



The Coca-Cola Agency

By: Isis Young

Marketing Review

- You can never deny, people like a good soda but at the same time its not good to over consume it. Many people are aware that soda beverages can create health problems if soda is abused by the consumer that purchases it. Soda in general is a controversial topic on its own. Cola companies such as Pepsi and of course Coca Cola have always been some of the many cola companies to be scrutinized for being unhealthy. People judge the brand but people never look at the consumer who purchases the brand and how often they drink it. Coca Cola for decades have been judged for being unhealthy but at the same time this fuels us to fulfill high demand for our diverse consumers.

Brief Biography/ Situation Analysis

- In 1886, Coca-Cola was invented by a pharmacist named John Pemberton in Atlanta, Georgia. The beverage consisted of flavored syrup mixed with carbonated water. The first tasters of the beverage deemed it excellent. Pemberton and coke did not reach success, in its first year and to make matters worse Pemberton died before he could even see how successful his product was. Shortly after Pemberton's death a businessman by the name of Asa Griggs Candler rescued the business. In 1891, he became the sole owner of Coca-Cola. Due to his great marketing techniques he hired travel salesmen to pass out coupons for a free Coke. His goal was for people to try the drink it, like it, and buy it in the future. He also spread the word of Coca-Cola by putting up logos on calendars, posters, notebooks and bookmarks to reach customers of larger scale. It was one step in making Coke national instead of regional.

Target Market

Coca Cola as a brand, doesn't target just one group, we venture our product to all age groups, sexes/genders, ethnic backgrounds, lifestyles etc. The main goal of the coke brand, is to satisfy the wants and needs of the consumer wherever they are from. The age span in which we target is 13 and up.





Target Market

Coke Zero

We start off with zero. This beverage is specifically aimed towards teenagers. Many teens these days are health conscious and don't want to consume many calories, but still enjoy the taste of a coke. The age target is starting at 13 but anyone is more than welcome to enjoy zero. We are aiming to satisfy health conscious consumers as a whole.



Target Market

Coke Diet

This beverage is aimed at a more mature audience at least 25 and over who are also health conscious. Unlike zero which has Aspartame (low calorie sweetener), Diet coke is sugarless. Anyone who enjoys diet drinks are more than welcome to drink diet coke.

Target Market

Coke Lime, Vanilla,
Cherry and other flavors

All of the
miscellaneous flavors are
targeted towards
anyone that likes a little
kick or more flavor in
their coke or who enjoys
a cola with a cherry
flavor, vanilla flavor etc.





Target Market

Coke Original

Of course we saved the best for last. Coca Cola original our first coke and the one we promote more is welcomed for everyone to enjoy.

S.W.O.T Analysis

Strengths

- Strong marketing and advertising ethic
- The world's largest beverage company
- Coke has many branches that aren't soda related (Aquafina, Dole Juice, Life Water)
- Provides good customer loyalty catering to needs/wants
- Large scale of different networks

Weakness

- Negative Publicity
- Focused predominantly on soda
- Health conscious customers

Opportunities

- Increase demand for bottled water
- Could profit from our branches
- Advertise other products that are unpopular
- Give branches recognition.

Threats

- Pepsi Co.
- Changes in the consumer's wants
- Competition from other various brands

The Family



Media Plan and Schedule

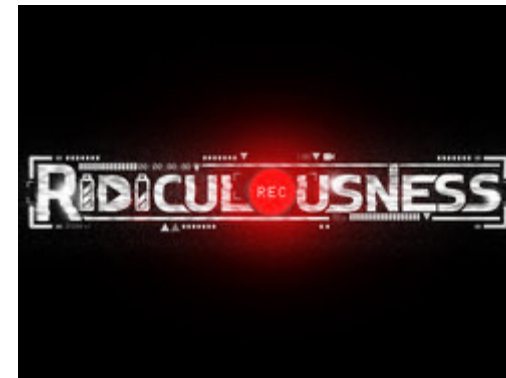
- Magazines – Cosmopolitan, Seventeen, Rolling Stone, Teen Vogue, People
- Television – Black Ink Crew, Basketball Wives, Love and Hip Hop, T.I and Tiny. (Vh1) Wild'n Out, The Wayans bros, Ridiculousness, Rob Dyrdek's Fantasy Factory.(MTV) 15 seconds ads.
- Taxi
- Billboard



Magazines



Television



Taxi/Billboard

- The coke brand has decided to put our ads on Taxis and Billboards. For taxi's we stayed within New York because New York is the mecca of all things business related. As for billboards, myself and the coke brand have decided to advertise on big billboards across New York City, Los Angeles, Atlanta, Miami and Chicago

Endorsers

- Our endorsers are very important because they draw the attention of our consumers and future consumers. These endorsers were chosen to make the audience happy, provide humor and make them feel good in order to promote good publicity.

TAYLOR SWIFT





SELENA GOMEZ



selenagomez

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selenagomez when your lyrics are on the bottle 😊

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recoloring.arli 🍷🍷🍷🍷

hindsightswifts @pohaa_mon

@m._ray_cyrus @recoloring.arli why are you hating on this innocent beautiful girl?

2.sh.1 Love you @selenagomez ❤️❤️❤️❤️

recoloring.arli @hindsightswifts because we have our opinions

cedu_amelliah 🍷🍷🍷

jamyллеpaes Passada @rafirework arrasou!

m._ray_cyrus 😭 solo es una serpiente que tiene de malo 🍷🍷

A photograph of LeBron James and three friends hanging out in a room with large windows. LeBron is on the right, wearing a red and white V-neck sweater, smiling and holding a drink. A woman in a tan jacket is in the center, drinking from a bottle. Two other men are on the left, one in a tan jacket and one in a blue jacket, both holding drinks. A red circular object is visible in the top right corner.

LEBRON JAMES

A photograph of Steve Harvey, a bald man with a mustache, smiling broadly. He is wearing a dark suit jacket, a light-colored dress shirt, and a striped tie. He is holding a glass bottle of Coca-Cola in his right hand. The background is a plain, light gray color. The text "STEVE HARVEY" is overlaid in white, bold, sans-serif capital letters across the center of the image.

STEVE HARVEY

A young woman with long brown hair, wearing a red t-shirt and a light blue denim vest, is drinking from a Coca-Cola bottle. She is in a park setting with other people in the background who are also drinking and socializing. The scene is set outdoors with green trees and a large building in the distance. The text "YOU THE PEOPLE!!!" is overlaid in white on the image.

YOU THE PEOPLE!!!

Budget

Media Cost	Total
Magazines	\$206,818
Television	\$206,000
Taxi	\$1,296,179
Billboard(5 cities for a month)	\$75,173,000
Endorsers	\$15,000,000
Contingency Fund	\$7,724,003
Overall Total Cost	\$100,000,000

Creative Rationale

"Love in every bottle and love in every can."

- Coke is more than just some soda, it is the largest beverage brand and one of the best companies to market with. It is a company that expresses the beauty of customer loyalty and does all it can to fulfill the wants of the people. As a matter of fact Coca Cola is for the people. It promotes happiness and the power of positivity such as " sharing a coke" one of the brands most famous lines. It is a brand that not only looks out for the people but looks after the branches it supports. Coke is the love, the joy, the compassion and so much more.

When one of our consumers drink coke, we want them to feel good, hydrated and mentally stimulated in which they would want to share a coke because just like our slogan, drinking a coke there's love in every bottle and love in every can.

Location and further Information

- Located: Atlanta, Georgia
- Phone. 1.800.GET.COKE. (800.438.2653)
- P.O. Box 1734 Atlanta, GA 30301, USA
- Email Address: CokeC1734@gmail.com



Thank You!!!



TASTE THE FEELING