



Klarity

The Analytical Tool for Serious Marketers

Coca Cola vs. Pepsi

Who used Sina Weibo more successfully to promote their brand in 2013?

Social Performance Annual Evaluation

2013 Highlights

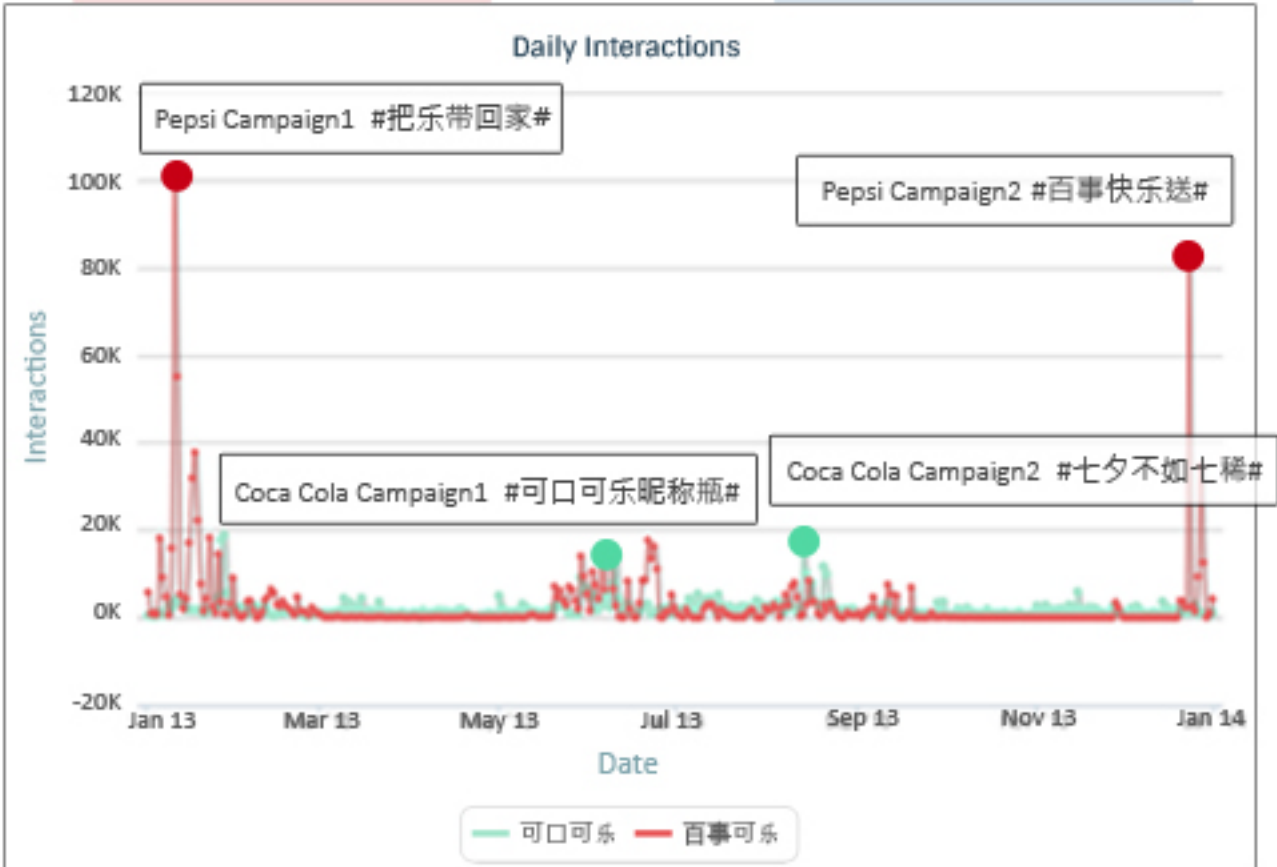
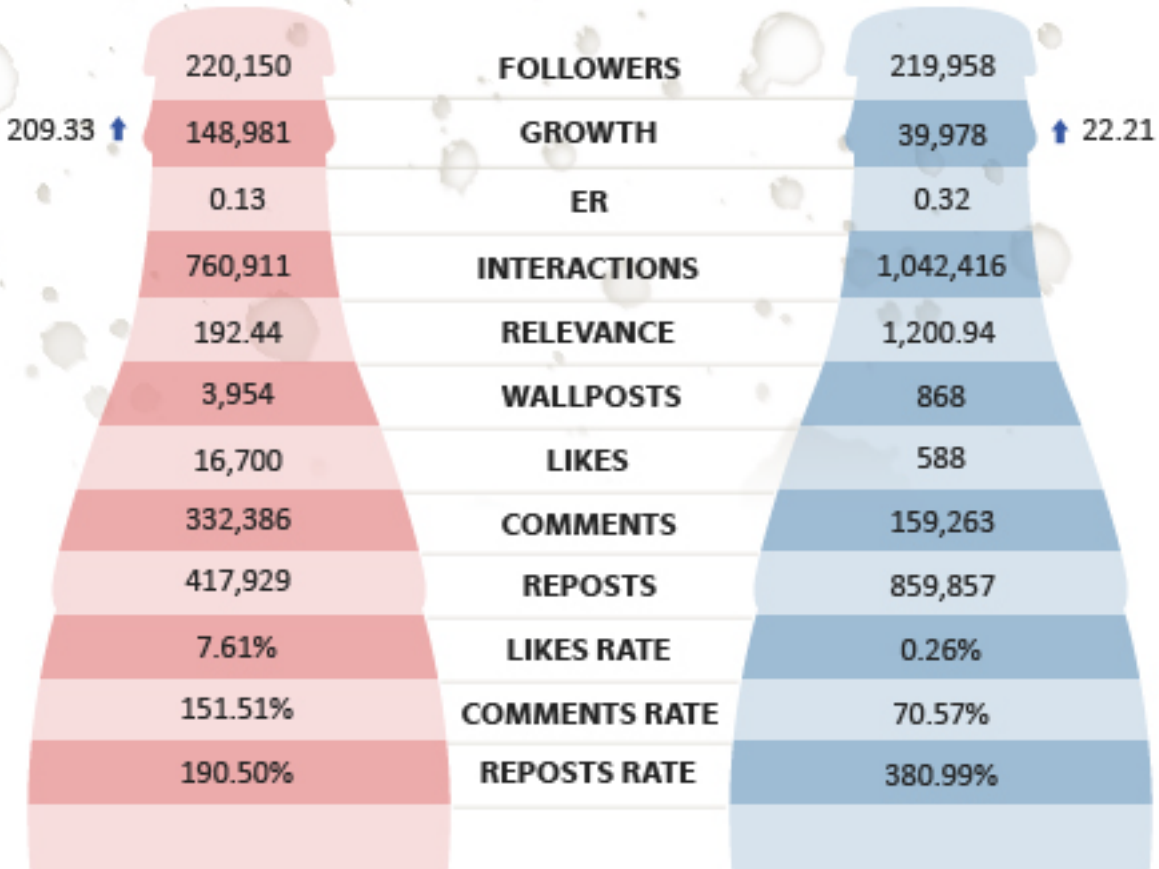


- Content marketing
- Long lasting
- Emotional experience



- Event marketing
- Short run
- Media hype

2013 Summary



As we look back to 2013, we see that social media was dominating the lives of people and big brands turned to these platforms to reach consumers.

As a glimpse, let's take a look at the two beverage giants, Coca Cola and Pepsi, and how they leveraged Sina Weibo to reach the Mainland China marketplace.

In 2013 Pepsi launched more than 5 campaigns through the social networking site. The Brand's strategy was to invite pop stars as spokespersons for its products. Followers were also motivated to join the campaigns by receiving incentives.

Pepsi's promotional campaigns were high-frequency and short-term. The data showed that Pepsi's interactions were slightly higher than Coca Cola, but Follower growth was only a quarter of that of its competitor.

Coca Cola, however, ran few campaigns in 2013 but focused on creating emotion-based Posts to increase its brand awareness. The content was closely related to the Brand and its Brand DNA - delivering happiness.

This social media marketing strategy helped Coca Cola increase its Follower-base over 200% and attract over 760,000 Interactions.

So even for social media marketing in Mainland China, we see that "content is king". You don't necessarily need a large budget, popular showbiz stars or free gifts to generate great consumer engagement.

Analysis was based upon data, metrics and insights from the Klarity Analytical Dashboard.

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