

# Marketing spotlight coca-cola

[Business](#), [Marketing](#)



From the text, it seems that the key success factors are summarized by:

**Marketing:** Coca-Cola is seen as one of the founding fathers of the modern day marketing model. They were among the pioneers of advertising techniques and styles used to capture an audience. **Innovation:** It was apparent that the market was changing and in order to keep up with these changes, Coca-Cola had to move from a single core product to a total beverage company.

This was a major change because their past success was ease on having one successful core product. **Globalization:** Technology is continually changing business, and these constant changes have been making it more feasible and profitable for businesses to expand their operations globally in order to serve all different types of diverse markets around the world, Coca-Cola is taking advantage of the large revenue opportunities made possible by participating in a global market and now offers products in 200 countries around the world. - Where is COCA-COLA vulnerable? What should they watch for? Global brand strategy and local, It must think global but act local, now the effectiveness of TV ads is declining due to media fragmentation and use of devices like TIVOLI that let viewer zap commercials. Flight ads are that ad, which temporarily attracts the customers but doesn't say much about core values of the company or the product. An ad should describe a brand's personality and value driver, which drives the personality.

Most of the recent ads just endorsed by celebrities don't much explain about coke's value, in long run this may make people to forget what coke stand for. They should work to make values more fresh and relevant and study alternatives for communications strategies. They should find another ways to

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enter some countries that COCA-COLA doesn't enter. 3- What recommendations would you make to their senior marketing executives going forward? What should they be sure to do with their marketing?

Position it differently for example Like refresher for a farmer/ who is doing hard work in farmland to penetrate deep into Bottom of the pyramid. Think global but act local. Flight ads are that ad, which temporarily attracts the customers but doesn't say much about core values of the company or the product. An ad should describe a brand's personality and value driver, which drives the personality. Marketing Spotlight Coca-cola By extreme and now offers products in 200 countries around the world. - Where is COCA-COLA vulnerable? What should they watch for? Global brand strategy and local, it must think global but act local, now the effectiveness of TV ads is declining due to media fragmentation and use of devices explain about coke's value, in long run this may make people to forget what coke some countries that COCA-COLA doesn't enter. Position it differently for example like refresher for a farmer/ who is doing hard work in farmland to penetrate deep into Bottom of the pyramid.