



# Brand Attribute Differentiation



# **ASSIGNMENT**

- *To Develop an Analytical Approach Which Will Assess the Ability of Brand Specific Attributes to Differentiate Heavy, Moderate, and Light Users of Major Coca-Cola Brands*



# Methodology

## • *Derived Importance*

- *Using Brand Specific or Intrinsic Attributes, Regress on Purchase Intent and Rank Resulting T Values\* for a Measure of Importance*

## • *Target Group Differences*

- *Calculate Percentage Gaps of Attributes Between Target Groups (e.g.. Heavy vs.. Light Coca-Cola Drinkers) for Brand Specific or Intrinsic Attributes*

\* T-Value is the statistical measure of significance in regression analysis



# Goal

- *To Differentiate Between Coca-Cola Consumption Groups in Order to Plan Targeting to Bring Weekly Drinkers into the Daily Category and Monthly Drinkers into the Weekly Category*
- *Grow Volume*



# *Applicability*

- *Brand Attribute Differentiation Can Be Applied to Any Brand In Any Target Market*
- *The Methodology Can Be Applied to Any Given Subgroup (E.g.. User Frequency Groups, Demographic Profiles, Between Markets, etc.)*
- *May Be Used In Conjunction With Other Methodologies*



## *Brand Specific Attributes Coca-Cola*

- *Coca Cola Brand Specific Attributes*
  - *Has Real Cola Taste*
  - *Has an Unforgettable Taste*
  - *Revitalizes Me*
  - *Gives me Enjoyment Any Time*
  - *Good to Drink With Family and Friends*
  - *Is Recognized as the Best Soft Drink*
- *Intrinsic Attributes*
  - *Great Tasting*
  - *Very Refreshing*
  - *Thirst Quenching*
  - *High Quality*
  - *Worth What it Costs*
  - *Goes Well With Meals and Snacks*



## *Males in the 12-29 Year Old Age Group Are The Largest Segment of Daily Coca-Cola Drinkers*

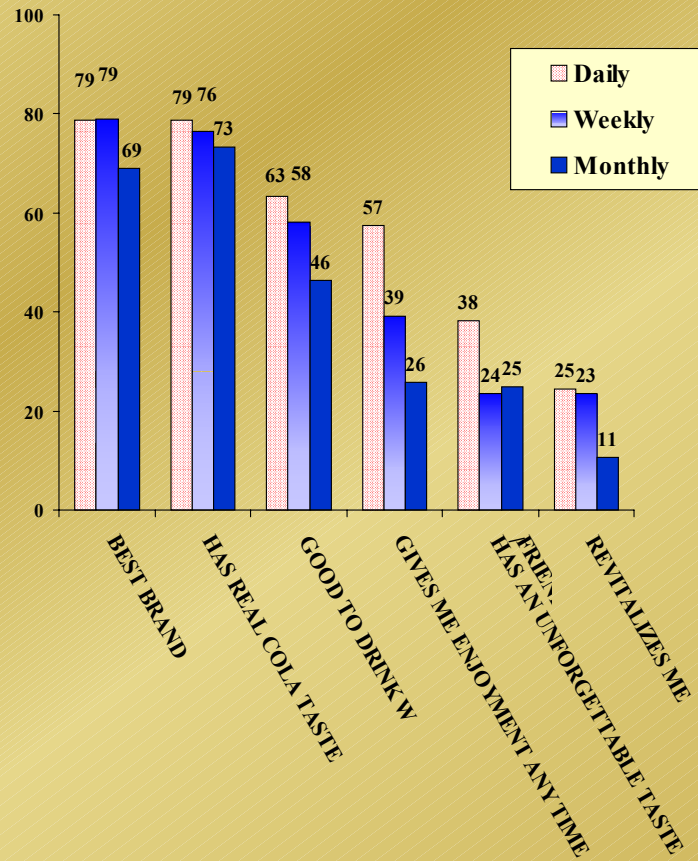
### Demographic Profile of Coca-Cola Consumption Categories

|                   | <b>Total</b> | <b>Daily</b> | <b>Weekly</b> | <b>Monthly</b> |
|-------------------|--------------|--------------|---------------|----------------|
| <b>Drink Coke</b> | 62%          | 20%          | 26%           | 16%            |
|                   |              | 33%          | 41%           | 26%            |
| <b>Male</b>       | 51%          | 65%          | 60%           | 46%            |
| <b>Female</b>     | 49%          | 35%          | 40%           | 54%            |
| <b>12-19</b>      | 18%          | 31%          | 23%           | 16%            |
| <b>20-29</b>      | 29%          | 41%          | 33%           | 25%            |
| <b>30-39</b>      | 28%          | 21%          | 27%           | 29%            |
| <b>40-49</b>      | 25%          | 8%           | 17%           | 30%            |

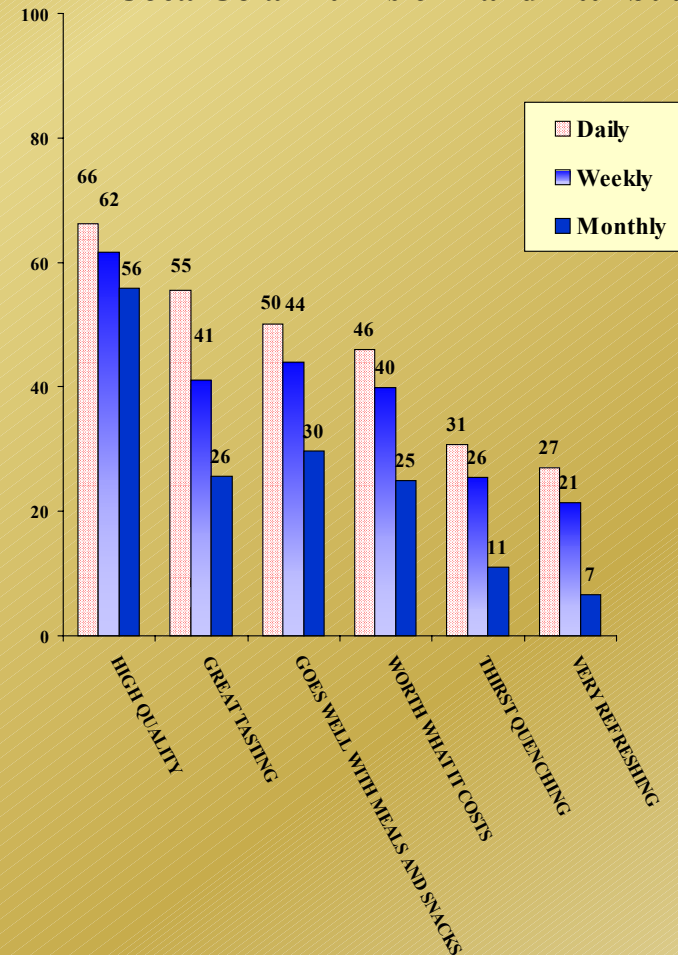


# *Coca-Cola Brand Image Is Most Highly Viewed as “Best Brand of Soft Drink”, “Real Cola Taste”, and “High Quality”*

**Coca-Cola Brand Specific Attributes**



**Coca-Cola Intrinsic Brand Attributes**





*“Enjoyment Anytime” and “Recognized as Best Brand” are the Most Important Brand Specific Attributes for Daily Coca-Cola Drinkers. Intrinsically They Feel That Coca-Cola is A “Good Value” That “Goes Well With Meals and Snacks”*

Derived Importance Among Coca-Cola Daily Drinkers

### **Brand Specific Derived Importance**

| <b>Brand Specific Attribute</b>       | <b>T-Value</b> |
|---------------------------------------|----------------|
| <b>Enjoyment anytime</b>              | 15.9           |
| <b>Recognized as best brand</b>       | 11.0           |
| <b>Good to drink w/family-friends</b> | 7.1            |
| <b>Has real cola taste</b>            | -0.2           |
| <b>Revitalizes me</b>                 | 0.0            |
| <b>Has an unforgettable taste</b>     | -0.1           |

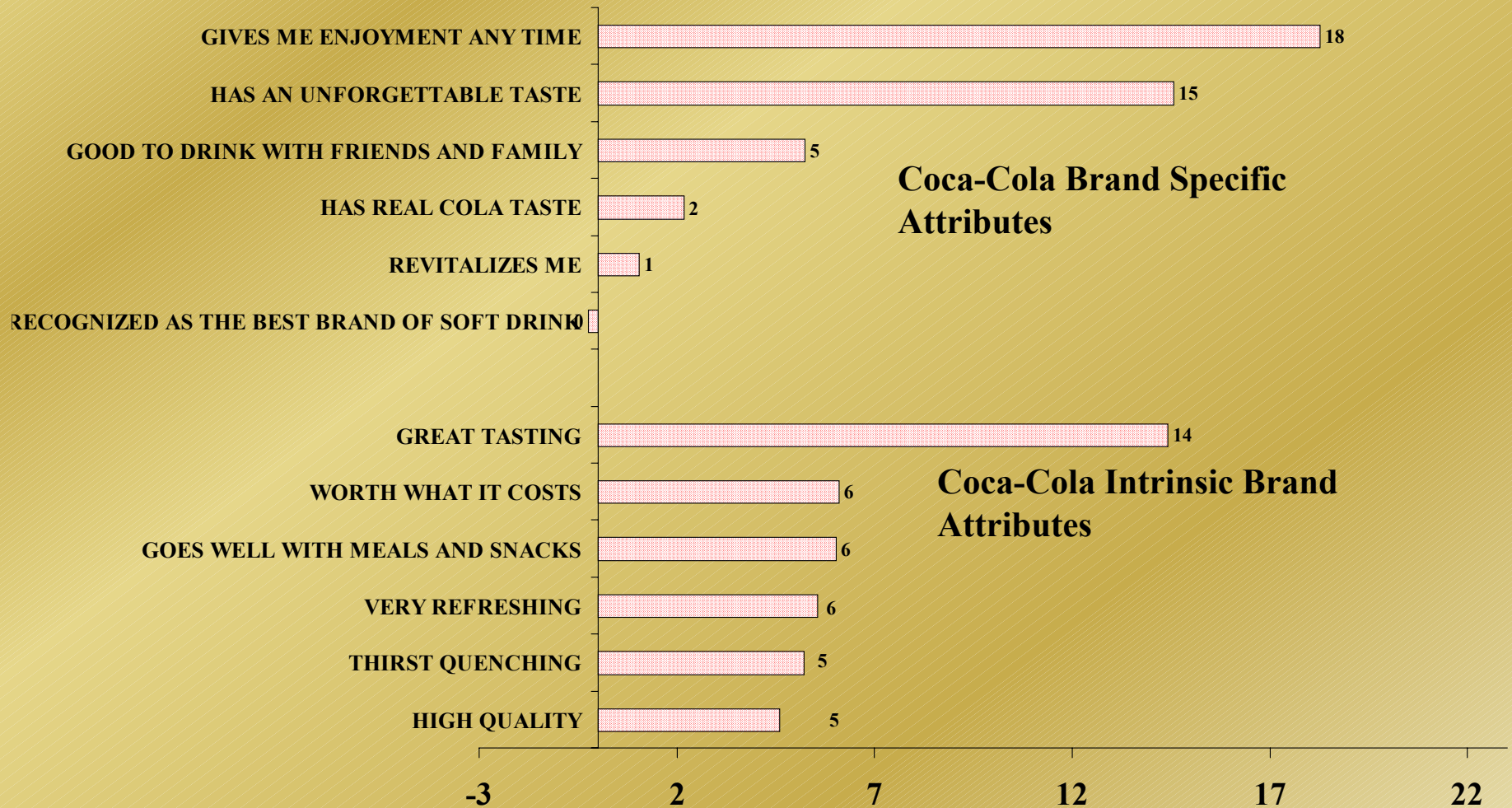
### **Intrinsic Brand Derived Importance**

| <b>Intrinsic Coca-Cola Attributes</b>  | <b>T-Value</b> |
|--|----------------|
| <b>Worth what it costs</b>             | 7.7            |
| <b>Goes well with meals and snacks</b> | 7.2            |
| <b>Very refreshing</b>                 | 4.4            |
| <b>Great tasting</b>                   | 3.0            |
| <b>High quality</b>                    | 1.7            |
| <b>Thirst quenching</b>                | -0.8           |



# *The Largest Gaps Between Daily and Weekly Coca-Cola Drinkers are “Gives Me Enjoyment Anytime” and “Great Tasting”*

Delivery Gaps Between Daily and Weekly Coca-Cola Drinker





## *In Order to Move Weekly into the Daily Category, Two Brand Specific and Two Intrinsic Attributes Can Be Emphasized*

### *Differentiating Daily Vs. Weekly Coke Brand Specific Features*

- Gives Me Enjoyment Anytime
- Good To Drink With Family and Friends

### *Differentiating Daily Vs. Weekly Coke Intrinsic Features*

- Worth What it Costs
- Good With Meals and Snacks



*“Good to Drink with Family/Friends” and “Recognized as Best Brand” are the Most Important Brand Specific Attributes for Weekly Coca-Cola Drinkers. They Also Feel That “Worth What it Costs”, “Very Refreshing”, and “Great Tasting” are the Most Important Intrinsic Attributes*

Derived Importance Among Coca-Cola Weekly Drinkers

### **Brand Specific Derived Importance**

| <b>Brand Specific Attribute</b>       | <b>T-Value</b> |
|---------------------------------------|----------------|
| <b>Good to drink w/family-friends</b> | 17.5           |
| <b>Recognized as best brand</b>       | 14.8           |
| <b>Has an unforgettable taste</b>     | 9.4            |
| <b>Enjoyment anytime</b>              | 2.0            |
| <b>Revitalizes me</b>                 | 1.7            |
| <b>Has real cola taste</b>            | 0.6            |

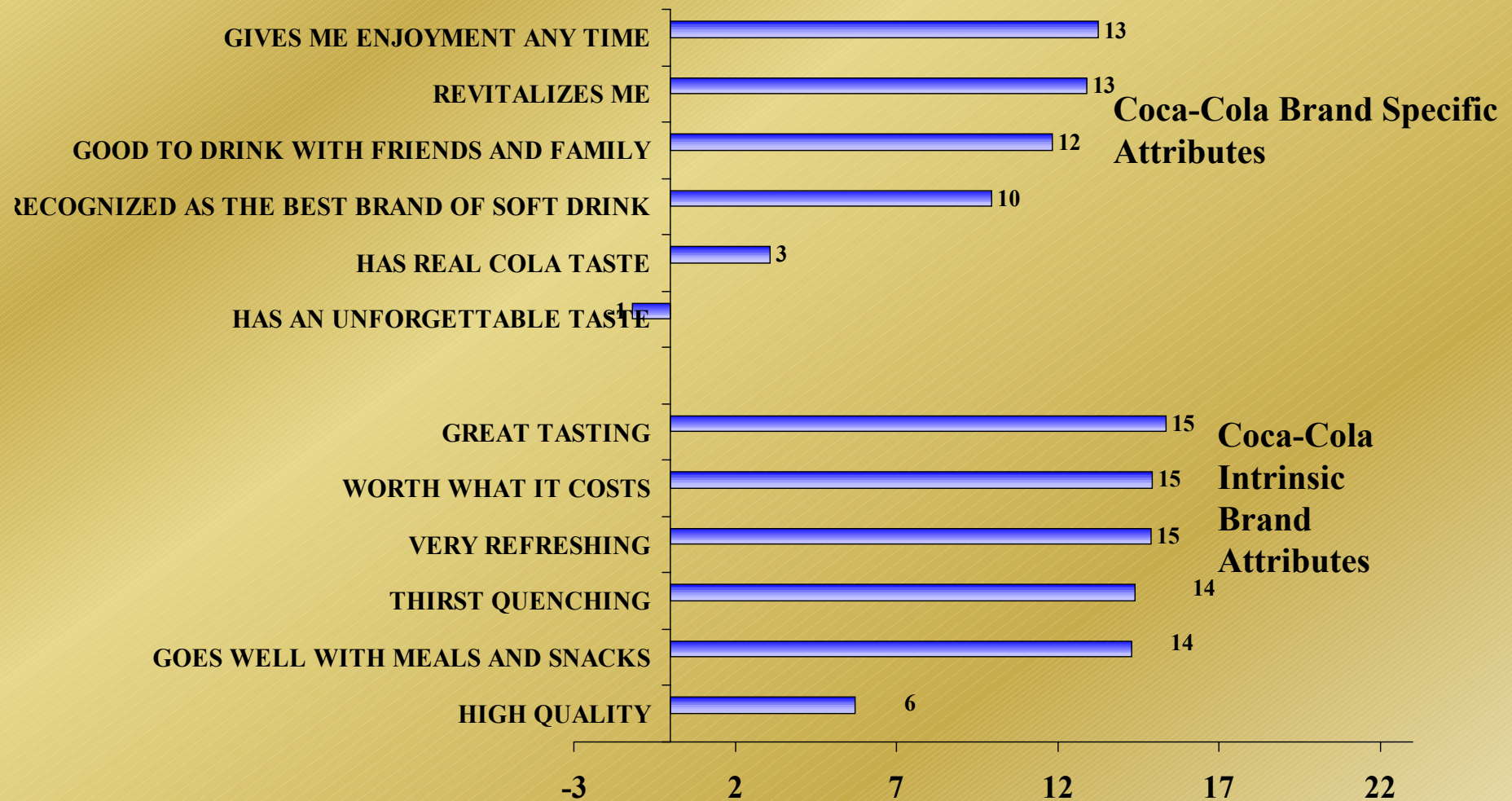
### **Intrinsic Brand Derived Importance**

| <b>Intrinsic Coca-Cola Attributes</b>  | <b>T-Value</b> |
|--|----------------|
| <b>Worth what it costs</b>             | 12.0           |
| <b>Very refreshing</b>                 | 11.3           |
| <b>Great tasting</b>                   | 6.6            |
| <b>Thirst quenching</b>                | 4.6            |
| <b>Goes well with meals and snacks</b> | 2.8            |
| <b>High quality</b>                    | -0.4           |



# *Coca-Cola Weekly Drinkers Are More Differentiated from Less Than Weekly Drinkers by Intrinsic Than By Brand Specific Attributes*

Delivery Gaps Between Weekly and Monthly Coca-Cola Drinkers





# *A Different Strategy is Required to Move Monthly Drinkers To Weekly Drinkers than to Move Weekly Drinkers to Daily*

## *Differentiating Daily/Weekly Coke Brand Specific Features*

- Gives Me Enjoyment Anytime
- Good To Drink With Family and Friends

## *Differentiating Daily/Weekly Coke Intrinsic Features*

- Worth What it Costs
- Good With Meals and Snacks

## *Differentiating Weekly/Monthly Coca-Cola Brand Specific Features*

- Good to Drink With Family And Friends
- Best Brand of Soft Drink

## *Differentiating Weekly/Monthly Coca-Cola Intrinsic Features*

- Worth What it Costs
- Very Refreshing