

Coca-cola marketing



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Marketing of Coke-Zero

The launch of Coke-Zero started in October 2006. It is marketed towards young males. In United States the drink has been tailored to its targeted market by describing it zero calorie drink rather than a diet drink. In Australia the drink was promoted by fake front groups. They used graffiti and spamming to promote the product. When they were exposed the consumer advocates attacked the campaign and formed Coke-Zero Movement. After first five weeks of Coke Zero's entry in Australia the product set a new record by achieving the highest level of household penetration ever for any beverage company in Australia. The Success of Coke-Zero is the power of the zero percent sugar proposition in response to consumer drink requirements. The company demonstrated the impact which new products have when a gap in the market is identified.(Heiman, 1998) Another success of Coke-Zero is because of Coca-Cola's bottling system which is their greatest strengths, this system allows the company to conduct their business globally while maintaining local approach.