

DECEMBER 2 | 2021

# COCCA-COLA MEDIA MIX

KENDALL ACHARYA  
ABDULLAH ALESMAIL  
WYATT RICHARDSON  
BRIANNA SAUTER  
ZACK STARENSIER

# BRAND MARKETING HISTORY

- 1886- DRINK COCA-COLA
- 1938- THE BEST FRIEND THIRST EVER HAD
- 1969- IT'S THE REAL THING
- 1986- RED, WHITE, AND YOU
- 1993- ALWAYS COCA-COLA
- 2006- THE COKE SIDE OF LIFE
- 2021- REAL MAGIC

**ABSTRACT POSITIVE CONSTRUCT =  
HAPPINESS, FAMILY, & SHARING.**

1957



1971



"I'd like to buy the world a Coke"



1993



Share a  
**Coke**.with...



2011

1925

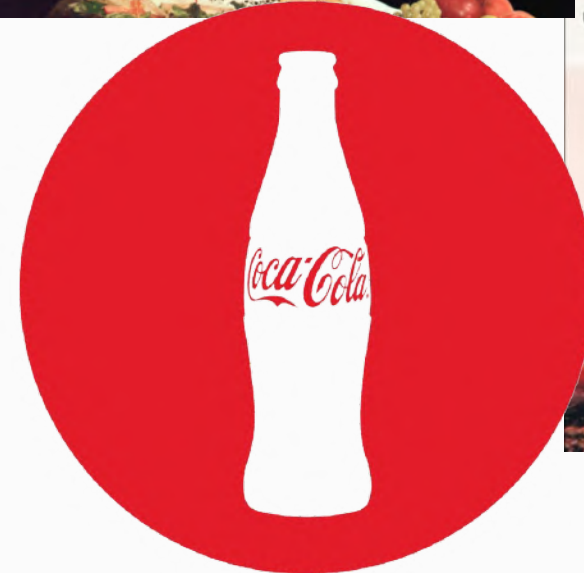


6,000,000  
drinks a day



1931

"My hat's off to  
the pause that refreshes"



1985





THE \$29.4B CARBONATED SOFT DRINK CATEGORY IS UP 4.6% BUT COCA-COLA SOFT DRINKS ARE DOWN -6%. SHARE OF SPEND BETWEEN DIET (26%) AND REGULAR (74%) SODA SALES HASN'T CHANGED SUBSTANTIALLY. DECLINES ARE LARGELY DRIVEN BY HEALTH-POSITIONED CARBONATED BEVERAGES. COCA-COLA IS LAUNCHING A NATURAL CARBONATED BEVERAGE, CALLED COKE FREEDOM.

HEALTH CONSCIOUS INDIVIDUALS, WEALTHIER HOUSEHOLDS WITH ABOVE AVERAGE DISPOSABLE INCOME.

COCA-COLA SOFT DRINK CATEGORY IS DOWN -6%, (26% DIET) (74% REGULAR) SHARE OF SALES.

COCA-COLA'S WANTS TO MAINTAIN THEIR CURRENT CONSUMER BASE WHILE INTRODUCING AN ENTIRELY NEW OFF BRAND PRODUCT.

25 MILLION DOLLAR BUDGET FOR THIS CAMPAIGN.



# MEDIA STRATEGY

## RECOMMENDED APPROACH TO SOLVING THE BRAND'S PROBLEM:

INCREASE AWARENESS FOR THE NEW ITEM LAUNCH IN ORDER TO GAIN POPULARITY AND INCREASE SALES BY CREATING NEW INNOVATIVE ADVERTISEMENTS CATERED TOWARD THE YOUNGER GENERATION AND HEALTH-CONSCIOUS INDIVIDUALS.

## INCLUDED MIX OF TRADITIONAL & NON-TRADITIONAL MARKETING:

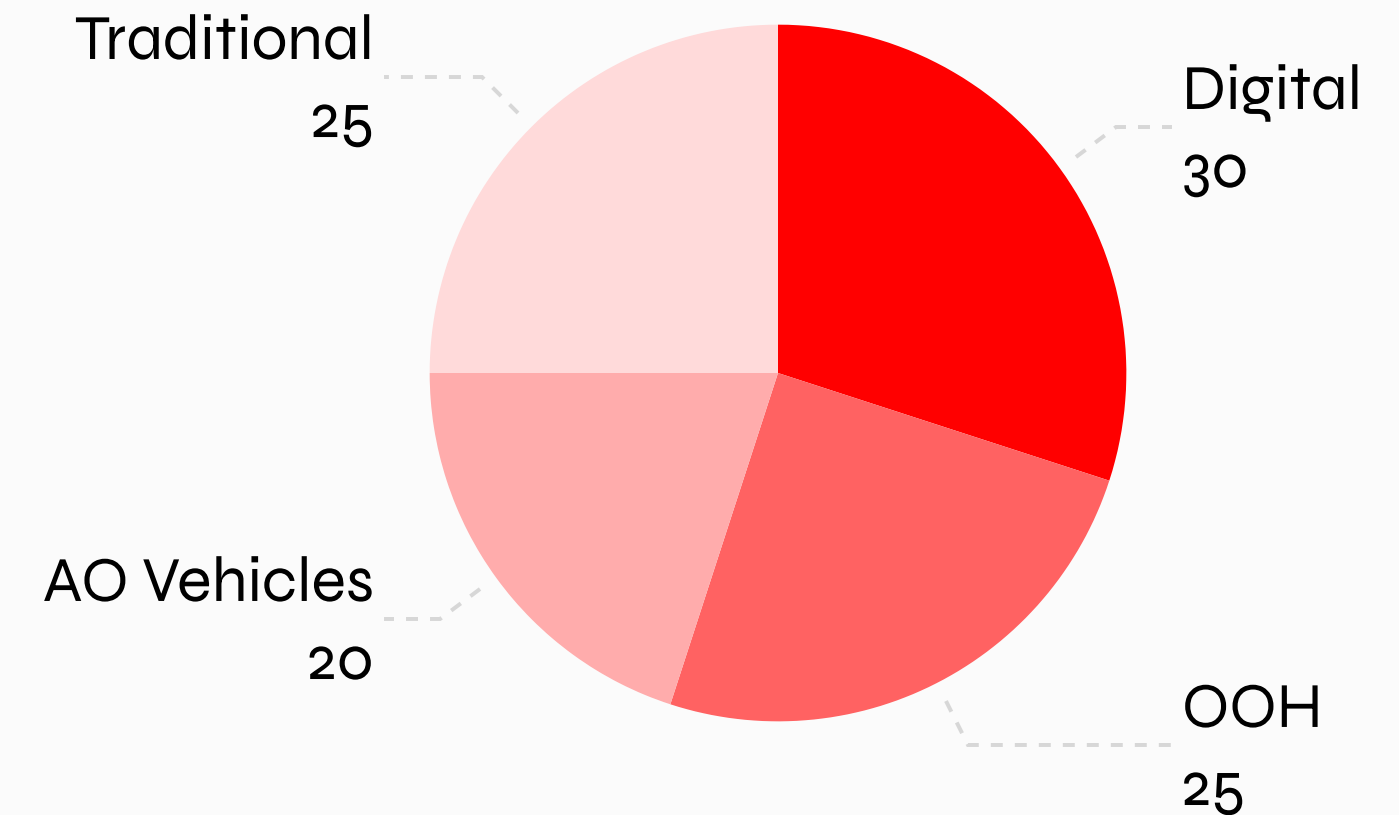
COCA-COLA HAS A LARGE NUMBER OF CONSUMERS AND LOYAL CUSTOMERS. IT NEEDS TO COVER THEM AS WELL AS THE NEW TARGET AUDIENCE. THE BEST MIX TO REACH BOTH AUDIENCES IS NON-TRADITIONAL MARKETING SINCE MOST PEOPLE USE PLATFORMS SUCH AS DIGITAL MEDIA NOWADAYS. THIS WILL HELP GAIN HIGH AWARENESS AMONG LOYAL CONSUMERS AND NEW AUDIENCES.

## RECOMMENDED REACH/FREQUENCY APPROACH:

INCREMENTAL BECAUSE IT SHOWS THE NUMBER OF PEOPLE THAT SAW THE ADS DURING A MAINTENANCE PHASE OF A CAMPAIGN, AND THAT WILL HELP THE AWARENESS GROW.

## MEASURING SUCCESS:

THROUGH THE ROI; RETURN ON INVESTMENT, TO SEE HOW EFFICIENT WAS THE RETAILER-TARGETED SPEND VS. NATIONAL MARKETING SPENDS.





# MEDIA MIX- ALONG THE JOURNEY

AWARENESS

CONVERSION

REPEAT

CONSIDERATION

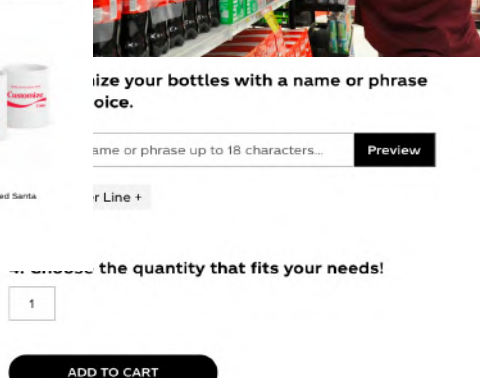
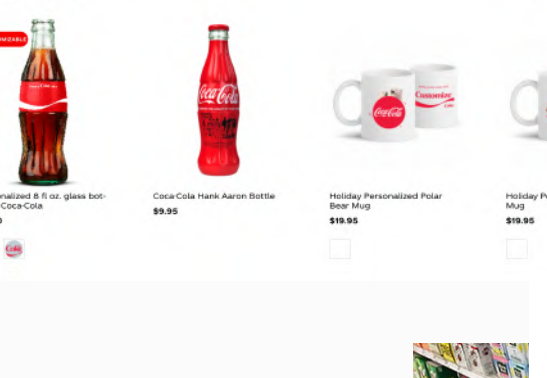
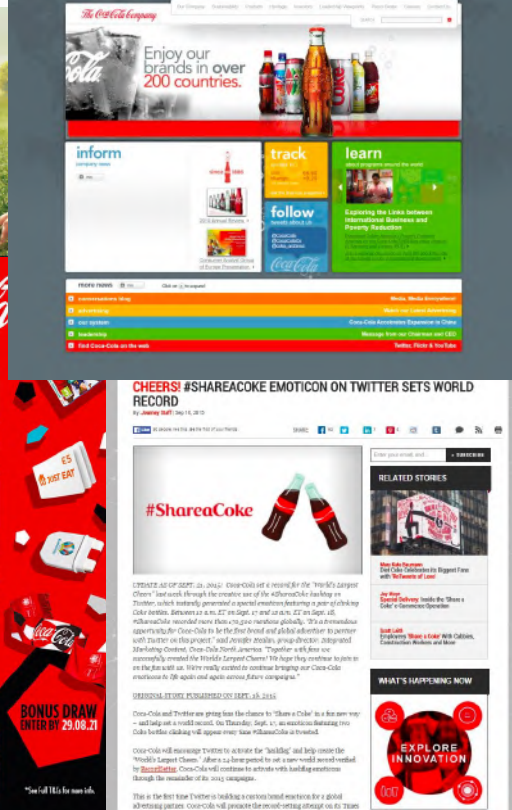
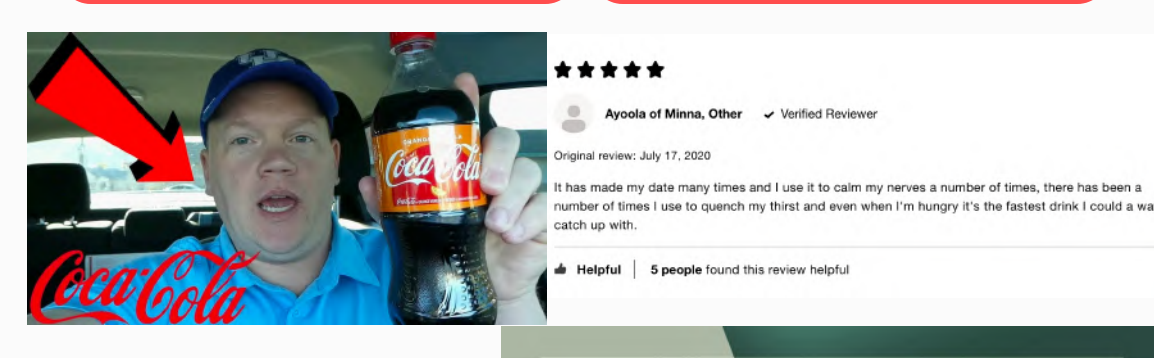
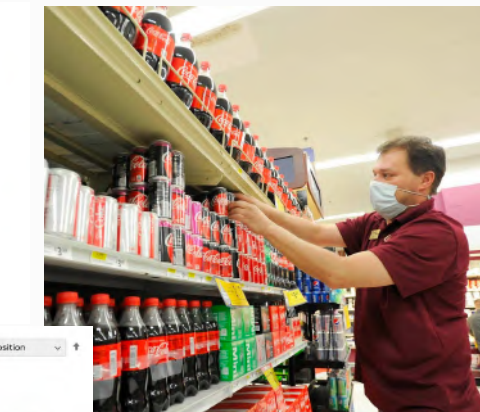
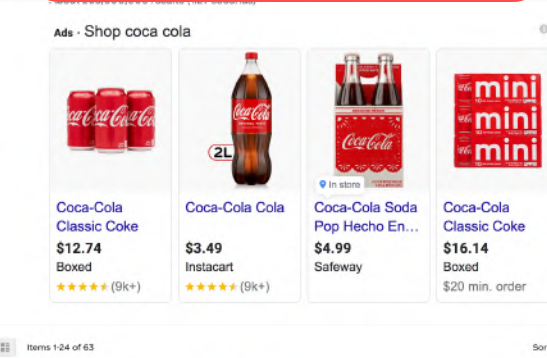
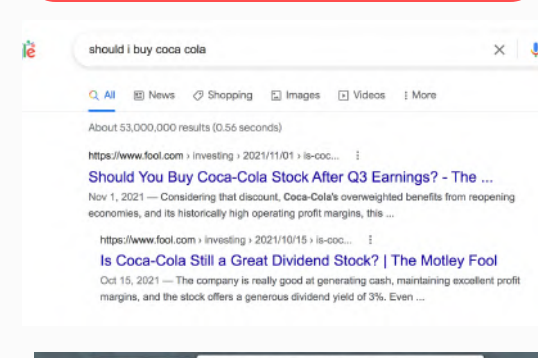
EVALUATION

FINDABILITY

PURCHASE

USAGE

ADVOCACY



The last #InsidersClub box has arrived! Really hope you continue this great program!  
- Tim  
@AllCowTown



Tactic	Stage	Primary Message		Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Weight	Budget	Notes
TV - National	Consideration	Introducing Product														16.00%	\$4,000,000	
TV - Spot/Regional	Consideration	Introducing Product/Check Retailer														16.00%	\$4,000,000	
Radio - National	Consideration	Introducing Product/Raise Awareness														0.20%	\$50,000	
Radio - Spot	Consideration	Introducing Product/Raise Awareness														0.10%	\$25,000	
Newspaper - National	Consideration Evaluation	Introducing Product/Check Retailer														6.00%	\$1,500,000	
Newspaper - Regional	Consideration Evaluation	Introducing Product/Check Retailer														6.00%	\$1,500,000	
Print Magazines	Consideration Evaluation	Introducing Product/Check Retailer														6.00%	\$1,500,000	
SEM	Consideration	Introducing Product														6.00%	\$1,500,000	
Display Ads	Consideration Evaluation	Introducing Product/QR Coupon														5.00%	\$1,250,000	
Paid Social	Consideration Evaluation	Introducing Product/QR Coupon														4.00%	\$1,000,000	
Organic Social	Consideration	Spread Awareness/Introducing Product														0.00%	\$0	
Influencers	Consideration Advocacy	Notable Suppoters/ Spread Awareness														7.30%	\$1,825,000	
Mobile Ads	Consideration	Introducing Product/QR Coupon														8.00%	\$2,000,000	
Podcast Sponsorships	Consideration Evaluation	Notable Suppoters/ Spread Awareness														0.40%	\$100,000	
In Ad Aps	Consideration	Introducing Product														2.00%	\$500,000	
Instore Signage	Evaluation	Introducing Product/Check Retailer														6.00%	\$1,500,000	
Billboards	Consideration	Introducing Product/Check Retailer														8.00%	\$2,000,000	
AO Signage	Consideration	Introducing Product/Check Retailer														1.00%	\$250,000	
Guerilla Marketing	Consideration	Raise Awarness/Product Launch														2.00%	\$500,000	



# MEDIA MIX & PACING