

Coco cola a marketing perspective

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



But he never realized the potential of Coca Cola. There were his successors that developed Coca Cola in the brand it is today. Until 1905 the soft drink marketed as tonic and contained traces of illegal drugs as well as caffeine-rich kola nut. By the late 1890s Asa Griggs Candler directed the Coca-Cola Company and syrup sales rose for 4,000% between 1890 and 1900. The famous logo, which is highly recognizable everywhere, was an idea and work of Dr. J. Edgar Hooper, Phenomenon's accountant Frank Robinson. As Candler took over the Coca-Cola Company as owner soon after Dr. Hooper's death.

Phenomenon's death. He partnered with Frank Robinson and redid the formula for Coca Cola syrup. Frank Robinson's creation was the logo, script and a push that the classic slogan "delicious and refreshing" be tied to all the future advertising. Coca-Cola Company also pioneered in distribution and coupon sales. Under long term tenure of chairman and CEO Woodruff between 1923 and 1981 Coca-Cola Company expanded in 44 countries and was global business. In the sixties soda fountain was something like water cooler is today a meeting and chat place during breaks.

As soon as bottled beverages and packed ice cream took over people forgot about soda fountains. Advertising, packaging, distribution, and trade secret retention has made possible that over one billion of servings of Coca-Cola are sold today daily. Coca Cola has been aggressively advertised on billboards and in newspaper under Chairman Candler who sold the company after prohibition to Ernest Woodruff, Robert Woodruff, son of Ernest Woodruff was the Coca-Cola Company's boss for six decades. In his first year of 1923 20,000 machines.

In 1931 he started with radio advertising and in 1938 on television. In 1931 he introduced Coca Cola Santa Claus repeating its appearance and good wishes every Christmas since. In his sixty years at the wheel he was responsible for twelve ounce Coca Cola can in 1955, the Coca Cola contour bottle in 1977, introduction of two liter bottles and plastic bottles. He raised prices of syrup for distributors but also improved efficiency and productivity, emphasized quality control, and improved sales department. "The Boss" also started big item advertising and promotional campaigns. Source: Cola Marketing History) The publicly traded company has also built a strong trust of its investors (Warren Buffet Secrets, 2010). About Coca-cola Coca-cola, company is the world's leading manufacturer, marketer and distributor of nonalcoholic beverage concentrates and syrups, used to produce nearly 400 beverage brands. It sells beverage concentrates and syrups to bottling and canning operators, distributors, fountain retailers and fountain wholesalers. The company's beverage products comprises of bottled and canned soft drinks as well as concentrates, syrups and not-ready-to-drink powder products.

In addition to this it also produces and markets soft drinks, tea and coffee. The coca-cola company and its network of bottlers comprise the most sophisticated and pervasive production and distribution system in the world. The company aims at increasing shareowner value over time. It accomplishes this by working with its business partners to deliver satisfaction and value to consumers through a worldwide system of superior brands and services thus increasing brand equity on global basis.

The associates of the company jointly take responsibility to ensure compliance with the framework of policies and protect the company's assets and resources while limiting business risks. Plan of the study Coca-cola is one of the world's largest beverages selling company. Its business and operations are extended all over the world. I have undertaken this project to look into the coca-cola company and its marketing perspective. 3 The reason for taking up this project is that I wanted to know the marketing strategy, advertising policy, marketing mix, market positioning, and market share of such a huge company.

The promotional activities and the advertising policies always attracted my attention. I wanted to know how coca-cola manages its business affairs and operations all over the world so successfully. I wanted to know whether the market strategy helped cloacae in running successfully over such a long period of time. But there were certain limitations as well. There are many aspects of the company on which a wide research could have been done but due to lack of available time and a constraint on word limit, the study could not be done.

Lack of availability of data was another such constraint COCA-COLA
MARKETING PERSPECTIVE MARKETING Coca Cola advertising targets youth of all generations who want to enjoy life and have fun. Because of its longevity, the youth targeted twenty, thirty or forty years ago is no longer young but it feels like they are still young when with Coke. To name Just a few of Coca Cola's advertising campaigns: " Have a Coke and a Smile", " Coca-Cola. Enjoy", "I'd Like to Buy the World a Coke", " The Real Thing". Every marketing

campaign was strategically prepared and best advertising crews visit campuses and make practical jokes and films.

There is a Youth Coca Cola Channel with over 23000 members. On this channel we can watch short videos where real person is hidden in vending machine and starts giving bigger and better servings, two cokes for one and the like. In one of this shows they brought to the campus oversized vending machine where coin dispenser was as high as basketball rim and students had to climb to it but the machine would then gave also oversized cokes. Videos are funny and they travel through viral networks carrying the message very fast and far. Student population is the most receptive Cokes target.

The Coca-Cola Company has a few official contact points in new social media (like Face book, Twitter, and Youth) which they use to spread the message. If we look back, a Coca Cola (advertisements' copies observed online at Beautiful Life) g venues chosen. Coca Cola billboard advertisement from 1889 features a young lady standing by a stand where a glass of Coca Cola is for sale at 5 cents, the name Coca Cola in unique branded logo s repeated twice and the words delicious and refreshing stand on the stand above a bouquet of fresh roses. It looks that Coca Cola target upper class of society at the beginning of the century.

By 1918 the feature was omitted from advertising. A poster from 1918 features beautiful young lady in white drinking Coca Cola as the logo on the glass shows with a playground as a background and some greenery around to contrast whitish main motive. Text below the 5 picture promotes Coca

Cola as " The Drink of All the Year" and mentions words delicious and refreshing. Coca Cola advancement was reached in 1931 when an advertisement in The Saturday Evening Post shows Santa Claus in red color of Coca Cola without his hat explaining: " My hat's off to the pause that refreshes".

The classic red rectangle saying " Drink Coca Cola Delicious and Refreshing" blinks prominently above Suntan's hand. The first advertisement that shows a change in targeting general audience instead of upper classes I found in 1937 " Stop for a pause... Go refreshed" refrigerator. There is no price on this advertisement. It was still advertised as " Drink Coca Cola Delicious and Refreshing" as another advertisement from the same year wows a young lady with a dog and signature bottle in gloved hands sitting on a bench in a park.

In this way coca-cola brought a change in its target and prospective consumers. In 1942 advertisement a hand holding unique patented Coca Cola bottle breaks through a paper that features red circle " Drink Coca Cola Delicious and Refreshing" and the price tag, still 5 cents. New six pack carrier has been introduced in 1948 and six bottles were sold for 25 cents (plus return deposit) and the name was shortened to Coke so the red circle does not carry the whole text just Coca Cola logo above bracketed new name " Coke". . NET Coca Cola vending machines were introduced in 1949 and a picture of red Coca Cola vending machine on the panoramic background calling: " Inviting workers everywhere to the pause that refreshes with ice-cold Coca-Cola 5 cents". Coca-cola brought a change in its

packaging by the introduction of six-pack. Although very important part, advertising is just a part of overall promotion in marketing mix, the others being price, place and product. We have seen from the advertisements that more than seventy years Coca Cola sold for 5 cents a bottle.

This was possible because of economy of scale as per capita consumption of Coca Cola has been steadily rising. Just in recent years from 1988 to 2008 annual worldwide consumption of Coca Cola has risen from 39 servings per capita to 85 servings per capita while consumption in the USA in the same time rose from 275 servings to 412 servings per capita. Americans are second in Coca Cola consumption surpassed by Mexico with 635 servings per capita in 2008. (Source: The Coca-Cola Company) Although Coca Cola commands highest price among colas its product sales are very price sensitive.

Interestingly enough the Coca Cola hasn't changed its taste from the 1890'. The change of formula in 1985 is considered one of the biggest marketing blunders of all times. People boycotted new Coke so much that its market share fell from 25% to almost 2% at the lowest point so the company was forced to return the old Coca Cola from then on called Coca Cola Classic. Then CEO campaigned with " We have got your message" when reintroducing the old Coca Cola taste back to the market. The packaging of Coca Cola changes followed the development of different distribution channels.

While Coca Cola started selling in drug stores and it slowly moved into soda fountains, the product that many sold to distributors was syrup that was

mixed with soda water. New branded bottle was introduced so that Coca Cola could be sold in shops and supermarkets as well as gas stations. Six-bottle-packaging was invented to increase sales as it was convenient to carry, so people would buy six at a time instead of two or three. As Coca Cola is best ice cold the company introduced special refrigerators that later on developed into vending machines.

Vending machines became Coca Cola's next big distribution channel bringing their product into companies' and schools' lunch rooms and other places where people gathered in numbers. Coca Cola entranced McDonald's and some other franchise chains and their contracts require McDonald's. The law forbids the same tactics in supermarkets and other retailer chains but Coca Cola is very good in choosing the right spots for their promotion because they do it extremely professional. The Coca Cola Company in Atlanta only makes syrup. Coke is bottled close to its distributors as transportation costs plays big role in the final product price.

It is much cheaper to send overseas only syrup and then add 90% of its bulk closer to consumers than it would be making and transporting final products to worldwide destinations out of Georgia. Coca Cola introduced cans because they were safer for vending machines and cheaper to make than glass bottles. Both were partially replaced with plastic bottles for the same reason as they are cheaper to make and harder to break or distort. 7 The Coca Cola Company first sponsored Olympic Games of 1924 in Amsterdam. It looks like we can find Coca Cola logo everywhere although it is not exactly so.

Coca Cola is strategically placing its logo to events and places that are associated with fun, enjoyment, refreshment, harmony, sportsmanship, and happiness like sports facilities, amusement parks, Olympic games, World Cup, Super Bowl and Christmas elaborations. Researchers in positive psychology are of opinion that "lasting happiness is the result of an engaged life, one with close social ties and one that that is motivated by values and goals larger than oneself" and lasting happiness is something that Coca Cola is trying to associate with (Nuns, 2010).

Association with the need of the people to aspire to goals higher than oneself is clearly expressed in Coca Cola's "Open Happiness" music video series (Open Happiness, 2010) where everyone is invited to Join happy and purposeful self improvement that will ultimately lead to appear society with rhymes "open up a little happiness today, so I can be someone new... Open up a smile on another face, so I can feel something new." Here Coca Cola uses positive association and positive psychology to enter universal desire for deep, lasting happiness, even life essence (Carjacker, 168).

And this is a logical extension of Delicious and Refreshing self centered fulfillment slogan that Coca Cola has been advertising for the first hundred and something years. From being refreshment it now intends to move up the human needs ladder and associate itself with lasting open happiness. Coca Cola has been adding popular music to their advertising since early times. For Coca Cola this move came naturally as "colas and popular music share similar demographics" (Klein, 7).

So water, sugar, some secret ingredients and a few bubbles made Coca Cola the biggest beverage company, operating in 206 countries round the globe, evaluated at 67 billion dollars and daily worldwide consumption of 100 million gallons (375 million liters). 8 PRODUCT With a portfolio of more than 3, 500 beverages, from diet and regular sparkling beverages to still beverages such as 100 percent fruit Juices and fruit rinks, waters, sports and energy drinks, teas and coffees, and milk-and soy-based beverages, its variety spans the globe.

The global nature of business requires that the Coca-Cola system has the highest standards and processes for ensuring consistent product safety and quality from concentrate production to bottling and product delivery. It measure key product and package quality attributes to ensure beverage products in the marketplace meet the company requirements and consumer expectations.

Consistency and reliability are critical to product quality and to meeting global regulatory requirements and Company standards It has made read strides in expanding the level of nutritional information on the packaging, offering consumers factual and meaningful information about the beverage products to assist them in their beverage selections. The policy is to place nutritional information on all of the labels, where feasible. Where this is not possible, for example on recyclable glass bottles, it provide nutritional information via other means such as Company websites The coca-cola company has a wide range of products.