

During the era of invention, brands made their mark through newspapers and magazines. Print provided a space where brands could use words, logos, and illustrations to differentiate themselves. Advertisements were often very informational and described exactly how products worked and what they could do.

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**Coca-Cola branding strategy**

Coca-Cola, or Coke, is a carbonated soft drink manufactured by The Coca-Cola Company. It was invented in the late 19th century by John Stith Pemberton and was bought out by businessman Asa Griggs Candler, whose marketing tactics led Coca-Cola to its dominance of the world soft-drink market throughout the twentieth century.

From the year 1881 to the twentieth century, Coca Cola is one of the first brands that was truly global to the very meaning of the word. From its launch at America in the 18th Century, Coke managed to spread its bottling plants all over the globe in a span of twenty years.

Asa Griggs Candler, the man behind the marketing and distribution idea, the man who decided to “bottle” the drink for the first time, became an example for what marketing really was.

The Coca-Cola Company is one of the most successful brands. The beverage behemoth offers 200 brands in more than 200 countries and territories worldwide. Twenty brands in the Coca-Cola umbrella are worth over a billion dollars, and more than 1.9bn servings of Coca-Cola products get poured every day.

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Coca-Cola didn't become a global brand overnight and it has had its share of marketing mistakes. However, its success offers a lot of insight into businesses looking to build a solid and successful brand.

Coca-Cola's brand identity is always consistent and instantly recognizable, even beyond what we can see with our eyes. And multi-sensory marketing may very well be just about the quickest way to reinforce neural connections around a brand.

Can you think about the Coca-Cola brand without seeing red and white in your brain? The vibrant red encourages impulse buys and is synonymous with excitement, passion, and a zest for life. And apparently, 94% of the world's population can instantly identify Coke's red and white logo, even when the name isn't present.

Too often, brand identity is talked about as if it's only centered around what we can see. Visuals are essential to any brand, perhaps more than other inputs, but sight is not the only sense to consider when crafting marketing and branding messages.

A brand is not only a logo. The logo represents the brand. The brand creates the experience.

Coca-Cola sells the lifestyle, the emotion, and the association of the brand that people can relate to. This ensures that the brand is universal and understood across all cultures and languages. What better concept to translate than the concept of happiness?

Coca-Cola targets a mass market. And the customer expectation is low price, great taste, convenience, accessibility and various options to choose from.

One of the most successful ways in which Coca-Cola has marketed itself is that it puts the focus on the brand rather than its product. Coke is described as something that brings family and friends together, encourages sharing and brings happiness, rather than just a soda.

The Coke brand makes people feel something. The brand exudes joy, family, good times. The brand's advertising campaigns are consistently creative and their brand identity instantly evokes happiness and celebration.

The best things about the branding of the company are the personalization elements and the emphasis on creating experiences and shared moments for their customers.

Coke ensures that it creates its visual advertisements keeping in mind its target audience. The beverage has no age bar and 'that' the beverage company keeps in mind.

Coca-Cola uses stories that hit right at the heart in its video campaigns and thus, giving it the 'human touch' gets going in the market. They involve great planning and creativity that leaves their customers spellbound. It is not just about the bottle of coke, they say, it is about how we change lives.



Coca-Cola's strategy is to utilize its brands, distribution system, and financial strength to achieve long-term sustainable growth. Coca-Cola has successfully created science out of customer perceptions – with one notable exception. New Coke.

When Coca-Cola started losing blind taste tests in Pepsi commercials, it started toying with the idea of changing its recipe. After lots of testing and research, it announced New Coke. The taste was sweeter, smoother and more like Pepsi. Consumers hated it. Large segments of customers saw New Coke as a needless update to the product they loved. Coca-Cola made people feel a certain way that new Coke did not.

With all the fanfare that accompanied the announcement, New Coke wasn't inviting customers to try something new and exciting, it was demanding that customers change their habits.

Despite its status as a global icon, Coca-Cola understands that it has to find a way to speak to consumers at a more personal, localized level.

Initially introduced in Australia, the company's "Share a Coke" campaign has now successfully expanded to over 50 countries. Each country's offerings are customized to its local culture and language, with the most popular names of each region printed on cans and bottles in place of the company's moniker. This campaign is the perfect example of effectively applying a localized positioning strategy to a global market.

So, what can we learn from Coca-Cola when it comes to building a successful global brand? Making human connections, remaining innovative while staying true to simple principles, and creating branded experiences are all global marketing techniques that have contributed to Coca-Cola's place as an industry leader, even after 125 years.