IMC Strategy: Coca Cola

Darien Greene

Ashford University

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IMC is a marketing communication approach for engaging customers from every front by applying various strategies and tools that convey a message with a great impact on consumers (Ang, 2014). A good IMC strategy puts to use all channels of communication for purposes of the driving company brand. By adopting the IMC strategy, Coca Cola has been exceptional in promoting its brand by combining multiple media/channels, including broadcast and print ads, word of mouth, and digital media such as blogs, social media, and websites. The company combines concepts and themes that are well designed to create brand awareness, built its brand, and drive sales in the global market.



"Share a Coke" slogan is considered one of the most genius and successful attempts to execute the IMC strategy by Coca-cola. The company designed this campaign betting on the notion that people cannot easily resist branded and personalized products. The slogan became so powerful to the point of triggering consumer desire and interest and also appealed to the psychological and emotional desire to share (Joseph, 2011). This clever move managed to appeal and persuade consumers to share the coke with their peers.

Another intriguing campaign that attempted to implement the IMC strategy was the inclusion of consumer names on Coke bottles and cans. This move was a tremendous success as potential consumers felt connected and purchased the product by merely seeing their names on coke bottles and cans. Just like "share the coke" slogan, the noise about this campaign was vivid in various media channels, including print and broadcast media, outdoor marketing, and retail spaces, digital and social media and most fundamentally, it relied on personalized appeal. As noted by Grimes (2013), this was a simple yet smart, creative, and innovative move that managed to establish brand perception and influence consumer experience. Therefore, the "share Coke" and inclusion of names on coke cans and bottles are significant and successful global campaign by the Coca Cola Company.

**Campaign Execution across Different Types of Media**

**YouTube:** <https://www.youtube.com/watch?v=4JmKVXgAFNA>

<https://www.youtube.com/watch?v=npftmSR_T0k>

**Facebook:**<https://www.facebook.com/shareacokewith/>

**Outdoor Ads:** <https://www.jcdecaux.com/blog/campaign-showcase-coca-colas-share-coke>

**Print:** <https://www.theguardian.com/media-network/media-network-blog/2013/aug/06/coke-debranding-name-dropping>

“Share a Coke” campaign was conducted across different media channels; these include Facebook, print media, YouTube and outdoor media. For the YouTube ads, the uniqueness of the product is shown with different names on Coke bottles and cans as a way of encouraging consumers to share the product with peers. Further to that, these ads allow the audience to watch and become viral to generate higher traffic and sales. Furthermore, it is also possible for coke to redirect the audience from other social media sites such as Facebook to YouTube to draw their attention.

“Share a Coke” campaign via Facebook was essential in facilitating sharing of the ads to friends and providing feedback through comments, thus encouraging others to participate in "Share a Coke" campaign. After finding their names on Coke bottle or cans, they can take photos and videos which are uploaded to Facebook, Twitter, and YouTube to spread their happiness and joy, thus encouraging others to participate in the campaign. The non-digital print media allowed the audience to generate content offline and share them online, thus influencing consumer experience via social media and YouTube. By fostering offline and online sharing of contents, the company was able to attain a unified way to promote awareness of Coke brand to the global audience.

**Direct Marketing**

Coke is well known for sponsoring the Olympic Games, which dates back to 1928 and continues to be the official sponsor for the 2020 events in Japan. Coke is a non-alcoholic drink for refreshing athletes, spectators, and officials at every Olympic Games. The company has developed a strong tradition with over 204 Olympic committees from around the world for purposes of creating events and programs that foster the spirit of games to its consumers.

URL: <https://www.youtube.com/watch?v=dYjM68iGDBc>

The shared video reveals different athletes from across the world, sharing their appreciation for Coke's sponsorship. Similar to the "Share a Coke" campaign, the two and creates awareness of the coke brand to consumers. While the latter is focused on showing company support for talent development and community through sponsoring, the former ads are focused on promoting sharing customer experience to encourage sales through word of mouth.

**Coke Ads in China and the U.S**

These ads demonstrate that Coca Cola is known to use unique ads that appeal to different cultures of the world. Coke campaign is localized to the local requirements rather than standardizing their ads. In the Afghanistan ads, women in traditional attires are shown in the ads. This is contrary to the one in Portugal displaying Western activities and culture within the Coke ads. Therefore, Coke design ads incorporate local culture and traditions as a way ofappealing to the locals.

References

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