



INSTITUTE ASSISTED PROJECT

INTERIM REPORT 1

FACULTY MENTOR: Prof. Punit Saurabh
PROJECT MENTOR: Prof. Sanjay Jain
SUBMITTED BY: Patel Harsh Mayankkumar
ROLL NO.: 201422
DIVISION: D
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PROJECT TITLE

Analysing advertising creative strategies of selected brands in industry.

INTRODUCTION

When a firm wants to sell its products/service, it has to advertise their product and to advertise they have to create strategy to sell its products we call it as a marketing. Marketing is one of the most crucial factors to any firm. How a product/service performs in a market, it depends on marketing and advertising that the respective firm initiated whether the product/service is good or average, if marketing is successful then the product will be hit. Even if product/service is good but is not marketed well, that product might not be successful in the market. There are many types of marketing such as traditional marketing which relies on print, television ads and billboards; Digital marketing which relies on digital channels such as search engines, email, social media and other websites; Conventional marketing which relies on 1:1 personal conversation across multiple channels etc.

RESEARCH AIMS

In this project, we will research on different kind of advertising of beverage companies the Coca-Cola company, PepsiCo, Nestle and Starbucks corporation. In this research we will find out how they advertise to gain market share as well as their different ways to competing between themselves.

RESEARCH OBJECTIVES

The objectives of this research are as follows:

- To observe what kind of strategies the Coca-Cola company, PepsiCo, Nestle and Starbucks corporation came up with introducing the advertisement.
- To analyse how these advertisements helped these companies to sell their products.

DATA AND METHODOLOGY

This research the data has been collected from the various secondary sources for the 4 companies have been chosen for this research project. In this interim report, we have taken two firms namely Coca-Cola and PepsiCo. When we talk about beverage industry, many of the beverages such as tea, beer and wine have been around for thousands of years but the current beverage industry properly developed in last few centuries. Beverage industry consists of two major categories which are non-alcoholic and alcoholic. The non-alcoholic category is made up of various sub categories such as fruit juice bottling, canning and boxing, soft drink syrup manufacturers, soft drink and water bottling and canning, the coffee industry and the tea industry. The alcoholic category is also made up of various sub categories such as distilled spirits, wine and brewing. In this research project, we have taken non-alcoholic beverage companies' advertising strategies.

Coca-Cola:

The Coca-Cola company was founded in 1892 and established its Headquarters in Atlanta, US. Coca-Cola franchise is one of the biggest beverage industries with 48% of the world global market share. The franchise is currently controlling over 160 different beverages within the market and is sold in more than 200 countries.

The company's most famous drink is Coca-Cola from which the name of the company came up. The other drinks from this company are Sprite, Dasani, Fanta, Smart water, Minute Maid, Costa coffee etc. Most of the drinks that are most popular are carbonated beverages.

When Coca-Cola was taken over by business mogul Asa Candler, it was a five-cent soda fountain drink that sold about nine glasses a day on average. Chandler gave away free coupons of Coca-Cola to consumers and gave free barrels of Coca-Cola syrup to the stores which were reluctant to stock the drink. When customers with free coupons visited those stores, store owners were quickly returned as paying customers. This can be considered as first advertisement campaign for Coca-Cola. The main reason that the advertisement campaign worked because both customers and retailers were talking about Coca-Cola and because of that Candler was able to generate brand awareness for his brand.

In 1971, Coca-Cola company released an advertising jingle named "Hilltop". It was so successful that had the whole world singing along. It consisted "Chorus of the world", a gathering of people of various ethnicities singing the song "I'd Like to Buy the World A Coke" on a hill. It emphasized the tolerance and unity of the world and the flavour of Coca-Cola would embrace for years to come. This jingle was so popular that in 2012, Google partnered with Coca-Cola to reimagine "Hilltop" for newer mobile era. Why this jingle worked and still famous till this date is due to its heart warming lyrics and appealed to the socially progressive values that were almost non-existent in that era.

PepsiCo:

Pepsi-Cola company was founded in 1902 by Caleb Bradham. In 1965, CEO of Pepsi-Cola Donald Kendall and CEO of Frito-Lay Herman Lay merged both of the companies and created PepsiCo to fulfil their vision of a single company delivering perfectly-salty snacks served alongside the best cola on earth. Currently PepsiCo's products are sold in more than 200 countries and territories around the world. PepsiCo currently holds 30% market share in soft drinks category and is immediately after Coca-Cola.

The company's most famous drink is Pepsi from which the name of the company Pepsi-Cola and PepsiCo came up. Other than Pepsi, some other popular soft drinks from this company are Mirinda, Mountain Dew, 7IP, Uncle Chipps, Quaker and Tropicana. Most of these drinks are well received and popular in market.

During 2014 FIFA world cup which was hosted in Brazil, PepsiCo launched an advertisement campaign in that campaign, they included several international players but the main star of that advertisement was a young boy that makes music with his surroundings. This campaign was successful because the advertisement included famous football stars like Lionel Messi, Jack Wilshire, Robin van Persie etc. Because of the ad's popularity, the ad was being aired in 100 during FIFA world cup.

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