

INTERNET ADVERTISING AND MANAGEMENT

aZillion Words

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Introduction:

As per author Bucklin & Hoban (2017), Internet advertising or online advertising is one of the most popular means or tool to communicate with the consumers or deliver promotional messages to them throughout the world by means of Internet as the global platform for marketing. It is one of the most prominent advertising strategies used in business at present times to reach their product information to their target audience. As per journal by Martynova & Borisova, (2017), at present times, when the entire generation is totally inclined towards internet uses and social media, this strategy comes with more efficiency than the traditional ways in terms of reaching out to the target audience all over the world, cost effectiveness, selecting the right audiences, i.e. target audience, customer engagement, easy accessibility to data, as well as quickness and ease of the advertisement procedure.

The concerned report has been focused on generating a suitable Internet advertising planning in Malaysia and the product of choice taken for this topic is *Coke Zero Sugar*. The report has been preceded in a strategic sequence that fulfills the required guidelines.

Target Audience:

As per the author Kuijck (2017), Target Audience is the segment of people/consumer who reads an advertisement or publication or any such informative message that has been specifically catered to them or intended for. It is most relevant in the marketing and advertisement sector as the specific group of consumers within a predetermined target market, to whom a specific advertisement has been intended or targeted.

As per Chorazy (2020), and MacLaran (2020), Coca-Cola Zero have been marketing at the male audiences, specifically between the age group of 18 to 29 years, who have been more health conscious from Malaysia. As per market survey, it was found that these diet-conscious young males weren't satisfied with the regular diet coke, mainly due to its lack of taste and image compared to the regular coke. In response, the company introduced coke zero, as the healthy replacement which will satisfy their issues regarding taste and aesthetics. As per author TABSUWAN & LERTKULPRAYAD (2018), '*Coke Zero Sugar*' is a modified extension of this product, with the inclusion of no sugar to the product, thereby introducing an excellent coke-based beverage for a healthier lifestyle. In addition, it can now to consume by people having high

blood-sugar level or who are diabetic. This provides them with additional advantage in terms of customer satisfaction and gaining new customers.

For the Cola-Cola company, it would be very beneficial to use Market Segmentation Strategy, a process to divide the worldwide heterogeneous group of consumers into small segments, in order to create a more efficient reach of the '*Coke Zero Sugar*' to them as per their unique requirements. This process helps the concerned product distribution become more specified to the target consumers, through segmenting the entire consumer group worldwide, as per geographic, demographic, psychographic and behavioral order. As per geographic segmentation, the consumer market is divided into units like nations, states, regions, countries, cities or towns. A demographic unit signifies variables like age, gender, income, generation, nationality, etc. Psychographic unit focuses on lifestyle, personality, social class, etc. Behavioral segmentation classifies them as per occasions, user status, user rate, loyalty and benefit seeking.

Considering Coca-Cola's worldwide market reach, as per suggested by author Maamoun (2020), Coke-zero-sugar wouldn't be confined to specific region and according to market segmentation strategy, *Coke Zero Sugar* identified the following targets:

- Youngsters between age 18- 25: More than 70 percent of the consumer would be from this age group, and most of them are students. Most of them have lunch at cafes and having coke with lunch is very common and usual. Introducing the zero sugar plans can possibly have more number of youngsters inclined towards it since they are most health conscious in today's world.
- Young Adults between ages 25 to 30: This group would have the second-most impact of this product since it's the young new recruits or most are new to the professional world. People of this age group are comparatively less conscious about their health, yet careful with what they are consuming. Zero sugar coke might become part of their regular diet during their lunch break. Both this and the previous group have most affinity towards regular significant internet use.
- Due to introduction of new zero sugar plans, it has been expected that the targeted age group can get a little higher till age 35 to 40 years. People of this age group are less inclined towards consuming coke, but remain occasional towards it based on their lifestyle, status and income.

- For diabetic and high blood-sugar people, they are least to consume normal coke but zero sugar coke can be expected to have an impact on this specific group to some extent. Its percentage can be expected to 10 to 15 percent as a starter.

Main Objectives:

This part focuses on setting up of objectives for the advertisement program in Malaysia regarding the product *Coke Zero Sugar*. The objectives can be classified using the DAGMAR Model, an advertising model focused on effective advertising through generating proper communication. As per journal by Singh (2018), DAGMAR enables a proper computation of the results of the concerned advertising campaign. It comprises of four main steps, namely, Awareness, Comprehension, Conviction, and Action. Using DAGMAR approach, the main objectives are as follows:

- ❖ Awareness: Zero Coke has already been popular among the young generations all over the world. It was specifically targeted to the age range of 18 to 29 years in Malaysia. For the *Coke Zero Sugar*, it is very important for the consumers to know about additional advantage of having no sugar, specifically for those having high blood-sugar levels and diabetics. People within the preferred age limit having such health issues must know about this inclusion in coke zero, as a healthy substitute for having beverages with lunch, especially during office hours. Health-conscious students would have the facility to add this beverage in their daily routine without getting concerned about their health or weight gain. To spread this awareness, the most preferable online platform is the Facebook and YouTube. Over 50% (30% from Facebook and 20% from YouTube videos) of its target audience can be reached through these two platforms. Through YouTube popup and advertisements, before any video, as well Face book videos and live, the company can assure that *Coke Zero Sugar*'s launch news have reached its audience. Other means are 'Google news', Instagram, etc.
- ❖ Comprehension: This step signifies the urge for making the audience understand about the new product as well as its features and brand assurance. The target audience must understand the advantage of using coke over any other conventional beverages. Through online advertisement and product launch campaigns, *Coke Zero Sugar*'s health benefit

compared to the other beverages can be properly displayed to the audience. The company must ensure that every ingredients used are explained in terms of health effectiveness and usability for those with diabetes issue.

- ❖ Conviction: Conviction comes from multiple factors like brand value, customer interest, product difference, etc. The brand value and name of Coca Cola comes with the advantage of one of the most popular beverage brand. Coke is available and used worldwide and convincing the target audience can be easier through providing promoting the product using popular athletes as cover model for representing it in advertisements.
- ❖ Action: The above steps could create a positive affinity towards the concerned product. This step focuses on motivating the consumers to buy this product. The steps and strategies used in above step are enough to provide the necessary motivation for buying it. *Coke Zero Sugar* must be available at reasonably low and purchasable price so that its target consumers use it in their regular life.

Marketing Mix:

According to journal by Thabit & Raewf, (2018), 4P strategic approach analyzes the needs and desires of consumer, then develop the product as per their requirements such that it satisfies their desire and needs. As per author Pomeroy (2017), the next step involves placing or making the product available through specific distribution channel or place and as per author Ang & Rusli (2018), lastly, developing a communication program or awareness event in order to generate interest regarding the product.

- ❖ Product: The product '*Coke Zero Sugar*' is an extension of the Coke Zero product. From market and consumer surveys, it has been found that the targeted young generation has been recently developing a health consciousness and awareness regarding usage of coke in their daily lives. Due to rate of increase in obesity, worldwide, the youngsters have often been seen to eliminate their regular coke consumption at lunch or any other meal. Coke, being favorite to them, it have become hard for them too while having the desire to consume it. Additionally, people with diabetic issues have been found to face difficulty in using this product. *Coke Zero Sugar* has been prepared considering all these issues. It adds natural and healthy sweeteners in place of sugar, thereby eliminating all of the

consumer's problems at once. Youngsters, including gym workers and athletics can use this beverage without having to worry about its adverse effect on body. Diabetic people can safely consume it occasionally though as per recommendations, the basic age limit preference is still 18- 29 years

- ❖ Price: As per suggested by Abedian et al (2021), the idea concludes that the price have to be considered to set at a reasonable amount which won't differ much from that of normal coke. In fact, one of the long- term goals of the company is to totally eliminate the use of sugar in their beverages considering the rise in health awareness among the young generations. It has been set considering that it can be afforded easily by all sections of people, irrespective of country or zones.
- ❖ Place: *Coke Zero Sugar* would be placed at departmental stores and restaurants, though its major focus would be on the college cafes, offices, large general stores, etc.
- ❖ Promotion: As per journal by Wahyuntari, Sutarma & Antara, (2020), for promotion, the best platform in this internet-focused generation would be the social media platform. Social media has become one of the easiest and most profitable sources for reaching to worldwide target customers. Face book (including instagram) and YouTube would be the best E-marketing platforms for this. Online live promotional events, question answer sessions regarding the products can be very persuasive for the consumers. Virtual promotional events can also be organized for the purpose. Additionally, the discount and other attractive offers can also be promoted to the targeted consumers through advertisements on their official websites and other popular online shopping websites like Amazon, Flip kart as well as in KFC's website as included into their specific packages. Online articles can also be utilized for this purpose.

Budget:

The budget section refers to the strategic cost distribution planning for the advertisement purpose. For *Coke Zero Sugar*, the major e-marketing websites and platforms have been chosen for internet advertising. Evaluating the popularity and usage of these platforms and expected possible returns from these activities, the following percentile of cost distribution have been selected:

- Social Media Influencers: Facebook Advertisements- 35 percent, Instagram- 10 percent. Face book and its inclusions like Instagram stands as one of the most influential means to promote the product.
- YouTube Ads, promotional events and popup- 30 percent, stands second in reaching the promotion to the media.
- KFC Website- Discount offers on buying with packages- 13 percent, often people search for discounts in such beverage items and KFC is one of such means. It's inclusion of *Coke Zero Sugar* with its food package is one of the biggest means of advertising it.
- Amazon, Flipkart, etc. other e-marketing websites- 6 percent.
- Online article publications, newspaper headings, etc- 6 percent.

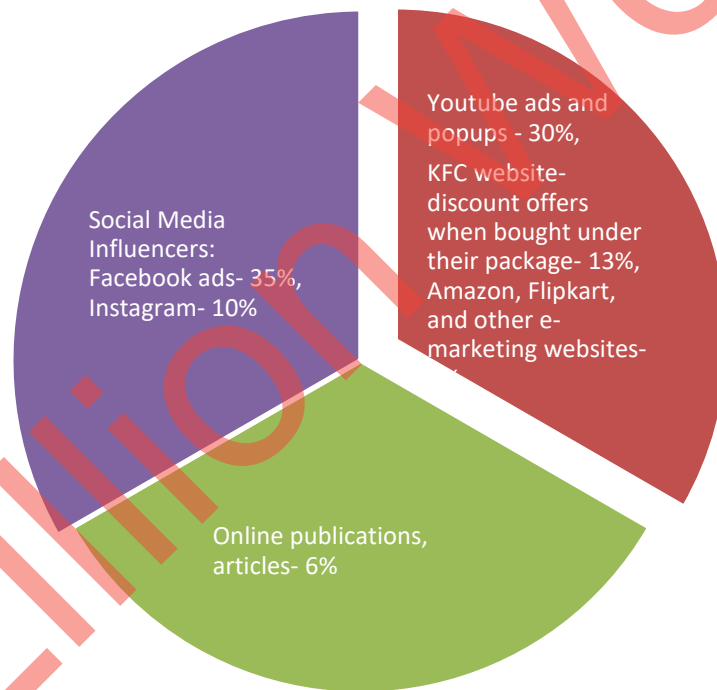


Fig: Budgeting segregation Pie chart for Internet advertising

Action Planning:

As per author suggestion Das, Kumari & MS (2021), this provides the guideline for the actions to be taken for the advertisement, more specifically the promotional activities. For *Coke Zero Sugar*, the major promotional activities would be done through e-marketing social media platforms like Facebook, Instagram and YouTube. Additionally, online article publications would also be used as a means to reach out to the target consumers regarding such a grand inclusion in Coke zero. Newspapers also serve as a traditional means to reach out through it weighs much lesser in terms of influencing the young generations. E-commerce websites like Amazon etc are also a profitable means to fulfill this action.

Advertisement means	Action Planning
<ul style="list-style-type: none">Facebook, Instagram	Facebook and Instagram are one of the major means to promote the product to the targeted media. Direct Facebook Live events, Instagram live, Online Promotional events with the facility to question as directly shown into multiple platforms like face book, Instagram, YouTube, etc. all of these have become some most useable and popular methods that would be used for the purpose.
<ul style="list-style-type: none">Youtube	Another most popular means to promote such products. Coca Cola can organize direct promotional event for the product. Having any popular athlete to promote such product would be a marvelous idea for advertisement. These events can be recorded and shown as live in YouTube to reach millions of consumers, to help them know about the product and thereby convince them about its health conscious inclusion. Another biggest way to advertise this is through the popup and videos that are shown in between the most rated videos available. Most of the people have the usual tendency to skip these videos but it it's still a major way to reach out to them.
<ul style="list-style-type: none">Direct Marketing Strategies	Coca Cola can use direct marketing strategies through sending SMS and text messages and e-mails. One of the biggest means that is still effective in today's generation is the use of direct

	advertisements. Even in this era of Internet, Television advertisements and direct advertising in zones and areas are still a reliable means to promote.
<ul style="list-style-type: none"> • Through arranging promotional events in popular colleges and institutions, Government and corporate offices, etc 	This is one of the most reliable means to reach out to the young generations where the product would be described and queries would be answered. In addition to this, implying free of cost offers for the first set of consumers would be another masterstroke in such events. This way, the youngsters can have a direct taste of the product and compare the difference between this one and other already in use products.
<ul style="list-style-type: none"> • Through popular e-commerce websites and combined discount offers 	E-Commerce websites like the shopping based sites such as Amazon, Flipkart etc. and major food-based platforms like KFC would be another most reliable means to promote it. KFC products would have included <i>Coke Zero Sugar</i> under discounts and special offers which would be one of the most prominent ways to achieve the target. These online websites can also be used to promote through advertisements.

Conclusion:

Coca-Cola is one of the most popular beverage brands available in today's world. The new inclusion of *Coke Zero Sugar* is a major launch within the product of Coke Zero. It has been prepared keeping into consideration of the growing health conscious world, specifically the young generations. To promote and advertise such product, Social Media and E-marketing websites are one of the major means to reach out to the target consumers in easiest and fastest way. These activities required a strategic step wise progression to generate a suitable internet advertising plan for the *Coke Zero Sugar* product.

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