

Sample report on applied buyer behaviour

Business, Company



Introduction

The purpose of the below report is to evaluate and examine the effort that the coca cola company has put in place when advertising its coke brand of product. Coca Cola company is a multinational company which has its branch all over the world. Due to the fact that it has wanted to increase the sales and also expand its market various advertisements have always been done. The adverts have been very numerous. Like each and every year the company has always come up with the new advert to popularize its brand. Since this company is a beverage company it always has stiff completion from other beverage company. This makes this company to always come up with innovative adverts to ensure that no other company is taking their position in the market.

The aim of this report is to draw a conclusive conclusion , On how the various adverts by coca cola on its brand coke have been performing. The time these campaign adverts have been appearing on the particular media. This report will also present detailed analysis of each advert and conclude , criticized the weakness of the advert and finally give the recommendation on how the various adverts by this company could have been done to improve their efficiency (Burges, 2008).

The efficiency of various adverts of this company will also be looked at in this report. The aim of doing this is to determine whether the objectives of the adverts were attained by putting this advert on air. This report also evaluates whether the advert message reached the targeted group or not. If the message reached the targeted group we can say that the advert was efficient. If the message never reached the target group we can say that the

advert was inefficient. The efficiency or the inefficiency of an advert is dependent on the choice of the correct media of advertising.

Animated coca cola advert

" <http://www.youtube.com/watch?v=iX2xS9vPQ-Y>

This is an advert of coke brand beverage that use animation . A person goes to the vending machine to purchase a coke drink and as his coin enters the machine result in the process of packaging the drink inside the factory.

Animated bees fly with the bottle in a place where the drink is filled into the bottle. While these processes are still on there is a background tone that implies festive season or celebration. After the bottle is filled with the drink an a hydraulic machine that is driven by these animations puts a bottle top in it.

The drink starts to move as these animation try to catch up with it. After reaching a point it stops and the ground breaks. The drink falls into the vending machine and the person who had come to purchase it hold it by hand. He opens the bottle and start drinking it. As he drinks it the background music start to play with his ears. This advert is very captivating in that it is very interesting to watch. The music in the background of this advert also plays a role in ensuring that the objective of this advert is fully met. The designer of this advert was very innovative in that he came up with an advert that will catch the attention of each an every eye. This advert was majorly to increase the sales of this brand during these festive seasons (Campbel, 2006).

Targeted audience of this advert

This advert had a range of targeted audience. That is it was not designed only for a particular group. The main target audience was the youths. That why this advert uses a young man so as to make this advert popular among the youths. The use of animation was to make it entertaining and attractive to these youths. Use of this young man shows that the coke brand can also be used by young people and not as the way it has always been perceived to be used by the adults. The aim of this advert was to increase the number of bottles that were to be consumed that festive season. This is why it was encouraging more youths to take the drink (Burgess, 2008).

The use of a black American in this advert was also trying to pass a message to the blacks. The intended message was that coca cola is associated with all the races and by so doing encourage the consumption of this product by the black race. This would have also increased the market of this product among the blacks. The music and animations were also used so as to catch the attention of children and encourage them to use this brand of beverage that is always seen to be for the adults. If children started using this brand more sales would be increased.

Offer detail

This advert has focused mainly on a particular brand. Hence it serves the purpose of reminding people of the existence of this product in the market and also help to create a good image of this product.

The season of advert

This advert was done near the festive seasons. During the festive season the consumption of this beverage has been always very high. So this company chooses this advert that had a background music that was implying celebration. The reason for using this advert during the festive season was to increase the sells of this brand and also encourage more people to use the brand. If both the black race, youth and children increase the demand for this product in that festive season the sale would have increased hence the objective of the advert would have been attained. So before advertising always consider the season so as to see if the advert objective can be meet.

The advertising channel and the advert intention

Before one chooses the advertisement channel he should always consider the intention of the advert. This advert had the intention of making coke brand popular among youth and children in this festive season and hence it was only right for it to use the channel that this to group could be able to access. The correct channel of advertisement always ensures the advert intention reaches the targeted group. This advert was brought in television in between programmnes and hence it s intention was passed as every member of society watch television at some point. Also this advert was put in you tube where most youths go to seek for entertainment and hence its intention met the right target (Campbel, 2006).

Perception

The advert has used animation so as to make it to be unique and more attractive. The use of the various colors in the advert also makes it to be

more appealing and captivating. This makes the public to be interested in the advert hence it improve their perspective about the advert. The background music also influence how the message is perceived.

Buyer process

This is a very important part in evaluating an advertisement. It help to see if the advert had an impact on the particular brand. In this advert the fact that using of coke brand is more refreshing is brought out by the complexity in the packing. This implies quality unlike other brands of beverages (Graham, 2003).

Involvement level

This advert on the brand has used the logos of this company hence it is difficult for consumers not being able to associate this brand with the coca cola company (Burges, 2008). The use of logos and bottles of this company makes it possible to distinguish this brand from others.

Marketing mix

Product

The featured product here is Coke a brand of coca cola company. So the process showing its packaging demonstrate the commitment of this company in providing of quality.

Price

This advert has not quoted any prices. This advert aim was not to inform about any price increments or reduction hence it was not important to include the price.

Placement

The fact that this advert was aired on air on different television media makes it to be effective as the advert was watched by many hence its intention were passed.

Promotion

The promotion of this advert was to increase its sell during the festive season and also make the brand popular among all the races, youths and small children. Hence the content of the advert passes the test.

Critique and recommendation

Holiday is coming coca-cola christmas

<http://www.youtube.com/watch?v=kr7h8crYAYQ>

This is an advert by the coca cola company to ensure that their sale increases during the holiday. It is an improved version of an advert in that it is detailed and has some music background that shows that the holidays are nearing. The advert is designed in such a way that trucks having Christmas lights move across the country and every place they pass the festive light are left shining. The trucks are painted with the color of coca cola . They are also degined with some lights and as they pass a place they draw the attention of the people living around. The music in the background of this advert is the kind that is always played in the festive season . This advert passes the message that that season Christmas is coming with coca cola. The advert draws a lot of attention hence no one can ignore this.

This is a more efficient advert for the festive season since it has the songs that symbolize the nearing of Christmas. It has also the presence of Santa

clause that is always associated with Christmas. As Santa clause drink cokes the rest of the people will do so since they believe that father Christmas always comes with the gift. In this festive season they will see coca cola as the gift that are brought by father Christmas. Hence people across the world will be encouraged to buy these drinks in the holiday season.

Target audience

The target audience of this advert is all people of the world . It is not for any age or gender. As the truck move across people of all ages in the advert run to see what might be happening. Since the aim of the advert is to increase the sales of this brand product they have created the advert that will attract all the people regardless of their gender and age. The color used to catch the attention of everyone and hence the sales of this product would increase if more people go for this brand. This advert shows how the festive season would be if people decide to celebrate their Christmas using this brand. The video can also be used to attract more investors to invest in this company. This is because the advert portrays a company as a high profit making industry. So by attracting more investors the company sources of capital are increased.

Offer details

This advert like “ animated coca cola does give emphasize on a particular product and that is coke . It gives the overall perception of coca cola and the image brand. This advert serves the purpose of improving the brand name and also reminding people of existences of this product in the market.

Time of placement

The advert is set to be shown just before Christmas begins. In short is at the beginning of December., This is the best timing in that Person get to know that Christmas that time is facilitated by coca cola. As this advert becomes popular the Christmas case also is around the corner. This makes this brand be popular on the onset of Christmas. Hence the advert serves its purpose.

Advert channel

This advert was also posted on the company social media page as a link in which one can view the advert on YouTube. It is also set to be shown in both the local and international television stations.

The advert intention

The intentions of this advert are to increase the sales of coca cola in the festive season like the first advert of animated coca cola. This advert also serves the purpose of reminding the consumers the existence of this product in their market. The advert also to smaller details portray a positive image of the brand and also the company itself.

Perception

The holiday is coming coca cola christmas advert uses arrangement of colors to attract the attention of the audience. It also uses Christmas light and Christmas tree to show how Christmas holiday is approaching. The lighting in this advert creates a feeling of life. This process of creating this advert and putting it on air using different television channels is very expensive. The colors that are used in this advert are the same as those that are used in this company (Graham, 2003).

Buyers process

The advert and like animated coca cola promotes a specific brand of this company. This advert has a song that continually repeated “ Christmas is coming”. This song is not put there for fun only but to also remind the audience that Christmas is around the corner hence it is very important for them to prepare using this particular brand at this season.

Involvement level

It involves the veiwer by making them engaged on there emotional level and love for Christmas. Its achived by the use of the songs and also the use of Christmas lights and trees. The risk that this advert faces is that it has left out the Muslims because Christmas season is just like any other season.

Market mix

Product price

The price of this brand is not mentioned in the advert. This advert focuses more on persuading more people to use this brand and creating a positive image of this brand. The reason that might have made this advert no to mention price ids because the advert is expected to go all over the world and there is a difference in currencies. Since the purpose of this advert is not to inform consumers in reduction of prices of this brand hence it is unnecessary to give the price (Graham, 2003).

The place of promotion

This advert link was posted on the Facebook page of this company and after that it was aired on different television channels across the world. This shows

that this advert was targeting the people of all the ages hence it was put in the media where all people can access.

Conclusion and recommendation

The recommendation is that this advert could have included Christmas and at some point the Muslim so that they should not feel discriminated. Also this advert should have considered the trucks moving across all the seven continents of the world to stop the remaining continent to see as if they are being discriminated.

Conclusion

Both the advert has a new aim to create a positive image of the brand and also to increase the sales of this brand of product.

The animated coca cola tries to popularize the coke brand and also show the complexity involved in packaging whereas the coming holiday advert show how the trucks have left the company and are ready to distribute this coke brand to all the markets of the world,.

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