

## The Importance of Communication Strategy

Name

Institutional Affiliation

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The communication strategy is the choice of specific communication goals and the identification of both specific brand and its related strategies. Such a strategy should be linked to the origins of the organization. All employees and people who take an active part in the work processes of the organization must adhere to the strategy in all respects. The communication strategy is the only progressive way to ensure effective interaction with the outside world, to inform the public about what the organization is doing. It can have several vectors of direction, beginning from the Tet a Tet interaction and ending with a large-scale global campaign.

### **Summary of the Communication Strategy**

Summarizing the communication strategy for Coca-Cola Company it should be mentioned that the target market for Coca-Cola ranges widely from fifteen to forty and even more than that (Dudovskiy, 2015). The brand requires increasing its sales in the age group from fifteen to twenty-four. Furthermore, the group from twenty-five to thirty-four that tends to buy by impulse should be targeted.

For attracting the young group, a pull strategy has been required. Therefore, the company took help of art sponsorship to enhance its corporate status and this helped to make the brand look younger. Following this idea, the company promoted young upcoming singers who started to be recognized in the show-biz world (Dudovskiy, 2015). Coca-Cola sponsored rock, soft-rock concerts. It made Coca-Cola the only drink available at the concert. Furthermore, the company arranged campaigns in the colleges for increasing its brand awareness among the youth.

Coca-Cola also became known for sponsoring sports events. The rationale behind choosing this kind of promotional activities helped to reach an extremely large amount of audience. Coca-Cola intensified its advertising campaign by placing banners inside and around

the stadium, where people got some time to look around. Adding to it, banners around the stadium increased impulsive buying by attracting people waiting in queue to enter the stadium.

The advertisements on TV have also played a great role in Coca-Cola's communication strategy. They avoided the clutter, which can be seen in sports advertisements. Furthermore, it has a cost-effective channel giving opportunities to be connected with a large audience (Dudovskiy, 2015). Therefore, the company moved into partnership with movies to advertise its products. The audience loved to watch Peter Parker to have a sip of Coca-Cola. Large cinema complexes were used to introduce new campaigns.

Adding to all other strategies, a profile strategy was of importance to develop an impressive brand image and corporate reputation. Coca-Cola used a drip marketing strategy to uphold awareness among consumers (Dudovskiy, 2015). In drip marketing strategy, companies sent an automated series of marketing activities to efficiently communicate with the current and prospective customers. The company adopted a burst strategy in summer as in summer people tend to buy impulsively.

### **Analyze of the Communication Strategy**

The corporate communication strategy of Coca-Cola has a great influence on understanding the organizational features of the company concerned with its development, as well as on the transfer of important information about the identity of the organization. Internal corporate communication plays a significant role in the implementation of strategic goals, creating a brand and supporting reputation (Welch & Jackson, 2007). It helps to form the economic value of the company. Thus, this is a complex of activities related to the management and organization of all internal and external communications, the main purpose of which is to create favourable key moments with stakeholders, on which the company depends.

Interested stakeholders of The Coca-Cola Company are:

- users;
- clients;
- suppliers;
- fellow workers;
- government;
- regulatory bodies;
- regional communities.

Coca-Cola's strategically implemented corporate communication contributed to the creation of its good corporate reputation, which, in turn, depended on the corporate style, behaviour, symbolism, as well as influenced the effectiveness of the organization (Welch & Jackson, 2007). The company communicated with its stakeholders through messages and images that later caused an associative series connected with it. This had a positive impact on the perception of stakeholders regarding the prospects of the organization. According to Welch and Jackson, identity, reputation, crisis management, public relations, corporate ethics, employee relations and HRM (human resource management) are the main elements of Coca-Cola's successful corporate communication (2007).

### **Integration of the Communication Strategy**

For effective integration of the company's communication strategy, it is necessary to focus on the growing value of the brand. It is also important to take into account the relationship between the development of brand values, building relationships with customers and meeting the objectives of the partnership. It is better to begin this process with customer identification, customer evaluation, smoothly moving to the creation of communication programs. It is also

necessary to pay attention to investing in the brand, measuring short-term and long-term returns, and developing approaches to link communication programs with the objectives of the partnership.

Summing up, the concept of creating attractive brands occurs by integrating their full communication. To determine the right points for brand interaction with customers, it is necessary to create discussion centres. They will also help to check the main components of the chosen communication combination. Also, do not forget about the tools that help to prioritize each component from the client's point of view and identify the area of poor-quality integration.

References

Dudovskiy, J. (2015). Coca-Cola marketing communications. *Research Methodology*.

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