history will be included in this day in the memory of the entire industry, and the name of the drink - in the legend. Because today Coca - Cola is the most famous and best-selling soft drink in history and the most recognizable brand in the world.

The popular Coca - Cola is part of the Coca-Cola Company, which today offers more than 500 brands of beverages and over 4,300 products worldwide.

The first sip of Coca-Cola

The drink, which gave the world's most famous taste, was first served at Jacobs' Pharmacy on May 8, 1886. Dr. John Smith Pemberton, a local pharmacist, made his own prescription syrup and offered a jug of the new product at the pharmacy. to his friend Jacobs. After a test from probably the first focus group in the history of marketing - the series Jacoby and customers in the pharmacy, the first glasses of syrup diluted with soda received a grade of "excellent". So start selling the new drink, which is delicious and refreshing - features that become the first advertising slogan of Coca - Cola. By the end of the memorable year 1886, an average of 9 drinks were sold per day.

Pemberton's accountant, Frank Robinson, went down in history as the godfather of the new drink. He called it Coca - Cola and, convinced of the attractive effect of the two letters "C" on advertising materials, created the logo using the handwritten font of Platt Rogers Spencer.

John patented the prescription and entered into a contract of sale with the largest pharmacy of the period, Jacobs' Pharmacy. The composition was valued at only 5 cents for a standard bottle of 200 g. Buyers were offered to buy a "panacea for all nervous disorders", the inventor claims that the syrup labeled Coca-Cola can get rid of morphine addiction, and it also helps to deal with impotence.

The founding of the Coca-Cola Company

For some time after its creation, the drink Coca-Cola is sold exclusively in pharmacies as a medicine and does not attract much attention. This happened until laziness prompted pharmacist Willie Venable to mix the syrup with soda and get a truly magical "pop". The discovery prompted the idea of setting up a soda plant. At the same time, the introduction of the "dry law" has become an undoubted advantage for the development of the business for the production of soft drinks.

It was difficult for John Pemberton to start his own business. The result was poor health, and the financial situation left much to be desired. The decision to sell most of the business turned out to be the only right one. John won \$ 2,000, but that didn't improve his position. Willie Venable, who made the miraculous discovery of soda, became a partner, owner of 2/3 of the beverage company. In the initial stage, things went badly, business development was difficult, the business brought only losses.

John Pemberton died two years after founding Invigorating Cola without making his business successful. The recipe for the drink from the widow's wife was bought by the enterprising Irish emigrant Asa Kendler. A few years later, he also registered The Coca-Cola Company, a well-known brand of the brand. The authorized capital of the newly established company was equal to 100 thousand dollars, the development was going fast. According to the results of the year of operation, the company's shareholders have already received small dividends. From that moment began the gradual ascent of the brand to the heights of Olympus (Supermag, 2021).

Important! By the beginning of the 20th century, the Coca-Cola brand was recognized as the most famous brand of soft drinks, and the turnover exceeded 120 thousand dollars. In 1906, the company's position was so strong that it was decided to open production in Cuba and Panama (Hitting, 2012). This event served as the basis for the emergence of the global promotion of the drink.

2. Marketing Strategy

Coca-Cola's marketing is so effective that for more than 10 years, or rather 13 years, Coca-Cola has been at the top of the world's most expensive brands, and it wasn't until 2013 that another US corporation managed to eliminate it from the top of the podium. Who could replace Coca-Cola? It is clear that no one but Apple is capable of this. The new leader is a worthy replacement for the old leader. And yet, with its 136-year history in the world of large corporations, in a monstrous competitive environment and to this day continues to be at the top of the charts for the world's best brands (Interbrand, 2022).

The company grows and develops every year. The manufacturer's arsenal includes more than 200 items: carbonated drinks, juices, iced teas, energy mixes. The products of the brand are sold in more than 200 countries around the world and are the most sought after. Daily sales exceed 1 billion units. The Coca-Cola brand is recognized as one of the most expensive in the world, the net profit of the corporation exceeds \$ 8 billion. The giant has broad prospects for further development, which he does not intend to stop (The Coca-Cola Company, 2021).

The company grows, develops, never ceases to amaze with its uniqueness, social orientation, scale of activity. Coca-Cola drinks are known to 95% of the world's population and this is far from the limit.

For the first time, the company brings together all the products of the Coca-Cola family under one brand and in a single global campaign called "Taste The Feeling", which begins worldwide this year. This is the new slogan of the company, which will replace the previous "Open the way to happiness" from the last 7 years.

In the famous book "Strategic Marketing" by the French author J.-J. Lamben, who noted: "International development strategies apply to all companies, whether they are present in foreign markets or not." Last but not least, the researcher came to this conclusion thanks to the experience of implementing Coca-Cola's International Marketing Strategy, which has been building it for decades.

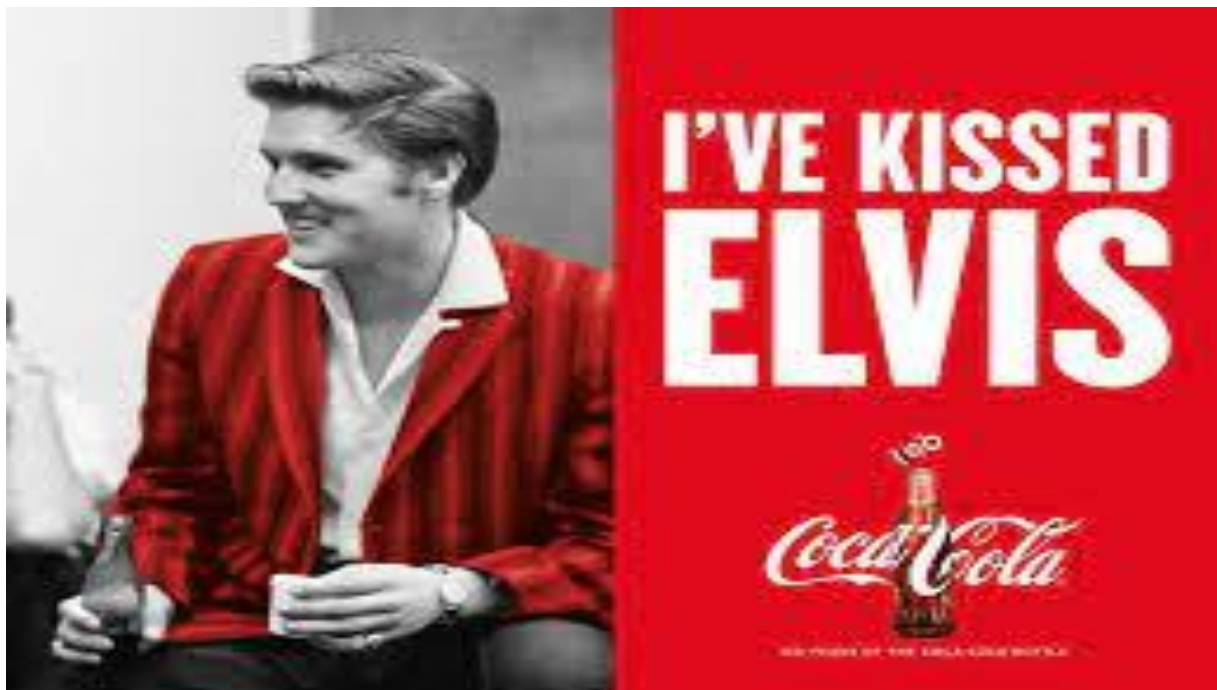
It is not difficult to notice that the homeland of most global companies is the United States, which shows favorable conditions for the emergence and development of just such a form of business in this country. In line with these priorities, American scientific thought carefully substantiates the usefulness and inevitability of the global economy. For several years, the global paradigm has been a major determinant of US companies' entry into foreign markets. Coca Cola is the clearest example here. It is no coincidence that the history of the Company's development is included in all classic marketing textbooks (The Coca-Cola Company, 2021).



It is clear that Coca-Cola will never tell anyone about its secrets, especially the secrets of marketing, because marketing is the basis of its success (Gary Amstrong, 2020). You can understand them only if you analyze the activities of this company. We will do that, it is still very interesting to understand what Coca-Cola marketing is. When analyzing Coca-Cola's marketing activities, the level of market and consumer management is immediately apparent.

It immediately becomes clear that this is not a secondary, but a primary management, in which the targeted marketing strategy is applied. Primary control is a control in which you control the main characteristics, not specific objects. An analogue of such control can be found in military affairs. There is such a thing as "dominant height".

The market is based on an idea and it is the one that must be managed, because this is the management that is real management. This is how all the most successful corporations, which are the real owners of the market, are managed, as evidenced by the assessment of the marketing strategy of these companies. Coca-Cola's marketing is built on that. If you control it, then you can really control the situation, and the others below are already adapting to your actions. It's the same with marketing. If you control the main characteristics, say the main characteristics of the market, then you really control, because only one can control, there can be no two sources of control (Rocco, 2021).



3.Products

The company produces and offers many different flavors of soft drinks.

Here are some of their products:

Coca-Cola, Diet Coke, Light, Minute Maid, Coca-Cola Life, PowerAde Zero, Coca-Cola Zero, and Sprite Fanta, etc. (The Coca-Cola Company, 2021).

They are available in different packaging - glass or plastic bottles or jugs of different sizes. For 2021 they are ranked sixth with 92 RTB score points (Interbrand, 2022).



4.Price

For years, the price of Coca-Cola products was 5 cents. After the two world wars of the middle of the last century, the world began to change economically. In a market economy and with the entry of serious competitors such as Pepsi, the company is changing its pricing strategy. With solid market experience and good marketing strategies, Coca-Cola continues to be among the best on the market. The price is determined by quantity, packaging, taste (The Coca-Cola Company, 2021).



5.Place

Coca-Cola products can be bought anywhere. Supermarket, gas station, airport, train stations, bars, restaurants, pubs, cafes, local small shops, etc. With their vast distribution network, they sell in over two countries around the world. With the help of the supply chain, they repeatedly use glass packaging, saving costs and resources (The Coca-Cola Company, 2021).



6.Promotion

Coca-Cola's spending on advertising campaigns in recent years is over four million a year (Rathburn, 2021).



With some of the most memorable and attractive videos, videos, and all kinds of commercials, broadcast on television and on all social media and channels, delight billions of customers around the world all year round.



Taylor Swift

Many celebrities such as athletes, actors, musicians, singers, etc., sign advertising contracts, with which celebrities are obliged to demonstrate their drinks at all public events (Weaver, 2003).

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