

Localization Strategy of Global Brand: Case Study of Coca-Cola

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Abstract

Today, the phenomenon of globalization has gained momentum in parallel with technological developments. Global brands also need some strategies to have a place in the local market. The most important of these strategies is that global brands adapt to local culture. In the process of localization, global brands add local elements to their brands to attract consumers by using various strategies. Communication texts play an important role in consumer preferences, it gives a great advantage to the global brand in sales and marketing. Advertising text is the most important one among various communication texts that global brands present their brands following local cultural indicators by using cultural values. The study focuses on how Coca-Cola, a global brand, uses local cultural indicators to create target texts in Kyrgyzstan. In this study, the content analysis method was used to analyze that Coca-Cola brand campaign gave to its consumers to become a Santa. Frequency and categorical techniques of content analysis were used.

Key Words: Localization Strategy, Global Brand, Coca-Cola, Local Culture, Kyrgyzstan

Küresel Markanın Yerel Stratejileri: Coca-Cola Örneđi

Öz

Günümüzde küreselleşme olgusunun teknolojik gelişmelere paralel olarak büyük bir ivme kazandığı görülmektedir. Küresel güçteki markalar da yerel pazarda kendilerine yer edinebilmek için bazı stratejilere gereksinim duymaktadır. Bu stratejilerden en önemlisi küresel markaların yerel kültüre uyum sağlamasına yönelik uyguladığı stratejilerdir. Uyum sürecinde küresel markalar yerel unsurları markalarına eklemekte ve çeşitli stratejiler ile tüketicilerine seslenmektedir. İletişim metinleri ile gerçekleşen bu seslenişler, tüketici tercihlerinde önemli rol oynamakta küresel markaya da satış ve pazarlama konusunda büyük bir üstünlük sağlamaktadır. Küresel markaların kültürel değerleri kullanarak yerel kültürel göstergelere göre marka sunumlarını çeşitli iletişim metinleriyle gerçekleştirdiği metinlerden en önemlisi, küresel markaların sosyal medyada hedef kitlesine ilettiği metinleridir. Çalışma küresel bir marka olan Coca-Cola'nın Kırgızistan'daki hedef kitlesine yerel kültürel değerleri kullanarak iletişim metinlerini oluşturma biçimlerine yoğunlaşmaktadır. "Santa Bol" reklam kampanyasını odak alan çalışma kampanyadaki iletilen mesajlar üzerinden içerik analizine tabi tutulmuştur.

Anahtar Kelimeler: Yerel Strateji, Küresel Marka, Coca-Cola, Yerel Kültür, Kırgızistan

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Introduction

Some brands have become more popular and spread across nations and are becoming a national brand in other countries in the globalized world. The most famous soft drink in the world Coca-Cola is an example.

They have aroused warm emotions in people's memories with their interesting and remarkable advertisements; in fact, they have realized many successful campaigns until these days. One of the reasons for the success of advertising campaigns is to take into consideration the preferences of the local people starting from cultural values and eating and drinking habits.

To this day, a lot of research done in the world about Coca-Cola's history, marketing strategies, and successful advertising campaigns. However, in Kyrgyzstan, there are not enough sources about the advertising campaigns of this beverage. In particular, the ads shown in Kyrgyzstan have not yet been analyzed. For this reason, in this study, Coca-Cola's Facebook's official page in Kyrgyzstan will be analyzed on the advertising campaign implemented towards the New Year.

Coca-Cola started a campaign called "Santa Bol" in Kyrgyzstan between November 23rd and December 31st. The focus of this research is to analyze the campaign content conducted by Coca-Cola. This research limited to the "Santa Bol" campaign content, which lasted for a month. Questions of the research are what kind of values does Coca-Cola offer to the local people? What are the important behaviors in instilling local and universal values as daily habits in the strategic use of marketing campaigns? In this research, the message of the Santa Bol campaign was analyzed, that the Coca-Cola brand gave to its consumers. Here, frequency and categorical techniques were used which are one of the content analysis techniques.

Postmodern society is a society where digital technology and social media are very effective. With the idea that "Being close makes free", postmodern consumers attach great importance to the communication network of internet connections (Odabaşı, 2019, p. 15).

The widespread use of the Internet provides a very suitable basis for the advertising environment. For example, Facebook considered an information-gathering tool or an advertising medium (Peltekoğlu, 2010, p. 198-200). Coca-Cola's advertising campaign published on the Facebook page. Being able to reach specific audiences at low-cost, including messages for direct sales and allowing all kinds of information transmitted causes the internet preferred as an advertising medium (Fırlar, 2012, p. 112).

Consumer behavior is one of the psychological aspects of consumer personality. "Personality is the general condition of a person's characteristics and behaviors that figure compliance with surrounding people" (Tokol, 2007, p. 71). The "Santa Bol" advertising campaign for Coca-Cola focuses on good behavior.

Global Brand and Local Strategies

The development of globalization effects on marketing growth. It gives a big opportunity for firms to extend their brands and new market entry effort. Local marketing success has to open to international marketing. The international marketing should follow and find the appropriate local strategies in order to succeed. Nowadays popular slogan is "think global act local" which leads to glocal marketing understanding (Onurlu, & Zulfugarova, 2016, p. 493). Some firms use the same brand images for different countries. Sometimes many companies can be failed because of cultural economic and other differences. Therefore the same brand can use various brand images in the international market (Roth, 1995, p. 164).

According to the American marketing association, the brand is the sign, the symbol, and design or combinations of these, that helps to identify goods and services produced by individuals and groups and to distinguish them from their competitors (Kaplan, & Baltacıoğlu, 2009, p. 297).

Cultural characteristics of nations, different languages in various geographies around the world should be taken into consideration in the advertisement sphere. Therefore, the so-called "Global advertisement" is the application with local images and local actors of each market (Onurlu, & Zulfugarova, 2016, p. 497). For international strategies, it is necessary to develop local brands firstly and support the global approach with local adaptations. The presence of homogeneous consumer groups in different markets has also had an impact to Coca-Cola, which is a local brand, has become an international brand (Altuna, 2007, p. 162). Coke obtain 71 percent international markets while PepsiCo receives 71

percent from the US (Biswas, & Sen, 1999, p. 1702). In this regard, Levitt explains: There will be standardization as the needs of consumers living in different countries will become similar. These products will create a global market and affect product to fall in prices (Kaplan, & Baltacıoğlu, 2009, p.301).

Cultural values shape our mindset additionally helps to perceive the indicators from visual and audio materials. Therefore, easily understandable rituals and symbols in one country can have different meanings in another country.

Global brands' basic keys are quality and prestige in prosperous countries. Additionally, consumers in developing countries are seeking out psychological benefits that give a positive feeling of identity and membership in the global community. Recent literature emphasize that modern consumers needs both global and local identities (Xie, 2012, p. 51). According to some researches universal relevance, global image, standardization, esteem, quality, and social responsibility play an important role except wide availability and recognition (Özsomer, 2012, p. 72).

Firms' visibility and position in international markets depend on branding strategy which gives the firms structure to enter into different markets (Xie, 2012, p. 105). Based on some researches there is no common understanding of consumers to perceive some certain brand as global (Dimofte, Johansson, & Bagozzi, 2010, p. 83). Coca-Cola and General Foods have noticed since national markets are large and attractive, they try to find required individual approach. If a firm becomes a leader in the international market than use global strategic positioning. Coca-Cola claimed a market share of more than 40% sales of soft drinks in 155 countries in 1985 (Fomina, 2005, p. 78).

Coca-Cola as a Global Brand

There is no single person who does not know or taste the Coca-Cola drink in the world. It is meaningful to analyze the secrets of being among the most common and most consumed beverages in the world. The tremendous marketing effort has been made to achieve global success. Thanks to the right strategies developed and successful development paths, it has reached its current position.

Coca-Cola takes precedence over technology giants such as Apple and IBM in terms of brand value. The analysis held by The Economist in 1997 revealed that consumption of Coca-Cola in different countries is an important sign for the degree of globalization and wealth and quality of life-related as well as political and social freedoms, and concludes "capitalism is good for you" (Sevim, 2015, p. 136).

The Coca-Cola brand is criticized by globalists as one of the symbols representing a product that propagates American culture and regarded as a globally standardized global product (McBride, 2005, p. 80). In the world of Coca-Cola, Coca-Cola brings together different people in the sense of national consciousness with a vision of progressive historical development about national consciousness and brings understanding to a global village (Weiner, 1994, p. 248). Coca-Cola lives and works in more than 200 countries and we have deep roots in communities around the world. These communities are connected to the growth of communities by affecting their lives and livelihoods and economic success (Raman, 2007, p. 107). The Gods Must Be Crazy video shows that Coca-Cola is consumed in the Egyptian Deserts, in the mountains of Europe, in the ports of Southeast Asia, and in a wide variety of local cultural contexts. It emphasizes multiculturalism as well as the Internationalist character (Weiner, 1994, p. 244-245)

Based on these expressions, Coca-Cola has become a global product, people become closer to each other and even making it a local beverage in some cultures. It became a regular habit of our daily life. The difference between global understanding and local understanding is decreasing.

Coca-Cola is the product most identified with the United States. A company official described it as a "The most American thing in America" and wrote that it was difficult to separate between the US and Coca-Cola (Kuisel, 1991, p. 97).

When we talk about America, the Coca-Cola brand comes to mind, which means how familiar these two concepts are. It is an important contribution to the formation of the country's image. Having the same identity as the country name increases the importance of the product.

Coca-Cola invented in the spring of 1886 by the pharmacist John S. Pemberton as a medicinal drink. At first, most of the income from sales was spent on advertising. When health problems arose, Pemberton

sold his interest in a new drink to someone else before his death in 1888. Accountant and partner Frank M. Robinson Coca (for coca leaves) Cola (for cola nuts) produced a fictitious name for the drink and is also known all over the world with the font has managed to create a unique brand (Boney, 1987, p. 91). Typography; gives information about the value of the product. For example; italic handwriting gives clues about the quality and sophistication of the product (Odabaşı, & Oyman, 2002, p. 248). The nature and function of the trademark are such as to protect the Coca-Cola company and the purchaser consumers from unlawful acts. The trademark may simultaneously represent: 1) the source of the beverage 2) source reputation 3) product satisfaction 4) the convincing advertising value 5) the internal symbol value (Curdie, 1971, p. 299).

In the following years, under Candler management, the Coca-Cola Company became the country's and the world's first large-scale soft drink marketer. In 1894, a second facility opened in Dallas, Texas, and new facilities started to run in Chicago and Los Angeles. In 1898 Coke's home offices and facilities moved from a number of temporary neighborhoods to the first permanent, new building in Atlanta (Boney, 1987, p. 92).

The Cola drink, which was invented as a medication against headache, crossed the national borders, and shortly thereafter, Coca-Cola was sold in Canada in 1897, Hawaii and Mexico, followed by Cuba two years later. The II World War played a crucial role in the global expansion of Cola. Although it has facilities in different countries, it did not have a large number of consumers. Young soldiers who consumed this drink during the war sent a letter to the company expressing that they liked it. After the attack on Pearl Harbor, Woodruff declared that a bottle of Coca-Cola would be sold for five cents for army soldiers (Mcbride, 2005, p. 80).

In the following years, when the Pepsi drink appeared as an opponent, he began to look for alternative ways. He started using coin-operated vending machines and in 1930 introduced mechanically cooled refrigerants (Boney, 1987, p. 93). Soft drink producer Coca-Cola offers solutions to avoid obesity. Launched last year as a pilot program in Birmingham, Coca-Cola Zero Park Livesscheme offers - running, cycling, round, tai chi and bushcraft. Coca-Cola started the program “because it wants to play a more productive role in finding solutions to obesity (McCartney, 2014, p. 1).

The establishment of new facilities both in the United States and other countries until the end of World War II made this brand popular for the next years. In addition, the letters sent by the soldiers to cut the price to a certain amount informs those important decisions made. Innovative behavior towards competitors has achieved significant success in beverage consumption.

In May 2000, the former CEO Douglas N. Daft defined the globalization as transferring the “Central management strategy” to, “Local think and act locally” (Mcbride, 2005, p. 82). Advertising is one of the most effective tools in changing the lifestyles and habits of consumers or adopting new ones (Ulusal, & Kalaycı, 2018, p. 63).

Research of local markets and development of appropriate advertising strategies acts in accordance with the slogan “think locally and act locally. The use of local features in advertising campaigns is an indicator of success. The use of cultural indicators recognized by the local public is more identified with advertising consumers.

The visual-sensory elements of package design of products affect the consumer's perceptions. The red color which excites the emotion is used in brands, logos, and package design which appeal to young people because the red colour increases blood pressure and heart rate, and stimulate the appetite according to corporate studies (Coca-Cola, Pizza Hot, Burger King, etc.).

Coca-Cola Bishkek Bottlers (CCBB) was established in 1995. On 8th of May 1996, CCBB started its operations in Kyrgyzstan. Its core business is to produce, sell and distribute sparkling and still beverages of “The Coca-Cola Company” (TCCC) in Kyrgyzstan. Its production capacity is 16 million physical cases. Being one of the high technology and well-equipped operations, CCBB is one of the leading investments in the Kyrgyz economy and actively supports community projects.

Method

Coca-Cola is a global brand which develops local strategies according to countries. Coca-Cola developed a strategy for Kyrgyzstan for the new year and supported it with social media. Within the scope of the campaign, Coca-Cola gives various tasks to the users registered on its page via Facebook and wants these tasks to be completed until December 31, which is the New Year's night. Those who complete the missions are Santa, the expected person and hero of the New Year.

The study focuses on the tasks that users will perform in order to become Santa within the scope of this campaign, by identifying the mentioned tasks, the strategy of Coca-Cola in Kyrgyzstan was tried to be described. In accordance with this purpose, each task has been subjected to content analysis.

Content analysis is an analysis method that deals with the rates and classification of media messages, at the same time this analysis method aims to present descriptive data (Bilgin, 2014, p. 11, 18, 19).

Following questions sought to answer within the scope of the research:

1. What are the topics of the Santa Bol campaign implemented by Coca-Cola in Kyrgyzstan? Which topics are covered more?
2. Which behavior patterns are implemented by users in order to become a Santa and whom these behaviors address?

Data Analysis and Interpretation

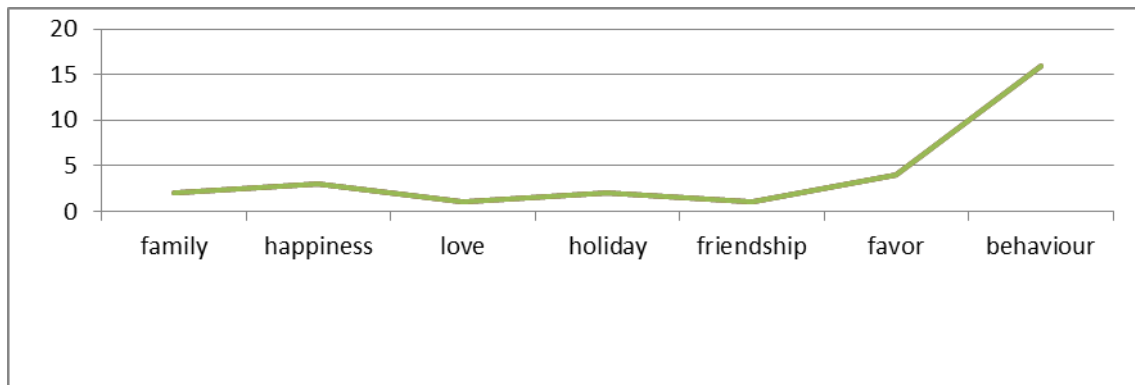
The analysis of Coca-Cola's Santa Bol (Be Santa) campaign carried out throughout Kyrgyzstan is as follows. In this context, a general classification was made in the form of the subject of campaign, behavior patterns and behaviors target audience.

Subjects are coded among themselves as family, happiness, love, vacation, friendship, kindness and behavior. Behavioral patterns from the general categories are coded as sharing, meeting, thank, surprise, celebration and smile. In addition, in order to determine to whom, the behavioral patterns will be made, a coding was made in the form of love, family, friendship, foreign, old people and sisters. The analyzes were carried out according to this coding system.

Findings

Subject of Campaign

The graphic below shows the findings related to the topics of the campaign.



Graphic 1. *Subject of Campaign*

On the above table is given the subject of messages transmitted to the target audience within the scope of the Santa Bol campaign.

When we look at the subjects of the advertising campaign called Santa Bol, behavioral patterns constitute the highest issue (16). Other subjects are goodness (4), happiness (3), holiday (2), love (1) and friendship (1), respectively.

As it can be seen from the figure, the most concentrated issue is the behavior patterns. Therefore, it is aimed to develop some behavior patterns from the target audience within the scope of the campaign. In the campaign, which also includes the subject of goodness, some goodness is expected from the target

group, while the subject of happiness is encouraged to be happy with the target group. It is encouraged to carry out an activity with beloved one in the subject of love, holiday.

The focus of topics and behaviors is the Coca-Cola brand. All of the activities here are required to be done with coca cola. For example, take coca cola and make a nice event with your beloved, call your friends to this event is one of these activities.

Behavioral Patterns

Some behavior patterns which has the highest impression is requested to perform by consumers:

Make a surprise, celebration, preparing/organizing meals, smile, offer a seat on the bus, call someone you love, thanks, make acquaintance someone, share. The proportions of these behaviors are as follows:

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Table 1. *Behavior Pattern*

<i>Behaviour Pattern</i>	<i>N</i>	<i>Frequency</i>
Share	6	% 37.50
Preparing/organizing meals	3	% 18.75
Make acquaintance	1	% 6.25
Thanks	1	% 6.25
Make a surprise	1	% 6.25
Celebration	1	% 6.25
Smiling	1	% 6.25
Offer seat in the bus	1	% 6.25
Call someone you love	1	% 6.25
Summary	16	% 100

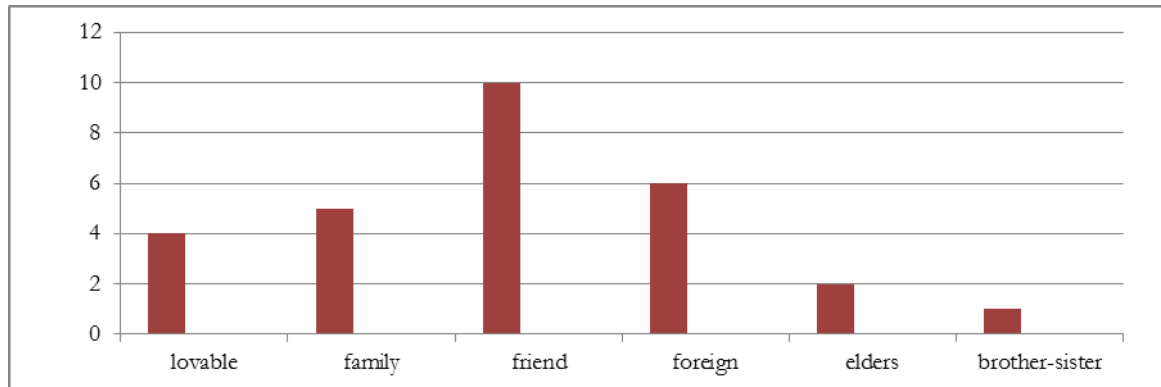
In the Santa Bol campaign, which was prepared by Coca-Cola for Kyrgyzstan, it offered its consumers some behavioral patterns. It is seen that Coca-Cola is going to create an image with these behavior patterns.

When the behavior patterns are examined; sharing, getting acquainted, thanking, making surprises, giving place on the bus and looking for someone he/she loves. The ratios of these behaviors in the given messages are presented in the table above. Accordingly, the highest actions presented in the campaigns were: sharing 37.50% and preparing/organizing meals 18.75%. These actions indicate that it is directly proportional to the use of the Coca-Cola product. For example, Coca-Cola is a drink that can be drunk alone but is generally a community drink. In this context, actions such as sharing and organizing meals were brought to the forefront and it was emphasized that Coca-Cola product was a drink that was drunk with the community at dinner tables, invitations, and celebrations.

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The Target Group of Activities

The graphic below contains some information about the target audience of the campaign.



Graphic 2. *The Target Group of Activities*

Who will perform these activities is presented in the graphic? The highest number of activities (10 activities) is asked to friends, and to foreigners (6 activities), family (5 activities), old people (2 activities) and siblings (1 activity) respectively in the campaign. Within the scope of the campaign, people are asked to organize a meal organization and meetings in all the activities made to family and friends. In the activities aimed at foreigners, there are requests for daily life such as giving a seat at the bus, thanking, etc. Older people and siblings are asked to do something good, such as teaching something new. As can be seen, most of the activities are community-based and it is absolutely necessary to buy Coca-Cola drink and make these activities with Coca-Cola.

Conclusion

In this study, the campaign of “Santa Bol”, a global brand called Coca-Cola, was analyzed. Campaign messages met with the target group through Santa, the new year hero in general. In order to become Santa, the hero of the New Year, some activities must be performed. These activities were given on the Facebook page of Coca-Cola and these activities were analyzed by content analysis method. In the study, which used categorical and frequency analysis, one of the content analysis techniques, some conclusions were reached in the context of the subject, behavior patterns and target audience of the activities.

When the subjects of the campaign were taken into consideration, it was determined that the behavioral patterns were presented to the target audience at the highest level. Other topics included in the campaign are goodness, happiness, holiday, love and friendship.

When the behavior patterns are analyzed, it is seen that the campaign has some requests from the target audience. It is possible to collect these requests under the behavior patterns. In order to become a Santa or a New Year hero, these wishes must be met. When the behavior patterns of the campaign's requests from the target audience are analyzed, it is seen that sharing and food preparation activities are concentrated. These patterns of behavior describe the situations and situations in which the Coca-Cola drink is to be drunk. Accordingly, Coca-Cola concludes that it is a beverage that should be consumed in crowded places, family atmosphere and various celebrations. Based on this information, the campaign concludes that it is trying to add Coca-Cola drink to the Kyrgyz culture. In this study, information is given about who will perform the activities. Accordingly, among the 24 activities, the most prominent activities are activities with community groups such as friends and family. Thus, it is seen that the Coca-Cola drink is offered to the target audience as a means of socialization. However, it should be noted that some activities refer to daily life for good.

In general, the campaign offers behavioral patterns to the Kyrgyz people and concludes that Coca-Cola is used for celebrations.

This strategy suggests the development of new behavior patterns by showing the Kyrgyz people where and in what situations should drink Coca-Cola.

Ethical Declaration

In the writing process of the study titled “Localization Strategy of Global Brand: Case Study of Coca-Cola”, there were followed the scientific, ethical and the citation rules; was not made any falsification on the collected data and this study was not sent to any other academic media for evaluation.

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TÜRKÇE GENİŞ ÖZET

Günümüzde küreselleşme olgusunun teknolojik gelişmelere paralel olarak büyük bir ivme kazandığı görülmektedir. Küresel güçteki markalar da yerel pazarda kendilerine yer edinebilmek için bazı stratejilere gereksinim duymaktadır. Bu stratejilerden en önemlisi küresel markaların yerel kültüre uyum sağlamasına yönelik geliştirilen stratejilerdir. Uyum sürecinde küresel markalar yerel unsurları markalarına eklemekte ve çeşitli stratejiler ile tüketicilerine seslenmektedir. İletişim metinleri ile gerçekleşen bu seslenişler tüketici tercihlerinde önemli rol oynarken, küresel markaya da satış ve pazarlama konusunda büyük bir üstünlük sağlamaktadır.

Küresel markaların kültürel değerleri kullanarak yerel kültürel unsurlarla marka sunumlarını çeşitli iletişim metinleriyle gerçekleştirmektedir. Çalışma küresel bir marka olan Coca-Cola'nın Kırgızistan'daki hedef kitlesine yönelik yerel kültürel unsurları kullanarak iletişim metinlerini oluşturma biçimlerine yoğunlaşmaktadır. Bu kapsamda küresel bazda bir marka olan Coca-Cola'nın Kırgızistan'daki reklam kampanyası üzerinden ilettikleri metinler çözümlenmiştir. Çözümlemede tüm iletişim metinlerine uygulanabilen bir yöntem olan içerik analizi yöntemi tercih edilmiştir.

Coca-Cola Kırgızistan'da 23 Kasım- 31 Aralık tarihleri arasında "Santa Bol" adıyla bir kampanya başlatmıştır. Santa Ol olarak Türkçeye çevrilen kampanya Santa'nın Türkçedeki karşılığı olan Noel Baba olduğunu da belirtmek gerekliliği doğmaktadır. Yeni yılın vazgeçilmez figürü olan Santa (Noel Baba) aslında Kırgız kültüründe var olan Ayaz Ata'ya da göndermede bulunmaktadır. Ancak Santa Avrupa menşei bir kahraman iken Ayaz Ata Kırgız menşei bir yeni yıl kahramanıdır. Kampanyada Ayaz Ata yerine Santa adının kullanılması da dikkate değer bir olgudur.

Kampanya kapsamında Santa'nın önemli ve değerli bir kişi olduğunun altı daima çizilmiştir. Santa kampanya kapsamında insanlara iyiliklerde bulunan, toplu etkinliklerde insanlara çeşitli hediyeler sunan bunun yanında toplu etkinliklerin neşe kaynağı olduğu sıklıkla belirtilmiştir. İnsanlar da Santa'nın bu özelliklerini taşıması için bazı görevleri ve davranış kalıplarını gerçekleştirmesi gerekmektedir.

Çalışmanın odak noktası Coca-Cola firmasının yürüttüğü kampanyanın içeriğidir. Çalışmada Coca-Cola markasının Santa olmak için yerine getirilmesi gereken görevler içerik analizi yöntemiyle çözümlenmiş olup, içerik analizi tekniklerinden olan frekans ve kategorisel tekniklere başvurulmuştur.

Kampanya mesajları genel olarak yeni yıl kahramanı olan Santa üzerinden hedef kitle ile buluşmuştur. Yeni yıl kahramanı olan Santa olmak için bazı etkinliklerin ve görevlerin yerine getirilmesi gerekmektedir. Bu etkinlik ve görevler Coca-Cola firmasının sosyal medya ağı olan facebook sayfasından hedef kitleye duyurulmakta ve bu etkinliklerin yapılması istenmektedir.

Çalışmanın odak merkezinde söz konusu kampanya aracılığıyla hedef kitleden istenilen davranışlar ve etkinliklerdir. Kampanyanın merkezinde Coca-Cola içeceği bulunmaktadır. Hedef kitleden istenilen davranışlar ve görevlerin Coca-Cola ile yapılması istenmektedir. Bu durum aynı zamanda içeceğin ne tür durumlarda tercih edileceğinin ya da tercih edilmesi gerektiği mesajlarını da içerisinde barındırmaktadır.

Çalışma yukarıdaki bilgilerden hareketle kampanyanın konusu, hedef kitlesi ve grup aktivitelerinin tespit edilmesini amaç edinmiştir. Bu kapsamda aşağıdaki araştırma sorularına yanıtlar aranmıştır:

1. Coca-Cola'nın Kırgızistan'da uyguladığı Santa Bol kampanyasının konuları nelerdir? Hangi konular daha fazla ele alınmıştır.
2. Santa olmak için kullanıcılar tarafından hangi davranış kalıpları uygulanır ve bu davranışlar kime hitap eder?

İçerik analizinin uygulandığı çalışmada araştırma kapsamına giren sorular içerik analizi tekniklerinden olan sıklık ve kategorisel teknikleri kullanmak suretiyle analiz edilmiş olup, bu kapsamda bazı bulgulara ulaşılmıştır.

Çalışmada Santa Bol adlı kampanyanın hedef kitleye ilettiği mesajlar konulara göre kategorize edilmiştir. Bu bağlamda kampanya iyilik, mutluluk, tatil, sevgi ve dostluk konularını içerdiği bilgisine ulaşılmıştır. Kampanyanın konuları göz önüne alındığında davranış kalıplarına yönelik mesajların daha çoğunlukla tercih edildiği belirlenmiştir. Konular sırasıyla iyilik (4), mutluluk (3), tatil (2), sevgi (1) ve dostluk (1) şeklindedir. Bu bağlamda iyilik ve mutluluk konulu mesajlar daha ağırlıkta iken sevgi ve dostluk konuları üzerinden iletilen mesajlar diğer konulara göre azınlıkta kalmışlardır.

Konular kapsamında Santa Bol kampanyası ile hedef kitesinden bazı istekler sunduğu görülmektedir. Paylaşma, yemek hazırlama/yemek organize etme, tanışma, birilerine teşekkür etme, sürprizler yapma, kutlamalarda bulunma, gülümseme, toplu taşıma araçlarında yer verme ve sevilen birilerinin aranması şeklindeki istekler, Coca-Cola'nın hedef kitesinden yerine getirmesini istediği etkinliklerdir.

Kampanya kapsamında Santa ya da yeni yıl kahramanı olmak için bu isteklerin yerine getirilmesi gerekmektedir. Kampanyanın hedef kitleden istekleri davranış kalıpları incelendiğinde paylaşımın ve yemek hazırlama etkinliklerine yoğunlaşıldığı görülmektedir. Bu davranış kalıpları Coca-Cola içeceğinin hangi ortam ve durumlarda içileceğini betimlemektedir. Buna göre Coca-Cola kalabalık ortamlarda, aile ortamında ve çeşitli kutlamalarda içilmesi gereken bir içecek olduğu sonucuna ulaştırmaktadır. Kampanyanın bu bilgilerden hareketle, Coca-Cola içeceğini Kırgız kültürüne eklemeye çalıştığı yargısına ulaştırmaktadır.

Çalışmanın diğer ayağı ise Coca-Cola'nın kampanya kapsamında istediği etkinliklerin kimlere yapılacağını tespit edilmesi ile ilgilidir. Kampanya kapsamında etkinliklerin sevgiliye, aileye, arkadaşlara, yabancılara, yaşlılara ve kardeşlere yapılması istenmektedir. Buna göre, 24 etkinliğin içerisinde en göze çarpan etkinlikler arkadaş, aile gibi topluluk gruplarıyla yapılan etkinliklerdir. Böylelikle Coca-Cola içeceği

toplumsallaşmanın bir aracı olarak hedef kitleye sunulduğu görülmektedir. Ancak bazı etkinliklerin gündelik hayata, iyiliğe yönelik referanslarda bulunduğunu da eklemek gerekir.

Kampanyada en fazla etkinliğin arkadaşlara yapılması istenirken (10 etkinlik), sırasıyla yabancı kişilere (6 etkinlik), aileye (5 etkinlik), yaşlılara (2 etkinlik), kardeşe (1 etkinlik) yapılması istenmektedir. Kampanya kapsamında kişilerden aile ve arkadaşlara yapılan etkinliklerin hepsinde bir yemek organizasyonu ve buluşmalar düzenlenmesi istenmektedir. Yabancılara yönelik etkinliklerde ise otobüste yol verme, teşekkür etme v.b gibi gündelik hayata dair istekler bulunmaktadır. Yaşlılara ve kardeşlere yönelik etkinliklerden ise yeni bir şey öğretme gibi bir iyilik yapılması istenmektedir. Görüldüğü üzere etkinliklerin çoğu topluluk bazlı olup ve mutlaka içerisinde Coca-Cola içeceğinin alınması ve Coca-Cola ile bu etkinliklerin yapılması istenmektedir. Genel olarak kampanya Kırgız halkına davranış kalıpları sunarak, Coca-Cola'nın kutlamalarda, bir araya gelinen etkinliklerde kullanılmasını sağlamak amacıyla yapıldığı sonucuna ulaştırmaktadır.