



Marketing Principles Inside Coca-Cola's Marketing Strategy

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Francisco Crespo, SVP and chief growth officer at The Coca-Cola Company, doesn't just provide stewardship for one of the world's most highly valued brands. He guides the portfolio of different consumer brands that require what can be dramatically different marketing strategies.

WHAT ABOUT MARKETING STRATEGIES?

In evaluating marketing strategies, they prioritize strategy over tactics, leveraging Brand Edge to achieve objectives, and ensuring a seamless connection to consumer experiences. They use different playbooks for different brands in their portfolio, categorizing them as Leaders, Explorers, or Challengers based on their market position. They emphasize the need to hire for engagement and personalization, and leverage their diverse network of partners to create new forms of value for consumers and partners.



Overall, Coca-Cola aims to go beyond their core brand and build strong margins in different spaces across their portfolio by mastering different playbooks and leveraging their unique system.

The Coca-Cola Company, regarding their marketing strategies:



- **Understanding Consumer Needs:** Coca-Cola focuses on understanding consumer needs by identifying the problems they are trying to solve, the outcomes they are expecting, and their key occasions, contexts, and rituals. This helps them align their marketing strategies with consumer demands.
- **Brand Edge:** Coca-Cola emphasizes finding their Brand Edge, which is the unique value proposition that sets their brands apart and solves consumer needs better than their competitors. This Brand Edge is a key driver of their marketing strategies.
- **Value Collection:** Coca-Cola considers not only consumer interactions but also the incentives for different players in the ecosystem, including retailers and bottlers, to collect the value they create. This holistic approach helps them optimize their marketing strategies across the entire value chain.



Playbooks for Different Brands: Coca-Cola uses three different playbooks for their brands based on their market position - Leader, Explorer, and Challenger. Each playbook has a different approach to marketing strategies, depending on the brand's position in the market and their growth objectives.

Discipline in Marketing: Coca-Cola believes that marketing is both an art and a science, and emphasizes the importance of discipline in marketing strategies. They aim to hire for engagement and personalization in the future, focusing on practicing high levels of discipline in their marketing efforts.





There are several benefits of production planning and control for Coca-Cola

- Identifying growth opportunities: Production planning and control help Coca-Cola identify areas where they have headroom to grow. It allows them to assess consumer needs, understand consumer expectations, and determine how their brands can solve consumer needs better. This helps in developing marketing strategies that are aligned with business objectives and capitalize on growth opportunities.
- Differentiated marketing strategies: Coca-Cola recognizes that different brands in their portfolio require different marketing strategies. By using three different playbooks for their brands - Leaders, Explorers, and Challengers - based on their market position, Coca-Cola can tailor their marketing strategies accordingly. This helps in effectively positioning each brand in the market, leveraging their unique strengths, and maximizing their value creation and collection.
- Data-driven decision making: Coca-Cola emphasizes the importance of data-driven strategy in their marketing approach. They believe that marketing is not just an art, but a science that requires discipline and repetition to achieve high standards. Production planning and control can provide data and insights on consumer behaviors, market trends, and performance metrics, which can inform strategic decision making and help Coca-Cola optimize their marketing efforts for better engagement and personalization.





Finally, Crespo challenges the notion that marketing is only an art and highlights the importance of data-driven strategy, engagement, and personalization in modern marketing. He also acknowledges the diverse system that Coca-Cola has built, including various partners and stakeholders, and sees opportunities to create new forms of value for consumers and partners beyond current imagination.

Overall, Crespo's insights emphasize the need for strategic thinking, understanding consumer needs, leveraging data and technology, and adapting marketing approaches based on the evolving market dynamics for sustained success in the highly competitive consumer brands industry.

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