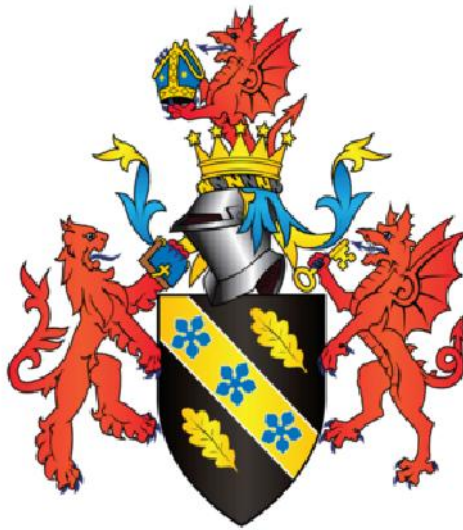


**Case Study Analysis of Coca-Cola Marketing with Personalized
Packaging**



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Abstract: The case study of Coca-personalized Cola's packaging will be the focus of this particular piece of academic writing. First, it defines "packaging" and explains its function, and then it walks through the fundamental components of Coca-personalized Cola's packaging from the following four angles: the design of the brand logo, the design of the bottle, the design of the packaging pattern, and "personalization". After that, we conduct an analysis of the marketing strategy for personalized packaging, which includes the innovation strategy of "personalization", the localization marketing strategy and the marketing strategy that ranges from 3A to 3P. In its final section, the research paper provides an analysis of the growth prospects of the beverage market in China, as well as the lessons learned from the successful marketing strategies employed by Coca-Cola.

Keywords: Coca-Cola, marketing, personalized packaging

I. Introduction

The term "packaging" can be taken to mean two different things literally (Gupta, 2011) : "package" can refer to the fact that the packaging shields, accommodates, and holds the goods, and "package" can refer to the fact that the packaging also serves as a means of decoration and propaganda. (*If it works for Coca-Cola...*, 2013) The proverb that "Buddha relies on gold, and people rely on clothing", describes the situation accurately. Inside the changing atmosphere with generic homogeneity, differentiation strategy is critical and fierce competition. Positioning strategy not just to fulfil the ever-increasing demand for aesthetic pleasure and cultural taste on the part of consumers, but it can also provide businesses with the ability to have an absolute competitive advantage over their rivals. Ergo, the layout of contemporaneous commercial wrapping cannot only fulfil the sales function of the product, and yet also generate a correlation seen between the venture and indeed the vendor. It thus signifies here that packaged layout of contemporary solid components is anticipated to fulfil the requirements of its clients while encouraging the formation of organisational culture and reputation, or that multifaceted wrapping symbolizes underlying marketing philosophies of multinational organizations. For modern consumers, a large number of consumer behaviour is not necessarily to buy, but rather by some kind of "temptation" after the desire to buy. (Keegan and Green, 2002) This is because as society develops, the basic physiological needs of human beings to meet the main necessities in the proportion of daily consumption are decreasing. In today's world, where there is an ever-increasing supply of materials, the question of how to differentiate one's wares from those that are similar, how to get the attention of customers, and how to come out on top of the cutthroat competition must be answered. In addition to the quality of the wares themselves, the role of creative and effective packaging as an important marketing tool is becoming increasingly important.

This report discusses the marketing strategies reflected in the successful case of the personalized packaging of Coca-Cola. It also summarizes the "secret" of

Coca-successful Cola's personalized packaging, which provides a basic basis for other companies to learn from Coca-marketing Cola's strategy of personalized packaging. The analysis of the successful case of personalized packaging of Coca-Cola is based on this paper. In addition to this, it offers a concise summary of the "secret" behind the success of Coca-personalized Cola's packaging and lays the groundwork for other businesses to learn from the marketing strategy that Coca-Cola has implemented with its personalized packaging.

The Basic Characteristics of Coca-Cola's Personalized Packaging

In addition to the differences in quality, the primary distinction between otherwise equivalent products is the appearance design of the goods. In certain fields, appearance design even plays a deciding role in the outcome of the competition. (Mahase, 2019)

In the market for carbonated beverages, the primary factor that draws in customers, in addition to the relatively minor differences in flavour, is the outward presentation of the product's packaging. (Mevada, 2021)The Coca-Cola Company has its very own one-of-a-kind personalized packaging, which is a large part of the reason why it has been able to maintain its position in the extremely competitive beverage market for more than a century. In order to provide case support for the analysis of marketing strategy, the following is an examination of the primary characteristics of the personalized packaging that Coca-Cola offers.

1. Brand Logo Design

Coca-Cola, as we are all aware, has always been intertwined with social development and has always attracted people's attention. As a result, it has become a classic brand with a legendary history that spans one hundred years. The timeless recognition of Coca-Cola's trademark has been the single most important factor in the company's ability to thrive over the past century. The colour red is used for the background of the trademark design for Coca-Cola, and white is used for the

characters. This colour combination is striking, as the red background makes the white characters appear to jump out from under the red background. The English strokes that make up the flower writing have varying degrees of thickness, and the long ripples are spreading and coherent while giving the impression of being very airy. People get the impression that they are young, jumping, and floating when they look at the logo from a certain distance. The translation of "coca-cola" into "Coca-Cola" was a stroke of genius after the company entered the Chinese market. This was a stroke of genius because it not only adopted a catchy double rhyme but also implied the utility and characteristics of the product.

The image shows the classic Coca-Cola logo in its English form. It is written in a red, cursive script font. The letters are connected, with a prominent wave-like flourish at the bottom of the 'C' in 'Coca' and another at the top of the 'C' in 'Cola'.

Figure 2.1 Coca-Cola trademark design (English and Chinese version)

As can be seen in Figure 2.1, the Chinese trademark is very similar to the English trademark. In particular, the wave that is located at the bottom of the Chinese word "可口" (Coca) and the wave that is located at the top of the Chinese word "可乐" (Cola) are very similar to the two "c"s that are found in the English trademark for

"Coca-Cola". The waves that are found at the bottom of the Chinese word "可口" (Coca) and the waves that are found at the top of the Chinese word "可乐" (Cola) echo the waves that are found in the English words "Coca-Cola", suggesting that there is a connection between the product names.

2. Bottle Design

Coca-Cola spent \$6 million at the turn of the 20th century to buy the patent for the "Lady's Body" glass bottle design and then put it into production. (Nensee, 2022) As a result, the bottle design for Coca-Cola has become an heirloom classic. The "Lady's Body" bottle of Coca-Cola has a more curved design than other carbonated beverage containers, such as Pepsi, which have a straight cylindrical shape (see Figure 2.2 for an illustration of this).



Figure 2.2 Coca-Cola's "lady's body" glass bottle design

The number of curved lines found in nature is much greater than the number of straight lines, and curves are more natural versus straightforward trajectories. (Stone and Desmond, 2007) Besides the fact that the container exudes elegant simplicity, it is also significantly more functional versus straightforward trajectories. The overall configuration of said container resembles curved. is not only even applicable to hold, but it also has a more delicate and exquisite appearance from an aesthetic point of view. Coca-Cola has also added a number of "pits" to the "lady's body", which eliminates the need for consumers to worry about having "slippery hands" when they

have wet hands. For gratify overall glimpse of wrapping centred upon visually appealing and distinctive design, adding this humane design for the sake of consumers, seems to be a crucial marketing type of scenario study in bespoke wrapping, such a novel and thoughtful design, in many meticulous and small places are thoughtful.

Coca-Cola has not neglected to "keep up with the times" in spite of the fact that the bottle design remains unchanged. (Suay, 2020) The look of the packaging design has evolved into an heirloom classic, and the materials used for the packaging keep up with the ever-changing trends in the industry. Beginning with the time-honoured glass bottle, progressing through the widespread adoption of the plastic bottle, and arriving at the present day with the eco-friendly and biodegradable PET bottle. The slogan "Inheriting the classics and pioneering innovation" is a true reflection of the design of Coca-bottle, Cola's and every detail of the design reflects the successful marketing philosophy of the company.(Vrontis and Sharp, 2003)

3. Packaging Pattern Design

In previous years, the design of Coca-Cola's packaging has consistently taken home both gold and silver awards from the Moby Advertising Awards. (Waldemer, 2008) The design of the packaging, which also keeps up with the times and is closely integrated with the trending topics of contemporary affairs, contributes to a positive effect on marketing thanks to this integration. In 2008, the packaging of the Olympic Games in Beijing, including elements such as Fuwa and the Olympic seal, had a positive effect on marketing. As can be seen in Figure 2.3, the packaging for the Summer Olympics in 2012 was awarded the Moby Advertising Award.



Figure 2.3 2012 Coca-Cola Summer Olympics packaging

In a nod to the Olympic Games held in London, the design of the packaging condensed the United States flag into a collection of lines representing the five rings logo language. These lines were then supplemented by the sports silhouettes of a variety of popular sports that were being competed for, ingeniously giving different meanings to the same lines. The design was also successful in capturing consumers' interest in current events and drawing their attention while they were rooting for the U.S. team, both of which contributed to the product's ability to stand out among its many rivals.

The design of Coca-Cola's packaging has also been involved in a variety of controversial issues, such as public welfare and environmental protection. (*Review of Marketing Research: Special Issue-Marketing Legends*, 2011) Coca-Cola Canada introduced the Coca-Cola White Fill on November 3, 2010, at the WWF-Canada site. The Coca-Cola White Fill is distinguished by its unusually white packaging, which features an endearing illustration of a polar bear. The packaging echoed Coca-Cola's service announcement regarding polar bears, which was intended to promote the protection of polar bears and the glaciers in the Arctic. (Armstrong, Kotler and Opresnik, 2023) Consumers had more positive impressions of the product as a result of the personalized packaging, which also promoted environmental protection and other public service projects. As a result, the personalized packaging played a relatively good promotional role and earned the company a good reputation.



Figure 2.4 Coca-Cola of Canada launched Coca-Cola white-filled products

As can be seen in Figure 2.5, Coca-Cola always releases new packaging as a

response to major holidays such as Christmas and the Chinese New Year. The packaging for Christmas features Santa Claus, and the packaging for Chinese New Year features a Chinese knot that represents Chinese characteristics. (Coca-Cola, 2022) These additions to the packaging contribute to the festivity of a number of different holidays. When compared to another packaging, the special design of the packaging pattern that is used on celebratory days is obviously more fitting, and as a result, sales will also be improved.



Figure 2.5 The new packaging launched by Coca-Cola for Christmas and Chinese New Year

4. "Personalization"

Coca-Cola has been able to achieve good sales results despite the general downturn in the domestic beverage industry thanks to its "personalized bottle" packaging. (*Definitions of Marketing*, 2022) "Personalized" is the name of Coca-personalized Cola's packaging design, and it continues to have a significant impact. This programme of personalized packaging has succeeded in providing the "right medicine for the right problem," as the "personalized bottle" programme is also segmented into domestic and international variants. The "Personalized Bottle"

programme printed the most common 150 names on Coke bottles and cans and customized 150 Coke songs in order to achieve good results in the environment of promoting individuality and self-expression in foreign countries. This was done because foreign countries pay more attention to personal development and respect for individuals than the United States does. As can be seen in Figure 2.6, the "Personalized Bottle" programme was initially introduced in China with "Nickname Bottles" that bore the inscriptions "Meow Star, Highly Rich and Handsome" in 2013 and "Me and My Last Stubborn" in 2014. (Enrico and Kornbluth, 1986) This was followed by the introduction of the "Personalized Bottle" programme in 2014. 2014 saw the release of a product called "Lyrics bottle," which featured phrases such as "Me and my last stubbornness, listen to your mother," etc. The "Line Bottle," which was just recently made available, can be seen in Figure 2.7. As shown in Figure 2.7. The domestic setting places a greater emphasis on the growth of a group, and recent market research has shown that consumers of Coca-Cola products are trending toward younger age groups. The new packaging that Coca-Cola has introduced in China perfectly exemplifies the characteristics of a particular demographic, such as the "nickname bottle," which is a favourite of the post-90s and post-00s generation, and the "lyrics bottle," which is a familiar memory for the post-80s generation. Both of these bottle designs were introduced in China. There is also something called a "lyrics bottle," which is common among people born after the 1980s, and there is something called a "lines bottle," which is popular among people born after the 1970s and other individuals who are interested in television dramas and movies. (Foster, 2008) Lyric bottles are also available for particular occasions, such as confessions and breakups, in addition to nickname bottles, which consumers can pick for themselves as the products that best suit their preferences and needs. The personalized packaging team at Coca-Cola has gone to great lengths in order to achieve successful marketing results. These lengths include targeting different consumer groups as well as different occasions. The term "personalization" can even be achieved by consumers through the use of microblogging and other forms of media. Coca-Cola appears to have adopted the practice of introducing a new personalized packaging theme on an annual basis as

a standard marketing strategy since 2013. The packaging theme that is introduced each year is pertinent to the ongoing events of the year, making a lasting impression on the minds of consumers and making the brand stand out among other products with comparable features. (Giles, 1994) It is definitely worth the time for consumers to wait and see what exciting packaging theme Coca-Cola has in store for the upcoming year, as it has become more interesting to try to guess what it will be.



Figure 2.6 "Personality bottle" Coca-Cola packaging



Figure 2.7 Coca-Cola's "lyrics bottle" and "lines bottle" packaging

III. In-depth Analysis of the Marketing Strategy of Personalized

Packaging

Philip Kotler, an American marketing researcher, strategized organization as assessing, intending, delivering, & directing to establish, sustain, and preserve mutual communications involving prospective satisfying the commercial objectives. Strategic planning affects marketing efficiency and the company's success. Since the marketing function is pragmatic, corporate strategy is that fundamental principle. Sustainability covers biz, customer, or societal issues.

The fact that Coca-Cola, the largest beverage company in the world as well as the leader and pioneer of the beverage market, has been able to create one classic marketing case after another in the century since its establishment has enabled the company to create the "red miracle" of not falling in a century, which must have its correct and precise marketing strategy. (*Information, marketing research, and the marketing manager*, 2014) This paper focuses primarily on Coca-personalized Cola's packaging strategy as its point of departure. It does so by combining the most important aspects of Coca-personalized Cola's packaging and carrying out an in-depth analysis and research on the company's personalized packaging strategy.

1.The Innovative Marketing Strategy of “Personalization”

Coca-Cola is a company that has a long and illustrious history, as well as a significant cultural heritage, both of which contribute to the company's pride in its innovative leadership in the beverage market and its capacity to translate customer needs into new products. Over the course of more than a century, Coca-Cola has been able to adapt to changing times by focusing on satisfying the requirements of its customers, forecasting the demand for its goods in the future, and developing products in response to feedback from the market. Coca-Cola does not use jarring shapes or labels to attract the attention of consumers. Instead, the company caters to the aesthetics of the general public and at the same time can be innovative to meet the

needs of consumers, truly achieving a people-oriented marketing concept, while also allowing consumers to experience the culture brought by the brand. This can be easily seen from the distinctive and smooth design of Coca-trademark Cola's as well as the comfortable and beautiful design of the bottle.

Secondly, product innovation, in the context of globalization trends and social, political, and economic development and change, the market demand is also changing, and the quality of products has become higher; consequently, product innovation plays an important role in the prosperity of enterprises, and also makes enterprises invincible in the market environment; and, for a brand company like Coca-Cola, which is based on the needs of consumers, product innovation is more the driving force behind the company's success. (Lal, Quelch and Rangan, 2005) In 2013, Coca-Cola China launched a summer branding campaign, and Internet buzzwords like "fresh," "meow," "rich and handsome," and "white rich and beautiful" came to the forefront of the campaign. Coca-Cola launched a campaign called "lyrics bottle" in 2014, with the lyrics of famous songs by Jay Chou, Liang Jingru, Mayday, and other first-tier singers printed on the packaging. In 2015, the company launched a campaign called "lines bottle," which featured the lyrics of famous songs by Jay Chou, Liang Jingru, and Mayday. Coca-Cola even introduced a product called the "lines bottle" in 2015, changing the wrapping paper to feature famous quotes from a variety of television shows such as "Let's Get Married" and "Wan Wan Wan Wan." This three-year Coca-Cola packaging has given the beverage a distinct identity in the market for beverages, and this branding has given Coca-Cola its "fire" back. Coca-Cola's ability to closely integrate its products with market trends, keep up with the times, innovate its products, and localize its marketing is fully demonstrated by this idea, even though it was only inspired by the Australian "name bottle" and the far-reaching social networking platform. (*Marketing and Marketing Assessment*, 2014)

2. Localized Marketing Strategy

Coca-Cola is the largest supplier of soft drinks, fruit juices, juice drinks, ready-to-drink tea and ready-to-drink coffee on a global scale. This includes all of their products. More than 1.6 billion cups of Coca-Cola products are consumed daily by customers in more than 200 countries and regions thanks to the expansive global distribution system that Coca-Cola maintains. And ever since Coca-Cola entered the Chinese market in 1979, with a cumulative investment of \$4 billion, it has gradually become one of the most well-known international brands in China, occupying a significant position in the soft drink category in China, and China is already the third largest market for Coca-Cola worldwide. (Riggs, 2000) Moreover, since Coca-Cola entered the Chinese market in 1979, it has gradually become one of the most well-known international brands in China. A brand's "localization" strategy must have played a significant role if it is able to have such a significant presence in countries around the world that have cultures that are so drastically different from one another.

Coca-localization Cola's strategy in China is the key to its marketing strategy in China, and the essence of the localization strategy, which is "think local, act local," is also present in all of Coca-marketing Cola's strategies in China. In other words, the localization strategy in China is the key to Coca-marketing Cola's strategy in China. The Chinese translation of Coca-name Cola's "Coca-Cola" has reflected Coca-efforts Cola's to cater to the traditional Chinese aesthetic culture from the very beginning, and the Chinese translations of many of Coca-brands Cola's have also been chosen after repeated deliberation, taking into account the unique Chinese culture and language environment. Although Coca-"nickname Cola's bottle" was inspired by the idea of customizing bottles with customers' names in Australia, there are significant cultural differences between the West and Asia. The West places a greater emphasis on the individual and respects the individual, whereas Asian countries attach importance to the group. As a result of these differences, Coca-Cola did not simply transplant the idea into China but instead combined it with the cultural traditions of the Chinese people and the characteristics of the age group to create the "nickname

bottle" for Coca-Cola did not simply transplant its bottles in China; rather, it first introduced the "nickname bottle," then the "lyrics bottle," and finally the "lines bottle." In order to launch the "Ah Fu" packaging during the Chinese New Year, the "12 Chinese zodiacs can packaging," and the "Beijing Olympics" packaging during the 2008 Beijing Olympics, Coca-Cola deftly combined the traditional Chinese culture and the special market environment. (Senker and Foy, 2012) All of these are geared toward satisfying the psychological requirements of Chinese customers and reflect Coca-Cola's concentration and targeted strategy in the Chinese market. Coca-localization Cola's strategy in China also includes cooperation with local brands, localization of human resources and many other segmentation strategies.

3. Public Welfare Marketing Strategy

Without a doubt, we have been profoundly influenced by Coca-Cola's white cans and polar bear advertisements, both of which were introduced in 2012. Even as we laughed at the antics of the baby polar bears in the commercials and revelled in the joy they brought us, we gained knowledge about the public welfare programme designed to safeguard polar bears. If a company wants to be around for a long time and if it wants to be a company that really takes root and integrates into the local community, then it will not keep its eyes within a network of relationships and will only see the social field associated with itself and its stakeholders. Instead, it will pay a lot of attention to the social responsibility of the company, create shared value for the company and the society, and see itself as the texture of the society where it is located. Finally, it will truly realize from the heart. (*Shopper marketing and the role of in-store marketing*, 2014) Coca-Cola, a company that is over a century old, has never shied away from making the welfare of the public a strategic priority and has never spared any effort. The company has had a longstanding relationship of collaboration with a wide variety of international organizations working in the field of public welfare, including the International Federation, the United Nations Environment Protection and Development Programme, the World Wide Fund for Nature, and the

Red Cross. However, in contrast to other common corporate public welfare projects, one of the primary features of Coca-Cola's welfare projects is the combination of public welfare publicity and product packaging. This has led to the launch of many different public welfare project packages, which is one of the main distinguishing characteristics of Coca-Cola's welfare projects. For the packaging of the polar bear project, for instance, Coca-Cola inverted the image of the red legend by printing a mother bear and two bear cubs on a white background. This served to educate customers about the significance of preserving polar bear habitat, and customers also had the opportunity to donate one dollar to WWF for every can that they purchased. Coca-Cola was able to realize its corporate social value and appeal to a greater number of people to participate in charity projects as a direct result of this initiative. Additionally, the company was able to build a "serious, positive and responsible" corporate image for itself, which increased in product sales. Coca-Cola created the effect of $1+1>2$ by maintaining a single public welfare activity, thereby forming an overall system of engineering that ran through the entirety of their marketing chain.

4.The Core Marketing Concept from 3A to 3P

Before 1984, the three rings of marketing represented 3A: buy available, affordable, and acceptable. Customer-centricity is the guiding principle behind how The Coca-Cola Company conducts its business, and as a result, The Coca-Cola Company pursued the three rings of marketing for a significant amount of time. Coca-Cola shifted its marketing strategy from 3A to 3P, or price to value, pervasiveness, and preference, after 1984. This change was based on the sales reality and the company's conditions, and it came about as a result of the development and changes that occurred the market and in the characteristics of consumers. The transition from 3A to 3P reflects Coca-Cola's proactive management philosophy, which enables the company to be self-sustainable in a market that is highly competitive. Therefore, it is not hard to explain that the marketing of Coca-Cola's packaging is to serve the 3P strategy and promote the

improvement of brand value and competition. (Talbot, 2019) Personalized packaging is one of the ways that Coca-Cola has differentiated itself from its competitors.

5.Integration Strategy

According to the marketing guru Schultz, the traditional 4P (product, price, channel and promotion) as the core of the marketing framework places more of an emphasis on product orientation as opposed to genuine consumer orientation. However, the manufacturer's business philosophy is "consumer attention." However, in light of recent shifts in the nature of the market environment, businesses ought to gradually dilute the importance of the 4Ps in their marketing concepts and instead place a greater emphasis on the 4Cs. "Pay attention to the consumer" is becoming an increasingly prevalent business philosophy among manufacturers. According to Schultz, therefore, integrated marketing communication (IMC) places an emphasis on the multifaceted contact with customers, and it does so with the goal of communicating a consistent and clear corporate image to consumers through the contact point. Due to the fact that the theory has been improved, the most important topic in IMC at the moment is the discussion regarding whether or not to target markets in a more specific manner. A smaller group of individuals who consume in a more specialized manner are the focus of marketing efforts rather than the vast majority of people who participate in consumption in general. Personalized packaging, such as that used by Coca-Cola, is a prime example of integrated marketing.

In conjunction with an analysis of the characteristics of integrated marketing, the personalized Coca-Cola bottle is fully in line with the fundamental characteristics of the consumer as the core. (*Update*, 2021) The personalized bottle was developed to satisfy the emotional needs of consumers, including communication expression and nostalgia; secondly, a profound and comprehensive understanding of consumers is based on the establishment of a database, which includes these nicknames, lyrics, and lines that were introduced by Coca-Cola. Integrated marketing requires an essentially consistent message as a support point for communication, and Coca-Cola used "The

personalized bottle allows customers to participate and share happiness with each other in their daily lives and social networks;" integrated marketing requires an essentially consistent message as a support point for communication; the core work of integrated marketing communication is to cultivate a true "consumer value" perspective; the launch of the personalized bottle was aimed at establishing a relationship between consumers and the brand; integrated marketing requires an essentially consistent Before releasing the new packaging, the company's Chinese officials gave customized versions of Coca-Cola with their names and corresponding Internet vocabulary to various V's, asking them to release photos of their nickname bottles in advance, and then forming an online and offline marketing loop through Weibo and WeChat. The interaction of Weibo V served as the primary medium of communication for Coca-Cola. On-line and off-line closed-loop marketing, online for consumers to provide lyrics bottle singer's concerts and Coca-Cola event activity itinerary, off-line for consumers to provide real private custom bottles, consumers can print their own names, nicknames or their most desired lyrics, lines, the close combination of online and off-line to achieve full integration of marketing and sales, but also formed a friendly interaction between enterprises and consumers. Online for consumers to provide lyrics bottle singer's concerts and Coca-Cola event activity itinerary Online for.

IV. Conclusion

Coca-Cola is an old company with a history of more than 120 years. Despite this, it has become the largest manufacturer of concentrates and syrups in the global soft drink industry, has the largest market share and market dominance in the world, and has sales in more than 200 countries around the world. Despite this, the company is still so young and rooted in the minds of consumers that its brand growth path has many aspects worthy of our reference, and there are many aspects of its brand growth path that we ought to discuss. China's domestic beverage industry is in a period of both risk and opportunity, and Chinese enterprises must continue to learn from the

successful experiences of outstanding enterprises if they want to occupy a place in the market in the future. Additionally, in the face of the corporate integrity service crisis that has emerged in the Chinese market in recent years, it is more important to learn from companies like Coca-Cola that have always adhered to a consumer-centric business model than it is to learn from other companies.

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