

Good example of marketing individual report

[Business](#), [Company](#)



Introduction

The concept of marketing is one of the major parts of the marketing management and tool that associated with the financial position of the organizations particularly (Belch and Belch, 2001). With due respect that every customer and department is essential for an organization, no organization can have any sort of effectiveness without doing the things in the right manner. Marketing is all about placing the strategy in an effective and organized manner which specifically used different models and theories to promote their products in the eyes of the customers. The function of marketing is an important one for the companies which stride under the name of an organizational management. However the level of planning which specifically associated with the stance of the company in getting the things known as market base planning. No organization is allowed to get the things in the right manner without proper and effective marketing tactics and strategies (Dann, Dann and Belch, 2004). The field of marketing is very broad, and there are hundreds of points found there, and some of the major things found in this particular part are Creative Advertising. Due to high competition in the market, the level of marketing and its related management is increasing heavily in all over the world, and they are giving the things in the right manner for them. Even the big and large organizations of the world used the same thing in their creative advertisement to enhance their productivity and level of efficacy, and among them the name of Coca Cola Co. is yet another. The main crux of this particular paper revolves around the Share a Coke Campaign to get the things in the right manner for them. There are certain marketing tools that will be taken into account for

the same analysis; however there is specific one which will be used in this particular analysis.

Coca Cola: An Overview

The Coca Cola Company is basically an American based multinational beverage corporation and the manufacturer of retailers and marketing of nonalcoholic beverages concentrates and syrups. Coca Cola has its active recognition in the Georgia, the United States (Dann, Dann and Belch, 2004). The company is operating in a perfect environment to make the things in the right manner for their core services. The company was created in the year 1886. There is a strong franchised distribution of Coca Cola which is creating effectiveness for their core services.

Coca Cola is a financially strong and effective organized of the world, and the company is now delivering their best to entertain all of their shareholders in an effective manner perfectly. The stocks of the company are highly valued an effective and the shareholders are giving a perfect view to enhance their core services in the market. The stocks of the company are listed on the New York Stock Exchange (NYSE) and Dow Jones Industrial Average (DJIA) and S&P 500 Index. The current chairman of the company is Muhtar Kent. The revenue of the company reported in the year 2013 was US\$ 46. 854 billion with net income provision in the same year which is US\$ 8. 584 billion in the same year. There are more than 130, 000 employees are currently working with the company, and the company is doing an exceptional job as far as delivering the effectiveness in the market. The amount of assets of the company amounting to US\$ 90. 55 billion in the same year

Share a Coke Campaign Analysis

Coca Cola Co. started a campaign last month in which the dedication will be given to some specific relations and the name of the friends. These personalized level marketing initiated through the Share a Coke Campaign was extremely successful for the company as far as enhancing their core services in the market with a positive node and effectiveness. The campaign was first launched in Australia in the year 2011 that engages both consumers and stores.

Creative Advertising

The essence of communication is extremely important for an organization, and no organization can sustain in the market without having effective communication things availability (Hackley, 2010). Apart from the organizational communication, there are some marketing communications as well. Advertisement is a form of communication that specifically used to persuade the audience to take the continue some of the core action that usually associated with respect to the commercial offering. The core purpose of advertisement may also used to be assured the employees and the shareholders that a company is effective and viable in their core operations, and it will be effective for them to grow substantially in the market with effectiveness (O'Guinn, 2000).

Advertising is a strategy cum technique used by the companies to promote their products in the market for the specification and used the same thing in the market with the core effectiveness. Branding will be taken into account for the same thing in particular (O'Guinn, Allen and Semenik, 2003). Modern advertising is created through the innovative techniques which are

considered effective for the companies. Organizations which have a sound knowledge in terms of advertisement are more productive and effective as compared to those organizations which are less innovative in the advertising function in particular. Apart from the advertisement which will be considered for the same analysis has also the name of Creative Advertisement. The advertisement that will bring the things of creativity in the market is known as Creative Marketing Particularly, and it is very important for the companies all over the world. The same aspect is found with Share a Coke Campaign s well, which is one of the largest campaigns of the world in terms of financial capability and management particularly (Shimp and Andrews, 2012).

Models and Theories Used

There are three different models that will be used to analyze the level of creative advertising of Share a Coke Campaign by analyzing the competitive position of the market in particular. The three models are

- SWOT Analysis
- SMART Model
- AIDA Model

All of these tools are very specific and effective for the organized in particular, and it will be effective for the company to enhance the model accordingly.

SWOT Analysis of Coca Cola

In the field of Strategic Management, SWOT Analysis is an important model that can e used by the companies to analyze the Strengths, Weaknesses, Opportunities and Threats of an organization in an effective manner. SWOT

Analysis is a perfect tool to analyze the loopholes of the company accordingly, and then organization can taken effective decisions on the basis of the things accordingly (Shimp and Andrews, 2012). It is a perfect decision making tool used by the organizations in all over the world. Apart from the organizations, SWOT analysis tool can also be used by the researchers to analyze the power of the company.

Strengths

- Coca Cola Co. is known as the number one beverage brand of the world in terms of annual sales and research
- There are popular and effective brands associated with the company like Coca Cola, Kinley, Fanta, Maaza and others
- The company has its active recognition in almost 200 countries of the world
- The company is currently offering more than 500 brands in the world with effectiveness
- The company has a vast and effective workforce comprises on over 150,000 people in different parts of the world
- One of the major effectiveness associated with the company is its strong and efficient supply chain network due to which the company has ensured their consumers that they will get the desired products in the market
- The financial condition of the company is very strong and executive
- The adverting campaigns of the company is very strong through the level of brand recall is common for the company
- The activities in terms of CSR and recycling is effective in the company
- The packaging techniques related with the company are efficient and

effective which are creating lots of effectiveness for them in their core future

- The level of sponsorship of the company is very effective and high, which is a perfect sign for them
- High earnings through the Share a Coke Campaign

Weaknesses

- The presence of traces and pesticides in the core cola beverages has caused and damaged number of brand image for the company
- The competition is strong in the aerated drinks segmentation from the Pepsi Co. means constantly fighting on the market share of the companies
- The company doesn't have any presence in the snack and food industry, while their competitors are doing it an effective manner for their core effectiveness in the market.

Opportunities

- There are increments in the reaching of untapped countries and markets for the Coca Cola market
- The marketing activities are popularizing the less known products of the company
- The essence of merger and acquisition of the companies are increasing for them
- The level of diversifying the products portfolio by entering in the snack industry will increase the level of competition with the Pepsi Co.

Threats

- The level of health consciousness among the people are increasing in terms of non alcoholic products that leads to decrease the consumption of beverages in different markets of the world
- There are certain regulations of the government from which this company is unable to comply the regulations and norms in an effective manner
- Economic slowdown is still expected in some major markets of the world that may create economic problems for the Coca Cola as well

SMART Modeling

Apart from the SWOT analysis, there is yet another tool that will be taken into account is SMART Model. The smart model has five different things which are as follows(Shimp and Andrews, 2012)

- Specific
- Measureable
- Attainable
- Realistic
- Timely

It is an important thing from the viewpoint of an organization in particular for the analysis purpose. The SMART Modeling can be effective in terms of Creative Accounting.

Specific

Specific Goal is an important tool that has a great thing in the market. Share a Coke Campaign is one of those campaigns of market that has specific marketing strategies particularly in the market. Creative Advertising is in the

hands of Share a Coke Campaign from which they can attain the things in an effective manner. Management of the company involves in the modeling of Specific objectives of advertisement campaign of the company by providing competitive positioning to them in the market. Share a Coke Campaign will certainly get added advantage in terms of competition by attaining the objectives in the market in an effective and organized manner.

Measureable

The goals of the company are effective and attainable with the help of creative advertisement (Shimp and Andrews, 2013). A matter of greatness found in the advertisement of Share a Coke Campaign which is one of the most important things that associated with their core operations. The products of Coca Cola Co are powerful and perfect from which the company can measure their effectiveness in the market in terms of having competition in the market. The goals of Share a Coke Campaign are measureable as the company's entire marketing department is effective and organized, and the management of the company is highly mobilize with all of these facts in the market.

Attainable

Creative marketing is made and implemented to make sure that the target of the company is effective and in the field of attaining the effectiveness in the market. The creative marketing strategy of the company is attainable and effective, and it will be more suitable if it will be applied on some of the new products and marketing campaign of the company. The Share a Coke

Campaign will get a perfect competitive position with the help of their current marketing targets, as they are attainable.

Reliable

The factor of creative advertisement is very reliable and effective for the sake of an organization as far as attaining the effectiveness is concerned. The reliability factor is increasing tremendously well in the aspect of Share a Coke Campaign and the company has the chance to attain further effectiveness in the market with positive attitude and behavior. This particular aspect is increasing the reliability factor among the company as far as achieving its target.

Timely

It is essential for the organization to take the right decision at the right time. It is one of the most important strategies that come under the ambit of SMART objectives and analysis, and the current model of advertising campaign of the company would be effective and organized.

The AIDA Model's Application on Coca Cola Co

Among one of the most interesting and effective models, there is a name of AIDA model as well. The acronym of AIDA is Awareness, Interest, Desire and Action (Stafford and Faber, 2005). AIDA modeling can be applied over the creative advertising campaign of Coca Cola to make them effective in the market accordingly

Awareness: The companies which are able to aware the people regarding their core products and effectiveness are the most traditional and effective organizations of the world, and Coca Cola is one of them. Share a Coke

Campaign can bring a sort of effectiveness in the market with the help of social media campaigns, billboards and the advertisement of Television.

Hence, creativity should have been posed in a perfect manner for Share a Coke Campaign to bring more awareness among their users

Interest: An element of interest should have been included in the company's overall mission and message particularly. In terms of interest, the current creative advertising strategy of the company will bring economic and strategic well being for the company in particular. Share a Coke Campaign will certainly get an upper hand with their positioning message. The message should be designed in a way that it can enhance the productivity and level of satisfaction of the customers.

Desire: Share a Coke Campaign is one of those campaigns of the world which is very interactive and effective from the viewpoint of the economy, hence the desire of the company is in the favor of accelerating the pace of effectiveness of the macroeconomic variables of the country in an organized manner

Action: Share a Coke Campaign should talk with their upper management to aware them that the new campaign of creative advertisement will certainly work for the company in the new future, and it will bring positivity in the services of the company in a better and effective position. Therefore, Share a Coke Campaign is expected to apply the technique in an organization and effective manner.

Conclusion

Financial profitability and strategic well being are very important for the sake of an organization, and those organizations which are highly effective and

organized are powerful in particular. Management of operations as well as management of services is essential for a company to bring extra attention to the companies. Share a Coke Campaign which is one of the largest advertising campaigns of the world and that got immense appreciation from different parts of the world, and the company has been growing with a robust pace from last two decades. The closest competitor of the company is Pepsi Co. however; the campaigns of the companies are highly identical. But, Share a Coke Campaign is comparatively sounder than that of Pepsi Co's advertising strategy as far as selling of products are concerned.

Advertisement is an important thing that associated with the net of marketing management, and it has the prosperity of creative marketing is yet another. The entire case of Share a Coke Campaign advertisement plan has revealed that the financial and strategic position of this particular campaign is highly effective and organized, and the Share a Coke Campaign is able to generate the things in the right manner. The upper management of the company is doing an exceptional job as far as utilizing their assets and resources for their core effectiveness in the market.

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