

IMPLEMENTING A BRAND STRATEGY FOR A NEW PRODUCT: RELEASING A NEW PRODUCT IN A MULTINATIONAL COMPANY

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ABSTRACT

The present paper focuses on the issue of using marketing instruments (like innovation, creativity, revitalization) in multinational companies like Coca Cola. The research is about identifying the right options and marketing strategies, for implementing a new and healthy product on the market, and studying the consumer behavior, regarding the subject. In conclusion, this product could be a chance for this company to improve image and to take benefit by increasing the number of consumers.

Eating correctly from nutritional point of view, had become the domination power in the food industry. Therefore, the products were divided in two big categories: healthy products like the brand Danone, Dorna, and those that have adapted to consumer requirements such as those of Coca-Cola soft drinks industry etc. On the other hand, healthy products are more and more popular among consumers which are receptive to the vast amount of messages from mass media. Since the year 2000, the market trends from the consumers products were bounded by the attention upon natural products.

Healthy food is the newest trend today. Consumer empowerment campaigns initiated by schools, government, and labels with nutrition information on food packaging, has helped people become more aware of their choices. „Parents are becoming more attentive to what their children eat, and the producers ramp out with new healthier brands”, said Chris Longbottom, director of TNS Worldpanel.

The idea to promote in a multinational company, like Coca Cola, a product in which consumers trust, is an extremely profitable solution for the company image and reputation.

As the matter of fact, the best exemple could be the new brand Aqua San that explains best, the characteristics of this type of product- natural 100% with healing effects upon human body. Also the new brand concentrates on the ecological characteristic of this product because all of the materials used for the product packaging are recyclable.

The new brand is distinguishing the product from those already included in the company portofolio. It expresses a new orientation- for example organic products based on just plain water, natural fruit juice (Aloe Vera in this case) and natural sweeteners (like honey).

The new image can be associated with Dorna, one of the main players held by Coca Cola factory. Aloe Vera, known by ancient Egyptians and Chinese, „the elixir of youth”; „plant of immortality”; or „harmony remedy”; represents an herb that has beneficial effects on health and also is the main ingredient used in the cosmetics industry.

Aloe Vera or Aloe Barbadensis originates from North Africa and is widespread in areas where the land is fertile and the weather is fine. Appearance is similar to that of a cactus and contains a succulent interior, made mostly of water.

The properties of the plant

The substance used is Aloe Vera Gel, a thick fluid, viscous, content of the leaves. They are used to treat burns with aloina - a milky liquid, bitter, yellow, which is used as a laxative too.

The plant contains 20 minerals (calcium, magnesium, zinc, chromium, selenium, etc.), 12 vitamins (A, B, C, E, folic acid, etc.), 20 of the 22 amino acids necessary for human body.

The beneficial effects upon human body:

- Supports the immune system because of the 23 peptides contained therein;
- Has an antiseptic effect (destroys bacterias, virusis and fungees);
- Disinfect wounds and prevent infection;
- Stimulates cell renewal process;
- Contribute to the proper functioning of the digestive system;
- Provides a general positive feeling of whole body balance.

During summer time, it prevents deshidratation, and during winter it protect the body from the flue. Therefore, it is recomended that this juice would be consumed in any season.

In this way, Coca Cola revitalize its brand image in its product portfolio to include this water that contains Aloe Vera and a variety of natural flavors.

In the case of flavored Aloe Vera water, the company applies a complex structure after the marketing model: Guarantee Brand+Brand Line+Brand Product Line:

Guarantee Brand:

- ✓ confers credibility to the new brand launched;
- ✓ its main disadvantage is that brand image can waste a vast territory;
- ✓ it is possible that those persons that are consumers of the competition like PEPSICO to choose not to try the product.

Brand Line:

- Aqua San gives identity to the new product;
- will be marketed under the brand all kinds of mineral water with added fruit juices;

Brand Product Line: Aqua San – Aloe Vera

Later, inside the portofolio can be introduced new sortiments like: flavored mineral water with taste of lemon, peach, strawberries, apples, and cranberries.

Aqua San is obtained by joining the noun of Latin origin Aqua (water) and short substantive of Latin origin Sanitas (health). The name highlights the values that represent the brand: the human body is composed of 65% water. Water is necessary for the proper functioning of the nervous system and has beneficial effects on the metabolism. During the day the amount of water in the body decreases and should be replaced frequently. Aqua San revitalizing effect combines pure spring water (which has an optimal content of minerals for the body) with the curative effect of the Aloe Vera plant.

On the other hand, it is obtained as a drink that not only quenches thirst but also help to revive and improve the general health of the body. Aqua San mineral water is meant for consumers who appreciate a high quality product and they love to discover and try new things.

Aqua San is intended for those consumers who like to stay one step ahead. Aqua San is preferred by people who appreciate a high quality product that expect something exceptional and trying to overcome their limitations.

Logo

The logo consists of the brand name 'Aqua San' written in a stylized, sans-serif font. The word 'Aqua' is in white and 'San' is in green. The text is set against a light green, slightly blurred background.

The simple logo obtained by writing a stylized writing of the brand name, using 2 diferent colours: white (the symbol of purity) and green (wich suggests the natural part and the ecological part of the brand).



The emblem

Obtained by mixing together the logo and one simbol that represents a plant (in the case of other sortiments this element differs).

In spite of the fact that is an alusive emblem, expressing the philosophy and the brand values, also, it has an informative role (suggesting to the consumers what is the taste and flavor of the water).

The packaging

The drink is sold in bottles of 0.5 and 1.5 liters. The packaging of 0.5-liter is perfect for people who want to hydrate during sports activities (with a form that helps achieve maximum adhesion), and is perfect for using at home, at the office, or during travels. All packaging materials are recyclable, emphasizing the ecological brand image.



In conclusion, to revitalize the company`s image, this product launch, could be a solution both to retain current customers and to attract another type of consumers who associate the brand name with the product.

Flavored mineral water market is still very small, with few competitors in the market. Most products in this category are generally imported. Consumers of the new product are dynamic people concerned for their well wishing to gain control over their body.

As the matter of fact, they are the the kind of people who lead an active and demanding life, and want to be prepared to deal with daily confrontations with the best tone.

A brand such as Coca Cola, well known inside the country and outside, wich has devoted clients but also critics, can`t assure the guarantee of a marketing succes, without a carefull advertise with all the details fixed.

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