

A young woman with long, wavy brown hair is shown in profile, drinking from a silver can of Diet Coke. She is wearing a green and black camouflage jacket over a white t-shirt. The background is a blurred outdoor setting, possibly a street or a public event, with other people and buildings visible. The text "Diet Coke Gets Relatable?" is overlaid in large white font on the right side of the image.

# Diet Coke Gets Relatable?

By: Stephanie Cendro & Pallavi Yennapu

<https://www.marketingweek.com/diet-coke-vw-john-lewis-5-things-that-mattered-this-week-and-why/>

# Diet Coke Background

- February 2018 → 10 million Euro revamp
- Push consumers towards their healthier product options
- Diet Coke sales have now overtaken classic Coke
  - Abundance of ads

# SWOT Analysis of Diet Coke

**Strengths:** Low calorie option, strong brand loyalty, strong market segmentation

**Weaknesses:** Artificial sweeteners linked to cancer

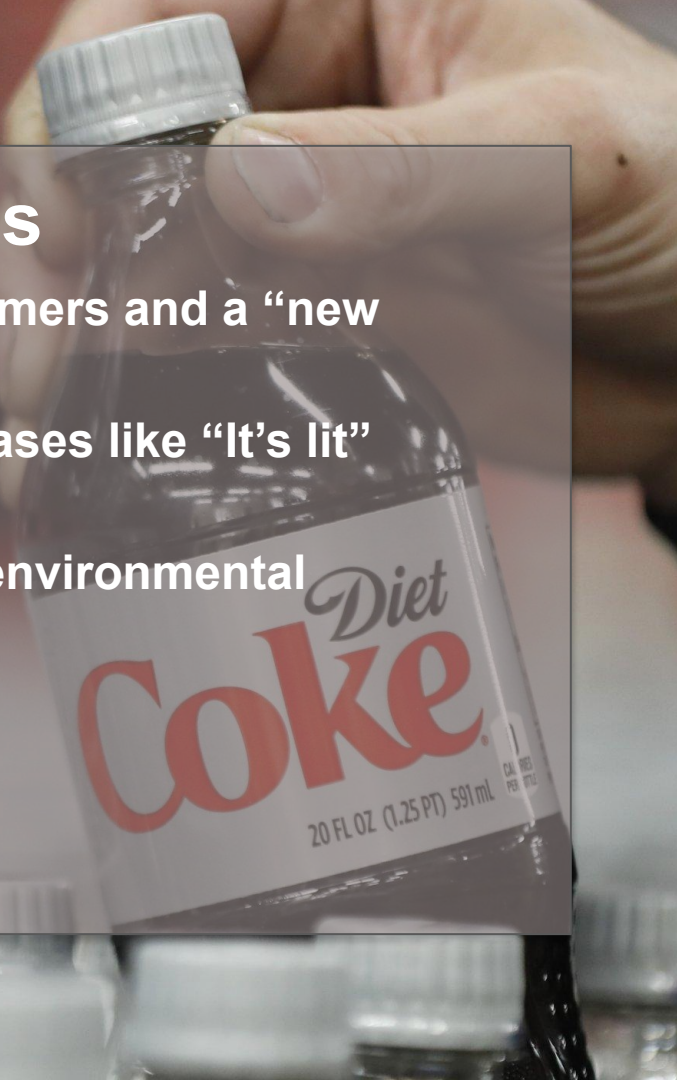
**Opportunities:** Different flavors, continue brand promotion through celebrities (Taylor Swift)

**Threats:** Healthy changes happening in schools, Diet Pepsi, Sparkling water, soda taxes



## Commercial goals

- Diet coke is aiming to target loyal customers and a “new wave of fans” in the UK
- Announces new cans with different phrases like “It’s lit” and “Okay, next”
- Targeting young, trendy people (macroenvironmental factors)
  - Featuring dating apps
  - Common phrases used by young people
- Snapchat partnership
  - Social media engagement



# Public Reaction

- Not great
- Twitter attacked the ad: “Congratulations to Diet Coke for going on the internet for the first time ever this year”
- Consumers saw it as “big men in suits” trying to stay current but failing to connect with the culture

# Articles

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<https://www.marketingweek.com/diet-coke-launches-new-marketing-campaign/>