

# The history of coca cola

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



## **One brand One world**

A brief research of coca cola

### **Introduction**

When talking about a brand, what are people talking about? The brand they're talking about should include a commitment, a commitment that includes both functional and emotional benefits and everything that the brand has been done and said in public. When it comes to Coca-Cola. What do people think of Coca-Cola? Coca-Cola, as an international brand with a history of 132 years, its brand image and marketing tactics were extremely successful and are the target of many marketing and business management personnel to study and research. In order to consolidate the knowledge gained in marketing courses, we choose to research and study Coca-Cola's brands, products, customer relationships, competitors and future steps.

### **What is its story?**

Each brand has its own story behind it. From these stories, we see a brand's brand view, product view, and values and worldview. Coca-Cola is probably one of the most story-telling brands. The story of Coca-Cola begins in 1886. At the time, a unique drink was born because of Dr. John S. Pemberton, an Atlanta pharmacist. He created a flavor of syrup and mixed it with carbonated water, which was considered "excellent" by those who were sampling at the time. Dr. Pemberton's partner and bookkeeper Frank M. Robinson ingeniously named the drink Coca-Cola, and had changed KOLA's K to C, took the double C as its trademark, and thus extended the use of more than 132 years (coca cola, 2018). However, what really makes Coca-Cola's "excellence" deeply rooted in people's mind is not only the amazing taste and

refreshing feeling when it first came out, but also the value and spirit advocated by Coca-Cola for more than 100 years. From the origin of the brand to the development of Coca-Cola, each journey of the brand is a story that being praised.

In 1928, Coca-Cola started working with the Olympic Games, linking Coca-Cola with sports and the spirit of life, so that everyone who pays attention to the Olympics can see the figure of Coca-Cola and feel the optimism and enthusiasm of Coca-Cola. Gene. At the same time, Coca-Cola is a brand that grew up with the United States at the end of the 19th century. Coca-Cola witnessed the history of the United States and became a symbol of American culture. Andy Warhol once described the American spirit represented by Coca-Cola in one sentence. What's great about this country is that America started the tradition where the richest consumers buy essentially the same things as the poorest. You can be watching TV and see Coca-Cola, and you know that the President drinks Coke, Liz Taylor drinks Coke, and just think, you can drink Coke, too. A Coke is a Coke and no amount of money can get you a better Coke than the one the bum on the corner is drinking. All the Cokes are the same and all the Cokes are good. “Coke is Life” by Andy Warhol. This coincides with Coca-Cola's brand mission and brand values.

### **What does the brand stand for?**

Coca-Cola refreshes the world, opens up happy and optimistic moments, creates value and differences for the world and is providing a sustainable, high-quality growth for the brand and take this as the brand vision. For 132 years, coca has been engaging its brand and products to public in many different ways. Through the history of Coca-Cola slogans, we can see that ,

Coca-Cola has expressed its brand in many different ways. Coca-Cola's brand image is based on red as the basic color and white as the auxiliary color, which symbolizes a positive and optimistic spirit and a passionate attitude towards life. Coca-Cola encourages and supports people to be creative. Since the brand was founded, it has continued to use its imagination to leave a variety of classic Coca-Cola collections. The Coca-Cola Collection Club has been established. Coca-Cola's classic glass bottle design is one of the highly recognizable brand symbol. Coca-Cola is a friend of all people. It advocates sharing and interaction. Coca-Cola allows everyone to participate and let everyone feel the moment of joy and love.

### **Product Information**

Coca-Cola is a soft drink with a mixture of syrup and carbonic acid. The formula contains ingredients extracted from cola and coca leaf, and it was developed and produced by the Coca-Cola Company. The drink's name refers to two of its original ingredients: coca leaves, and kola nuts (a source of caffeine), but no one know its formula detail, since its a trade secret. According to the packaging and volume, Coca-Cola are set in a variety of prices: \$ 1. 97/2L, \$3. 97/6\*710mL, \$4. 97/12\*355mL, and \$4. 47/6\*237mL (Reference Wal-Mart's price). Prices may vary slightly depending on the seller and the location. Coca-Cola products are available at any retailer of any form, such as supermarkets, grocery stores, restaurants, sports clubs, and vending machines at school, mall, stadium, train station, park, and office building etc. Coca-Cola Company uses intensive distribution to give their customers the most convenience to buy the products.

Coca-Cola consumers are widely distributed, and people of all ages, regardless of gender, are likely to become their customers. But most customers mainly distributed in the 18-34 age group, because people of this age are young, energetic, like new things and challenge, and their lives are more colorful. These are more in line with the product positioning of the Coca-Cola. People choose Coca-Cola most because of its taste, a specifically balanced flavor recipe, from which people can taste equal measures of sweet, bitter, salt and savoury senses when drink it at the right temperature. Compared with other similar products, its perfect balance of taste qualities makes it more successful.

### **Customer Relationships**

Coca-Cola pays great attention to listen to its customers. It learns new cultures and senses, new expectations and requirements from its customers. It continues to innovate to meet customers' changing taste needs and health concerns, including developing more beverages with natural attributes, fewer calories and functional benefits. The Coca-Cola loyalty program, My Coke Rewards (MCR), had celebrated and rewarded its most passionate and loyal fans since 2006, but it was phased out in 2017 because its execution seemed antiquated by requiring participants to manually enter codes found in product packaging such as under bottle caps. Instead, it turned its respective loyalty programs into versions much more amenable to the digital and mobile-first marketplace, and integrated them onto the official website. Most of the programs are cooperate with some other brands, such as McDonalds, The Home Depot, and Amazon.

Coca-Cola's partners are diverse. From small international supermarket chains to convenience stores and other small retail stores, from big city chain brand restaurants to remote city cafes, from schools to stadiums, from office buildings to residential areas, almost all types of commercials have direct or indirect contact with Coca-Cola. Partnership. Coca-Cola has also developed a comprehensive process, including but not limited to supply chain optimization, consumer experience enhancement, new container and booth design to support and enhance its partnership, which is currently three main The market serves services in Japan, Switzerland and Mexico. At the same time, Coca-Cola also provides support programs for small customers to help them improve their business capabilities and increase sales profits by expanding sales and optimizing customer experience. At the same time, Coca-Cola continues to provide relevant product quality assurance support and strictly control all areas related to sales to ensure that products are sold at the best quality.

Coca-Cola has a good public image. It climbed to No. 12 on the 2017 Harris Poll Reputation Quotient, in which more than 23, 000 Americans rated companies' reputation strength across six dimensions: Social Responsibility, Emotional Appeal, Products and Services, Vision and Leadership, Financial Performance, and Workplace Environment. Because of its plastic packages, earlier this year, Coca-Cola has been heavily criticised by the international environmental group Greenpeace for failing to address the urgency of the plastic waste problem with its new global environmental plan. In order to deal with this problem, Coca-Cola joined the advisory board of DEMETO (a European consortium developing chemical recycling technology) to

participate in the research of chemical recovery technology. In addition, Coca-Cola is incentivizing recycling at the 2018 Special Olympics USA Games through reverse vending machines that let fans give back in more ways than one. The pilot supports Coke World Without Waste's vision to collect and recycle the equivalent of every bottle or can it sells globally by 2030.

In order to meet the diverse needs of customers and enhance its competitiveness, the Coca-Cola Company also has many other categories of beverages, such as Nestea Iced tea and Glacieu smartwater. These two categories of drinks are designed to capture the tea beverage and pure water market. Its competitor PepsiCo correspondingly has Brisk Iced Tea and Aquafina pure water, and Dr. Pepper Snapple correspondingly has Straight Up Tea and Deja Blue. To Coca-Cola, its strengths are obvious. First, it has recognition brand and worldwide reputation. Second, product formula is unique and has high imitation difficulty. Third, it has innovative spirit and strong marketing strategy. Meanwhile, its weaknesses cannot be ignored. First, its strong competitors, Pepsi, has already surpassed it in some area. The product identity of its young consumer group is slightly inferior to that of Pepsi. Second, it has low nutritional value. Third, the environmental pollution caused by its product packaging is difficult to completely solve.

But the Coca-Cola Company still has many opportunities. First, although the soft drink industry has a low barrier to entry, it is still difficult to achieve cross-border marketing. Coca-Cola can take this opportunity to develop more youth markets in developing countries. Second, increasing demand for

healthy food and beverage gives it more opportunity to develop more healthy drinks. Third, bottled water consumption growth since hygiene, becoming, major, factor, in, the drinking water. While seizing the opportunity, Coca-Cola also faces some threats. First, Coca-Cola is facing increasingly fierce competition in domestic and international markets. Soft drinks except cola will encounter more and more alternative products. Second, People's health awareness is gradually increasing, which will inevitably reduce the demand for carbonated beverages. Third, its competitor, Pepsi, is growing fast, and most likely to surpass it in more fields.