

Coca cola's brand value

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



Brand Value Proposition

The selected brand for this paper is Coca Cola because I am a regular customer of the drink. My behavior towards buying Coca Cola is due to its brand position and the value proposition that I have set as per my point of view.

The reason why I would buy Coca Cola because is because of the innovation Coca Cola has undertaken all these years. This can notably considered as the value of the brand that has made customers like me loyal to the brand. The first cola company introduced vending machine. Other companies later on followed this culture (Coca Cola Company).

When it comes to critical selection, the reason why I buy Coca Cola is the quality that they have maintained. There have been very less changes noticed in terms of quality of the product. Coca Cola has not overdone its quality by adding line of brand or sub brands for black cola. The drink remains less carbonated and less sugar in comparison of competitors drink. The brand has also related to different cultures, which makes it a drink for all (Coca Cola Company).

Coca Cola is available all over the world, which makes it easier for the Coca Cola lovers to get the drink of refreshment all the time and anywhere in the world. The brand is being positioned for different classes rendering the thought of a drink, which is available to all and anywhere. The positioning statement of Coca Cola itself is to reflect inspiration from moments of joy and happiness.

Works Cited

<https://assignbuster.com/coca-colas-brand-value/>

Coca Cola Company. " Mission, Vision & Values." 2012. thecoca-colacompany. com. 25 June 2012 .