

УДК 804.0

MARKETING POLICY: METHODS OF PROMOTION
OF THE COCA-COLA COMPANY IN THE MARKET

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Today Coca-Cola is the most recognized brand in the world. I am going to research the history of Coca Cola brand development.

Coca-Cola was first sold in 1886 in Atlanta, Georgia and was the creation of John Pemberton. Coca-Cola was one of his experiments with the coca leaf and the cola nut. It was Pemberton who made the first Coke commercial.

His follower was Asa Candler. He changed the recipe by removing the alcohol and cocaine and spent record 20% revenue on advertising.

Robert Woodruff took over from Candler when he retired. In his sixty years at the wheel he was responsible for twelve ounce Coca Cola can in 1960's, the Coca Cola contour bottle in 1977, introduction of two liter bottles and plastic bottles. Woodruff raised prices of syrup for distributors but also improved efficiency and productivity, emphasized quality control, and improved sales department.

Just in recent years from 1988 to 2008 annual worldwide consumption of Coca Cola has risen from 39 servings per capita to 85 servings per capita while consumption in the USA in the same time rose from 275 servings to 412 servings per capita

Today, carrying out the advertising company Coca Cola is strategically placing its logo to events and places that are associated with fun, enjoyment, refreshment, harmony, sportsmanship, and happiness like sports facilities, amusement parks, Olympic Games, World Cup, Super Bowl and Christmas celebrations.

The bright, comforting colours red and white combined with the instantly recognizable and unique Coca-Cola hand-written logo.

From its creation the company uses various slogans such as "Have a Coke and a Smile", "Coca-Cola. Enjoy", "I'd Like to Buy the World a Coke", "The Real Thing", "You Can't Beat the Feeling", "Life Tastes Good" and so on.

The change of formula in 1985 is considered one of the biggest marketing blunders of all times. People boycotted new Coke so much that its market share fell from 25 % to almost 2 % at the lowest point so the company was forced to return the old Coca Cola from then on called Coca Cola Classic.

In conclusion I would like to say The Coca Cola Company has very strong marketing department with market research laboratory and keeps abreast of scientific developments in consumer psychology and behavior research and will continue to do so for years to come.