Integrated Market Communications

Author

[Institutional Affiliation(s)]

Author Note

# Communication Tools

Integrated Marketing Communications (IMC) refers to the amalgamation of marketing tools such as direct marketing, online marketing, advertising, public relations and sales promotion (Kotler et al. 2013)**.** In this paper, I have selected Coca-Cola for analyzing the role of IMCs in advertising.

Coca-Cola is considered as a leader in producing soft drinks that are widely popular in the global market. The integrated marketing tools which are used by the company include mass-media methodology employing the use of print media, banner ads, and television advertisements, alongside sales promotion and sponsorships. Coca Cola advertising tactics proved very successful in marketing history. The variety of advertising campaigns by Coca Cola company have a significant impact on social and cultural thoughts. For instance, the hit track *I’d like to Teach the World to Sing* initially released as part of an advertisement became famous on well-known radio-stations in 1971 throughout the United States.

The efforts of the company for direct-marketing employ several strategies. For instance, the vending machines are specially designed for promoting vendor-company partnerships, which nearly eliminates competition with substitutes. There is a long history of Coca-Cola in sponsoring mega events around the globe (Rebecca, 2017). One of the most renowned sponsorships is American Idol, BET Network, Apple iTunes, NASCAR&NBA. They also sponsor the Olympic Games and other sporting events via various sports organizations.

There are two key strategies of Coca Cola for sales promotion; retail marketing and the foodservice. The company directs its Retail efforts toward forging company partnerships, enhance points of sale (POS) areas, and support direct store delivery. Direct store delivery provides an essential link in the value chain and offers a mobile advertising service emblazoned with the company’s logos on their delivery trucks. The strategy of foodservice emphasize on pairing coke with food like hot dogs, hamburgers, and French fries (Rebecca, 2017). These sales promotion tactics can be considered as one of the best in promoting market integration; not only do they induce sales, but they also help enhance customer traffic through offering lower prices and better value plans.

# References

Kotler, Philip, Gary Armstrong, L. C. Harris, and N. Piercy. 2013. “Principles of Marketing. 6th European Edition.” *Essex: Pearson Education Limited*.

S3434802. 2017. “Integrated Marketing Communications: Coca-Cola.” *Rebecca Marie Taylor*. Https://rebeccamarietaylor.com/2017/08/10/integrated-marketing-communications-coca-cola/ (September 29, 2019).