

# Understanding consumer needs

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



Mission of a company is one of the aspects of the company's promotion strategy. People have a keen interest in what the company communicates from its mission and vision. This mission clearly caters to the Love/belonging aspect of the Maslow's hierarchy. Words like inspire moments, optimism and happiness show the third aspect clearly.

Why the third factor is the one that coke is targeting is because it has already served the first two factors. It fulfills the physiological factor because it is a drink which people can have to quench their thirst. It also fulfills the safety aspect indicating that the customers have trust in the product, believe that it is of the best quality and safe for their health.

Print ads

Below are some print ads which also show the third aspect of love and belonging.

Open up the Coke side of life. The life of happiness, friendship, and fun. It's something which the whole family relates to and have fun together. (Left)

Open happiness. This is one of the latest additions of the coke bubbles campaign which urges customer cognition to relate coke to happiness.

Happiness is when you share, be with friends and family and intimacy.

(Below)

Thanks for the pause that refreshes. This ad gives people a sense of belonging. They love Santa, kids adore him and people like him. He is a symbol of a festive season where families come together and enjoy. This indicates love and is loved which reinforces the third need in Maslow's theory.

Vision

As per the official website of coke below is the excerpt of their vision.

People: Be a great place to work where people are inspired to be the best they can be.

Portfolio: Bring to the world a portfolio of quality beverage brands that anticipate and satisfy peoples desires and needs.

Partners: Nurture a winning network of customers and suppliers, together we create mutual, enduring value.

Planet: Be a responsible citizen that makes a difference by helping build and support sustainable communities.

Profit: Maximize long-term return to shareowners while being mindful of our overall responsibilities.

Productivity: Be a highly effective, lean and fast-moving organization.

This caters to the Esteem need of its consumers. Everyone has the need for respect and self-esteem. Its people and portfolio vision connect with the stakeholders as one that gives a sense of contribution, belonging and self-value.