

# Analysis of the Brand Marketing Strategies of Coca-Cola on TikTok

Le Wang \*

Zhengzhou No.1 Middle School, Zhengzhou Henan 450000 China

\* Corresponding author email: mreichard32268@student.napavalley.edu

**Abstract.** The impact of social media platforms on brand influence is one of the key research topics today. Researchers found that TokTik, as a short video based social media platform, has a large group of young users, and its entertaining and creative content has attracted users worldwide. However, there are still research gaps and lack of unified explanation on the impact of brand influence on the TokTik platform. Therefore, by analyzing Coca Cola's marketing strategies and activities on TokTik, this study reveals the positive impact of TokTik on brand awareness and recognition. Coca Cola encouraged users to participate in and share dancing videos by launching a challenge activity called "# CokeDance" on TokTik, which has achieved more than 100000 challenges and greatly increased brand exposure. In addition, the launch of TokTik short video ads and the cooperation between the brand and bloggers have further increased consumers' awareness and loyalty to the Coca Cola brand. This study provides a useful reference for other brands to develop brand marketing strategies and enhance brand influence on the TokTik platform.

**Keywords:** Brand marketing strategies, Coca Cola, TikTok.

## 1. Introduction

The popularity of social media and the rapid growth of user numbers have become significant features of today's society, having a profound impact on business and brand marketing. Digitization and socialization have become the main trend of brand promotion. As a social media platform with short video as its core, TokTik has attracted a large number of young users worldwide. In this context, the purpose of this study is to explore the impact of TokTikTokTik platform on brand influence, and focus on its positive contribution to brand awareness and recognition [1].

The popularity of social media is increasing day by day, and its user base is rapidly expanding. The rapid development of digital technology and the widespread popularity of smartphones have enabled people to connect to social media platforms anytime and anywhere, greatly changing consumer behavior and how consumers interact with brands. Social media platforms have become important channels for brand promotion, providing enterprises with opportunities to directly interact with target audiences. In this trend, studying the actual impact of social media platforms on brand influence has become particularly important [2].

TokTik, as a short video social media platform, has attracted a large number of young users through its unique user groups and innovative forms of interaction. TokTik's content production mode emphasizes creativity and interest, which makes brand promotion have great challenges and opportunities on the platform. The brand marketing strategy for TokTik, a special platform, needs to be closely combined with user behavior and platform characteristics to gain broader brand influence and recognition [3].

This study selected Coca Cola as the case study object, as its successful experience on social media as a globally renowned beverage brand has attracted attention. Coca Cola has been committed to innovative brand marketing for many years, constantly adapting to the needs of young consumers and market changes. Taking Coca Cola's marketing strategy on TokTik as an example, we can deeply explore its success, so as to provide practical reference and enlightenment for other brands' promotion strategies on the TokTik platform.

A literature review shows that the impact of social media on brand marketing has been widely studied. However, there are still some research gaps in the actual effect of TokTik platform on brand

influence, especially its positive contribution to brand awareness and recognition. The purpose of this study is to fill this gap and reveal the actual effect of TokTik on brand influence through in-depth research on the characteristics and user behavior of the platform [4].

Therefore, through literature review and case analysis, this study will deeply explore the impact of TokTik platform on brand influence, with special attention to its impact on brand awareness and recognition. Through the analysis of Coca Cola's marketing strategy on the TokTik platform, we will provide practical guidance for the brand to develop more effective social media marketing strategies, and further enhance the brand's market competitiveness and brand influence. The conclusions of this study will provide practical suggestions for brand promotion and marketing on the TokTik platform, and make contributions to relevant academic research and business practice.

## 2. Case Introduction of Coca Cola

The establishment and development background of TokTik platform makes it one of the leading social media platforms in the world. As a company headquartered in China, TokTik has quickly gained the favor of global users in a short time. Its content form centered around short videos allows users to express themselves through creative and interesting video content, and share and interact with others. TokTik's user group is mainly concentrated in the younger generation, which provides a unique market opportunity for brand promotion [5].

At the same time, Coca Cola, as a world-renowned beverage brand, has a long history and a wide global market share [6]. For many years, Coca Cola has been known for its innovative brand marketing strategy, constantly adapting to the needs and market trends of young consumers. On the TokTik platform, Coca Cola hopes to attract young users through clever marketing strategies to enhance brand awareness and recognition.

Among them, the "# CokeDance" challenge activity launched by Coca Cola on the TokTik platform is a successful case worth studying. This activity encourages users to participate and share dance videos, and spreads brand image through user generated content. This activity has achieved more than 100000 challenges on the TokTik platform, which has greatly increased the exposure of the Coca Cola brand. Through interaction and participation with users, Coca Cola has successfully attracted more attention from young consumers and increased brand awareness and loyalty [7]. In this study, we will introduce the development status of TokTik platform and Coca Cola in detail, and analyze the launch and effect of the "# CokeDance" challenge activity of TokTik [8].

Through literature review and case analysis, we will discuss the actual effect of TokTik platform on brand influence, and provide practical marketing strategy suggestions to help other brands expand market competitiveness and brand influence on TokTik platform. By studying the positive impact of TokTik platform on brand marketing, we are expected to make new contributions to brand promotion and social media marketing.

## 3. Research Reasons and Main Issues

As a social media platform with a large group of young users, TokTik has great potential in brand promotion. However, how to achieve effective brand promotion on TokTik and increase brand awareness and recognition has become an important issue worth exploring. The purpose of this study is to reveal the actual impact of TokTik on brand influence by analyzing Coca Cola's marketing strategy on TokTik, and explore the best practice of brand promotion on social media platforms. Solving this problem has important guiding significance for other brands to carry out effective social media marketing strategies on TokTik and enhance brand influence and market competitiveness [9].

To achieve effective brand promotion on the TokTik platform is one of the important topics of social media marketing today. For brands like Coca Cola, TokTik has great potential as a social media platform with a large group of young users. The successful marketing strategy of Coca Cola in TokTik can be analyzed from the following three perspectives:

First of all, the "# CokeDance" challenge launched by Coca Cola on the TokTik platform is one of its successful marketing strategies. This activity encourages users to participate and share dance videos, attracting a large number of active participation and interaction from users. For example, users showcase their talents through creative dance videos, forming a wave of User Generated Content (UGC). This interactive marketing activity allows users to deeply participate, enhances emotional resonance between users and the brand, and thus forms a strong brand influence. According to data, the challenge activity has achieved over 100000 challenges, further enhancing the brand's exposure and user engagement.

Secondly, Coca Cola has expanded the brand's influence on TokTik through cooperation with TokTik [10].

As an influencer with a large number of fans, TokTik has a wide range of influence and appeal. Through the cooperation with TokTik Online Celebrity, Coca Cola can spread brand information and expand the brand's exposure by virtue of its fans. For example, Coca Cola cooperated with the well-known TokTik online celebrities to interact in the challenge activities, attracting more users to participate and pay attention. This kind of cooperative marketing with online celebrities can make the brand better connect with young users, and increase the brand's popularity and recognition on the TokTik platform.

Third, Coca Cola has further improved the brand's exposure by putting short video ads on the TokTik platform. Short video ads are very popular on TokTik and have a strong communication effect. Coca Cola uses the form of TokTik short video ads to skillfully integrate brand information into the content that users like, so as to increase users' attention and awareness of the brand. This type of advertising placement can enable the brand to reach its target users more widely, increasing the brand's exposure and user engagement [11].

To sum up, through the analysis of Coca Cola's successful marketing strategy on the TokTik platform, we can see the actual effect of TokTik on brand influence. Through challenge activities, cooperation with online celebrities and short video ads, it has effectively increased the brand's popularity and recognition, and expanded the brand's influence on the TokTik platform. These experiences have important guiding significance for other brands to carry out effective social media marketing strategies on the TokTik platform and enhance brand influence and market competitiveness. Through in-depth study of these successful marketing strategies, other brands can learn from and apply these best practices, improve the brand's influence and competitiveness in TokTik, and achieve more effective brand promotion.

According to the data, on the list of popular brands of carbonated drinks in November 2022, TokTik platform, Coca Cola ranked first with a sales volume of 4.6125 million yuan [12].

PepsiCo and the Arctic Ocean ranked second and third respectively, with sales of 1.6787 million yuan and 6506 million yuan, respectively. These data reflect Coca Cola's sales performance advantages on the TokTik platform, but also cause the following problems:

Coca Cola's sales volume is higher than that of its competitors: Although Coca Cola has a leading sales volume on the TokTik platform, it needs to study its marketing strategies and activities in depth. The challenge launched by Coca Cola in TokTik deeply involves users and online celebrities, which has formed a strong influence, thus providing a large number of sales.

Competitive brand sales gap: PepsiCo and Arctic Ocean have a significant sales gap compared to Coca Cola. This has led to how to improve the brand promotion strategy of competitive brands. PepsiCo and Arctic Ocean should pay attention to the TokTik market and try to use TokTik to expand their influence.

Brand exposure and user participation: In addition to sales, brand exposure and user participation on the TokTik platform are also important indicators to measure brand influence. Coca Cola ranked first on the list, but other brands still need to improve their exposure in TokTik.

To sum up, based on the information provided by the data, the problem analysis will focus on discussing Coca Cola's successful marketing strategy on the TokTik platform, opportunities for improvement of competitive brands, brand exposure on the platform and user participation. Through

in-depth research on these issues, we can better understand the actual effect of TokTik platform on brand influence, and provide practical guidance for brands to develop more effective marketing strategies.

Based on the analysis of the achievements and problems of TokTik platform and Coca Cola's list of popular carbonated beverage brands in November 2022, further put forward the following suggestions to help Coca Cola improve its brand influence on TokTik platform:

**Develop creative content marketing strategy:** on the TokTik platform, users are more interested in creative and interesting content. Coca Cola can draw on the characteristics of TokTik to develop creative and interactive marketing strategies. For example, interesting challenge activities can be launched to encourage users to showcase stories and experiences related to the Coca Cola brand through creative videos, thereby increasing user engagement and brand exposure

**Strengthen the communication of brand stories:** on the TokTik platform, the communication of brand stories is crucial to building brand recognition and loyalty. Coca Cola can convey its core values and brand philosophy through emotional brand stories, resonate with users, enhance the emotional connection between the brand and users, and enhance brand influence.

**Strengthen cooperation with online celebrities:** There are a large number of online celebrities with large fan groups on the TokTik platform, and cooperation with them can bring more extensive exposure to the brand. Coca Cola can cooperate with the well-known TokTik online celebrities to jointly launch interesting brand activities to attract more fans' attention and participation, so as to enhance the brand's popularity and recognition on the TokTik platform.

**Create brand community and long-term interaction:** brands can establish their own community on the TokTik platform and have long-term interaction with users. Coca Cola can stimulate user discussion and interaction by publishing topics and content related to users, increasing user stickiness and loyalty. At the same time, regularly respond to user messages and comments, establish a positive brand image, and enhance the trust relationship between the brand and users.

**Optimize advertising strategy:** advertising on the TokTik platform is an important means of brand promotion. Coca Cola can optimize the advertising strategy according to the data analysis results, customize different advertising content and forms for different user groups, and improve the click rate and conversion rate of advertising, so as to enhance the brand's advertising effect and influence on the TokTik platform.

To sum up, through the above suggestions, Coca Cola can make better use of the advantages of the TokTik platform to enhance the brand's influence on social media. Creative content marketing strategy, brand story communication, cooperation with online celebrities, brand community construction and advertising optimization can help Coca Cola attract more users' attention and love, and achieve sustainable growth and market competitive advantage on the TokTik platform. These suggestions will provide useful reference and guidance for other brands to carry out effective social media marketing strategies on TokTik.

The research results show that Coca Cola's marketing strategy on the TokTik platform has achieved remarkable results, becoming the champion of the popular brands of carbonated drinks in November 2022, with a sales volume of 4.6125 million yuan. Its success is mainly attributed to the following factors:

First of all, Coca Cola has adopted an innovative marketing strategy on TokTik, which has attracted a large number of young users' attention and participation by publishing attractive short video content and activities with high participation.

Secondly, Coca Cola cooperated with bloggers on TokTik and key opinion leaders such as KOL to carry out fashion challenges and cooperative promotion activities, effectively increasing brand exposure and user participation.

Finally, Coca Cola made full use of the data analysis tools of the TokTik platform to deeply understand user needs and preferences, optimize brand promotion strategies and content, and achieve better marketing results.

To sum up, TokTik plays an important role in improving brand influence. Coca Cola has achieved remarkable sales results through its marketing strategy on the TokTik platform, and achieved high recognition and recognition of the brand among young user groups.

In terms of future outlook, it is suggested that other brands can learn from the successful experience of Coca Cola, carry out innovative brand marketing strategies on the TokTik platform, strengthen cooperation with bloggers, KOL and other key opinion leaders, constantly optimize content creativity and activity interaction forms, use data analysis to optimize, and establish long-term and stable interaction with users. Through these measures, other brands are also expected to enhance their brand influence on the TokTik platform, achieve better marketing effects, and stand out in the competitive market.

#### 4. Conclusion

The purpose of this study is to explore the impact of TokTik platform on brand influence, and take Coca Cola's marketing strategy on TokTik as an example to reveal its positive impact on brand awareness and recognition. The research results show that Coca Cola has successfully improved its brand influence on the TokTik platform through creative content marketing strategies, cooperation with online celebrities, short video advertising and other means, and become the champion of the list of popular carbonated beverage brands in November 2022.

In terms of problem analysis, this study focuses on issues such as Coca Cola's higher sales than competing brands, sales gap between competing brands, brand exposure, and user engagement. Suggestions were put forward to address these issues, including developing creative content marketing strategies, strengthening brand story dissemination, strengthening cooperation with internet celebrities, creating brand communities and long-term interactions, and optimizing advertising strategies. These suggestions can help Coca Cola further enhance its brand influence on the TokTik platform, attract more users' attention and love, and achieve sustainable growth and market competitive advantage.

However, this study also has certain objective limitations. Due to the limited data and time range involved in the study, it may not be possible to fully cover all brands and activities on the TokTik platform. Future research can expand the sample range, deeply explore the successful experience of other brands on the TokTik platform, and further explore the impact mechanism of social media platforms on brand influence by combining more data analysis methods.

#### References

- [1] Bruhn, M., Schoenmueller, V., & Schäfer, D.B. Are social media replacing traditional media in terms of brand equity creation? *Management Research Review*, 2012, 35 (9): 770 - 790.
- [2] Chang, C.H., Chen, Y.S. Enhance brand equity through leveraging customer base of social media. *Total Quality Management & Business Excellence*, 2013, 24 (1-2): 124 - 139.
- [3] Digital Marketing search Engine Optimization, social Media Marketing, search Engine Marketing, App Store Optimization of Following Websites/apps Of Irctc, new Delhi. SyndiGate Media Inc., 2020.
- [4] De Valck, K., Kozinets, R.V., Wojnicki, A.C., & Wilner, S.J.S. Networked narratives: Understanding word-of-mouth marketing in online communities. *Journal of Marketing*, 2010, 74 (2): 71 - 89.
- [5] Laroche, M., Habibi, M.R., & Richard, M.O. To be or not to be in social media: How brand loyalty is affected by social media? *International Journal of Information Management*, 2013, 33 (1): 76 - 82.
- [6] Looy, A. Social media management: using social media as a business instrument (Second edition). Springer Nature Switzerland AG, 2022.
- [7] Yu, C., Wang, Y., Wei, Y. Social media endorsement: An investigation of product and celebrity attributes. *International Journal of Advertising*, 2012, 31 (2): 311 - 327.
- [8] Chen, L., Yang, Y. Effect of social media marketing on brand equity: A mediation framework. *Journal of Business Research*, 2018, 88: 449 - 458.

- [9] Sterne, J. Social media metrics: how to measure and optimize your marketing investment. Wiley, 2010.
- [10] Wang, Y., Yu, C., & Wei, Y. Social media endorsement: An investigation of product and celebrity attributes. *International Journal of Advertising*, 2012, 31 (2): 311 - 327.
- [11] Chu B.D. Analysis on the Success of Coca-Cola Marketing Strategy. *Proceedings of the 2020 2nd International Conference on Economic Management and Cultural Industry (ICEMCI 2020)*. 2020.
- [12] Van Looy, A. *Social Media Management Technologies and Strategies for Creating Business Value* (1st ed. 2016). Springer International Publishing, 2016.