

Value based imc case  
study rachel hasle  
essay



Currently, the company manufactures and licenses a wide variety of products through the markets in Europe, Eurasia, Africa, Latin America, North America and Pacific areas. Depending on geographical regions, legal boundaries and consumer/cultural behavior, Iacocca produces brand beverages that match target segmentation desires.

These non-alcoholic beverages include different flavors and varieties that embrace many market preferences of drinks, such as sodas, teas, coffee, energy drinks, juices, purified water and vitamin water.

Every product/brand that Coca-Cola represents can be attached to a preference group of markets that the company is interested in reaching. The health-conscious target market is being approached by a variety of options, from bottled water, vitamin water and organic teas through diet versions (sugar and calorie free) of soda. Green-environmental market segmentation is being attended by the implementation of the " plant bottle" (30% plant-based 100% recyclable bottles) and many sustainability actions that are being taken by the company.

It can be deduced that demographic markets were considered in the developing of juices (in order to provide a drink adequate for children) and the elaboration of a coffee alternative for adults.

Energy and sports drinks were generated to tap into the athletic market; however young adults with a lifestyle ' on the go' are becoming more receptive to these types of products. These days, marketers have a wide access to methods and evolved strategies to improve the efficiency of advertisement and increment the potential of return investments.

Data integration is one of the methods that marketers are gathering to develop competent targeting strategies in order to reach every current and prospect consumer. Gunter Heartfelt (Illinois Banker's Director of product management) mentioned that: " The raw material Of knowledge is data.

It becomes knowledge when placed into context and combined with the experience and creativity of people. " From the marketing perspective, database is the process of gathering, maintaining and using data to design effective communication systems for the purpose of establishing effective connections with clients.

Databases are the center of direct marketing and the principal key to promote product- customer relationships. Being a powerful company as Coca-Cola is, it can be inferred that their data resources come from internal and external assets. There are many categories of data and each one holds specific advantages and characteristics; according to Schulz and Schulz, in most cases the information about customers that is considered most valuable are the ones that indicate what clients have done in the past, such as behaviors, purchases or related activities.

Coca-Cola is a company able to gather enormous amounts of data; that is why they have to analyze which data will support them to gain relevancy, develop knowledge and smartly distribute resources for present and future projects. Companies such as Coca-Cola are being enriched by merging many databases and finding common characteristics between consumers; this allows marketers to create strategies that match more than one target segment.

The concept “ data fusion” describes the combination of various sets of data applied to one marketing plan. Hess Mike and Doe Peter (Nielsen media analytics) declared that: “ Data fusion is a respondent-level integration of two or more survey databases to create a simulated single source data set.

” In accordance to the website “ Big Data-startups”, Coca-Cola has built an advanced enterprise data warehousing that can display a single valuation of multinational retail information.

This information, such as customer behavior, purchase history, customer satisfaction and segmentation statistics, gets standardized through a process called “ master data management” that helps the company to make sensitive marketing decisions and respond promptly to critical changes of the market condition. In order to improve products, minimize their manufacture cost and grow revenue, Coca-Cola must collect meaningful geographical data. For instance, to produce their orange juice (I. Minute Maid) they have to consider that usually the peak-growing season of oranges lasts around three months, however, the product is on sale all year.

Reported from the site “ Big Disastrous”, Coke developed a model called “ Black Book” that gathers many data sources such as satellite imagery, weather updates, expected crop yields, regional preferences, detailed data about the myriad of 600 flavors that make up an orange and other variables that help to create products’ consistent taste.

E-commerce data plays an important role in marketing decisions through the arioso markets that Coca-Cola serves. More than 90 million people like this company on Backbone, not to mention the social media impact that Coke

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and its related products have on Twitter, Linked, Youth, Flickr, Mainstream and Google+. All these users and the ones that visit the main Cloacae websites around the world, create vital data allowing the company to connect followers, study their behavior and gather information about how to reach them with tactical approaches.

Developing promotion plans instigate measurements of audiences. This data bevels different criteria evaluations and rates that Coca-Cola could apply depending of the promotion's purpose; for example aiming for the most remembered commercial during a Super Bowl, different surveys and organizations are responsible of rating the data.

Product purchase records, financial statements, budgets and points of sales convey essential data that Coca-Cola uses to determine locations and channels of distribution; for instance, Walter generates four billion in annual sales of Coca-Cola products (Big Data-Startups website). Ultimately, as a global enterprise and one of the main beverage industry adders, it is comprehensible that Coca-Cola achieves success thanks to the accurate marketing decisions that rely on the deep technological analysis of meaningful data.

According to Attracted, data warehouse organization, Anthony J. Van deer Hook (Director of Business Growth Drivers in The Coca- Cola Company s Global Customer and Commercial Leadership department) supports that the study of data has become the key of effective marketing strategies and declares that: " In effect, this is about ensuring that we have the right

products in the right stores at the right time to meet shoppers' daily and seasonal consumption needs".