

# **Coca Cola Round in Circles Campaign**

---

by Alex Rodman and Abraham Bazbaz

# Coca Cola



# Coca Cola Segment

Segment: Behavioral

- Coca Cola is perfect for any occasion
- Used to maintain friendships and love



# Coca Cola Target

Undifferentiated Target

- Applies to anyone and everyone
- No specific target



# Coca Cola Position

- They are the original soda brand. Competitors came after them
- Best Quality that has lasted for decades





# Previous Green Marketing Campaign

- First sustainability campaign in 2017
- Major step forward as the company acknowledged the issue and primed a solution
- Ad for TV and Cinemas with goal of recycled plastic in bottles from 25% to 50% by 2020.
- Criticized as company is responsible for selling more than 100 billion single-use plastic bottles a year.

# Round in Circles Campaign (2019)

- Made to advertise various new green initiatives
  - Marks the end of plastic shrink wrap around multiple can packaging
  - Encourage more people to recycle Coca-Cola cans after they use.

*Sending plastic round in circles*

Single-use plastic bottles are only single-use if they are thrown away.

The plastic in our bottles can be recycled many times and smartwater will be our first brand to come in bottles made from

**100% RECYCLED PLASTIC.**

 recycle | *Coca-Cola* Great Britain

Brands shown are Coca-Cola zero sugar, Sprite, Fanta zero, GLACÉAU smartwater.  
© 2019 The Coca-Cola Company. All rights reserved.

# Goal

- All coke bottles in England are made from 100% recycled plastic
- Kris Robbens, Coca-Cola Great Britain marketing director, said: “As well as taking action to make our packaging as sustainable as possible, it’s important that we use our marketing and communications to encourage more people to recycle our bottles after they have enjoyed the drink.”
- Raising awareness to recycle in order for Coke to get more materials





# STP

Segment: Psychographic segment- searching for people with similar lifestyle, self concept, and self values. In this case, people who are environmentally conscious.

Target: Differentiated target: environmentally conscious individuals who are most likely educated individuals and care about sustainability.

Position: re-position as an environmentally focused company.



**Thank You**