

Analysis of Coca Cola's Branding Campaign

Introduction

This report intends to examine and evaluate the advertisement and brand image of Coca Cola Company. The research question to be studied and explained in the paper concerns the importance of advertisement and branding campaign for Coca Cola Company. These two processes are believed to be the driving forces of the business. Moreover, this report presents two advertising campaigns and reviews the approach of Coca Cola Company used to promote their products. A detailed analysis of each advertisement and its comparison will show branding efforts of the company.

Face Advertisement

<http://www.youtube.com/watch?v=vIPwq6r9ddo>

Face advertisement is the most popular way of promotion that is also used by Coca Cola Company (Picture 1). This kind of advertisement dominated in the UK. However, at the present time, many companies use it as the best way of promotion. First, it is catching and associated with celebrities that attract the target audience. For example, Barack Obama, Lillian Nordica, and Deepika Padukone were the brightest faces of Coca Cola advertisement campaign. For example, Coca Cola's slogan on face advertisement is "Yes, we can." It means that their spirit is optimistic and confident. Coca Cola is associated with sport and entertainment events.

Picture 1



Target Audience

Targeting their customers, Coca Cola uses celebrities' endorsement as it strengthens the company's reputation and encourages customers to buy their products. The advertising campaign employs a celebrity in order to attract new customers not only to their brand but to a well-known person depicted on the label. Without a doubt, the advertisement ruins national and cultural barriers as it acts as an alternative promotion strategy. One can advertise Coca Cola brands with the help of TV, Internet, press in order to increase the public interest.

Reaching the target market is the main objective of Coca Cola Company. They choose the target audience and offer their products and services. The target audience of this company includes children, teenagers, and adults. They simply address their advertisement according to the age differences. It is necessary to mention that there are not racial, ethnical, and cultural limitations in the branding campaigns (Pictures 1, 2).

Picture 2



Offer Details

The advertisement presupposes promotion not only of the products and services, but also of the brand. Sometimes it is impossible to find the words to create an impressive picture while the face advertisement uses such images that communicate without speaking. The benefits of Coca Cola are that they promote their products indirectly and directly. It means that they combine these techniques to receive a desiring result. Brand awareness is realized by the popularity of the company as well as prestige

and desire of the clients to buy their products. The number of customers raises awareness of Coca Cola Company. Nobody denies the fact that the customers prefer Coca Cola since there are many forums and blogs of those people who know everything about this brand. Advertisement generates a higher level of awareness when it has a larger target market.

Time of Placement

Coca Cola Company started their activity in 1886, but their brand awareness came in 1891 with the intensive use of the advertisement. The TV spots were the driving forces for the improvement of the brand awareness and popularity among the customers. This was the way of building positive associations with their brands and provoking interest to their products.

Advertising Channels

Coca Cola brand has become an international one; therefore, it is advertised not only in the USA and UK, but on the foreign channels. The high growth rate proves the attractiveness of the advertisement and popularity of Coca Cola products among the customers. Coca Cola Company is gaining brand awareness at the international level.

Advertising Intentions

The advertisement has the purpose to attract customers and shows their dominance in the market. Coca Cola achieved this through privatization of their brand. Optimistic, bright, and cheerful pictures of their advertising improve customer awareness of this brand. Clips, messages, and colorful pictures are used to raise sales, increase profits and brand loyalty. Due to their advertisement Coca Cola creates an emotional connection with the audience. First, advertisement works for the image and soon the image works for them. Image building is the main task of Coca Cola. Increasing sales is the next objective of the advertisement; it

involves indirect actions since increasing sales depends on the image of the company, its place in the market, its ability to compete, among many other issues.

Perception

Coca Cola advertisement is based on semiotics. Visual emphasis is set on the red color that associates with the holiday time, happiness, and joy. This color dominates in all clips and pictures. For example, eyes or pair of lips incite to drink Coca Cola. Red color increases the brand awareness being useful in the promotion campaign and creates different feelings. In most spots, Coca Cola Company draws a parallel between New Year and Christmas' holidays. The company reinforces their advertisement with the melodic, quick, and rhythmic music.

Buyer Process

The buyer process presupposes evaluation of the effectiveness and appropriateness of the advertisement. The use of face advertisement will help to present Coca Cola brand to the customers revealing all its advantages. The evaluation stage is aimed at differentiating Coca Cola brand from others, for example, Pepsi or Fanta. One can say that they know how to attract the customers. Creative, monetary and logistic effort is involved into the advertisement to impress the audience.

Involvement Level

The clip above clearly states the popularity of Coca Cola. Moreover it has related symbols that are associated with the brand. However, its weakness is that it does not reveal the advantages of this brand as compared to others.

Marketing Mix

Product

The featured product in this clip is the brand itself. The bright and impressive look of Lillian Nordica attracts and impresses with its positivism and joy.

Price

Price is not mentioned in the clip.

Placement

It is better to place this advertisement not only on television, but in the Internet due to the high costs. Both mass media offer the products to the diverse audience.

Promotion

The promotional objective of this advertisement is to create festive and cheerful feelings provoked by Coca Cola brand. The company uses this clip not only for its promotion at the national level, but at the international one. In addition, a beautiful smile of a celebrity inspires to a good optimistic mood and festive atmosphere. One can say that they use a creative approach to this clip.

Critique and Recommendations

It is evident that this clip has its limitations. First of all, it does not have slogan that would directly indicate the message of this advertisement. As a result, one recommends adding the slogan of Coca Cola. It is impressive in its design and colors. A thoughtful use of semiotics by the celebrity creates a persuasive impression. Without a doubt, these restrictions do not lessen the importance of this advertisement, but provide grounds for the further improvement.

Christmas Advertisement

<http://www.youtube.com/watch?v=ogetBqMgau0>



To express festive and elevated atmosphere received from Coca Cola, the Christmas advertisement is used. The slogan of this clip is “Holidays are Coming”. The main message of this advertisement is to prove that Coca Cola presents a good mood.

Target Audience

This advertisement is appointed for the wide target audience from the small children to the adults since all people like Christmas. The trucks are perceived as the distributors of joy and happiness. Furthermore, this video attracts not only customers, but the investors and stakeholders. In addition, this advertisement improves the perception and brand image. Reaching the target market is the main objective of this company. Relationship marketing is not a less important objective. In order to build successful relationships with the customers, Coca Cola spends large amounts of money. Image building is the main task of the company. They try to build positive associations with their brands and provoke interest to their products. If they spend money on advertisement, they will double their incomes accordingly.

Offer Details

This advertisement places emphasis on beverages and drinks of the Coca Cola Company. However, it reinforces the brand awareness and image. This clip serves for improving brand reminding people about Christmas as the most magic holiday.

Time of Placement

Coca Cola Company uses this advertisement before Christmas time to increase their sales and remind people about holidays.

Advertising Channels

Coca Cola Company launched this clip on TV, in the Internet and social media to attract the younger audience who like different drinks.

Advertising Intentions

This clip can be an effective tool of the marketing communication. It can improve the status of Coca Cola that promotes the company's image, attracts new customers, and increases the income. It is an essential component of the communication strategy.

Advertisement and public relations play an important role in this company and, with the help of attention-getting image and well-composed slogan, can catch the interest of the customers to Coca Cola. The marketing strategies of Coca Cola are association with any fascinating story, satisfaction of the customers' needs, suitable placement, and creating comfort.

Perception

Christmas advertisement uses all the possibilities of the holiday atmosphere. As mentioned above, red color dominates in this clip and is associated with Christmas. Santa Claus, festive trucks and lights remind that Coca Cola will make Christmas more exciting and unforgettable. In addition, the music in this clip has the words of the slogan "Holidays are Coming". It is quick, rhythmic, and optimistic. Moreover, it is related to the holidays. Christmas advertisement makes the company's name and strongly influences the customers to become addictive to this brand.

Buyer Process

This clip promotes Coca Cola drinks; therefore, their target audience is youth. This advertisement influences positively the buyer process as it is characterized by credibility and attractive images.

Involvement Level

Emotional and impressionable levels of this clip are high. Coca Cola uses a pre-holiday atmosphere as a driving force for the promotion of their drinks. The aim of the clip is to create awareness that will help in attracting public attention to the company and its products.

Marketing Mix

Product, Price

In this advertisement, Coca Cola presented their drinks. They emphasize on Christmas and happy associations with this holiday and their drinks. The prices of their drinks are not presented since this advertisement promotes only the brand.

Place, Promotion

Coca Cola Company promotes their drinks through television and social media. Bright colors, suggestions of celebrities, attractive labels, famous songs, and popularization of the brand are the main tricks used by Coca Cola in the advertisement for attracting and influencing the customer.

Conclusion and Recommendation

In conclusion, it is necessary to say that this Christmas advertisement creates positive feelings due to the red color, festive music, and semiotics. The slogan reminds about Christmas time and incites to buy Coca Cola drinks for reinforcing holiday mood. One should improve this advertisement paying more attention to Coca Cola brand since Christmas occupies a leading place. Coca Cola brand is secondary. They should be more aware of its brand name. Brand awareness is realized by the popularity of the company as well as prestige and desire of the clients to buy their products. The number of customers raises awareness of the fashion company. Nobody denies the fact that the customers prefer Coca Cola since there are many forums and blogs of those people who know everything about this brand. Advertisement generates a higher level of awareness when it has a larger target market.

Conclusions

To sum up, both advertisement face and Christmas can be good ways of Coca Cola products promotion. They differ in advertising. Face advertisement uses an indirect way of sending messages to the customer. Christmas advertisement uses a direct way of sending information to the customer. The main ingredient of a successful strategy of the Coca Cola

Company is the ability of the advertisement managers to find the most reliable ways of attracting customers and cooperating with mass media. It is a highly successful and competitive business. One can distinguish four main components of its success, namely reputation, monopoly, architecture, and technology.

The objectives of the advertisement managers of the Coca Cola Company are to use cooperation with other brand companies, strengthen the power of the brand at the global level and develop business in different countries as well as design coordinated and global brand strategy.