

How Marketing Made One of the Unhealthiest Beverages a Top Demanded One the Power of Great Marketing

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Abstract: Marketing has taken a leading role regarding the success of any business because nowadays with the opportunity to improve product/service quality - through technology development and information availability- any organization can achieve desired results in terms of what they have to offer.

This leaves more room for functions like marketing to be fully applied in accordance to organizational goals. Therefore this paper aims to explain how powerful marketing can be through the example of the giant Coca-Cola Company, which has been producing and selling unhealthy products since 1886 and yet leads the beverage industry to this day. The paper also analyses some facts and data that help better understand how because of strong marketing strategies and worldwide brand recognition people will even buy and massively consume these kinds of harmful products.

Key words: *marketing, organization, Coca-Cola, unhealthy, buy, consume.*

Why is Coca-Cola considered an unhealthy product?

In a can of cola there are 10 teaspoons of added sugar, while World Health Organization recommends using no more than 6 teaspoons of added sugar on a daily basis. This means drinking only a can per day takes you above these guidelines.

This kind of amount of sugar is surely associated with other health conditions such as obesity and especially diabetes if you consume 1-2 cans per day. On 2015 Medical News Today reported that 184,000 global deaths each year are caused by large amounts of sugary drink consumption.

Coca-Cola has a very high sugar content that should immediately make us vomit when it enters our body but the phosphoric acid this beverage contains dulls the sweetness, allowing us to keep the drink down.

According to British pharmacist NirajNaik a 330 ml can of cola can cause these damages to our body in only one hour:

- Increased blood sugar level (first 20 minutes)
- Burst of insulin
- The liver turns the big amount of sugar into body fat
- Increased blood pressure and dilation of pupils because of the caffeine cola contains (40 minutes)
- Adenosine receptors get blocked from caffeine shot, preventing fatigue
- The production of dopamine (a neurotransmitter that helps control the pleasure and reward centers of the brain) increases
- The increased level of dopamine stimulates these centers making us crave for more (just like heroin does).

This means it has addictive ingredients which can make the consumer addicted just like other illegal drugs and this is a very serious problem regarding this products quality. Coca cola has even been scrutinized by the environment and human rights department for inducing bad and unhealthy food products.

What makes Coca-Cola a top demanded product?

As mentioned in the abstract marketing plays a very big influential role regarding the customer's positive stand towards a product or the whole company itself. Coca-Cola owners and managers seem to have understood the importance of good marketing since 3.1% of all beverages consumed around the world are their products. The company has a responsible marketing policy which is based on principles like Choice (a large range of beverages to support consumer's diets and lifestyles) ; Honesty (ensure transparency in all marketing activities) and so on. Brand recognition is a powerful aspect that cola completely owns. According to Business Insider 94% of the world's population recognizes the red and white logo. Apple and Microsoft combined spend less money on advertising than Coca-Cola.

They serve on a daily average to 1.9 billion people all around the world.

To achieve the results mentioned above as a company Coca-Cola has brilliantly used strong marketing strategies (some of which will be explained in the next paragraphs) through which it has become as successful as it is today.

First thing that makes cola so irresistible is the unique, market-tested formula. John Pemberton the creator of Coca-Cola first wanted to develop a version of the cocoa wines but the prohibition laws that forced producers to produce non-alcoholic beverages at that time obliged him to

remove the alcohol from the formula. He then sent his test sodas to a pharmacy for people to try and from the feedback he received created a recipe that was unique and tailored to customer's tastes. There have been minor adjustments through time but the recipe has largely remained unchanged. Because of this the company didn't spend time trying to tailor the taste to regional markets throughout the world and since its creation cola has been one of the most preferred beverages by many people.

Second thing that makes coke so familiar and preferred is its logo. *The Coca-Cola Company* has used the same logo for 100 years and it has become a part of anyone's life without doubt.

Another "trick" the company used was keeping the consumer price fixed for 70 years (1886-1959). With this kind of approach cola scaled across the US and throughout the world.

From 1887-1920 Cola gave away 10% of all products in order to build brand awareness. It also provided posters, calendars, decorations etc. for costumers. Coke was as much a drink as it was a consumable brand, an idea consumers could feel good about identifying with.

Promotion and ways to reach the customers

Still a part of marketing campaigns and brand awareness are top line promotions and below the line promotions. Top line promotions include: promotional activities intended towards mass consumers using mass media; TV ads; design of banners; sponsorship initiatives like the world cup etc. On the other hand below the line promotion include: promotion schemes and publicity materials; sales promotion etc. Other methods used: creating Santa Claus; association with McDonalds; endorsing through top celebrities; building high brand visibility; packaging in an attractive and economical way. The advertisements are national.

A big success was the vending machine 'Happiness machine around the world'. Once associated with a positive atmosphere every intended idea can easily get to people's emotions and that's what Coca-Cola does. New advertisements or even new marketing campaigns begin at specific periods like summer time or Christmas.

These large networks of interaction with customers is very beneficial to the company because any feedback is immediately received and through all these costing marketing means cola makes sure most of the feedback remains positive. They reach the people in a unique way that even if you are not a consumer you might become one.

I believe this achieved good relationship with the costumers is based on the company's mission and vision.

Mission – "Our Roadmap starts with our mission, which is enduring. It declares our purpose as a company and serves as the standard against which we weigh our actions and decisions.

- To refresh the world.
- To inspire moments of optimism and happiness.
- To create value and make a difference.”

Vision– “Our vision serves as the framework for our Roadmap and guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth.

Conclusion

Based on everything that has been discussed above it is apparent that marketing’s power is without doubt a key factor of success in business no matter how healthy or unhealthy what you are promoting might be. According to Peter Drucker the purpose of a business is to create a customer and the two main functions of a business are innovation and marketing. Therefore seen from a business perspective Coca-Cola is on the right track and will probably control most of the market shares of beverage industry for the upcoming years. However, we must not neglect the importance of the health issues mentioned above because at some point they might become a key factor in the bankruptcy and fall of this giant.

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