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Coca-Cola Coffee

1. Coca-Cola Company
2. Coca-Cola with Coffee
3. Promotional Strategy
 - a. Coffee, as well as Coca-cola, is a common beverage shared between people all throughout the day. Coca-Cola is a well known brand that has not entered the coffee market, so Coca-Cola with Coffee gives the brand a new market to tackle, taking their old campaign “Share a Coke” and rebranding it into the global market of coffee will reach a larger target market. We also want to push our print ad across all social media platforms as well as utilize collaborating with influential individuals like Jimmy Fallon and Brianna Chickenfry. This will create a more personal connection with consumers, and this can be portrayed through the idea that Coca-Cola with Coffee is a beverage consumed on “not your average coffee date”.
4. Print Ad



You can sip it in the morning,
sip it in the evening,
even at a quarter past three.
Coca-Cola with Coffee.

Coca-Cola

Not your average coffee date.

Coca-Cola with Coffee

Imagine, today is the biggest day of your career; you have to present the pitch you have been working on for months. It is all or nothing. You are nervous, but you are prepared, you know what you have to do. In the wake of this stress, you are driving to work running off of no sleep. Your phone buzzes with a text from your business partner: “Let’s do this thing. I didn’t sleep last night, but I know we can do it.” Your next move is getting a coffee so you can make it through the day. The coffee shop line is too long, so you hit the gas station across the street to grab a soda. That’s when you see the perfect combo, Coca-Cola with Coffee. You grab two and are on your way to the meeting that might change your life. You kill that pitch, you get your promotions, and you share a coke with your business partner. Make all the moments in life count with Coca-Cola with Coffee.

The Coca-Cola Company rebranded their name with a new spin on coke called, Coca-Cola with Coffee. This item promotes the idea of two known and loved products combined into one. Coca-Cola is a reliable and known brand globally, making the social influence of this very easy to advertise a new item. To promote this new campaign for Coca-Cola with Coffee, we decided to incorporate an emotional influence through the idea of this being a casual beverage you could share with anyone at any point in the day. Also, we paired our ideas with their idea of “Sips like a coke and finishes like a coffee.”

Firstly, we chose Coca-Cola as our brand because it is an accredited company that is recognizable worldwide. Coca-Cola’s values are, “leadership, collaboration, integrity, accountability, passion, diversity, and quality.” This company frequently strives for new ideas and innovations throughout their corporation as a whole. Coca-Cola’s goal is to, **“to refresh the world in mind, body, and spirit, to inspire moments of optimism and happiness through our**

brands and actions, and to create value and make a difference.” We believe that Coca-Cola with Coffee can be that optimistic change with every little sip, just with some new promotional strategies.

Additionally, Coca-Cola has a **competitive advantage in this market because they are the first company to tackle this idea of combining soda and coffee, which their leading competitor Pepsi has failed to successfully launch.** While Pepsi has proposed the idea of coffee and Pepsi together, it has not raised attention or been promoted as much as Coke. Pepsi has attempted to launch Pepsi Cafe three times. Not to mention, Pepsi Cafe never had more than two flavors, while Coke has three main flavors, and is adamantly introducing new ones. Coca-Cola dominates the cola coffee market worldwide. Ultimately, Pepsi has not been very successful with their release of Pepsi Cafe, while Coke has clearly had the upperhand in the market.

Furthermore, the target consumers for this product are those who value tradition with open-mindedness. These consumers can range from a business CEO trying to keep his energy up during a meeting or a grandfather trying to stay awake for his grandson’s 8:00 p.m. flag football game. Coca-Cola with Coffee is a dynamic product never seen before that can be enjoyed at any point of the day. This product creates a new kind of coffee date by making those dates a little more casual and even more memorable. Coca-Cola with Coffee represents much more than just a drink; it is a representation of trying new things while still remaining true to old traditions. Coffee dates are such frequented outings by couples, friends, family members, and even for business meetings. With Coke’s new idea of implementing coffee within their well known product, they are creating a more casual scene, where people do not even realize they are sharing a moment together. Coca-Cola with Coffee is a small detail that makes all those moments

memorable. If Coca-Cola advertised this as a beverage to make all the little moments matter, they would reach a larger consumer base, especially to people who value quality time.

Not to mention, Coca-Cola should also advertise this toward iced coffee drinkers. Iced coffee is a very popular drink, especially in society today. We think iced coffee drinkers would be very interested in this cold refreshing drink. It not only combines the two flavors of coke and coffee, but there are multiple coffee flavors like vanilla, mocha, dark blend, caramel, and vanilla with no sugar. These are basic coffee flavors, which would spark the interest of many coffee drinkers. Coca-Cola with Coffee is very attainable without the stress of waiting in a long drive thru line or at a coffee shop. The convenience matched with it being chilled when a consumer purchases it is unbeatable. There are so many factors that would appeal to iced coffee drinkers, especially because those who drink iced coffee are usually students or those in the workforce, so their lives are typically very fast paced. Iced coffee drinkers have met their new favorite craze with its easy accessibility, coffee flavors, and always being served cold.

For this reason, our thought process when considering how to design a promotional strategy is asking what impacts consumer behavior as well as considering what is targeting the psychological core of consumers by retrieving memories that people might have forgotten. The print advertisement addresses attitudes that are based on affect and high effort central-route processing. We wanted to gain an effective response by using an emotionally driven message. By advertising that Coke can be a part of all the little moments within a consumer's life, it caters towards attractiveness and the message that appeals to building and strengthening relationships. Our promotional strategy is to utilize online advertising across social media platforms and plaster the print ad we created all over the Internet. Coke could collaborate with influential individuals like talk show host Jimmy Fallon and social media influencers like Brianna Chickenfry. They

can be seen drinking these Coke Coffees with other influential people instead of out of a coffee mug while on air. We want to reintroduce the successful “Share a Coke” campaign Coca-Cola has used in the past. The purpose of this is to create a more personal connection with consumers, and this can be portrayed through the idea that Coca-Cola with Coffee is a beverage consumed on “not your average coffee date”.

In Conclusion, we chose Coca-Cola as our brand because it is a credible and globally revered company. Their new launch of Coca-Cola with Coffee caught our attention because we believe that we can increase the audience and consumer interaction with our promotional strategy. Previously stated, our promotional strategy is to reintroduce the “Share a Coke” campaign with the new coffee item Coke has created by utilizing influential celebrities as well as spread our print ad across all media platforms.

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