

A Study on Video Marketing Effectiveness Across Demographics

A Case Study of The Coca-Cola Company: Evaluating Visual Storytelling, Channel Consumption, and Consumer Behavioral Response Across Generational Cohorts

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ABSTRACT

Video marketing has become a central tool for brand communication as audiences move across short-form social platforms, streaming services, and traditional television. This paper examines how video format, narrative theme, and distribution channel relate to advertising effectiveness across Generation Z, Millennials, Generation X, and Baby Boomers, using The Coca-Cola Company as a case study. The source report describes a mixed-methods design comprising a structured survey of 400 respondents and four focus-group discussions involving 32 participants. It reports generational differences in platform preference, campaign recall, attention drop-off, narrative resonance, and sharing behavior. Short-form video was most prominent among Generation Z, while older cohorts showed stronger engagement with heritage-oriented campaigns. Humor received comparatively favorable ratings across all cohorts. The paper translates these reported findings into a segmented creative and media-allocation framework. The figures and statistical outputs are reproduced from the supplied project report and have not been independently verified; the results should therefore be interpreted as reported study findings rather than independently validated evidence.

Keywords— video marketing, generational cohorts, Coca-Cola, brand recall, short-form video, emotional branding, purchase intent

I. INTRODUCTION

The landscape of commercial brand communication has changed substantially with the spread of broadband connectivity, smartphones, and algorithmically curated multimedia. Traditional linear television no longer holds a monopoly on consumer attention. Video marketing now supports brand storytelling, persuasion, and the delivery of commercial narratives across social feeds, streaming services, and broadcast channels.

Video combines moving images, sound, color, narrative sequencing, and pacing. In fast-moving consumer goods (FMCG), where products may have limited functional differentiation and purchase decisions can be habitual, these elements can help maintain brand salience and emotional associations. However, audiences are fragmented across platforms and do not necessarily respond to the same creative treatment in the same way.

The Coca-Cola Company provides a useful case context because its marketing history includes heritage-based campaigns, emotionally framed brand narratives, and more recent digital and creator-oriented executions. The central problem addressed in this paper is whether video format, narrative theme, and distribution channel should be adapted to different demographic cohorts rather than deployed uniformly.

A. Problem Statement and Significance

The project report identifies four practical challenges: generational differences in attention and ad-skipping; differing emotional responses to nostalgia, diversity, humor, and family themes; mismatch between horizontal television commercials and vertical mobile feeds; and a possible gap between general brand awareness and campaign-specific recall or purchase intent. Understanding these differences may help marketers allocate creative and media resources more effectively.

B. Scope

The reported study focuses on Coca-Cola Original Taste and Coca-Cola Zero Sugar, campaigns produced between 2021 and 2026, and consumers aged 18 years and above in urban and semi-urban Tier-1 and Tier-2 locations. Static display, outdoor advertising, and audio-only advertising are outside the stated scope.

II. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

A. Persuasion and Narrative Processing

The Elaboration Likelihood Model (Petty and Cacioppo, 1986) distinguishes central processing, involving deliberate evaluation of arguments, from peripheral processing, in which cues such as music, humor, visual style, and affect can influence attitudes. The supplied report applies this distinction to low-involvement beverage purchasing, where emotional and sensory cues may play an important role.

Narrative Transportation Theory suggests that immersion in a story can shape responses to persuasive messages (Green and Brock, 2000). Escalas (2004) similarly examined the relationship between narrative processing and brand-related mental simulation. These perspectives support investigating whether the storytelling style of a video advertisement affects emotional response and purchase intent.

B. Generational Cohorts and Media Fragmentation

Generational Cohort Theory proposes that shared formative experiences can shape values and media habits (Mannheim, 1952; Ryder, 1965). The project organizes respondents into Generation Z, Millennials, Generation X, and Baby Boomers, and proposes that the cohorts may differ in platform preferences, preferred video duration, campaign recall, and willingness to share branded content. Such differences should be tested empirically rather than assumed to apply to every individual within an age group.

C. Conceptual Model and Hypotheses

The independent variables are video format (short-form vertical or long-form horizontal), narrative theme (nostalgia, social causes, humor, or family togetherness), and distribution channel (social platforms, streaming/OTT, or linear broadcast). Demographic cohort is treated as a moderating variable. Outcomes include brand recall, emotional response, attention duration, ad completion, sharing behavior, and purchase intent.

H1: Video platform consumption preferences differ significantly across the four demographic cohorts.

H2: Aided campaign recall and message comprehension differ across cohorts.

H3: The relationship between narrative theme and purchase intent varies by cohort; H3a predicts relatively stronger responses to social-cause and humor themes among younger cohorts, while H3b predicts stronger responses to nostalgia and family themes among Generation X and Baby Boomers.

H4: Attention drop-off and ad-skipping thresholds differ across cohorts.

H5: Willingness to share video advertisements and participate in user-generated content differs across cohorts, with higher participation expected among younger cohorts.

III. RESEARCH METHODOLOGY

A. Research Design

The source report describes a convergent mixed-methods design. Its quantitative strand is a cross-sectional survey of 400 respondents, while its qualitative strand comprises four cohort-specific focus-group discussions with eight participants each, for a total of 32 participants. The two strands are intended to be combined during interpretation.

B. Population and Sample

The target population is described as consumers aged 18–65+ living in metropolitan and Tier-1/Tier-2 urban areas, with daily internet access and exposure to digital or broadcast video in the previous 12 months. The report uses Cochran's formula for an unknown population proportion: $n_0 = Z^2 pq / e^2$. With $Z = 1.96$, $p = 0.50$, $q = 0.50$, and $e = 0.05$, the computed minimum is 384.16; the report rounds the target to 400 respondents.

TABLE I. REPORTED SAMPLE ALLOCATION

Cohort	Age Range	n	Share
Generation Z	18–26	100	25%
Millennials	27–42	100	25%
Generation X	43–58	100	25%
Baby Boomers	59–65+	100	25%
Total	18–65+	400	100%

C. Instruments and Stimuli

The report describes a 28-item questionnaire covering demographics, media consumption, campaign recall, and behavioral/psychometric scales. Focus-group participants were reportedly shown three video assets: a 15-second vertical creator-style video; a 60-second cinematic “Masterpiece/Real Magic” narrative; and a 30-second holiday-caravan television commercial.

D. Analysis Procedures

The stated procedures include Cronbach's alpha for internal consistency, Pearson's chi-square tests for associations between categorical variables, and one-way ANOVA for differences in mean purchase-intent scores. Tukey HSD post-hoc tests were reportedly used when ANOVA results were significant. The source report

supplies summary statistics but not respondent-level data or complete statistical output, so independent recalculation is not possible from the provided material.

IV. RESULTS AND INTERPRETATION

A. Video Platform Consumption

The report states that short-form social video was the primary channel for 68% of Generation Z respondents, compared with 42% of Millennials, 18% of Generation X, and 10% of Baby Boomers. Long-form streaming/YouTube was selected by 44% of Generation X and 38% of Millennials. Linear television was selected by 38% of Baby Boomers and 22% of Generation X.

TABLE II. PRIMARY VIDEO PLATFORM BY COHORT (REPORTED)

Platform	Gen Z	Millennials	Gen X	Boomers
Short-form social	68%	42%	18%	10%
Long-form/YouTube	24%	38%	44%	36%
Linear TV/cable	3%	8%	22%	38%
Connected OTT	5%	12%	16%	16%

The report gives $\chi^2 = 118.42$, $df = 9$, $p < 0.00001$ for the association between cohort and platform choice, and therefore reports support for H1. The pattern suggests that a single distribution plan may not reach all age groups equally, although the results are based on the study's reported sample and are not independently verified.

B. Campaign Recall

Unaided brand recall is reported between 76% and 84% across cohorts, with no statistically significant difference reported ($\chi^2 = 2.36$, $p = 0.501$). Aided campaign recall ranges from 69% among Baby Boomers to 91% among Millennials, with a reported significant difference ($\chi^2 = 18.96$, $p < 0.001$). The “Masterpiece” campaign is reported as more strongly recalled by younger respondents, while the “Holiday Caravan” campaign is more strongly recalled by older respondents.

TABLE III. SELECTED CAMPAIGN RECALL RESULTS (REPORTED)

Measure	Gen Z	Millennials	Gen X	Boomers
Unaided brand recall	78%	84%	81%	76%
Aided campaign recall	86%	91%	77%	69%
“Masterpiece” recall	74%	82%	58%	41%
“Holiday Caravan” recall	61%	76%	89%	94%

C. Narrative Theme and Purchase Intent

On the reported five-point purchase-intent scale, Generation Z gave the highest mean score to humor and entertainment (4.45), followed by social causes and diversity (4.12). Baby Boomers and Generation X gave the highest scores to nostalgia and heritage (4.62 and 4.46, respectively) and family togetherness (4.54 and 4.38). The report gives $p < 0.0001$ for the between-cohort differences across all four themes.

TABLE IV. PURCHASE-INTENT MEANS BY NARRATIVE THEME (REPORTED)

Theme	Gen Z	Millennials	Gen X	Boomers
Social causes/diversity	4.12	3.88	2.64	2.10
Nostalgia/heritage	2.74	4.22	4.46	4.62

Humor/entertainment	4.45	4.18	3.72	3.40
Family/togetherness	3.10	3.94	4.38	4.54

D. Attention and Ad-Skipping

The report gives average attention drop-off values of 4.8 seconds for Generation Z, 8.2 seconds for Millennials, 14.6 seconds for Generation X, and 22.4 seconds for Baby Boomers. The reported five-second ad-skip rates are 79.4%, 58.2%, 38.6%, and 21.5%, respectively. The report presents these results as support for H4.

E. Sharing and User-Generated Content

The report states that 58% of Generation Z and 44% of Millennials had shared an ad video via direct message or story, compared with 19% of Generation X and 8% of Baby Boomers. Participation in branded hashtag challenges was reported at 34%, 21%, 5%, and 1%, respectively. Chi-square results were reported as significant for each of the four engagement actions, supporting H5 as framed in the source report.

TABLE V. SELECTED ENGAGEMENT ACTIONS (REPORTED)

Action	Gen Z	Millennials	Gen X	Boomers
Shared ad video	58%	44%	19%	8%
Joined hashtag challenge	34%	21%	5%	1%
Commented on brand video	29%	26%	11%	4%
Saved video ad	38%	27%	9%	3%

V. DISCUSSION AND STRATEGIC RECOMMENDATIONS

Across the reported measures, general awareness of Coca-Cola appears relatively consistent, while recognition of specific campaigns and preferred narrative themes vary by cohort. This distinction matters: brand familiarity should not be treated as evidence that every creative execution is equally memorable or persuasive.

A. Creative and Channel Recommendations

For Generation Z, the report recommends mobile-native vertical videos of approximately 6–15 seconds, creator-led execution, humor, and early brand cues. For Millennials, it recommends hybrid 15–30-second formats combining humor, authentic storytelling, and relevant sustainability or nostalgia themes. For Generation X, it recommends 30–60-second narratives emphasizing family and emotional connection across YouTube and connected television. For Baby Boomers, it recommends clear, heritage-oriented television and OTT creative.

TABLE VI. PROPOSED VIDEO BUDGET ALLOCATION IN SOURCE REPORT

Target	Allocation	Suggested Creative Direction
Generation Z	30%	Short vertical creator-led videos
Millennials	25%	Hybrid format, humor and authentic storytelling
Generation X	20%	Cinematic family-oriented narrative
Baby Boomers	15%	Heritage and seasonal television creative
Experimental/emerging	10%	Interactive, AR, and virtual-world formats

B. Practical Directives

Introduce brand or product cues early in mobile videos, while testing the timing rather than treating a three-second threshold as a universal law.

Produce mobile-native creative instead of merely cropping horizontal television commercials into vertical formats.

Retain heritage-based seasonal storytelling where it performs well, while testing creator-led and social formats for audiences who are more active on digital platforms.

Evaluate performance with campaign recall, completion, sharing, purchase intent, and actual sales outcomes where available; do not rely on self-reported purchase intent alone.

VI. LIMITATIONS

The paper is based on a supplied project report. The underlying respondent-level dataset, survey instrument in full, recruitment records, focus-group transcripts, and complete statistical output were not provided for independent audit. Some reported figures and test statistics may require reconciliation before publication. For example, the source report describes a 28-item questionnaire but reports reliability for 14 Likert items; it also presents different F-statistics for some analyses in the main text and annexure. The generational age bands and campaign descriptions should likewise be checked against the study protocol. Consequently, the results in this paper are attributed to the supplied report and should not be represented as independently verified empirical findings.

The sample is evenly allocated across four cohorts, but equal quotas do not by themselves guarantee a representative sample of the wider population. The use of self-reported recall and purchase intent also limits conclusions about actual buying behavior. Cohort differences may reflect age, platform access, media habits, or other factors and should not automatically be interpreted as effects caused by generation alone.

VII. CONCLUSION

The supplied study argues that video marketing effectiveness differs across generational cohorts in platform use, campaign recall, attention, narrative response, and sharing behavior. Its reported results favor short-form, creator-led and humorous content for younger audiences, while heritage and family narratives appear more resonant among older cohorts. Humor is presented as a comparatively broad cross-generational option. The practical implication is to develop a modular video strategy that adapts format, narrative, and distribution to audience behavior rather than relying on a single execution across all channels. Before submission as a scientific paper, the original data and statistical calculations should be verified, and all references should be checked for accuracy and traceability.

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