

Coca-Cola: Integrated Marketing Communications

Marketing Plan Ideation: Coca-Cola Marketing Presentation 2022



[This Photo](#) by Unknown Author is licensed under [CC BY-SA-NC](#)

Martin CJ Mongiello, MBA

November 14, 2018

Ideas expressed and showcased are the original copyright of Martin CJ Mongiello©, MBA, Lenoir Rhyne University graduate student at Mongiello Associates Strategic Marketing™ company and collaborating with The Presidential Culinary Museum® and Presidential Service Center®. Represented by Apollo Sports & Entertainment Law Group.

I. Executive Summary

In over 200 countries today, since first selling products in 1886, Coca-Cola is the largest in its earth industry. This proposal addresses civilizations across the universe and beyond this planet. As a \$48 billion company, net income is \$8 billion (Taylor, 2000, pp. 277-293) with gross profit of \$28.5 billion showcasing great prowess and market understanding.

This plan offers additional ideation and a new marketing niche offering. It does not seek to assess the current 41,000+ pages of marketing plans on file in Atlanta and Coca-Cola Global Headquarters locations. Specific elements of such are bypassed.

II. Situation Analysis

A. The Internal Environment

Review of marketing goals, strategy, and objectives

The firm continues to market to the human race with integrated marketing technologies across advanced continents. “In many locations where Coca-Cola is consumed, the availability of modern technology is limited, which restricts the ability to leverage social media. As a result, the company’s marketing department continues to rely heavily on traditional forms of marketing,” (Cengage, 2018, fe3ms07h.Ch21.01).

One of the main goals of their 2020 Vision Strategy is to increase servings by three (3) billion per day. They achieve their goals by television, commercial, product display, paper, large display, signage, music, radio, and digital advertising. They also continue to sponsor organizations across the globe and the Olympics. They spend about four billion per year on advertising (Pfitzer, Bockstette, & Stamp, 2013, pp. 100-107).

Their existing trends, goals, and objectives work well for the firm's mission. Growth on earth and into the galaxies of the universe can be achieved. Recent trends in the human race are ripe for Coca-Cola to do so.

Review of current and anticipated organizational resources

The company has the resources to engage in this marketing plan and proposal (Veale, 1996, pp. 16-20).

Review of current and anticipated cultural and structural issues

In the present marketing profile of Coca-Cola, new items come up all the time that appeal to a broad-based group of the humans in 269 countries. The marketing and advertising team produce endless excellent programs. With 3,500 beverages for sale and 450 different taste tests used, the company does

an excellent job meeting marketing and advertising by delivering a terrific product. As a White House Chef myself, I grew up loving Coca-Cola and all of their products and have tried close to 300 of them in living on three continents. At Camp David, and in the White House, the Coca-Cola Bing Cherry Jello Mold is quite famous!

Their marketing strategy development could move on, and away from this planet via Star Wars® films to showcase the products and a new bottle to be herein described. The firm's structure is very supportive of such (Tripodi, 2011).

B. The Customer Environment

Who are the firm's current and potential customers?

Coca-Cola currently has very high appeal in sports due to sponsorship into sports. Broad-based desires in water consumption and non-carbonated offerings have also been taken up on successfully. Distribution, continent factories, and trucking are a strong suit to release and package anything.

Heavy consumers of carbonated drinks are not disappointed (Gertner & Rifkin, 2018, pp. 161-173) while light consumers who are health conscious (Powell & Gard, 2015, pp. 854-867) also find satisfaction. Even if they

don't know Coca-Cola makes Dasani, coffees, teas, green teas, AdeS soy-based beverages and more! They are buying.

What do customers do with the firm's products?

Customers most importantly drink the products, but many also wear them in branded shirts, jackets, hats and more. While the drinks refresh they also provide pride and joy.

In restaurant service and institutional cycles, sales include bulk products of syrups, worldwide. Consumers may be drinking them in conjunction with a meal, or with popcorn at a movie in a branded cup, or on a cruise ship with lunch or dinner.

Waste and garbage with recycling efforts have made it high to the top of the list for Coca-Cola to lead the world in green practices.

C. The External Environment

Competition

There are significant competitors (Tucker, 1964, pp. 32-35) to Coca-Cola like PepsiCo as a snack, beverage, and food company out of Harrison, New

York. They do about \$64 billion per year in sales with half as much net income as Coca-Cola, or \$4.9 billion on operating income of \$10.5 billion.

The characteristics of competitors include owning Captain Crunch cereal (PepsiCo) and other products like Cracker Jack. These are quite diverse and possibly distracting, or not best being co-branded enough. The size, growth, and capabilities of many competitors are significant like Dr. Pepper Snapple, Red Bull, Nestle, and Parle. Many of them seek to powerfully compete with Coca-Cola inside of specific product lines like energy drinks or water as they cannot take on the entire Goliath.

Economic Growth and Stability

Coca-Cola is continuing to grow steadily, and its products are easily obtainable as they are inexpensive to enjoy and readily available worldwide.

Legal and Regulatory Issues

Some sugar taxes against sweet drink companies have gained headlines and brought the negative press (Falbe, Rojas, Grummon, & Madsen, 2015, pp. 2194-2201) to these manufacturers. Coca-Cola is naturally the most significant target of that push.

Technological Advancements

Coca-Cola has continued to advance all forms of its factory, bottling, shipping, and production ideas in the realm of technology. Efficiencies in the processes have been fantastic and cost-effective.

Sociocultural Trends

Coca-Cola highly appeals and fits into physical prowess events which continue to trend forward in global competitions, sports, and the Olympics (Schmidt et al., 2016, pp. 501-502). Coca-Cola spent \$29.9 million at the Los Angeles Olympics in advertising for 1984. In 1996, that amount rose to \$73.6 million for the Atlanta games. By 2014, for Sochi, that was \$100 million.

The companies feel-good message is also parlayed worldwide into loving, kind, caring, smiling mechanisms as a primary focus, regardless of marketing medium.

The firm has faced some ethical and social issues (Taylor, 2000, pp. 277-293) of green bottling and environmental care with plastics like any company. Medically they have valid concerns about what goes into the bottles as some contaminants have been found in use by bottlers. Waste

disposal is also an area they work on becoming more environmentally friendly.

The company is very cautious about children and sugary drinks in school and has specific rules for children (Bragg, Roberto, Harris, Brownell, & Elbel, 2017) below the age of 12.

III. SWOT Analysis

A. Strengths

- Massive distribution capability worldwide
- Product sourcing for flavor mixes readily available
- Design and extruding skills are available
- The production line can produce an additional bottle and replicate it like was done for Fanta and in 1915
- Financial prowess to launch a dominant, world idea

B. Weaknesses

- Previously made a significant, world mistake with New Coke
- Homosexuality concerns in the LGBTQIA community caught the company in problems for the Sochi Olympics

- People sometimes look to topple anyone on top like Coca-Cola
- Difficulties with incubation due to being overly large

C. Opportunities

- Continued innovation
- Strengthening of all production lines given an available schedule of financial resources into the next 50 years of projections
- Co-branding opportunities continue and can expand in new areas
- Cleaning up the world's oceans and becoming a significant part of that

D. Threats

- Pepsico continues to encroach on the #1 status
- Changing tastes and preferences of the public
- The plastic news following in the Pacific Ocean with negative reports
- Raw material supplies and costs
- Medical studies attacking the company (Flynn & Okuonzi, 2016, p. 25)

E. The SWOT Matrix

<u>Strengths:</u>	<u>Opportunities:</u>
<ul style="list-style-type: none">• Massive distribution capability worldwide• Product sourcing for flavor mixes readily available• Design and extruding capabilities are available• The production line can produce an additional bottle and replicate it like was done for Fanta and in 1915• Financial prowess to launch a dominant, world idea	<ul style="list-style-type: none">• Continued innovation• Strengthening of all production lines given an available schedule of financial resources into the next 50 years of projections• Co-branding opportunities continue and can expand in new areas• Cleaning up the oceans and becoming a significant part of that

<u>Weaknesses:</u>	<u>Threats:</u>
<ul style="list-style-type: none"> • Previously made a major, world mistake with New Coke • Homosexuality concerns in the LGBTQIA community caught the company in problems for the Sochi Olympics • People sometimes look to topple anyone on top like Coca-Cola • Difficulties with incubation due to being overly large 	<ul style="list-style-type: none"> • Pepsico continues to encroach on their #1 status • Changing tastes and preferences of the public • The plastic news following in the Pacific Ocean with negative reports • Raw material supplies and costs

Associated consumer product goods will be developed for world sale. However, no single report or mention of the new drink line, new bottle design, and universal appeal by races across the galaxies will be mentioned, nor discussed by Coca-Cola until it appears in the movie.



G. Developing a Strategic Focus

The overall focus of this strategic marketing plan is to tap into the Universal Olympics and escalate what Coca-Cola already has done well.

This will provide tremendous differentiation in the market for Coca-Cola. Staying with other #1 co-branding opportunities of the very best in the world.

IV. Marketing Goals and Objectives

A. Marketing Goal A: Associate Coca-Cola with the future of Olympic contests.

Objective A1: Dialogue to be written and place into the next Star Wars® film by

2020.

Objective A2: Finalized logo and look of the bottle from the Design Team by January, 2020.

B. Marketing Goal B: Prove to the world the number one drink representing the Earth and, human race made it all over the galaxy and is accepted by all creatures!

Objective B1: Have a human, earth warrior named Rey in the Universal Olympics become the spokesperson for Coca-Cola in the future.

Objective B2: Have other creatures across the universe try the drink and love it!

V. Marketing Strategy

A. Primary (and Secondary) Target Market

Primary target market

Billions of Star Wars® fans

Olympic fans

Athletes and athlete teams

Coca-Cola fans

Secondary target market (optional)

Coca-Cola item collectors

B. Product Strategy

Brand the new bottle packaging

Decide on the liquid inside and if it is going to be Coca-Cola soda

Logo design

Major features and benefits: Olympic association

Differentiation/positioning strategy: Co-branding with Star Wars®

Supplemental products: Merchandising of items in all Coke outlets

C. Integrated Marketing Communication (Promotion) Strategy

Overall IMC strategy, IMC objectives, and budget: A full diverse spread

Consumer promotion elements

Advertising strategy: Typical, historical pattern supported by heavy

digital expansion of webisodes and short films

Public relations/publicity strategy: Long quiet period up to film debut

Personal selling strategy: Rey will wear a diamond-decorated bottle

as jewelry, by Tiffany, to a red carpet event

Consumer sales promotion (pull) strategy: Supported by shop sales

Trade sales promotion (push) strategy: Limited giveaways

VI. Marketing Implementation

A. Structural Issues

Overall, a long quiet period will build up to the sudden product release being seen in the film.

No changes are needed to the firms market strategy while production lines are established and experience significant change.

B. Tactical Marketing Activities

Specific Tactical Activities	Department Responsible	Required Budget	Completion Date
Product Activities 1. Creation of replica bottle as a massive statue 2. Coordination with Disney parks for sales of merchandising items and in mall, Disney stores	Atlanta World HQ	TBD	After movie release

3. Coca-Cola products are exclusively sold at all Disney parks.			
Pricing Activities			
1. Analysis, sourcing, and manufacturing of bottles	Design Team	TBD	2020
Distribution/Supply Chain Activities			
1. Special case holders for delivery	Logistics and Supply	TBD	2020
IMC (Promotion) Activities			
1. Special Disney events in the parade and park	Marketing Department	TBD	2019
2. Individual Comicon promotion booths and events			
3. Promotional contest and giveaway			

VII. Evaluation and Control

A. Formal Controls

Capital expenses with groundwork towards feasibility are to be completed first by working with human resources to form a viability team. This will allow for a rejection phase of the project due to unscheduled budgeting and possible movie release shifting to the latter 2023 through 2030 frame.

In the case of Disney rejection or inability to negotiate a suitable price between them and Coca-Cola – movement towards another feature film can ensue.

A complete management and marketing plan will be needed for training and employee internal messaging (Carroll, 2016, pp. 33-44). Controls of messaging that Coca-Cola will not be removing the vintage bottle from the market are essential. This plan may be a one-time promotion and await performance results.

Based on sales, social media analysis, and public appeal results as seen before in Coca-Cola (Cheptegei & Yabs, 2016, pp. 71-85), the production could be announced as picking up and escalated, or shut down.

B. Informal Controls

Employee satisfaction is important to work with as the announcement of new bottles over time is significant for the world workforce. In this case, no announcement will be made at all.

Billions of people will suddenly see the Coca-Cola bottle on the big screen.

C. Marketing Audits

Coca-Cola will monitor sales as part of the traditional marketing audit, but strong emphasis will be used via Adobe Marketing Cloud to monitor world appeal, social media reports, and amalgamated data (Fulgoni, 2015, pp. 232-236) of the releases appeal. As there will be limited, and minor market release of the bottles in specific markets the production line can be ended if there is no market for the product.

References

- Bragg, M. A., Roberto, C. A., Harris, J. L., Brownell, K. D., & Elbel, B. (2017). Marketing food and beverages to youth through sports. *Journal of Adolescent Health*.
- Carroll, C. (2016). The Dasani Controversy: A Case Study of How the Launch of a New Brand Jeopardized the Entire Reputation of Coca-Cola. In *The Crisis of Food Brands* (pp. 33-44): Routledge.
- Cengage. (2018). Coca-Cola Case Study Integrated Marketing Communications *Mindtap Digital Course*, fe3ms07h.Ch21.01. Retrieved from <https://ng.cengage.com/static/nb/ui/evo/index.html?deploymentId=5555562319012283869217262793&eISBN=9781305631571&id=368450459&snapshotId=936411&>
- Cheptegei, D. K., & Yabs, J. (2016). Foreign market entry strategies used by multinational corporations in Kenya: A case of Coca Cola Kenya Ltd. *European Journal of Business and Strategic Management*, 1(2), 71-85.
- Falbe, J., Rojas, N., Grummon, A. H., & Madsen, K. A. (2015). Higher retail prices of sugar-sweetened beverages 3 months after implementation of an excise tax in Berkeley, California. *American Journal of Public Health*, 105(11), 2194-2201.
- Flynn, A., & Okuonzi, S. A. (2016). Coca-Cola's multifaceted threat to global public health. *The Lancet*, 387(10013), 25.
- Fulgoni, G. M. (2015). How Brands Using Social Media Ignite Marketing and Drive Growth: Measurement of Paid Social Media Appears Solid But Are the Metrics for Organic Social Overstated? *Journal of advertising research*, 55(3), 232-236.
- Gertner, D., & Rifkin, L. (2018). Coca-Cola and the Fight against the Global Obesity Epidemic.

- Thunderbird International Business Review*, 60(2), 161-173.
- Pfitzer, M., Bockstette, V., & Stamp, M. (2013). Innovating for shared value. *Harvard business review*, 91(9), 100-107.
- Powell, D., & Gard, M. (2015). The governmentality of childhood obesity: Coca-Cola, public health and primary schools. *Discourse: Studies in the Cultural Politics of Education*, 36(6), 854-867.
- Schmidt, S., Langner, S., Hennigs, N., Limbach, M., Rothensee, M., & Wiedmann, K.-P. (2016). Sponsoring FIFA World Cup vs. Olympic Games: Coca Cola, a Classic American Brand, and Its Explicit and Implicit Sponsoring Success at Worldwide Sports Events. In *Celebrating America's Pastimes: Baseball, Hot Dogs, Apple Pie and Marketing?* (pp. 501-502): Springer.
- Taylor, M. (2000). Cultural variance as a challenge to global public relations: A case study of the Coca-Cola scare in Europe. *Public Relations Review*, 26(3), 277-293.
- Tripodi, J. (2011). Coca cola marketing shifts from impressions to expressions. *Harvard business review*, 27(04).
- Tucker, W. T. (1964). The development of brand loyalty. *Journal of Marketing Research*, 32-35.
- Veale, D. J. (1996). Mentoring and coaching as part of a human resource development strategy: an example at Coca-Cola Foods. *Leadership & Organization Development Journal*, 17(3), 16-20.