The Coca Advertisements in Arizona

Name

Institution

Date

Introduction

Dear Coca Cola, since your establishment you have been advertizing your products across the United States. Arizona is one of the states the company advertises its products on regular occasions. The main reason for Coca Cola’s aggressive marketing strategy in Arizona is to drive its sales. Here, the company competes with other soft drink companies such as Pepsi, thus the only way to stay ahead of the rivals is through coming up with thrilling and entertaining advertisements. However, your advertisements fail to include the contents of your products in your advertisements. For instance, the advertisements do not inform consumers about the amount of sugar in your products. Taking into account the fact that the consumption of sugary drinks is associated with numerous health issues such as type 2 diabetes and obesity, it is imperative producers of these drinks warn their customers about the dangers of their consumption. However, Coca Cola does not reveal this information to the residents of Arizona. Thus, the reason for writing this paper is to inform Coca Cola’s management team about the dangers their products expose the residents of Arizona to, and what they need to do to change the current situation.

Body

Overview of the Problem

Below as some of Coca Cola’s advertisements in Arizona







 Coca Cola products contain ingredients that have adverse effects on consumers’ health. As a matter of fact, these products have contributed significantly to Arizona’s rising obesity rate. Coca Cola drinks contain sugar which is a major contributor of various health conditions such as type 2 diabetes, tooth decay and obesity. According to the findings of Center for Disease Control and Prevention (CDC), more than half of the U.S. population consumes sugary drinks every day. The consumption of these drinks is believed to be higher among young adults and teenagers, probably because of their ignorance of the likely effects of their actions on their health.

 A single can of Coca Cola contains around 10 teaspoons of sugar. According to the recommendations of the World Health Organization (WHO), an individual is not supposed to consume more than six teaspoons of sugar within a day. This aspect implies that consuming a single can of Coca Cola exceeds the healthy guidelines of the WHO (Whiteman, 2015). This is the main reason why the consumption of Coca Cola products is associated with different health issues. This notion is strengthened by the findings of the Harvard School of Public Health which reveal that individuals that consume an average of 2 cans of sugary drinks daily have a 26% more likelihood of developing type 2 diabetes than those that do not consume same amount of sugary products (Whiteman, H. (2015).

 Coca Cola’s effects on the body can be compared to that of heroin based on how they stimulate consumers’ brains pleasure and reward centers. The intense sweetness of these drinks brought about by their high sugar content are supposed to make consumers vomit. However, this is usually not the case as the drinks contain phosphoric acid that dulls their sweetness, this keeping the drinks down. The high sugar levels in these products leads to an individual’s blood sugar levels increasing dramatically within the first 20 minutes of consuming Coca Cola drinks. The dramatic increase leads to the bursting of insulin. Therefore, the liver converts the high amounts of sugar in the blood into fat, thus causing obesity and other health complications (Nestle, 2015).

The Plan for Change

Steps involved

* Coca Cola’s marketing team needs to redesign the company’s advertisements to meet people’s needs. With the obesity rates constantly increase in Arizona, there is need to know the nutritional value of the foods and drinks they consume.
* One way of getting this information is through the producers of food items and drinks to include nutritional information of their products in the advertisements. This aspect is likely to enable consumers make sound decisions on the type of drinks and foods to consume. Therefore, Coca Cola’s marketing strategy is unethical as it withholds crucial information from consumers (Regester, Larkin & Regester, 2008).
* The other way Coca Cola can inform its customers about the contents of their drinks is through using its website. Here, the company should add another option on its website containing information about the likely effects of consuming their products regularly.

The goal for this plan

 I believe most residents of Arizona that consume Coca Cola products daily do not have sufficient information about what they consume. Once an individual buys a can of Coca Cola drink, he or she does not take time to go through the ingredients used to make the drink. Most of the consumers are either too tired to read the products’ content on the cans or are in a hurry. However, I believe there is a way Coca Cola’s management can inform their customers about the nature of their products. Thus, the main goal of this project is to enable residents of Arizona make the right decision regarding the consumption of Coca Cola products.

Why this plan will work

 This plan will work as Coca Cola will not want to damage its brand reputation among the residents of Arizona. To show that it cares for its customers, the company is likely to change its marketing approach. Here, the top leadership team will increase its funding of the marketing team to equip them with the resources the team needs to integrate the new changes in their advertisements.

How the plan will benefit Arizona residents

With such information in place, the residents of Arizona are likely to make the right decisions regarding their consumption habits of Coca Cola products. With reduced consumption of these products, these residents are likely to lead healthy lives, thus a reduction in the overall cost of healthcare services.

The challenges the plan is likely to face

 The major challenge this plan is likely to face is Coca Cola accepting to embrace changes in its advertisements to include information about the nutritional value of their products. The main reason behind the reluctance is the fear to lose some of its customers to its competitors.

Conclusion

When we look at the three Coca Cola advertisement posters above, we are likely to believe that these products improve people’s lives significantly. However, there are some aspects of these products that the above advertisements fail to tell viewers. For instance, we are not told about the ingredients used to make the products. Also, the adverts fail to capture the nutritional value of Coca Cola’s products. For instance, we are not told of the quantity of calories, proteins or carbohydrates in these drinks. For the citizens of Arizona to make informed decisions on whether to consume these products or not, and the quantity to consume, it is imperative that they understand the nature and content of the products they consume. Thus, the Coca Cola will have to integrate information about the nature and contents of their drinks in their advertisements and on their website.

References

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