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MODERN DEVELOPMENTS IN ADVERTISING DESIGN SOLUTIONS FOR COCA-COLA COMPANIES

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The study examines contemporary advertising strategies employed by Coca-Cola to enhance brand recognition and attract customers in a rapidly changing market. Research indicates that effective marketing strategies have a positive impact on brand performance, particularly in terms of increasing sales, enhancing brand loyalty, and expanding market share. These strategies utilise social media platforms, partnerships with influencers, and marketing activities based on creating exciting experiences that attract consumers. Design approaches and advertising ensure that messages are tailored to individual preferences, strengthening the connection with consumers and encouraging repeat purchases.

Key words: graphic design, graphic tools, Advertising, Marketing Strategies, Brand Recognition, Digital Media.

INTRODUCTION

Founded in 1886 and headquartered in Atlanta, USA, the Coca-Cola Company is one of the largest beverage companies in the world, best known for its namesake product, Coca-Cola Soft Drinks. Coca-Cola's target market is broad, including consumers of all ages and different cultural backgrounds. Its ads often emphasize the universal appeal of the product and the shared experience. In recent years, the Coca-Cola Company has significantly changed its advertising approach to match modern consumer preferences and technological advances.

PURPOSE

This study seeks to analyze Coca-Cola's design techniques and strategies, examining their evolution and impact on the global market.

RESULTS AND DISCUSSION

1. Emotional Marketing

The company markets products, particularly on digital and mobile devices, often targeting children, adolescents and mothers, and undertakes public relations activities related to human rights, environmental sustainability and community and economic supports, and these public relations activities are often integrated into marketing campaigns [1]. For instance, the iconic "Open Happiness" campaign correlates the consumption of Coca-Cola with joy and happiness by depicting



individuals sharing joyful moments. The "the gift bottle " campaign, a case in point, aims to underscore the delightful sensations associated with Coca-Cola. This series of advertisements features people enjoying Coca-Cola across various occasions, set to lively music and vibrant imagery. Such marketing efforts have not only reinforced the brand's association with positive emotions but have also driven sales growth.



Fig. 1. «The gift bottle». This is a poster for the «GIFT bottle» campaign launched by Coca-Cola in the European market during the Christmas season of 2015 [2]

2. Design Solution.

Coke is not just a beverage; it is also a 'gift' that can be shared, bringing the warmth and surprise of the festive season [3]. The campaign aims to encourage people to share joy with friends and family during this special holiday through specially designed gift bottles. The poster features Coca-Cola's classic red and white colors, as well as festive elements such as Christmas trees, gifts, and snowflakes. Additionally, the poster is emblazoned with the words "GIFT bottle," highlighting the theme of the campaign.



3. Corporate Social Responsibility

Coca-Cola's advertising often highlights its commitment to corporate social responsibility, including initiatives in environmental conservation and sustainable development. These campaigns vividly showcase the company's efforts to reduce plastic waste by promoting recycling programs and investing in innovative packaging solutions made from renewable materials. Additionally, Coca-Cola supports community projects aimed at improving access to clean water and enhancing local agriculture through sustainable farming practices. Through these advertisements, Coca-Cola not only burnishes its brand image but also strengthens positive consumer sentiment, as viewers witness the tangible impact of the company's dedication to making a difference in the world.

4. Diversity and Inclusion

In recent years, Coca-Cola's advertising has increasingly emphasized diversity and inclusion to mirror the vibrant tapestry of its global markets. This strategy highlights the rich cultural mosaic of its consumers and underscores the brand's commitment to fostering an inclusive environment. Through visually captivating campaigns featuring people of various ethnicities, ages, genders, and lifestyles, Coca-Cola aims to connect with a broader audience. This approach attracts consumers from diverse backgrounds, making them feel seen and valued, thereby strengthening the brand's connection with a global community.

5. Advertising Channels

Social media advertising improves the interaction by providing contents publicly and gain interest of visitors. Social networking sites are tools to spread the information among consumers. In the 20th century, Coca-Cola's advertising efforts relied heavily on print media, television, and outdoor billboards. These traditional channels were effective in building brand awareness and loyalty. However, the digital era has brought significant changes, pushing Coca-Cola to adapt to new technologies. Engagement with customers on digital channels to understand their behavior and preferences helps organizations create better experiences and products, and sell smarter as well [2].

Regarding advertising channels, Coca-Cola persists in investing in traditional media such as television, radio, and outdoor advertising to reach a broad audience. Concurrently, with the advancement of digital technology, Coca-Cola has augmented its advertising investments in social media, video platforms, and mobile applications. This includes more direct consumer interaction through interactive advertising and viral video campaigns.

6. Personalization and Consumer Engagement With the advent of big data analytics, Coca-Cola has been able to tailor its advertising to specific consumer segments. Personalized marketing campaigns, based on user preferences and behavior, have increased the company's ability to connect with customers on a deeper level, enhancing brand loyalty.



CONCLUSIONS

The research concludes that Coca-Cola's advertising strategy exemplifies robust brand management and market adaptability. By leveraging continuous innovation and emotional connections, Coca-Cola has preserved its competitive edge in a fierce market environment. Its advertising not only stimulates sales but also enhances brand value and consumer loyalty, thereby expanding its market presence.

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КРОТОВА Т., ЧЖАО Веньцзюнь **СУЧАСНІ РОЗРОБКИ В ДИЗАЙНІ РЕКЛАМНИХ РІШЕНЬ ДЛЯ КОМПАНІЙ СОСА-COLA**

У дослідженні розглядаються сучасні розробки рекламних стратегій, які використовують компанії Соса-Сола для підвищення впізнаваності бренду та залучення клієнтів на ринку, що швидко змінюється. Дослідження показують, що ефективні маркетингові стратегії мають позитивний вплив на результати діяльності бренду, зокрема, щодо збільшення обсягу продажів, підвищення лояльності до бренду та розширення частки ринку. Ці стратегії використовують соціальні медіа-платформи, партнерства з інфлюенсерами та маркетингові заходи, що базуються на досвіді створення захоплюючих вражень, які приваблюють споживачів. Дизайн-підходи та реклама забезпечують адаптацію повідомлень до індивідуальних уподобань, що посилює зв'язок із споживачами та стимулює повторні покупки.

Ключові слова: графічний дизайн, графічні інструменти, реклама, маркетингові стратегії, впізнаваність бренду, цифрові медіа.