SVKM's Narsee Monjee Institute of Management Studies

Mukesh Patel School of Technology Management and Engineering

ANALYSIS
OF
"SPRITE"
ADVERTISEMENT

Submitted by Group 2

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TO:

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Introduction

Sprite has been the most significant contributor and has sold the highest volumes for Coca-Cola India in the first half of the year. Sprite is also the only brand that has the highest household penetration in India being used widely as a soft drink, a mixing drink, and a drink with recipes like nimbu soda. Sprite the lemon and lime-flavored beverage by coca-cola has unveiled a new campaign, with the help of this campaign it plans to reinstate its position as the go-to refreshment drink. The campaign leverages the idea of watching the OTT content that has gained popularity in the covid era. By using OTT the campaign tries to connect with the younger audience who usually tend to share their OTT subscriptions, by leveraging this passion point and choosing sprite as the choice of beverage to sit back, relax and binge their favorite shows or movies.

1. Description of the ad

I. Sprite Ad: https://www.youtube.com/watch?v=s1ITi14JukE

The ad adopts a humorous approach to show how consistent interruptions while watching series/movies can prove to be highly frustrating. It then shows the solution to this problem is a sip of sprite which reinstates calmness to the drinker within seconds of consumption. In addition, the campaign also features Ali Fazal, Shweta Tripathi, and Divyendu Sharma who are popular celebrities. The ad contrasts the exaggerated response of over-heated characters who are almost at the throats of each other with calm and cooled-down minds after having a chilled sprite.

This campaign banks on the success of sprites summer campaign "Thand Rakh". The new ad film adopts a new approach to showcase how a bottle of Sprite is perfect for chilling and unwinding during occasions and weekends. The campaign portrays a light-hearted banter to reiterate the brand's core message of being the go-to refresher drink that instantly lightens the mood. This ad reinforces the ritual of watching content with a chilled Sprite and becomes a part of enjoying the weekend relaxing dream.

2. Market Segment being used

Sprite competes with other products on the basis of its market segmentation in four key areas, including demographics, geography, psychological profiles, and consumer behavior.

A few of the factors that sprite considers are as follows:

- Age,
- Gender,
- Number of members in the family,
- Level of income,
- Level of education, and
- Lifestyle.

Research done by the company has shown that people within the age range of 12 to 35 are one of the most significant consumer groups of the Sprite beverage, which is why the brand's intended demographic is comprised of younger people. They mainly target generation z. The primary goal is to make Sprite a product that can be enjoyed by people of all ages and can be combined with other items to make new refreshing and enjoyable drinks.

Gender: Both genders are equally likely to drink sprite, however according to a study conducted by the Australian Bureau of Statistics, Men are more likely than women to drink both sugar-sweetened drinks (such as soft drinks) and diet drinks (such as diet cola) and are more likely to consume them in greater amounts. It is also known that men get angry and heated more quickly hence Sprite tends to target the masculine gender more with their ad asking them to chill out by drinking Sprite.

The number of members in the family: More members tend to consume more units of the same item. "Monkey sees Monkey do" i.e even if a person in the family may not like the taste of Sprite will eventually start liking it just because other members in the family drink the soft drink. This is also one of the reasons that Sprite has the highest household penetration among soft drinks.

Lifestyle: Sprite as a product is differentiated immediately due to the fact that unlike any other soft drink it is clear in color and comes in a green colored bottle. The packaging and its form set it apart from its competitors. Being a clear liquid, it is highly used while making various kinds of drinks, it forms the bases for various alcoholic and non-alcoholic drinks as well.

3. Target being addressed

a. Any special characteristic of this target that may be affecting consumer behavior.
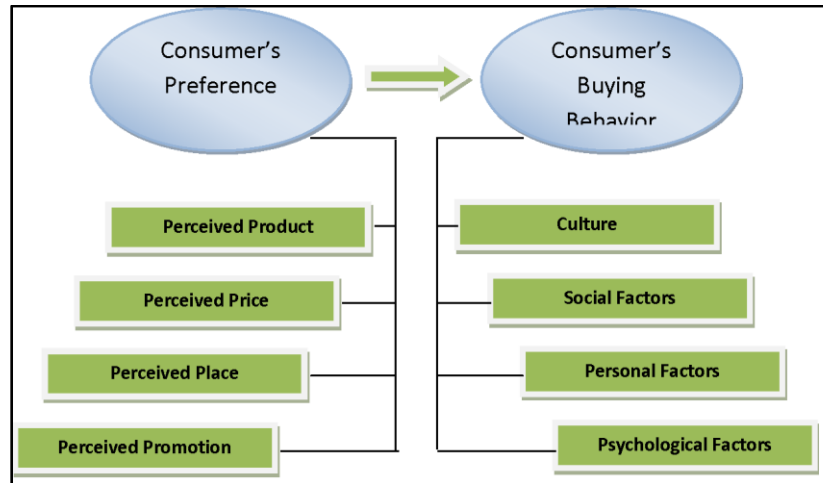
II. Conceptual Model

- Consumer behavior is dependent on factors such as Psychological Social, Cultural, Personal and Economic, Thus consumer preferences vary from how they perceive the product (quality) and relate to the price (monetary value), to factors such as positioning and promotion also play an important role. Hence the consumer's buying preference is a variable factor and changes based on the amount of income that he can dispose of.
- In our case of "Sprite" the target audience is the gen z and the millennials which eventually gives a very wide audience when 2 generations and all genders are included.
- The special characteristic of this group is that most of the target group is in the working age group and tends to not have proper eating patterns and often resort to carbonated drinks as a solution to acid reflux.
- Further to target the much younger population (kids), carbonated drinks are often used at birthday parties as refreshments along with snacks.
- Hence every target group has a different approach towards the products: kids have it purely for taste, millennials have it to fix their health, gen z finds value for money because of this Coco-Cola decided to launch a smaller portion of 20rs in all drinks.

4. Positioning Strategy

Defined as the space a company owns in the mind of a customer and how it differentiates itself from competitors, brand positioning is a marketing strategy that helps businesses set themselves apart.

Sprite was developed as a competitor to 7up. Sprite being a Coca-Cola company relies heavily on TV advertisements to position itself in the minds of people as the "chilling", "refreshing" and "cool drink". Sprite adopts a new tagline for every Ad campaign.

A few major taglines in the past have been:
- I Like the Sprite In You
- Great Lymon Taste!
- Obey Your Thirst
- Freedom From Thirst
- Rasta Clear hai
- Thand Rakh

Positioning Techniques:

Competitive positioning: The brand is placed competitively against its competition. It was developed as a "flanking product" to attack 7 Up but ended up becoming the second most-sold drink for Coca-Cola. To date, Sprite competes with 7 Up since it is the only lemon-flavored drink and comes in similar packaging. Since 7 Up was positioned around food Sprite too did the same however with time Spirte positioned itself extensively around spicy food to act as a balance for taste. *"The tagline Mirchi Pe Lagao Sprite ka tarka"*

Specific Product Benefits: Thirst quenching and making a tempered person chill down are two ultimate benefits of Sprite. "The tagline *Sprite bhujaye pyas baki sab bakwas"* put sprite directly in competition with not only 7 Up but also with brands like bisleri. Back when both were available for 20rs Sprite offered a flavored chilled drink at the same price, giving the consumer a perception of a better deal as the perceived price is lower than the expected price. Since the price is equivalent to that of the packaged drinking water.

Occupying an Un-owned position: Sprite was the first brand to come up with recipes such as nimbu soda, mocktails, and a base for mixing and diluting drinks. The tagline *"Nimbu Soda ki Thaa…"* was made for the campaign of sprite chillers

Image Perception

Perceived Price: Sprite establishes a specific image as a brand in the consumer's minds when it comes to relating against the competing brands via its stable and market-compatible pricing. Sprite offers competitive pricing when it comes to competing with brands like bisleri, with the price Sprite offers an alternative to normal drinking water. Being lemon flavored and tasting best when chilled, the consumer develops a perception of lemonade and perceives a better price-to-quality and quality ratio.

Perceived Quality: The quality perceived by the consumers of sprite is majorly intrinsic in nature because people experience the product in terms of taste, flavor, aroma, shape, size of the bottle, color etc. They consume sprite on the go as well as regular household shared soft drinks

Retail Storage Image: Sprite provides good packaging conditions and branded cold storage freezers as well as branded shop label boards and hoardings for all retailers that sell any of the Coca-Cola products. This practice helps them maintain a super clean brand image. Sprite is usually found in stores, where the consumers can perceive higher quality while purchasing hence sprite, does not cater to smaller shops and retailers as the over-the-top compensation model proves costly to Sprite.

Consumer Proposition:

1. Lemmon Lime drink that offers sudden refreshment which instantly invigorates and sparks body and mind. Sprite
2. Sprite is a quality product from the Coco Cola company ranking second across the globe in terms of sales.
3. Sprite helps in keeping one's cool in order to spark true self-expression.

Outlet Positioning:

1. Independent wholesales

III. Wholesale Shop

To such sellers CocoCola provides various services such as branded fridges, hoardings, and signs which make an impact on the subconscious minds of the consumer about the product quality and hygienic conditions.

Generally, people that purchase from these stores have already decided to purchase the product, since the decision is already made and only the action to buy the product is left, they do not need to entice the consumers or influence them to buy the product, hence fridges with glass doors are often sufficient to sell the product.

2. Convenience stores

IV. Convenience stores

A lot of people come with pre-decided lists of products to buy and there may be a high chance that Sprite may not be on that list, hence there is a need to entice the consumers to buy the product. Sprite generally pays extra to display it self at the eye level of the shoppers it is also often kept along with the essential items to influence the purchase decision.

In cases where CocoCola pays for the entire rack these items are displayed with utmost care keeping the color combinations (of different drinks) in mind so that the overall resemblance of the rack attracts the customers, these racks are often accompanied by big Sale sign of x% off, This is done to pull the consumers and influence them into buying the product.

3. Quality service restaurant: Often served with spicy food
4. Liquor Stores, Pubs, and Clubs: being a clear sweet and sour liquid sprite often becomes the base for mixing drinks.

This positions the product in the minds of consumers as best for quality, price, and quality. Also keeping a discount makes the consumer feel the value further and they tend to buy soft drinks from malls and convenience stores since they offer more value for money, which makes the consumer purchase the product only when it is offered at discounted rates.

5. Product Class Definition

Sprite, the lemon and lime-flavored beverage by Coca-Cola, has unveiled a new campaign to reinstate its positioning as the go-to refresher drink for a calming and cooling experience. The beverage is known for its crisp and refreshing taste and is immensely popular amongst the youth. More than the product itself, the packaging is considered one of the most distinctive in the industry; the flagship SKU is made available in a bright green bottle, with bubbles decorating its surface, which symbolizes and reinforces the refreshing nature of the product. The new variant of Sprite is Sprite ice.

6. What needs are being addressed (As per Maslow's Hierarchy of Needs)

Maslow's hierarchy of needs is a theory of motivation that states that five categories of human needs dictate an individual's behavior. Those needs are physiological needs, safety needs, love and belonging needs, esteem needs, and self-actualization needs
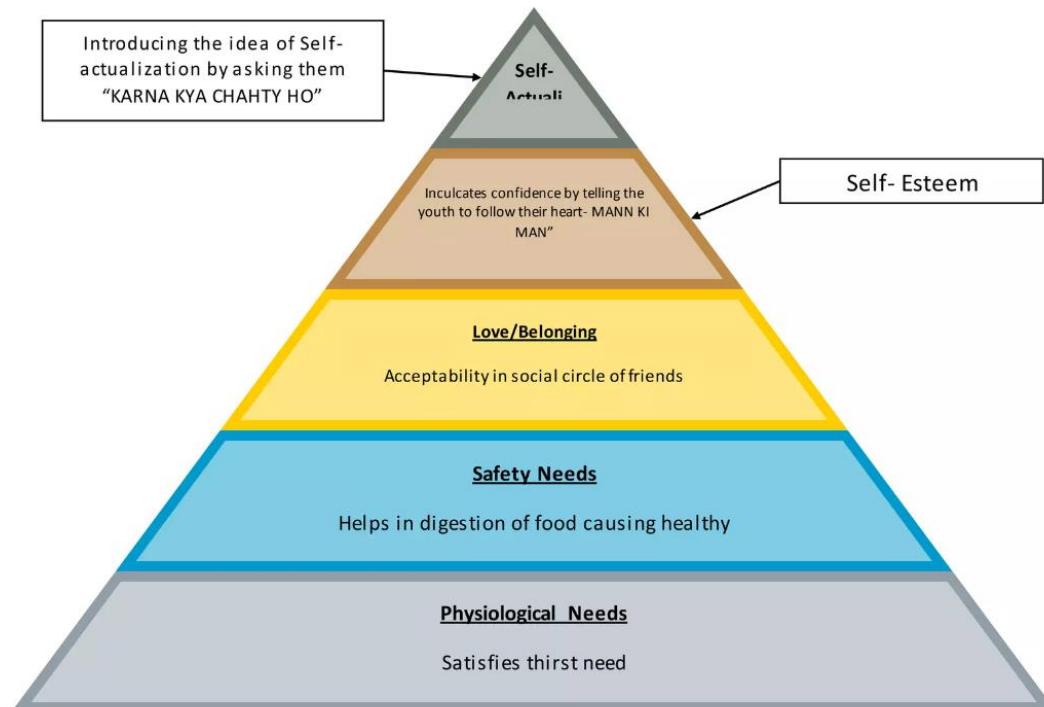
Maslow's Hierarchy

7. LEARNING THEORY

For most consumers, Sprite will be a behavioral learning experience which is the result of exposure to information and stimuli. When consumers are exposed to ads of Sprite, they'll learn to respond to them (Since Sprite is fulfilling its brand promise)

For the health-conscious consumers, however, it might be a cognitive learning experience that they'll undergo after processing all the nutritional facts, ingredients, etc.

8. Any belief and attitude involved

ATTITUDE TOWARDS OBJECT MODEL

Attitude is a function of evaluation of product-specific beliefs that sprite is known as the refreshing drink with a non-caffeinated cold drink. It relaxes the consumer and refreshes them. This attitude translates into sales of Sprite.

ATTITUDE FORMATION

With our particular research regarding this product is the result of personal experience with this product Sprite. After that, consumers drink sprite. The consumer feels like he/she is refreshed which creates a positive attitude towards the brand.

According to family influences mostly sprite is used in occasions, parties, and social gatherings. Also, recently it is believed that black drink is hazardous to health which is causing an increase in the consumption of white drink.

Sprite is also known for its wide campaign product. Sprite is all the rage with its shrewd advertising campaigns "Man Ki Maan", "Sprite Nights" and "Sprite ka Tadkha" which have directly targeted teenagers and young adults who are devoted to food-holics.

ATTITUDE CHANGE

Changing relative evaluation of attributes:

Soft drink consumption has increased substantially over the last 50 years and it has been established that people have large amounts of soft drinks regularly. Caffeine is a stimulant that is found in soft drinks. In large amounts, it can have detrimental effects on your health but it also has numerous benefits. Caffeine stimulates your central nervous system, helps break down fatty acids in your liver, boosts your mood, and alleviates headaches. Carbonated water is a primary ingredient of soft drinks.

Changing brand beliefs

Sprite's particular cold drink is known as a non-caffeinated cold drink product. Also, their tagline PAYAAS KO SPRITE KAR, NIMBU KI SODA is a hint that other drinks might provide refreshment, but Sprite by far provides THE BEST and absolute refreshment drink.

In the rest of the world except Pakistan, there are a lot of other attributes that have been added to Sprite super lemon, dry lemon, green, cranberry, 6mix, remix etc. While if you compare Pakistan, these are some of the variants in Sprite

9. Buying decision stage:

The consumer decision process also called the buyer decision process, helps markets identify how consumers complete the journey from knowing about a product to making the purchase decision. Understanding the buyer-buying process is essential for marketing and sales. The consumer or buyer decision process will enable them to set a marketing plan that convinces them to purchase the product or service for fulfilling the buyer's or consumer's problem. A standard model of consumer purchase decision-making includes recognition of needs and wants, information search, evaluation of choices, purchase decision, and post-purchase evaluation.
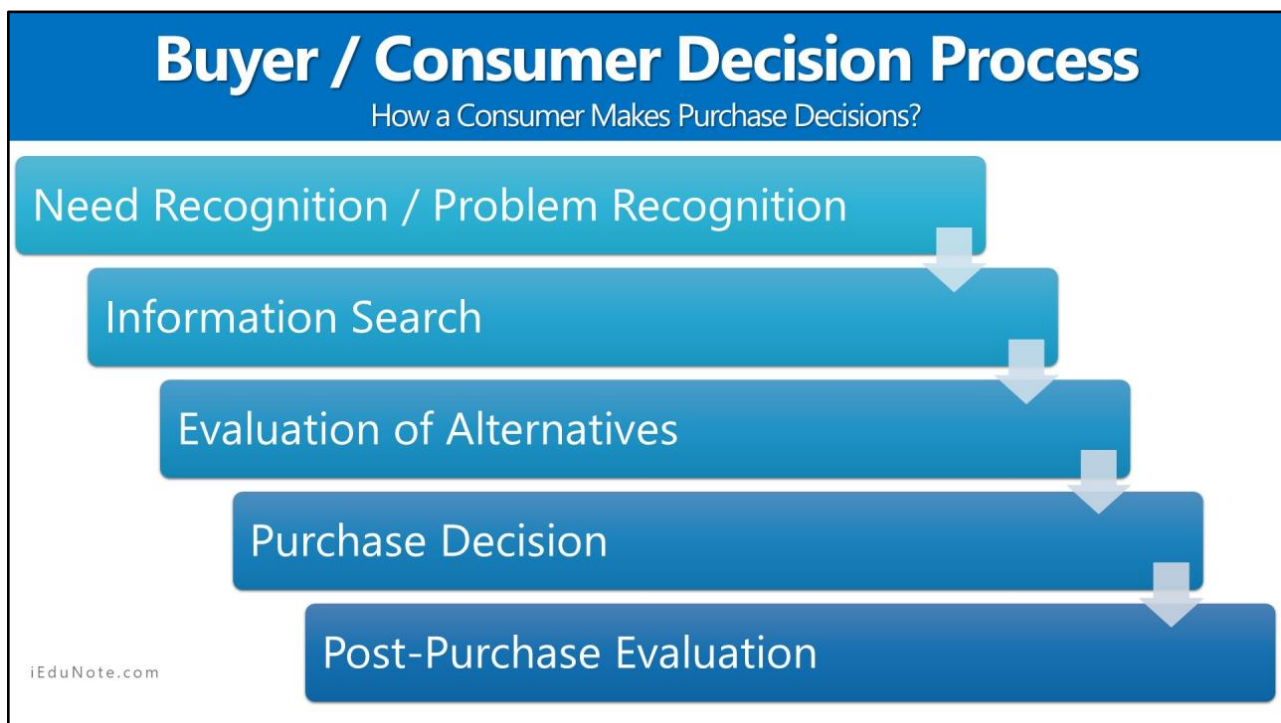
The advertisement of sprite will help consumers in the purchase decision phase. Sprite belongs to the soft-drink beverage industry and is an impulse-purchase product. People generally don't evaluate the product too much in this category hence involvement is very low. So, the people who look for this ad have already willing to buy a product that solves their problem of a refreshing drink and this ad will reinforce 'Sprite' in the minds of consumers making them decide to go and try out Sprite.

10. Response Hierarchy Customer will follow:

Here the customer will follow the AIDA (Attention, Interest, Desire, and Action) model. The AIDA Model identifies cognitive stages an individual goes through during the buying process for a product or service. It's a purchasing funnel where buyers go to and fro at each stage, to support them in making the final purchase. It's no longer a relationship purely between the buyer and the company since social media has extended it to achieving the different goals of AIDA via information added by other customers via social networks and communities.
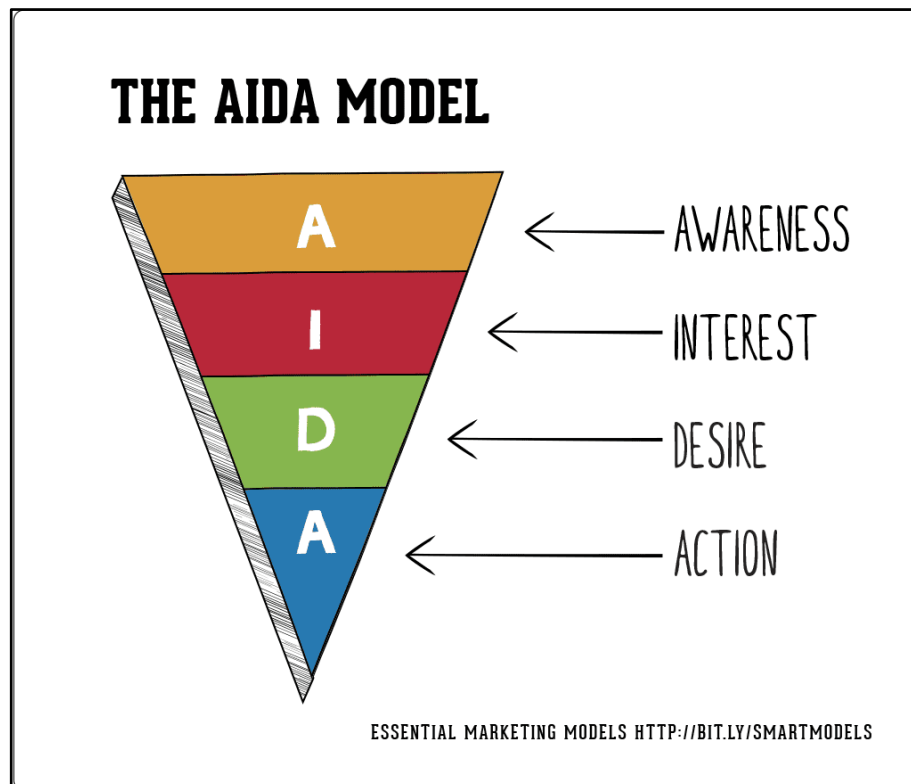
The advertisement uses famous OTT characters and has a humor angle to it hence will make the viewer attentive to the brand.

The consumer will get interested as Sprite is the perfect drink and companion for 'Friday movie nights' and the user can also win a free membership to Amazon Prime or Voot.

As Sprite is a product that falls under the category of an impulse purchase, the consumer already has the desire to buy any product and this advertisement will reinforce 'Sprite' in the minds of consumers making them desire the product to buy and try.

After the consumer plans to purchase the product, they can easily go to any shop near them to complete the action of buying a bottle of 'Sprite'.

11.   Position of the product as per FCB model:

The FCB grid or Foote, Cone, and Belding model is an integrative approach to interpret the consumer's buying behaviour and its implication for adopting a suitable advertising strategy. It is depicted on a matrix with the help of four significant factors, i.e., thinking, feeling, high involvement, and low involvement.

This model was designed with the help of the theory of the right or left brain. As the right brain of a human body indicates the emotional attribute, so is the feeling factor of this model. Also, as the left brain signifies the rational behaviour of human beings, the thinking element on the left side of the matrix does the same.

FCB matrix works on the four significant factors arranged in a pattern. Here, the thinking-to-feeling aspect stretches from left to right on the x-axis, while the high-to-low involvement moves from top to bottom on the y-axis.

Informative (Quadrant 1): Expensive products have a high level of importance to the consumers and require intense thinking for decision-making, lie in this category.
The prospective buyer first learns or gathers complete information about the product; then, he/she feels the need of buying it; and later makes the final purchase.

Affective (Quadrant 2): The valuable products which hold an emotional attribute and require consumer engagement are considered to be effective products.
The buyer follows a feel, learn and do order. That is he/she first develops a connection with the brand or the product; gains complete knowledge of it; finally buys it.

Habitual (Quadrant 3): This category of products includes everyday essentials. Thus, the customer experiences a low involvement but analytical decision-making while purchasing these items.
The buyer first obtains the product; tries it out and determines whether it solves the purpose or not; then develops trust in the brand.

Satisfaction (Quadrant 4): The products whose purchase is driven by emotions; however, the buying decision does not require much consumer involvement, lies in this quadrant.
The consumer buys the product; feels positive or negative about the purchase; and then learns about the product.

Product Categorization on FCB Grid

	Thinking	Feeling
High Involvement	**1. Informative** • B2B Services • Life Cover • House • Contact Len • Home Appliance • Home Furniture • Family Car • Security System • Auto Insurance • Investment Scheme	**2. Affective** • Jewellery • Antiques • Perfume • Liquor • Sports Car • Cosmetics • Designer Dresses • Bridal Outfit • Holiday Package • Expensive Restaurants
Low Involvement	**3. Habitual** • Kitchen Roll • Household Cleaner • Insecticides • Detergent • Razor • Toiletries • Newspaper • Disposals • Personal Care Products	**4. Satisfaction** • Soft Drinks • Fast Food Restaurants • Entertainment • Ice Cream • Coffee • Casual Wear • Bakery Products • Greeting Cards • Deodorants • Confectioneries • Fruits and Vegetables

The product, in this case, Sprite lies in the <u>4th quadrant of satisfaction (do->feel->learn)</u> where decisions are based on lowly involved feelings. It's a purchase of pleasure driven by quick personal or peer-led satisfaction and Sprite being a product of pleasure fall under this quadrant.
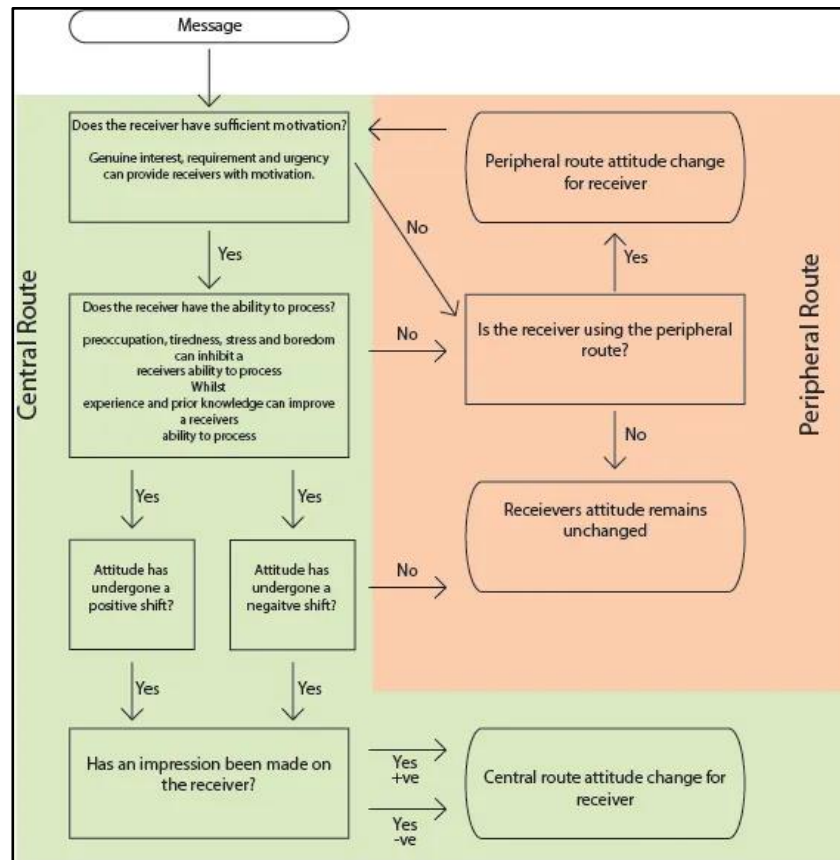
12.   The route followed as per ELM model:

The Elaboration Likelihood Model (ELM) was developed back in 1980 by Richard Petty and John Cacioppo and suggests individuals take one of two routes to processing a message: the central or peripheral. One is informational and structured, the other is a bit more fun!

The central route focuses on a high level of cognition where the individuals are heavily involved in the decision. For example, when making a high-involvement purchase, such as a car, people are going to pay a lot more attention. This path focuses on credibility and quality of argument, so, for example, you'd be much more likely to believe Bill Gates when it comes to Windows advice than dodgy Dave from around the corner.

When taking this route there are a few key factors to consider. The source of the message and the credibility of the message lie heavily upon this. The integrity of the argument, is your message based on reliable statistics and information? If not, you are going to struggle on this route. This route primarily targets individuals with high intelligence.

The peripheral route is the opposite, instead of the credibility of the source, it values the attractiveness. David Beckham became an idol for millions of people as a footballer, and from here when he promoted products after his football career, he was deemed an attractive individual. His relevance to the product and credibility isn't relevant, for example, what does he know about making aftershave? Not much but by putting his name on it sales go through the roof.

Within the peripheral route, statistical information isn't as important, here individuals are deemed to have a much shorter attention span and must remain engaged.

Message

Central Route

Does the receiver have sufficient motivation?

Genuine interest, requirement and urgency can provide receivers with motivation.

Yes

Does the receiver have the ability to process?

preoccupation, tiredness, stress and boredom can inhibit a receivers ability to process
Whilst
experience and prior knowledge can improve a receivers ability to process

Yes — Attitude has undergone a positive shift?

Yes — Attitude has undergone a negaitve shift?

No

Yes — Yes

Has an impression been made on the receiver?

Yes +ve
Yes -ve

Central route attitude change for receiver

Peripheral Route

No

No

Is the receiver using the peripheral route?

Yes — Peripheral route attitude change for receiver

No — Receievers attitude remains unchanged

In the present case of Sprite, the peripheral route is being followed. The user here isn't scrutinizing the message for its effectiveness. Other factors can influence them, including distractions. These include such users as those who know that they want an item but do not know much about the detail of that item. The advertisement tries to persuade users of Sprite being the perfect 'Friday movie night' partner and users follow through with a call to action. Also, a chance to win a free membership to Amazon Prime and Voot to persuade users to buy the product.

13.   The strategy behind the campaign

Campaigns should be thoroughly thought out in order to be effective.

It's important to work towards an effective message by informing customers about the benefits of the products or services being offered.

To create an effective ad campaign, marketers follow several steps to ensure each part of the process is thoroughly completed.

The four main steps are generally required when creating an ad campaign:

1.   **Knowing the target market –**
   a. Sprite wants to market itself as a cold soft drink with a refreshing feeling in it.
   b. They aimed it around the young generation.
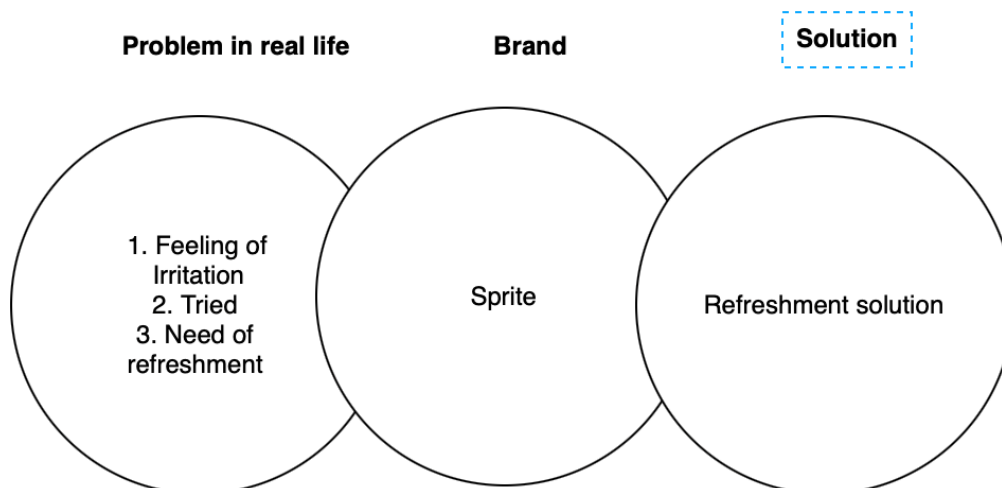   c. They aimed to market themselves as the best refreshing drink option in the market.

2.   **Knowing the product or service –**
   a. Sprite is one of the soft drink brands under The Coca-Cola Company. But it's different from other soft drink brands. As it has a light lemon flavor with soda. That makes it a light and perfect drink for refreshment.
   b. From this advertisement point of view, our target audience is anyone who's looking for refreshments. And to make Sprite their first option.
   c. This ad was shown during the ad break of T20. To market it as the perfect break refreshment soft drink.

3.   **Determining the best medium for sharing the message-**
   a. Sprite used a TV ad as a medium for sharing the message.
   b. Considering TV as a way of marketing is a costly process. But "The Coca-Cola Company" is one of the biggest companies in the soft drink industry. They don't have a budget issue.
   c. The choice of casting Mirzapur cast is to attract the young generation to their ad. It's a celebrity endorsement.

4.   **Creating the appropriate message-**
   a. Message conveyed through this advertisement was that Sprite is a refreshing soft drink.
   b. The whole cast of Mirzapur is trying to convey that. During times of headache and irritation. Whenever someone needs some refreshments. They can use Sprite as a refreshing drink.

14.   The Big Idea?

a) Big idea is an idea or message that covers all elements of a campaign or product. In order to match it with the target audience.

b) It'll need to be rooted so well. That it'll fulfill the campaign's objectives to ensure it has maximum impact and relevance.

c) For this advertisement our Big Idea – "Thand Rakh". For this advertisement was designed such that. It could provide a clear message about the product. That it's refreshing to drink.

d) Creating a scenario where Ali Faizal, Shweta Tripathi, and Divyendu Sharma are popular celebrities. Ali and Shweta are talking and Divyendu is the one who's distracting them.

e) This scenario was taken from the Mirzapur script. As Ali and Shweta are teams that are gone fight Divyendu in the Mirzapur tv series. They tried to mimic the same scenario in this advertisement.

f) Sprite acting as a mode of refreshment in ad. As Ali got irritated by Divyendu. Then the Sprite bottle opens and Ali got refreshed and forget about his anger. describing Sprite as a refreshing drink.

g) As this cast was of Mirzapur. They are trying to attract customers. By scanning and winning Amazon Prime and Voot memberships. This help to promote sales of Sprite.

Problem in real life	Brand	Solution
1. Feeling of Irritation 2. Tried 3. Need of refreshment	Sprite	Refreshment solution

15.   Brand Personality being created-

a) Brand personality is a that helps a company or organization. In such a way that it'll shape the way people feel, think, or relate products, services, or missions.
b) It should elicit an emotional response in a specific consumer segment.
c) Its intention should be such that it'll be inciting positive actions that benefit the firm.
d) For this advertisement personality created by the brand is in order – **irritation, anger, and relief.**
e) Irritation personality was created when Divyendu was distracting and irritating the other two cast during the movie.
f) Anger personality was created by Ali and Shweta towards Divyendu's irritating behavior.
g) Relief personality was shown in the end. As Ali drinks Sprite and feels relief and refreshed.
h) This advertisement was a rollercoaster ride of feelings. Started from irritation then converted to anger and at last got Sprite as a solution and find relief and a refreshing feeling from it.
e) For this advertisement brand personality is **refreshment**.
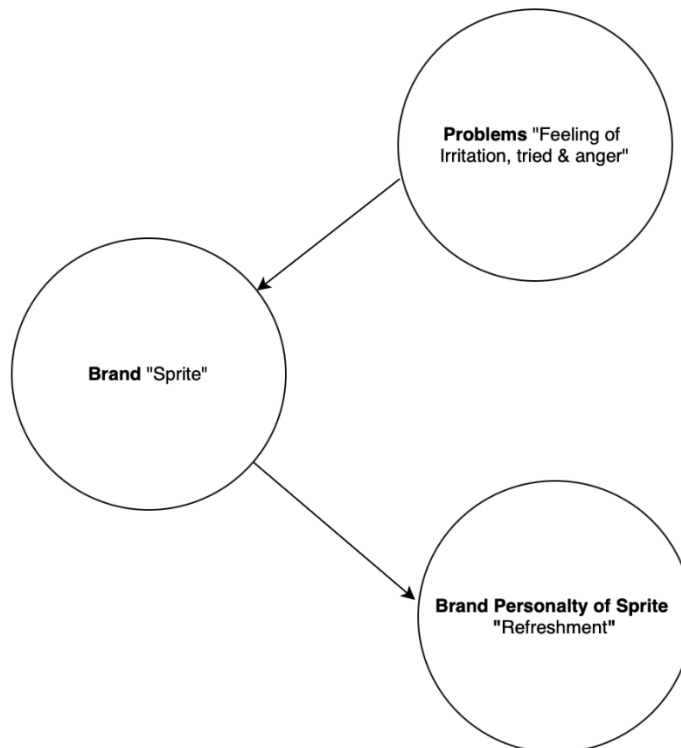
16.   Message Appeal Used, and its appropriateness

The rational and the emotional are the two different kinds of appeals that messages can make. Consumers are motivated to make purchases by businesses that use rational appeal, which involves the use of reasons, facts, and information that cater to the human need for cognition and logic. Essentially, by demonstrating how the consumer will benefit from the decision to purchase the product. Its purpose is to present arguments that will persuade customers that the qualities and advantages of the goods or services in question are capable of meeting their prerequisites. As a result, information regarding prices, attributes, benefits, competitive advantage, product popularity, etc. are typically included in the category of rational appeal.

On the other hand, emotional appeal makes use of a person's feelings and emotions to respond to the consumer's social and psychological needs. The argument that emotional appeal is useful when rational appeal becomes less interesting or when it is difficult for marketers to use reasons or information to differentiate the products or services argues that emotional appeal can be useful in these situations. The use of emotional appeal is therefore more advantageous because it has an effect on the consumers' feelings.

CocoCola, the parent company of Sprite has always banked on emotional appeal in its advertisement campaigns, for all its soft drinks such as Sprite Fanta, etc.

The hug machine dispensed a cola can on being hugged, this helped the consumers connect with the brand on a personal emotional level. The Coca-Cola Hug Machine is a simple idea to spread some happiness.

Similarly, Sprite campaigns and slogans also use emotional appeal to the fullest. Considering the current campaign of sprite, the viewers can instantly relate to the advertisement as most young people have a group of 3 friends during college and most of them share subscriptions to the OTT platforms. This ad does not only use nostalgia to recall the good times that the target audience has spent during their carefree days but also helps link Sprite subconsciously to those happy memories and thus connecting the positive emotions to the product and the brand.

Further Sprite always uses highly relatable experiences that people have on a daily basis and tend to get frustrated with these experiences, be it encountering irritating or entitled people or angry situations people always come up with clever situations for such problems after drinking sprite. Hence Sprite uses an emotional cue to drive audiences.

These messages are appropriate as they are socially well-perceived by the audience and generally target good memories. Further slogans like "Thand Rakh" promote peace and harmony and show how people must think out of the box instead of getting into a conflict.

17.   The Message format used

Developing effective advertising campaigns requires paying close attention to the format of the messages being communicated, especially in today's environment of excessive advertising and oversaturated consumers. Story, logo, slogan, and message are being considered here. Three types of responses are taken into account: knowledge (information), liking (attraction), and attention-grabbing.

The ad uses a light-hearted tone with its signature flute tune. Further, the ad is set on a Friday when new Bollywood movies are released, the room is set to have a darker tone to give a feel of the theater-like experience. This format further uses interactive storytelling and showcases a problem between three friends, they begin to argue in the blink of an eye. The solution is to drink Sprite and chill down.

The ad uses selective lighting to get the attention towards the product, when the actor is drinking sprite, the music changes to a soothing one from the ongoing banter, and the lighting changes to bring higher attention to the product, when the Sprite is being pored there is no other object in the scene hence the entire viewer concentration is focused on the product. After drinking and chilling effects are also shown, as to how the beat the situation and go back to watching the movie.

18. Message Tone

The advertisement takes a humorous approach to illustrate how quickly adolescents and young adults in today's world can lose their composure when confronted with challenging situations. The video then demonstrates how a single sip of Sprite can instantly cool down the drinker and return them to their normal state. In addition to advertising on local television stations across the country, the campaign will also run on the internet and on traditional billboards.

The unconventional advertising campaign, which dovetails beautifully with the mission statement of the Coca-Cola Company, "Refreshing the World, Making a Difference," will be broadcast on television stations located all over the United States, and it will be accompanied by digital and out-of-home marketing initiatives.

Further Sprite uses its signature flute tune to reinforce the brand and product in the minds of people. Simply playing this tune over other platforms like radio would help in brand recall.

19. Message Structure

The advertisement was predominated by Verbal messages, however, with some nonverbal/visual cues. The three characters are seen frustrated and are visualizing fighting with each other over Friday movie night with voiceover "Beep beep karke bp mat badhaiye" and "thand rakhiye, friday movie night hath me sprite…perfect hai".

The order of presentation followed in the advertisement is that of recency effect - with the last/final arguments being the most persuasive. The message itself is delivered towards the end of the advertisement - and the advertisement ends with the tagline 'thand rakhiye, friday movie night hath me sprite…perfect hai', while also showing the consumer how refreshing it feels after drinking sprite.

There is an explicit conclusion to the ad that has to be drawn by the customer - refreshing means sprite. This makes it much easier to understand the advertisement and get the message across to the receiver.

Conclusion

Coca-Cola, which is one of the largest beverage manufacturers in the entire world, is responsible for developing the brand Sprite, which has become famous all over the world in just over half a century.

It is currently ranked as the sixth best-selling soda in the world and the second best-selling Coca-Cola product due to the robust marketing efforts that have been put into it, and it continues to be a formidable rival to 7UP. The lemon and lime-flavored soda continue to appeal to its target demographic's desire for a crisp and clean taste.

Their marketing strategy efforts, including their marketing campaigns, the marketing channels they use, as well as the marketing tools and techniques they employ, go unnoticed.

One of the most important aspects is, of course, the image, the equity, and the visibility of the brand. Sprite is constantly reimagining and improving their product while keeping young people's fresh ideas in mind in order to do so.

Companies like Sprite, which are heavily dependent on the success they achieve through marketing, are always looking for talented new marketers to join their ranks.

20.   References

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