



**COCA-COLA'S PUBLIC WELFARE MARKETING: SOLVING THE PROBLEM  
OF MISMATCH BETWEEN PUBLIC WELFARE ACTIVITIES AND PUBLIC  
COGNITION**



**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR  
THE DEGREE OF BUSINESS ADMINISTRATION  
GRADUATE SCHOOL OF BUSINESS  
SIAM UNIVERSITY**

**2018**



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PROBLEM OF MISMATCH BETWEEN PUBLIC WELFARE ACTIVITIES  
AND PUBLIC COGNITION**

**Thematic Certificate**

**To**

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This independent study has been approved as a partial Fulfillment of the  
Requirement of International Master of Business Administration in International  
Business Management

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**Title:** Coca-Cola's Public Welfare Marketing: Solving the Problem of Mismatch between Public Welfare Activities and Public Cognition  
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**Degree:** Master of Business Administration  
**Major:** Business Administration  
**Academic year:** 2018

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..... *06* / ..... *06* / ..... *2019* .....

### ABSTRACT

Cause-related marketing is a powerful marketing tool that business and nonprofit organizations or charity campaigns are increasingly leveraging. American Express has launched a cause-related marketing campaign in 1981, and the term of cause marketing has continued in usage since that time. Coca-Cola considered it to be a part of its company integration strategy. The Coca-Cola Company has a clear long-term commitment to make every Coca-Cola business unit a local model corporate citizen, benefiting everyone in Coca-Cola. The return of society has won the recognition of more consumers. Coca-Cola has continuously expanded the brand's reputation and popularity, which has made the company a long-lasting success in the past 100 years. Based on Coca-Cola's "making cause marketing strategies an effective campaign", through case studies and interviews, we explored the low-matching behavior of Coca-Cola's public welfare activities consumer perceptions. The solution is proposed from the perspectives of packaging, production design, recycling process design, incentive mechanism setting, and promotion. Conclusion is that cause marketing is not a new concept, as it has been in usage and it is a very effective form of marketing.

**Keywords:** Promotion, Cause Marketing, public welfare

Approved by  
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标题：可口可乐的公益营销：解决公益活动与公众认知不匹配的问题

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### 摘要

什么是公益营销，公益营销并不是一个全新的概念，因为国外早已有人使用，许多营销专家将企业的营销战略与非营利组织或者公益活动联系在一起的市场营销是一种非常有效的形式。公益营销这一概念是由美国运通公司于 1981 年使用的。可口可乐将公益事业视为企业整体战略的一部分。可口可乐公司有一个明确的长期承诺：让每个可口可乐的业务单位都成为当地模范企业公民，让可口可乐所及的每一个人受益。对社会的回报赢得更多消费者的认可，可口可乐不断扩大品牌的美誉度和知名度，使公司百年来长盛不衰。以可口可乐的“提高公益活动的影响力和效益”为出发点，通过案例分析和访谈，我们探讨了可口可乐公益事业行为低度匹配的问题。活动和消费者认知。从包装生产设计，回收工艺设计，激励机制设置，推广和推广的角度提出解决方案。公益营销不是一个新概念。因为它已被人们使用，公益活动是一种非常有效的营销形式。

**关键词：推广；环境保护；公共福利**

## ACKNOWLEDGMENT

Time flies, and the study of graduate students will soon be over. A few years of study has given me a new understanding of the profession. After nearly a year of tempering, this paper has finally been finalized. I got a lot of care and help in the process of completing this paper. I want to express my most sincere gratitude to them.

First of all, I want to thank my mentor deeply. Since studying for a master's degree, the instructor's profound professional knowledge, rigorous academic attitude, and noble moral sentiment have deeply influenced me. In the process of writing my thesis, from the selection of the topic to the completion of the opening of the topic, the instructor gave me selfless guidance and help, and worked tirelessly to help modify and improve the thesis.

I would also like to thank all the teachers who have taught me that they have led me into this subject area and have continued to improve my knowledge structure. The completion of this thesis is also inseparable from the guidance and help of other teachers. I also want to thank the brothers and sisters and sisters of the same door. They also gave me a lot of encouragement and help in the process of scientific research.

Finally, I want to thank my family, who have been silently supporting me behind my back so that I can successfully complete my studies.

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# 1. INTRODUCTION

## 1.1 Background

As the Spring Festival approaches, Coca-Cola advertisements continue to appear on TV screens. The reason why Coca-Cola can make today's well-known, household name brand, must be inseparable from its successful marketing. Especially in today's era when the feelings of sale are greater than the goods themselves, it is particularly important to create a good brand image.

Coca-Cola marketing in the way of "public welfare marketing". In fact, the so-called public welfare marketing refers to the cooperation between enterprises and public welfare organizations, taking concern for people's survival and development and social progress as the starting point, communicating with consumers with the help of public welfare activities, and at the same time producing public welfare effects. Marketing behavior that enables consumers to have a preference for the products or services of an enterprise, and thereby improve brand awareness and reputation.

Speaking of Coca-Cola, we know most about its various drinks. To mention the public welfare Coca-Cola has done in recent years, it is estimated that few people know about it. After all, in our impression, this is a beverage company. In fact, over the years, Coca-Cola's public welfare undertakings have been doing well. Not only has it invested a lot of money, but its innovation in public welfare undertakings and the sustainable development it has been pursuing are more noticeable. As a well-known beverage company, Coca-Cola's initial mission was to make people drink delicious water. However, when it enters the international market and finds that even basic water supply is in trouble in some countries and regions, it finds that drinking water is no longer so simple.

According to United Nations statistics, there are still 663 million people worldwide who do not have access to safe drinking water, and nearly 1,000 children die every day from preventable water and sanitation-related diseases. Even in China, the 12th Five-Year Plan of the National Rural Drinking Water Safety Project points out that the number of unsafe rural drinking water is 298.1 million, and 114,000 rural schools need to solve the problem of drinking water safety. Due to the restriction of local conditions, many children directly drink well water, rainwater, River water, not only the feeling of drinking water, but also easily lead to various acute or long-term diseases. Children do not have water purification equipment, knowledge of safe drinking water, good hygiene habits, or even water cups. This is no longer a delicious problem with water.

In 2012, the "Water Purification Plan" jointly launched by One Foundation and Coca-Cola China came into being. As a key project of corporate social responsibility of Coca-Cola, the Water Purification Project has provided 751 water purification equipment, special water bottles and campus safe drinking water hygiene education to 696 rural schools in 26 provinces in China by 2015, helping more than 300,000 children to improve drinking water quality and raise their awareness of drinking water safety. At the same time, more than 40 public welfare organizations and more than 400 volunteers participated. Coca-Cola has an advantage over other industries in solving the problem of safe drinking water. Coca-Cola has technological advantages, as well as a huge operating network and more than 40,000 employees. In order to solve the problem of equipment maintenance and management, the "Water Purification Plan" has increased investment in science and technology. Beyond the standardized management system, from 2015 onwards, chips have been implanted into the equipment. School teachers can transmit information such as equipment usage status, water quality, water temperature and water yield back to the headquarters database through mobile APP, so as to make the project more controllable, traceable and sustainable.

Coca-Cola has been continuously updating water purification equipment, so that the chip has better detection function, and improve the supplier's after-sales and maintenance management process. It is committed to mobilizing consumers, suppliers and all relevant people and enterprises to join the public welfare undertakings through the "water purification plan". In addition, Coca-Cola China gathers the public, customers, partners and employees to participate in the water purification project through daily life. "For the love of peers" hiking activities more "water purification plan" and other children's development projects, the total mileage of walkers reached 800,000 kilometers, the total amount of funds raised more than 9 million yuan. In fact, public welfare marketing is not a simple public welfare sponsorship or public welfare activities, but should be combined with the interests of enterprises and long-term strategy, although corporate public welfare activities are not purely commercial purposes. From the perspective of enterprise development, enterprises can achieve "win-win" or even "win-win" through public welfare marketing.

The goal of public service marketing is consumers, in order to make consumers loyal to the brand, thereby reducing marketing costs. Public welfare marketing has tremendous energy in attracting consumers. Brand loyalty also means that consumers trust brands. If consumers trust brands, they will be willing to buy brands. Coca-Cola believes that promotion is a special activity that provides customers and consumers with additional reasons to buy our products. Usually, it has the function of improving sales volume and profit target in the short term. The main functions of promotion are to increase short-term sales volume, support new products or new packaging; strengthen brand image, stimulate consumers' understanding and needs of products; increase the



flow of customers and sales volume and bring the main benefits to customers. Coca-Cola can effectively stimulate consumers' desire to buy and establish a good brand image by making full and reasonable use of advertising products in its outlets and correctly transmitting product information to consumers. Coca-Cola, with its centuries-old brand history, has left behind not only the product itself, but also its advertising creativity, which mainly embodies in two aspects: firstly, in the creative expression of advertisements, it has fully tapped and applied the elements representing Chinese culture, taking the Chinese cultural elements such as windmill and dragon dance as the theme of advertisements; secondly, in the creative expression of advertisements, it has made full use of the elements representing Chinese culture. In the performance, we should make full use of the way of "star endorsement" to communicate with the target consumers. The wonderful interaction between mass media and network media. Through the interaction between mass media and network, Coca-Cola maintains the continuity and consistency of online and offline advertisements, thus highlighting the effect of media integration. Therefore, the core of public service marketing is trust marketing. The purpose of public welfare marketing is to build trust with consumers in essence.

Partners in public service marketing are authoritative non-profit organizations. It mainly utilizes public resources and their authority.

For example, South Asian migrant workers working in Dubai earn an average of only \$6 a day, but the cost of calling home is \$0.91 a minute. To save money, these migrant workers are reluctant to call home. To give these migrant workers a few extra minutes of happiness, Coca-Cola created a special telephone booth where Coca-Cola bottle caps replace coins, and each bottle cap can provide three minutes of free international call time.

People who haven't returned home for many years can't help but prepare a loving gift for their families. However, if they are too full of love, their baggage will inevitably be overweight, and the cost of overweight airlines will be more expensive. Coca-Cola changed the wrapping paper into a 5-kilogram baggage check-in label for people with overweight baggage.

Prociegos A.C., an international organization specializing in job training for visually impaired people, offered 100 students the customization of the names of Coca-Cola cans. After that, the event was supported by a Mexican cinema chain. Through cooperation with Anonimo, a Mexican advertising company, more visually impaired people were able to experience the surprise of Coca-Cola Braille Cans. Because they can't see the world, people with visual impairment lose a lot of fun in life. However, in this Coca-Cola "Share a coke" event, they are no longer absent.

In the conflict-prone Middle East, Coca-Cola takes the traditional Islamic Ramadan as its theme, and by removing the logo from its product packaging, conveys the idea that the world should not have labels and prejudices. The can removes the Coca-Cola product logo and retains only the classic white ribbon. There is also a special line of small characters on it: "The can is labeled, and people should not have it."

#### 1.1.1 Public service advertising becomes the core of new business

Coca-Cola accounts for almost half of the world beverage market, at as much as 48%. It is also a well-known commodity brand all over the world, especially in the copy of public service advertising, the form of public service advertising, the means of public service advertising communication has a unique display and unlimited ideas. Coca-Cola Company has identified the weather vane of the market and the audience, and has carried out a lot of large-scale public service advertising video creation, public service advertising slogan creation, public service advertising activity creation, all of which have brought it a huge. A significant increase in market returns and loyal users. Coca-Cola Company has always defined the meaning of marketing as two main aspects: creating consumer demand and strengthening consumers' familiarity and loyalty to Coca-Cola brand. To create and strengthen the demand and awareness of consumers, the most important thing is the marketing strategy, which should not only satisfy the various needs of consumers as much as possible. It is also necessary to train consumers to buy Coca-Cola as a daily activity.

Public service advertising for Coca-Cola Company, in its public service advertising marketing strategy and form occupies an unshakeable position. Coca-Cola is also through a variety of creative advertising, public service advertising, technical advertising in all parts of the world to promote products, thereby improving Coca-Cola's brand awareness and consumers' idea of buying products.

Coca-Cola has a history of more than 130 years since it was founded on May 8, 1886. During this period, Coca-Cola has adopted a lot of public service advertising slogans, each of which has its own characteristics of the times. It highlights the characteristics and connotation of the times at that time. These advertising words not only show the image and connotation of Coca-Cola products and brands, but also show the characteristics of the times. These advertising words can be said to have different symbols in different times. According to local conditions and reality, advertising in all parts of the country will have some local characteristics of the language phenomenon to join; unique to keep pace with the times, can always reflect the current era of Coca-Cola brand connotation. In the context of the new era of public welfare marketing, advertising themes and slogans are no longer product-centered, creating demand for products as the main goal, but more

focused on emotional marketing, experiential marketing, and so on. The current advertising marketing model must learn to be "approachable", that is, to lean down to listen to the voices of consumers, and to explore and explore the real product demands of consumers as much as possible. Use consumer thinking to create and formulate advertising marketing themes, and take the initiative to cultivate users' product awareness. Not only to increase the sales of products, but also to make consumers get the dual satisfaction of material and spirit, in order to make consumers have enough loyalty to the Coca-Cola brand and brand adhesion. Coca-Cola Company accurately and quickly grasp the main characteristics of this era, vigorously excavate creative advertising, especially committed to the localization of public welfare advertising creative forms.

#### 1.1.2 Public service advertising becomes the core of public relations activities.

The ultimate purpose of public service advertising is to serve the public interest of the whole society, mostly in the form and way of guidance, persuasion and persuasion to publicize the concept of people-oriented and the concept of social public welfare. It is a kind of social public welfare that promotes the construction of social spirit and is more beneficial to the development of non-profit nature. It is mainly a kind of social concept which has a positive attitude towards the whole social environment and the concept of free dedication of all the public, and the moral concept of dissemination represents the common interests of the broadest group of people in the society. As an important propaganda positive energy of modern social culture, public service advertising has made great progress and stable development in our country. Commercial publicity can greatly promote production and marketing, and speed up the operation of the economic system and the growth of the material and capital economy. The public service advertisement provides the positive energy of the social environment, plays the role of standardizing the social behavior and guidance, safeguarding the social law and system, and realizing the common meaning of the society. Development and progress, strengthen the spirit of the establishment of one of the most effective ways and means. The Chinese family is also very concerned about this and attach great importance to it.

The degree of socialization of enterprises before the goal is getting higher and higher, and the marketing concepts of many enterprises have undergone a qualitative change, and people have become more and more aware that enterprises should not be engaged in business. It should be not only "economic aid", but also "social person". Enterprises should be based on the basic principle of responsibility to the people and responsibility to the society, and promote the good and orderly development of the society. This is the new situation in which the enterprise strives for its own development and breakthrough. The prelude and important factors. Because of this, most enterprises begin to realize that while building blocks for social material, they should also pay

attention to the spiritual construction of the public, and provide. The corresponding "products" promote the public welfare of enterprises to become the vanguard army in the invincible social spirit construction system of our country.

## **1.2 Research purposes**

### **1.2.1 Clear public service advertisements and commercial advertisements**

The non-commercial and social public service bearing function of public service advertising determines that enterprise public service advertising can not show too much commercial color. However, many enterprise public service advertisements often appear the products or names of sponsors in the content of the picture, which gives people the feeling of making a noise and seizing the host, which makes the audience have doubts and confusion about the enterprise public service advertisements, thus affecting the public service advertisements of enterprises. The identity of the concept to be expressed in the enterprise public service advertisement itself. The emphasis of enterprise public service advertising and commercial advertising is different in advertising information, picture performance content and so on. The focus of commercial advertising lies in the propaganda of products, which determines that the information of products is the protagonist and the public welfare of enterprises. The characteristics of non-commercial advertising and social public welfare bearing capacity determine the public welfare ideas that must be served by public service advertisements from the picture, interpretation, subtitles, etc., and can not be distracted by other things.

In 1997, the propaganda Department of the CPC Central Committee, the State Administration for Industry and Commerce, the Ministry of Radio, Film and Television, and the General Administration of Press and publication jointly issued the Circular on Public Service Advertising, which clearly stipulates that the. The name of the sponsor enterprise is marked at the end of the public service advertisement, but the original intention of not appearing the commodity information is to arouse the interest of the enterprise to sponsor the public service advertisement. From the realistic situation, although the enterprise signs the public service advertisement, the original intention of this regulation is to arouse the interest of the enterprise to sponsor the public service advertisement. However, it has some commercial flavor, but it is undoubtedly the most in line with the national conditions, the most feasible way. In fact, enterprises that take social welfare as their own responsibility do not exist. Although the enterprises that refer to and sponsor public welfare are altruistic, they still require the corresponding market return. Therefore, signing the name of the public interest is the most direct, effective and easy way to repay the enterprise.

From the signature of public service advertisements in the United States and Japan, most of the public service advertisements in the United States are advocated and signed by the government and public organizations, but few enterprises sign them. Public service advertising in Japan is strongly supported by enterprises, but television public service advertising rarely appears the name of the enterprise, but the Unification Agency as a "public advertising agency." By the name of these organizations and organizations are non-profit, the ultimate goal is to protect and enhance the interests of the public, therefore, signed by non-profit organizations, in order to make public service advertising more persuasive and authoritative.

### 1.2.2 Clearing public service advertisements and public relations

Coca-Cola has been exposed that there are "double standards" and other problems, resulting in a sharp decline in consumer recognition of its drinks. At the launch of Coca-Cola's sustainability report, Bai Changbo, vice president of public relations and communications for Greater China, reiterated that Coca-Cola's drinks do not have double standards. And hope to reverse the frustrated brand image in China with the help of public welfare and environmental protection. According to the 2012 annual satisfaction survey of domestic soft drinks conducted by the China quality Association and the National user Committee, Coca-Cola scored the lowest among the 12 beverage brands tested. Coca-Cola clearly does not want to see such a situation.

The company has released a sustainable development report in China, announcing that so far, 230 million yuan has been spent on supporting education, funding children and other support activities. According to the head of the company, Coca-Cola has taken the lead in experimenting with "zero emissions" in China's beverage industry and reducing environmental pollution through the use of environmentally friendly materials. This series of actions have also been interpreted by industry insiders as a way for Coca-Cola to win back hearts and markets, because the Chinese market plays an important role in Coca-Cola's performance.

Coca-Cola is one of the best-selling drinks in the world and has always been regarded as a symbol of the United States. Coca-Cola plays an important role in many Coca-Cola products. And now it has become a monopoly organization with strong assets in a variety of industries. Its success lies in seizing the changing trend of the times and adjusting the brand communication strategy in time. New and strange advertising tricks, Coca-Cola has been popular since its inception. And public service advertising also has its unique, the recent popular public service advertising "different we, the same care" has aroused widespread concern and heated discussion on the Internet. Coca-Cola's latest series of public service advertisements in China, "We are different, care about the same" is divided into boys drinking water and girls going to school. The nursery rhymes in the video use catchy "sweet honey" music melodies. Then, Chang Jing, a famous zither performer and

guzheng teacher of the Thai princess, and her band "Qun Xian er" produced an arrangement to form a "magic full" advertising background music, and the nursery rhyme singing in the video corresponds to the mouth shape of sheep, geese and cattle. As if this ballad was sung by these animals, it is very lovely and vivid, and the sense of painting is very strong. And in the process of watching the video, the audience will deepen the impression of the advertisement and experience the warmth of the advertisement, so as to further enhance the popularity of Coca-Cola and form a long-term brand effect.

### 1.2.3 Analysis of the impact of public service advertisements on corporate profits

For a long time, Chinese enterprises have been taking commercial advertising as the focus of their own publicity, but they are relatively indifferent to investing in public service advertising. Many enterprises have a wrong understanding of public service advertising, thinking that public service advertising is the regulatory product of enterprises, because public service advertising and enterprise publicity are not directly linked, it is difficult for consumers to connect public service advertising with enterprises. Therefore, most enterprises lack the enthusiasm to invest in public service advertising.

However, with the development of economy and the progress of social civilization, both international and domestic enterprises have realized the long-term development of enterprises and the sustainability of vitality in the society of homogenization of products, and enterprises can not be ignored. As an auxiliary means of commercial advertising, public service advertising, as an auxiliary means of commercial advertising, is one of the best starting points for enterprises to shape their own image. Although the public service advertisement of enterprises in our country started relatively late, it plays an important role in the construction of socialist spiritual civilization and the establishment of enterprise image, both in terms of the quantity of publication and the level of production. Great progress and improvement.

Public service advertising is a unique and indispensable community in the advertising ecosystem. They play a role in purifying the advertising air, advocating new advertising style, beautifying the human environment and lubricating the public functions of the government. The important role of shaping a harmonious society, enterprises can use public service advertising to achieve good publicity results. At the same time of progress, we should also see that there are still shortcomings in public service advertising in our country. As a means of publicizing enterprise concept and corporate image, public service advertising has not been generally recognized and accepted by the business community of our country. Commercial advertising introduces the brand, efficacy and use of goods. The benefits that quality, price, manufacturers, sales locations and products can bring to consumers are profit-making advertising, which is favored by enterprises,

and enterprises invest in commercial advertising greatly. Higher than investment in public service advertising.



## 2. LITERATURE REVIEW

### 2.1 The origin of public service advertising research

Based on the system of social structure, this paper analyzes the dialectical relationship between public interest and private interest. It is believed that the mechanism is the product of culture, and people's cognition of the relationship between public interest and private interest determines the operation mechanism mode of public service advertising. The writer thinks that public interest can not only be studied from the level of ethical and moral responsibility. We can't just see the opposites of private interests and public welfare; the emergence and production of public welfare have their own multiple logic, cultivate the pursuit of "long-term self-interest" consensus and public service advertising. Value recognition has practical guiding significance.

From the two characteristics of the reducibility of public interest and the limitation of value, this paper probes into the value identity and public choice of the value of public interest, and creatively puts forward the subject benefit of public interest. The view of benefit and the view of object resources. In particular, this paper puts forward the viewpoint that the economic value of public service advertising belongs to the monopoly of non-enterprises, emphasizes the compensability and compensation of public service advertising as a kind of public communication resources, and reshapes the public service publicity. Value, this is the public service advertisement suddenly breaks the public benefit pure and the commercial reference and the game difficult situation, tends to the benign operation theory research.

The public interest purity of the public welfare advertisement can be interpreted at different levels. The public welfare purity of the public welfare advertisement text is to resolve the conflict between the public welfare purity and commercial participation in the operation mechanism of public service advertising. The concept of effect is also the basic concept of defining the subject and leader of public service advertising in our country and constructing the operation mechanism of public service advertisement, and finally puts forward the establishment of many societies, including the government. The public interest that the party participates in is widely informed of the "user association" model organization-enterprise-type non-profit organization.

In the cultural understanding of the tradition of our country, "public and private" is a pair of opposite concepts, such as public or private, anti-public for private, public and forget private, and so on.



The core of the Confucian view of public and private is also the most important part of the Confucian view of public and private. Gao Dao should seek the direction of the basic value of peace.

In spite of the fact that more and more ginseng are now involved in public interests or activities, the body will go to the public interest to gain a sense of satisfaction in group weaving and personal layers, "give people roses," "leave incense by hand", but the public interest will also be contrary to private interests, and the public share a natural connection. Under the relationship between the state family and the society, the meaning of the public interest is very rich, but it is strictly different from the economic benefit, especially when Habermas brings forward the people from the city. The division of "public domain" and "private domain" in society allows us to see the different definitions of "public interest". The public welfare activities in the public domain are. The collective and coordinated action taken by the government and the public to focus on the affairs of the public in the same and common areas and scenes, On the other hand, the "public interest" of private people mostly refers to this kind of benevolent, kind and public interest activities, which are mainly organized by the people spontaneously.

The basis of public service marketing is to engage in public service advertising activities. Public service advertising activities are defined as activities for the purpose of providing human welfare and public interest. It includes the provision of tangible property or intangible labour, the expression of goodwill to others and a meaningful contribution to society. Contribution and so on. Public welfare activities funded by enterprises refer to the sponsorship, participation or joint organization of the above public welfare activities in the name of the enterprise, in kind or in practice. Through these activities, enterprises can not only increase the public interest of society, but also enhance the image of the company. Many large companies regard public welfare as an important part of their long-term strategies. From this point of view, public welfare is an important part of enterprise strategy and an important measure to establish enterprise brand image.

Enterprises should carry out public welfare activities from the perspective of interests and self-interests. Enterprises should not only give back to society, but also consider their own interests. Corporate profits can contribute to society. Through profitable companies, they can give back to investors and employees and pay taxes to the government. Suppliers can get it from you. The interests of many stakeholders can benefit from your business, that is, profits are the reason why an enterprise exists in society as an organization. Therefore, when carrying out public welfare activities, enterprises should consider not only the social benefits, but also the interests of the enterprises themselves. One of the purposes of public welfare marketing is to improve the efficiency of the company. A good company needs to have a good profit and a good public image. Enterprises can not ignore their own interests, ignore social benefits, can not ignore their own interests, blindly use the company's money to give back to society. In short, social welfare

activities and publicity activities are indispensable activities for the development of enterprises. The two can not replace each other, each enterprise should according to its own situation, to find a balance between the two.

Public welfare marketing is to cooperate with non-profit organizations, make full use of its authoritative and public welfare resources, build a marketing platform that allows consumers to identify, and promote marketing models for market sales.

The resources of non-profit organizations mentioned here are often widely recognized and trusted by the public. Because the authority of these organizations can be accepted by the widest range of consumers, their public welfare can be obtained by the competent authorities at all levels. Public welfare marketing is to take care of people's survival and development, social progress as the starting point, use public welfare activities to communicate with consumers, and generate public welfare effects, so that consumers have a preference for the company's products or services, thereby increasing brand awareness and Reputation marketing behavior. This definition highlights the essence of public service marketing as “marketing behavior”, thus clearing the boundaries with pure charity activities.

The company's investment in social welfare can often help to maintain the support of old customers and strengthen the relationship with old customers. In a highly competitive market, the company's products may also stand out, and the company's contact with the entire community is also closer. , have a better return. When a company's products or services are used by a wide range of consumers, the company needs to use a wide-ranging public welfare project to attract consumers' attention and support, and gain a prominent position in a highly competitive market. For example, a project donated by a company is a public welfare undertaking that the customer considers to be important, so that getting their attention and approval can be more effective. The public welfare activities of multinational corporations as part of the large-scale public relations, the starting point is not single. What is different from local companies is that multinational corporations must stand firm in the local area and must overcome the gap between nationality and culture. Engaging in public welfare activities is an important measure for multinational companies to integrate into the host country and take root in the local area. Whether it is for the government, consumers, potential consumers or the general public, public welfare activities can greatly narrow the distance with them.

Social benefits. In the early days, multinational corporations paid more attention to economic benefits and neglected social and ecological benefits. When they entered the social stage of current

economic surplus, multinational corporations began to adopt a more "civilized" way of activities, emphasizing social and ecological benefits, and looking at it. Putting it into the longer term, we hope to transmit the correct ideas and values to the society, so as to positively influence the society, and at the same time create a broader space for development. Enterprises can bring good corporate ethics and ideas to society and improve their social morality.

The "necklace theory" of brand communication tells us that all communication promotion must operate around a core. Once the brand core concept and strategy are determined, it must be continuously disseminated. All communication actions, including public welfare activities, are taken as the main line to ensure the unity and continuity of the company's theme. Among the world's top 500 companies, "P&G Marketing, Public Welfare" has become a consensus. Under the concept of "having health and having a future", Amway has been an active promoter of national health and sports since entering China. Amway mainly chooses three themes in the public welfare: "advocating health", "care for children" and "committed to environmental protection". For example, "advocate for health" has "Nurricane Health Run" activities; "Caring for Children" has "Angli School Support" activities; "Environmental Protection" has "Where there is Amway where there is green" "planting An Lilin" activities and sponsoring the North and South Poles Scientific research and cleaning up Everest's "Empowering the environment" campaign.

Public welfare marketing is an overall system engineering that runs through the entire marketing process. The implementation of public welfare marketing must integrate the resources of the enterprise itself, make it a topic and topic of public concern through attractive and creative activities, and become a newsworthy event, thus attracting media reports and consumer participation. This event can be disseminated, so as to enhance the corporate image, promote sales, and achieve marketing purposes. Michael Porter pointed out: "The goal of a company to engage in public utilities is, on the surface, to gain more recognition and social impact, but in essence, it should focus on the enhancement of the company's competitiveness." Avi Lee, the father of modern public relations, also pointed out: "What an organization does for the benefit of society and the public will ultimately benefit the organization itself." We have every reason to believe that as public service marketing becomes more and more a business The highlight of the competition strategy, public welfare marketing will enter a more and more benign cycle. The better the public welfare is, the stronger the company is doing. The stronger the company is doing, the better the public good will be.

## **2.2 The context of public service advertising research**

Coca-Cola is good at jointly promoting product marketing. Among the enterprises allied with Coca-Cola companies are McDonald's, Nestle, Procter & Gamble, Disney and other established

international well-known enterprises. There are also start-ups such as Lenovo. Through alliance with these advanced enterprises, Coca-Cola can constantly update and improve its business operation structure and model, expand the scope of brands and products, explore new market opportunities and enter the high-growth market. In 2005, Coca-Cola China took the lead in joining forces with "online games", established a strategic partnership with the ninth city (the giant of China's online game market), and jointly signed a cross-field promotion in China. The World of Warcraft (Game) agreement, which is used as a prelude to the launch of the icoke.cn program. Statistics show that through cooperation, Coke's net profit rose 15 per cent to \$1.29 billion in the second quarter of 2005 compared with the same period a year earlier, and revenue rose 15 per cent in the second quarter. "Beverage + online games" this cross-industry cooperative marketing model has undoubtedly brought "sparks" to the expansion of the consumer group. It can be seen that Coca-Cola this marketing strategy through the different industry alliance to break through the industry restrictions so that both sides to find a common point of interest intersection.

Looking at Coca-Cola's sales strategy in China, the most unique thing is "localization". In 2000, Coca-Cola moved its China headquarters from Hong Kong to Shanghai, creating conditions for a closer feel of the local flavor of China. In the localization of talent, in 2002 for the first time appointed three local Chinese as deputy general manager, Coca-Cola products where the sales network extends, where the selection of personnel. Coca-Cola management believes that the local specific operators have unique conditions: first, familiar with the business situation, including neighborhoods, business conditions, buying habits, etc., can enable Coca-Cola beverage sales. Work as soon as possible into the local environment; Second, the scope of influence is large, the local specific operation staff relatives and friends will be affected by their work, to help them expand their work; Third, the team is stable, local staff settle down in the local, no worries, work mentality is stable, can concentrate on work. These innate advantages are incomparable to outsiders. So, in all the offices of Coca-Cola in China, the specific operators are all natives.

Advertising is an important part of Coca-Cola's marketing strategy. According to the survey, 82.2% of consumers got their brand awareness of Coca-Cola through advertising. Coca-Cola, which has a hundred years of brand history, has forged a cordial product image with its ingenious advertising creativity. For example, Coca-Cola's Lunar New year advertisement "windmill", launched in 1999, shows all the locations in a small village near Heilongjiang Province, and all the people in the advertisement. All the characters come from this village; In 2000, Coca-Cola launched its new advertising work "Dragon Dance". Because dragon is a traditional Chinese mascot, dragon dance is one of the celebration programs of traditional Chinese festivals, which has been praised by the general public. In 2005, Coca-Cola took the Asian flying man Liu Xiang as the protagonist and Liu Xiang as the theme. Liu Xiang and Ah Fu, Gillian reasonable integration

together, the transmission of a more deeply rooted feelings-home reunion, to achieve the perfect combination of internationalization and local Spring Festival folklore.

Professor Ho Di mentioned the necessity of Coca-Cola's cross-cultural marketing in his *Intercultural Marketing Strategies Analysis* (Modern Business and Commerce, No. 01, 2013). She illustrates the positive role of cross-cultural marketing from three aspects: avoiding marketing barriers, resisting competitor pressure and closing the distance with consumers. Then it focuses on the analysis of Coca-Cola's cross-cultural marketing activities in Africa, India, China and other regions. It lists the measures including localization of channels, popularity of brand image and local cooperation of marketing activities, and summarizes and analyses its diversified cross-cultural marketing manifestations. On this basis, this paper analyses the problems that Coca-Cola should treat cautiously in cross-cultural marketing, including how to coordinate the relationship with the external public and avoid catering to the local culture blindly. From the analysis of this document, we can see that Coca-Cola has taken a series of specific measures to design and promote its own brand image. According to the actual situation and different backgrounds, the effect is also remarkable. Similarly, on the issue of mismatch between public welfare activities and public perception, relevant methods are also needed to consider the design and promotion of public welfare activities according to the actual situation.

Professor Zhu Wenxin mentioned in the "Research on Cross-Cultural Marketing Strategy of Coca-Cola Bottle Packaging" (2016, "News Research Guide"), through a case study of Coca-Cola's series of bottle packaging in recent years, exploring its different countries. Cross-cultural marketing strategies between regions and groups, summed up the success of Coca-Cola Company in implementing strategies such as accurately positioning regional culture, using media to build product culture and grasping consumer group culture, and summing up experience from it, for the future of Chinese enterprises. Cultural marketing provides enlightenment: fully consider the combination of cultural personality and cultural commonality, pay attention to the role of new media in the marketing process, and use products as a link between enterprises to convey emotions to consumers. At the same time, we should also see the problems that Coca-Cola Company has in the process of cross-cultural marketing, and actively reflect on it.

Watts, Alan (2016) believe that public welfare marketing has become an important measure for domestic enterprise marketing innovation, but there are not many companies with good results. The reasons are some misunderstandings, such as the confusion of public welfare activities and public welfare marketing concepts. Lack of corporate culture shaping and lack of market positioning. This paper proposes to coordinate the relationship between public welfare and interests, build a system of public welfare marketing, formulate corporate public welfare marketing

strategies, and cooperate with various marketing forms to help enterprises get out of the misunderstanding of public welfare marketing.

Pearce, Joshua M (2016) believes that today's enterprises generally pay attention to the concept of social responsibility. Public welfare marketing has become a way of high-frequency debut and low cost to improve corporate reputation and reputation. However, Chinese enterprises' understanding of public welfare marketing is still in its infancy. This paper analyzes the successful operation of multinational corporations in China's public welfare marketing, analyzes the reasons for the immature operation of corporate public welfare marketing in China, and puts forward the strategic choices for Chinese enterprises to view public welfare marketing from a strategic perspective and truly realize social benefits and corporate benefits.

Wolf & McQuitty (2016) believes that public welfare marketing is not only a theoretical hotspot, but also an effective way for enterprises to enhance brand trust and enhance brand equity. The author uses empirical research methods to demonstrate the impact of public service marketing on brand trust and purchase intention. The results show that consumers' involvement in public welfare marketing activities, the fit of brand and public welfare marketing activities, through the intermediary variable brand trust, have an impact on consumers' willingness to purchase. The conclusion of this study can provide a strong basis for Chinese enterprises to actively carry out public welfare marketing and enhance brand trust.

Wang Jianhua (2017) believes that green marketing, public welfare marketing and social marketing are the development and revision of traditional marketing concepts, which are in line with the basic laws of enterprise development. Among them, social marketing has the richest connotation and is a kind of corresponding to traditional marketing concepts. New marketing concepts. Green marketing stems from social marketing. Public welfare marketing is the innovation of marketing methods under the guidance of social marketing concepts. The three are closely related and have different emphasis. Different forms of marketing, while providing new choices for corporate marketing behavior, also put forward new social requirements for enterprises. A rational enterprise, in the choice of marketing form, should combine the specific conditions of the enterprise itself, according to the development stage of the production and operation of the enterprise and the specific internal and external environment in which the enterprise is located, scientifically and rationally select effective marketing behavior.

Zhang Li, Zheng Ling (2017) Based on the perspective of strategic charitable giving, the panel data of 356 listed companies in China's Shanghai stock market from 2009 to 2011 were taken

as research samples, using OLS model, fixed effect model and random effect model respectively. The quantitative relationship between the public welfare marketing of China's listed companies and their profitability. The empirical results confirm that the company's profitability is measured by the total return on assets, the return on net assets, and the three financial indicators of earnings per share. There is a significant positive correlation between it and its profitability. The analysis shows that the public welfare marketing and profitability of listed companies in China have a mutual promotion and common development in the short term.

Yang Jin (2017) believes that public welfare marketing refers to the combination of corporate goals and social welfare, marketing image, products and services in order to achieve a win-win business approach marketing. Public welfare marketing originated in the United States more than 20 years ago and was introduced to China through multinational corporations. Nowadays, with the development of the social responsibility movement, the society begins to require enterprises to shoulder corporate responsibility and participate in solving social problems. Enterprises gradually use public welfare marketing to promote a win-win situation between enterprises and society. However, how public welfare marketing affects consumer attitude is still a theoretical problem, and the successful experience of multinational companies in China provides a model for the study of this problem. This paper attempts to select Coca-Cola, a well-known multinational company, as the research object. Based on the perspective of domestic college students, this paper studies the influence of multinational corporations' public welfare marketing on consumer brand attitudes, and statistically analyzes the survey data through SPSS11.5 and AMOS7.0 software. The conclusions are as follows: (1) Among the six factors of multinational corporations' public welfare marketing, the attitudes of consumers towards public welfare, the degree of consumer involvement in multinational brands and the credibility of multinational corporations have the greatest impact on the brand attitude of college students. The matching degree between multinational corporations and public welfare undertakings has not shown significant influence on brand attitudes. Motivation perception only has a certain influence on cognitive brand attitudes and the promotion of multinational corporations to public welfare marketing. (2) The influence of the six antecedents on the attitudes of the three brands is different. Among them, the attitudes and interventions of consumers on public welfare have a greater impact on cognitive brand attitudes, while the credibility of multinational corporations has a greater impact on brand purchase intentions. In addition, the attitude, intervention, credibility and propaganda factors of consumers on public welfare not only directly affect the willingness to purchase the brand, but also have an indirect impact through the intermediary role of cognitive brand attitude and emotional brand attitude. (3) Cognitive brand attitude and emotional brand attitude have a direct impact on brand purchase intention, and the influence of cognitive brand attitude is greater. (4) Women are more sensitive to public service marketing than men, and have better attitudes; 18-30 years old group has rational support for public welfare marketing tendencies; consumer groups with monthly disposable income of 500-800 yuan support public welfare marketing at attitudes, but The willingness to buy

a brand is weaker than that of a group with an income of more than 800. This shows that purchasing power limits the support of the student group to the public welfare products, but in the near future, they are the new force supporting the public welfare marketing. Finally, this paper puts forward some suggestions for Chinese and foreign companies to implement public welfare marketing in China.

Liu Chunying (2017) believes that looking at Chinese TV in recent years, a new concept has entered the public eye-vision of TV public welfare marketing. TV public welfare programs and TV public welfare activities have existed for a long time, but they are slow to develop and are often regarded as propaganda tasks. With the advent of economic development, social progress and the information age, media competition is fierce. People have the will and ability to give back to the society. Enterprises recognize the concept of corporate citizenship. TV talents gradually realize the huge “attention economy” and brand effect behind “public welfare”. Facing the great environment of building a harmonious society, it began to promote public welfare marketing with public welfare programs, which triggered the attention of the whole society to public welfare actions. It not only achieved high ratings and advertising revenue, but also gained great social influence and achieved program brands. However, people's discussion of it has just begun, mostly the summary of the individual concrete examples of the industry, and there are many feelings floating on the surface. The author tries to conduct in-depth research on this new way of TV marketing. In addition to making up for the academic gap, it also has profound social value. This paper combines the concepts and characteristics of public welfare marketing and media marketing to have a more reasonable definition of TV public welfare marketing. Then comprehensively summarize its classification, development profile and characteristics to have a preliminary understanding of it; analyze the background of its rise to understand the reality of its existence: explore its deep reasons, its role in social development; also reflect on its problems Looking ahead to its prospects.

Zhou Wenhui and Yang Jin (2017) believe that with the development of the social responsibility movement, enterprises gradually use public welfare marketing to promote a win-win situation between enterprises and society. But how public welfare marketing affects consumer attitudes is still a theoretical problem. This paper selects Coca-Cola as the research object, and conducts empirical research on the influence of public welfare marketing on brand attitude based on consumer perspective, and draws the following conclusions. Consumers' attitudes toward public welfare, consumer involvement in brands, and corporate credibility have the greatest impact on consumer brand attitudes. The matching degree between the company and the public welfare has no significant influence on the consumer brand attitude. Motivation perception only has a certain impact on the cognitive brand attitude. The company's propaganda of public welfare



marketing only has a certain influence on the brand purchase intention. Finally, this paper proposes targeted recommendations for public welfare marketing practices.

### **2.3 Coca-Cola's status of public welfare marketing**

The Coca-Cola Company has a well-known sales motto: someone in a place will be “thirsty” and will have a buying demand for the beverage. Therefore, if the product can reach the consumer, it will certainly occupy the market. The idea of “everywhere” is this. The concept of “everywhere” is mainly reflected in the construction of channels and terminals. The Coca-Cola Company works with distributors and bottling plants. The bottling plant sells the products to distributors who deliver the products to consumers. The relationship between Coca-Cola and the bottling plant has been adjusted to form a global network of bottling plants, a large and complex distribution system. About 20,000 employees and related one million people make up the system. They also provide technical and logistical support for product formulation, product manufacturing technology, quality control processes, sales, design, packaging processes and marketing strategies. Through the control of this industry value chain, Coca-Cola is guaranteed to be delivered to consumers around the world in the best condition. No matter where you are, Coca-Cola is at your side. Coca-Cola's visibility and ease of purchase are beyond the reach of other beverages. The Coca-Cola Company pursues three interlocking marketing rules: First, products are everywhere, you can buy Coca-Cola products at any time and any place, and you can buy them when you want to drink. It is the beverage of the Coca-Cola brand; the third is that when you pay a price, you feel value for money.

For any product, Coca-Cola always hopes to enrich its brand and enhance its brand image through certain special activities. Coca-Cola has always regarded "joy and vitality" as the two major propaganda priorities, and sports as a symbol of vitality, challenge and progress, and the spirit of Coca-Cola is very consistent. Therefore, Coca-Cola's public relations and advertising positioning has always been characterized by sports. Using sports as a marketing medium and appealing means, its image design is also inseparable from sports, and it has a close relationship with sports. In promoting sports, the Coca-Cola Company has always been a global model. Since 1992, they have been supporting the Olympic Games. They have been supporting the World Cup for more than 70 years and have sponsored more than 40 entertainment events. In China, it also supported the Olympic Torch Relay held in Beijing in 2004 and some promotional activities for the Beijing 2008 Olympic Games. Sponsoring sports events can enhance corporate image, expand brand awareness, promote product promotion, enhance affinity and communication with consumers, promote corporate culture development, and provide opportunities for corporate public relations.

Sponsoring public welfare undertakings can enable the company to gain value-added effects such as media promotion and development of government relations resources, and further enhance the brand value of the company. Coca-Cola's investment in charity activities has been spared. In

China, since 1993, Coca-Cola has joined the sponsorship of “Hope Project”. And it has been consistent for 11 years. In addition, Coca-Cola also donated two Jiangxi Coca-Cola Hope Star High School classes and donated 8 million yuan to support the first generation of rural college students. In 2004, Coca-Cola launched the Love Aid Program to help families in difficult families in Guangdong Province return to school. Coca-Cola regards public welfare as part of its overall strategy. Enterprises are not only paying for money but also forming a perfection. Public welfare system. Sponsoring public welfare undertakings, Coca-Cola successfully established a “serious, positive and responsible” corporate image in the minds of Chinese consumers, making itself a member of the society, reducing the defensive mentality that the audience may have with foreign brands, and laying down the market for the development of the market.

Today, Coca-Cola has become a global cultural symbol, but while popular around the world, Coca-Cola does not blindly spread and sell American ideas, but adopts divide-and-conquer strategies in different regions, cultural backgrounds, religious groups and races, such as Coca-Cola’s advertising slogan is “Can tbeat that feeling”, changed to “I feel Coke” in Japan, changed to “unique feeling” in Italy, and changed to “feeling of life” in Chile. "Advertising information always reflects the local culture. In different periods, there are different supporting objects, display channels and generation methods. All of them are timely adjusting their position in the cultural form with the specific time and space situation." Coca-Cola's diversification strategy is more evident in Asia. The Coca-Cola Company noted that the popularity of carbonated beverages in Asia is not comparable to that of the United States and Europe, and the general managers of their Asian countries have been enthusiastic about adopting the “localized thinking, localized action” strategy. Last year alone, Coca-Cola launched 15 new beverage varieties in 45 Asian countries. This long-established company is reinventing itself despite its most valuable brands. From soda production to all areas of drinkable products, we are trying to transform ourselves into a localized “comprehensive beverage company”.

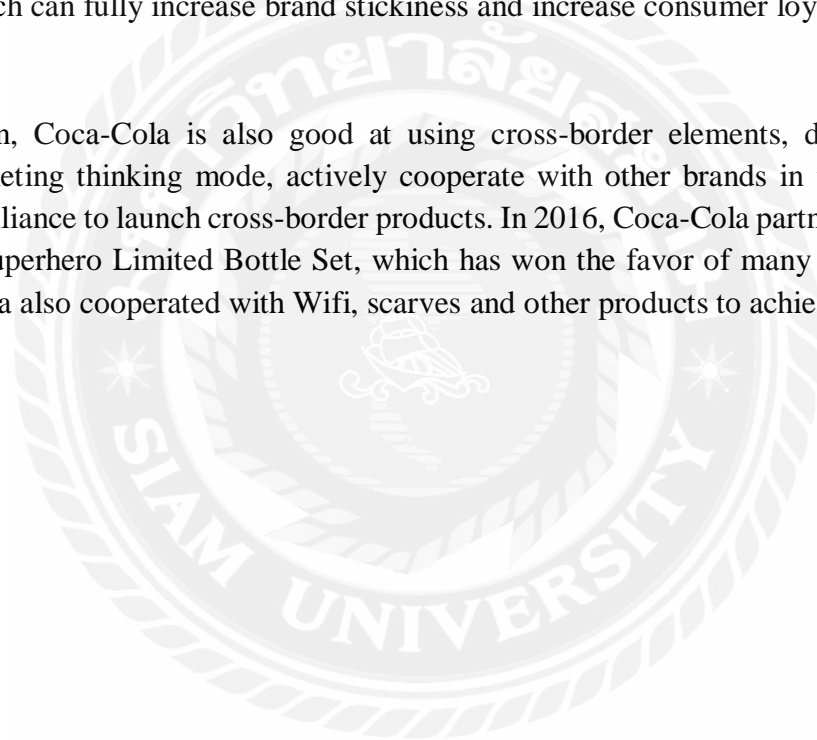
## **2.4 Thends in public servce advertising research**

Coca-Cola is diversified in advertising communication methods. Not only does it have many creative design and cross-border cooperation under the offline, but also interactive communication such as online Weibo WeChat. For offline activities, Coca-Cola's 2013 “nickname bottle” won the Cannes idea. The festival's Creative Marketing Awards printed the online keywords on the bottle, thus bringing the distance to the consumer closer. It is reported that in 2013, its sales have quadrupled. In 2014, Coca-Cola launched the “Lyrics Bottle”, which printed the lyrics of various popular stars on the bottle. The songs have no borders, and people of all ages have their own tastes and areas of love. This lyrics bottle once again caters to the favor of most consumers. By 2015, Coca-Cola will continue to launch a series of “Taiwanese Bottles”, which will include a variety of popular Taiwanese words and phrases, and will make Coca-Cola “bottle culture” the ultimate,

which enables the offline products to interact with consumers very effectively, not only improved. Consumer stickiness has increased consumer loyalty to the brand.

In the era of media convergence, Coca-Cola still spares no effort for online activities. For example, in the promotion process of the “Lyric Bottle”, the bottle body is printed with WeChat QR code. After the consumer scans the code, there will be animation and consumer interaction. The expression of fresh and grounded gas has won the favor of many consumers. . Moreover, if consumers feel that the content has moved themselves, they can forward the circle of friends and pass on the happiness to others, which in turn creates a second spread, once again expanding the online advertising coverage. For example, Coca-Cola's official micro often uses conversational marketing, and Coca-Cola's topic is not uncommon. Fully interact and communicate with online consumers, which can fully increase brand stickiness and increase consumer loyalty to the brand.

In addition, Coca-Cola is also good at using cross-border elements, dare to break the traditional marketing thinking mode, actively cooperate with other brands in the industry, and strengthen the alliance to launch cross-border products. In 2016, Coca-Cola partnered with Marvel to launch the Superhero Limited Bottle Set, which has won the favor of many male consumers. Later, Coca-Cola also cooperated with Wifi, scarves and other products to achieve good returns.



## **3. RESEARCH METHODS**

### **3.1 Research design**

#### **3.1.1 Case study**

The case study method is one of the field studies. Researchers select one or several scenarios as objects, systematically collect data and data, and conduct in-depth research to explore the state of a phenomenon in real life. Suitable for when the boundary between the phenomenon and the actual environment is unclear and not easy to distinguish, or when the researcher cannot design an accurate, direct and systematically controlled variable, answer “how to change”, “why become this” and “how the result”, etc. research problem. It also includes unique design logic, specific data collection and unique data analysis methods. Field observations can be used, and data can be obtained through research documents. Research is more biased and qualitative, and has characteristics in data collection and data analysis, including relying on multiple sources of evidence. Different data evidence must be able to converge in the way of trigonometric test and get the same conclusion; usually there are theoretical propositions or problem definitions that are developed in advance. In order to guide the direction of data collection and the focus of data analysis, focusing on the inspection of events at that time, without intervening in the manipulation of events, we can preserve the integrity of life events and discover meaningful features. Compared with other research methods, it is possible to have a solid description and systematic understanding of the case, and to grasp the dynamic interaction process and the situation context, to obtain a more comprehensive and holistic view.

#### **3.1.2 Interview method**

Interview, also known as interviewing, refers to the basic psychological research method of understanding the psychology and behavior of interviewees through interviews with interviewees. Interviews have different forms because of the nature, purpose, or object of the research question. According to the degree of standardization of the interview process, it can be divided into structural interviews and non-structural interviews. The interview method is widely used, and it can collect various aspects of work analysis data simply and narratively, which is very popular among people.

### **3.2 Source of research data**

#### **3.2.1 Yield planting**

As the world's largest beverage company, Coca-Cola serves consumers in more than 200 countries and sells more than 500 brands of soft drinks. Its main products include Coca-Cola (both low and sugar-free), Fanta, Sprite, and Beauty. Juice source and so on. The global daily consumption of its products exceeds 1.3 billion. Such large sales also generate a lot of data – from production and sales to customer feedback, Coca-Cola relies on a solid data-driven strategy to

guide business decisions at a strategic level. As we all know, Coca-Cola has invested a lot of research and development resources in the field of artificial intelligence to ensure that it can mine every valid information from the collected data.

Sales of carbonated beverages have declined in recent years as dietary concepts have changed. The Coca-Cola Company also uses data to help produce and sell some of the healthier products, such as orange juice (Coca-Cola sells a variety of orange juice brands around the world, including Minute Maid. In terms of planting, Coca-Cola is struggling. The company combines meteorological data, satellites Images, crop yield information, pricing factors, and acidity and sweetness levels ensure that the oranges are grown in the best way and that the taste is stable. Then the algorithm finds the best combination of variables to make the product available in more than 200 countries around the world. The tastes of local consumers match.

### 3.2.2 Packing and shipping

From packaging innovation to protecting products, assisting transportation and promoting sales. Mainly refers to containers including plastic packaging, cans, glass bottles. These containers have a good seal and effectively guarantee the quality of the products. From the perspective of the circulation process of products, product packaging can be divided into packaging in the field of circulation and packaging in the field of production. Packaging in the circulation field refers to transportation packaging, and its selection must be convenient for transportation. Packaging marketing is to combine the consumer's consumer psychology and emotional attribution, the cultural tradition of the place of sale and other factors to design a package with emotional communication function. Get the value recognition of consumers deep inside and enhance the emotional communication between brands and consumers.

Packaging is an important medium for expressing product information. Consumers can better understand the product through packaging, and can more intuitively understand the function of the product and its unique value. Therefore, under the premise of comparable product quality, product packaging that fully considers the actual and psychological needs of consumers often has greater advantages.

### 3.2.3 Propagation mode

Although public welfare behavior can not directly lead to the sale of products, in the long run, it will change people's perception of the company and indirectly promote the brand's reputation, image and product sales.

The history of Coca-Cola's development in China originated in 1927, setting up China's first bottling plant in Shanghai. In 1948, Shanghai became the first major market outside the United States to sell more than 1 million boxes a year. After the establishment of the new China in 1949, Coca-Cola Company stopped its business in China. In 1978, on the day of the establishment of diplomatic relations between China and the United States, the Coca-Cola Company announced that it was the first international consumer goods company to return to China, and established its first bottling plant in Beijing in 1981. In 2000, Coca-Cola moved its China headquarters from Hong Kong to Shanghai. By 2003, Coca-Cola's cumulative investment in the Chinese market had exceeded US\$1.1 billion, with annual sales exceeding 600 million TEUs and employing more than 20,000 people in the Chinese market.

As a special way of information dissemination, advertising has the functions of information dissemination, education, guidance (including induction and misleading), and criticism. With the emergence of integrated marketing strategies, 4P marketing strategies (products, prices, channels, publicity) seem to have become tomorrow's yellow flowers. The 4C marketing strategy (customer, cost, convenience, communication) has entered the public's view, and the advertising has truly returned to The consumer-centric advertising concept presents real-time, accurate and interactive advertising communication development trends, paying more attention to the consumer experience, and personalizing for different consumer groups and even individuals.

Since entering China, Coca-Cola has spared no effort to support China's social welfare. Since 1993, Coca-Cola has donated 52 Coca-Cola Hope Primary Schools in 26 provinces in China, donating 100 hope books, and bringing more than 60,000 children back to school. Since 2001, he has provided professional computer training for the principals and teachers of more than 1,000 Coca-Cola Hope Primary Schools. Coca-Cola also established the "Coca-Cola First-Generation Rural College Scholarship" jointly with bottling plants around the world, and funded 678 young people from the remote villages to take the university to complete the university. The public welfare marketing strategy of "taking the consumer, returning to the society, and contributing to the public welfare cause" has won a good reputation for the Coca-Cola brand.

### **3.3 Quality assurance of research**

Through the WeChat public account, in China, the Coca-Cola Company began to join the sponsorship of "Hope Project" in 1993. In 11 years, the Coca-Cola Company has donated 52 Hope Primary Schools and more than 100 Hope Books in China. More than 10,000 children return to school... Through this social responsibility, Coca-Cola continues to expand its brand reputation and popularity. It can be seen that sponsoring public welfare activities can help enterprises establish a good social image, reduce the defensive psychology that the audience may have with

foreign brands, and thus enhance the brand image and brand value of the company. The public welfare activities that enterprises often sponsor include: sponsoring sports events, sponsoring disaster-stricken areas, financing social welfare undertakings, sponsoring cultural education undertakings, etc., but not all public welfare activities can meet the expectations of enterprises and achieve the enhancement of corporate brand value.

(1) Sports event marketing is a must for many brands, as is Coca-Cola. Coca-Cola chose to cooperate with the FIFA World Cup in Russia in 2018. But unlike previous sports marketing, Coca-Cola has made a lot of innovations. First of all, the theme song "Colors" of the World Cup was released, and translated into songs of many languages to maximize localization. World Cup theme tvc "stock up" "ready for" "uplifted alex" bombing 200 countries multi-channel launch. Second, the digital version of the bottle design creates an entertaining social. Coca-Cola has designed canned packaging with numbers, numbers from 0-9 can be used as score predictions, and fans can participate in social media quizzes during the game. Finally, a limited edition is available for sale to create scarce collections. In line with the World Cup marketing, this year Coca-Cola launched the Russian World Cup limited edition set (6 bottles), representing six different countries, the bottle printed with the 1998-2018 World Cup pattern, the product was robbed after the attack, the scene is very spectacular.

Sponsoring the Beijing Olympic Games, donations from disaster-stricken areas, poverty alleviation and education in the backward areas are everywhere. Consumers are numb with so much information. How to make consumers remember, this requires us to innovate in the form of public welfare activities. In fact, in addition to forms such as sports events, donations in disaster-stricken areas, and poverty alleviation in backward areas, there are still many things in the society that are "truthful, good, beautiful, and moral." For example, in 2006, Zhang Guang 101 carried out "the virtues of the world, starting from scratch, I combed my parents for the second time". The form of large-scale moral education activities is very good.

(2) As a well-known beverage company, Coca-Cola's original mission was to enable people to drink delicious water. However, when it entered the international market, and found in some countries and regions that there was a problem with the local basic water supply, it found that drinking water was no longer so simple. "As the world's largest beverage company, we have the responsibility to give back every drop of water we use. This is our goal and commitment. We work with WWF and the local government around the world to protect important water sources. In China, The ecological protection of the Yangtze River Basin is our focus," Zhang Jianyu, vice president of Coca-Cola Greater China and South Korea, said in an interview.

Since 2007, Coca-Cola China has begun to explore the road of “protecting the rivers and lakes” in China with the theme of “we care”. In the past ten years, Coca-Cola China and its “Allies of the Rivers and Lakes” have promoted nearly 20 local water resources protection projects with different characteristics, covering life, livelihood and ecology. As of the end of 2016, Coca-Cola China has returned to the nature and community about 25.2 billion. Lishui is equivalent to 157% of the annual production water consumption.

Feng Guangyu, President of Coca-Cola Greater China and Korea, said: “Coca-Cola China has always insisted on maximizing the combination of business and goodwill, and creating 'shared value' as the core strategy of enterprise development. Through continuous improvement and promotion of the sustainable development project ecosystem To maximize the benefits of sharing value between the company and society.”

(3) Star effect: Interpret the brand connotation and integrate personal charm. In the Ya'an earthquake in 2013, the Coca-Cola disaster emergency water supply mechanism was first experimentally launched. Four hours later, Jet Li issued the "Coca-Cola water" as the first batch of relief materials in place on Weibo. In 2014, an earthquake occurred in Ludian, Yunnan. The earthquake spread less than an hour. From the town near the epicenter, 72,000 bottles of drinking water in a Coca-Cola distributor warehouse are ready. The mechanism was named "Water Purification 24 Hours", which subverts the traditional disaster preparedness and relief model. At the time of the crisis, Coca-Cola transformed the products in the supply chain into life-saving drinking water in the quickest way. Since then, whenever major natural disasters occur, Coca-Cola China immediately formed a “Golden Triangle” with social institutions such as the government and the Disaster Relief Alliance, turning the Coca-Cola factories, warehouses and logistics throughout the country into life-saving emergency disaster relief networks.

(4) Coca-Cola's commitment is to benefit everyone who is closely related to the business. One of the core tenets of our company is: Coca-Cola, with sincere love and care, actively invests in and implements public welfare projects in China, and sincerely gives back to the society. In order to improve the quality of life of local people, take it from society and give back to the society, it has become an inseparable part of the company's corporate culture. In the course of more than 100 years of the Coca-Cola Company, wherever it goes, it is with the local The public welfare undertakings are closely linked to organize and implement the public welfare projects required by the community to improve the quality of life of the public. Actively participate in and support public welfare activities, consolidate the good image of Coca-Cola in the government and the public, take the initiative, and increase the public by organizing public welfare activities. The preference and recognition of the Coca-Cola brand, and become a model for corporate citizenship,



through the media coverage of public welfare activities and follow-up reports on influential people, highlighting the long-term, comprehensive education funding system formed by Coca-Cola and her The contribution of public welfare.

Most of Coca-Cola's marketing is based on corporate culture, with bottle as the carrier, younger language as the link, big event/TV communication as the tipping point, social media as the main communication channel, and each one. In the creative injection communication activities, users are subtly accepting products, which may be why Coca-Cola has always been a “green tree” in marketing for more than 100 years.



## 4. DATA ANALYSIS

### 4.1 Case description

#### 4.1.1 Red at shanghai expo

During the Shanghai World Expo, the Expo sponsors will appear in various places. Together with the theme of the Expo, they not only bring happiness and beauty to the exhibitors, but also promote the image of the company in a timely manner. The quiet and quiet propaganda is full of creativity.

On March 31, the opening of China's 2010 Shanghai World Expo entered a 30-day countdown. The Coca-Cola Company, a global partner of non-alcoholic beverages at the 2010 Shanghai World Expo, officially launched a large-scale national theme in Shanghai: "Gathering the World Expo, the World is Happy". Expo propaganda activities, through the core concept of "happy", encourage people to be positive, optimistic, and happy to build and enjoy a better life. At the launching ceremony, the design theme of the Coca-Cola Corporate Pavilion "Happy Workshop" was first revealed to the public. A series of innovative and interesting interactive links inside and outside the museum are expected to participate.

The 3,000-square-meter "Coca-Cola Happy Workshop" corporate pavilion is inspired by Coca-Cola's highly acclaimed TV commercials of the same name. The concept of Coca-Cola's happiness is vividly presented, and the brand spirit of happiness is paramount. Visitors can enter the "Coca-Cola Happy Workshop" from the entrance of a huge coin-operated coin-operated coin slot to experience the passion and creativity of the happy elves. In addition, visitors can also learn about the continuous innovation of Coca-Cola Company in its products and packaging for nearly 125 years in the "Coca-Cola Happy Workshop" and make unremitting efforts in sustainable development. Visitors will have the opportunity to get a limited edition of the "Plant Eco Bottle" for the first time. The bottle is made from plants and has a light texture, which fully reflects Coca-Cola's innovative technology in environmentally friendly packaging. At the same time, visitors can also taste some novel and unique innovative products.

#### 4.1.2 Pepsi-Cola competition

The world's first Pepsi-Cola was also born in the United States. On August 28, 1898, it was the day when Pepsi-Cola was born. This is the day that everyone who cares about Pepsi is proud and will not forget. It was 12 years late, and its taste was similar to that of Coca-Cola, which was top-notch, so it was named Pepsi by Coca-Cola.

Since Coca-Cola began to vigorously develop the market more than 10 years ago, it has already become famous at this time, controlling most of the carbonated beverage market, forming a set in people's minds. When it comes to cola, it is not Coca-Cola. Before the Second World War, Pepsi had not seen any improvement, and even twice fell on the verge of bankruptcy. Although during the Great Crisis that began in 1929 and during World War II, Pepsi had to drop the price to 5 cents in order to survive, which is half the price of Coca-Cola. However, it still failed to get rid of the predicament at that time. Pepsi has twice asked Coca-Cola to be acquired, but it was not accepted by Coca-Cola. One of Coca-Cola and Pepsi is a market leader and one is a market follower (challenger). As a market follower, there are two strategies to choose from: attacking market leaders to gain more market share; or participating in competition, but not allowing major changes in market share. Obviously, after nearly half a century of practice, PepsiCo found that the latter option cannot guarantee the survival of the company, and it does not work. As a result, Pepsi began to adopt the former strategy and issued a strong challenge to Coca-Cola.

After the Second World War, PepsiCo targeted consumers in a group of growing young people who had not been subjected to a major crisis and war baptism, confident and optimistic. There is such a saying in our country: If you are in danger, you will have a blessing. The subsequent growth of PepsiCo also fully proved the profoundness of Chinese language and culture. After the low-cost marketing strategy failed to reverse its embarrassing situation, in 1960 PepsiCo handed over the company's advertising business to BBDO (Batten-Barton-Destin and Osborne) advertising company. . At that time, Coca-Cola overwhelmed the Pepsi-Cola with a 5:1 absolute advantage. This is undoubtedly the most crucial step for the growth of Pepsi today. In the 1960s after determining the position of cola's second child, it found the next strategy to stabilize the second position. Pepsi started a new marketing strategy of "new generation", wooing young people, opposing Coca-Cola, and adjusting people's lows. Price impression. BBDO analyzed the changes in consumer composition and consumer psychology, directed firepower to Coca-Cola's "traditional" image, and made every effort to portray Pepsi as a beverage for young people. One of the most beautiful tricks is Jackson's endorsement storm. In the 1980s, PepsiCo spent \$5 million to hire pop music superstar Jackson as its advertising spokesperson. The baptism of this popular storm has affected the psychology of a large number of young people.

After experiencing numerous struggles with fate, illness, tribulations, disasters, and even falling on the line of death, Pepsi finally stepped into the most beautiful youth of life and ushered in a spring of vitality. In the vast global beverage market, Pepsi was able to come to the fore and finally stayed in the same way as Coca-Cola, which was born 12 years ago. An old Chinese saying: If you don't advance, you will retreat. Although there are still many consumers who think that

Coca-Cola tastes better than Pepsi, the "resistance" of Pepsi's rise has also made Coca-Cola realize that today's opponent is not the old Amon.

Coca-Cola's charity events, sports sponsorship, and Pepsi's entertainment title make the competition for these two carbonated beverage giants increasingly fierce. . And Pepsi's series of highly challenging advertisements also let people see the glory of Pepsi-Cola. With the recovery of Sino-US relations, Coca-Cola is the first to enter China's cola production enterprises, with Pepsi's unparalleled ancestors' advantages. Pepsi is also a challenger in China.

## **4.2 Analysis process**

### **4.2.1 Character introduction**

In the beverage industry, Li Xiaolu is a legendary figure. She has been working for Coca-Cola for almost 20 years. In the past 20 years, she has grown from an ordinary communications manager to today's vice president of Coca-Cola China. Coca-Cola has also completed the transformation from imported beverages to local beverages with its successful localization strategy, and firmly established itself in the Chinese market. What makes her even more different is that her various positions in the past 20 years are related to social responsibility and public welfare. This will enable her to deal with any matter from the perspective of love and responsibility, not only to achieve a satisfactory solution, but also to create a strong warmth, this warmth always nourishes each side of her An employee.

In a forum, Li Xiaoyu talked about Coca-Cola, and the topic would not be consciously transferred to the company's public welfare. Her explanation for this is that if a company wants to achieve sustainable development, then its community must also achieve sustainable development. If the community is poor and cannot continue to develop, the company will not exist. Therefore, from a certain perspective, public welfare is regarded as one of Coca-Cola's development strategies and cannot be ignored. Because I love Coca-Cola, I love the company where the company is located. Because the company can help the community and make it better, the Coca-Cola employees feel very happy. Li Xiaolu said, "Participating in public welfare activities is part of the work and life of employees. This is the same in the 35 bottling plants of Coca-Cola.

### **4.2.2 Problems and implementation of public welfare activities**

Li Xiaolu also answered questions from reporters at the forum:

(1) Since coming to China, the Coca-Cola Company has always been an active participant and supporter of the Hope Project. Please briefly explain what you have done in the Hope Project.

Since 1993, we have been working with the CYDF (China Youth Development Foundation) to build a project of hope and have achieved some results. The first is to establish Hope Primary School. Now we have established 59 Hope Primary Schools, allowing 20,000 to 30,000 students to study in a very good and very clean environment. We also have the Hope Star Scholarship, which was co-founded in 2002 with the China Youth Development Foundation. Hundreds of junior high, high school and college students receive this scholarship every year. Nearly 3,000 students have received scholarship funding. This scholarship is also very important for college students. It can be said that without this scholarship, many young and promising students will not be able to continue studying at the university. Coca-Cola scholarships can provide them with support in this regard. In addition, in the summer of each year, I hope that the primary school teachers will be trained for one month to improve their skills. In the past few years, more than 1,000 teachers from Hope Primary School have participated in the training, so that they can bring back the new knowledge they have learned and share it with more teachers.

(2) It is said that you have also done a lot of work in focusing on AIDS orphans.

Yes. The topic of AIDS was relatively taboo before 2000, but since 2003, the state has begun to pay attention and decided to help these children. We at Coca-Cola are the first to participate in the seminar. Since 2005, we have funded AIDS orphans, mainly for AIDS orphans in Yunnan. Because the incidence of AIDS in Yunnan is relatively high, it also leads to more AIDS orphans in this community. We have worked with the China Foundation for the Prevention of STD and AIDS to do several projects. At the beginning, we only funded more than 100 AIDS orphans in a certain area of Yunnan, and now it is more than 1,600. These AIDS orphans come from different cities and towns in Yunnan. We give them annual living expenses, medical expenses, tuition and psychological counseling, and so on.

(3) For a beverage company, the importance of water is unquestionable. We also know that Coca-Cola has done a very good job in saving water. What have you tried?

One of our philosophy is to continuously reduce the proportion of water used. This is also an instruction of our company in the world. For example, our sales this year have increased by 20%. In theory, the amount of water used should also increase, but our current situation is that sales have increased and the proportion of water has decreased. This proves that our water saving is effective. We did make some efforts in saving water. The first is to strictly save water in any water-saving part. For example, we used to clean the bottle with water to clean it, but now we have replaced it

with another more effective method, such as using a powerful wind to clean the bottle. In addition, we have to ensure that all waste water can be returned to the natural environment after we clean it, without polluting the environment, which we must do.

(4) In addition to saving water in all aspects of the company, how do you extend the concept of protecting water to the entire community?

We also have a cooperation project with the United Nations Development and Development Agency, the Ministry of Water Resources and the Ministry of Commerce. We are planning to make safe drinking water in four provinces in the country, so that we can install water pipes in the poorer areas of the country and make plans to protect the water sources so that local villagers have Safe drinking water. For example, we have established some water rafts in Ningxia to help thousands of villagers solve water problems.

There is also a very good project, which is to "retain a bucket of water" project to educate primary school students and let them develop the habit of loving water, protecting water and water. This activity was done in depth with the Beijing Olympic Organizing Committee and the Beijing Environmental Protection Foundation. There are now 800,000 students in the country. This makes the concept of water saving not only infiltrate among primary school students, but also affects his parents and others around him to protect water and save water. After counting, 800,000 students are involved, then his influence is likely to be 800,000 times, 3 times, 4, etc. This effect is subtly formed.

(5) You have invested heavily in public welfare, but always focus on the specific implementation details of the project. Why not promote the donation figures? This is more helpful to enhance the reputation of the company. After all, many people evaluate the social responsibility of the company. Still accustomed to using money to measure.

Coca-Cola does public welfare. It has a special feature. Unlike other people doing business in public welfare, for us, public welfare is public welfare, and business is business. It cannot be confused. Our intention is to provide the public with high-quality, diversified beverages so that everyone can enjoy drinking beverages. In addition, we still hope that the public can understand the real situation of Coca-Cola in China. For example, environmental protection, education, disaster relief, and personnel training contribute to the fact that we are doing things. This is also the corporate value of our Coca-Cola.

(6) Every time you do a charity project, you have to wait until you see the results. In fact, you can donate money. Why do you have to find so many things for yourself and make yourself so busy? Is it tired?

In fact, we feel very satisfied inside. When you are in a good environment and think of someone in a harsh environment, and you have the ability to help them, I think this is a natural thing. And the most important point is that this is the company's culture, the company's core values. Since we can help others, then I have to do it systematically, to do it in a targeted manner, to help them within our capabilities, and to use this money.

In the end, in the words of Li Xiaolu, it is all because they have love in their hearts. It is a pleasure to work at Coca-Cola. Because here you absolutely can not feel the level concept between the superior and the subordinate, whether it is the boss or the staff, everyone is equal. Just as we treat the children who are being subsidized, they treat them equally, and never treat them as outsiders.

### **4.3 Discuss**

#### **4.3.1 External influence**

Political factors: Our government's policy of supporting the development of foreign-funded enterprises, especially international well-known brands in China has been stable for a long time, and the relevant industrial policies and tax policies have also been relatively stable, providing a healthy, free, inclusive and development political environment for Coca-Cola's development in China.

Economic factors: China's huge population size and stable economic growth have provided a huge market for the beverage industry. The per capita beverage consumption of urban and rural residents in China is still relatively low, and the market potential is large. Most beverage industries except China have huge reserves in China. Development potential.

Social factors: Fast food culture is gradually maturing in China, and the beverages with it have room for development; but the health awareness of consumers, especially high-income consumers, makes mineral water, vegetable juice and other products more attractive, and functions. Sexual beverages are further favored by young people, and the emergence of diversified drinks has caused a huge impact on carbonated beverages.

Technical factors: The fierce competition in the domestic beverage industry has prompted beverage enterprises to pay attention to the improvement and innovation of taste and packaging in recent years.

Environmental factors: Global warming and other factors stimulate consumers' attention to environmental protection.

Legal factors: In recent years, the intensity of legal sanctions on pollution, labor rights and interests has increased, and related reports have increased.

#### 4.3.2 Industry analysis

Current situation of beverage industry: Generally, China's natural or artificially prepared beverages with an alcohol content of less than 0.5% are called soft drinks. Currently, soft drinks in the Chinese market mainly include drinking water, carbonated beverages, fruit and vegetable juice beverages, milk beverages, tea beverages and functional beverages. The beverage market began to develop in the 1980s and has grown into a mature and huge market to date, with the following characteristics.

The market demand is large and the demand growth is obvious.

The development of beverage industry in China is similar to that of food industry in general. The growth rate of main economic indicators is basically stable. With the promotion of consumption upgrading, the results of industrial transformation and upgrading show preliminarily. The vitality of economic development has become stronger again, which is one of the hot spots and new growth points in the development of consumer goods in China.

#### 4.3.3 Variety diversification

Since the reform and opening up, our country's beverages have developed from single soda to more than ten categories, including carbonated beverages, fruit and fruit juices, vegetable and vegetable juices, bottled drinking water, tea drinks, protein drinks and functional drinks. In recent years, new categories have been pouring into the market, including bottled drinking water, carbonated drinks, and functional drinks. Vegetable and fruit juice drinks are the three largest categories.

Brand competition is becoming more and more intense.



The beverage industry in China has experienced four stages: 1979-1995 is the first stage, this period is the world of Coca Cola and Pepsi carbonated drinks; 1996-2006 as the second stage Wahaha and farmers' spring packaging water sales in China broke the "two happy" beverage market dominated pattern; In 2007, the Chinese beverage market entered the third phase of the Chinese beverage market due to the hot sale of the Chinese tea beverage, followed by. In 2008, juice drinks were on the market. The life cycle of soft drink product is shortened obviously, the competition of soft drink brand is becoming fiercer day by day.

The future development trend of the beverage industry:

(1) The emerging markets are cooling down and the overall growth is still growing increased income and population growth benefit the beverage industry.

The steady growth of sales in the global beverage industry in the past was mainly due to the steady increase in sales in developed countries such as the United States, Western Europe, and Japan, and the growth of developing consumer markets such as China, Southeast Asia, Brazil, and Eastern Europe. The growth of mature markets offsets the negative impact of slower growth in emerging markets such as China. In the long run, the growth prospects of developing markets are bright due to population growth and household income.

(2) Increased population in Asia may stimulate growth in the beverage industry.

The data shows that population growth in emerging markets in Asia may boost sales in the beverage industry, with a median annual growth of about 4.3% before 2020. In Asia, the Philippines has the fastest population growth rate, with an annual growth rate of about 1.6% before 2020, followed by Pakistan (1.4%) and Malaysia (1.4%). The United States and the United Kingdom have a population growth rate of less than 1%. China Only 0.4%, the slowest growth.

(3) Per capita GDP growth in South and Southeast Asian countries may attract Coca-Cola into the market.

Emerging markets with fast-growing GDP per capita provide growth opportunities for beverage companies. According to the International Monetary Fund's forecast, the per capita GDP

growth rate in India and Vietnam in 2017 will exceed 5%. In March 2017, Coca-Cola publicly stated that it would invest an additional US\$ 285 million in Vietnam.

#### 4.3.4 Setting up incentive mechanism

Set up an effective incentive mechanism to encourage consumers to use the Coca-Cola products and then motivate to dump the garbage in the recycling bin. In terms of how to maximize recovery and better motivate consumers to return bottles, we envision three incentives:

(1) Set up a point account in the WeChat applet. You can set the scan code function on the trash can. Only the code of Coca-Cola's products will be scanned first. After the certification is passed, the trash can be opened (and the corresponding aluminum can or plastic bottle mouth); WeChat's Coca-Cola small program sets up member environmental protection points. Account, collect and record environmental information collection. The system will convert the garbage delivered according to the regulations into corresponding environmental protection points. After the successful dumping of the garbage, the consumer can obtain the points by scanning the QR code displayed on the screen (only for 20 seconds), the accumulated points will be displayed in the friend leaderboard, adding social attributes, using the consumer's comparison psychology, Guide consumers to recycle bottles.

(2) Imitated the German bottle charging system. Since 2003, Germany has become the first country in Europe to implement a plastic bottle and cans recycling deposit system. When residents buy beverages in the supermarket, the recyclable beverage bottles will automatically deposit a bottle of 0.08-0.25 euros, and the bottle will be refunded. . In Germany, there is a special refilling machine, which is usually set up next to the supermarket. After washing the used bottle and pour the water into the repayment machine, you can get the bottling fee vouchers, which can be used by the residents. The voucher can directly withdraw cash in the supermarket, and can also be used as a cash voucher. These recycled bottles do not need to be reprocessed, can be directly refilled, and can be recycled more than 30 times, which is very environmentally friendly. This avoids the process of re-manufacturing these plastic bottles and achieves the goal of low carbon and environmental protection. At present, the recovery rate of PET bottles in Germany is as high as 93%, which is only about 31% compared with the recovery rate of American PET bottles. This bottle charging system is very successful. In addition to the strong environmental awareness of the German people, the success of the bottle charge system is also due to the high compulsory margin collection in advance and the high popularity of bottle returning machines. For the Coca-Cola beverage company, the best way is to cooperate with the government and vigorously promote bottle returning machines in pilot cities, so as to ensure the improvement of the whole recycling process.

(3)Coca-Cola arcade game console. A few years ago, Coca-Cola once made a creative marketing campaign in Dhaka, the capital of Bangladesh. The concept of the project was mainly to promote environmental protection and encourage people to recycle plastic bottles, increasing the awareness of local people on garbage collection and recycling. . The Coca-Cola Company placed arcade game consoles in six locations in the city, as long as the Coca-Cola bottle was put into an empty bottle to play a plate. This project, which lasted only six days, eventually successfully collected thousands of empty bottles and achieved good publicity. Although this activity cannot be implemented as a sustainable project, it can still achieve good publicity in a short period of time, and it attracts the public to pay more attention to environmental protection while causing the topic. We believe Coca-Cola can design similar creative marketing as the first step in the entire environmental project, but can be used for arcade games. The theater project has undergone some improvements to increase the fun of the game and to launch it in the pilot city to observe the effect.

#### 4.3.5 Promotion and promotion of content

Educational Advertising on Environmental Protection Knowledge: Combining Coca-Cola's Image with a Series of Environmental Protection Knowledge (Waste Classification, Resource Recovery, etc.) Educational advertisements on environmental protection knowledge of Coca-Cola environmental protection packaging materials, Coca-Cola garbage cans and garbage classification are designed to enhance consumers' environmental protection knowledge, cultivate consumers' awareness of garbage classification and guide consumers to conduct correct environmental protection behavior.

Public Advertising Graphics: making a picture showing Coca-Cola 's environment-related advertising, with emphasis on showing the contribution of Coca Cola environmental protection material bottles to the environment. Show Coca-Cola 's value of "we care" about garbage sorting and recycling.

#### 4.3.6 Video advertising

Creative Advertising: making Creative Coca Cola Public Service Advertising

Music category: Using Coca-Cola's products, consumers will use different materials of packaging sound in the ancient city (such as the click of opening plastic bottle caps, the click of opening cans, recycling plastic bottles of Coca-Cola, different sounds of cans), Remix into a creative, melodious music (can be combined with video shooting)

Story category: You can choose to shoot short or long videos. For example, you can make a series of music films of story category. Each one is based on different packaging materials of Coca-Cola products, such as aluminum cans, glass and plastic panels. You can make use of the characteristics of Coca-Cola's products and refer to Yida's chewing gum advertisements.

Traditional public service advertisements: making general public service advertisements to show the environmental problems such as the lack of earth resources, the shortage of water resources, and the serious air pollution of land and so on.

Reference to "No Sale, No Killing": In the background of the polluted earth, highlight the white.

Pollution and its sources, such as garbage, focus on showing the terrible appearance of the over-polluted earth, as well as the terrible impact on people's health and life; the reversal of the outcome is that people have begun to consciously do environmental protection-related things, such as some enterprises doing environmental protection, including the process of Coca-Cola producing plant bottles, and so on.

#### 4.3.7 Create hot topics

(1) Carry out some Coca Cola public flash activities (E. G. arcade games, etc.)

(2) Print some witty words on the recycling barrel of Coca-Cola, such as "Hey, I can only throw plastic bottles", "I don't want vegetable soup", "T ^ T" and so on, collect online phrases in the early stage, and carry out preheating activities; in the actual launch, the words of each recycling barrel are different, triggering people's discussion and forwarding on the social network through interesting words.

WeChat's environmental integrator list (modeled on Alipay's annual bill) triggering sharing and comparisons.

#### 4.3.8 Channels of communication:

On-line

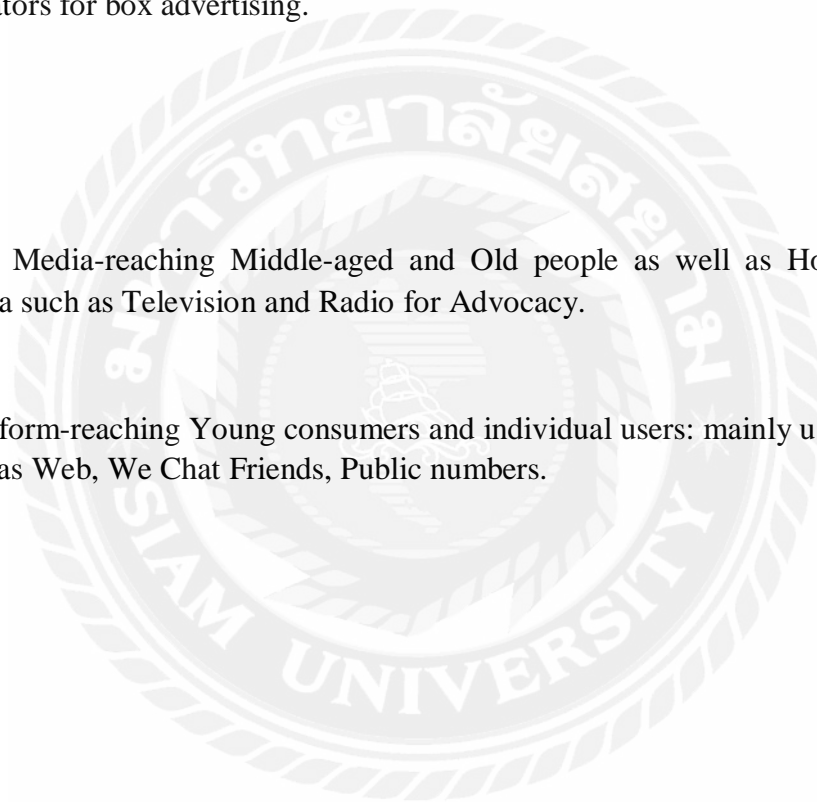
Crowd-intensive places - affect the general users, increase visibility: mainly choose to set up billboards in crowded scenes, such as convenience stores, supermarkets, bus stations, subway corridors, elevator rooms, schools, busy business districts, etc., can also be video advertising in some areas (such as elevators, subway, etc.)

Living Scene Marketing - Coca-Cola's main use scenarios are propaganda: advertisements are set up in Coca-Cola's more use scenarios, such as night markets, bustling restaurant lights, laying promotional photos, placing Coca-Cola trash cans and using Coca-Cola storage devices such as refrigerators for box advertising.

#### Off-line

Traditional Media-reaching Middle-aged and Old people as well as Home users: using traditional Media such as Television and Radio for Advocacy.

New Media platform-reaching Young consumers and individual users: mainly using New Media platforms, such as Web, We Chat Friends, Public numbers.



## **5. RESULTS AND PROSPECTS**

### **5.1 Conclusion**

First of all, the good business ideas and ideas that the enterprise rewards the society is the foundation. The public welfare activities are the responsibility and obligation of the enterprise, not the charity activities. Therefore, the public welfare actions also need to be honest. Otherwise things will be reversed. Public welfare must first be based on a starting point of goodwill and sincerity. Don't fool people. Because in the minds of the people. The value and price reflected by the enterprise in the public welfare activities are equal to the image of the enterprise strength in the public mind. Therefore, if the enterprise wants to communicate with the consumers through the public welfare activities in the public welfare activities, establish a good corporate image. And market your products with a good corporate image. To make consumers' preferences for their products, they must be convinced that consumers are smart people.

Second, public welfare marketing must grasp four principles: broadness, pertinence, relevance, and interactivity. Public interest activities and publicity are widely concerned, targeting target groups, and effectively putting corporate image and brand connotation into public interest activities, which can lead to multi-party resource interaction. Active participation and attention. Public benefit marketing will become more and more important to corporate marketing. Because in the era of homogenization of a product, consumers mainly recognize products with the recognition of corporate brands. The foundation of public benefit marketing is public welfare activities and public welfare, reflecting corporate culture, connotation and thinking. Combine public interest activities with the marketing of the company to increase the visibility of the company through public interest activities, so that consumers have a preference for their products and services.

### **5.2 Suggest**

A small number of entrepreneurs enhance their corporate image through charitable activities, leaving a good impression on consumers and increasing product purchases. The results are clear, and other companies have followed suit. In the next stage, social responsibility becomes a means of corporate marketing, shortening the path of influence on consumer behavior, and consumers generate empathy and consumption. At this stage, the development of public welfare marketing has begun to form a complete system, with public welfare as content and marketing. Nowadays, the company's self-awareness has been improved, and the idea of exacerbating profits in the past

has been abandoned. The significance of corporate existence lies in creating social value. The guiding ideology is to fulfill social responsibilities and realize the path to provide goods and services to the society. At this stage, the company conducts commercial activities, produces products and provides services to fulfill its social responsibilities and plays a role in caring for members of society and building a better social environment.

Selecting marketing for public welfare events can effectively improve consumer loyalty. Compared with other marketing methods, the marketing effect of public welfare marketing is remarkable, which stimulates the enthusiasm of enterprises to plan public welfare marketing activities. From the perspective of actual economic benefits, the current investment in public welfare marketing strategies can be highly valued and highly marketed. The economic benefits brought by public welfare marketing directly guide enterprises to pay more attention to the use of public welfare marketing methods in the marketing model.

It has prompted local governments to be more willing to cooperate with enterprises to help develop public welfare activities. The government and enterprises cooperate to publicize public welfare activities, so that the public's attention to public welfare activities increases, and enterprises can complete marketing tasks more effectively. The overall policy and overall social climate have shown a trend to encourage public service marketing. The current policy and social environment are conducive to enterprises to carry out public welfare marketing activities.

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