

# **A Comparison of Christmas Marketing Strategies of the Brands Coca-Cola and Kofola**

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Bachelor Thesis  
2012



**Tomas Bata University in Zlín**  
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## **ABSTRAKT**

Bakalářská práce se zabývá porovnáním Vánoční marketingové strategie značek Coca-Cola a Kofola. Teoretická část je věnována základům marketingu, zejména brand management, přístupu zákazníka a marketingové strategii. Analytická část se zaměřuje na analýzu spotřebitelských preferencí na domácím trhu. Analýza je realizována pomocí online dotazníku. Součástí je i historický vývoj obou značek až do současné doby. Nedílnou součástí praktické části je analýza Vánoční marketingové strategie, která vyúsťuje do porovnání marketingových komunikací obou značek. Závěr tvoří identifikace klíčových rozdílů mezi Coca-Colou a Kofolou.

Klíčová slova: marketingová strategie, marketingový mix, reklama, značka, přístup zákazníka, Coca-Cola, Kofola

## **ABSTRACT**

The present thesis is going to deal with a comparison of Christmas marketing strategies of the brand Coca-Cola and Kofola. The theoretical part is devoted to the basics of marketing, especially brand management, consumer behavior and marketing strategy. The analytical part focuses on the analysis of consumer preferences in the domestic market. The analysis is carried out using an online questionnaire. It also includes the historical development of both brands until present times. An integral part of the analytical part is an analysis of Christmas marketing strategies that results in a comparison of marketing communications both brands. The conclusion consists of identifying the key differences between Coca-Cola and Kofola.

Keywords: marketing strategy, marketing mix, advertising, brand, consumer behavior, Coca-Cola, Kofola

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## INTRODUCTION

World-known Coca-Cola and Czech Kofola. Is it even possible to compare them? Coca-Cola which has grown to the world's most famous brand, with more than 1, 7 billion beverage servings sold each day and Kofola, Czech brand who operates on Czech and Slovak market only. There were written many theses, on a comparison of marketing strategies, marketing communications of these brands. Present thesis deals with Christmas marketing strategies, created by campaigns, marketing communications of both companies. The question of preference American drink and sort of American concept of Christmas over Czech soft drink and Czech traditional Christmas was the impulse to begin writing this thesis.

Marketing strategy of the company is one of the most important goals, by which company achieves the success. By target marketing company identifies the target consumers and linked with the marketing mix implemented on target market company creates a marketing strategy. Marketing strategy together with details of time and control procedures creates the marketing plan of a company, the most important tool of marketing.

Present thesis is divided into theoretical and analytical part. Theoretical part outlines the problematic of marketing terms such as brand management, brand, consumer behavior and marketing strategy which consist of marketing mix and marketing communications. The additional analysis explained in theoretical part is SWOT analysis.

To find out which brand is more popular, who is the "winner" at Christmas time was used questionnaire survey examined on Czech market. Following comparison of marketing strategies based on marketing mix implemented on target consumers. Content analysis will be used to analyze the message to the target audience through media. All the previous analysis will result in final SWOT analysis and identification of the key differences.

## **I. THEORY**

## 1 BRAND MANAGEMENT

The brand management is strategic and integrated system of analytical, planning, budgetary and implementation activities, which are parts of the brand management process.

The beginnings of modern brand management are related to USA and the period after 1860, period which can be called as a “period of strong wholesale”. The main cause of origin of brand management was trying to get an advantage among competitors. That is why wholesalers started to give names, or particular symbols to their products. At that time brand like Coca-Cola began to create.

The main tasks of brand management are: add value to the product and thanks to this create a brand (make the invisible visible), keep differential advantage of a brand, and develop brand thinking and overcome product thinking.

More and more companies are aware of the fact that one of the most valuable aspects is the name of the brand combined with the product or services. Nowadays, choosing the right brand has become more complicated, as the range is bigger and at the same time customers are running out of their time. Abilities of strong brand like making the choice easier decrease the risk and create expectations, are irreplaceable.

The basic concepts related to the brand are product, rational and emotional aspects of a brand and brand identity. (Příbová 2000, p. 15-17)

### 1.1 Brand

*“A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well. “*

Jeff Bezos

Having been used as a tool to differentiate products from particular manufacturers for centuries, brands have a history ages ago. The word brand comes from Old Norwegian word “*brandr*”, which could be translated like burn off, because brand was used and still is to identify animals from one herd of another.

According to American Marketing Association (AMA) a brand is understood as a term, sign, symbol or simply design, which distinguishes the product from the competitors and

makes the product unmistakable. Practically, when a marketer creates a name, logo or symbol of new product, creates a brand.

But according to marketing specialists, the term brand is actually much more; it is defined as “*something that has actually created a certain amount of awareness, reputation, and prominence and so on in the marketplace*” (Keller 2008, p. 2). Verbal part of a brand is created from letters, abbreviations or numbers, whereas nonverbal part is made by logo and design. All these mentioned attributes are called brand elements, which are intended to build the originality of a brand and reduce the imitation of a brand by competitors. These elements may have many different forms. For example, diversity of strategies while giving the name to the brand. In some cases, name of the brand is used for all the products of the company (General Electrics or Hewlett-Packard). On the other hand, there might be companies which assign individual names for new products (Procter & Gamble And their Pantene products).

Names of products exist in many different forms. Brand names could be based on person’s names (automobiles Porsche), places (British Airways), animal names (soaps Dove), or any other objects (computers Apple).

Furthermore, the brand elements can be divided in rational (elements which are visible, e.g. quality, service etc.) and emotional (less obvious elements, which reflect the character of a brand, style – for example honesty, etc.). (Keller 2008, p. 3)

To the term brand is related to brand identity, brand equity, brand awareness and as a last, brand image. Each of these perceptions is going to be described in this chapter.

### **1.1.1 Brand identity**

Brand identity is understood as a uniqueness of a brand, characteristics, defining its essence. These are characteristics are mainly physical characteristics; brand personality, cultural values; values, relationships represented by brand; typical, reflected consumer, and self-image expression. Physical characteristics are visible on the first sight, for example the Coca-Cola bottle. Personality of a brand is expressed by personification, the brand could be likening to an animal or human (The Coca-Cola brand is a “polar bear”). Cultural values are based on the country of origin (Coca-Cola – USA). Some companies may prefer company origin, in the case that country of origin doesn’t make any profit. Brand identity might be linked with relationships (Apple – friendliness). Reflected consumer describes how a typical consumer perceives it. For example, Coca-Cola is reflected as a brand for relaxed people,

young spirits, surrounded by many friends and having fun. Consumers of this brand are rather younger than older people, but reflection how would they like to be perceived by others. As last, self-image is an inner mirror of the brand. (Příbová 2000, 22-23)

### **1.1.2 Brand equity**

Brand equity is a set of associations and attitudes to the brand throughout the value chain. It means the relation to the customers, distributors, and parents companies who allow the brand to gain a greater sales and higher profit then would have been without a brand, and leads to a strong long-term benefit in comparison with competitors. (Příbová 2000, p. 26)

A brand characteristic is defined by differential effect, which has brand knowledge on consumer behavior in relation to the products falling under the brand. Positive differential effect occurs when consumers accept the brand product more positively than unbranded product. Price sensitivity is lower as influenced by the brand equity. As a result of brand equity, the brand loyalty is created. Consumer is willing to wait for the brand product in the case of unavailability, or find the brand in some other distribution ways.

### **1.1.3 Brand Awareness**

Brand awareness consists of brand recognition and brand recall.

The brand recognition is related to the consumer's ability to confirm his earlier familiarization with the brand. In other words, recognition of a brand requires that consumers have the opportunity to differentiate the brand, as something they have already seen or heard about. (Keller 2008, p. 54)

Brand recall is related to the consumer's ability to renew from memory when given a product category. In other words, recall of Coca-cola would be consumer's ability to retrieve the brand when they think of the fizzy drinks category or what they should drink for a snack or at the store when deciding what to buy.

Brand recognition is going to play the main role when a consumer's decision is made up at the store. Thus, when the brand name, logo or packaging will be physically presented and influence consumers mind at the moment of purchase. On the other hand, when a consumer's decision is going to be making up at the store, the brand recall would be more important. (Keller 2008, p. 54)

#### **1.1.4 Brand image**

Brand image is related to the associations preserved in consumer's memory. In other words, brand associations which remain in consumer's memory containing the meaning of a brand. These associations may come up in many different forms and reflect the characteristics of the product. (Keller 2008, p. 51)

For instance, consider Coca-Cola drinks. If someone asks a consumer, what comes to his mind when he thought of Coca-cola drinks? His associations would probably be such as "refreshment", "taste", "availability" and so on. The associations that come to consumer's mind create the brand image.

## 2 CONSUMER BEHAVIOR

As a beginning of this chapter, it is important to distinguish between customer behavior and consumer behavior. Customer behavior are only the mental and physical activities which occurs during the selection and possible purchase of the product, but on the other hand, consumer behavior are the actually mental and physical activities used to purchase goods and services. (Kurtz 2006, 158) Another definition is following:

“A consumer behavior is a process involved when individuals or groups select, purchase, use or dispose of product, services, ideas or experiences to satisfy needs and desires.” (Solomon 2009, 8)

In other words, a consumer behavior is a process by which marketers try to find out consumers wants and needs. To develop marketing strategy of the company, consumer behavior is needed to analyze.

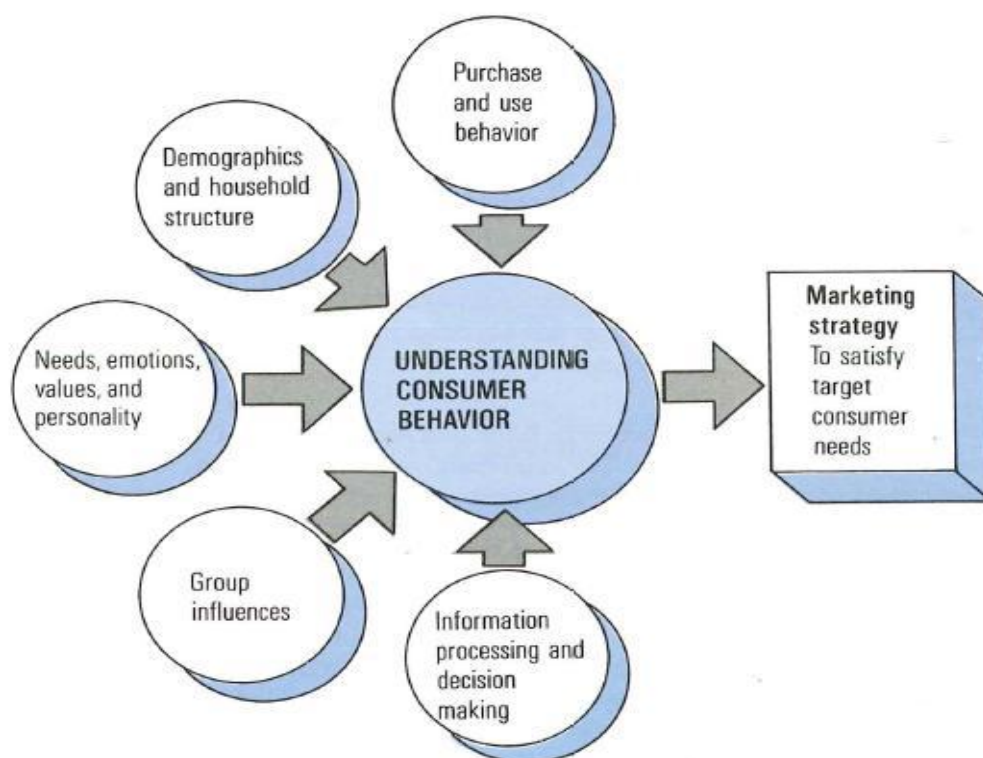


Figure 1. Understanding Consumer Behavior in Order to Develop Marketing Strategy.

Source: Hawkins 1989, 5.

As can be observed on figure 1, understanding consumer behavior is a main goal to develop marketing strategy and satisfy target consumers. Consumer behavior consists of many factors, which influence consumer's decision making. These aspects are present emotions, needs, values as well as personality of a consumer. Significant role also play group, demographic and social influences. Information processing and decision making should be mentioned as well. The last aspect is purchase and use behavior on its own.

All the factors mentioned above are rather personal issues. That is why only three main categories are going to be described and they are: cultural, social, and family influences.

Cultural influences come out from culture, which is identified as values, beliefs, and testes given by one generation to another. And so, culture is considered to be the largest environmental determinant of consumer behavior. Marketers have to understand its role in consumer decision making, as well as record trends in cultural values and changes in these values. (Kurtz 2006, p. 159)

Cultural influences are significant as present thesis apply analysis of two different brands. Each of these brands are coming from very different culture as the comparison is of American and Czech brand.

Social influences make the differentiation of social groups. Every consumer belongs to a certain social group. Such as friendship group, neighborhood groups, organization group, and so on. The group membership influences consumers purchase decisions, based on norms of the group, certain role, which consumer play inside the group, and finally status of the consumer, related position to the group. (Kurtz 2006, p. 163)

Family influences, are most probably the most important determinants of consumer behavior, because of the closeness and continuing interactions among family members. Family trends have been changing a lot during last centuries. That is why marketers have to monitor these trends and according to the results develop marketing strategies. (2006, p. 164-5)

The next chapter belongs to marketing strategy. All the marketing strategies are based on understanding the consumer behavior. That is why this chapter is a preface to the next one.



### 3 MARKETING STRATEGY

As a part of marketing strategic planning, marketing strategy has the biggest role. Gaining long-lasting profitable customer relationships is based on strong marketing strategy. Kotler claims that:

*“Marketing strategy is marketing logic by which the company hopes to achieve strong and profitable customer relationships. It involves deciding which customers to serve (segmentation and targeting) and with what value proposition (differentiation and positioning).”* (Kotler and Armstrong 2005, p. 53)

Thanks to the market segmentation, targeting and positioning can company decide which customers to provide the product and how.

Having a marketing strategy as a guide, the company creates a marketing mix built up of four elements under its control – product, price, place, and promotion. In order to find out the best marketing strategy and mix, the company deals with marketing analysis, planning, implementation, and control (Kotler and Armstrong 2005, p. 53) Marketing mix on its own is going to be described later on.

Marketing strategy could be production oriented, focused strictly on production, not really interested in customer’s needs. Sale oriented marketing strategy on the other hand, focused on sales, but respect customer needs as well. Finally there is an absolutely oriented, focused on customer’s need as a complex. This category comprises customers centered marketing strategy, which is going to be used in the thesis. As analytical part of present thesis contents analysis of Christmas marketing strategy, oriented on customer’s needs.

#### 3.1 Customer-Centered Marketing Strategy

To win today’s competitive marketplace, companies has to be customer centered. To obtain customers from competitors, the company must in the first place understand their needs and wants. To keep and increase them company has to provide a greater value. There is a need of customer analysis.

There is no way to profitably serve all customers, and companies are aware of this fact. As there are many different kinds of customers and all of them have different needs and want. That’s why the company has to build the marketing strategy based on choosing the most promising segment, and keep profitably serving of this segment. This process consists of three parts as market segmentation, target marketing, and market positioning. (2005, p. 53)

### 3.1.1 Market Segmentation

There are many types of customers at the market. Companies cannot profitably serve all the customers at the same time as they have different needs and wants. Consumers can be divided in many different way based on geographic, demographic psychographic, and behavior factors. To achieve company objectives, companies have to split the market in smaller segments. This approach is called “market segmentation”.

Every market consists of segments. But not for all companies is the market segmentation a priority. For example, for pharmacy companies there is no need to distinguish between male and female, as they respond the same way for medicaments. On the other hand, car industry might appreciate market segments. As there are many customers with different needs and all of them would buy a different car. Companies are wise to focus their efforts on meeting the distinct needs on individual market segments. (Kotler and Armstrong 2005, p. 54)

### 3.1.2 Target Marketing

Target marketing is a process when company evaluates given market segments. Companies can enter one or many market segments. The main goal is to choose such market segments where customers can be served the most profitable way.

Small companies might choose only one or a few special segments of a market. In these segments they try to specialize what major competitors overlook or ignore. Alternatively, companies might choose several connected segments, but at the same time serve customer with the same needs and wants. A clothes industry might target several groups like kids, teens and adults clothing. Or huge companies offer a whole range of product to serve all market. Most companies come to the market with single product, or with a thought to serve single market segment. After being successful they add more products to serve more segments. (Armstrong and Kotler 2005, p. 54)

### 3.1.3 Market Positioning

A process of arranging the product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target consumers. (2005, p. 54) In other words, when company decides which market segments to choose it have to know what product position they want to achieve. There is a need to create unique position for the products on the market; otherwise customers would not buy it.

To build a unique position for the product, their competitive advantage has to be first considered. In order to gain this position companies have to offer a greater value to target

customers. This can be achieved by charging lower prices or offering more benefits to justify higher prices. The company's entire marketing program should support the chosen positioning strategy. Consequently, when offering a greater value, it has to be delivered. Once the company takes its position in the market, it has to carefully deliver the greater value and communicate that position to customers. (Armstrong and Kotler 2005, p. 54)

### 3.2 Marketing Mix

After company succeeds in target marketing, it directs to build profitable customer relationships. The main goal is to decide how they will satisfy its customers. They need to develop a marketing mix. The main tools of marketing mix were defined by Professor Jerome McCarthy, who divided them into four groups of variables known as the "Four Ps". And they are product, price, place, and promotion. There is another concern, which claims that the Four Ps takes the seller's view of the market, not the buyer's view. That is why there is the "Four Cs" concept, which might be described as following: customer solution, customer cost, convenience, and communication. (Armstrong and Kotler 2005, 58) For the purpose of the thesis, focus is going to stay on the first characteristics.

Each group of variables of the Four Ps consists of certain sub variables appropriate to the group. Figure 2 presents sub variables included in the Four Ps.

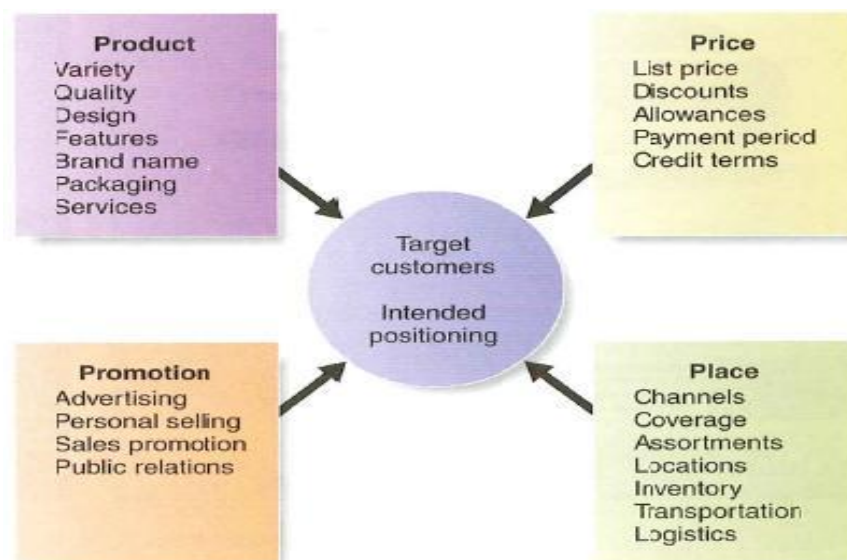


Figure 2. Overview of Marketing Mix Variables

Source: Armstrong and Kotler 2005, 57.

As can be observed on figure 2, each variable have many sub variables. The present thesis is not going to deal with particular variables in details. Only focus will be on advertising, as integral part of analytical part of the thesis.

### **3.2.1 Product**

A product is not only a physical good, service, or a blend of both. Practically, product stands for everything, which can be offered on the market to pay attention of purchase, use or consumption, or simply anything satisfying customer's needs.

Since the analytical part of the present thesis deals with companies providing physical goods, focus will be on physical goods, as opposed to the services. (Perreault 2002, 38)

### **3.2.2 Price**

Price is the amount of money customers have to pay to gain the product. Pricing strategy must involve considering price competition in the target market as well as the whole cost of the "Four Ps"- marketing mix. Marketers have to be predictable in order to get an idea about possible reaction of the customers to the price. Companies have to be successful in the practices like markups, discounts, and other terms of sale. If customers don't accept the price, all of the planning would be useless. (Perreault 2002, p. 40)

### **3.2.3 Place**

Under the place is understood all the activities to make the product available for target customers. A product is not good on its own, if it isn't available when and where it is wanted.

Product is provided to the customer through a channel of distribution. The channel of distribution involves any chains of firms (or individuals) that take part in the circulation of production. In other words, it involves all the way of product from producer to final customer.

These channels can be either easy (direct) or much more complex. Product may directly run from the producer the final consumer. Direct channel is common in business markets and in the marketing of services. This may become more common especially in the age of internet. Almost every company uses internet as an instrument for sales. On the other hand, the complex channel, involving many different retailers, and wholesalers, is more often. Specially, when there is more than only one target market, there might be more channels of distribution needed. (Perreault 2002, p. 39)

### 3.2.4 Promotion

Promotion is a way of communication with the target customers to convince them to buy the product. Promotion can have two different intentions. First, it tries to obtain new customers, or second, keep satisfying current customers. Promotion consists of personal selling, mass selling, and sales promotion. To be successful on the market, there is a need of blending all these methods of communication.

Personal selling is direct spoken communication. This way of communication is usually between seller and potential customer face-to-face, but it can be realized over the telephone or via video conference over the Internet. Personal selling allows customer to perceive whole marketing mix of the company. But as it comes to price, personal contact is an expensive way. There is a need of accompaniment of mass selling and sales promotion.

Mass selling represents the way of communication with many customers at the same time. The main form of mass selling is advertising. Advertising is going to be discussed later on in this chapter, as it is a part of analytical part of present thesis. Advertising is considered to be any paid presentation of ideas, goods, or services, when the sponsor is known, but no personal contact presented. Another form of mass selling is publicity, which is on the other hand, any unpaid presentation of ideas, goods and services. Mass selling also involves different varieties of media.

Sale promotion takes place in keeping customers satisfied. These are activities which stimulate interest, or final purchase. Sale promotion can be in a form of coupons, point-of-purchase materials, samples, signs, contests, catalogs, novelties and circulars. (Perreault 2002, p. 40)

### 3.3 Marketing communications

In nowadays techniques, as it was originally called promotion, marketing communications is used to communicate elements of an organization's offering to a target audience. In other words, marketing communications are used to promote an organization, or company to target customers. It means, to persuade people to buy product or services. (Fill 2009, 5)

*“Marketing communications is a management process through which an organization engages with its various audiences. Through an understanding of an audience's preferred communication environments, organization seek to develop and present messages for its identified stakeholders groups, before evaluating and acting upon any responses. By*

*conveying messages that are of significant value, audiences are encouraged to offer attitudinal, emotional and behavioral responses.”* (Fill 2009, p. 16)

The main communication represents advertising, sales promotion, public relations, direct marketing, personal selling and added-value approaches such as sponsorship. (Fill 2009, p. 6)

The present thesis is going to deal with advertising and sales promotion, that is why these tools are going to be highlighted.

### **3.3.1 Advertising**

Advertising, as a part of marketing communication, is in the first place used to increase the sales of products and services.

“An advertisement is a paid-for communication intended to inform and/or persuade one or more customer.” (Fletcher 2010, p. 2)

Advertising is a non-personal form of mass communication that offers a high degree of control for those responsible for the design and delivery of advertising messages. In other words, advertising is able to get the attention of masses of target audience. But advertising have a big disadvantage, audience more believes messages from different tools, and first of all so called word-of-mouth communications. It means already experienced audience. (Fill 2009, 21)

Related subject to the advertising is complex AIDA consisting of attention, interest, desire and action, developed by Strong (1925), which can be used to analyze how persuasive was the communication, or advertising in particular. Present thesis is going to deal with attention. More precisely, some of the questions included in questionnaire survey are focused on attention of the audience. (Fill 2009, p. 235)

Another tool to analyze an advertising message is a content analysis. Content analysis deals with content of the communication. It examines what is communicated, about what is the communication and to whom is it intended. The most frequent usage is in newspapers, television and so on. Content analysis will be used to analyze and compare a Christmas TV commercial of Coca-Cola and Kofola.

Analysis in present thesis will be implemented on following categories: theme, focus, values, and instruments of positive tuning of perceiver, figures, story, promises, appeals, claims, what picture creates the advertisement about a target group, and what instruments are used.

### 3.3.2 Sales promotion

Sales promotion consists of different marketing techniques, which are used to provide an added value to an offering. As well as advertising sales promotion is not a personal form of communication but it has a greater capacity to target smaller audiences. (Fill 2009, 21)

Although, the value is added to a product or service it has to be seen in certain objectives.

And the key objectives are:

- educating customers and affecting target audience awareness of the brand;
- helping the conversion of prospects;
- encouraging the early trial and eventual adoption of new product;
- attracting competitor customers;
- encouraging increased usage of the brand; and
- cross-selling and up-selling product (Dahlén 2010, 429)

## 4 IDENTIFICATION OF KEY DIFFERENCES

To analyze a marketing strategy, there is a need to use certain marketing methods. The additional analysis to highlight strong aspect and on the other hand point out the weaknesses is SWOT Analysis.

### 4.1 SWOT Analysis

Swot analysis is an acronym of strengths, weaknesses, opportunities, and threats. This important strategic planning tool originally comes from to analysis as SW and OT. It helps the company to compare internal organizational strengths and weaknesses with external opportunities and threats. The internal environment of the company involve goals, systems, procedures, company resources, material environment, company culture, interpersonal relationships, organizational structure, quality of management etc. On the other hand, the external environment consists of microenvironment (includes factors like political-legal, economical, social-cultural, and technological) and macro environment (customers, suppliers, competition, public). (Kurtz 2006)

When using this analysis, it is important not only to describe its complements but also find the interconnection between them. If the strengths weaknesses of the company are described, it is important to implement a way how to convert weaknesses into strengths. The same should be considered with opportunities and the threats. It is necessary to analyze how strengths can be blended with opportunities in order to take full advantage of the company's situation. These interconnections are shown on figure 3.

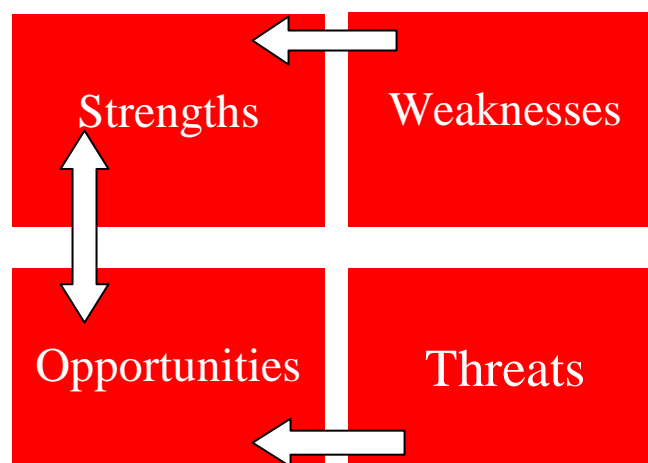


Figure 3. Interconnections of SWOT analysis

*(Author's creation)*



## **II. ANALYSIS**

## 5 METHODOLOGY OF THE BACHELOR THESIS

The analytical part of present thesis is processed based on characteristics of both companies, and so Coca-Cola and Kofola.

Primary research has been done using data collected through questionnaire. Questionnaire survey covered analysis of consumer perceptions and attitudes to both brands on Czech market. Fourteen questions focused on marketing communications, more precisely advertising, promotion sales and TV commercials have been analyzed on the base of four identification questions and so sex, age, nationality and education. Complex AIDA has been included, with focus on attention. The main goal was to find out how are consumers aware of TV commercial and advertising in general. The examined sample was taken of 162 responders.

Secondary research consists of analysis of websites both companies and interviews with managers responsible for marketing communications. First part is devoted to the introduction of both companies and history of brands.

Following is analysis of Christmas marketing strategies of both companies implemented on target consumers, which according to the result of the questionnaire survey is the entire population. Analysis is assembled from marketing mix of both companies, as marketing strategy consist in identifying the target market and creating a marketing mix. The last part of marketing mix, promotion, is covered with marketing communications as in nowadays technologies we speak about marketing communications. Highlighted elements of marketing communications are sales promotions and TV commercials of both companies. To compare the differences of the spot and the message which should be told to target audience a TV spot the content analysis is used.

Identification of the key differences is summarized in separated SWOT analysis at the end of the analytical par.

From all the previous analysis is a synthesis identifying the key differences between Coca-Cola and Kofola.

## 6 INTRODUCTION OF COCA-COLA AND KOFOLA BRANDS

This chapter is going to be a short introduction of both companies. Introduction is focused on history of brands, history of companies and their golden age and consumer behavior and attitudes to these companies.

### 6.1 The Coca-Cola Company

It was 1886, when John Pemberton, an Atlanta pharmacist, created a fragrant, caramel-colored liquid. Afterwards, in Jacob's Pharmacy, the mixture was combined with carbonated water and sampled by customers. They all agreed that this new drink was something special. Pemberton's bookkeeper, Frank Robinson, named the mixture Coca-Cola®, and it is written the same way to present times. Jacob's Pharmacy put it on sale for five cents a glass. A century later, the Coca-Cola Company has produced more than ten billion gallons of syrup.

The company's first president, Asa Griggs Candler, wanted to achieve to bring the real vision to the business and the brand. He transformed the innovation into a business and found out many innovative ways how to introduce this refreshment to people. He came out with coupons, clocks, urns, calendars. Thus, Coca-Cola was everywhere, and this aggressive form of promotion had worked.

Joseph Biedenharn, a Mississippi businessman, became the first to put Coca-Cola in bottles. Candler didn't consider its importance, so the bottling was realized in 1899 by two Chattanooga lawyers. Company has decided to create a distinctive bottle shape. In 1916, The Root Glass Company won a contest to design a Coca-Cola bottle. The famous contour bottle, which is known nowadays, was chosen for its original shape and attractive appearance.

New president of Coca-Cola Company, Woodruff, led the expansion of Coca-Cola overseas in 1928 and pushed development and distribution of the six-pack, the open top cooler and many other innovations that made it easier for people to drink Coca-Cola home or away. *"This new thinking made Coca-Cola not just a huge success, but a big part of people's lives."* (Coca-Cola)

The World War II. had helped Coca-Cola to expand everywhere. With Woodruff's vision that Coca-Cola be placed within "arm's reach of desire", the number of countries with bottling operations nearly doubled. Coca-Cola was enjoyed in 120 countries.

After 70 years of success with one brand, Coca-Cola Company decided to expand with new flavors. And they were Fanta®, introduced in 1950s and later Sprite® in 1961.

Roberto C. Goizueta, who in 1981 became a chairman of The Board of Directors and CEO of the Coca-Cola Company, apart from other operations, led the introduction of diet Coke®, which had become the top low-calorie soft drink in the world within two years. It was year 1985, when new Coke was introduced as one of Goizueta's innovatives. Nevertheless, people strictly refused the new taste and asked for the original. "*Critics called it the biggest marketing blunder ever.*" (Coca-Cola) The original formula was returned to the market as Coca-Cola classic®.

For the first time in 1993, the advertising campaign "Always Coca-Cola" and the lovable Polar bear was introduced. By 1997, the company already sold 1 billion servings of its product every day and Coca-Cola was spread in nearly 200 countries worldwide.

Nowadays Company's goal is to provide magic every time someone drinks one of its more than 500 brands. Coca-Cola has grown to the world's most famous brand, with more than 1, 7 billion beverage servings sold each day. (Coca-Cola, March 3, 2012)

## **6.2 Kofola a.s.**

Origin of the Kofola brand is related to the fifties of twentieth century. It was year 1957, when Spofa (United pharmaceuticals fabrics) was asked to ensure development of production of nonalcoholic beverage, able to replace west imperialistic beverages of cola flavor. After few years of development in 1959 finally came up syrup called KOFO, mixture of herbs and fruits extracts containing caffeine. From which was subsequently produced carbonated refreshing lemonade, called Kofola. The first assumed name was Kofocola, but because of the length and copyright the name was changed for Kofola, and stayed in this form until present times.

First production of Kofola drinks took place in national company Zátka in Prague in 1960 and syrup KOFO began to be supplied to all manufactures of nonalcoholic beverages in entire Czechoslovakia. Kofola was the first domestic beverage of cola character on Czechoslovakian market.

Golden age of this brand came in the seventies, when after huge success at the food fair in Plzeň Kofola has reached the absolute peak of popularity. Rapid break in sales appeared after the Velvet revolution in 1989. Foreign brands began to be preferred over the domestic ones; market was full of cheap beverages of cola type. It was year 1998, when Kofola brand

gain its position back. Under the auspices of the Santa beverages, second golden era of the brand Kofola had become.

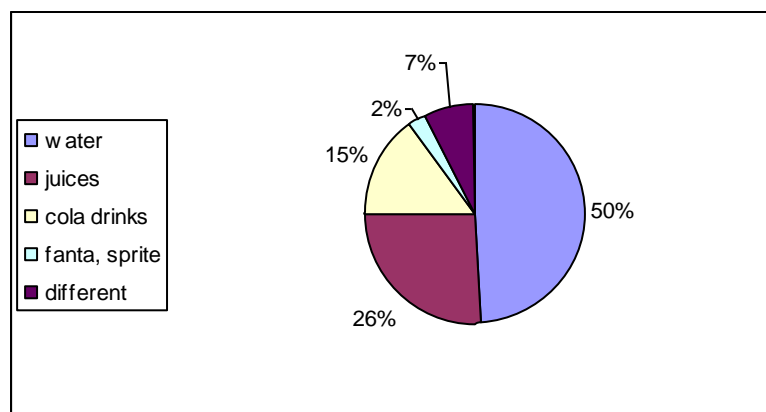
In 2001 on Czech and Slovak TVs appeared idiosyncratic television campaign through which Kofola, for the first time, posted its slogan *Když ji miluješ, není co řešit* (If you love her, there is nothing to deal with) and popularity as well as sales increased rapidly.

In 2006 Kofola became the best-selling brand of cola drinks in two liters bottles in the area of Czech and Slovak Republic. With the growing success of the brand the offer of its flavor variations has expanded. In 2004 Kofola Citrus was put on the market and in the spring 2008 Kofola with no sugar appeared. To celebrate Christmas in 2007 limited edition of Kofola was putted on the market with cinnamon flavor and the brand further continues Christmas limited editions (Barborková, Hvězdičková). (Kofola, March 3, 2012)

## 7 ANALYSIS OF CONSUMER PERCEPTION AND ATTITUDES TO THE BRANDS COCA-COLA AND KOFOLA

Analysis of consumer perception and attitudes to the brands Coca-cola and Kofola has been implemented through online questionnaire (Appendix PI). 162 responders answered all together. From that amount 58 % were woman and 42 % man. 5% of this amount was Slovak people; the rest of them belong to Czech nationality. More than half have been students 15-25 years old, 19% belongs to age 26-35. The rest of it was people in age of 36-50, only 1% belongs to people older than 50 years.

First question has dealt with consuming non-alcoholic drinks in general. Exact 50% prefer to drink water, 26% consume fruit juices and 15% of answering people choose cola drink as non-alcoholic drink. The rest of answering goes for Fanta, Sprite or different drink.

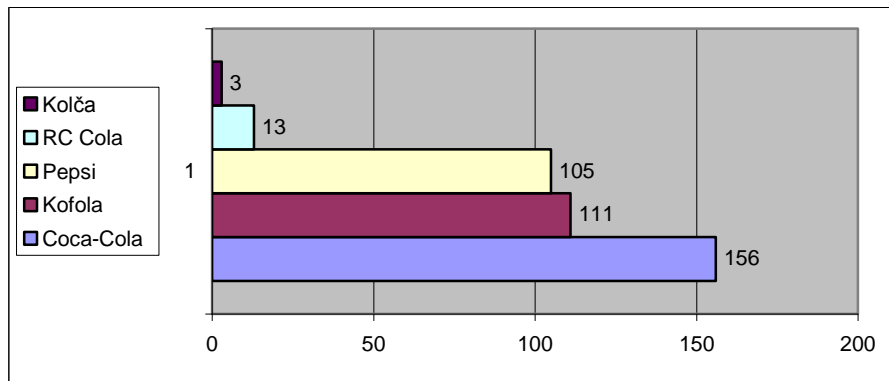


Graph 1. Consumption of non-alcoholic drinks in general

*(Author's creation)*

Even though Coca-Cola is the most popular brand in the world, exact 50% of responders still prefer water to drink. The healthy lifestyle still exceeds the popularity of a brand. Cola drinks would choose only 15% of responding people, which is very low number.

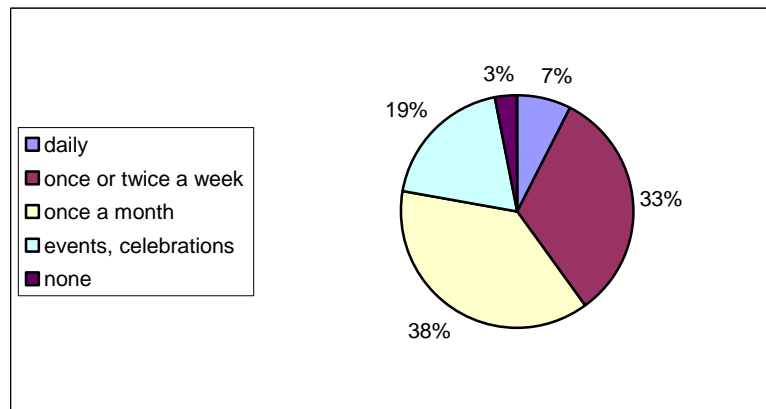
Spontaneous brand awareness researched second question. Most of the consumers recall the brand Coca-Cola on the first place (156 answers). Second place belongs to Kofola (111 answers), Pepsi also gained 105 answers; the rest of answers belongs to RC Cola.



Graph 2. Spontaneous brand awareness (*Author's creation*)

Spontaneous awareness won Coca-Cola. However Kofola has reached the second place.

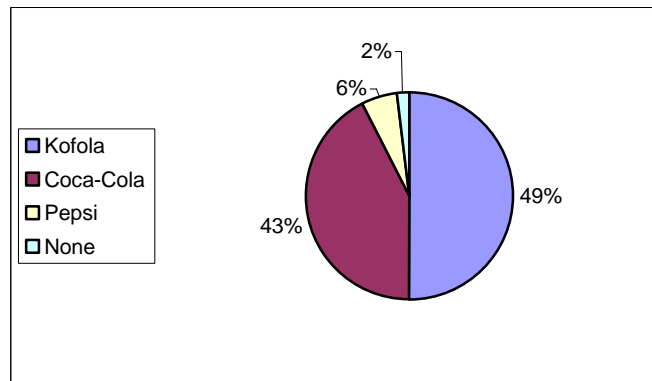
Frequency of drinking cola drinks in general examined question number three. 38% of answering drinks cola drinks once a month. Once or twice a week go for such a drink 33%. And 19% of answering asks for cola drink only on events, celebrations and so on. 7% drinks cola drink daily and 3% doesn't drink cola drink at all.



Graph 3. Frequency of drinking cola drinks (*Author's creation*)

As well as first question, question no. 3 confirmed that almost 40% people drink cola drinks just once a month. Drinking cola drink is not really frequent.

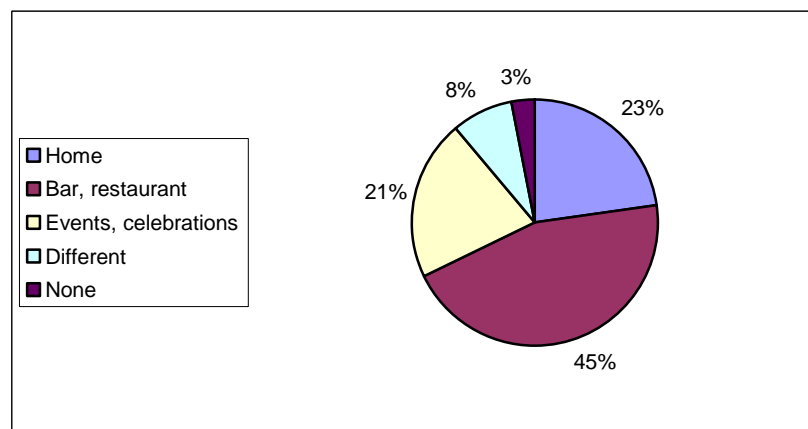
When consumer has a free option of purchase (question no. 4), 49% would choose Kofola, 43% would go for Coca-Cola. Just 9% would buy Pepsi. 3% of answering people wouldn't buy any of these.



Graph 4. Free option of purchase (Author's creation)

When it comes to free option of purchase Kofola has got 6% more than Coca-Cola.

The most frequent opportunities to drink cola drinks (question no. 5) is in bar, restaurant (45%), then as a non-alcoholic drink at home (23%). Quite high result appeared in events and celebrations (21%), rest of answering people would drink cola drink in for other reason or not at all.

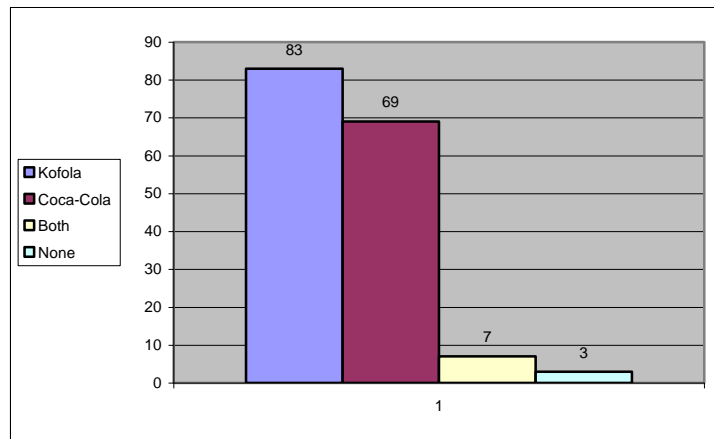


Graph 5. The most frequent opportunities to drink cola drinks (Author's creation)

How the expectations were, the most frequent opportunity to drink cola drinks is in the bar or restaurant. On the other hand 23% drink cola drink at home. This score is quite high.

Sixth question was looking for answers if consumers prefer American Coca-Cola or Czech Kofola. 83 answering people would prefer Kofola, 69 answering drink Coca-Cola. Rest of responses goes for both drinks, only 2% wouldn't drink cola drinks.



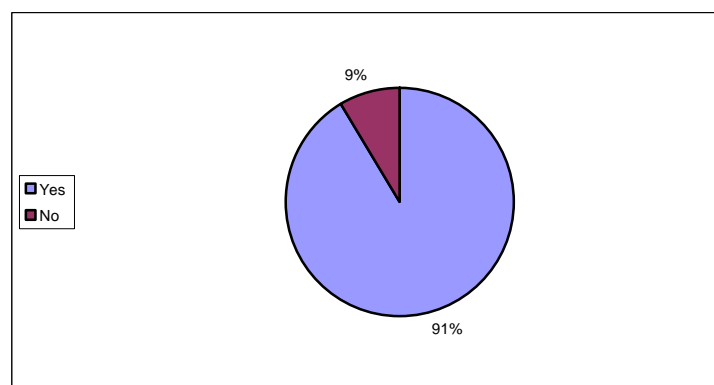


Graph 6. Preference of American Coca-Cola or Czech Kofola  
(Author's creation)

Surprisingly, Czech Kofola was preferred over Coca-Cola with 14 more answers.

Rest of the questionnaire dealt with the Christmas TV commercial of both brands, partly included complex AIDA – focused on attention.

Seventh question examined consumers attention (complex AIDA) – awareness of Christmas TV commercial of Coca-Cola company. When 91% are aware of this TV spot, only 9% of responders are not really aware.

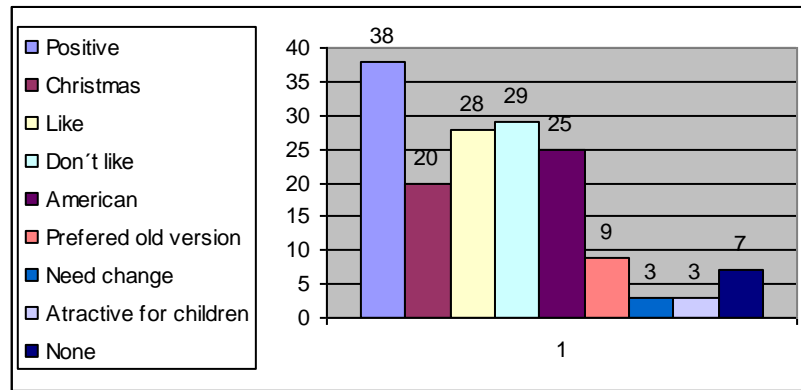


Graph 7. Awareness of Coca-Cola Christmas TV commercial  
(Author's creation)

Results of seventh question are really good, as all 91% are aware of Coca-Cola TV spot.

Eighth question dealt with consumer's perception of Christmas TV commercial of Coca-Cola Company. 38 responders have very positive perception, 20 answers appreciated the

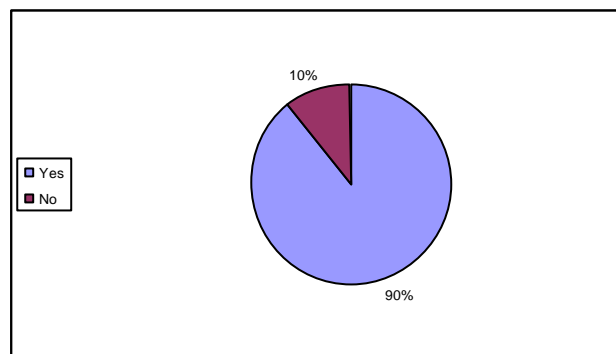
Christmas atmosphere. 28 people really like this Christmas advert, on the other hand 29 people don't. 25 responders were complaining about American concept of Christmas. Some answers claimed that prefer old version, small percentage ask for change.



Graph 8. Consumer's perception of Coca.-Cola Christmas TV Commercial (*Author's creation*)

Christmas TV commercial got very positive evaluation; however 54 people don't like it.

Are you aware of Christmas TV commercial of Kofola Company? (Question no. 9) Again, complex AIDA implemented this time with Kofola TV commercial. When 90% of responders remember Kofola Christmas commercial, 10% don't.

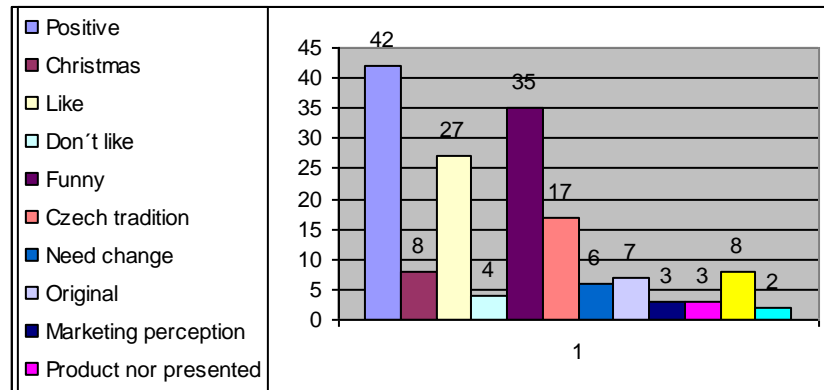


Graph 9. Awareness of Kofola Christmas TV commercial (*author's creation*)

Also awareness of Kofola TV commercial is high, whole 90%.

Tenth question dealt with consumer's perception of Christmas TV commercial of Kofola Company. 42 responders have a positive perception, 17 answers appreciated Czech traditional Christmas atmosphere. 27 people really like this Christmas advert, only 4 don't.

35 responders consider this TV spot very entertaining, 7 answers claimed that the commercial is original. Some answers call for change, some other complains about lack of product during the spot.



Graph 10. Consumer’s perception of Kofola Christmas TV commercial  
(Author’s creation)

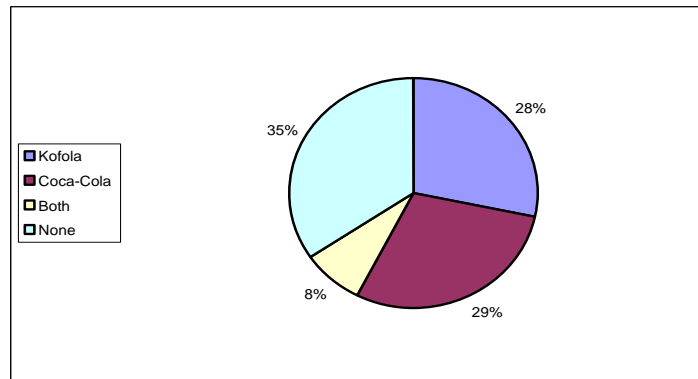
Evaluation of Kofola TV commercial is better than Coca-Cola as only 4 people don’t like the spot.

Question no. 11 and 12 examined consumer attention (complex AIDA). And so where have consumers seen the TV commercial or any other Christmas motives from these brands? In both cases TV got highest amount of answers, second place belongs to Internet. Few answers claimed that Christmas advertising is on leaflets as well (supermarket leaflets). Rests of the answers were almost the same, billboards, in supermarkets and so on.

	TV	Internet	Leaflets	Markets	Billboard	Packaging
Coca-Cola	74%	9%	7%	1%	2%	2%
Kofola	72%	6%	7%	6%	4%	3%

Table 1. A comparison of consumer’s attention of the brands (Author’s creation)

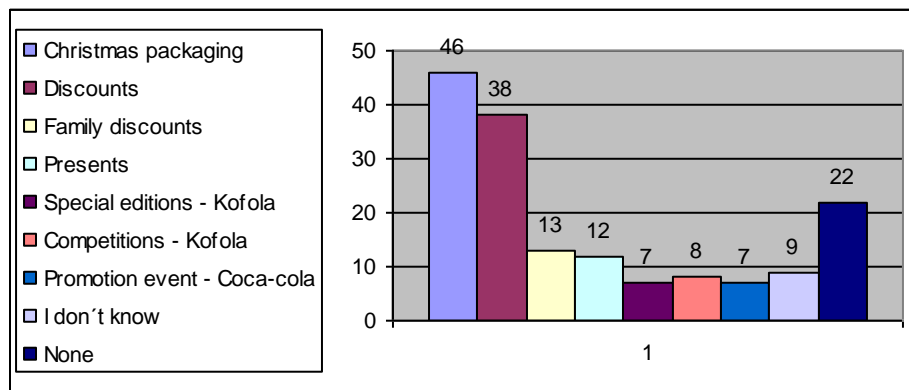
For both companies consumers are aware of TV spot, quite high score had Internet as well. Thirteenth question was looking for answers if cola drinks are typical at Christmas time. 46 answering people usually have Kofola as a Christmas drink, 47 answering drink Coca-Cola. 13 of responses go for both drinks, but 56% wouldn’t drink cola drinks at Christmas.



Graph 11. Drinking cola drinks at Christmas time  
(Author's creation)

Preference of these brands during Christmas is the same; there is only 1 answer difference.

Last question, question no. 14 researched what other actions consumer perceived from these brands during Christmas time. 46 answers are aware of Christmas packaging, 38 responders realized big discounts at Christmas time. 13 people are happy for family packaging, 12 consumers appreciate presents from both companies. Kofola Company creates a special edition for Christmas according to 7 answers, 7 answers as well like Coca-Cola promotion event – Truck with Santa Claus. However, 22 people didn't realize any action on Christmas time from these companies.



Graph 12. Actions perceived by consumers during Christmas time  
(Author's creation)

The most visible sign from these brands is Christmas packaging, 38 people also realized huge discounts.

## 7.1 Assessment

This analysis refuted the hypothesis on Czech and Slovak market situation that Coca-Cola brand is still number one. Even though, spontaneous brand awareness won Coca-Cola.

This brand has really strong position on the market, but when it comes to consumer preference to choose American or Czech brand, almost 50% of responders would definitely choose Czech Kofola. Kofola, which attacks the number one position, started to be a big threat for Coca-Cola brand. The situation is slightly different at Christmas time, when the results show the popularity of these drinks is kind of same. The difference is only one percentage. Analysis went quite well for Pepsi as well; brand awareness achieved almost the same position as Kofola.

From the point of view of age categories, Kofola can be considered as a soft drink for young people. 38,6% (63) of answering people in the age 15-26 drink Kofola. Coca-Cola is favorite drink for 30% (49), Pepsi is sought-after just by 5,5%.

Age	Coca-Cola	Kofola	Pepsi
16-25	30 %	38,6 %	5,5 %
26-35	8,6 %	8,6 %	0,6 %

Table 2. Popularity of drinks from the point of view of age categories (*own source*)

The following quite widely represented category is 26-35. This category is surprising as the expecting results differ. Coca-Cola is suppose to be a beverage for all age categories, but in this analysis Kofola and Coca-Cola has reached the same position. Both brands would be chosen by 14 responders (8,6%). Pepsi has got only 0,6%.

All the results above are not one hundred percent, as the amount of responders was not equal when considering the age.

## 8 ANALYSIS OF CHRISTMAS MARKETING STRATEGIES OF COCA-COLA AND KOFOLA COMPANY

Following analysis is going to be supported by the previous one and so, questionnaire focused on consumer perception and attitudes to the brands. Analysis of Christmas marketing strategies will be framed by marketing mix of both companies implemented on target consumers who according to results of questionnaire survey is all population. Promotion part is highlighted as an element of marketing communication. Following analysis will be analysis of marketing communications of both companies during Christmas time, including content analysis of Christmas TV commercials of both companies.

### 8.1 Marketing Strategy of Coca-Cola Company

Marketing strategy is based on identifying the target market and creating a marketing mix consisting of 4P. And they are product, price, place, and promotion. The following paragraphs are going to describe Christmas marketing mix of Coca-Cola Company and all the attributes related.

#### 8.1.1 Product

The main products of Coca-Cola Company at Christmas time are of course non-alcoholic cola beverages. Focus of present thesis will stay on the main product as Coca-Cola soft drink. Coca-Cola became the most popular and best-selling soft drink in the world. Christmas campaign usually advertises just this product, on Christmas TV commercials. However, Coca-Cola does Christmas packaging for Coca-Cola classic, Diet Coke and Coca-Cola Zero.



Figure 4. Images of Coca-Cola Christmas packaging

Source: [www.google.com](http://www.google.com)

Unlike Kofola a.s., Coca-Cola is not introducing special limited editions intended to Christmas. However, Coca-Cola already own more than 500 brands with 3, 500 different beverages. And so, creating a limited edition for Christmas is irrelevant.

### 8.1.2 Price

Pricing during Christmas period by Coca-Cola Company is based on strong discount strategy. Almost every year there can be found family packing in supermarkets. Discounts are usually held before Christmas time – November, and then intensively continue until the end of year.

<i>Coca-Cola</i>	<i>Special price</i>	<i>RRP</i>
2009	79, 90 CZK	123, 90 CZK
2010	79, 90 CZK	123, 90 CZK

Table 3. A comparison of prices of Coca-Cola during Christmas periods (*author's creation*)

Pricing strategy of Coca-Cola Company covers not only the prices of the product, but the whole costs of Christmas campaigns including the promotion events – Coca-Cola truck, TV commercial, packaging, and so on. Unfortunately, company considers the financial information to be proprietary and provides only annual report which is not essential for present thesis.

### 8.1.3 Place

The place strategy of Coca-Cola Company can be seen from two different perspectives. On the one hand, places with the products available. Coca-Cola as a soft drink is available in all the supermarket chains in Czech Republic. As well as public places, like restaurants, pubs, fast-foods and many others.

On the other hand, place strategy can be understood as promotion events. Products and samples are available for purchase during promotion event – Coca-Cola Truck. Every year, there is an event in many places cities of Czech Republic and not only Czech, where Coca-Cola products and gifts are available to buy.

The advertising should be mentioned as well, as Coca-Cola products can be seen in the commercial in TV, leaflets and so on.

### **8.1.4 Promotion**

The Coca-Cola Company is carrying out the Christmas campaign every year. Their campaign contents of many aspects. The main instrument is advertising through media, and so TV, leaflets, Internet and so on. At this point of view, analysis of marketing communications is coming, because of nowadays techniques; promotion is called marketing communications.

## **8.2 Marketing Communications of Coca-Cola**

Marketing communication of Coca-Cola Company is based on sales promotion and so Coca-Cola Christmas Truck, which accompany Czech Republic cities every year. On the other hand, television spot takes the main part of Christmas campaign.

### **8.2.1 Coca-Cola Christmas Truck**

Well-known promotion event of Coca-Cola Company is Coca-Cola truck, which occurs in about 20 cities each year. Last year, 2011, was very special for Coca-Cola Christmas campaign, as the icon – Santa Claus character, celebrated eighty years. That is why this Coca-Cola Christmas truck has been enriched by many surprises. On the squares of visited cities have grown up totally new Santa's city. Tents represented ice igloo and lightening polar glow, which could be seen at the North Pole. Brand new is the truck as well, Santa's armchair included. Specialty of this year was Christmas book in which children could write their wishes or special dance of Santa's assistants. Even this year was not going to be held without helping some organization by money gained during the event. Coca-Cola Company chooses charitable activities in each city and supports it by yield from special Christmas sale. (Marketingové noviny, April 14, 2012)

Coca-Cola Christmas Truck makes an essential part of Christmas campaign every year. There is no significant change apart from slightly changes of the program and a schedule of visited cities.

### **8.2.2 Christmas application for iPhones**

Apart from the Christmas truck Coca-Cola created also an application for iPhones. A user could create a Christmas wish which would display in snow globe with Christmas world inside. The entire application is connected to social network, where is the possibility to share it with others. (Marketing&Media, April 29, 2012)



### 8.2.3 Content analysis of Coca-Cola Christmas TV commercials

Current content analysis is focused on TV commercials of Coca-Cola and so, at Christmas period as a part of Christmas campaign. Analysis is going to deal with present Coca-Cola Christmas advert.

#### **Snow Globes – 2010**

Analysis will be implemented by following categories: theme, focus, values, and instruments of positive tuning of perceiver, figures, story, promises, appeals, claims, what picture creates the advertisement about a target group, and what instruments are used.

When it comes to theme, Christmas TV commercial Snow Globes is full of Christmas atmosphere. Including the decoration on the street, snow, Christmas packing situated in the supermarket, and most of all the Coca-Cola Santa Claus, the main figure of this advertisement. He is the one, who is shaking the snow globe (the world) and opening the happiness. Very important support of a Christmas theme is with no doubt the Christmas song, played in background. The “Shake up Christmas” song, interpreted by band Train, very well corresponds with the Christmas theme, as well as the essential action of the advertisement, the Santa’s shaking the snow globe.

The main focus apart from Christmas is on people’s happiness. It is perfectly shown at the beginning of the commercial. The young guy, working on Christmas, has to spend time with his grumpy boss. Happiness appears when the sign of Christmas comes. The young gentleman is on his way home, while grumpy boss changes to happy man finally closing his supermarket. Actually, happiness arrives on the scene many times. Like an example, when the lovely dog ends up at new family. Small boy is truly delighted, as well as the rest of the family. Santa shouldn’t be forgotten, as he is the happy aspect of the advertisement. He expresses his happy emotions, when the young couple come closer and find out connection. As last, at the end, the young man finally arrives home and the whole family, him included, is happy.

Values shown in this advertisement are first of all love, family, and happiness.

When considering instruments of positive tuning the perceiver, there are elements which should be mentioned. Positive tuning of perceiver could influence smiles of acting people in the advertisement, touches of family members, presence of children, and dog as a biggest human friend. And again, the Christmas song plays very supportive role.

Coca-Cola Christmas commercial uses practically all the possible figures obviously feeling separated from friends and family. Young gentleman appears in the spot, responsible and independent (as working on Christmas), as well as his grumpy boss, man in middle age. Representation of teenagers takes part as well, a couple on opposite ends of a park bench, even a lonely dog in alley. However, the most important figure is a family as a whole. Consisting of children, and all the loving family members, family is the key figure in this spot. Finally, Santa shouldn't be forgotten, as he is considered to be the most significant figure of Christmas, and in this case, of the commercial too.

Story of the commercial is held in Christmas atmosphere. Shaking of the snow globe has practically one meaning, and so connecting people. The story is trying to tell that people should be together at Christmas time. Story begins in the supermarket, when young man working at late in the grocery store. After Santa's taking a break, by drinking Coca-Cola he is inspired to one of the snow globes on his workshop desk. This causes the Coca-Cola Christmas delivery trucks to roll into action and brings the couple together on the bench. It also sends the grocery clerk tumbling into a shopping cart and rolling through the streets of the city only to end up bursting through the front door of the home, where his family awaits him, for a Christmas meal.

Promises of this TV spot are very simple. Coca-Cola connects people. Coca-Cola promise wonderful time at Christmas with this soft drink.

Coca-Cola TV commercial snow globes appeals on people's minds.

Claim of this advert is contained at the end. Coca-Cola open happiness.

When it comes to the content of the product, Coca-Cola appears all together six times at the advertisement. Santa is drinking Coca-Cola during his "shaking", the soft drink is also presented on the tables while having a Christmas dinner, and as last Coca-Cola delivery trucks full of Coca-Cola.

Footage of the commercial are presented in appendix P II.

TV spot for the 2011 remains the same; just the interpret of song "Shake up Christmas" was changed for Natasha Bedingfield.

Kofola a.s. is not changing the advertisement that is why there is no analysis of Coca-Cola previous TV commercials.

### 8.3 Marketing Strategy of Kofola a.s.

As in previous case, marketing mix implemented on target consumers formed by four elements, and so product, price, place, promotion, will be structured for Kofola a.s. Christmas marketing strategy. Afterwards, marketing communications are going to be compared with Coca-Cola brand communications.

#### 8.3.1 Product

As well as Coca-Cola Company, Kofola a.s. focuses on Kofola, the soft drink. In contrast with Coca-Cola, Kofola came up with new flavors intended to Christmas campaign. These flavors are following: Kofola Barborková, Hvězdičková, and cinnamon flavor. Kofola with cinnamon flavor came to the market in 2007, Barborková appeared in 2008. The following year, 2009, was introduction for Kofola Hvězdičková (Asterisked Kofola). Its flavor completes pomegranate and vanilla. These ingredients were chosen because of the Christmas aroma which perfectly harmonizes the Christmas atmosphere. Each of the flavors was accompanied by campaign, which is going to be described in marketing communications. For instance, it was Christmas oracle by magic nanny, or online Marry Christmas wishes.

Speaking about product, the packaging should be mentioned as well. Kofola's limited editions have appropriate Christmas packaging. Usually, it is linked with the theme of flavor.



Figure 6. Images of Kofola Christmas limited editions

Source: [www.google.cz](http://www.google.cz)

On the other hand, Kofola product strategy can be seen from different perspective. And so, all the products intended for Christmas sales. As a part of Christmas campaign, Kofola organize a competition for the plush piggy, and many other objects with the theme of a golded piggy – the main aspect of the campaign.

### 8.3.2 Price

Kofola's Pricing strategy, as well as Coca-Cola's company, is based on price reductions. Discounts on products are coming up to -20%. Discounts usually last approximately one month. It starts in November and ends at the end of the year. Because Christmas time is linked with New Year's celebration, discounts are held for this period as well. Prices are also reduced on family packing. Family packing covers the Kofola Original, Kofola Citrus and Kofola with no sugar.

Kofola	Special price	RRP
2009	2l = 18,90 CZK	2l = 24,90 CZK
2010	2l = 19,90 CZK	2l = 24,90 CZK

Table 4. A comparison of prices of Kofola during Christmas periods (*author's creation*)

### 8.3.3 Place

The place strategy of Kofola a.s. can be seen from two different points of view as well as Coca-Cola. On the one hand, places with the products available. And they are all the markets, supermarket chains, pub, restaurants, kiosks, and many others. The only difference from this point of view with Coca-Cola is that Kofola beverages are not really available at fast-foods. They are hardly to get in such places. The reason could be that fast-food is rather American phenomena, and Kofola beverages don't really occur in this business.

On the other hand, the placing strategy could be understood as all the places where Kofola can be seen. These places, including internet, play a significant role in Christmas marketing strategy. Kofola came up with Christmas wishes, which are going to be described later on as a part of promotion.

### 8.3.4 Promotion

As well as Coca-Cola Company is carrying out the Christmas campaign every year, Kofola doesn't stay behind. The main instrument is also advertising through media, and so TV, leaflets, Internet and so on. At this point of view, analysis of marketing communications of Kofola a.s. will be introduced. As in nowadays techniques, promotion is called marketing communications.

## **8.4 Marketing communications of Kofola a.s.**

Marketing communications of Kofola a.s. as well as Coca-Cola company is based on sales promotion usually created by electronic postcards, or entertaining cards supplied with bottles. TV spot with Christmas atmosphere also creates the main part of Christmas campaign.

### **8.4.1 Angelic piggy**

For the year 2008, Kofola prepared two triumphs. New flavor of Kofola, and so Kofola Barborková and Angelic piggy, bearer of Christmas wishes. Piggy made by Kofola, again became a hit of Christmas cards between Czechs. In numbers, all together has been sent 755 538 electronic postcards, said Vojtěch Kolmaš, brand manager of Kofola brand. Angelic piggy appeals on Czech tradition, namely opportunity to see a golden piggy, which corresponds with the TV commercial. The golden piggy was available to see on internet. By creating a personalized piggy in animated heaven, consumer was able to send it to the closest person. Recipient was told the Christmas wish and if he wanted to send it back; original creator received a glittering golden piggy. Internet agency Symbio in cooperation with the advertising agency Kaspen, created the micro webpage for these purposes. (Kofola)

### **8.4.2 Magical divination**

As in previous years, Kofola came with limited Christmas edition in 2009 as well. Kofola Barborková followed Kofola Hvězdičková, which can be translated as an Asterisked Kofola. This attribute was chosen because who is going to drink Christmas Kofola at Christmas Eve while first star come up and make a wish, it will come true the following year. Actually, the whole Christmas campaign was connected to the stars and divination. The oracle cards were placed on the labels of Kofola original 2l PET. By purchasing a Kofola, consumers could try if the funny divination comes true. Divinations were realized at restaurants as well. Very popular TV spot was not missing even this year, though it was supplemented with few words to new flavor of Kofola. (Kofola)

### **8.4.3 Christmas wishes with Kofola**

Last year 2011, Kofola came up again with online Christmas wishes available for all the customers. Christmas surprise by Kofola a.s. consisted in purchase of Kofola 1,5l or 2l sized bottle. Kofola created a special website for this purposes, where computer or notebook with

web camera is needed. Consequently, the website is [www.pranivkofole.cz](http://www.pranivkofole.cz). After startup the website you can find a place intended to put the bottle close to the screen. The application is uses so called augment reality, which uses the web camera connected to the computer. First, the camera decodes the data from the bottle label. Then, three little pigs in 3D format appear on the screen to sing a Christmas Carol. Kofola Merry Christmas wishes could be sent on emails, or shared on profiles of social networks. (Marketingové Noviny)

#### **8.4.4 Content analysis of Kofola Christmas TV commercials**

Content analysis of Kofola Christmas TV commercials is going to deal with just one TV commercial as Kofola doesn't really renew Christmas advertising. This TV spot has become a Czech tradition that is why there is no need of change.

##### **A golden piggy – Zlaté prasátko**

As well as the analysis of Coca-Cola commercial, Kofola analysis is consisting of following figures: theme, focus, values, and instruments of positive tuning of perceiver, figures, story, promises, appeals, claims and as the last, what picture advertisement creates about target group of customers and what instruments are used.

A theme of the commercial is based on Czech tradition. "Stealing" a Christmas tree in the forest, became very common and the fear of catching. It is all placed in the advertisement. Czech tradition goes along with Christmas atmosphere, presented winter forest covered by snow all around, winter clothes, and first of all the conversation between little girl and daddy about Christmas traditions. This conversation is the peak point of the advertisement and gives the meaning to it.

It is unmistakable that Kofola commercial is highly focused on Czech traditional Christmas. Every single spot of the advertisement is based on Czech tradition. It is again, the conversation of the main figures about traditions, stealing the Christmas tree, the wild pig at the end. Last but not least the Kofola as a product, presented at the end. Kofola is Czech product. Apart from Christmas and Czech tradition, humor is focused as well.

Humor practically correspond the advertisements atmosphere during all the happening.

Values highlighted in the commercial undoubtedly are Czech tradition again, family values, happiness. The Czech tradition is nicely shown in the conversation of little girl and her daddy. It is most probably a Christmas day and daddy promises to daughter of she doesn't eat any meat all day long she is going to see a golden piggy. Afterwards, while daddy keeps

cutting the tree little girl sees a wild pig and asks again: “Daddy, is it going to have a large curved teeth up?” And he answers, wait and you will see. Little girl disagree and says the most famous sentence of the advertisement: No, no, I don’t have to, I see it already! (Ne, ne, ja nemusím, já už ho vidím!)

When it comes to instrument of positive tuning the perceiver, integral part of the advertisement creates the funny spot at the end, the wild pig running after daddy and small girl. Positive tuning is achieved as well from smiles of lovely girl, nice relationship between the figures.

Considering the figures, Kofola Christmas TV commercial uses only two acting figures. And they are, as mention above, the little girl and her daddy. Whole story is based on these to apart from the wild pig at the end. There is no need for any other figure. The plot is reach enough.

The story is held in Christmas atmosphere as well as the Coca-Cola commercial. Everything starts on the way to the forest, during which is the conversation takes place. Then, the father is cutting the tree and little girl keeps asking questions. Afterwards, the wild pig appears and they try to dun away. The last spot of the commercial is Kofola, and the slogan of the company placed on Christmas. It is quite interesting the product on its own is not presented in the advertisement just right at the end.

Promises of this TV advert are enjoy and nice calm, funny Christmas.

Kofola’s Golden piggy TV commercial appeals on Czech tradition.

Claims of this advert is as well as in Coca-Cola one contained at the end. Kofola’s slogan is applied on Christmas in following way. Enjoy the real Czech Christmas all-in, if you love them, there is nothing to deal with.

When it comes to the content of the product, as mentioned above Kofola is not really presented in the whole commercial. Just at the end. According the questionnaire, it is not a big deal, as all the responders are well aware of the commercial and connect the commercial with the brand.

Footage of the commercial are presented in the appendix P III.

In contrast to Coca-Cola Company, Kofola a.s didn’t change the Christmas TV commercial. Kofola’s TV commercial became phenomenon, symbol of Czech Christmas. According to René Sommer, CEO of Kofola a.s., there is not going to be any change. This Christmas campaign is still working and Christmas should stay Czech.

## 9 IDENTIFICATION OF THE KEY DIFFERENCES

Identification of the key differences between Coca-Cola and Kofola is firstly analyzed through separated SWOT analysis of both companies. On the basis of these analyzes the identification is summarized at the end of this chapter.

### 9.1 Coca-Cola Christmas marketing strategy SWOT analysis

Swot analysis is based on four main principles and they are strengths, weaknesses, opportunities, and threats. Coca-Cola Christmas marketing SWOT analysis is based on secondary data, provided from media implemented on Czech market.



Figure 8. SWOT analysis of Coca-Cola Christmas marketing strategy

*(Author's creation)*

Strong aspects of Coca-Cola Company are first of all the popularity of a brand, as Coca-Cola is the most popular brand in the world. Very effective Christmas campaigns and powerful Christmas TV spot play a big role for strong aspects. Entertaining sales promotions with samples of Coca-Cola is very strong aspect of Coca-Cola Christmas marketing strategy. Weak aspects could be represented by perception of certain customers, who reject the American concept of Christmas or on the other hand customers, who prefer domestic brands over the global ones. When considering Czech customers the American concept of Christmas, representing Santa Claus is a weak aspect. Weaknesses are as well



obesity issues and a wellness trend – preference of a healthy lifestyle. On the other hand, consumers don't often stay strict to their diet at Christmas, so this weaknesses doesn't really play such a big role. Opportunities could be draught Coca-Cola, which is missing in restaurants. Czech customers require draught beverages in restaurant that is why draught Coca-Cola could be a great opportunity. On the other hand, creating flavors with Christmas attributes, like cinnamon, apple flavor and so on. Negative perception of global brands could lead to preference of Kofola as a Czech brand preferred by Czech consumers. Kofola started to be a big threat for Coca-Cola Company on the Czech market. A huge threat could be as well the detection of the secret recipe how to produce Coca-Cola beverages.

## 9.2 Kofola Christmas marketing strategy SWOT analysis

Swot analysis deals with characteristics of internal (strengths and weaknesses) and external factors (opportunities and threats). As well as Coca-Cola Company SWOT analysis, Kofola SWOT analysis is based on secondary data, provided from media implemented on Czech market.



Figure 9. SWOT analysis of Kofola Christmas marketing strategy

(Author's creation)

Strong aspect of Kofola Christmas marketing strategy are first of all focus on Czech tradition, positive brand perception, very effective advertising campaigns accompanying the limited editions for Christmas, lower incurred costs in comparison with competitors (Coca-Cola), original taste, first domestic product in the area of cola drinks. Draught Kofola is a very big advantage of Kofola brand, as Czech consumers are use to drink draught beverages. Also the pricing strategy could be considered as strength – Kofola brand is slightly cheaper than Coca-Cola. Weaknesses of Kofola Company could be the competitive brands, as Coca-Cola is the most famous brand in the world. On the other hand wellness issues – healthy lifestyle – as Kofola contains lots of sugar. As mention earlier these weakness are rather informative as Kofola own many beverages containing low amount of sugar. And consumers don't stay strict to their diets at Christmas time. Opportunities could be continuing in Christmas limited editions. Unlike other brands, Kofola came up with different flavors. The opportunity would be to continue as Kofola didn't create any other since 2009. Another opportunity could be a creation of promotion sales – attractions with golden piggy, entertaining program for children. On the other hand, a great opportunity could be expanding the market. As all the European countries share the same culture, Kofola could be expanded to more countries. Threats could be the same like Coca-Cola Company and so the obesity issues, preference of healthy soft drinks. The biggest threat is competition – considering a new Czech brands coming to the market.

### **9.3 Identification of the key differences between Coca-Cola and Kofola**

There is not really big difference between the Christmas marketing strategies of the brands Coca-Cola and Kofola. Both companies carry out the Christmas campaign in the same spirit. The key tool of the campaign for both companies is TV spot focused on Christmas atmosphere. Another part is sales promotion which quite differs.

Comparing the TV spot, even though Coca-Cola has changed the spot with continuously, the product is always presented in the spot. Unlike Kofola, which didn't and not going to change the spot, the product is not presented. Kofola appears only at the end. It is quite confusing; many people cannot realize what kind of brand is communicated in the spot.

When it comes to product, Kofola originally came up with different flavors indented for Christmas campaign and promotion sales related to its flavors. Coca-Cola stands with the standard flavors. On the other hand, as mentioned earlier, Coca-Cola Company already owns more than 3, 5000 beverages with different flavors.

Sales promotion of Coca-Cola Company represents each year the Coca-Cola Christmas Truck. Cities which it is passing through are changing every year, and so slightly the program as well. Unlike Kofola which is changing the sales promotions according to new flavor. Sales promotions are variable and so online merry Christmas wishes, divination cards or angelic piggy – bearer of Christmas wishes.

The pricing strategy is the same for both companies. Most probably the Coca-Cola Company spent more resources on Christmas campaigns. Resources have to be spent on creating new TV spots, on realizing the Christmas Truck and its program in each of cities.

Kofola a.s. is not spending money on new commercial, creating a simple web page is not so costly like the rest of Coca-Cola costs.

However the key different between companies and their Christmas campaigns is the “nationality”. The current situation is that Czech consumers appeals on Czech tradition. More and more consumer started to reject the American concept of Christmas and actually the whole global concept of western brands.

## CONCLUSION

The objectives of the present thesis were met. The main goal was the identification of the key differences between Coca-Cola and Kofola Christmas marketing strategies. The identification was achieved by synthesis of all the analysis implemented in the present thesis. The analyzes used in the thesis are following: primary research – questionnaire survey, comparison of marketing strategies based on marketing mix and content analysis of the TV commercial of both brands, and finally additional SWOT analysis.

After analysis a consumer preference on the market, Kofola held the first position in almost every question examining the preference of cola drink. It is a very good success for a domestic brand, especially when a rival is a brand like Coca-Cola.

As for the Christmas marketing strategy, Kofola has not yet reached the number one position which is indicating very good positioning of Coca-Cola. However, it has become really increasingly popular among customers.

I would recommend Kofola continuing in Christmas limited editions. Customers perceived it very positively and it has gone in people's awareness. Entertaining sales promotion accompanying the taste of a new flavor became a pleasant change for Christmas. If Kofola would continue further, I do believe it can get to the lead position. At least in Czech Republic, the country of origin. On the other hand, the recommendation is also extend to more countries. Kofola operates on four markets only.

“The struggle for the throne”, even so could be called the fight of brands for the lead position. This fight is far from over, but Kofola is on very good way to depose Coca-Cola from an imaginary throne.

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**LIST OF ABBREVIATIONS**

AIDA	Attention, interest, desire, action
Advert	Advertisement
AMA	American marketing association
CEO	Chief executive officer
Four Ps	Product, price, place, promotion
Four Cs	customer solution, customer cost, convenience, communication
PET	Polyethylene terephthalate
RPP	Recommended retail price
SWOT	Strengths, weaknesses, opportunities, threats
TV	Television

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## APPENDICES

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## **APPENDIX P I: ANALYSIS OF CONSUMER PERCEPTION**

Questionnaire – research on cola drinks focused on Czech and Slovak market

Questions asked in the questionnaire:

1. What kind of non-alcoholic drink do you prefer?

- Water
- Fruit juices
- Cola drinks
- Fanta, Sprite
- Different

2. If you think of cola drink, which brand come up to your mind as first? (Responder had a place to write his answer)

3. How often do you drink cola drinks?

- Daily
- Once or twice a week
- Once a month
- At celebrations, birthdays
- Don't drink cola drinks

4. What brand would you choose at supermarket, if they have all possible brands available?

- Coca-Cola
- Coca-Cola light
- Pepsi
- Kofola
- Kolča
- RC Cola

5. For what opportunity would you drink cola drink?

- At home (usual non-alcoholic drink)
- Bar, restaurant
- Birthdays, celebrations
- Different
- Don't drink cola drinks

6. What drink do you prefer, American Coca-Cola or Czech Kofola? (Responder had a place to write his answer)

7. Do you remember Christmas TV commercial of Coca-Cola Company?

- Yes
- No

8. If so, what kind of impression do you have? (Responder had a place to write his answer)

9. Where have you seen advertising or any other Christmas motive from Coca-Cola Company? (Responder had a place to write his answer)

10. Where have you seen advertising or any other Christmas motive from Kofola Company? (Responder had a place to write his answer)

11. Are you aware of Christmas TV commercial of Kofola Company?

- Yes
- No

12. If so, what kind of impression do you have? (Responder had a place to write his answer)

13. Do you usually drink Coca-Cola or Kofola at Christmas time? If so, which one? (Responder had a place to write his answer)

14. Did you realize any other actions from these brands during Christmas time? (Responder had a place to write his answer)

15. Sex:

- Man
- Woman

16. Age:

- 0-15
- 16-25
- 26-35
- 36-50
- 50 and more

17. Nationality (responder had a place to write his answer)

18. Education

- elementary
- grammar school
- university

**APPENDIX P II: FOOTAGE OF CHRISTMAS COCA-COLA TV COMMERCIAL**



**APPENDIX P III: FOOTAGE OF CHRISTMAS KOFOLA TV COMMERCIAL**

