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One of the most famous mass marketing efforts is that of Coca-Cola, which, as we’ve established, markets its main Coke beverage to all. Photo Courtesy: Oleg Magni/Pexels So, what’s Coca-Cola’s biggest weakness? Place: Coca-Cola is distributed across Europe, North America, Latin America, Africa, Eurasia, and the Pacific. Photo Courtesy: George Marks/Getty Images Three years after the drink’s invention, the formula was purchased by Asa Griggs Candler, who distributed Coca-Cola from Atlanta, Georgia across the United States. Mass marketing is a strategy that utilizes a single campaign for the masses, as its name indicates. The very first advertising campaign focused on enticing consumers: “Coca Cola. The unique positioning of the brand is its biggest strength — and, of course, its network of bottling partners doesn’t hurt. The pricing strategy changed once more competitors were brought onboard and challenged the public’s perception when it came to affordable drinks and quality. For almost 70 years, Coca-Cola was sold for five cents a bottle. A little over two decades later, the company made another important launch: Diet Coke. Product: As mentioned above, owning a wide range of products gave the company a huge sales boost and global recognition. Along with advertising, the company also invests in sustainable manufacturing, which is one of their ethical missions. So, where does mass marketing come into play? Price: When it comes to pricing, what really helped Coca-Cola stand out was its five-cent appeal in the early days. The partners are the ones that work with various venues around the world in order to focus on the local “place” strategies of the company. The company admits that it’s the manufacturer and the seller, but it wouldn’t be able to be where it is without the help of its bottling partners, who sell the products to the consumers. Keeping the price consistent was one of the company’s greatest brand-building decisions — and, perhaps even more impressively, the company was successful enough to sustain that price-point for decades. By focusing on sustainability, the brand was further able to make itself more appealing to its consumers. That is, the ad should be compelling to anyone who might possibly stumble across it. The company uses various pricing strategies, including psychological pricing, promotional pricing, segmented pricing, discriminatory pricing, and international pricing. It’s competition, like Pepsi, which continues to create a divide among consumers’ preferences. Promotion: Coca-Cola spent \$4.2 billion on marketing in 2019. As other brands began to raise their prices while maintaining their reputation, Coca-Cola had to follow suit. (However, the company doesn’t specifically advertise to children under 12 years old due to the controversy surrounding childhood obesity.) In general, Coke targets its existing and future customers through various mediums, but, primarily, each target market follows its own marketing strategy. The 2016 “Taste the Feeling” campaign allowed the brand to further elevate its position and emotionally connect the users to the products. Over the years, the company has run a variety of advertisements with its iconic polar bears, for example, and those memorable ads are meant to appeal to everyone, not a particular group of Coke drinkers.Coca-Cola Marketing Strengths and WeaknessesCoca-Cola has a strong global marketing strategy with many pillars that are crucial to the brand’s success. Invented by John Stith Pemberton, Coca-Cola’s name comes from the two ingredients first used to make the beverage back in 1886: kola nuts and coca leaves. The document type is limited to the same value as the supporting SEC submission type, minus any “/A” suffix. That is, the controversial sugar intake in the brand’s products contributes to ever-growing health concerns, like diabetes. For our purposes, we’re delving into the 4 P’s. + References + Details Name: dei.DocumentType Namespace Prefix: dei_ Data Type: dei:submissionTypeparentType Balance Type: na Period Type: duration Photo Courtesy: Artem Beliaikin/Pexels “Let’s share a coke!” The global popularity of Coca-Cola can’t be denied. In 1960, the company began expanding beyond its carbonated beverage business. But Coca-Cola has taken a decidedly different approach by employing mass marketing. Page 2 - Definition The type of document being provided (such as 10-K, 10-Q, N-1A, etc). The acceptable values are as follows: S-1, S-3, S-4, S-11, F-1, F-3, F-4, F-9, F-10, 6-K, 8-K, 10, 10-K, 10-Q, 20-F, 40-F, N-1A, 485BPOS, 497, NCSR, N-CSR, N-CSR, N-Q, 10-KT, 10-QT, 20-FT, and Other. Not to mention, all soda is up against a lot when it comes to backlash over health concerns. It’s also able to have products where many companies aren’t able to go — destinations such as Cuba and North Korea. At the time, folks believed that carbonation was a cure to various health issues, so, following that logic, the beverage was meant to be sold as a medicinal product. Delicious! Refreshing! Exhilarating! Invigorating!” Sure, it wasn’t highly original, but it marked the start of one of the most popular brands in the world. From global and local advertising campaigns and digital campaigns to offline advertising, the company’s promotional strategy includes several different pillars. Soon enough, Coke was bottled by 250 plants around the world and distributed in over 200 countries. These products include Coca-Cola, Sprite, Fanta, Diet Coke, Coca-Cola Zero, Coca-Cola Life, Coca-Cola Light, Minute Maid, Dasani, Ciel, Powerade, Costa Coffee, Simply Orange, Fresca, Glaceau Vitamin Water, Del Valle, Glaceau Smartwater, Mello Yello, Fuze, Fuze Tea, Honest Tea, Odwalla, and Powerade Zero. By 2015, Coca-Cola reported having a whopping 600 products registered to its name.Let’s go more in-depth on what makes Coca-Cola tick. This allowed the brand to position itself as a favorable choice, even amid two world wars and the Great Depression. It purchased the Minute Maid Corporation, Sprite, TaB, and Fresca — each of which had its own unique selling point. MORE FROM REFERENCE.COM With these weaknesses in mind, the company must continue developing its marketing strategy in order to stay on top — and on tap. They’re a crucial part of that strategy and allow the venues to sell 1.9 billion servings a day to their customers. Traditionally, marketers were always told to focus all their messaging on a specific, target audience. Candler sold the bottling rights for just one dollar, and the three businessmen that purchased them created a franchise partnership that contributed to Coca-Cola’s global distribution and, eventually, global success. Coca-Cola follows the majority of these, but, due to its global recognition, its strategy is slightly different and encompasses several more pillars. Photo Courtesy: Oleg Magni/Pexels If you’re a marketer, you’re familiar with the 4 P’s of a marketing strategy, also known as product, price, promotion, and place. Its high brand equity works in its favor too, further strengthening the company’s marketing position. So, does the company have a target market — and how has this marketing strategy helped them flourish?Coca-Cola MarketingBefore we can understand how Coca-Cola operates today, we have to look at its history. Utilizing promotion, the company can truly reach out to every single target market. In 1899, the company made another fantastic business decision: it created the Coca-Cola system. Each product comes with its own unique marketing strategy that depends on many factors, including demand. In general, the company’s target market includes, well, everyone, from adults to teenagers.

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