Student’s Name

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Course

Date

Coca-Cola

1. *How many different types of media were used to engage consumers with the Coca-Cola brand? List and provide an example of each.*

Coca-Cola used two categories of media to engage its consumers. They include visual/aural media and published media. The printed press used contains magazines, newspapers, internet, professional news, and trade. While auditory or visual media included radio, cinema, billboards, direct mailing, cinema, and television. These different types of media are purposely used for advertising coca-cola brands in general and its drinks in particular (Culnan, McHugh, and Jesus 5).

1. *Analyze these media elements of the campaign individually and as a whole – do they work in harmony to create an integrated brand experience for the consumer? Which parts worked better than others?*

The published media, such as newspapers, are amongst the most popular forms of media adverting coca-cola used widely. Coca-Cola is amongst those companies that are leading in media advertisements in its earlier stages. Currently, this company has taken part in media advertisements for more than a hundred years now. Magazines, too, are used extensively at a global level for coca-cola publications. magazine selection is made in connection to their readability by the targeted customer segment of the company. Magazine advertisements occupy a whole page to exploit the positive effect of marketing initiatives. Last is the internet, which is the most used platform for Coca-Cola publications (Culnan, Mary, Patrick, and Jesus 8). Mostly the brand's online ads are undertaken through broader use of pop-up ads, banners, and on-site sponsorships, etc. also, there are different forums where Coca-Cola fans, clients, and users can share their tales about Coca-Cola’s brands. Such as Facebook, twitter, skype, Instagram.

The aural media or visual media are also widely used by coca-cola, for instance, in radios, television, and cinemas’ they have customarily used this cinema. Similarly, TVs and radio ads are prepared in connection to local cultures to avoid misunderstanding because the culture is diverse across all continents. Also, the ads are generally distinct in various nations. Lastly, these ads are placed in two ways through setting products in movies of tv ads, and for video ads, they are played before a film begins. The billboards are also used for promotion, and they occasionally placed in the central and strategic zone in both rural and urban areas. And posters are used in shops, public transports, and restaurants. All these media used are useful because they help increase brand awareness as well as the client’s loyalty. The element that works more than others are published media (Culnan, Mary, McHugh, and Jesus 10). The reason being the world has technologically evolved, and each person is likely to be swayed away by internet or television ads online as compared to the posters or billboards. These because the current generation is too much attached to the internet or social media sites such as Facebook, Twitter thus attracting their attention will be secure through the use of the internet. However, all these are also dependent on the age or group of customers Coca-Cola is targeting.

1. *Referring to the stages of the Consumer Pathway, how are consumers “involved” in the Coca-Cola Happiness campaign?*

The objective of Coca-Cola's pleasure slogan crusade was purposely meant purposively to attract more consumers and, as a result, more profit and sales. The open happiness campaign involves consumers in different aspects. For instance, promotions, new point sales, print advertisements, outdoor and music, and digital components. Though print advertisements on social media and television, movies and cinemas attract the attention of consumers and thus attach a happy feeling to the consumers through their outstanding adverts, which are persuasive and appealing to the eyes of consumers. Also, they involve consumers through worldwide campaigns and roadshow activities where they engage different consumers and even offer them a free taste of their products just to assure them that Coca-Cola not only believes in other personal aspects but believes in their consumer's open happiness whenever they use their brands((Mogilner, Cassie, Jennifer, and Sepandar 429).

1. *Is this emotion (Happiness) an excellent fit for the Coca-Cola brand? How does it contribute to the brand's long-term reputation?*

Indeed, emotion(happiness) is excellently suitable for the Coca-Cola brands. Since most consumers tend to choose the different brands for various reasons such as trust, they recommend it, they have always relied on it, and they recognize it. In short, their choices are made based on emotional advantages, which only excellent branding will create (Mogilner, Cassie, Jennifer, and Sepandar 432.). Whenever the thought of psychological benefits comes, we think of familiarity; trust and reliability show how emotion is part of decision making, and that's why it forges a lasting emotional bond with consumers resulting in profitability. For brands purposes, creating a passionate brand like Coca-Cola does means indicating a real understanding of their consumer's needs and motivations, which means giving the impression that the brand places the customers their first. Lastly, the emotional connections make Coca-Cola exclusively, and whenever it's done and done well, it transforms a business into a memorable and genuine brand. These brands contribute to lasting reputation because they do not show the customers how sweet or fizzy Coca-Cola’s soft drinks are but instead depicts the kind of lifestyles the brand expresses. Examples of Coca-Cola’s slogans Life Begins Here, Life Tastes good, Open happiness, taste the feeling and love story (Mogilner, Cassie, Jennifer, and Sepandar 430).

1. *Critique Happiness campaign effectiveness as an international campaign. Does the concept translate equally well in other countries and cultures?*

The happiness campaign has been very productive since its debut seven years ago. Coca-Cola aha since used this lofty ideas-based campaign in promoting everything from antibullying to co-existence amongst Pakistanis and Indians (De Mooij, Marieke 6). However, this campaign was a failure, according to Marcos De Quito, who was then the marketing officer then because it failed to bring home more straightforward pleasures such s enjoying ice-cold Coke on a hot sunny day, but it was too preachy (Austin, Lucinda, and Barbara Miller Gaither 10). This concept translates well to other countries and cultures because each individual or customer wants happiness; thus, a campaign on satisfaction can attract individuals not unless it goes against the cultures of different states depending on how they are portrayed. In conclusion, this campaign indeed had both positives and negatives for the country with stringent customs the campaigns will not be valid and productive. Still, for other diversified states, the campaign will be a total success (Hingley, Martin, et al. 16).

References

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