



Market and Message Statement

Strategic Planning Components

Coca Cola is a company that stands for more than just a product. For 125 years we have been proud affiliates for many human rights campaigns. It's now our responsibility to show our support for the LGBTQ community.

Our company's philanthropic branch, The Coca Cola Foundation will be the organization behind this communication effort. Founded in 1984, The Coca Cola Foundation is recognized as charitable organization in the U.S. We support initiatives and programs that benefit the improvement of humanity worldwide.

The Human Rights Campaign (HRC) is the largest LGBTQ civil rights organization. The HRC has recognized Coca Cola for having a perfect corporate index rating since 2006. Although we are very proud of this achievement, we know we can do better. The "Pass the Love" campaign is going to establish Coca Cola as a powerful LGBTQ supporter and advocate for human equality.

Our target audience will be gay men of any age. This is not disregarding the fact that our company supports all LGBTQ entities. The campaign will advocate equality for all demographics, but the ads that will be run are featuring a male couple, so that is our key audience. We want our entire company to endorse this campaign, but the ads will feature our "Coca Cola Classic" reiterating that our support is rooted in the foundation of our company.

The main message this campaign needs to communicate is that we have a right as humans to love unconditionally and that we should be able to "pass" that love to anyone we want.

Our goal is to run the ads online and in print. Commercial production is currently a works in progress. Since our print ad features the marriage of two men, our goal is to run that ad in men's magazines such as Sports Illustrated and GQ. The colors are bold and not gender specific, making this placement appropriate. The online ads will run on similar space. Even though the online ad doesn't exhibit a male figure, the Coca Cola bottle is wearing a bow tie, a much more male orientated accessory.

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According to The Community Marketing and Insights Inc. 2012 study, the median age of the LGBTQ market is 44 years old (CMI Consumer Panel, 2012). They reported that 91 percent of the LGBTQ community is employed. In a 2012 sample of purchase findings, only 48 percent of the community purchase sprits or cocktails (CMI Consumer Panel, 2012). Community Marketing and Insights does not currently work with Coca Cola. However, we want to team up with this research organization to further connect in the LGBTQ community and generate more demographic information for our target audience. According to an Experian marketing study the average annual income for males in 2012 individually was \$55,900 and in a partnership \$116,000 (A Look At Household Income and Discretionary Spend of Lesbian, Gay and Heterosexual Americans, July 20, 2012). Even though the current economy is low, there is growth and potential in this market. The current buying power of the LGBTQ community is projected to be \$790 billion according to Witeck Communications, (America's LGBT 2012 Buying Power Projected at \$790 Billion, 2012). We want to create product placement in many LGBTQ awareness events such as parades, props and be supporters of organizations and affiliations that support the community. In order to intrigue buyers (particularly men) outside the LGBTQ community we want to endorse sporting events and conduct surveys for deals and promotions.

Publication Production Components

The emotional tone for the ad pieces is intended to convey love in the most classic way. In the print ad we used all classic Coca Cola colors. It features a male couple at a marriage ceremony holding classic Coca Cola bottles in the traditional marriage toast embrace. The online ad features a Coca Cola bottle wearing a rainbow bowtie. Both simple and elegant.

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Typography:

Print Ad

Head: Coca Cola Logo Image

Text/Subhead: "Pass the..."

Typography: Zapfino

Body: Regular, 24pt.

Ink: White/paper

Text/ Second Subhead: "Love"

Typography: TimesNewRoman

Body: Bold, 72pt.

Ink: RGB Red

Ink (Background): Black

Online Ad

Text/subhead: "Pass the..."

Typography: Zapfino

Body: Regular, 12pt.

Ink: White/paper

Second text/subhead: "Love"

Typography: TimesNewRoman

Body: Bold, 30pt.

Ink: RGB Red

Ink (Background): Black

Art Credits:

Online Ad

Coca Cola Bottle: konnectafrica.net

Bowtie: mypridegear.com

Print AD

Coca Cola Logo: investorsabout.com

Coca Cola bottles: konnectafrica.com

Couple: guardian.com.uk

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Pass The **LOVE.**

Coca-Cola®

Classic



Pass The...

Love.