

Coca-cola brand

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



Marketing of a Coca-Cola Brand submitted Marketing of a Coca Cola Brand

The goal of Coca-Cola is to re launch its sports drinks. Sports drinks of Coca-cola are the PowerAde and Aquarius brand.(Sami Ullah Khan, n. d.) It is a special product that needs a segmented market and different approach.

a. Customer snapshot. Potential customers are young and old trendy people who work actively both in sports and in everyday living. They are the long distance travelers, drivers or night time workers, top sportsmen, athletes, racers, triathlon runners, pupils or students. They could be found anywhere around the world, but mostly in target areas of Coke like US, Western European market, Great Britain, Germany, Spain, Mexico and Latin America. Target customers could be reached by offering the product that is packaged in can, to the manufacturers of sporting goods, gasoline stations, organizers of big sporting events, club wears, clubs and discos and clubs.

b. Names of customer segments. These are the sportsmen, athletes, casual sports drinkers, lifestyle users, recreational users, teenagers, long distance drivers, night time workers and variety seekers who would like to experiment a new taste of drink.

c. Rationale for selecting your target market

There is a global demand for sports and energy drink and the targeted customers are young, dynamic, achievement oriented people who are aware of their need to be physically fit.

The market place of US, Western Europe, Great Britain, Germany, Spain, Mexico and Latin America have been chosen because, Coke has established a foothold in terms of market position in these areas. (Sami, Ullah, Khan).

Launching of a new product will not cost too much in terms of publicity, PR

and advertising

c. Why the customer segments are interested in the product, service, or company

Coke has been known for its quality product. Dealers will be encouraged to stock up with the product to increase sales, profitability and growth.

Potential customers will be interested with PowerAde because of the belief that the product will give them the energy they need and that they trust that the product will look after his/her health, so that they can have all the fun they want without worrying for their health. As an energy drink, consumers buy them because they need it for their work.

d. What kind of differentiated marketing strategy you will use to reach the target market? PowerAde will come in the form of cans. As an energy drink, it has a clear purpose that will differentiate it with other drinks. It can also be offered as an advertising media itself, by making a tie-up with promotion of events. For instance, the PowerAde in can may promote Olympic events, Milo marathon, Disney movie, car racing and big sports events that will attract consumers.

Reference:

Sami Ullah Khan. (n. d.). Marketing Strategies of Coca-Cola. Retrieved from <http://www.scribd.com/doc/10552013/Coca-Cola-Marketing-Strategies>