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KENTISH-TURBEFIELD**



# **REFERENCES AND APPENDICES**

**HOW CAN AN EFFECTIVE ADVERTISING STRATEGY BE  
USED TO HIGHLIGHT THE IMPORTANCE OF MENTAL  
HEALTH AWARENESS AND PROMOTE WELLBEING?**

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# APPENDIX A



Figure 1: Setting Goals in Marketing stats, CoSchedule (n.d)

### Strengths

**Brand Equity** – Interbrand in 2011 awarded Coca cola with the highest brand equity award. Coca cola with its vast global presence and unique brand identity is definitely one of the costliest brands with the highest brand equity.

**Company valuation** – One of the most valuable companies in the world, Coca cola is valued around 79.2 billion dollars. This valuation includes the brand value, the numerous factories and assets spread out across the world and the complete operations cost and profit of Coca cola.

**Vast global presence** – Coca cola is present in 200 countries across the world. Chances are, any country that you go to, you will find coca cola present in that market. This vast global presence of coca cola has also contributed to the building of the mammoth brand name.

**Largest market share** – There are only 2 Big competitors in the beverage segment – Pepsi and Coca cola. Out of these 2, coca cola is the clear winner and hence has the largest market share. Amongst all beverages, Coke, Thums up, Sprite, Diet coke, Fanta, Limca and Maaza are the growth drivers for Coca Cola.

**Fantastic marketing strategies** – Coca cola unlike Pepsi always tries to win peoples heart. Where Pepsi's target is continuously changing, and is targeted towards youngsters, Coca cola targets people of all ages. The targeting is also done by celebrities who are well liked – for example – Amitabh Bacchan, Sachin tendulkar, Aishwarya Rai, Aamir Khan etc

**Customer Loyalty** – With such strong products, it is natural that Coca cola has a lot of customer loyalty. The products mentioned above like Coca cola and Fanta have a huge fan following. People will prefer these soft drinks over others. Because of the good taste of Coca cola, finding substitutes becomes difficult for the customer.

**Distribution network** – Coca cola has the largest distribution network because of the demand in the market for its products. On the other hand, due to this successful distribution network, Coca cola has been able to command such a high market presence.

### Weaknesses

**Competition with Pepsi** – Pepsi is a thorn in the flesh for Coca cola. Coca cola would have been the clear market leader had it not been for Pepsi. The competition in these two brands is immense and we don't think Pepsi will give up so easily.

**Product Diversification is low** – Where Pepsi has made a smart move and diversified into the snacks segment with products like Lays and Kurkure, Coca cola is missing from that segment. The segment is also a good revenue driver for Pepsi and had Coca cola been present in this segment, these products would have been an additional revenue driver for the company.

**Absence in health beverages** – If you watch the news, you would know that obesity is a major problem affecting people nowadays. The business environment is changing and people are taking measures to ensure that they are not obese. Carbonated beverages are one of the major reasons for fat intake and Coca cola is the largest manufacturer of Carbonated beverages. The inference is that the consumption of beverages in developed countries might go down as people will prefer a healthy alternative.

**Water management** – Coca cola has faced flak in the past due to its water management issues. Several groups have raised lawsuits in the name of Coca cola because of their vast consumption of water even in water scarce regions. At the same time, people have also blamed Coca cola for mixing pesticides in the water to clear contaminants.

Thus water management needs to be better for Coca cola.

### Opportunities

**Diversification** – Diversification in the health and food business will improve the offerings of Coca cola to their customers. This will also ensure that they get better revenue from existing customers by cross selling their products. The supply chain which is distributing their beverages can also distribute these snacks thereby sharing the load of Supply chain costs.

**Developing nations** – Although developed nations have a high presence of Coca cola, these countries are slowly moving towards healthy beverages. However developing countries are still being introduced to the delight of carbonated drinks and soft drinks.

Countries like India which are developing and have a hot summer, find the consumption of cold drinks almost doubled during summers. Thus the higher consumption in developing environment's can be a good opportunity to capitalize for Coca cola.

**Packaged drinking water** – With hygiene becoming a major factor in the consumption of water, Packaged drinking water has found its way into peoples mind. Coca cola has a presence in the packed drinking water segment though Kinley. Although Kinleys expansion is slow as of now, Kinley has a huge potential of expansion. Thus Coca cola as a company should focus on the expansion of Kinley as a brand and take it up to Disleri 's level of trust.

**Supply chain improvement** – Supply chain can be a major cost sink hole with the transportation costs always rising. Coca cola's complete business is based on transportation and distribution. There will always be possible improvements in this area. Thus Coca cola should keep strict watch on its Supply chain and keep improving to bring the cost down.

**Market the lesser selling products** – In the product portfolio of Coca cola, there are several products which have not found acceptance in the market. Coca Cola needs to concentrate on the marketing of these products as well. It is understood that Coca cola has made several expenses to launch these products. Thus, the marketing and subsequent rise of sale of these products will help revenue of Coca cola.

### Threats

**Raw material sourcing** – Water is the only threat to Coca cola. The weakness of Coca cola was the suspected use of pesticides or vast consumption of water. However, the threat here is that water scarcity is on the rise. With the climate changing, and regions of various countries facing scarcity of water, sooner or later someone might raise fingers on beverage companies. Thus, Water sourcing is an axe which can fall anytime on the head of Coca cola. If water is limited or rationed, Coca cola can experience a major downfall in their revenue and capacity of distribution. The same can affect its arch rival Pepsi as well.

**Indirect competitors** – Coffee chains like Starbucks, Cafè coffee day, Costa coffee are on the rise. These chains offer a healthy competition to Coca colas carbonated drinks. They might not be a big competition for Coke, but they do give a dent to its beverage market.

Similarly, health drinks like Real and Tropicana as well as energy drinks like Red bull and Gatorade are stealing away the market share indirectly.

Figure 2: Coca-Cola SWOT Analysis, Bhasin. H 2019, visualised by Turbefeild. E, (2021)

### Strengths

**Strong Backing** – Emirates has a strong backing of the Dubai Government. This is a great strength to the airlines for its success in the business. The Dubai Government is the only owner of the airline company. But it does not interfere with its operations neither does it put any new money to it.

**A Strong hub in Dubai** – Emirates has a strong hub in Dubai that gives access to Emirates airlines across Asia and Europe. This is a great strength as its network connectivity will be huge.

**Good Customer Service** – Emirates provides good customer service and due to this, the airline has an enormous response from the customers. Customers are, in fact, happy with the service and it is a preferred airline of customers.

**Huge Workforce** – Emirates has a strong workforce of about 50,000 employees. This will help the airline to function better.

**Good Reach** – Emirates airlines has a wonderful reach that covers about 70 countries in about six continents.

**Excellent Advertising** – Emirates has excellent advertising and branding for the airline. It is done through print, online ads, TV, etc.

**Excellent Service** – Emirates airlines has shined in customer service, inflight entertainment, exclusive lounges, etc.

**Size** – Emirates airline has a great advantage of having a big size aircraft. This is a huge strength as it can accommodate maximum passengers.

**The focus in the diversified market** – Emirates decision to focus on diversified market is a huge strength to the airline company. This can increase their visibility to a greater extent and, in fact, gain more revenue.

**Strong Brand Equity** – Emirates has strong brand equity that makes them become more visible in the market.

**Branding** – During the year 1990, Emirates had launched its first set of commercials. It had the slogan 'So be good to yourself, Fly Emirates'.

**Sponsorship** – Emirates has sponsored many events that have strengthened the brand. During the year 2011, Emirates sponsored the Emirates Air Line Cable Car over the River Thames situated in East London. It had also sponsored many sports events like cricket, football, rugby, and many other sports.

### Weaknesses

**Dependence on International Traffic** – The Emirates airlines depends heavily on International Onward Moving Traffic.

**Intense Competition** – There seems to be intense competition and limited market share growth for the airline. There seems to be a high cost of maintaining bench-mark standards.

**US Market** – Emirates seems to find it difficult to occupy the US market. This is a weakness as the US market could fetch more revenue for the airline company.

**Cater to High-class traveler** – Emirates airline does not seem to cater to the middle class and budget traveler. This is, in fact, yet another weakness as the target customers become less.

**Accidents and Incidents** – There were some instances when the Emirates flights had met with accidents. During the year 2004, one of the Emirates flights that were operating from Johannesburg to Dubai had faced serious damage at the time of takeoff, when it had failed to become airborne before the runway end. There were a few more cases of accidents.

### Opportunities

**Increase in the number of fleets** – Emirates can introduce new fleets and can also be used to improve customer confidence. This will also enable them to provide more service to the customer.

**Increase in the number of International Destinations** – Emirates can increase in international destinations. This will help them with more opportunity and to become popular among the customer.

**Joint Ventures** – Having many joint ventures and partnerships with many international players can give more opportunity for the airline company. This will help them to increase their revenue.

### Threats

**Increasing Competition** – Airline industries are increasing in the Middle East market and Emirates face strong competition in the industry. This is a serious threat to Emirates since Emirates as such cater to high-class traveler thereby giving a chance for them to decrease the visibility.

**Increase in fuel cost** – When there is an increase in fuel cost, it impacts the airline margins. Hence, fluctuating fuel cost is also a threat to the Emirates.

**Government Policies and Regulations** – Changes in government policies and regulations can also impact the airline company.

Figure 3: Emirates SWOT Analysis, Bhasin. H 2018, visualised by Turbefeld. E (2021)



www.ec-pr.com

Figure 4: EC-PR, Communication strategy, (2020)



63  
**MY HAT'S OFF to**  
*the pause that refreshes*"

Old Santa, busiest man in the world, takes time out for the pause that refreshes with ice-cold Coca-Cola. He even knows how to be good to himself. And so he always comes up smiling. So can you. Wherever you go shopping, you

find a cheerful soda fountain with ice-cold Coca-Cola ready.

LISTEN IN  
 Grandstand Rights—Famous Sports Champions—Coca-Cola Orchestra. Every Wed. 10:30 p. m. Eastern Standard Time. COCA-COLA CLASSIC NBC Network.

The Coca-Cola Co., Atlanta, Ga.

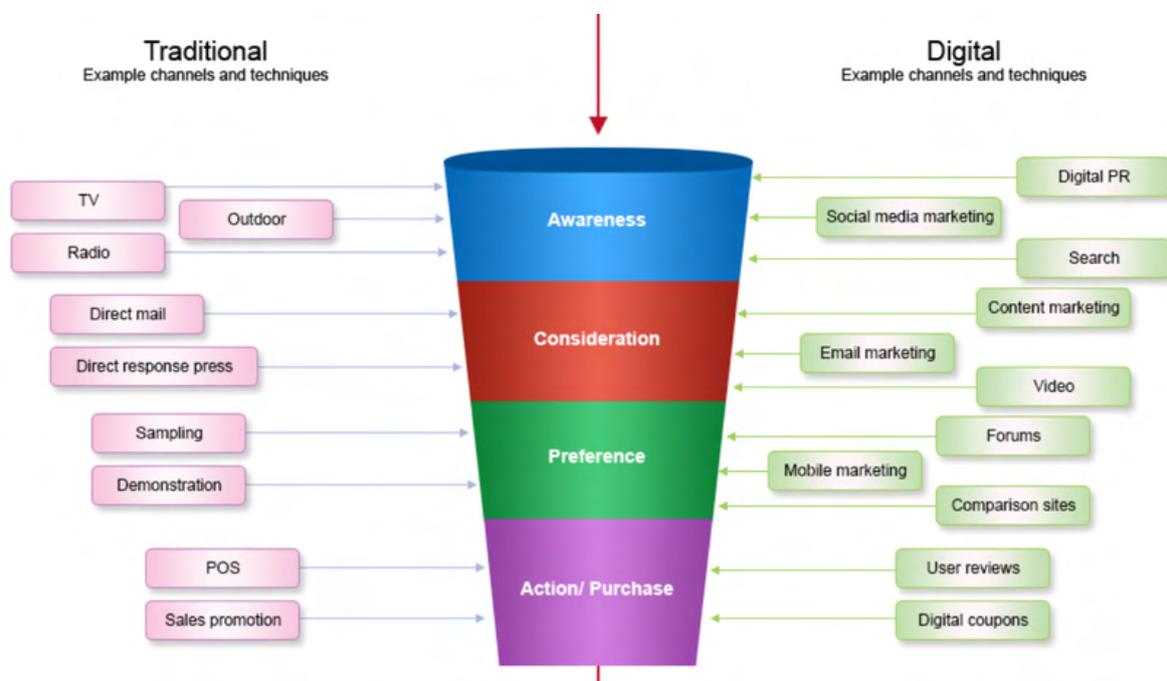
OVER NINE MILLION A DAY . . . IT HAD TO BE GOOD TO GET WHERE IT IS

Figure 5: Coca-Cola Christmas advertisement (1931)



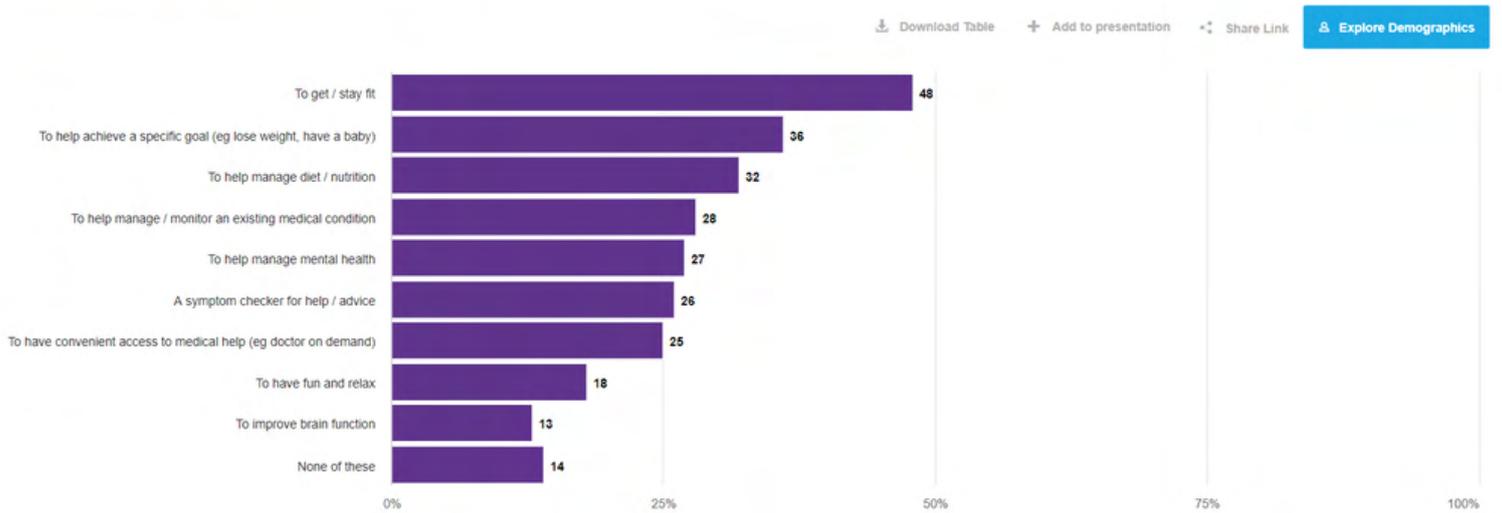
Figure 6: Coca-Cola Christmas Truck image courtesy of the Evening Standard (2019)

Figure 7: Marketing Mentor, Digital Strategy (2021)



## Potential benefits of using health technology

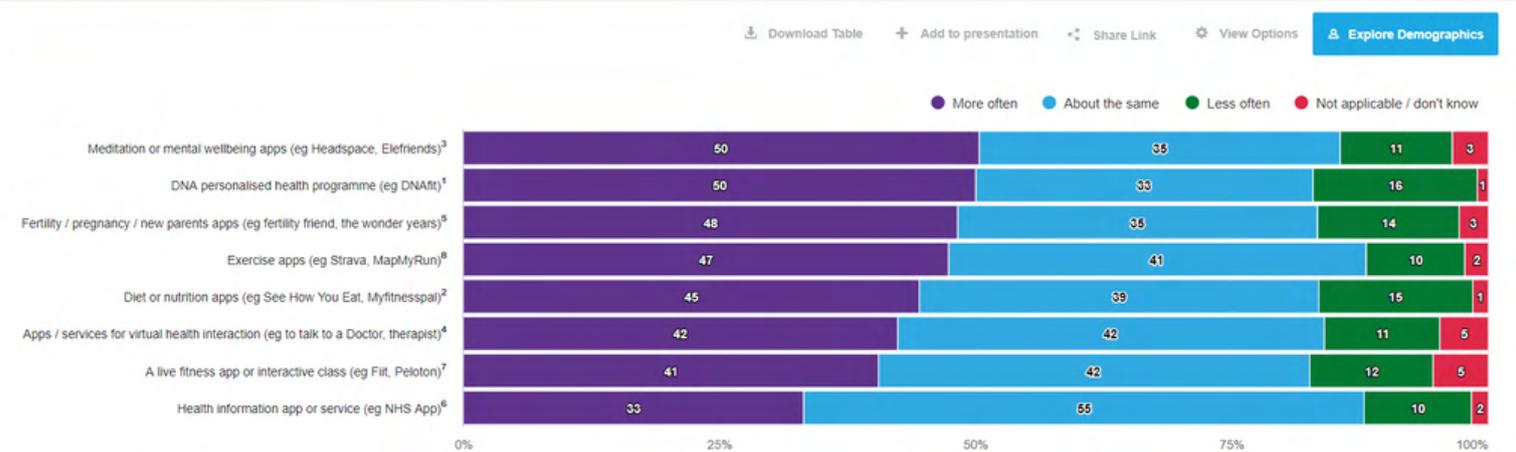
Asked of internet users aged 16+ who have used or heard of health technology related apps or services



## Frequency of health technology usage

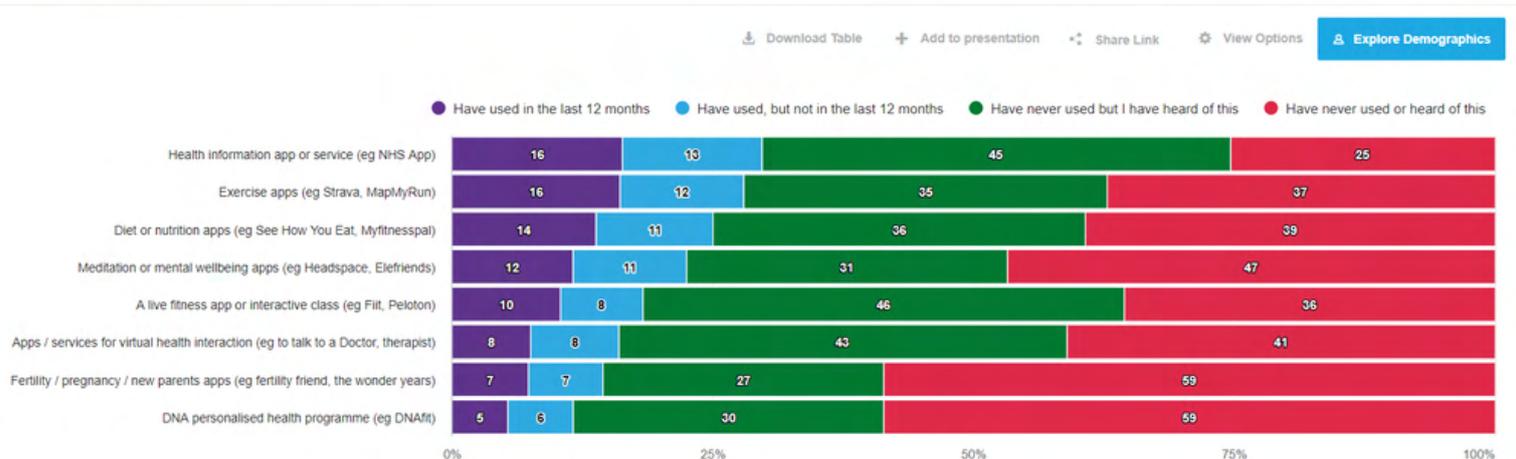
Asked of internet users aged 16+ who have used any health technology app or service in the last 12 months

Are you using the following health technology apps or services more often, about the same or less often compared to 12 months ago?



## Usage of health technology

Asked of internet users aged 16+



Figures 8, 9 and 10: Covid-19 and Technology insights, Mintel (2020)

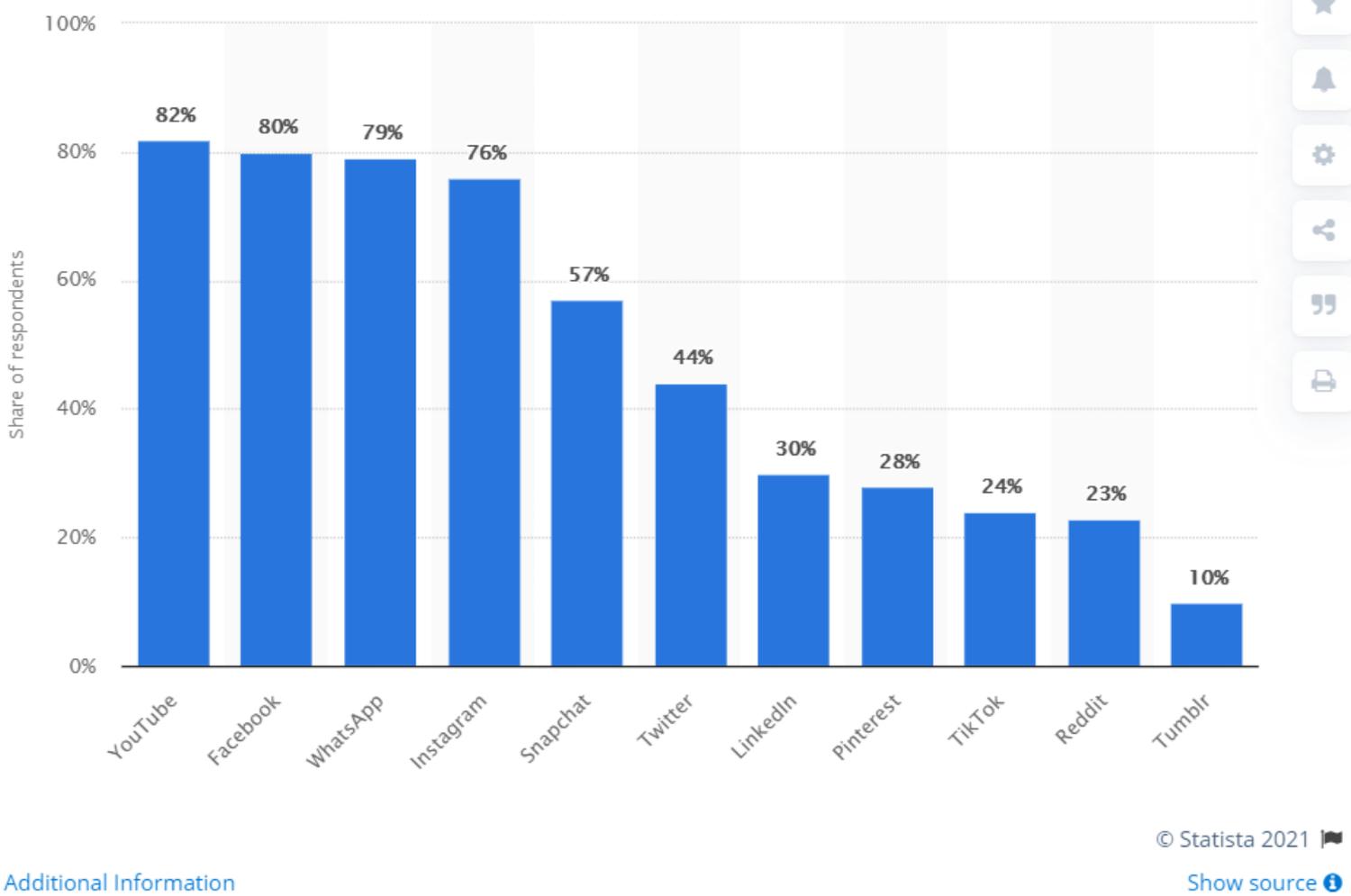
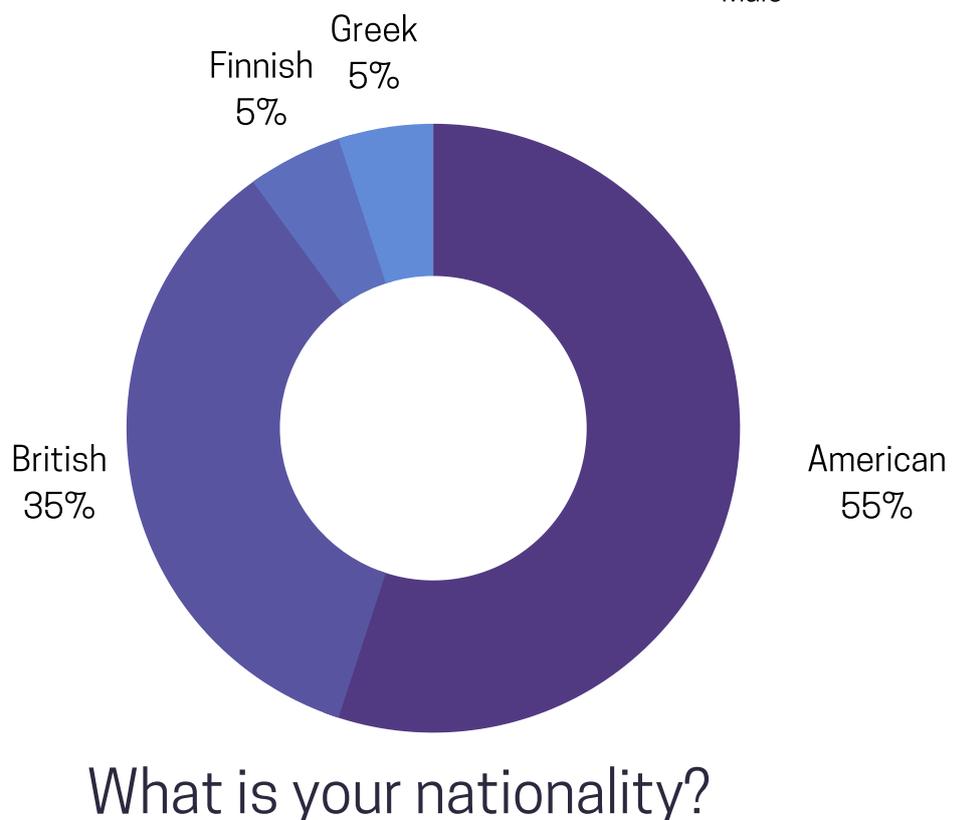
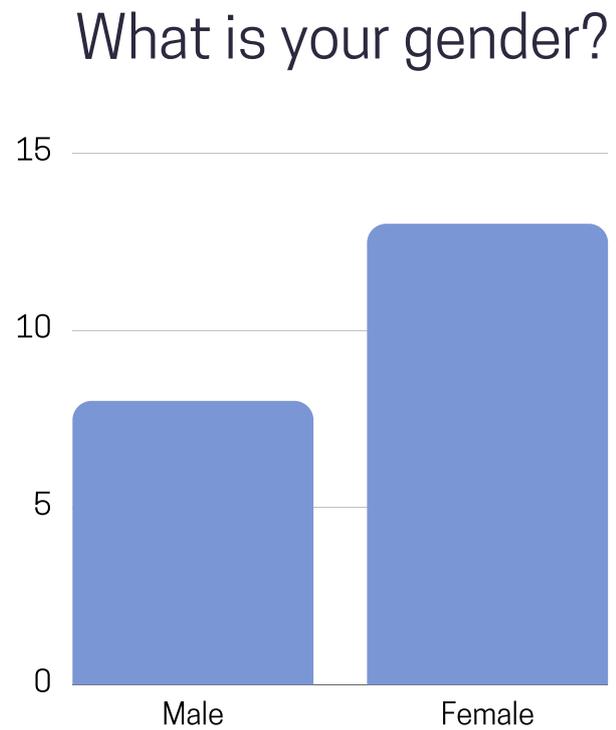
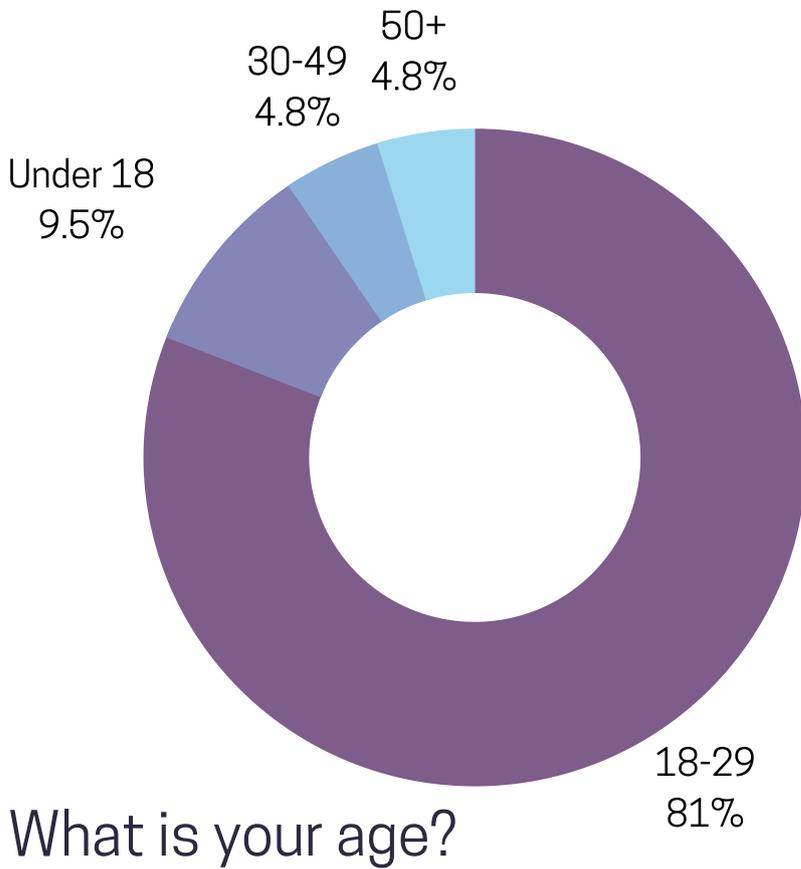


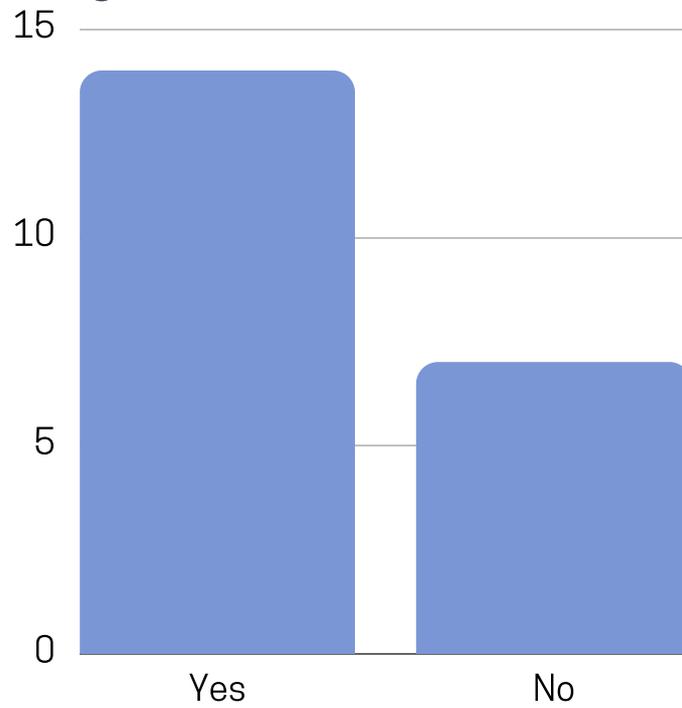
Figure 11: Reach of social media used by UK teens and young adults 2020, Statista (2020)

# APPENDIX B

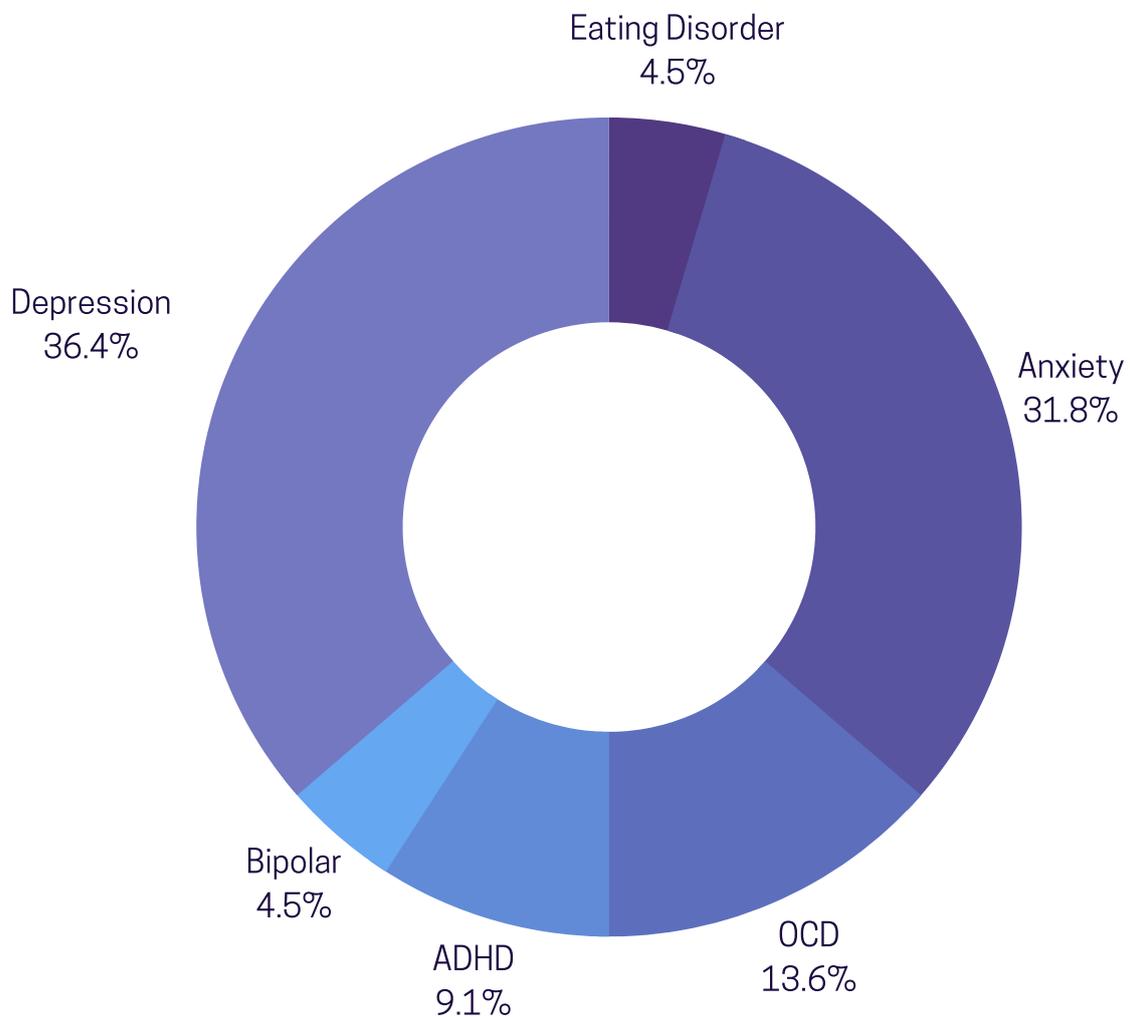
## Survey Results



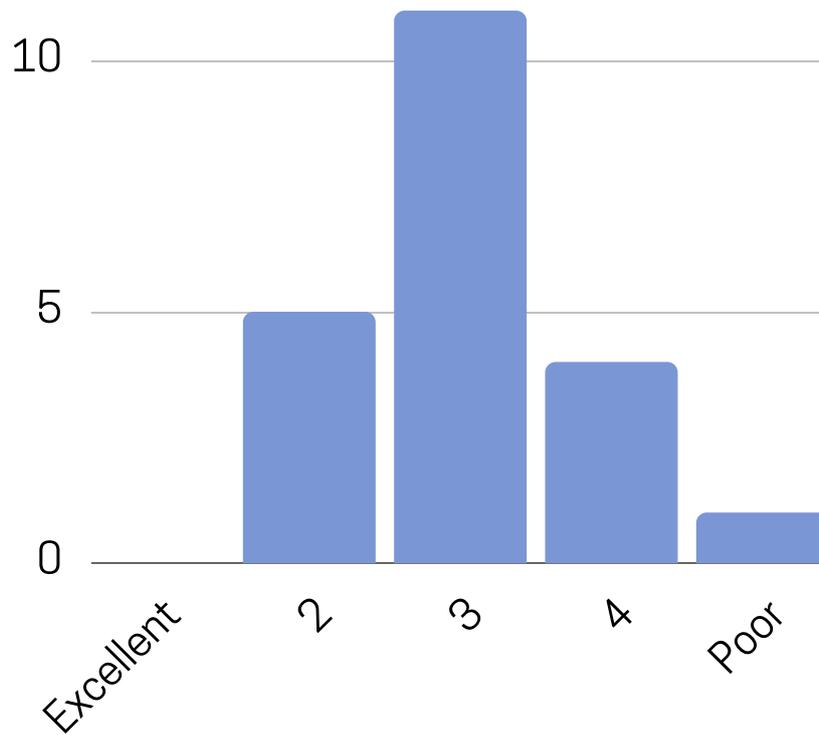
# Have you been diagnosed with a mental health condition?



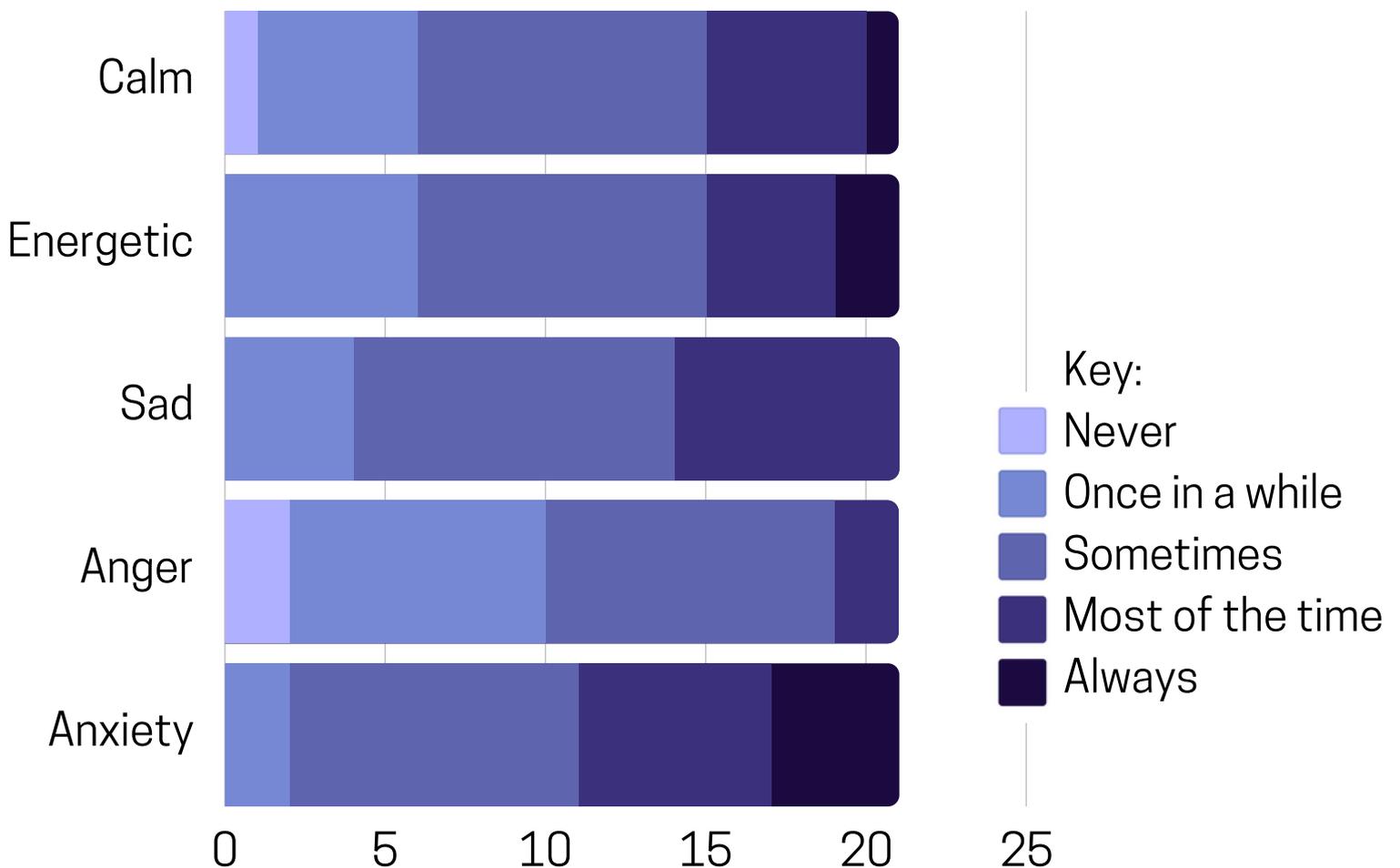
## If yes, what condition(s)? (OPTIONAL)



## Overall how would you rate your mental health?



## How often do you experience the following?



Do you find that your mental health has changed over the past twelve months (since the start of the pandemic)? If yes, in what way?

No

Yes, has definitely gotten worse.

Yes, I've had a huge loss in motivation which made me super depressed

Until recently, my mental health has been terrible. My anxiety has been the worst it has ever been in my life to the point of being debilitating.

Yes, anxiety in social situations has gotten worse

Yes, I'm the beginning I was very depressed and it stayed this way until about January of 2021. Ever since my mental health has dramatically improved to what it was prior to the pandemic

Yes, for the worse

Being trapped means no escape from things that influence how I feel

Not really

It has decreased

Yes, a little bit

Yes, in a detrimental way. As lockdowns continued so have my mental health issues, initially starting both feeling low and not particularly motivated to do anything (even things I normally enjoy), then as more time passed my mental health has deteriorated further.

Feel others are too close and not careful/thoughtful enough towards others

Yes, I got more sad but got closer w myself

Massive deterioration in resiliency and maintaining mental health

Yes, because of factors other than the pandemic

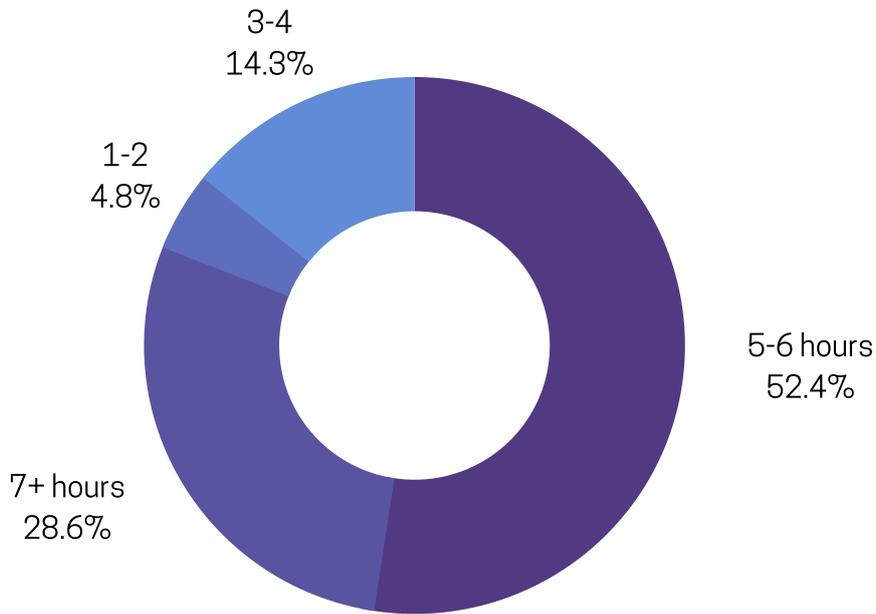
Yes, It has been up and down my anxiety has been terrible and I have had a few triggers when it comes to my eating although this is an issue I have overcome. I have also found new ways to handle and understand my my mental health.

Life doesn't seem too hectic like it did before and moves at a steady pace now so I'm not as anxious about most things

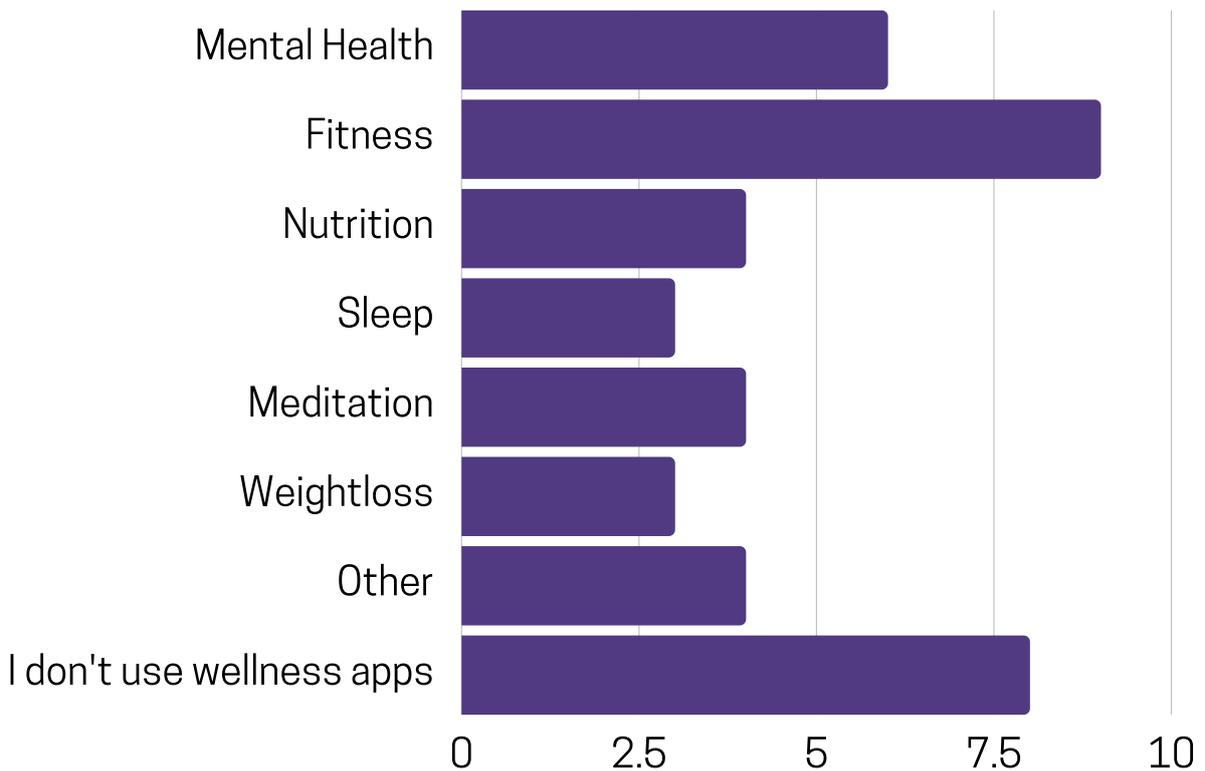
Whilst the pandemic has been challenging, living through it has had its advantages and disadvantages too. It has provided an opportunity to reflect on my career. However, I have become very tired having been communicating online for long periods at a time throughout this period. The workload has had an affect on my ability to concentrate and remain focused, having worked for many hours throughout the day to achieve tasks effectively. This has resulted in time away from family which can be detrimental.

I believe it hasn't changed much, I always think positive, but sometimes I miss hanging out more. Pandemic helped me to be engaged online more and because of this I have met some wonderful people through an online multiplayer game!

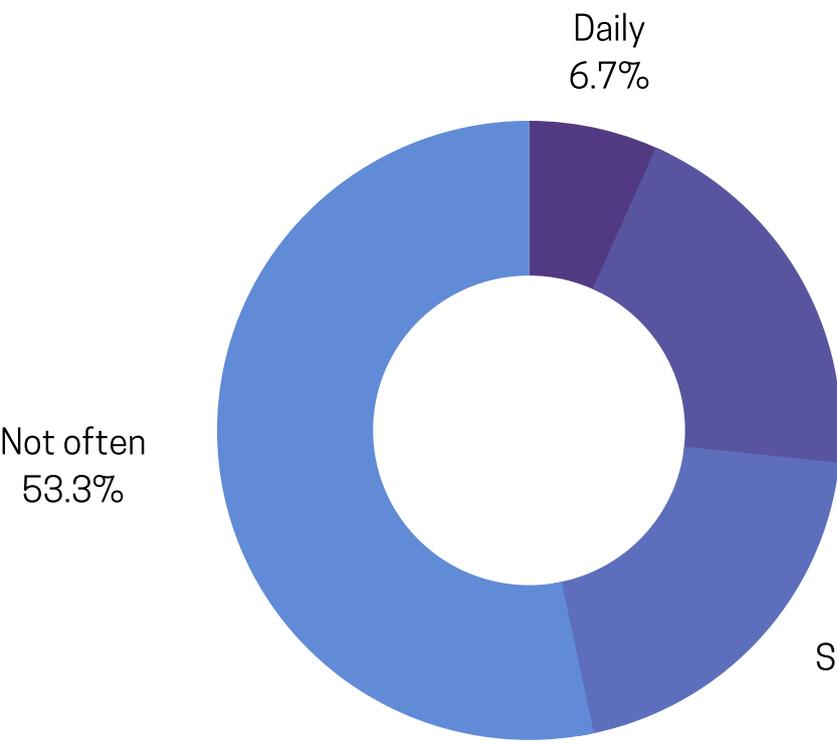
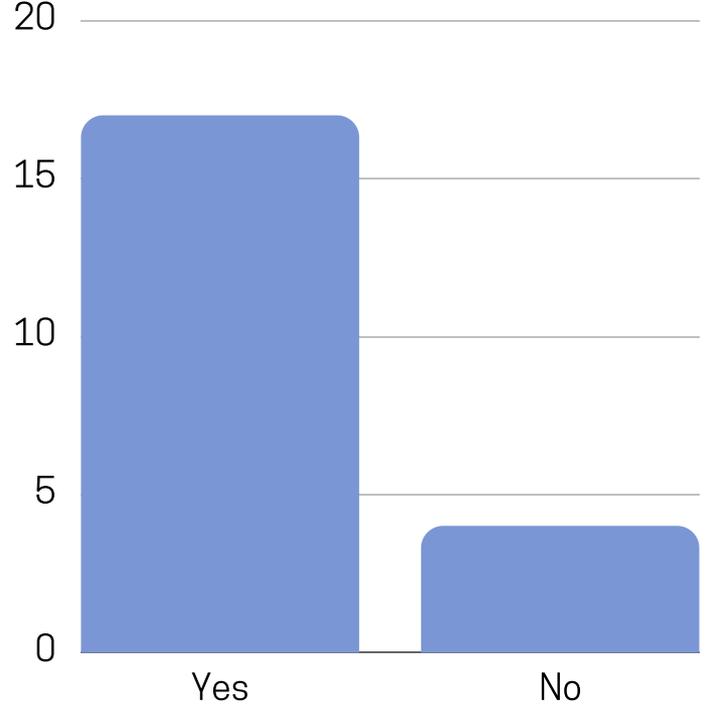
# How long do you spend online per day?



# Over the past 12 months, what kinds of wellness apps have you used?



Over the past 12 months, have you noticed any advertisements or campaigns for mental health services/charities?

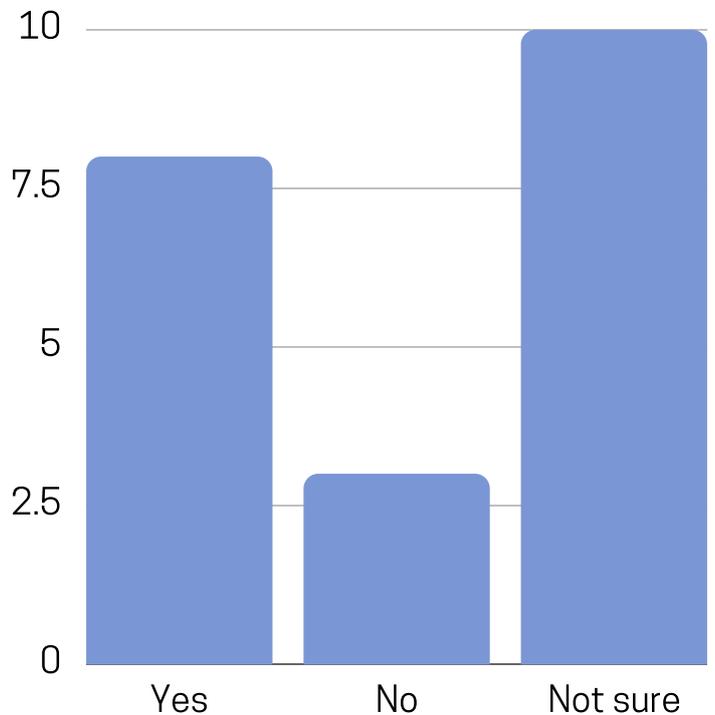


Fairly often  
20%

How often do you interact with mental health and wellbeing campaigns (including social media pages) online?

Sometimes  
20%

Do you find mental health and wellbeing campaigns (including social media pages) helpful?



## Do you have any comments about how they could be more successful to engage you? (OPTIONAL)

This is hard to explain, but if they showed the true side of depression and how much it really affects people.

I believe until we accept mental illness in everyday life and occupations it will not get better and the campaigns should be geared toward everyday life.

Not sure they can unless people are confident that reaching out via a campaign will get them the help they need, which is often distinctly lacking or takes far too long to obtain.

For campaigns to be more successful with me I feel as they need to be more relatable maybe more age specific to younger demographics.

Along with a stigma around young men with mental health issues making it less comfortable to speak of openly in the first instance.

I love reposting aesthetic positivity quotes and would love to see more of those. It would be great if there was a way I could interact with people who engage particularly well with the same posts and quotes I do. Meeting more people that relate to the same things I do.

Direct, urgent action-required would probably make me want to do something about it

The campaigns would benefit from making a connection to an activity to engage the user, or perhaps a short questionnaire which results in a series of results or a positive answer to your problem or issue you are facing.

the images, colors/fonts and shapes that are used could get my attention