

Prime-time television program

[Media](#), [Prime Time](#)



10th April Prime-Time Television Program Based on the increased use of internet to advertise their products, most firms have benefited not only by increased sales but also improved customer awareness. Local and international companies emulate social media as major strategy to create positive relationship with their customers. Coca-Cola Company, the market leader in the soft drink industry is one of the companies that emulate extensive traditional as well as modern methods of advertisement. As a result, the company has benefited from large number of loyal customers an aspect that has resulted to high sales and sustainable profits. This paper discusses how Coca-Cola Company has incorporated social media to ensure that it's commercial reach large number of customers globally.

The key Coca-Cola commercial that I liked is the Mirage--Super Bowl ads 2013. This commercial portrays three groups of people racing for a bottle of Coke in a dry land (Super Bowl 2013 ads 2013). It is interesting to note how the three groups of people look thirsty in a place that has no water and the only solution to their thirsty is a cold bottle of Coke. As the individuals continue to run Coke on its side increases its speed. Consequently, the individuals increase their speed up to the point they catch up with the bottle of coke. This is followed by sharing the drink that they take in an enjoyable way thus creating a strong friendship among themselves.

In my opinion, the commercial has played a major role in ensuring that the company reaches its target market. For example, the racing individuals are of different ages thus indicating that the company targets all the consumers regardless of their ages. Similarly, young people who are key consumers of Coca-Cola products can freely interact with the characters that are featured

in the commercial through social media. David 25 argues that in this way the company has ensured strong positive relationship between its products and the consumers. Having been held in a desert, the commercial indicates that the company is not only targeting cold places but also it has adopted various strategies to ensure that the needs of consumers residing in dry countries are catered for. As the demand of Coca-Cola products increases, the company has embarked on improving its production by the use of modern technology. The speed with which the Coke bottle was emulating depicts the haste at which Coca-Cola Company is putting in place modern technology as a way of ensuring that the needs of its market are effectively met.

Conclusion

Social media is a major advertising tool that firms cannot overlook. Based on the large number of users across the globe, social media is also a vital tool that firms that are contemplating at going global should use. As indicated above, Coca-Cola competitive position has not only been attained through extensive traditional methods of advertisement but also use of modern ways including social media for example faces book and twitter. This is indicated by the Mirage--Super Bowl ads 2013 commercial.

Works Cited

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