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***

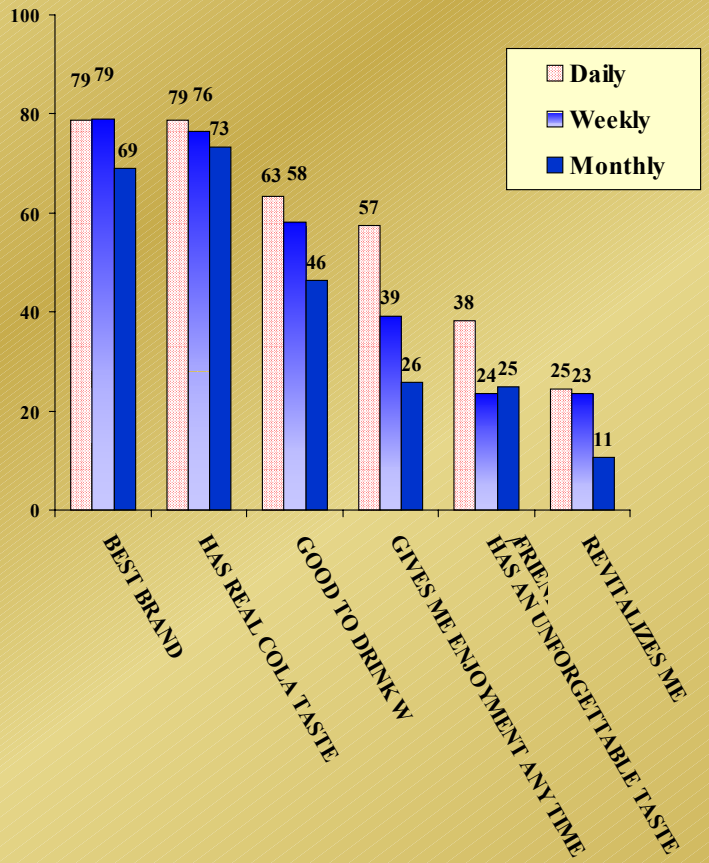
Males in the 12-29 Year Old Age Group Are The Largest Segment of Daily Coca-Cola Drinkers

Demographic Profile of Coca-Cola Consumption Categories

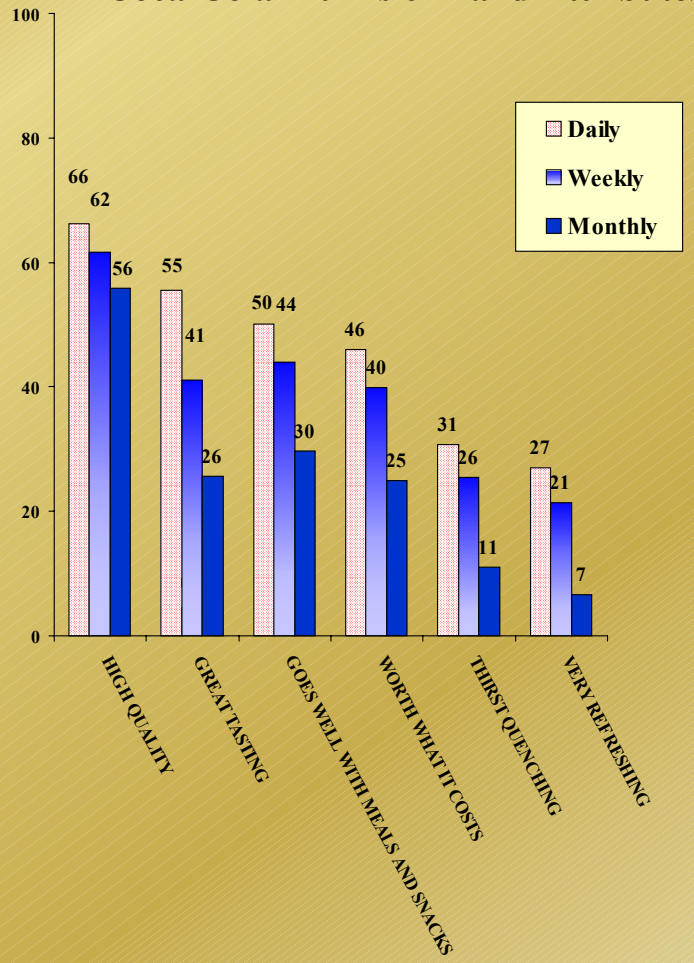
	Total	Daily	Weekly	Monthly
Drink Coke	62%	20%	26%	16%
		33%	41%	26%
Male	51%	65%	60%	46%
Female	49%	35%	40%	54%
12-19	18%	31%	23%	16%
20-29	29%	41%	33%	25%
30-39	28%	21%	27%	29%
40-49	25%	8%	17%	30%

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

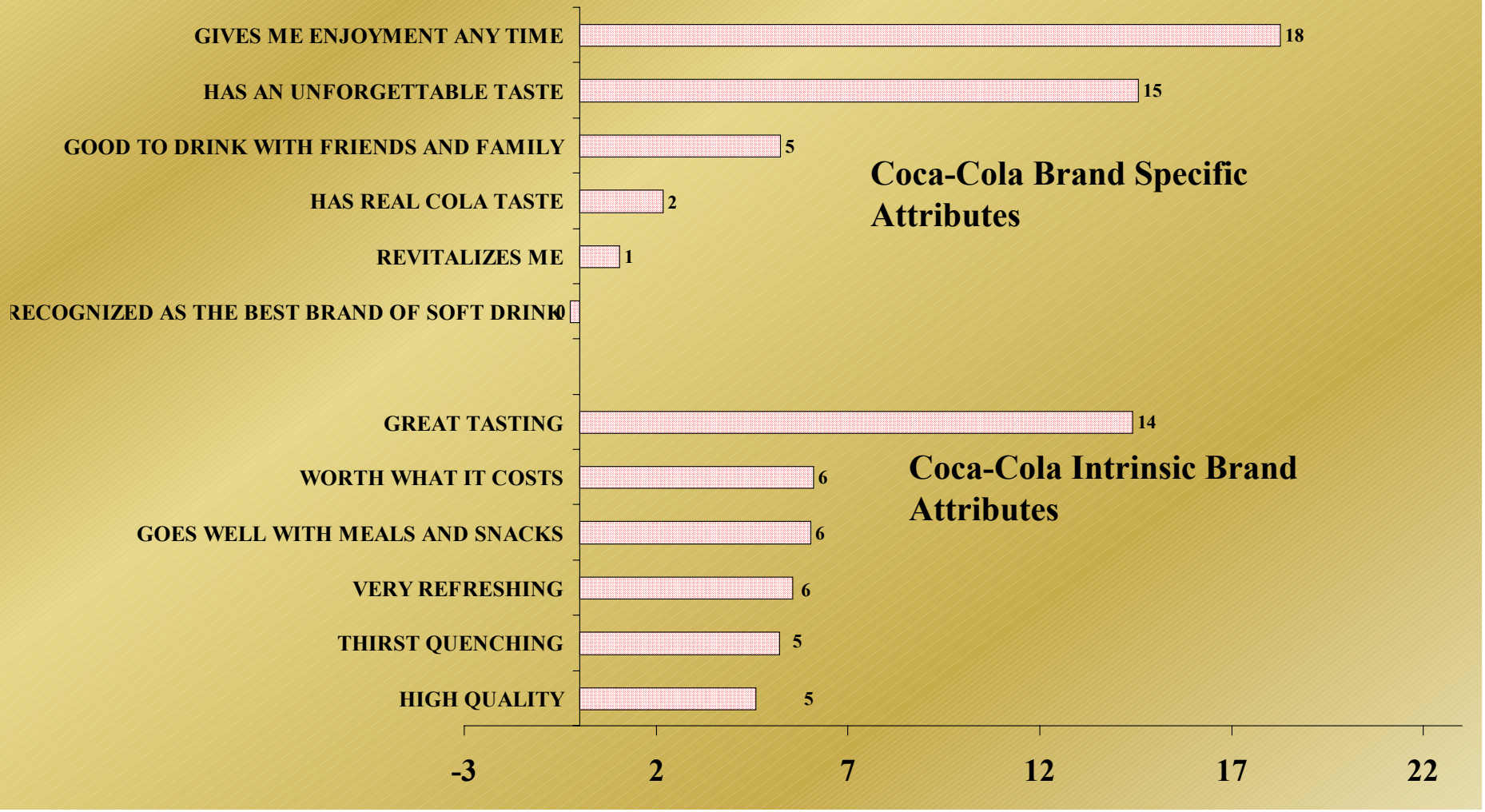
Brand Specific Attribute	T-Value
Enjoyment anytime	15.9
Recognized as best brand	11.0
Good to drink w/family-friends	7.1
Has real cola taste	-0.2
Revitalizes me	0.0
Has an unforgettable taste	-0.1

Intrinsic Brand Derived Importance

Intrinstic Coca-Cola Attributes	T-Value
Worth what it costs	7.7
Goes well with meals and snacks	7.2
Very refreshing	4.4
Great tasting	3.0
High quality	1.7
Thirst quenching	-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 is 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

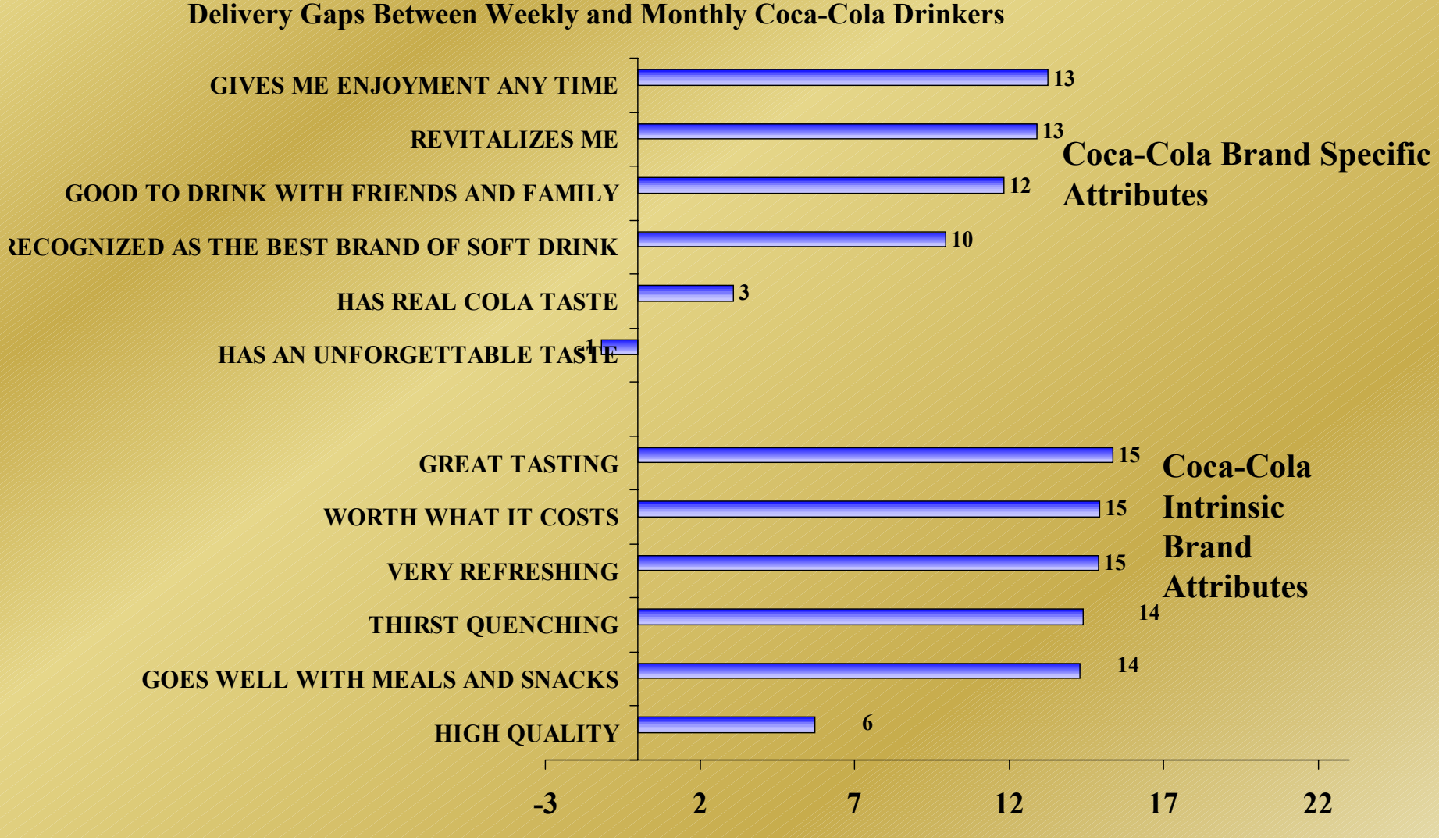
Brand Specific Derived Importance

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

Intrinsic Brand Derived Importance

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

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



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 is 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