

UNIVERSITÉ PARIS 1 –PANTHÉON-SORBONNE

ÉCOLE DE MANAGEMENT DE LA SORBONNE / DÉPARTEMENT DES
LANGUES

LICENCE DE GESTION ET ÉCONOMIE D'ENTREPRISE, SEMESTRE 4

PARTIEL D'ANGLAIS APPLIQUÉ À LA GESTION

Enseignant responsable : Jean-Toussaint PINDI (MCF) Date : 4 mai 2016 Durée : 2 heures

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No documents allowed. Write your answers on the official answer sheets provided.

PART I. READING

Read the text below entitled “Coca-Cola takes ‘One Brand’ marketing strategy global with ‘Taste the Feeling’ campaign” and address the ensuing vocabulary and comprehension exercises.

Coca-Cola takes ‘One Brand’ marketing strategy global with ‘Taste the Feeling’ campaign

Thomas Hobbs, 19 Jan 2016, <www.marketingweek.com>

Coca-Cola is launching its first global marketing campaign in more than a decade as it takes its ‘One Brand’ strategy global with the introduction of the new ‘Taste the Feeling’ strap-line.

The ‘One Brand’ strategy, which brings its four product variants – Coca-Cola, Diet Coke, Coca-Cola Zero and Coca-Cola Life – under the Coca-Cola master brand instead of being marketed as separate products, was first launched in the UK market back in March.

Coca-Cola is now expanding the marketing strategy globally after what CMO Marcos de Quinto called a “successful trial”.

To support the changes, the soft drink brand has worked with four different agencies – Mercado-McCann, Sra. Rushmore, Santo, and Ogilvy & Mather New York – and will launch 10 TV ads across 2016. These are designed to give “intimate glimpses” into the experiences people share while drinking Coca-Cola.

This will begin with the global TV spot ‘Anthem’, which shows Coca-Cola’s impact on social situations such as ice-skating with friends, a first date, a first kiss, and a first love. It features a new original song by Australian singer Sewell, which includes a new audio signature inspired by sounds such as the pop of the cap and the fizz of a Coca-Cola.

In the UK the campaign will kick off with a TV ad entitled ‘Brotherly Love’.

Coca-Cola was also keen to talk up the customisable nature of ‘Taste the Feeling’. A separate online campaign made up of GIF scenes has been created in a bid to boost viral share-ability and allows users to pull a GIF scene directly from a micro site.

They can then personalise the scene with real-time feelings and share it on social media under the #TasteTheFeeling hashtag.

“The universal moments and storytelling depicted in the campaign were created to resonate with our consumers globally,” says Rodolfo Echeverria, VP of global creative, connections and digital at The Coca-Cola Company. “The same images and TV creative in Japan will also be seen in Italy, in Mexico and around the world.”

De Quinto said the ‘One Brand’ strategy will provide consumers with ‘more choices’ as the brand aims to promote responsible health choices in light of global calls for a crackdown on sugar.

“The new ‘One Brand’ approach will share the equity of Coca-Cola, across all Coca-Cola Trademark products, reinforcing our commitment to offer consumers choice with more clarity,” de Quinto added.

“This is a powerful investment behind all Coca-Cola products, showing how everyone can enjoy the specialness of an ice-cold Coca-Cola, with or without calories, with or without caffeine.”

Staying true to its values

Speaking at an event in Paris today (19 January), de Quinto said Coca-Cola had been inspired by Disney to stay true to its brand values. He believes the ‘One Brand’ global strategy will offer Coca-Cola “more balance” moving forward.

He said: “When you’re a big brand it is important to avoid erratic behaviour. Disney is an example of consistency as you realise they are always talking consistently about the same story. We want to be true to our story in the same way.”

Admitting that the food industry is currently “facing challenges related to over-consumption of sugar” he added that Coke’s move to roll-out sugar-free items wasn’t enough.

“Fortunately, we are able to have products with zero sugar but we still don’t feel that’s enough,” he added. “That’s one of the reasons we are now shifting our strategy as we want to keep accelerating our responsibility.

“So far our strategy has been, when we had an ingredient we wanted to limit, to launch an entire new brand with different values and a new personality. This strategy of generating sub brands and not variants has created some distortions as to what the main brand is. Now we’re going to have one brand with multiple variants.”

Coca-Cola will be hoping ‘Taste the Feeling’ can revive flagging sales. In Europe, Coca-Cola’s revenues were down 7% to \$1.3bn while operating loss widened by 4% to \$722m in the three months to the end of September.

A. COMPREHENSION (5 points)

Say whether the statements below are True (T) or False (F). Justify your answer with a sentence from the text. Provide paragraph and line number and write down in full the relevant sentence or part of sentence that justifies your choice.

1. The Coca-Cola Company's new marketing campaign is targeted to consumers worldwide. (T/F)
2. Coca-Cola's new marketing strategy was initially tried out in the United States before being extended worldwide. (T/F)
3. The ten TV ads indicate an in-house execution of the company's new marketing campaign. (T/F)
4. The company's new marketing strategy also requires customers to co-create ads in the promotion of Coca-Cola products. (T/F)
5. The 'One Brand' strategy is also aimed at rubbing out the differences that consumers make between various products of the Coca-Cola brand. (T/F)
6. Lately, Coca-Cola has benefited from a positive brand image because of a general consensus favoring sugary drink consumption. (T/F)
7. Coca-Cola's new marketing strategy has been used by other food industry corporations before. (T/F)
8. Coca-Cola's executives will need to make other strategic decisions in the near future. (T/F)
9. Coca-Cola's new marketing campaign is expected to reverse the trend of plummeting sales. (T/F)
10. The Coca-Cola Company lost 1.3 billion dollars in revenues last year. (T/F)

B. VOCABULARY (5 points)

1. *Find the word or short phrase in the text which corresponds to the definition below. Give the paragraph and line number. (3 points)*
 - a. Specific activities designed to promote a product, service or business:
 - b. A catchphrase or slogan:

- c. Trade name used to identify goods and services in order to distinguish them from competing ones:
 - d. Goods an organisation offers in order to satisfy customer needs:
 - e. A buyer of goods who uses them to satisfy needs:
 - f. Income generated from the sales of goods or services:
2. ***Find the acronym that corresponds to the following definitions. Give the paragraph and line number and indicate the meaning of these acronyms. (1 point)***
- a. Someone in charge of a marketing campaign:
 - b. An officer next in rank to a president who serves as president in the president's absence:
3. ***What phrasal verb in the text corresponds to the following synonyms? Give the paragraph and line number (1 point)***
- a. To begin:
 - b. To promote:

PART II. GRAMMAR (5 points)

Rewrite the following sentences using the correct modal verb construction: Can, Could well, May, Might, Must, Should, Will certainly, Will probably, Would. Feel free to use any of these modals twice.

- 1) Good executives are able to make the best strategic decisions for a company.
- 2) It is necessary for Coca-Cola to advertise its no-sugar soft drinks products in Europe.
- 3) It is possible that Coca-Cola's direct marketing methods fail to attract new customers.
- 4) Coca-Cola said it was going to sack its president if sales aren't boosted by the new advertising campaign.
- 5) It is a pity that Coca-Cola didn't think about the "One Brand" campaign before.
- 6) Customers are advised to read the label on no-sugar soft drinks to ensure the soft drinks do not contain any sugar.

- 7) There is a strong possibility that McDonald's will stop selling Coca-Cola in its fast food restaurants.
- 8) As the trial for the marketing campaign was a success in some countries, it is likely to be successful around the world.
- 9) I am sure Coca-Cola is going to see an increase in sales next year because of this new marketing campaign.
- 10) My little sister loves Coca-Cola. I'm certain she didn't forget the bottle in the fridge.

PART III. ESSAY WRITING (5 points)

In a minimum of 250 words or a maximum of 300, providing examples and ideas based on the text as well as on the subjects studied in class, **How would you assess the promotion component of Coca-Cola's marketing mix?**

You are expected to:

- 1) define what the promotion component of the marketing mix is and which methods are used by Coca-Cola
- 2) sort out the various advantages and drawbacks of the advertising campaign named "Taste the Feeling" to both the company and consumers
- 3) give your own opinion about the possible success or failure of this advertising campaign

You will be assessed on the basis of the content of your essay (relevance, knowledge of the related issues and adequate use of appropriate terminology) as well as on the standard of your English.

► Be sure to include your (accurate) word count at the end of your essay. The accurate word count is worth one point.

KEY TO ANSWERS

A. COMPREHENSION (5 points)

Say whether the statements below are True (T) or False (F). Justify your answer with a sentence from the text: provide paragraph and line number and write down the whole sentence.

1. Through its new marketing campaign, the Coca-Cola Company intends to appeal to consumers worldwide. (T/F) **TRUE, Paragraph 1, lines 1-2:** “Coca-Cola is launching its first global marketing campaign in more than a decade as it takes its ‘One Brand’ strategy global with the introduction of the new ‘Taste the Feeling’ strap-line.”
2. The Coca-Cola Company has first tried out its strategy in the United States before launching it globally. (T/F) **FALSE, Paragraph 2, lines 1,2,3:** “The ‘One Brand’ strategy, which brings its four product variants – Coca-Cola, Diet Coke, Coca-Cola Zero and Coca-Cola Life – under the Coca-Cola master brand instead of being marketed as separate products, was first launched in the UK market back in March.”
3. The ten TV ads indicate that the Coca-Cola Company has decided to resort to direct marketing to boost its sales. (T/F) **FALSE, Paragraph 4, lines 1,2, 3:** “To support the changes, the soft drink brand has worked with four different agencies –Mercado-McCann, Sra. Rushmore, Santo, and Oglivy & Mather New York – and will launch 10 TV ads across 2016.”
4. The Coca-Cola Company hopes that customers themselves participate in the promotion of Coca-Cola products. (T/F) **TRUE, Paragraph 7, lines 1, 2, 3** “A separate online campaign made up of GIF scenes has been created in a bid to boost viral share-ability and allows users to pull a GIF scene directly from a micro site.” **Or Paragraph 8, lines 1, 2** “They can then personalise the scene with real-time feelings and share it on social media under the #TasteTheFeeling hashtag.”
5. The ‘One Brand’ strategy consists in rubbing out the differences between various products of the Coca-Cola brand. (T/F) **FALSE, Paragraph 11, lines 1, 2, 3:** ““The new ‘One Brand’ approach will share the equity of Coca-Cola, across all Coca-Cola Trademark products, reinforcing our commitment to offer consumers choice with more clarity.” de Quinto added.”
6. Lately, Coca-Cola has benefited from a positive brand image because of a general consensus favoring sugary drink consumption. (T/F) **FALSE, Paragraph 10, lines 1, 2, 3:** “De Quinto said the ‘One Brand’ strategy will provide consumers with ‘more choices’ as the brand aims to promote responsible health choices in light of global calls for a crackdown on sugar.”

7. Coca-Cola has been inspired by other food industry corporations to work on its promotion. (T/F) **FALSE, Paragraph 13, lines 1, 2:** “Speaking at an event in Paris today (19 January), de Quinto said Coca-Cola had been inspired by Disney to stay true to its brand values.”
8. De Quinto thinks that, in the future, the Coca-Cola Company will mainly need to make operational decisions regarding the Coca-Cola products. (T/F) **FALSE, Paragraph 15, lines 2,3:** “That’s one of the reasons we are now shifting our strategy as we want to keep accelerating our responsibility.” **Or Paragraph 14, lines 1, 2,3:** “So far our strategy has been, when we had an ingredient we wanted to limit, to launch an entire new brand with different values and a new personality. This strategy of generating sub brands and not variants has created some distortions as to what the main brand is. “
9. In Europe, the sales of the Coca-Cola Company have plummeted in the three months before September. (T/F) **TRUE, Last Paragraph, line 1:** “Coca-Cola will be hoping ‘Taste the Feeling’ can revive flagging sales”
10. The Coca-Cola Company lost 1.3 billion dollars in revenues last year. (T/F) **FALSE, Last Paragraph, lines 2,3:** “In Europe, Coca-Cola’s revenues were down 7% to \$1.3bn while operating loss widened by 4% to \$722m in the three months to the end of September.”

B. VOCABULARY (5 points)

1. *Find the word or short phrase in the text which corresponds to the definition below. Give the paragraph and line number. (3 points)*
 - a. Specific activities designed to promote a product, service or business: **marketing campaign, paragraph 1, line 1**
 - b. A catchphrase or slogan: **strap line, paragraph 1, line 2**
 - c. Trade name used to identify goods and services in order to distinguish them from competing ones: **brand, paragraph 3, line 2**
 - d. Good or service an organisation offers or performs in order to satisfy customer needs: **products, paragraph 2, line 3**
 - e. A buyer of goods who uses them to satisfy needs: **consumer, paragraph 9, line 2**
 - f. Income generated from the sales of goods or services: **revenue, paragraph 18, line 2**

2. *Find the acronym that corresponds to the following definitions. Give the paragraph and line number and indicate the meaning of these acronyms.(1 point)*
- a. Someone in charge of a marketing campaign: **CMO, Chief Marketing Officer, Paragraph 3, line 1**
 - b. An officer next in rank to a president who serves as president in the president's absence: **VP, Vice President, Paragraph 3, line 1**
3. *What phrasal verb in the text corresponds to the following synonyms? Give the paragraph and line number (1 point)*
- a. To begin: **to kick off, paragraph 6**
 - b. To promote: **to talk up, paragraph 7, line 1**

PART II. GRAMMAR (5 points)

Rewrite the following sentences using the correct modal verb construction. Can, Could, May, Might, Will, Would, Should

- 1) Good executives are able to make the best strategic decisions for a company. **Good executives can make the best strategic decisions for a company.**
- 2) It is necessary for Coca-Cola to advertise its no-sugar soft drinks products in Europe. = **Coca-Cola must advertise its no-sugar soft drinks products in Europe.**
- 3) It is possible that Coca-Cola's direct marketing methods fail to attract new customers.= **Coca-Cola's direct marketing methods may fail to attract new customers.**
- 4) Coca-Cola said it was going to sack its president is sales aren't boosted by the new advertising campaign. = **Coca-Cola said it would sack its president is sales aren't boosted by the new advertising campaign.**
- 5) It is a pity that Coca-Cola didn't think about the "One Brand" campaign before.= **Coca-Cola should have thought about the "One Brand" campaign before.**
- 6) Customers are advised to read the label on no-sugar soft drinks to ensure the soft drinks do not contain any sugar. = **Customers should read the label on no-sugar soft drinks to ensure the soft drinks do not contain any sugar.**
- 7) There is a strong possibility that McDonald's will stop selling Coca-Cola in its fast food restaurants. = **McDonald's could well stop selling Coca-Cola in its fast food restaurants.**

- 8) As the trial for the marketing campaign was a success in some countries, it is likely to be successful around the world.= **As the trial for the marketing campaign was a success in some countries, it might/could/will probably be successful around the world.**
- 9) I am sure Coca-Cola is going to see an increase in sales next year because of this new marketing campaign. = **Coca-Cola will no doubt see an increase in sales next year because of this new marketing campaign.**
- 10) My little sister loves Coca-Cola. I'm certain she didn't forget the bottle in the fridge.= **She can't have forgotten the bottle in the fridge.**

PART III. ESSAY WRITING (5 points)

In a minimum of 250 words or a maximum of 300, providing examples and ideas based on the text as well as on the subjects studied in class, **How would you assess the promotion component of Coca-Cola's marketing mix ?**

You are expected to:

- 1) define what the promotion component of the marketing mix is and which methods are used by Coca-Cola
- 2) sort out the various advantages and drawbacks of this advertising campaign to both the company and consumers
- 3) give your own opinion about the possible success or failure of this advertising campaign

You will be assessed on the basis of the content of your essay (relevance, knowledge of the related issues and adequate use of appropriate terminology) as well as on the standard of your English.

► Be sure to include your (accurate) word count at the end of your essay. The accurate word count is worth one point.

Features of the essay	Marking
Requisite length (between 250 and 300 words)	1 point and 0 otherwise
Structure of the essay (introduction, several parts following the suggested outline, use of link words conclusion)	Up to 0.5 point
Content Students are expected to:	Up to 2.5 points broken down as follows:
a) define what the promotion component of the marketing mix is and which methods are used by Coca-Cola (promotion: strategies of communication used by a firm to	a) up to 0.5 b) up to 0.5 c) up to 0.5 d) up to 0.5 e) up to 0.5

<p>make a product known to consumers; advertising campaign, use of TV ads and electronic media, focus on social media, the use of a # implies the use of Twitter)</p> <p>b) sort out the advantages for the company (it is global, was already successful in the UK, allows Coca-Cola to work on its brand image by depicting Coca-Cola as a necessary component of everyday life and special moments)</p> <p>c) sort out the drawbacks for the company (there is a crackdown on sugar and the campaign is one attempt to address health issues but will probably not be enough to silence all concerns)</p> <p>d) sort out the advantages for the consumers (consumers will still have choices but will also have more clarity, everyone can enjoy the “specialness” of Coca-Cola, which means everyone can feel unique and part of a large community at the same time)</p> <p>e) sort out the drawbacks for the consumers (the firm aims for “viral share-ability” but customers may become fed-up with the campaign as they may not be able to use social media without hearing about Coca-Cola)</p> <p>f) give their own opinion</p>	<p>f) up to 0.5</p>
<p>English (Grammar, use of specialized vocabulary and link words)</p>	<p>Up to 1 point</p>