



ADD IN IMAGES of
Coca- cola and APPLE

Assignment 1
ADD YOUR NAME

Introduction

In this assignment I will research and assess the promotional mix for a branded product looking at Apple and Coca-Cola. I will research their brands and discuss their marketing mix.

What is meant by a 'Brand' and 'Branding'?

What is 'Promotion' and 'Brand Promotion'?

What is the marketing mix?

Reasons why each business needs to promote itself

Section 1 -Introduction to branding (P1 and M1)

1.1 Brief description of the business

Apple Introduction

Apple Introduction

- When was the company founded and who by?
- What did the company sell originally?
- What is the company known for now? (i.e. what products do they sell, what is the quality of the products)
- What is the current reputation of the company?

Explain how Apple started up. How did they expand and what products do they now sell?

Add in all products they now sell, what locations they operate in, how much profit they have made over the last 10 years.

http://store.apple.com/uk?afid=p219%7CMSNUK&cid=AOS-UK-KWM-MS_UK_Sitelinks_Apple

1.2 An identification of the brand or brands Apple have

Print screen all of the 'Brands' on Apples website

Print screen all of the 'Brands' on Apples/Coke website, use this link for the website:

http://store.apple.com/uk?afid=p219%7CMSNUK&cid=AOS-UK-KWM-MS_UK_Sitelinks_Apple

<http://www.coca-cola.co.uk/brands/>

1.3 Explanation of how the brands/services have added value

State how profitable different brands are within the company? Based on the information in the chart below:

- Which product makes the most money?
- Explain that the different products and services all bring in money
- Explain that the difference products and services contribute to the brand image
- What is the brand image of the company?
- Explain that the company has created a strong brand image in the customers mind and this leads the customer to consider their products to be 'better' than the competition, i.e. the branding 'adds value'

The following table shows net sales by operating segment and net sales and unit sales by product during 2013, 2012 and 2011 (dollars in millions and units in thousands):

	2013	Change	2012	Change	2011
Net Sales by Operating Segment:					
Americas	\$ 62,739	9%	\$ 57,512	50%	\$ 38,315
Europe	37,883	4%	36,323	31%	27,778
Greater China (a)	25,417	13%	22,533	78%	12,690
Japan	13,462	27%	10,571	94%	5,437
Rest of Asia Pacific	11,181	4%	10,741	8%	9,902
Retail	20,228	7%	18,828	33%	14,127
Total net sales	<u>\$ 170,910</u>	9%	<u>\$ 156,508</u>	45%	<u>\$ 108,249</u>
Net Sales by Product:					
iPhone (b)	\$ 91,279	16%	\$ 78,692	71%	\$ 45,998
iPad (b)	31,980	3%	30,945	61%	19,168
Mac (b)	21,483	(7)%	23,221	7%	21,783
iPod (b)	4,411	(21)%	5,615	(25)%	7,453
iTunes, software and services (c)	16,051	25%	12,890	38%	9,373
Accessories (d)	5,706	11%	5,145	15%	4,474
Total net sales	<u>\$ 170,910</u>	9%	<u>\$ 156,508</u>	45%	<u>\$ 108,249</u>
Unit Sales by Product:					
iPhone	150,257	20%	125,046	73%	72,293
iPad	71,033	22%	58,310	80%	32,394
Mac	16,341	(10)%	18,158	9%	16,735
iPod	26,379	(25)%	35,165	(17)%	42,620

(a) Greater China includes China, Hong Kong and Taiwan.

(b) Includes deferrals and amortization of related non-software services and software upgrade rights.

(c) Includes revenue from sales on the iTunes Store, the App Store, the Mac App Store, and the iBooks Store, and revenue from sales of AppleCare, licensing and other services.

(d) Includes sales of hardware peripherals and Apple-branded and third-party accessories for iPhone, iPad, Mac and iPod.

The Company's fiscal year is the 52 or 53-week period that ends on the last Saturday of September. The Company's fiscal years 2013, 2012 and 2011 ended on September 28, 2013, September 29, 2012 and September 24, 2011, respectively. Both fiscal years 2013 and 2011 spanned 52 weeks. Fiscal year 2012 spanned 53 weeks, with a 14th week added to the first quarter of 2012, as is done approximately every six years to realign the Company's fiscal quarters more closely to calendar quarters. Inclusion of the additional week in 2012 increased the Company's overall net sales and operating expenses for the year.

Mention the sales of the different products they sell

Benefits of successful branding		
Benefit	Explanation	Example
Image	The brands image, remember work on brand personality. Making you think a certain way about a certain brand...	
Quality	Discuss how branded goods are considered to be more quality items, better made, etc...	
Recognition	People recognise the logo, imagery, slogans, etc. straight away they know it's a particular brand	Remember Coke and the bottle shape...
Long-lasting perceptions		Remember the video on cereals and how they build a relationship with customers from an early age...
Trust	People trust brands and trust what they tell them through advertising...	
Marketing multiple products	If you buy one product from a given brand you are more likely to try other products in their range/product portfolio...	

1.4 Description of how the brand personalities appeal to you and other customers?

- How do you feel about the business (be positive)
- Why does the brand appeal to you and other customers? (i.e. how is the brand personality similar to your personality?)

1.5 Explanation of the benefits of the brand to the business

- **People will pay more money, e.g. premium pricing**
- **Customers return to buy time and time again, i.e. customer retention**
- **Customers are more likely to try other product in that brands range**

1.6 Likely effects of unsuccessful branding for Apple. Give examples of the brands that did not work at Apple

- Use info on past lesson pages to give example of brands that did not go right (e.g. Apple Pipin and New Coke)
- What was the result for the companies (e.g. cost, loss of sales, damage to brand image)

1.7 Examples of the way Apple promotes its brands

- Use images to show example and put caption to explain what type of promotion each is

2.1 Brief description of the business

Coca-cola Introduction

<http://www.coca-cola.co.uk/>

Apple/Coke Introduction

- When was the company founded and who by?
- What did the company sell originally?
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Explain how Apple and Coca-Cola started up. How did they expand and what products do they now sell?

Add in all products they now sell, what locations they operate in, how much profit they have made over the last 10 years.

2.2 An identification of the brand or brands Coca-cola have

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2.3 Explanation of how the brands/services have added value

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<http://www.corporatereport.com/CCE2013AnnualReport/supplyChain2.html>

2.4 Description of how the brand personalities appeal to you and other customers?

- How do you feel about the business (be positive)
- Why does the brand appeal to you and other customers? (i.e. how is the brand personality similar to your personality?)

2.5 Explanation of the benefits of the brand to the business

- People will pay more money, e.g. premium pricing
- Customers return to buy time and time again, i.e. customer retention
- Customers are more likely to try other product in that brands range

2.6 Likely effects of unsuccessful branding for Coca-cola. Give examples of the brands that did not work for Coca-Cola

- Use info on past lesson pages to give example of brands that did not go right (e.g. Apple Pipin and New Coke)
- What was the result for the companies (e.g. cost, loss of sales, damage to brand image)

2.7 Examples of the way Coca-cola promotes its brands

- Use images to show example and put caption to explain what type of promotion each is

Section 2

You need to include information about the marketing mix and the role of promotion. Select a branded product from one of the businesses you have been researching.

3.1 What is the marketing mix? Theory

3.2 What is the role of promotion?

Pick a product Apple sell and complete the table below. (IPad, iPod, iPhone, IMac)

3.3 How does the company use each element of the marketing mix?

Marketing mix?	Apple Iphone	3.4 How successful is each 'P' for this product?
Product		How important is the product?
Price		How important is the price?
Place		How important is the place?
Promotion		How important is promotion?

Print screen examples

Pick a product Coca-cola sell for example Coca-cola, Fanta,

Marketing mix?	Coca-cola	How successful is each 'P' for this product?
Product		

Price		
Place		
Promotion		

Section 3- The promotional mix (P3)

Describe the purpose of each of the elements of the promotional mix for your selected product. (Based on the same product from section 2) This should include

<i>Apple</i>	<i>Coca-cola</i>	<i>Similarities/Differences</i>
<p>4.1 Advertising Tell me about the advertising Apple engage in. For example do they use TV and radio adverts?</p>	<p>Advertising Tell me about the advertising Coke engage in. For example do they use TV and radio adverts</p>	<p>Tell me some aspects that Apple and Coke adverts have in common?</p> <p>Which aspects of Apple and Cokes adverts are very different from one another?</p>
<p>4.2 Sales promotion What form of sales promotion do Apple engage in?</p>	<p>Sales promotion What form of sales promotion do Coke engage in?</p>	<p>Tell me some aspects that Apple and Cokes sales promotion have in common?</p> <p>Which aspects of Apple and Cokes sales promotions are very different from one another?</p>
<p>4.3 Personal selling Do Apple undertake personal selling? How is this done?</p>	<p>Personal selling Does Coke undertake personal selling?</p>	<p>Tell me about the similarities and differences in Apples and Cokes approaches to personal selling.</p>
<p>4.4 Direct marketing Do Apple undertake direct marketing? What do they do that falls into this category?</p>	<p>Direct marketing Do Coke undertake direct marketing? What do they do that falls into this category?</p>	<p>Tell me about the similarities and differences in Apples and Cokes approaches to direct marketing.</p>
<p>4.5 Public relations Do Apple undertake public relations? What do they do that falls into this category?</p>	<p>Public relations Do Coke undertake public relations? What do they do that falls into this category?</p>	<p>Tell me about the similarities and differences in Apples and Cokes approaches to Public relations.</p>

Section 4- The selection of an appropriate promotional mix (M2)

Explain the importance of selecting an appropriate promotional mix for your chosen branded product.

Company A	Company B	Similarities/Differences
<p>5.1 What is a target market? (Theory)</p> <p>Tell me about Apples target market for the product you have selected</p>	<p>What is a target market? (Theory)</p> <p>Tell me about Cokes target market for the product you have selected</p>	<p>What similarities and differences can you see when comparing Apple and Cokes target markets?</p>
<p>5.2 Explain the relevance of the type of market (B2B or B2C)</p> <p>What is the B2C market for Apple and why is it important to the business?</p> <p>What is the B2B market for Apple and why is it important to the business?</p>	<p>Explain the relevance of the type of market (B2B or B2C)</p> <p>What is the B2C market for Coke and why is it important to the business?</p> <p>What is the B2B market for Coke and why is it important to the business?</p>	<p>What similarities do you notice between Apple and Cokes B2C market?</p> <p>What differences do you notice between Apple and Cokes B2C market?</p>
<p>5.3 How the target market was segmented the strengths and weaknesses of the promotional tools used. (AIDA)</p>	<p>How the target market was segmented the strengths and weaknesses of the promotional tools used. (AIDA)</p>	

Section 5- Evaluation of the effectiveness of branding (D1)

Finally, evaluate how effective the branding is for your chosen product.

Has the promotional mix worked?

Does it communicate to its target market?

Were the right promotional tools selected? Use figures in this section to support your argument.

<i>Apple</i>	<i>Coca-Cola</i>
5.1 Has the promotional mix worked?	Has the promotional mix worked?
5.2 Does it communicate to its target market?	Does it communicate to its target market?
5.3 Does it successfully convey the desired image?	Does it successfully convey the desired image?
5.4 Make some recommendations.	Make some recommendations.

Sources of
information

Websites

www.adassoc.org.uk
has information about the advertising industry

www.interbrand.com
reference source on ranking of top brands in the world

www.marketingmagazine.co.uk
online magazine with news and articles.