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MARKETING MANAGEMENT - ASSIGNMENT 1

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Coca-Cola Marketing Strategies

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1. Introduction

1.1 Background information of Coca-Cola company

The Coca-Cola company is one of the biggest companies all over the world, it is an American corporation which was established in 1892. At the first stage, this company was only a manufacturer of syrup, but now the company has provided several kinds of soft drinks as well as citrus beverages in more than 200 countries (The Editors of Encyclopaedia Britannica, 2020).

Following (Emma Bedford, 2020), Coca-Cola is considered as one of the most valuable brand names in 2019 with an amounting of approximately 63.37 billion U.S. dollars.

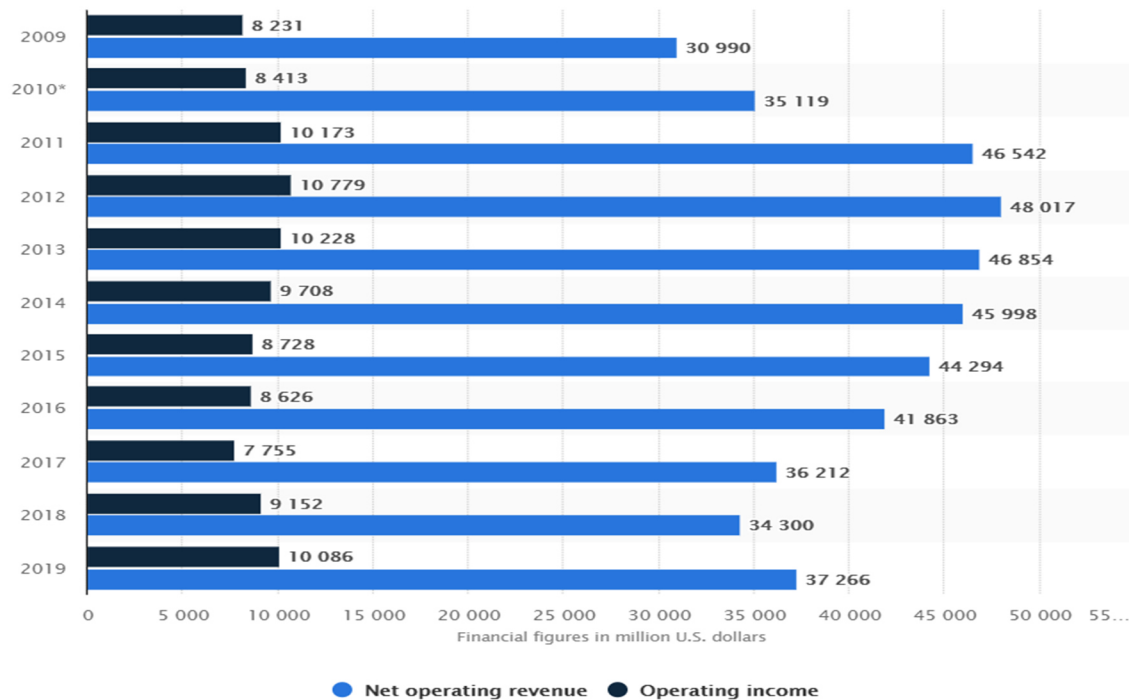


Figure 1: Global revenue and income of Coca-Cola from 2009 to 2019

Source: <https://www.statista.com/>

1.2 General knowledge of Marketing strategies and marketing Communication

Marketing strategy can be considered as an overall plan of gaining target customers in the long term of a company. In another word, it is an approach of how to achieve competitive advantages by knowing the customer needs of a firm (Robert W. Palmatier, Shrihari Sridhar, , 2017). Whereas, Communication is defined as an act of sending or sharing information (Rosengren, 2000). Following (Bird, 2004), marketing communication refers to using several marketing channels as well as tools in combining. While marketing communication channels can be methods which are employed to communicate a message by firm to gain their target market, the marketing communication tools mentions about several related things like advertising, social media, or promotion to public relations. Based on (Egan, 2007), another definition of marketing communication is how companies can convey their messages to their customers about their products or their brands with the purpose of persuading them to purchase the product.

As found in (Paul et al, 1999), many successful companies has used a very simple model in marketing communication. The model needs to help the company achieve the goal of enhancing brand and awareness as well as product recognition to improve their sale volume. In general, the model demonstrates how communication can focus on working on marketing a product (Wilson F. Ozuem, 2004). Following (Paul Russell Smith, Jonathan Taylor, 2004), the core element in marketing communication is how to build up an awareness of symbol meanings, after that they can communicate with an accurate message. There are two types of communication: Interpersonal communication and Impersonal communication (Kitchen, 1999). On one hand, Interpersonal communication means the exchange of information between two or more people like an advertisement on TV. It is the process in which people share feelings through verbal and non-verbal gestures to express people feelings to each other. On the other hand, impersonal

communication refers to a type of interaction which is based specifically on social roles such as a conversation between a sale person with his potential customer.

1.3 The assignment objectives

In order to improve customer satisfaction, as many other companies, Coca-Cola need to emphasize touch points. This essay will study about how Coca-Cola choose the strategy in marketing in the term of enhancing the customer awareness about its band name. Moreover, this assignment is going to analyse how this company can manage as well as evaluate the customer journey through several channels of marketing communications. The main contents include an explanation of communication model, definition and analysis of integrated marketing communication in this company, branding and brand equity. Lastly, it is going to sum up and provide some recommendations

2. Main Finding

2.1 A communication model

According to (Philip Kotler, Kevin Lane Keller, 2015), there are nine key elements in the Communication process.

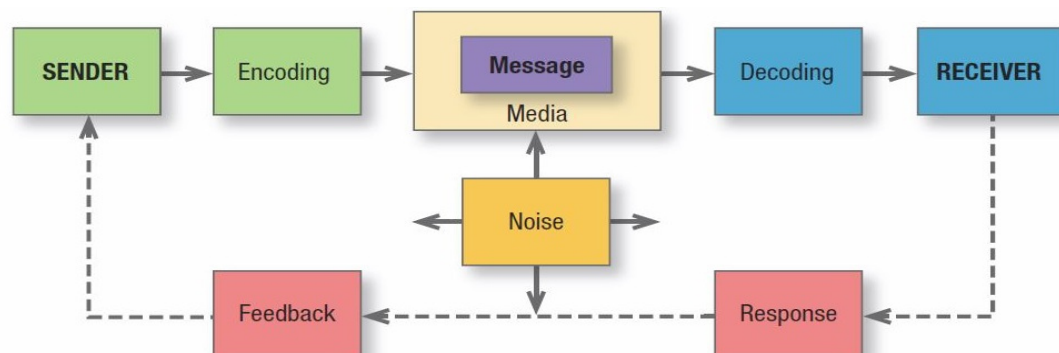


Figure 2: Elements in the Communications Process

Source: (Philip Kotler, Kevin Lane Keller, 2015)

Based on (Sarin, 2013), most companies prefer making choices of a marketing strategy which help them to develop an integrated marketing communication effectively. The senders or the communicators is the person who transmits or sends the message. They know the expectations of customers and they will response them by the feedback channels (Mary Ellen Guffey, Dana Loewy, 2010)

2.2 Integrated Marketing Communications (IMC)

Definition of IMC

In a simple concept of Integrated Marketing Communications (IMC), it is defined as a link together of all forms of communications and messages. In other words, it can be all tools of promotion (Jerome M. Juska, 2017). According Lawrence Ang (2014), a message to consumers in a company's promotion can be delivered through varieties sources like TV, radio, Internet or social media by Integrated Marketing Communications.

Tools of IMC

As found in (Richard J. Semenik, 2002), there are some tools of IMC such as advertising, personal selling, sales promotion, sponsorship, direct marketing, social media marketing, mobile marketing or public relation,



Figure 3: Tools of IMC

Source: <https://www.hitechnectar.com/>

Main advantages of Integrated Marketing Communications

Following (Lawrence Ang, 2014), there are some main benefits of Integrated Marketing Communications. It includes creating more competitive advantage for the company, improving sale volume as well as increase profits. Besides, it is possible to help a firm in saving money time and reducing stress.

2.3 Coca-Cola Integrated Marketing Communications

Coca- Cola has used multiple tools in approaching IMC

Advertising	If a company wants people buy its product, advertising is a good way to attract the potential customers. TV commercials, social media posts, and flyers and posters are all advertising which Coca-Cola applied. (Using
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	media to transmit that coded message of the advert – name of newspaper or magazine) (John Dudovski, 2015)
Personal selling	It is when business use people to sell face-to-face to customers. For instance, it is so popular when people come to a baseball game and they are so excited yelling “cold coke right here” (thecocacolaco.blogspot.com)
Direct marketing	It is the method to sell a product through mail or in the phone instead of retailers. Direct marketing is applied in Coca-Cola when this company cooperate with some big companies and then provides them a large amount of products (wdmonline.co.uk, 2017)
Sale promotions 	Sale promotions is the favourite methods when using discounts to introduce new products or sell the old one. For example, customers can feel more attractive when they can by 3 cokes for 2 dollars. Moreover, Coca-Cola use sale promotion with aiming two strategies of retails and food service http://deutch4macys.blogspot.com/
Public relations	People are more likely to be influenced with a brand by the public relations. It is considered as a fastest way to attract new potential customer become aware of the brand. Coca-Cola has been successful with this method by holding some famous events for people to get notice. (https://ivypanda.com/)

2.4 New promotional strategies of Coca-Cola to raise the brand awareness

There can have five stages in an IMC campaign for Coca-Cola to raise its brand awareness. The first stage is to target the potential customers. In the second and the third stage, is to set the promotional objectives and set the promotion budget, respectively. Stage four is the most important to design the promotion mix. Lastly, evaluating the results is complemented. Coca-Cola company design a successful the promotion mix in IMC campaign with Advertising, Personal selling, Direct marketing, Direct marketing, Sale promotions, Public relations.

Coca-Cola has been success with “Share a Coke” campaign. However, Coca-Cola still can adopt new promotions to make awareness of Coca-Cola brand:

Online Promotions	Offline promotions	Integrate offline and online marketing strategies
Improve website banners	Direct Mail	Link offline promotions with an online call to action.
blog post	Offline Joint Ventures	Use online data to support offline efforts
Online advertising (Facebook, E-commercial, E-market...)	Sidewalk Signs and Banners	Offer free giveaways and competitions
Vote Promotion Example	Print Advertising, Phone and Mobile Marketing Campaigns	Start using UTM codes
	Trade Shows and Press Opportunities	Get company's online customers to contribute to the offline marketing

2.5 Brand management strategy

- **Branding and Brand equity**

Branding is the process of creating a brand out of a product that exists or is ready to be launched.

Branding has multiple elements and is typically a process that any business need to invest in over the lifetime of a product (Bernard Jakacki, 2000)

As found in (David A. Aaker, 2009), Brand equity refers to an important value that a company produce from a product with a name is easy to recognize. By making the products become memorable and reliable, organizations can build their own brand equity. According to (Mark S.

Glynn, Arch G. Woodside, 2009) to specify, a brand is realized by potential customers called brand awareness.

Coca-Cola is one brand which is recognized by everyone around the globe. Some famous events are sponsored by Coca-Cola such as American Idol, Apple iTunes, BET Network, NBA and the Olympic Games. Besides, Coca-Cola has always relied in advertising and marketing to motivate their brand.

Coke's marketing is known as reputation due to its creative and exciting. It concentrates on the brand rather than its products, in other way, it encourages sharing happiness and brings family and friends together rather than a soda. Digital marketing of Coca-Cola has targeted to build brand awareness with the consumers who are youngers. For the summer, the brand implemented the famous campaign "Share a Coke" as a attractive way to make it has become memorable.

- **Keller's Brand Equity model**

Keller's Brand Equity Model is also known as the Customer-Based Brand Equity (CBBE) Model.

This model is developed and published under the name of textbook "Strategic Brand Management"

(Kevin Lane Keller, 2013)

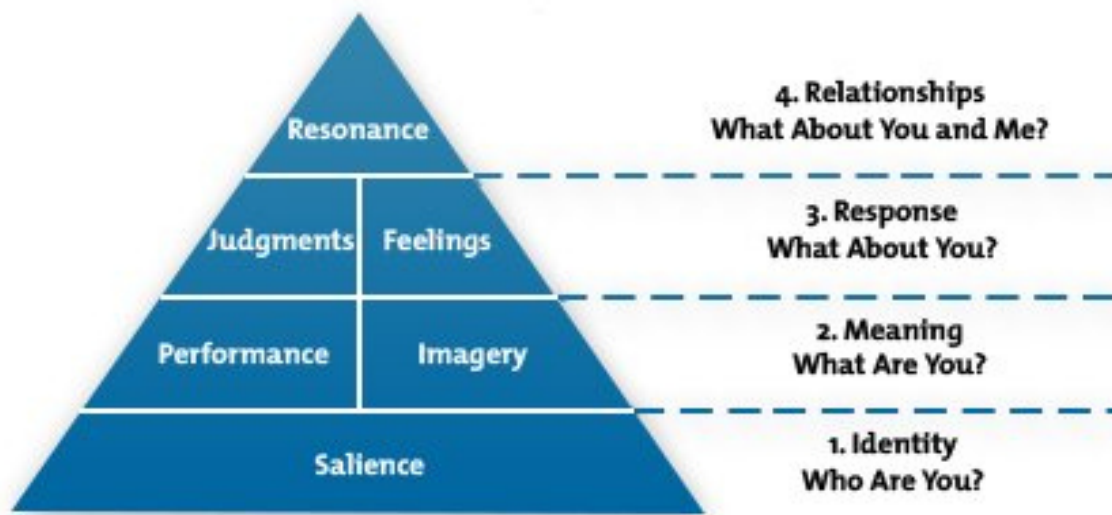


Figure 4: Keller's Brand Equity Model

Source: (Kevin Lane Keller, 2013)

There are four key levels which used by any company to create and reinforce a successful brand: Brand identity, brand meaning, brand responses and brand relationships.

“Coca-Cola’s brand identity begins with a red logo in script text. The red color elicits confidence in the person who drinks a Coke, while the script typeface is all about enjoyment” (Lopez, 2012) If coffee can considered as a familiar drink people will enjoy in the morning before going to the office, Coca-Cola may called is a enjoyment drink after hard working day.

“Coca-Cola is one of the first brands that was truly global to the very meaning of the world” (Batey, 2012). It has been known as “Happiness and Sharing” for over a hundred years since it’s conceptualization. According to a man who attribute mostly in marketing idea of Coca-Cola named ASA G.Candler, he decided to put drink in the for the first time, which was considered as a typical of marketing example.

Coke launched its new “Taste the feeling”, which is its first global campaign across all Coke brands including Coca-Cola, Coca-Cola light, Coca-Cola Zero and Coca-Cola Life. As found in (Ghosh, 2016): “Taste the feeling” is the campaign which has the positive meaning: Coca-Cola can turn simple pleasure into special moments. The customers start to respond by judging about Coca-Cola brand based on the quality and marketing that they received.

Brand relationship includes four categories: behavioural loyalty, attitudinal attachment, sense of community and active engagement. According to (Cocacolabranding, 2016), when people drink Coca-Cola, they can feel and experience both the taste of beverage and the high spirit it brings such as the joyful and happiness.

2.6 Customer journey and Customer touchpoint of Coca-Cola company

Nowadays, there is an increase of expectations from customers to their products. Moreover, the number of competitors also rise significantly, which raise the question for the company is that how it can improve to serve its customer better than its rivals. It is suggested that the companies can refresh their brand and their products to measure the customer experiences.

- **Customer journey**

Customer journey mentions about the feelings of the users, and in each touchpoint of product, they can raise some questions which need to be answered immediately. In order to meet customer themselves needs, they are using a variety of channels to communicate with the company (D. Stone, J. Devine, 2013). As found in a study of successful experiential service providers of (Chris Voss Leonieke Zomerdijs, 2007), found customer journeys to be widely used in the design and management of services. There are five stages of the customer journey: Awareness, Consideration, Decision, Retention and Advocacy.

Awareness stage is the first step that consumers become familiar with the brand through channels, including advertising and word-of-mouth (Coston, 2016). Coca-Cola is so successful in this step when they can motivate people aware of its product existence. Their potential customers can see the products on TV, in social media, public events, banners in shopping mall. Then, they feel impressive with Coca-Cola with the relaxation and pressure it brings.

Coston also pointed that in the consideration stage, customers will actively consider whether or not to buy the product or service on offer. After knowing about Coca-Cola, they try to find information from internet, website, or even asking friends or their family. They compare the price with other brands such as Pepsi, Red Bull.

The third stage is Decision where the decisions of the potential customer will be selected to decide whether or not they buy the product (Nefdt, 2018). Nowadays, the buyers have done can easily to access the internet for finding any information about the products they concern, and then they can compare which one fit with their requirements. They decide to buy Coca-Cola to taste the new flavor after considering carefully.

Retention can be considered as the most important stage because it makes sure customers will stay with the product or not. The fact is that getting the trust of buyer form the first time to buy a product is difficult for any company. Therefore, it the organization gain their belief, it should maintain it by hard working and reliable (David Longbottom, Alison Lawson, 2016). Coke's company has made a lot of surveys to get customer satisfaction feedback and then followed up satisfaction phone calls. Also, due to customer health conscious, Coca-Cola develop its product with more brands such as Coca diet or Coca zero.

The last stage of customer journey is Advocacy when the customer becomes an active advocate for the company brand. It can be seen that customers say great things about Coca-Cola. They recommend Coke to their friends and family, post a review on the website or social media.

- **Customer touchpoint**

A customer touchpoint is created every time customer or audience interacts with the company brand or service (Roger Joseph Baran, Robert J. Galka, Daniel P. Strunk, 2008). For example, when people saw an advertisement of Coca-Cola on TV or they looked it in the menu of a restaurant. The touch points are divided into three common stages: before purchase, during purchase, and after purchase.

Before purchase, Coca-Cola uses all sorts of media, TV, music, social media such as Twitter and Facebook. In case customers have not seen this yet, the company placed the most popular names for the given area on the bottle, meaning "share a coke with...". During the purchase, it provides a lot of catalogues, product reviews appear regularly in websites, blogs. Also, there is a virtual assistant who is supposed to inform and share with customers who come in the store about the company (Spectrio, 2020). After the purchase, thank you letters and product feedback surveys can be used to gain experiences of consumers. Besides, customer service phone lines are all the time be ready to serve and answer the questions directly or indirectly be emails or messages.

- **Customer journey map**

A customer journey map shows the customer's experiences from the first contacting step to the commitment with a product (Blokdyk, 2019). This map illustrates the user's feelings, motivations and even some wonders of the potential customers in the touchpoint. It may focus on a particular part of the story or give an overview of the entire experience. As based on (Milani, 2019), there

are many forms of customer journey map, however, the target of this map is the same to introduce the company how to understand its customers.

This is the sample of Coca-Cola Customer Journey Map:

Customer Journey Map	Awareness	Discover	Purchase	Use	Bond
Website		(3) Defining specifications of Coca-Cola products			(1) Existing customers Visiting website Coca-Cola.com
Store			(4) Making orders of certain products		
Mobile Phone			(5) Customer reviews		
Post/Facebook/ Page		3 se		(6) The customers give feedback about their experience of both service and quality of product.	
Public relation / Radio/Television	(1) Where a potential customer can get				

	information of Coca-Cola				
Social advertising	(2) News and information searching				
Online Advertising	(3) Customers searching for more information				
FAQs				(7) Survey about customer needs	
Loyalty Program					(9) increasing customer retention offer to customers

- **Total Engagement Model**

A business can be considered whether success or not by measuring the decision of customers . The total engagement model puts everything together into an efficient and effective system (Roberts, 2010).

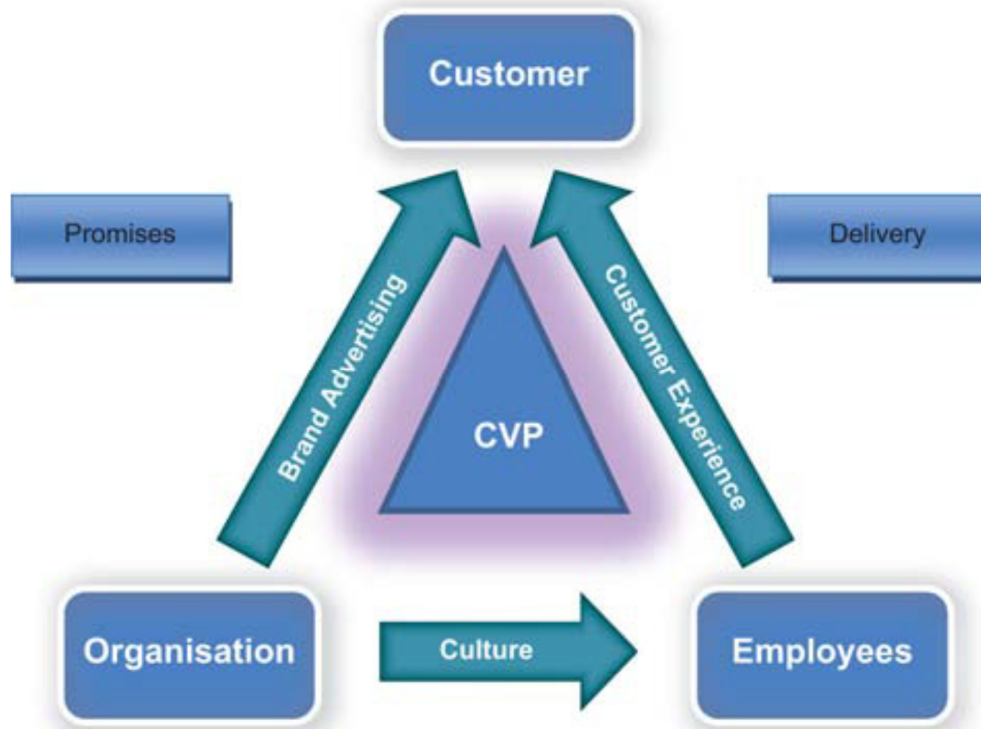


Figure 4: The Total Engagement Model

Source: Roberts, C., & Alpert, F. (2010)

There are four elements discussed in this model. The first element is the Customer Value Proposition. This is the differences which make the brand outstanding and customers decide to choose this products instead of those from other competitors.

The second element is branding which is the key part that the organization can use to communicate with the customer. For example, Coca-Cola brand is so successful in using its brand to attract their customers.

The third element refers to the internal culture elements such as its goal, values and behaviour. In Coca-Cola company, it builds an ideal working environment for staff and work and gain their values to have work-life balance.

Lastly, customer experience is a combination of physical and emotional when customer interact with the organization. Coca-Cola company motive the customer experience as a good way to enhance their brand image.

3 Conclusion and Recommendation

In conclusion, this study has been carried out for Coca-Cola company marketing strategies to serve the customer and introduced some new promotional strategies of Coca-Cola to raise the brand awareness. In order to achieve customer's beliefs, Coca-Cola company has been building its own brand management strategies as well as the customer journey and touchpoint.

The association of customers with the brand will access their expectations. There are some recommendations which Coca-Cola can use to improve its brand and customer satisfaction. Firstly, Coca-Cola company can bring different flavours such as health drinks or some fruit drink to diver its products. Then, according to the local demand, Coca-Cola may create a unique product which suitable with their requires. Thirdly, increasing the numbers of Coca-Cola products in rural areas should be implemented and the old people also need to be focused. Last but not least, if Coca-Cola company expect to get more feedbacks from customers and its retailers, it should encourage them to raise their voices immediately from the first free-trial. As a result, a system word of mouth advertisement can become the attractive method to enhance the brand awareness of consumers.

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