

Analysis of Coca-Cola Modern City Pot Market Positioning

Wang Shuie

Xijing University, Xi'an, Shaanxi, 710123, China

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Abstract: The Coca-Cola Company, known for its bottle marketing, rejected the “bottle” and launched 23 modern city cans to reactivate the market. This paper starts from the three steps of market segmentation, target market selection and market positioning, and then analyzes the urgency of the market positioning of carbonated beverages in the multi-canned market, the successful landing of the modern urban tank market, and the remarkable achievements of modern urban cans. The market positioning has been deeply analyzed, pointing out four successful experiences in the positioning of Coca-Cola's modern urban tank market: subtle standard selection, unique target city selection, strong city label in market positioning, unique positioning and communication activities. At the same time, it also has five aspects: it is obviously different from competitors, and it successfully evokes memories of hometown. The social platform picks up reading, discusses the red tide and the collection boom, and the sales volume proves that the performance of urban cans is remarkable, and finally the future of urban cans is analyzed. The road points out that Coca-Cola city tanks have problems in the selection of target markets, confusion in urban positioning, and short timeliness of effects.

1. The Meaning of Market Positioning

Market positioning is a series of measures and practices taken to make the product leave a unique and clear impression in the minds of consumers, taking into account the characteristics of products, consumer needs, competitive conditions and other factors. Through market positioning, establish and spread the unique impression of products in the minds of consumers, occupy the mind of consumers, and thus enhance product competitiveness. Scientific market positioning is the key to successful marketing.

Scientific market positioning is the key to successful marketing. The scientific market positioning must be based on accurate target marketing. Simply speaking, it includes at least three steps: market segmentation, target market selection and market positioning.

2. Urgency analysis of multi-canned carbonated beverage market positioning

2.1 Carbonate beverage industry is declining

The beverage industry is a trillion-level consumer market. The beverage market has become one of the fastest growing markets in the fast food consumption industry in China. The huge and rapid development of the market has attracted many competitors to join. The beverage industry has already formed a diversified development pattern of carbonated beverage, fruit and vegetable beverage, tea beverage, packaged drinking water, functional beverage, milk beverage, etc. The continuous subdivision of the market highlights the competitive situation of the beverage market in the Red Sea. With the improvement of the economy and the enhancement of consumers' health awareness, on the one hand, the sales of bottled water are increasing. According to Nielsen Research, in 2017, China's bottled water achieved a double-digit growth of 17% in sales and 15% in sales. Among them, the sales of high-priced water of 5 yuan per liter or more increased by 20%, and the sales volume increased by 15% [1]. On the other hand, carbonated beverages are no longer favored by consumers. In 2012, the revenue of Coca-Cola carbonated beverages reached its peak, and after that, the operating income declined all the way, and the singing and drinking of the carbonated beverage industry was evident.

2.2 Consumer's Individualized Demand

2.2.1 Target Consumer Analysis

The three major consumers of beverages are 20-29 years old, accounting for 52.4%, followed by under 19 years old, accounting for 20.1%, and finally 30-39 years old, accounting for 18.9% [2]. That is mainly after 80, 90 and 00, but due to the limited consumption capacity after 00, Coca-Cola Modern New Cans will target consumers in the 25-39 year old, that is, mainly after 80. Coca-Cola hopes to create a high-end image and temperament of its soda beverage brand through modern new cans.

2.2.2 Personality Analysis of Post-80s Consumers

There are three main points: optimistic consumerism, daring to take risks, and more emphasis on pursuing happiness and enjoying life. Among 18-34 year-olds, 39% of respondents were interested in beverages that enhance vitality and psychological satisfaction. They hope that the product can help them alleviate psychological pressure. In fact, 57% of young consumers are already buying or considering such "cultural value-added" products. The trend of psychological consumption of post-80s consumers is more obvious [3]. Second, the consumption of heavy brands, heavy fashion, and willing to pay for this, the interpretation of low-priced products may no longer be "cost-effective", but "not enough grades." Third, consumers also pay more attention to the cultural value of product addition, and pursue product experience and content interaction. In fact, 57% of young consumers are already buying or considering buying such "cultural value-added" products. Some companies have also begun to make emotional confession and interactive experience on product packaging. For example, Jiang Xiaobai, a new force in the liquor industry, encourages consumers to create copywriting on bottles.

In view of the psychological needs of the post-80s generation in pursuit of fashion personality, Coca-Cola Modern City Cans, with the names of "Modern Cans" and "City Cans", match them with the aesthetic concept of the younger generation. The high-thin and modern bottle body is also a yearning for the body. The urban cans have a strong sense of fashion, and the external appearance without a face further satisfies the individual needs of young people.

2.2.3 The rapid growth of canned soda and the trend of multi-canned products

In recent years, bottled water has been growing rapidly, while soda beverages have been declining. However, from a more detailed point of view, canned soda has been growing rapidly in recent years. Multi-canned soda is more popular with household shoppers, and sales have increased considerably. Based on consumers' love for multi-canned products, Coca-Cola's "Modern New Cans" also launched 12 cans and 24 cans of cola, hoping to meet the needs of more people [4].

3. Modern City Tank Market Positioning Successfully Landed

In February 2018, Coca-Cola took the lead in introducing City cans in Xiamen. Later, 22 city cans were introduced in succession. Different city cans correspond to different cities, each of which is designed according to the unique characteristics of each city and cartoon characters, such as Xi'an City Wall, Terracotta Warriors, Beijing's Forbidden City Tower and so on.

3.1 The Subdivision Standard Selection of Geography and Culture

There are many factors to subdivide the market, such as demographic, psychological and behavioral factors. Given Coca-Cola as a popular FMCG, it is suitable for a wide range of people. Excessive market segmentation will cause inconvenience to marketing. Therefore, it is necessary to combine the geographical factors that are relatively easy to operate in the market segmentation and cultural factors, which is easy to operate, and has certain homogeneity and difference. Subdividing without losing its breadth can be described as good intentions.

3.2 The choice of the target city is ingenious

3.2.1 Selection of the First 12 Cities

During the Spring Festival of 2018, Coca-Cola publicly announced that it would launch 16 modern new cans in cities. In February and February 2018, the first wave of 12 Coca-Cola cans was launched, including Shanghai, Chengdu, Guangzhou, Beijing, Luoyang, Xi'an, Hangzhou, Dalian, Changsha, Nanjing, Qingdao and Xiamen.

3.2.2 Later 11 cities joined

Chongqing, Hohhot, Kashgar, Guilin, Kunming, Zhuhai, Harbin, Jilin, Tianjin, Shijiazhuang and Taiyuan joined in later stages.

3.2.3 Urban Choice of Urban Cans

Four municipalities directly under the Central Government, three autonomous regions and sixteen cities with relatively affluent economy were selected. Among them, 11 provincial capitals, 3 strongest cities in the province, Qingdao, Dalian and Xiamen, and 2 prominent cities, Luoyang and Zhuhai. The choice of cities covers 23 provinces, 4 municipalities directly under the central government and 15 provinces, 4 municipalities directly under the central government and 3 autonomous regions, accounting for 69% of the total number of provinces, municipalities directly under the central government and autonomous regions. It covers almost 2/3 of the whole country and covers a wide range.

3.2.4 Modern City Map

On the basis of identifying 23 cities, Coca-Cola has drawn up a modern city map, collecting the personality packaging of 23 cities. Under the background of the classic Coca-Cola China Red, the long-formed way to present the 23-city personalized symbols and packaging is an eye-opener. At the same time, I also deeply felt the determination and perseverance of Coca-Cola to occupy the minds and markets of Chinese consumers.

3.3 Market positioning with strong city label

City-inspired modern cans, Coca-Cola actually launched a special version of Coca-Cola with scenic spots as its theme in July 2017 in Tokyo, Kyoto, Hokkaido, Kumamoto and Seto.

This time Coca-Cola continues to add value to Coca-Cola with urban culture, so that you can experience the charm of the city without leaving home. This time, it focused on the major cities in the country, and used a word to show the cultural background and cultural characteristics of each city. For this reason, it specially launched a quite ingenious "city pot". Therefore, there are 12 styles of Xiamen style, Beijing style, Shanghai style, Guangzhou style, Chengdu style, Luoyang style, Xi'an style, Hangzhou style, Dalian style, Changsha style, Nanjing style and Qingdao style. And then Chongqing Gas, Hohhot Xiao, Kashgar Jiao, Guilin Xiu, Kunming Qiao, Zhuhai Tian, Harbin Shuang, Jilin Jin, Tianjin Punch line, Shijiazhuang Piao, Taiyuan Chun.

The highly positioned generalization of a word, which is highly concentrated and vivid, reflects the spiritual and cultural connotation of a city, is impressive. For example, Beijing Fan of Beijing people shows Beijing's unique Beijing accent culture; Shanghai people's sensitivity to fashion, Guangzhou people's love for food, Hangzhou's beautiful scenery, and Luoyang's traditional flavor of antique fragrance are very accurate in terms of tide, flavor, charm and charm. Another example is Xi'an. Xi'an is a modern ancient city that integrates history and reality. It can not only deeply feel the rich historical atmosphere, but also can see the modern prosperity of the real face. All cities seem to have a distinct personality and a bright look [5].

3.4 Unique and Efficient Location Communication Activities

With differentiated market positioning, scientific and efficient communication activities must be carried out in order to accurately convey product positioning to consumers and get their approval, so as to successfully achieve the goal of positioning. The positioning of Coca-Cola cans is mainly

carried out through packaging design, delivery strategies and interactive experiences.

3.4.1 Packing design

According to the characteristics of different cities, City cans packaging has designed different image of city characters, which is not only innovative, but also arouses the sense of identity and belonging of consumers, and well expresses the vitality and vitality of young people.

Through a word, the audience can feel the unique historical heritage and cultural connotation of the city, which fully reflects Coca-Cola's unique marketing routine.

In addition, a unique and creative GIF map is added to the background of each city cans. By incorporating the city's iconic elements into the cans' design, people can immediately recall the city. For example, the Great Wall in Beijing, the Terracotta Warriors in Xi'an, and the peony in Luoyang can be seen at a glance [5]. The head shape of the terracotta warriors and horses in Xi'an cans is printed on the tank, but the beard is the city wall and the bell tower. It is very creative.

3.4.2 Launch strategy

Activity delivery strategy mainly refers to the way in which the activity is launched to the whole market at the beginning. The typical way is rapid and gradual. The rush type is also called one-time delivery, that is, it is launched to the entire market at one time, in order to carry out activities and occupy the market as quickly as possible. Progressive, that is, gradual, batch-based activities.

The launch was carried out in batches, with 12 cities in the first batch, and 11 cities in the latter stage, which differed from the previous one-time launch. 23 city cans were launched in batches, leaving consumers with suspense and continuing to arouse concern and discussion. The event started in February and lasted for half a year, and the event continued.

3.5 Combining AR technology, interactive experience is extraordinary

The city can not only has fashionable and regional features in its name and design, but also can be scanned by Baidu AR. The small people on the tank will come out to greet you. They can also overlook the city at 360 degrees, obtain information from various aspects of the city, and further deepen their understanding and understanding of the city. For example, when a user scans a Shanghai can, the cartoon characters on the can not only interact with the user, but also wear a Shanghai-style cheongsam with Shanghai characteristics; thus the user can raise knowledge while drinking Coke [6].

Through the close combination of AR virtual content and physical bottle body, the bottle becomes dynamic, flexible and interactive, and the panorama and Baidu Baike content are integrated into the scene, giving full play to AR's full media advantage.

In addition, Coca-Cola's official micro-blog also launched the city can cos show, as long as the issue of Coca-Cola city can cos photos, can also be cos action. You can also borrow props and attach the # Coca-Cola City Deer Shadow Program # label to get the LUHAN signed city cans and signed photos sent by Coca-Cola Company.

4. Modern City cans have achieved remarkable results

4.1 Clearly different from competitors

By differentiating the tall and fashionable bottle body, the product has formed a sharp contrast with other competitors on the shelf, enhanced the product identification, and better attracted the attention of consumers. Practicing the brand positioning is to set the opposite side of the yin and yang of the competitors, in order to achieve a clear distinction, and leave a unique impression in the minds of consumers.

4.2 Success evokes homeland memories

From the nickname bottle in 2013, the lyric bottle in 2014, the lyric bottle in 2015, the expression bottle in 2016, the modern bottle in 2017 and the city bottle in 2018, Coca-Cola always likes to add some different memories to the bottle. If the "bottle of nickname" is a way of

identifying and interesting greeting between people, then the "bottle of lyrics" is a kind of deep emotional expression and two-way dialogue. If the "line bottle" is a secondary fermentation of interesting content, then the "city bottle" is awakening people's homesickness and urban memory, no matter which form makes the packaging itself a kind of "self-media" [7]. Coca-Cola's propaganda focus on more emotional content such as urban history, urban culture, and the connection between people and cities, evoking the memory of people's hometowns.

Coca-Cola City Cans create multi-city charm, cooperate with Baidu AR, let people who love their city find emotional resonance, let people who are not familiar with a city, understand and love a city. Through star propaganda detonation, online and offline communication, the unique appearance of 23 cities is depicted in everyone's mind. At the same time, the interactive form of "user interaction experience" enables the product to have better communication with consumers, highlighting the personality of the product and the temperament of the city, so that the product and the consumer have a deep emotional exchange.

4.3 Star Big V Forwarding Social Platform Sets off a Red Wave

While releasing City cans offline, Coca-Cola City cans also appeared on social platforms. Coca-Cola spokesman Lu Hao took the lead in microblogging to expose Beijing cans. Singer Hu Yanbin showed Shanghai cans and Nanpai Sanshu exposed Hangzhou cans. For a time, famous stars, big V and others on the social platform have released information about Coca-Cola City Cans. Under the strong appeal of fans, Coca-Cola City Cans swept across the social platform immediately. By August 2018, Coca-Cola City Cans had 86.263 million readers and 10.744 million discussions. The new news on the Coca-Cola city can cause widespread concern. Consumers have commented on the Coca-Cola WeChat background, using their own experiences to express their love for urban cans. Different city cans have burst into a circle of friends. At the same time, Coca-Cola opened the city cans creative contest, when the hand-painted encounter with the city cans, what kind of sparks will collide, invite the little friends to dry out your DIY city cans. Together with Coca-Cola, I feel the series of interactions such as the city moment. I feel the city's instant microblog reading 62.12 million, discussing 1.05 million, and the activities are going smoothly.

4.4 Set off a collection boom

When it first came on the market, Coca-Cola's city cans were priced between 2.7 and 3.3 yuan in retail stores, which was comparable to Coca-Cola's chunky tin. However, as of early August 2018, the city's modern gift set sold at Tmall Supermarket has a capacity of 330ml, and the price of 12 boxes of products is 59 yuan, with 810 monthly sales. In 23 cities, the Chang Shuang set has 330ml capacity and the price of 23 boxes is 468 yuan. The average cola 300ml capacity, 12 bottles of products in the Tmall supermarket is priced at 22.5 yuan. There is no difference in products, and the price gap is very different when the capacity is not much different. The price of a single can is more expensive, and the price is close to 10 yuan. The gap is mainly due to the packaging gap. The main motivation for consumers to buy urban cans is collection.

4.5 Sales volume is the best proof

Coca-Cola's ever-changing bottle-body emotional marketing has increased the added value of Coca-Cola products, it is no longer just to sell a bottle of Coca-Cola. It is a mood, a memory, a nostalgia, which strongly stimulates people's desire to buy and share cola.

In 2017, Coca-Cola and Transformers collaborated to launch the advocacy of "dare to change before you can form!" The brand-new packaging of modern cans is a successful example of its bottle marketing. The retail price of its single item has increased by 20%, and the original Taikoo area turnover has increased by 22% from January to September [8].

Coca-Cola's net income in 2017 was \$35.41 billion, down 15% from a year earlier, the fifth consecutive year of decline in Coca-Cola's performance. Coca-Cola's second quarter earnings in 2018 announced that the company maintained a strong market performance in the second quarter. Although the net income was still affected by the restructuring of the bottling business

franchise, the company's operating income and sales volume in all major markets have increased, and the retail value of the soda category has increased by 5%. In the market that has fallen all the way, Coca-Cola's main business has achieved a double harvest of sales and value, and the role of urban cans has been indispensable.

5. The Future of City Pot

5.1 The Choice Confusion of Target Market

Among the choices of provinces, autonomous regions and municipalities directly under the Central Government, it is an important issue to choose which regions should be chosen first and which cities should be chosen secondly. Among the 23 cities, except for the areas that are backward due to economic factors, there are no cities in Anhui Province and Hubei Province, which is worth exploring.

This paper takes Wuhan City in Hubei Province as an example to analyze. Firstly, the economic situation is analyzed. Wuhan ranks 10th in the comprehensive economic competitiveness of Chinese cities in 2017, and Xi'an ranks 29th. In the GDP ranking of all provinces in 2017, Hubei ranked seventh, with a total GDP of 3652.295 billion, Shaanxi ranked fifteenth and GDP of 21898.81 billion, which shows that Hubei's economy is superior to Shaanxi's. Secondly, from the population analysis, in 2017, the permanent population of Hubei was 59.02 million, of which Wuhan was 10.89 million. In 2017, Shaanxi's permanent population was 38.354 million, of which Xi'an was 8.832 million. Obviously, both the population of Hubei and the population of Wuhan are more than the number of people in Shaanxi and Xi'an. Then the economy is stronger than Xi'an, and the population is much higher than that of Wuhan in Xi'an. There is no city can. From the perspective of marketing, the three elements of market composition are population, economy and purchasing desire. Is it true that people in Wuhan have no desire to buy? If this assumption is true, then why not use such a characteristic packaging to close the psychological distance between Wuhan and consumers, there may be unexpected effects.

Table1 Comparison of Economy and Population between Hubei and Shaanxi

Index Region		Shaanxi Province		Hubei province	
		Shaanxi Province	Xi'an City	Hubei province	Wuhan City
Economics	Ranking of comprehensive economic competitiveness of cities in 2017	/	Twenty-ninth place	/	Tenth place
	GDP of provinces in 2017 Ranking	Fifteenth place	/	Seventh place	/
	GDP of provinces in 2017 Gross value	2189.881 billion	/	3652.295 billion	/
Population	Permanent population	3835.44	8.832 million	59.02 million	10.8929 million

Source: Network Arrangement

Of course, there is a gap in the choice of cities, which also leaves room for further interactive marketing. For example, Anhui City Tank has now selected two of the most popular cities from a large number of nominated cities. The Anhui City Tank Tournament was held in August 2018. Whether it will choose Hefei or Huangshan, consumers will help the city to vote and determine the theme of Coca-Cola cans before August 12.

5.2 Perplexity of urban positioning

City cans ultimately convey the image of the city, and there are many factors that constitute or affect the image of the city, including buildings, tourist attractions, cultural atmosphere, local conditions and customs, etc. In the city positioning, Baidu analyzes the user's 2 million personality

tags through big data and deciphers the temperament of the main city. It is very scientific, but Coca-Cola needs to use a word to locate a city, in line with consumers' perception of a city. The difficulty can be imagined. A high-level summary of a word, it is difficult to ensure the satisfaction of all consumers, such as Qingdao wave, Guangzhou flavor, some consumers question why it is not Guangzhou, although Guangzhou cuisine is world famous. There is a saying that "food is in Guangzhou", but at the same time, Guangzhou is a fashionable, avant-garde and modern city. According to this, Guangzhou is also based on certain reasons.

5.3 Shorter timeliness of effect

Coca-Cola's successful bottle marketing over the years has indeed played a driving role in its sales growth, but this growth will only achieve explosive growth in a short period of activity. Therefore, in the long run, Coca-Cola should focus on product improvement and the extension of growth period to truly maximize growth [8].

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