

# Coca cola gb marketing and economic strategy

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



Marketing Campaign The best marketing campaign that could fit Coca Cola is Online Marketing. The online campaign has to be characterized by arresting visuals and the lingering shot on the Coca Cola's drink. Additionally, the campaign has to feature a UK's celebrity, for example, a soccer star.

The campaign has to look like the celebrity chosen, drinks a Coca Cola drink and crazy events happen in the streets. By using this campaign, Coca Cola demonstrates how it understands what many people are using the internet for- humorous video sharing (David, 2013). A celebrity appearing on the marketing campaign will build more awareness and position the brand effectively.

UK's market is very competitive; therefore, there is need for campaign that would increase their customers' engagement with the brand. Therefore, an online campaign starring a celebrity will allow the audience to know that Coca-Cola is a drink for every people (Young, 2014).

The online platforms that could air this campaign are Facebook and Twitter. Coca Cola could stream this campaign in these platforms. Additionally, after streaming of this campaign, Coca Cola could show behind the scenes looks at the company, question-and answer posts, and thoughts about the drink. The hope is to bring Coca Cola close to the people, and to build trust with the customers (Sorenson, 2012).

The celebrity used in the campaign has to give his/her testimonial after drinking Coca Cola. Giving a testimonial will add credibility to Coca Cola's products. Definitely, studies indicate that people desire the same drink as their favourite celebrities (Suttle, 2014).

References

<https://assignbuster.com/coca-cola-gb-marketing-and-economic-strategy/>

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