

Refresh. Create. Inspire:

A Rhetorical Analysis of the Mission, Vision and Values Behind The Coca-Cola
Company and the Digital Marketing Strategies of the “Open Happiness” Campaign

Presented to the Faculty

Liberty University

School of Communication Studies

In Partial Fulfillment of the Requirements for the
Master of Arts in Communication Studies

By

Sara Edith Svendsen

May 2013

Thesis Committee

Stuart H. Schwartz, Ph.D., Chair

Date

Angela Widgeon, Ph.D.

Date

Clifford Kelly, Ph.D.

Date

Copyright © 2013

Sara Svensden

All Rights Reserved

This project is dedicated to:

My Parents—Arvid and Gail Svendsen

Whose unconditional love and constant support have gotten me to this point in my life – thank you for the many sacrifices you’ve selflessly made for me. You both portray Christ’s love in a way that I can only hope to mirror someday. Thank you for everything.

and

My heroes—

Jenny, Daniel, Michelle, Emily, and Michael

My siblings; my best friends.

I hope to always make you proud

Acknowledgements

I would first like to thank my outstanding thesis committee, first, my thesis chairman Dr. Stuart Schwartz, who has been a part of my academic career for over five years now. There are few whose opinion I regard higher than the opinion of Dr. Schwartz. He saw potential in me when I was a mere eighteen-year-old trying to figure out what to do with my life. His classes developed my skills as a professional and taught me so much about life. His faith in me and constant encouragement have made such a difference. I am also so appreciative of the influence of Dr. Angela Widgeon on my committee and in my life. Dr. Widgeon has always pushed me to be better and has been such an encouragement to me. She also shares a love of Coca-Cola with me, something that has always been a bond between us. Lastly, I would like to thank Dr. Cliff Kelly for seeing something more in me than I saw in myself, and for always loving me, praying for me, and being there for advice, encouragement and support.

I would also like to thank the rest of my graduate faculty in the school of communication. Dr. Carey Martin, who has taught me so much during my career as a graduate student. I am truly so thankful for your classes, the things you've taught us, and the laughter shared in your classroom. Also, Dr. William Mullen, who showed us nothing but support along the way of the thesis process.

I would like to thank my colleagues, classmates and friends that I have been privileged enough to go through this with. Having the support of all of you has made this one of the best experiences of my life. Long days, late nights, lots of coffee and lots of therapeutic laughter have gotten us to this point. We may be dysfunctional, but we are a family nonetheless. I am honored to have gone through this process with you all. We did it. I can't wait to see the amazing things you all will surely accomplish. Congratulations!

Of course, I would like to thank my family, friends, roommates and students, who have played such a big role in my life over the past two years. I am blessed beyond measure. First, Elizabeth Baldwin, who started this crazy ride with me on Day 1 and has been a faithful friend the entire way. I can't imagine what this experience would have been like without you by my side, but am thankful I never had to find out. To Amanda Smith, thank you for being someone I always aspire to be like. You are a big reason why I am where I am today, so thank you. To Briana, for being the most supportive and dependable friend and for always laughing things off with me. To the rest of my friends, who got me through the past two years: Morgan, Melanie, Joe, Casey, Jesse, Matt, Kandice, Kaci and everyone else. Lastly I would like to thank my most treasured and best friend, Liz Turturillo, who has been my encourager, my partner in crime, and very best friend for almost 15 years. Always a phone call away, you listened to me complain, cry and always reminded me that you were proud of me. Thanks for sharing me with Virginia for all these years.

To my students, if any of you ever come across this, know that having the privilege to teach all of you was one of the greatest experiences in my life. You all impacted my life in such a big way, and I will not ever forget that. Thank you for making this experience so rewarding.

Finally, my Lord and Savior, Jesus Christ. I'm truly in awe as I reflect on my last six years at Liberty University, but God knew all along that this was His plan for me. These past six years have been challenging and, at times, I wanted to give up. I will always remember Liberty University as the place where I truly got to know my Savior and King. He revealed himself to me in this place more than I ever thought possible. He has given me the ability to finish strong and I can only bow down and give Him all the glory and honor and praise. *Soli deo Gloria.*

Abstract

Due to the influence of Coca-Cola on advertising, digital marketing, and marketing strategies, the present rhetorical analysis seeks to show the many aspects of digital media in the Company's present "Open Happiness" campaign. The study of the campaign seeks to show that the Company mission statement, Company values and the vision of The Coca-Cola Company are implemented into all of the different facets of the Open Happiness campaign, and in the context of Mood Management Theory, exude the overall theme of the campaign, happiness. The parts of the campaign that were analyzed were focused on the YouTube channels of The Coca-Cola Company, the social media accounts directly related to the "Open Happiness" campaign and the guerilla marketing strategies used within the campaign. The research questions for this study are as follows: RQ1: In what ways can one see the mission, vision and values of The Coca-Cola Company implemented into the videos and commercial advertisements featured on the official company YouTube channels?, RQ2: How are the mission, vision and values of The Coca-Cola Company shown within the social media strategies of the social media accounts directly used for the purposes of promoting the "Open Happiness" campaign? And RQ3: Does The Coca-Cola Company use their mission statement, company values and company vision when creating the guerilla marketing strategies for the "Open Happiness" campaign and how are those strategies portrayed within the company's digital marketing? The results indicated that The Coca-Cola Company, through their "Open Happiness" campaign, have truly lived out who they claim to be as a company by implementing themes, ideas and portrayals that clearly mirror what is stated in their mission statement, company vision and company values.

Key Words: Digital Marketing, Strategies, Social Media, Mood Management Theory, Media

Refresh. Create. Inspire: The Mission, Vision and Values Behind The Coca-Cola Company and
the Digital Marketing Strategies of the Open Happiness Campaign

Table of Contents

Introduction	1
Chapter 1: Historical Overview of the Coca-Cola Company’s Advertising	6
Chapter 2: Literature Review	18
Mood Management Theory.....	19
Mood Management Related Studies.....	21
Digital Marketing.....	25
The Advertising Industry.....	29
Studies Related to Advertising.....	32
Nature of Social Media and Social Networks.....	33
Social Media: Instagram.....	36
Social Media: Twitter.....	39
Guerilla Marketing.....	40
Chapter 3: Methodology	44
Research Design.....	44
Research Instruments.....	45
Purpose and Reason for Study.....	47
Validation and Justification Procedures.....	49
Rhetorical Analysis Techniques.....	50
Chapter 4: Analysis and Results	53
Part 1–Coca-Cola’s Media Strategy: YouTube.....	53

Part 2–Coca-Cola’s Digital Media Strategy: Social Media.....	71
Part 3–Guerilla Marketing Featured on YouTube.....	80
Chapter 5: Discussion and Suggestions for Further Research.....	89
Discussion.....	89
Suggestions for Further Research.....	93
Conclusions.....	95
Works Cited.....	97

Introduction

“I’d like to buy the world a home and furnish it with love, grow apple trees and honey bees, and snow white turtle doves. I’d like to teach the world to sing in perfect harmony, I’d like to buy the world a Coke and keep it company. It’s the real thing, Coke is what the world wants today,” (Backer Cook Davis 1971). This world-famous commercial, developed and created by Bill Backer, Roger Cook and Billy Davis in the 1970’s, became one of the most beloved and well-known commercials of all time. The idea for this commercial dates back to the 1970’s when Coca-Cola was starting up their “It’s The Real Thing” campaign and creative directors Backer, Cook and Davis were hoping to come up with an effective commercial spot. Backer recollects this in his book *The Care and Feeding of Ideas*, published in 1993.

The story behind the development of the commercial is alarmingly beautiful, as it was inspired by actual strangers from different walks of life and backgrounds, who were all stuck at a crowded London airport for an unfortunate overnight layover who, while at first were irate and irritated, ended up laughing and sharing stories over bottles of Coke. One of these passengers just happened to be Bill Backer, the creative director on the Coca-Cola account, who was flying to London to join two other songwriters to develop a commercial for the “It’s the Real Thing” campaign. Backer recalled in his book *The Care and Feeding of Ideas*,

“In that moment ... [I] began to see a bottle of Coca-Cola as more than a drink ... [I] began to see the familiar words, ‘Let’s have a Coke,’ as a subtle way of saying ‘Let’s keep each other company for a little while.’ ... So that was the basic idea: to see Coke not as it was originally designed to be – a liquid refresher – but as a tiny bit of commonality between all peoples, a universally liked

formula that would help to keep them company for a few minutes,” (Backer 41 1993).

And so, the idea for one of the most famous commercials of all time was born, and the developers gave the world a glimpse of what the world would be like if everyone took the time to enjoy Coke and enjoy each other.

The Coca-Cola Company has a rich history that is steeped in tradition, creativity, optimism and a secret formula. According to The Coca-Cola Company’s *125 Years of Happiness* “Thirsty consumers around the globe now enjoy Coca-Cola Company products 1.7 billion times every single day – about 19,400 beverages every second,” (3). We know Coca-Cola to be the world’s most popular beverage but like a lot of other popular brands in the world, it comes from humble beginnings.

This company, as it will shortly be discussed in depth, has a rich history as well as an impressive current status, which is something that is worth studying. Over the past 126 years they have revolutionized the world of advertising and have been a model for companies who are looking to advertise a product, company or idea. For any person going into the field of advertising, digital media or marketing, The Coca-Cola Company is an example of what to do and how to do it well. Their international success and recognition as a brand has brought them to the place that they are now and the extraordinary influence they have.

A company’s core values and mission should be evident in not only what they do, but also what they produce. Coca-Cola’s advertising has had a substantial effect on the world of advertising for over 100 years, and it is, like the brand itself, something known worldwide. For over 125 years, they have been refreshing the world. As stated on their official company website, the company mission is to “refresh the world, inspire moments of optimism and

happiness, and create value and make a difference,” (The Coca-Cola Company). Serving as a framework for the company, the vision of Coca-Cola focuses on five things: People, Portfolio, Planet, Profit and Productivity (The Coca-Cola Company). Lastly, their company values lead the company in the right direction and steer the decision-making, actions, and are meant to describe the company: Leadership, Collaboration, Integrity, Accountability, Passion, Diversity, and Quality (The Coca-Cola Company). The mission, vision and values of any company should be the framework that guides the business, the declaration of passion and purpose, and the compass by which the company leads and acts in the context of an integral business.

The rhetorical analysis will take a deeper look into the digital marketing strategies of the current Coca-Cola campaign, “Open Happiness” to see if the mission, vision and values truly guide the company and are implemented into what they are producing as part of their digital media. The analysis will look at three categories, the company’s YouTube Channels, Social Media and Guerilla Marketing. The criteria for these three categories of digital media will be discussed further in the methodology chapter.

Throughout the following historical overview, literature review, methodology and discussion of research results, themes related to Mood Management will be examined. To better understand the digital marketing strategies of The Coca-Cola Company, specific channels will be examined to see whether or not the mission, vision and values of the company are evident within the strategies. Specifically, it will look at videos and commercial advertisements on the company’s YouTube channels, social media accounts and guerilla marketing strategies. Additionally, because a consumer’s mood is a part of the mission Coca-Cola is trying to accomplish, the digital marketing strategies will be look at through the theoretical framework of

Mood Management Theory to see how mood is manipulated. The guiding research questions for this rhetorical analysis are as follows:

(RQ1) In what ways can one see the mission, vision and values of The Coca-Cola Company implemented into the videos and commercial advertisements featured on the official company YouTube channels?

(RQ2) How are the mission, vision and values of The Coca-Cola Company shown within the social media strategies of the social media accounts directly used for the purposes of promoting the “Open Happiness” campaign?

(RQ3) Does The Coca-Cola Company use their mission statement, company values and company vision when creating the guerilla marketing strategies for the “Open Happiness” campaign and how are those strategies portrayed within the company’s digital marketing?

In order to fulfill this research goal, it is vital to understand how both digital marketing and advertising strategies have been previously studied. Many researchers have looked at traditional marketing and advertising but this analysis will focus on digital marketing strategies. Many studies have looked at marketing, but few have thoroughly studied the specific digital media strategies of the “Open Happiness” campaign created by The Coca-Cola Company.

This rhetorical analysis has been organized into chapters. The chapters of study are: Chapter One – A Historical Overview of The Coca-Cola Company and their Advertising Strategies; Chapter Two – Literature Review; Chapter Three – Methodology; Chapter Four – Individual Rhetorical Analysis and Results; Chapter Five – Suggestions for Future Research. Chapter One will give the immense history of the company and where they come from as a whole as well as some studies involving the Coca-Cola Company and their advertising. Chapter Two offers insight into the environment of the advertising industry, world of social media, and

digital marketing strategies, including many that will be studied further as well studies looking into Mood Management behavior. Chapter Three will break down the methodology of the rhetorical analysis including a description of the analysis process and application of the categories of the analysis. This chapter will also discuss research strategies and methods used, research instruments, some methods of data analysis and validation procedures. Chapter Four will further focus the different sections of the analysis upon the results section and Chapter Five will include a brief discussion, limitations, suggestions for further research and concluding thoughts.

The following historical overview of The Coca-Cola Company and the history of their advertising will give insight to the background of the company and will show significant moments from the company's different marketing campaigns. Additionally, it will provide a look into the identity of The Coca-Cola Company and a look at the different strategies used over the years.

Chapter 1—Historical Overview of The Coca-Cola Company and their Advertising Strategy

Known for their creativity, fresh ideas and revolutionary, award-winning ads, Coca-Cola is truly an icon in the world of advertising. They are a company seen by many as enduring and timeless, as their product has been advertised through different generations, and has been around in three different centuries. Coca-Cola's intentionality within their advertising has given them an incredible international presence as a brand but also as a company that is consistent, fresh, and innovative. The majority of their advertising and marketing is focused on finding joy and happiness in the little things in life, not necessarily on the products itself. Coca-Cola is a company who strives to use their international presence and their marketing strategies as a platform for spreading happiness. As a company, they have taken things like polar bears, contour glass bottles, the color red, and people of different ethnicities singing on a hill... and made them iconic.

The cultural appeals of Coca-Cola advertising are prevalent in television advertising and have been for many years. Jim Freeman examines this more closely in his doctoral dissertation entitled "The Real Thing: 'Lifestyle' and 'Cultural' Appeals in Television Advertising For Coca-Cola, 1969-1976." This study, done in 1987, examined twenty-six commercials from the Coca-Cola company campaign "It's the real thing," (1969-1976). The purpose of the dissertation was to closely examine some underlying cultural values, attitudes and beliefs of American life as Coke interprets it. Each commercial, looked at as both a separate text but overall campaign, was closely examined through the qualitative method of close reading. Both denotative and connotative meanings were deciphered, providing insight into the company and how they viewed their mainstream audience. The study concluded that the views of American life and lives shown

in the commercials were essentially mythic, some of them showing life as it should be instead of how it actually is.

May 8, 1886 – when it all began. John S. Pemberton is the creator of this beverage, first serving it at a place called Jacobs' Pharmacy. The name "Coca-Cola" was given by the company accountant, Frank Robinson, and gives the famous and classic Spenserian script logo because Robinson believed the two C's in the name would look good in advertisements. Over 125 years later, the Coca-Cola logo is still depicted in that same classic font style, so it seems Robinson was right about that. In the 1880's, when Coca-Cola was still very new to consumers, the first newspaper ad announces Coca-Cola as "Delicious and Refreshing Beverage," and the Coca-Cola advertising phenomenon begins.

In 1888, Asa Candler begins to gain control of the Coca-Cola formula and the patents from John Pemberton that had been registered the year before, though he would not have full ownership for a few more years. In 1891, Candler sells calendars that advertise Coca-Cola and a few other products, but a year later would focus all of his energy purely on Coca-Cola. Candler finalized the purchase of the company in 1892 and set an advertising budget of \$11,000, which led the 1893 patent of the Coca-Cola Spenserian script with the U.S. Patent office. In the same year, investors were finally paid at the company's second annual meeting. By 1895, Candler announces that Coca-Cola is sold and consumed in every state and territory in the United States, an impressive goal met for the company as they head into the 1900's.

In 1900, Hilda Clark, a music hall performer, became the first celebrity to appear in several different advertising formats including bookmarks, posters and trays. This was the start of Coca-Cola's celebrity endorsements. For the first time, in 1901, the advertising budget for Coca-Cola surpassed \$100,000, allowing the opportunity for substantial growth. Shortly after, in

1904, Coca-Cola advertisements appeared in national magazines and the annual sales report showed that Coca-Cola had hit the 1 million-gallon mark. 1906 began a 50-year partnership with D'Arcy Advertising Company and The Coca-Cola Company and coke is called "The Most Refreshing Drink in the World." In 1907 the diamond-shaped paper labels are introduced for the glass bottles and the company begins relationships with athletes starting with a series of ads featuring noteworthy baseball players. Coca-Cola, because of their relationship with baseball players, is known as "The Great National Drink at the Great National Game." In 1909, *The Coca-Cola Bottler* magazine begins publication and is produced for more than 80 years.

In 1911, the annual advertising budget for The Coca-Cola Company surpasses \$1 million for the first time, an astronomical amount for the time period. Advertising spending in 1913 includes \$259,499 on painted wall signs, \$11,011 on pencils and \$5,411 on napkins, to name a few. Coca-Cola calendars continue in 1914 that included artwork of sophisticated-looking women enjoying a glass of Coca-Cola. The early 1900's also started Coca-Cola's reputation of supporting both education and foreign affairs. In 1914, Candler makes a \$1 million donation to Atlanta's Emory University and in 1917, a relationship with the Red Cross begins as the Company and bottlers begin World War I blood drives, a partnership that is still in tact today.

In 1920, Justice Oliver Wendell Holmes writes a Supreme Court decision stating that Coca-Cola is a "single thing, from a single source and well known to the community," showing the strength and tenacity of the company's trademark. Coca-Cola, once known as a summer beverage because of its refreshing taste, uses the slogan "Thirst Knows No Time Nor Season" in 1921, which helped transition Coca-Cola into a year-round beverage. In 1925, outdoor billboards are introduced to the advertising plan – and still to this day a very significant part of the campaign process. In 1927, the Company begins sponsoring its first ever radio program, "Vivian

the Coca-Cola Girl,” and began its long-time partnership with the Olympic Games in 1928. By 1928, The Coca-Cola Company had used both newspaper and magazine print ads, celebrity endorsements, corporate partnerships, outdoor advertising, radio and even non-profit sponsorships. However, The Company’s long and rich advertising history was only just beginning.

The 1930s was a very big decade for The Coca-Cola Company; for the first time Coca-Cola was being marketed outside of the United States and The Coca-Cola radio program debuted with Grantland Rice. One of the most famous advertising moves on Coca-Cola’s part was the 1931 depiction of Santa Claus – an illustration created by artist Haddon Sundbloom. The first illustration done by Sundbloom in 1931 shows Santa Claus pausing for a Coke. Sundbloom would continue to illustrate images of the modern interpretation of Santa Claus for more than 30 years after he began. The Coca-Cola Santa illustrations and ads were used to boost sales during the often-slow winter months. These images are still used regularly in Coca-Cola’s modern holiday advertisements.

Celebrity endorsements continue in 1934 as movie stars like Jackie Cooper, Wallace Beery, Maurice Chevalier, Jean Harlow, Maureen O’Sullivan, Johnny Weissmuller and Joan Crawford appear in Coca-Cola advertisements. In 1935, artist Norman Rockwell creates the famous “Out Fishin” calendar, showing a young boy dressed in farmers clothes, enjoying a Coke while he fishes with his dog. Rockwell also created artwork for the 1931, 1932 and 1934 Coca-Cola calendars. 1936 came with a celebration as The Coca-Cola Company celebrated their 50th anniversary, commemorating the occasion with a beautifully painted picture of a sailor drinking a Coke with a little girl, as if he’s telling her a story, with the tagline “Through All The Years Since 1886.”

In the 1940s, “The Only Thing Like Coca-Cola Is Coca-Cola Itself” was used as well as the simpler tagline “Have a Coke.” In 1941, the first paper cups for Coca-Cola are introduced and in 1942 a series of posters illustrating American fighter planes are created for use in schools, restaurants and retail stores. More series with the same theme and idea are released in 1943, 1944, and 1945. Also in 1942, The Sprite Boy character is introduced in advertising messages to communicate to consumers that “Coca-Cola” and “Coke” are two terms that reference the same product. Clearly, the term Coke had become more popular and distributors wanted to ensure that consumers wouldn’t be confused with the branding of the product. This distinction led to “Coke” becoming a registered trademark of The Coca-Cola Company in 1945. In 1946, the “Yes” poster was illustrated by Haddon Sundbloom and won multiple design awards. Also in 1946, for the first time, Coca-Cola’s price is increased from the standard 5 cent price, ending the era of “nickel Coke.” At the end of the decade, a neon spectacular sign is installed in downtown Atlanta at the cost of \$50,000. It remained in Atlanta until 1981.

In 1950, Coca-Cola became the first product to ever appear on the cover of *Time* magazine. *Time* also wanted a photo of Robert Woodruff, the president of The Coca-Cola Company at the time, on the cover as well but Woodruff refused, stating that the product itself was the only important element in the Company.

The 50s continued to be a very important decade for the Company as their first television commercial ever was broadcasted on Thanksgiving Day on a CBS half-hour special featuring Edgar Bergen and Charlie McCarthy. The Coca-Cola Company continues to advertise via radio by sponsoring a weekly radio program featuring opera tenor Mario Lanza in 1951 and, in 1953, “Coke Time” starring singer Eddie Fisher is yet another radio show that also debuted on television. This particular program was so popular that The Coca-Cola Company issued a

promotional record that included songs from the program. “Coke Time” was on the air until 1957. The 50s was also the first time that African-Americans were featured in Coca-Cola advertising and marketing. The Harlem Globetrotters are featured in Coca-Cola marketing in 1951 and Olympic Games athletes Jesse Owens and Alice Coachman are featured in 1953. 1955 was a historical year for advertising and Coca-Cola when they came out with a print ad featuring Clarke University student Mary Alexander. This was notable because Alexander was one of the first African American women to appear in print advertising. Also in 1955, The Coca-Cola Company introduces Fanta Orange in Naples, Italy. Fanta Orange was the first new product to be distributed by the Company, and the Fanta line came to the United States in 1960. In 1956, Coca-Cola advertising took things in a new direction when McCann-Erickson Inc. replaced the D’Arcy Advertising Company as the official advertising agency for The Coca-Cola Company. D’Arcy Advertising Company had been working with the Company for 50 years, since 1906.

The 1960s began with the introduction of the steel 12-ounce cans to help make Coca-Cola more portable. This was also the year when the Company attained ownership of The Minute Maid Corporation, which added a line of juices to the Coca-Cola family. Also in 1960, The Coca-Cola Company sponsored a nationwide competition for high school singers and musicians called Talentsville USA. This nationwide talent show was another great way for Coca-Cola to show its support for education and the youth of America. Coca-Cola is first show cased in a feature-length film for product placement in 1961 and the Company celebrates its 75th anniversary. The main tagline in the 1960s was “Things Go Better with Coke” and the campaign began in 1963. The campaign included a jingle with big-name participants like The Supremes, Ray Charles, Aretha Franklin, Jan and Dean, Roy Orbison and The Coasters. Television commercials within the campaign included Joe Namath, Anne Klein, Arnold Palmer and Barbara

McNair. In 1969, a new look for the Coca-Cola logo is introduced, featuring the famous red-and-white color scheme. By the end of the 1960s, the “It’s the Real Thing” campaign began.

In the beginning of the 1970s, the red and white dynamic ribbon design on the logo is introduced nationwide. Because of Coca-Cola’s international presence and involvement with the Olympic Games, Coke introduces its first sports drink, Olympiade, with the U.S. Olympic Committee logo. One of the most popular commercials of all time was done by Coca-Cola in the 70’s, the TV spot entitled “I’d Like to Teach the World to Sing.” This is known as one of the most beloved and well-known commercials of all time. The text at the end of the commercial reads “On a hilltop in Italy, we assembled young people from all over the world ... to bring you this message from Coca-Cola Bottles all over the world – it’s the Real thing – Coke,” (Coca-Cola). This commercial presents themes of happiness, togetherness, and many would even say – world peace. The different ethnic faces and outfits suggest that the universality of Coca-Cola is one of the most important things of the brand, and everyone can enjoy Coca-Cola.

In 1976, The Coca-Cola Company began a partnership with the Fédération Internationale de Football Association (FIFA); this was the first-ever sponsorship between a company and an international sports governing body. In the late 70s, both Hi-C soft drinks and Mello Yello are introduced as The Coca-Cola Company continued to grow their beverage market. In 1979, another enormously famous commercial is debuted on television. The “Mean Joe Green” commercial shows Joe Green coming off of what appears to have been a very rough football game, and clearly wanting to be left alone. A young boy tells him that he thinks he’s the “best ever” and Mean Joe shrugs it off, the boy then offers him his Coke and the famous line, “It’s okay, you can have it – really you can have it.” Mean Joe takes the Coke, drinks it and the Coca-Cola jingle starts to play, and Mean Joe, as the kid is walking away, calls for him, tosses him his

jersey and the young boy's face lights up. The words "Have a Coke and Smile" flash across the screen as Mean Joe smiles a big, bright smile. The concept of this commercial, along with so many others, is that both Coke and happiness are a universal language that needs to spread.

The retro 1980s brought about more product placement for Coca-Cola in movies and TV shows, including the movie "The Gods Must Be Crazy." Diet Coke is introduced in 1982 in New York at a high-end, celebrity-filled ceremony. Diet Coke was the first extension of the trademarks Coca-Cola and Coke. The relationship between The Coca-Cola Company and The Walt Disney Company continued in the 80s with Coca-Cola as the main sponsor of Tokyo Disneyland. Disney and Coca-Cola signed a marketing agreement in 1985.

One of the most famous years in Coca-Cola's history also happened in 1985 when the infamous—some would argue marketing ploy—"New Coke" appeared. After 99 years of success, The Coca-Cola Company decided to change the formula of Coke and consumers were outraged. Nationwide protests and angry customers caused the Company to go back to their original formula 79 days later but renamed it to "Coca-Cola Classic."

Of course this reminded consumers of the soft drink that they have always loved is a precious thing – but also proved that it's not just about the beverage, it's about the culture that Coke had created. Board of Directors member Donald Keough stated, "Some critics will say Coca-Cola made a marketing mistake. Some cynics will say that we planned the whole thing. The truth is we are not that dumb, and we are not smart," (Mikkelson 1). After the hype of New Coke and Coca-Cola classic had died down and order had been restored – the marketing for Coca-Cola continued as Coke became the first soft drink consumed in space when the astronauts aboard the *Challenger* space shuttle tested the space can on a mission, another brilliant marketing plan for the Company. The Coca-Cola Company continued the hype of the 80s by

celebrating their hundredth anniversary with a worldwide celebration that took place in Atlanta. They ended the decade with the first neon spectacular sign debuting in Moscow's Pushkin Square.

In 1990, The World of Coca-Cola museum opens at Underground Atlanta – with over 100 years of history to showcase and an average of 1 million guests a year until about 2007. 1993, another famous year for Coca-Cola advertising, the lovable and popular polar bears are introduced in the commercial “Northern Lights.” The polar bears are still considered to be a mascot of Coca-Cola, and they are still appearing in Coke's marketing and advertising. In 1996, The Centennial Olympic Games were held in Atlanta and The Coca-Cola Company came up with a way to entertain fans by creating Coca-Cola Olympic City, as well as showcasing a contour bottle folk-art exhibit with bottles from around the world during the Games. In 1998, Coca-Cola announced a 100-year partnership with the National Basketball Association, securing their involvement with literally thousands of NBA events.

The 2000s brought about more growth for the Company, first by the adding of several new beverages, including Simply Orange, Vanilla Coke, Coke Zero, Diet Coke with Lime, and Odwalla Inc., a premium line of fruit beverages. In 2001, Coca-Cola continues its sponsorships and partnerships by joining the fight against AIDS in Africa, sponsoring the Tour de France, again, and also by contributing 12 million dollars to disaster relief following the September 11 terrorist attacks in the U.S. The Coca-Cola Company and NASCAR sign a multiyear sponsorship extension in 2001 as well. In 2002, when “American Idol” debuted, Coca-Cola was, and still is, its main sponsor. “American Idol,” a singing competition, became one of the most popular shows in the history of television. In 2007, the new World of Coca-Cola opened at Pemberton Place in Atlanta, GA. This was also the year that the Company acquired Energy Brands Inc., the maker of

vitaminwater and smartwater. In 2008, Coca-Cola continued their sponsorship with the Olympic Games by connecting with hundreds of millions in Beijing for the 2008 Summer Olympic Games. This same year, two fans start a Coca-Cola fan page on Facebook and that same page is still up and running, “liked” by over 50 million worldwide fans. In 2010, after the devastation hit Haiti, The Coca-Cola Company launched the Haiti Hope Project, a public-private initiative whose main objective was to develop a sustainable mango industry in Haiti. And finally, in 2011, The Coca-Cola Company celebrates 125 years of brand Coca-Cola. (*125 Years of Sharing Happiness* The Coca-Cola Company)

With all of these different campaigns, catchy slogans and memorable commercials, it is apparent that Coke has made a major impression on the world of advertising. For a classic product that is essentially the same beverage that was enjoyed over 100 years ago, Coke has certainly come up with several different angles and creative ways to advertise their same great product. Because Coca-Cola has stayed true to the idea of illustrating happiness in their ads, Mood Management Theory would say that these messages are capable of altering prevailing mood states, and that the selection of specific messages for consumption often serves the regulation of mood states (Zillmann 1988).

We have not even come close to seeing the last of this brand. Every year brings about more growth, new advertisements, sponsorships and efforts towards making this world a better place. For more than five years, Coca-Cola has been encouraging the world to “Open Happiness” – something much more than a marketing campaign, this is a worldwide initiative to share happiness and make the world a little brighter.

Being such a rich area of study, the history of Coca-Cola advertising has been the center of several studies. Laura Hymson looks closely at the Hilltop Ad in her masters thesis entitled,

“The Company that Taught the World to Sing: Coca-Cola, Globalization and the Cultural Politics of Brand in the Twentieth Century.” This thesis highlights the company of Coca-Cola through marketing, business, media, history, policymaking, and local business. This study chronologically shows the invention of the company and the interchanging leadership. The global effects of the brand are highlighted through a mixed methods strategy, combining past, present and future events of the company. Being an international brand, Coca-Cola uses its global impact in a way to reach millions through media. Using the hypodermic needle theory, the audience is closely looked at, highlighting interpersonal relationships, personal attitudes, and mass communication.

Coca-Cola advertising proves to be creative no matter what direction, angle, target audience or theme presented. Matthew Soar discusses this in his master’s thesis entitled, “The children of Marx and Coca-Cola: Advertising and Commercial Creativity.” Soar’s intended purpose was to fully understand the social and cultural significance of advertising as an extreme cultural institution, by taking into consideration the role of the advertising process and how advertising contributes to the creative advertising process. One of the surfacing themes is the stress and anxiety associated with the role of creative intermediaries, and the industry as a whole, and how that contributes to the management of uncertainty. Occupations are discussed; concluding that those involved in any facet of the industry must be addressed as an effective and esoteric group of individual workers who are highly influential.

The Coca-Cola Company’s current campaign, which will be looked at extensively in this rhetorical analysis is the “Open Happiness” campaign. This worldwide, fully integrated marketing campaign created by Dan Wieden and Dan Kennedy, thrives on the message of positivity and optimism expressed in the previous “Coke Side of Life” campaign. The main idea

of the campaign invites people from all walks of life to experience joy and happiness by enjoying a Coca-Cola. This worldwide initiative was closely examined by Jonathan Paul in the journal article "Coca-Cola opens happiness." The campaign was integrated into all kinds of marketing going forward, stated Paul, including Canadian-specific advertising and leading up the Olympic Games in 2010, held in Vancouver. "Coca-Cola has always tried to express a refreshingly positive view of the world and 'Open Happiness' is an updated reflected of that perspective," says Maria Soler, director Coke brands, *Coca-Cola Canada*. "It builds on the message of positivity an optimism, but has a more direct call-to-action." (Paul 15).

Chapter 2–Literature Review

Introduction

Many researchers have studied and written about the several facets surrounding successes in the world of digital marketing and the impact of companies who can be looked at as a positive example. For this analysis, it is important to understand the depth and breadth that other studies have covered. It is vital to look at studies relating to the theory chosen as a framework for this analysis, as well as an understanding of the industries that the analysis focuses on. Thus, this literature review will be divided into five sections.

The first section looks closely at the history and development of Mood Management Theory. This section will also show several studies related to mood management and also gives justification for the selection of the theory to be considered during the analysis. The second section looks at the definition of digital marketing, some of the many facets of digital marketing and some studies and articles pertaining to the world of digital marketing. This section also gives insight into how prevalent digital marketing has become in our media-drive world.

The third section of this literature review will look closely at the environment of the advertising industry, both in terms of traditional and digital advertising. Studies related to advertising will be looked at to get a more in-depth look at the industry. Next, this literature review will examine the nature of Social Media and Social Networks, looking at interaction, strategy, user generated content (UGC), and some current trends. This section will take a closer look at the Social Media networks of Instagram and Twitter, as these are two networks that will be closely examined in the results section of this analysis. Finally, the fifth and final section on guerilla marketing and some aspects of that industry.

Mood Management Theory

A person's mood is usually characterized as a relatively lasting state of mind and emphasizes a prevailing negative or positive attitude. Extending their early work on Selective Exposure, Zillmann and Bryant (1985b) developed the theory of Affect-Dependent Stimulus Arrangement (ADSA) that suggests individuals arrange communication stimuli (e.g., television) to move from a negative hedonistic state (bored or stressed) to a positive hedonistic state (feel-good). Through the exploration of ASDA, Zillmann (1988) began the investigation of the management of moods through different communication choices, and made the connection to earlier theories.

Research done in the field of mood management theory can be traced back to cognitive dissonance, proposed by Leon Festinger (1957). Cognitive Dissonance states that humans try to establish internal congruity among cognitions like beliefs, attitudes and knowledge about oneself and one's environment. Zillmann and his colleagues who came up with the mood management theory attempt to show the broadest range of different message choices instead of strictly selective exposure. Zillmann and his colleagues' possible range of message choices range from news, documents, comedies, dramas, tragedies, sports, music performances and other mediums, allowing for all conceivable moods rather than a specific state as proposed in cognitive dissonance. (Zillmann 1988).

In the book *Communication, Social Cognition and Affect* by Lewis Donohew, Howard E. Sypher and Edward Tory Higgins, chapter 8 highlights Zillman's work and shows mood management theory is segmented into two premises and two propositions:

Premise 1: Individuals are motivated to terminate noxious, aversive stimulation of any kind and to reduce the intensity of such stimulation at any time.

Premise 2: Individuals are similarly motivated to perpetuate and increase the intensity of gratifying, pleasurable experiential states.

Proposition 1: To the extent possible, individuals arrange internal and external stimulus conditions so as to minimize aversion and maximize gratification. Both minimization and maximization are in terms of time and intensity.

Proposition 2: To the extent that the control of stimulation is limited to environment stimuli, individuals arrange and rearrange their environment so as to best accomplish the ends stipulated in Proposition 1. (Donohew Sypher Higgins 148).

Steven Andrews shows how rhetorical communication in advertising is a form “artful deviations”, and they use style as a persuasive tool over the actual message content in his doctoral dissertation “Visual Rhetoric in Advertising: How Consumers cope with a pleasant experience.” We live in a visual world, full of visual learners and the visual rhetoric in advertising engages the consumer and elicits more favorable judgments compared to both figurative and non-figurative language. (Andrews 41). Andrews discusses how consumers cope with pleasant experiences and associate these with the visual rhetoric they see in advertising, associating with mood management theory.

Ronnie Dingman, in his master’s thesis for the University of Louisville, looks at several media theories including mood management and they relate or do not relate to each other. The defense of moods is presented as independent from emotion theories and defends the position that moods are unique mental states differing from emotion, especially when influenced by media. Several media theories are compared to each other, specifically looking at the effect of

these theories as they have been looked at in different studies conducted through the theoretical framework of theory.

Mood Management Related Studies

In Volume 52 of the *Journal of Communication*, a study was done by Silvia Knobloch and Dolf Zillmann entitled “Mood Management via the Digital Jukebox.” This study took popular mainstream music from the top 30 charts and in an act of pretesting, evaluated both the energy and joy as musical qualities. The results were used to create sets of musical selections that were either high or low in these specific qualities. After the pretesting, participants were placed in states of bad, neutral or good moods respectively, and then in a presumably independent study, were allowed to freely choose from the different sets of music. Exposure time was limited to about a third of the total running time of all available selections to ensure selectivity.

The results remained consistent with the Mood Management Theory; respondents in bad moods choose to listen to highly energetic or joyful music for longer periods of time than those who were in good moods. Another finding was that those in bad moods were more decisive in selecting their musical preference (Knobloch and Zillmann 1). This study confirms that a person looking to better their mood or feelings toward a situation will seek certain media that expresses energy, joy and happiness. Some of the results, however, showed that many participants mood did not necessarily *change* because of the music, contrary to the hypothesis. “Irrespective of the present investigation, however, the aspect of mood-management theory that addresses excitatory regulation would seem to deserve continued attention because it focuses on the repair of extremely aversive moods – the kind of moods in the greatest need of repair,” (Knobloch and Zillmann 362).

Another study done in the context of mood management was conducted by Mark Mulligan at Florida State University entitled, "Exploring Mood Management via Exposure to a Massively Multi-Player Online Game." The goal of this study was to determine if playing a massively multi-player online game (MMOG) would allow respondents in a variety of mood states to achieve or perpetuate an optimal level of arousal during game play. The MMOG chosen was World of Warcraft. Total participants included 63 males and 18 females. This short-term field experiment involved mood manipulation prior to game exposure. Three groups were comprised for the research including the boredom-induced group; stress induced group and a control group. Several measures were taken to ensure proper levels of arousal including an experimental mood scale, an optimal arousal zone scale, and a WrisTech monitor to collect cardiovascular measurements as an additional method to determine arousal levels. Both mood and cardiovascular measurements were collected in 5-minute intervals across 30-minutes of game-play. The results confirmed the hypothesis that mood state would improve as a result of being exposed to game-play for a 10-minute and 30-minute time frame. Another favorable outcome of the study was found that game-play caused both a reduction in stress based on a decrease in cardiovascular reactivity. The study shows that video games can, in fact, be used to manage moods and this is the only known study that has applied the mood management model to video games for the primary reason that the interactive nature of challenging video games is considered highly stimulating, and hypothetically unfavorable to those currently experiencing a negative state of stress (Mulligan 93).

Helregel and Weaver conducted another study done in the context of The Mood Management Theory in 1989. The study analyzed the results of questionnaires from females that were either non-pregnant, pregnant, or new mothers to determine if television programs are

chosen as a method to manage moods during those highly emotional times, somewhat due to the hormone levels in a woman in any of these categories. The pretesting included asking the women questions about what they usually watch on TV as well as their usual viewing habits, what they consider leisure activities, and general affective dispositions, all of which was used to examine television program preference as a function of physiological states during pregnancy. The findings of this research provided support for the theory of Affect-Dependent Stimulus Arrangement, as mood management was achieved via SE to television programs.

Related to the moods of women, a similar study was conducted by Weaver and Laird in 1995 to see if television preferences were, in any way, related to the woman's respective menstrual cycle. More specifically, Weaver and Laird wanted to determine if preference for comedy television programs would be strongest during the premenstrual phase and weakest during the libidinal peak phase. The researchers also sought to establish that preference for suspense programs would be strongest during the libidinal peak and weakest during the premenstrual phase. The results and findings were, for the most part, supported and also provided new evidence supporting the theoretical aspects of mood-management via SE to television (Weaver & Laird 87).

Multiple dimensions of consumer self-confidence are discussed in the article "Consumer Self-Confidence: Refinements in Conceptualization and Measurement" by William Bearden, David Hardesty and Randall Rose. Scale-development procedures resulted in a six-factor correlated model made up of six dimensions: information acquisition, consideration-set formation, personal outcomes, social outcomes, persuasive knowledge, and marketplace interfaces. This article focuses on a series of studies that demonstrate the psychometric properties between consumer behavior and validity with related constructs (Bearden Hardesty Rose).

While several studies have been done in the context of mood management using music, movies, television and even video games, it was crucial to also find studies done using advertisements. Advertising has become such a large part of our society and we are ultimately exposed to hundreds if not thousands of advertisements on a daily basis. Marika Tiggemann and Belinda McGill conducted a study entitled “The Role of Social Comparison in the Effect of Magazine Advertisements on Women’s Mood and Body Dissatisfaction” in 2004. The study aimed to investigate the role of social comparison processes in women’s responses to the images that they are exposed to of the extremely thin and “idealized” female beauty. Participants included 126 women who viewed magazine advertisements containing full-body, body part, or product images. Mood and body dissatisfaction were measured immediately before and after advertisement viewing, while state weight anxiety and the amount of appearance comparison that took place was only measured after the viewing of the advertisements. It was found that exposure to either body part or full body images led to increased negativity in the respondent’s mood as well as an experience of dissatisfaction with the respondent’s body. Regression analyses showed that the effects of image type on mood and body dissatisfaction were mediated by the amount of social comparison reported, (Tiggemann & McGill 2004).

One can see by looking at these several studies done on mood and Mood Management Theory that it is a rich area of study. Video games, music and other types of media have been used to see how it can affect a person’s mood whether that be in general or towards a specific situation. With Coca-Cola’s focus on spreading happiness, joy and optimism, it’s clear that mood plays a big part in the way the marketing affects the viewers and consumers. As previously stated, a part of Coca-Cola’s mission is to “inspire moments of optimism and happiness,” (The Coca-Cola Company) and Mood Management Theory focuses on not only the intake of

messages affecting one's mood but also the regulation of one's mood. This theory is an important part of this analysis because if Coca-Cola is living up to their mission statement as a company, there should be themes of happiness and optimism presented within their digital marketing efforts.

Digital Marketing

Digital marketing, at its simplest definition, is marketing that uses any electronic device such as computers, smart phones, tablets, game consoles, and digital billboards to engage consumers, partners and fans. Digital marketing would not be possible without the internet, which makes digital marketing more affordable and convenient. Christi Ravneberg discusses the benefits of this type of marketing in the article, "Digital Marketing," published in 2009. "Combining in-store branding with state-of-the-art digital display equipment gives brands an edge over competitors who use static signage, according to restaurant operators from nearly all industry segments," (Ravneberg 1). The article focuses mainly on restaurant marketing but the same strategies hold true for companies and brands, as every brand seeks to satisfy marketing needs and the benefits far outweigh the cost. Interviewed in the article, Rich Levy, a chief executive of a four-unit Chicago-based chain, said that digital marketing has "increased brand loyalty and given the chain an intangible image of hipness but also had a financial impact by lowering food costs by about 3 percent," (Ravneberg 2009). The possibilities for digital marketing are truly endless and it's only just begun.

In the book *Digital Marketing: Global Strategies from the World's Leading Experts*, authors Jerry Wind and Vijay Mahajan discuss the foundations and environment of the digital revolution. "The digital revolution with its global access and user empowerment comes with tremendous strategic uncertainty. Whereas planning in stable environments calls for optimization

and carefully developed strategy, planning in the global digital environment requires flexibility and experimentation,” (Mahajan Wind 9). The digital age is still relatively new but it’s also an industry that is constantly changing. Wind and Mahajan discuss the need to be flexible and open to change in this area of marketing because change will keep coming.

Because the world of Digital Marketing is so vast and expands across several mediums, it has been difficult to define and measure the effectiveness of the advertising in the different formats. Kathy Crosett discusses this in her article “Digital Engagement Measuring Standards to Undergo Review,” published in January 2013. “With digital marketing continuing to capture a growing share of the advertising dollar, industry participants are eager to agree on a standard definitions and measurement system,” (Crosett 1). Crosett looks at three different areas of consumer reactions to advertising: the first is Ad Engagement – Does the consumer interact with the specific ad? The second is Content Engagement – Which content on a site is most interesting to consumers? And the third is Audience Engagement – How many and which consumers are noticing ads? (Crosett 1) It’s important to measure the interaction and engagement with Digital Marketing because, unlike traditional marketing, Digital Marketing allows for more engagement and it allows agencies to see which methods work better than others.

Companies have realized over the past couple of years that in order to service and entertain their consumers, they need to be accessible on what is most convenient and used most frequently – the smartphone. People can virtually do everything on their phones that 10 years ago people were doing on their personal computers, and now, they can do more and know more. The latest model of the Apple iPhone, the iPhone 5, could serve as a person’s GPS, search engine, music library and so much more. Joe McCambley, co-founder and creative director at The Wonderfactory, a New York-based firm that designs and builds branded digital content,

discusses this in his Harvard Business Review article “Stop Selling Ads and Do Something Useful.” McCambley talks about the first banner ads and the first time that things were “shared” on the Internet and the consumers were doing both the buying and the selling. McCambley recalls how surprising it was, the thought of the word “viral” applied positively and knowing right then and there that they were on to something. “For a few wonderful years, while big agencies slept with their backs to the Web, we did incredible work for major brands – not ads, but content experiences that delivered utility,” (McCambley 1). The idea was to offer customers an experience or entertainment instead of just trying to sell something. They knew, even back then, that providing an incentive, a reason to share, would benefit both the consumer and the companies.

McCambley, working in the industry of digital branding content, realizes the need to make brands accessible on mobile devices. “We check news on Twitter. We search Google Maps for directions. We compare restaurants on Zagat. We take photos with Instagram and upload them to Facebook. All those people on the elevator with their noses in their smart phones? They’re not lazy or anti-social. They’re getting things done,” (McCambley 2). McCambley goes on to show that these people are not only being productive, they’re sharing things that interest them, things they like and things that have helped them and they’re sharing those things with their friends and the people they are connected with.

The future of advertising is in digital marketing and digital branding. We are a digitally focused society and a society focused on getting things done quickly, conveniently and using the latest technology. According to McCambley, The Coca-Cola Company has transformed itself into a digital publisher. “The Company installed a publishing infrastructure, hired editorial staff, and converted its corporate website into a rich, multi-media magazine. Besides creating a wealth

of original content, this platform aggregates content from hundreds of partners around the globe,” (McCambley 3). McCambley’s company, The Wonderfactory, was the firm that helped Coca-Cola successfully do this. It’s important for companies to stay relevant for all of the consumers who spend so much time on their smart phones. Traditional marketing is no longer adequate for companies who want to provide consumers with an experience and not just make a sale.

Quick Response codes, also known as QR codes, are optical machine-readable labels that are links to another site or source. QR codes are one of the most popular marketing stories of the past couple of years and they’ve gradually gained consumer approval. A study done by Marketing Forecast shows that most frequently, for 18 to 24 year olds, QR codes are used most frequently when found in magazines at 39%. The study also showed that 35% of QR codes are accessed via posters and 38% are accessed via direct mailers. Older age groups tend to scan the codes when they see them in emails and on TV.

QR codes are steadily doing well because people are connected through their smart phones and with the ownership of smart phones continuing to expand. According to the article “QR Codes to Gain Traction as Smartphone Use Increase” by Kathy Cossett, some of the best QR code applications are allowing users to bridge the physical to the digital world. Additionally, the codes should also be logically integrated into the larger marketing campaign. The QR codes are merely a tool that is used with the rest of the campaign to enhance both the traditional and digital marketing. In marketing, one channel triggers another and QR codes are a great way for more connection and interaction.

“Marketing communications is the science and art of communicating relevant marketing information that firms want to convey either publicly or personally,” as stated by Ashish Kumar

in his doctoral dissertation entitled *Managing Marketing Mix and Communications in a Digital Era: The Role of Traditional and New Media in Multichannel Environment*. This study examined the role of traditional media in the digital age and found that traditional marketing communications are still relevant in this multichannel, multi-communication environment. This study also showed the power that the Internet has given marketing managers and directors for promotional purposes, digital marketing and online advertising. The Internet has also allowed companies to have an online presence through social networks and company websites. The study showed that these forms of digital advertising, however, could not target consumers at individual, one on one bases (Kumar 88). As with anything else, there are limitations to digital marketing as shown in this study. Marketing managers and directors are always finding ways to be more effective with their digital marketing strategy.

The Advertising Industry

Advertising relies heavily on creativity. Tom Alstiel and Jean Grow discuss these creative tactics in their book, *Advertising Strategy: Creative Tactics from the Outside/In*. This book is a great tool for anyone going into advertising because the authors clearly understand the industry and give so many useful strategies for creative work in advertising. Coca-Cola is known for time and time again have creative advertising strategies to reach a wide demographic of consumers. Alstiel and Grow outline, in a very tangible way, the process of getting started, how to design, copy and headlines, creative thinking, and many more strategies to achieve creative advertising. The authors discuss creativity and how it is something that cannot be taught or learned, it is simply something engrained in everyone and each person has a different level of creativity. Creativity is essential to advertising and we see that in what Coca-Cola produces. “Creativity without strategy is art. Creativity with strategy is advertising,” (Alstiel Grow 18).

Another key component of advertising is the use of signs and symbols as a way of communicating a message to an audience where words are not feasible or appropriate. It has actually become a “rise-to-the-challenge” way of thinking in the industry, where creative minds try to get the message across without being wordy and, when possible, using no words at all. Jiang-Ping Fan of Illinois State University looks closely at semiotic theory in advertising or, the use of signs and symbols. This doctoral dissertation, entitled *Semiotics and Advertising* looks closely at the use of signs, the categories of signs and the dimensions of signs. All of these are accompanied by different theories that, by definition, lay the foundation for consumers to understand how signs function in mass media communication, both visually and verbally, (Fan 2003).

In the book *The 21st Century Media Revolution: Emergent Communication Practices*, Jim MacNamara covers everything mass media related from mediated politics to journalism to advertising and beyond. His chapters on the future of advertising focus heavily on the idea of how much irrelevant content is out there for the masses. “Cost pressures as well as user resistance will further drive relevancy advertising approaches that eliminate wastage,” (MacNamara 268). Advertising may be everywhere, but that does not mean it is okay to get lazy and start producing irrelevant information. Now, it goes without saying that ads have different targets and demographics but there is a right way and wrong way to do things. Obviously, there are hugely successful advertising campaigns and wildly unpopular ad campaigns, and that depends greatly on the creators of the campaigns and the creativity, or lack thereof, behind them. MacNamara discusses the idea of *audience fragmentation* showing how problematic it can be to reach large numbers of people and communicating meaningfully and persuasively, (MacNamara 256). Audience fragmentation happens when a message is meant to be perceived a certain way

but gets lost in translation due to the size of the audience and the task of making it applicable to the most people possible. This is a big part of advertising and possibly one of the greatest challenges.

Donal Parente's book *Advertising Campaign Strategy: A Guide to Marketing Plans* provides foundational information for researching, understanding clients and the overall industry. The book divulges the strategic format of setting objectives to meet certain goals and how to develop a creative strategy that moves communication people. The book also provides very tangible information about how to prepare a plans book and a winning presentation. So much goes into a successful advertising campaign and it starts with knowing what to do and Parente puts this into language that his readers can understand. A doctoral dissertation entitled "America the Brand: Advertising the American Way" by Jason Petrulis talks about the cultural impact of America and Advertising. This dissertation would be at fault to not include Coca-Cola in their historical analysis of advertising in America. Closely examining large historical events like World War II and different presidential campaigns, the text looks at how American advertising has been influenced by current events. This shows the impact that advertising has had over the course of history in our country, and how many important events are forever documented in history due to the advertising campaigns (Petrulis).

In an effort to keep up with the times, Paul Springer wrote a book on advertising in the digital age. *Ads to Icons: How Advertising Succeeds in a Multimedia Age* is a great book outlining the changes made in advertising and how to keep up in an ever-changing field. Springer shows how advertising agencies have to make the ads more versatile, small enough to be viewed on a smart phone and large enough to be portrayed on TV screens that span an entire side of a building (Springer 87). Without a doubt, this book would have been wrong to not include a large

portion of its contents to Internet advertising and social media, two of the largest mediums for advertising today. Social media advertising works because, well, almost everyone is on at least one of the major social media networks: Facebook, Twitter, LinkedIn, Google+, Pinterest, and some fanatics are even on all of them! All kinds of demographics are utilizing social media and it is becoming almost a necessity for large companies and businesses. While advertising used to be primarily in magazines, newspapers and commercials on TV, internet advertising has become a very large part of the industry, one that demands versatility from the advertising agencies.

Studies Related to Advertising

John F. Curran did a study on games, advertising and market structure for his doctoral dissertation in 2004 entitled, “Three Structural Empirical Studies of Games, Advertising and Market Structure.” This dissertation was separated into three empirical papers. The three papers each looked at a different empirical study. The first paper examined behavior from games, the second paper looked at advertising and market structure and the third paper closely looks at the Chicago Mercantile Exchange’s 1997 decision to split its contract due to the market (Curran 18). Curran used advertising and market structure in his empirical study to see how one affects the other.

Another study done using advertising used different control groups but still used advertising with the participants. David Boush, Marian Friestand and Gregory rose conducted this study entitled “Adolescent Skepticism toward TV Advertising and Knowledge of Advertiser Tactics.” This study was featured in *Journal of Consumer Research* in 1994. While this study is over 15 years old, and the advertisements themselves have changed, many things have remained the same. This longitudinal study of middle school students examines their skepticism toward advertising and their specific beliefs about the persuasive tactics that are employed on them on a

daily basis. The comparisons show that knowledge about advertiser tactics develop in the direction of adult understanding. The results show very little difference across grade levels; however, the students generally show to be more disbelieving of advertising tactics as the school year progressed (Boush, Friestad & Rose 39). Looking at studies done with advertisements is important to get a better idea of how respondents reacted to several different advertising tactics.

Nature of Social Media and Social Networks

“Social media is all about communities, communications and conversations. Social customer engagement, if it is to succeed in a sustainable manner, is about creating a culture that fosters social interaction with customers and supports staff in building related skills,” (Krell 1). We live in a world where businesses have become powered by social media and customer service. In the article “How to ‘Socialize’ Social Customer Engagement Skills by Eric Krell, the growth in customer service through different social mediums is said to be accomplished through an organizational culture shift and through a specific set of social media skills. This article shows the importance of engaging with customers, and the social skills required to do so effectively. The article quotes Matt Storm, director of innovation and strategy for NICE Systems who states, “These employees need to be socially savvy, as this world has its own language, acronyms and conventions,” (Krell 1). The issues of timeliness of response, danger of abandonment, managing the social community, and integrating data from social media platforms as well as customer data are listed as requirements for social customer engagement as well. This article provides the insight of cultural considerations as well, as social media is no longer a local community.

“You have 140 characters to describe yourself. Use them to say something interesting and show how you benefit your customers,” (Gianfagna 1). Jean M. Gianfagna shares her secrets on effective Twitter usage in the article, “Social Media Marketing via Twitter” published in

LifeHealthPro. Many have discovered the tricks to using Twitter to its fullest potential. There are things you do and things you should never do on social networking sites, especially on Twitter, because the amount of content that can be posted is controlled by character limit. Because Twitter has been proven to be so useful, and social media marketing as a whole to work, Gianfagna urges users to take Twitter seriously. “I’m encouraging my clients – even business-to-business marketers – to view Twitter as an effective way to share information, connect directly with prospects and customers and spot trends,” (Gianfagna 1).

In the article, “5 Ways Content Marketing Connects Brands and Customers” by Anna Papachristos, content is said to be much more than just words on a page anymore as content is delivered in many forms when it comes to marketing. Content has progressed as technology has gotten more advanced. The article gives give suggestions for keeping content effective and engaging:

1. Encourage Sharing
2. Solve Problems
3. Reuse and Repurpose
4. Observe and Report
5. Serve it Up Social

These five suggestions offer companies practical advice for making their content both effective and share-worthy. Social media is rarely used to only sell, but rather to engage and interact. “Creating content that’s informative rather than promotional is more effective because it’s evidence of a company’s expertise,” (Papachristos 2). The article concludes by reminding readers that these results do not happen overnight – rather it is a continuous process that requires patience and consistency. “Maintaining one’s strategy over the long term is a vital concept that

requires marketers to approach the content marketing process one step at a time,” (Papachristos 2).

Ginger Conlon, of Peppers & Rogers Group, gives some great insights in the article “Customer Strategist” about today’s social customer. Conlon gives real-world examples of how customers’ are starting to use a more social approach to buying, and how it’s becoming vital to the ultimate sale. In today’s world, people can get virtually any question answered with a quick internet search, and it is becoming more and more common for people to use Facebook or YouTube as their first search engine. Conlon states that brands and marketers need to be prepared, in this social marketplace, to be a part of the social conversations surrounding the brand during both the post purchase and pre-purchase stages. This takes place by having features on websites such as customer reviews, message boards, and an online community of customers. “In the not-too-distant future there won’t be social commerce, there will only be commerce. Social business will be completely woven into the fabric of businesses of every size across every industry and in every geography,” (Conlon 1).

It is no secret that people use social media. It has become synonymous with successful business. But it is also important to know who is influential, how to be influential and how to measure that success. “Determining Influential Users in Internet Social Networks,” published in the Journal of Marketing Research, a study conducted by Trusov et al., closely examined how the forte and overall success of social networking relies solely upon the number of users and their corresponding levels of activity on said network, (Trusov 645). The main idea of this article shows that while it is complex to trace opinion leaders and main contributors of social networks, it is less complex to simply identify clusters of small groups within a larger social network. What the study found was that approximately one-fifth of a user’s friends actually influence his or her

activity on said social network site. Applying these results to an organizational structure, employee usage may directly correlate with the organization's external target usage. Though these findings are accompanied by several limitations, Trusov concludes that the relationships that are formed through these social networks do not directly influence behavior on the network (Trusov 656).

Over the past few years, Facebook, while it has remained a large social community, has become a way for businesses to promote, build brand awareness and, most importantly, interacting with their customers and fans. In the book *Beyond the Facebook Business Page: How to Generate Traffic and Leads with Facebook* by Andrea Vahl, the fundamentals of using Facebook for business are illustrated such as website traffic, content, advertising, capturing leads, and contests/sweepstakes. Vahl, a social media expert, states, "As you engage with your audience they will begin to know, like, and trust you. This critical step is what is often required for them to purchase for you," (Vahl 6). When it comes to Facebook, while it may seem user-friendly and is designed to be, there is still a right way and a wrong way to do things. As Vahl states, content is King of Facebook, too. In an effort to create valuable content, Vahl suggest Blogging as a way to create more web traffic. "Google loves fresh posts and will display them higher in the search results. A blog also gives you a reason to send people to your website on a regular basis," (Vahl 13). This book shows, in a very practical way, how Facebook is to be used as one of the many tools to generate traffic to a company's website as well as generating leads, building customer relationships and building exceptional brand awareness.

Social Media: Instagram

Instagram, developed in October of 2010, is a social networking smart phone application that only recently became available as its own entity on the web. Instagram was developed by

Kevin Systrom and Mike Krieger in San Francisco and was sold to Facebook for \$1 billion dollars on April 12, 2012. It is one of the most popular mobile photo apps to download and is now available on both iPhone and Android smart phones (Moreau, 2012). Instagram is free for all users through the iTunes App Store and Google Play and is not available on Blackberry or any Windows Phone, for now anyway. Once Instagram is downloaded, the user will create a free account with a username and password, which shows that Instagram is not just a photo-sharing site, it is a social network.

Like other social networks, Instagram focuses on connecting with other people and being able to share content with your friends and family. Once a member on Instagram, you can “follow” as many people as you want, assuming, of course, that they have made their profiles public and not listed their photos as private. A personal profile is created with your name and a thumbnail of all of your pictures, users can also see whom you are following and who has followed you. Searching for someone is the same as almost any other social network, but it can sometimes be harder to find someone on Instagram because it is not a requirement to use your full name as your Instagram username. (Instagram.com 2013).

Once you follow a user on Instagram, his or her photos will appear in your feed and once you follow several users, you will have lots of photos in your main feed. What’s so unique about Instagram is the editing process that takes place on the photos. All pictures on Instagram are cropped to be a square shape and have the options of filters, blurs, borders, and minor enhancements to turn an ordinary photo into a shareable masterpiece. While scrolling through the feed, users can double-tap on their touch screen device to “like” a photo and they can leave comments as well (Instagram.com 2013).

Because Instagram is mainly a photo-sharing social network with less interaction than Facebook and Twitter, Instagram has the option, once your photo is edited, to share it to your Facebook, Twitter, tumblr, flickr, Foursquare, or shared to an email account. These share options allow other users, who may not have a phone capable for Instagram, to see your Instagram photos. There is also the option to add locations to photos, which will add that location to your “photo map.” Much like Facebook, you can “tag” other Instagram users if they appear in the photo with you or if you want them to be notified about the picture. Instagram will send you notifications on your phone, if you choose to receive them, usually when someone likes or comments on a photo, or, as was previously mentioned, if someone tags you in one of their photos.

Another important aspect of Instagram is hash tagging. Hash tagging has many uses but the intended use is to allow other users to find your photos, even if they’re not following for you. For example, if a picture of a sunset is uploaded, the user may put “#sunset” or “#sky” and then other users will come across that very picture if they search for a sunset or sky picture. This allows for more likes on the pictures but hash tags are used just for fun as well. Hash tagging has become a norm on social media, as the hash tags create a link for easier searching.

Overall, this is just a much more fun and interactive way to share your photos with your fans and followers. Because of the editing options, photos are much more interesting to look at and more creative as a whole. As humans, our eyes are attracted to certain lights and colors that send messages to our brain. “Our brains are compelled to find meaning, whether it is intended or not. Because the eyes are attracted to bright and high-contrast colors, viewers will derive meaning from something that stands out. When you use color for emphasis, it’s like shouting that this object or element has value,” (Malamed). Many of the Instagram filters really bring out the

colors and the light in the pictures and sometimes give it a completely different feel than before. This allows for a creative way of storing and sharing your favorite photos.

Social Media: Twitter

Twitter defined is a “microblogging tool that allows users to send short messages (140 characters or less) that will immediately be distributed to their network of followers,” (U.S Department of Justice). Founded in 2006 by Jack Dorsey and Biz Stone, Twitter has become it’s own universe of information. What makes it happen are the 140-character blasts of information that are posted virtually 24 hours a day, seven days a week, 365 days a year. According to Mashable, “Twitter has grown into a social media juggernaut, and popularity on the service is often used as a benchmark of influence. Companies have also used the service as a way to engage with their customers – offering promotions and other specials,” (Mashable 2012).

One of the attractive qualities of social networking sites is the connectivity between millions of people, including brands, news sources, celebrities, public figures, and of course, friends. It is the feeling that a person is a part of something bigger than himself or herself. This shows that Twitter has created a community in and of itself. This community is created by conversations developing through the use of trending topics and hash tags, which allow users to participate in discussions and debates with people about the same topic or current event going on. It has become the norm for primetime television, political events, news sources and pop culture events to create a unique hash tag to allow viewers and fans to communicate on Twitter and therefore communicate with each other. In his study of communities within Twitter, Mohit Naresh Kewalramani states, “An important practical problem in social networks is to discover communities of users based on their content and relationships with other users. A community is a pattern with dense links internally and sparse links externally,” (Kewalramani 5).

According to a study done by Paris-based analyst group Semiocast, Twitter passed the half-billion account mark – specifically 517 million accounts as of July 1, 2012 – with the United States leading the world with 141.8 million users (Lunden 1). The study also shows that while the US leads the world in account holders, the top three tweeting cities all come from outside of the US: Jakarta, Tokyo and London. Twitter has over 400 million monthly visitors, over a billion tweets every two-and-a-half days on any conceivable topic and tweets from world leaders, famous athletes, performers, and plenty of world events, pop culture news and entertainment (Lunden 1).

Guerilla Marketing

In the book *Guerilla Marketing Research: Marketing Research Techniques That Can Help Any Business Make More Money*, by Robert Kaden, the importance of guerilla marketing is explained as well as the different facets that go into each guerilla marketing initiative and the importance of research. Jay Conrad Levinson is quoted in the book's introduction by defining Guerilla Marketing as “achieving conventional goals, such as profits and joy, with unconventional methods, such as investing energy instead of money,” (Kaden 1). This perfectly sums up the main idea of guerilla marketing – the idea of satisfying the goals of getting a profit is still there, but it is achieved in a different way. There are so many ways to do guerilla marketing and there have been examples of very successful stunts and ones that didn't exactly give companies enough of a return.

Guerilla Marketing creativity has continued to impress the world of marketing as one initiative always seems to be more creative than the last, but it has become less easy to define. This idea is discussed further in the article “Guerilla Marketing” by David Kiley and Robert Klara. This article talks about companies having to be stricter with marketing budgets and

therefore it has moved into the more affordable world of digital marketing. “The demand for immediate splash is enormous. The result of these realities has coalesced in the past year or so – guerilla stunts with a decidedly social media bent,” (Kiley and Klara 12). This idea is made possible by sharing the guerilla marketing online, and hope for good responses, viral sharing and contributions of consumers online. Sharing guerilla marketing online is not an easy thing to do, however, due to the fact that these social networks have become bogged down by so many other contributors that it’s become a task in and of itself to get through all of the media clutter. For this and other reasons, guerilla marketing needs to be something worth seeing and something worth sharing. The Internet is many times the best option for a good return-on-investment (ROI) for companies’ guerrilla marketing efforts.

David Kiley and Robert Klara look at the guerilla marketing efforts for several big companies and organizations including Target, Chicago’s Museum of Science and Industry, Panasonic, Dr. Pepper, McDonald’s and Coca-Cola. In 2010, Target set out to promote their 2010 fall and holiday season apparel lines and act like a big contributor to New York City’s famous “Fashion Week,” (Kiley and Klara 13). After renting New York’s Standard Hotel, Target marketing teams turned the hotel in a runway kaleidoscope of lights and fashion on August 18, 2010. Target’s tech teams filled 155 outside rooms with hundreds of LED lights and 66 dancers made their way through the set-up of runways, windows and man-made stage. This turned into a fashion show of Target’s new fall line, something that would never be considered “fashion week worthy” until this stunt. The ROI for this marketing stunt was outstanding as over 3,000 people watched in live from the street level and 12.6 million hits on Google and social media.

Conclusion

The literature presented has sought to guide through some of the research done that is seen on topics. First, the literature review explained the ideas of Mood Management Theory and examined several studies done using the theoretical framework. Several studies were explained to show the diversity of this theory and to show the possibility of application. Secondly, literature was discussed on the field of digital marketing, providing further explanation and justification of why it is an important area of study for any professional looking to study marketing strategy. Third, research was discussed on the advertising industry and studies were examined that have been done based on the advertising industry. The studies related to advertising show the impact of ads themselves and the how advertising can be applied to other areas of study.

The fourth sub-section of the literature review gave explanation of the nature of social media and social networks, giving insight into current trends and tactics. This section looked at several articles and books to provide a better understanding of social media strategy. This section also described, in great detail, the two networks to be described further, Twitter and Instagram. This literature review gave information on both social media sites, allowing for a better explanation of the purpose and features behind these sites. The fifth and final section provided research and literature on the environment of guerilla marketing as well as articles to expound the knowledge and understanding of this popular marketing strategy discussed.

The purpose of this study is to show, through rhetorical analysis, that The Coca-Cola Company implements their mission, vision and values through the digital marketing of their current campaign, “Open Happiness,” but it also seeks to show the impact of digital marketing, social media and guerilla marketing. This rhetorical analysis also ultimately seeks to show the intent of the digital marketing under the theoretical framework of Mood Management. The

following research methodology will provide details to the steps taken in order to answer the research questions successfully and give a thorough rhetorical analysis of the content studied.

Chapter 3–Methodology

The research reviewed shows the nature of the industries as well as studies that have been conducted in order to better understand the world of advertising, the impact of digital marketing and the importance of social networks. Several studies have been done but few have explored the “Open Happiness” campaign as it pertains to the mission, vision and values of the company, specifically within the digital marketing strategies. The following methodology explains how the specific research questions will be answered and what will be used to answer them for this rhetorical analysis. The formal research questions that will guide this rhetorical analysis are:

(RQ1) In what ways can one see the mission, vision and values of The Coca-Cola Company implemented into the videos and commercial advertisements featured on the official company YouTube channels?

(RQ2) How are the mission, vision and values of The Coca-Cola Company shown within the social media strategies of the social media accounts directly used for the purposes of promoting the “Open Happiness” campaign?

(RQ3) Does The Coca-Cola Company use their mission statement, company values and company vision when creating the guerilla marketing strategies for the “Open Happiness” campaign and how are those strategies portrayed within the company’s digital marketing?

The following overview of methodological procedures will discuss four key areas: (1) research design and research instruments (2) purpose and reason for study, (3) validation and justification procedures and (4) rhetorical analysis techniques.

Research Design

Aristotle defined rhetoric as “an ability, in each [particular] case, to see the available means of persuasion,” (*On Rhetoric* 36). Rhetoric is, as one can see, an artful approach to

criticism that dates back hundreds of years. Rhetorical criticism analyzes symbolic artifacts including words, images, phrases, gestures, texts, films, speeches, performances and “discourse” in general to see how they work, how well they work, and how they accomplish their specific purpose whether that is to entertain, inform, arouse, persuade, etc. (Sillars & Gronbeck 114). “Criticism is an art, not a science. It is not a scientific method; it uses subjective methods of argument; it exists on its own, not in conjunction with other methods of generating knowledge (i.e., social scientific or scientific),” (Kuypers 14). An important rule of rhetorical analyses is that the writer is not saying whether or not he or she agrees with the argument presented, rather, *how* the rhetorician makes the argument and whether or not the approach used is successful.

Due to the fact that the nature of this analysis focuses on the themes and major ideas present within the digital media strategies of the “Open Happiness” campaign and not necessarily on the overall successfulness of the campaign or corporation as a whole, this analysis qualifies as rhetorical and will be conducted as such. In this circumstance, The Coca-Cola Company is the one presenting an “argument,” or a case for its product and therefore play the role of the rhetorician. During the duration of the rhetorical analysis, three different sections of digital marketing will be looked at for the way The Coca-Cola Company is presenting themselves through marketing and how they implement their mission, vision and values.

Research Instruments

No human subjects were used due to the nature of the rhetorical analysis, therefore the research instruments used revolved around the content found on the Internet, put forth by The Coca-Cola Company. First, the most popular video sharing website on the Web and the world’s third most visited website, YouTube (Elliot 1). YouTube allows users to use their personal accounts to create “channels” where users can find all of the uploaded videos from a fellow user

whether that is one person or entire company. The Coca-Cola Company has several entities within their corporation and those entities tend to have their own social media accounts, with was found to be true on YouTube as well. For the purposes of this rhetorical analysis, YouTube was used to view videos and commercial advertisements put forth by the Company on the official Coca-Cola YouTube channel as well as the official Coca-Cola Company channel. These two channels were used and analyzed during the YouTube section of the analysis of the digital media strategies of the “Open Happiness” campaign.

For the second section of the rhetorical analysis, the “Happiness Truck” Twitter and Instagram accounts were analyzed using both Internet and mobile versions of Twitter and Instagram. These networks and mobile apps are both free to join and free to use. Accounts can be made public or private, a decision left up to the user. After following the accounts on both networks, it was very accessible due to the public nature of the accounts and the content. Both accounts worked closely with each other due to the similar nature of content, users and consistency.

The third section of the analysis also focuses on the YouTube channels mentioned about, but with a more narrow focus onto the videos showcasing the guerilla marketing initiative of the Happiness Machine and the Happiness Truck. These videos, attainable on the YouTube channels and made public for viewers, provide explanation and insight into the guerilla marketing strategy behind both the Happiness Machine and the Happiness Truck. Coca-Cola strives to involve consumers by having them experience happiness by the Happiness Machine and the Happiness Truck, and the videos showing both of these guerilla marketing strategies will be closely analyzed as they show or do not show the mission, vision and values of the Company. Phase

Four will provide suggestions for future research including a summary, limitations, and recommendations and concluding thoughts.

This analysis focuses on the digital marketing strategies of Coca-Cola's "Open Happiness" campaign. Coca-Cola's marketing strategy is certainly well-rounded, as they include everything from traditional marketing strategies like print advertising, to the more timely and prominent digital marketing strategies like social media, mobile apps, and commercials/videos made available online.

Included in the digital marketing strategies are Coca-Cola's social media strategies. The company is very active on both Facebook and Twitter and through their website, they are consistently coming out with new ways to be "connected" with the world's favorite beverage. The goal of social media is to establish relationships, make connections, and communicate to a mass audience through a personal medium. Coke's social media strategies will be examined by looking at how they work within the campaign through the accounts directly involved with the Open Happiness campaign on both Twitter and Instagram.

All parts of the analysis were used on a personal MacBook Pro laptop computer, using personal YouTube, Instagram and Twitter accounts. Wireless Internet was constantly needed in order to analyze all parts of the rhetorical analysis because none of the previously mentioned content is available offline, unless it was viewed on the mobile app version of any of these networks. Screen shots were taken of still images in videos and content posted on the social media sites for the purposes of further explanation and data collection.

Purpose and Reason for Study

The purpose of this rhetorical analysis is to take an in-depth look at The Coca-Cola Company and their media strategy, focusing mainly on the company's mission, vision and

values. The analysis will look at several forms of media that Coca-Cola uses including their advertising, social media, and marketing campaigns. These three methods of Coca-Cola media will serve as the platform to identify the mode in which Coca-Cola implements their missions statement, vision and values into their media strategy. These three areas of media will be closely looked at to see if, in fact, Coca-Cola applies their mission, vision and values to everything that they do in order to maintain their international presence and brand awareness.

Coca-Cola celebrates a rich history as one of the most popular brands in the world for more than a hundred years. Among the many strengths of the company, its international charisma is something to consider when looking at media strategies. According to a report done by *Forbes*, 94% of the world's population recognizes the Coca-Cola logo, which shows that Coke is truly a universal language. The Coca-Cola Company is the world's largest manufacturer, distributor, and marketer of non-alcoholic beverages. The Coke Brand had market share of about 17% in the United States, whereas their primary competitor, Pepsi, had less than 11% market share (*Forbes* "Coca-Cola" 2011).

This analysis will specifically examine and assess the several facets of The Coca-Cola Company and their media strategies, as the company has had what the company calls "125 Years of Happiness" (www.coca-cola.com). Companies remain grounded in their mission statements. Fortune 500 companies share with their customers and clients a slogan or motto that is a short statement of what the company strives to do. The mission statement, however, is usually a bit longer and strives to hit on the deeper issues surrounding the company and give a better understanding of what the company stands for. Coca-Cola's enduring mission declares their purpose as a company and serves as the standard to which they both take action and make decisions. "To refresh the world ... to inspire moments of optimism and happiness ... to create

value and make a difference,” (*Mission, Vision & Values* The Coca-Cola Company 2012). Coca-Cola shortens this simply to “Refresh. Inspire. Create.” These three powerful words have helped direct the company as they continue to move forward, creating a long-term destination for continued success.

Validation and Justification Procedures

The analysis began with preliminary research to learn more about the “Open Happiness” campaign and see what The Coca-Cola Company had put out most recently. While going through videos, it was important to note user comments, views, popularity and how the company described the content. YouTube has a search feature that allows a viewer to see the “Most Popular” videos when looking at another user’s channel (YouTube) and while doing this on the official YouTube channel of The Coca-Cola Company, it was easy to see which videos had received the most user views and how long ago they were uploaded. All videos analyzed were uploaded within the past two years and therefore fit within the time frame. All videos included in the rhetorical analysis were a part of the “Open Happiness” campaign and included videos that had at least 15,000 views, some closer to 1 million views. In order to diversely analyze the videos and commercials within the campaign and get a clear picture of the digital marketing strategies on the YouTube channels, the analysis included a holiday ad, a Super Bowl ad, a video included only on YouTube, and some of the most-viewed videos on the channels.

While the entire company has several social media accounts, it was important to find the social media strategies within the “Open Happiness” campaign specifically. After some research, The Coca-Cola Company linked one of their accounts on Twitter to the social media accounts of the Happiness Truck, the guerilla marketing initiative for the campaign. Because this directly related to the campaign overall, it was significant and valuable as part of this analysis.

While researching the YouTube channels, videos of the Happiness Machine and Happiness Truck kept re-surfacing and there are several videos available on the Coca-Cola channel. This guerilla marketing effort has attracted an audience of millions as these videos include real footage of real people and many of these videos have millions—yes, millions, of views. These videos allow fans and followers to experience the magic that Coca-Cola is bringing around the world through guerilla marketing. The videos show clearly the joy and happiness that Coke attempts to spread around. Over 20 videos on YouTube were looked at that showed real footage of people experiencing both the Happiness Machine and the Happiness Truck.

Rhetorical Analysis Techniques

As the research shows, several studies have been done in the context of mood management using several media channels including video games, music, and television as well as several others not highlighted. After finally finding a mood-related study using advertisements, it was a disappointment to see the results come back negative. Time and time again, advertising is seen as merely a necessary evil to keep companies and businesses alive but many believe The Coca-Cola Company strives to do something greater with their advertising, social media, marketing campaigns and interactivity with digital marketing. This rhetorical analysis hopes to show, in the context of mood management, that Coca-Cola's overall digital media strategy, mainly with their digital marketing, in their "Open Happiness" campaign, affects it's viewers in a positive way, correlating with the mission of The Coca-Cola company: *Refresh, Create, Inspire.*

A similar study explored the role that celebrity endorsers play in generic advertising, based on the example of the "Got Milk?" print advertising campaign. This study analyzed one hundred and seventy print ads from the campaign over a period of nine years. Using both textual

and visual rhetorical strategies, appeals, stylistic devices, and celebrity endorsers were analyzed to determine the persuasive value of the ad. In the same way, ads from The Coca-Cola Company will be looked at to determine their effectiveness and also how the mission, vision and values are illustrated and implemented into the ads. This study, done by Ekaterina Vassilieva concluded that the expansive use of celebrity testimonials in primary demand advertising “leads to a reverse meaning transfer process: the endorsers’ symbolic meanings are passed not only on the product but on the campaign itself, raising it to the level of a unique cultural phenomenon but negating its initial purpose,” (Vassilieva 11).

This rhetorical analysis will examine themes presented, visual representation, music selection, characterization, and look at the overall message portrayed by The Coca-Cola Company. The analysis will examine how, either visually or through content posted on social media, that the Company portrays their mission, vision and values in everything they do and everything they produce.

Conclusion

Chapter 4 will include a rhetorical analysis of some of the different facets of Coca-Cola’s “Open Happiness” digital marketing strategies. The chapter will be broken into three parts: Part One – YouTube Channel: Videos & Music, Part Two – Social Media: Instagram & Twitter, and Part Three – Guerilla Marketing. This chapter will also include a description of each aspect of Coca-Cola’s digital media strategy as well as an analysis of the overall message implemented through online advertising and other types of digital media, specifically looking at Coca-Cola’s mission statement, vision and values and analyzing if those same values are illustrated and implemented through Coke’s digital media strategy.

Part One of Chapter 4 will offer an analysis of six videos that are featured on the official Coca-Cola Company YouTube channel, focusing on the themes presented, music choice, and the culture portrayed in the videos and commercials. Part Two discusses the social media strategies behind the official Coca-Cola Company Twitter account and the official Instagram of the “Open Happiness” campaign, The Happiness Truck. The analysis of these two accounts will focus mostly on content, interactivity and the overall message. Part Three will be an analysis of the guerilla marketing strategies featured on Coca-Cola’s digital marketing outlets.

Coca-Cola offers an example of what to do and how to do it correctly. The high standards of Coca-Cola advertising and Coca-Cola’s digital media strategy have proven to be worthy of study and therefore will be analyzed to answer the research question, “Does Coca-Cola’s digital marketing strategy show the Company’s mission statement, vision, and company values?” This analysis seeks to show that through the “Open Happiness” campaign, The Coca-Cola has stayed true to their mission to “refresh the world, inspire moments of optimism and happiness, and create value and make a difference.” An analysis of the digital marketing strategies will also seek to show that Coca-Cola uses the themes and elements that they do in order to inflict happiness and energy on their audience through mood management. Ultimately, this analysis hopes to share what The Coca-Cola Company is doing, who they really are and how, after over 126 years, still the company that wants to share a Coke and teach the world to sing.

Chapter 4: Results

The contents of this rhetorical analysis include six videos and commercial advertisements on YouTube, two social media accounts and a guerilla marketing initiative displayed through videos on YouTube as well. These digital marketing strategies will be limited to content uploaded within the past two years, May 2011 – March 2013. The first part of this analysis will look at Coca-Cola's digital media strategy on their YouTube channel, focusing on both company videos and commercial advertisements uploaded. This is important to the digital media strategies of the campaign because YouTube has become a central location for videos produced by The Coca-Cola Company and allows for a widespread audience to create more brand awareness through digital media. The second portion of this rhetorical analysis will look at two social media accounts directly related to the "Open Happiness" campaign, @HappinessTruck on Twitter and the official Instagram account, Happiness Truck. Social media has become a significant part of any campaign and companies are aware of its impact and importance. Social media gives companies an opportunity to share their messages with followers and interact with consumers in an affordable way. The third section of this rhetorical analysis discusses a guerilla marketing initiative put forth by Coca-Cola known as the Happiness Machine and, later, the Happiness Truck. This move by Coca-Cola is a significant part of this campaign because it shows the intentions of the company and is overall a very important part of this campaign.

Part One: Coca-Cola's Media Strategy: YouTube

The Coca-Cola Company is fully immersed in digital marketing by having several YouTube channels, social media accounts, and an overwhelming Internet presence overall. The Company has made it a point to take their traditional marketing strategies and incorporate that into a digital marketing expansion, keeping in step with today's digital culture. This particular

phase of the analysis will examine Coca-Cola's YouTube presence by looking at six videos and commercial advertisements from their official channels, CocaColaCo and CocaCola.

"There are Reasons to Believe in a Better World"

One thing that has driven this campaign has been music. Several artists have devoted their time and energy to singing songs about happiness for the Open Happiness campaign. Other artists have donated their songs to contribute to the theme and overall mission of the campaign. One of these artists is Oasis, an English rock band who has been around since the early 1990's. Oasis has a song entitled "Whatever" and the lyrics read, "I'm free to say whatever I, whatever I like if it's wrong or right, it's alright. Always seems to me, you only see what people want you to see, so how long's it gonna be? Before we get on the bus and cause no fuss, get a grip on yourself it don't cost much, free to be whatever you, whatever you say if it comes my way it's alright," (Oasis 1994). This is the song used in the commercial put out by The Coca-Cola Company entitled, "Reasons to Believe."

The video shows a group of young children, of all different ethnicities, singing the song by Oasis that had come out over 15 years prior. The ad begins with the familiar Coca-Cola red background with the Coca-Cola logo and a message that reads, "There was a study conducted in 2010 about the real situation of the world," followed by the footage and statistics set to the music. The overall premise of the commercial is that things aren't really as bad as they may seem. The goal of this ad is to show that while the current events of the world are, at times, very depressing, there are still, and always, reasons for happiness.

The guitar starts playing and the kids start singing, and the voices themselves exude joy as the camera pans around to see all the bright faces of these young and innocent children. The video footage contrasts two very different facts based on real statistics. The principle of the video

is that for every bad, negative or unfortunate thing that happens, there are still reasons to smile, and reasons to “believe in a better world.”

The concept of this video does not shy away from reality. The Coca-Cola Company recognizes that there are many problems in the world today—there is sadness and pain and bad things happen every day. However, that does not outweigh the good things that happen in our world—the happiness, joy and laughter that is all around us. The word that is most emphasized in this particular version of the song is “free.” The beauty in the words is that we, as the human race, are free to make choices, free to enjoy life and free to be happy. The children in this video sing the words with smiles on their faces and there is no sense of animosity or anger towards each other. The video is portraying a picture of people all over the world, speaking a universal language, that is, happiness.

One can see Mood Management Theory unfolding in this commercial as one the main goals of the video and campaign is to inspire moments of happiness. It is clear to see, after watching this video on YouTube, that mood can easily be manipulated after viewing. Viewers are encouraged to feel optimistic about the world we live in, and encouraged to be positive about the real state of the world in today’s society.

This video satisfies the Company’s mission to “inspire moments of optimism and happiness” by, first of all, having an overwhelming theme of happiness throughout the entire video. It is truly an inspiring thought, that the good can outweigh the bad, and that there is still a reason for happiness. The Company’s purpose to “create value and make a difference” is also shown here as they are certainly aspiring to make a difference in people’s attitudes about the world that we live in, (*The Coca-Cola Company: Mission, Vision and Values*). As their company

vision serves as the framework, this video shows the Coca-Cola's confidence in people and belief in the betterment of the world.

“Be OK”

During the “Open Happiness” campaign, The Coca-Cola Company began an initiative to tackle one of America's biggest problems, obesity. While Coca-Cola is obviously not a soft drink that can help someone lose weight, the initiative is just about enjoying life, exercising, and enjoying Coke in moderation. This commercial, entitled “Be Ok” was released by The Coca-Cola Company on January 16, 2013 and was then uploaded to their YouTube channels. The description reads, “A 12oz can of Coke = 140 calories. There are many ways to burn those through EXTRA physical activity and have fun while doing so. Balance your lifestyle. Be OK. Open Happiness,” (The Coca-Cola Company 2013).

The commercial begins with a “Coke Red” screen, a can of Coca-Cola, and next to it in big, bold lettering, “140 Happy Calories, to spend on EXTRA happy activities” as the music, the song “Be Ok” by Ingrid Michaelson begins. This is a very upbeat and happy song that goes right along with the theme of the commercial. The commercial gives “suggestions” on how to burn off those extra calories, with the first one being “25 minutes of letting your dog be the GPS,” showing a girl running down the street with her dog. The next cut shows a young man dancing in a club with the words, “10 minutes of letting your body do the talking,” as he smiles and dances to the song.

The next sequence shows several people, of various ages, laughing very hard with the words “75 seconds of laughing out loud,” illustrating one of the most fun ways to burn calories. The next scene shows a young man in a bowling alley, who just bowled a strike, turn around and start dancing as the words “1 victory dance” flash across the screen. The next cut is back to the

red screen, reiterating that one can of Coke is 140 calories, and then a can of Coke Zero comes up with the tagline “Calories Optional,” reminding consumers of the no-calorie options offered from Coca-Cola. The final screen is the familiar white screen, red bottle and the words “Open Happiness.”

The commercial doesn’t suggest that drinking Coke, in any way, will help you lose weight, it’s more about burning off those extra calories that you enjoy. The commercial also shows how little things, like laughter and dancing, are great ways to burn calories while you are having fun and enjoying life. Coca-Cola suggests that everything, in moderation, is okay if you are still being active and taking care of yourself. The title, “Be Ok” is very appropriate for this commercial because the Company is telling its audience that it’s “ok” to enjoy and indulge in the things we love, but it’s also important to take care of ourselves and our bodies.

Happiness is definitely an over-arching theme in this particular commercial, as each suggestion for burning calories was something enjoyable that people do on a regular basis to relieve stress and just enjoy themselves. This commercial perfectly aligns with Coca-Cola’s mission to “inspire moments of optimism and happiness” as this commercial shows; happiness is an important part of maintaining a healthy lifestyle. Just as studies in Mood Management theory have shown us, music can directly affect a person’s mood and a person’s mood can also directly affect their choice in music. For this reason and others, musical selection in these “Open Happiness” commercials are very important because they have the task of communicating the themes and values of the Company where words cannot. This commercial encourages viewers to enjoy all the things that are around us, even if those things have more calories than we think we should consume, but it is a reminder that we can still “be ok” if we remember to burn off those

extra calories by exercising in a way that we enjoy. This commercial, as shown through Mood Management, can be a determining factor in a person's mood and self-esteem.

“Let's Go Crazy”

Also featured on The Coca-Cola Company's YouTube channel is a video entitled “Coca-Cola Let's Go Crazy” which is a 2-minute commercial set to the song “Give a Little Bit” by Roger Hodgson, which debuted in May 1977. The commercial begins with a red screen and the words “For all the kind people out there,” giving the introduction that the overall message of this particular commercial is unconditional kindness. The next cut shows a woman riding a bike and the words “If being kind to strangers seems crazy,” and she high fives a man whose cab was just stolen from him. Then the words “Then call me crazy” appear as they both smile and she rides away. The words “I high five everyone” appear as the woman on the bike is freeze-framed and her name and age appear. This, like so many other Coca-Cola digital marketing tools is telling the stories of others. Next we see a young woman in her 20's paying for the toll of the person behind her with the words “I pay people's tolls.”

The next act of kindness highlighted in this commercial is by a young 17-year-old girl named Juliana Pars. The shot shows Pars with a family in a hospital room with the words “I give away my birthday presents,” as she is shown with several different hospitalized girls, giving them gifts as their faces light up followed by several young people painting and drawing hearts on sidewalks, walls, etc. Next, we see the newspaper story of a 14-year-old boy who saved a stranger, an elderly man, from a burning house. The story then shifts to a young man who gives away large amounts of money to strangers and shows him distributing his gift to un-expecting people of all different backgrounds. Then we are shown a group of young people planting trees

all over a large city, in places where the trees may look out of place but people stop and admire them for that very reason.

The next cut shows a young college student getting a Coke out of a vending machine and leaving his change in the vending machine as the words “I leave change for my classmates” appear from an anonymous 18-year-old student. We then see two young girls getting their free Cokes, courtesy of this young man and they look around with smiles on their faces, pleasantly surprised by this small act of kindness. Next, we see a man with wood and ropes and as he starts throwing the ropes high over trees and buildings, the words “I hang swings everywhere” appear and the freeze frame shows this 29-year-old, Jeff Waldman, building swings to hang all over his city. The next few images show large swings in unexpected places with adults in their business attire enjoying these city swings. The next person we are introduced to is a man named Jeremy Gilley, 45, who is speaking to a large crowd of people and the words “I want to stop war for one day” appear as the crowd reacts very positively to Gilley. The end of the commercial shows footage from all of these stories, with people of all ages enjoying Cokes, enjoying the swings and enjoying the kindness. The commercial ends with the words, “Are you CRAZY enough?” and then, of course, ending with the words “Open Happiness.”

Also available on The Coca-Cola Company’s official YouTube channel are all of individual stories highlighted in the video. These shorter videos spotlight each individual as they talk about why they do what they do and what inspires them. This insight into the lives of these people show the authenticity within the campaign to showcase people who give back, work hard, and spread kindness in their own unique way.

So, why call them crazy? What’s crazy about all of this? The idea is that these random acts of kindness aren’t exactly “the norm,” they’re not something you’d see every day, which is

what makes them random. Coca-Cola's challenge to its audience is to find something different—something that people would remember and something that would encourage them to pass on the kindness. In the normal hustle and bustle of a busy city, you don't normally see people riding through the streets, giving out high fives while they ride their bikes and it's not every day a stranger gives you their birthday gift. Certainly, it would be considered a little "crazy" to see someone hanging giant swings from trees in Central Park in New York City or hanging from an overpass in Chicago, but that's what this video suggests – go a little crazy.

The common theme amongst these stories is that happiness is being spread. These are not actors; they are real people with real stories that The Coca-Cola Company felt compelled to share. We live in a society bogged down by routine and certainly filled with unhappy people, but showing kindness to strangers is one way to spread happiness, a truly contagious idea. This commercial reminds viewers that simple acts of kindness, while they sometimes go unnoticed, are important and make the world a happier place. This idea and this commercial seek to evoke a feeling of optimism over the audience, and Mood Management Theory shows how that feeling can be achieved.

There's an old fable about a hummingbird trying to put out a forest fire by flying to the river, filling up its beak with water and dropping the water onto the large fire. An elephant seeing this says, "Hummingbird, do you seriously think that you can extinguish the fire?" The hummingbird replies, "No, but I'm doing my part," (Belin 1). This story perfectly describes the initiative put forth by Coca-Cola's digital marketing strategy. They are encouraging their audience to do their part for others by being kind and spreading that kindness to others in creative ways. This commercial is certainly communicating the company's mission to "inspire moments of optimism and happiness" and "to create value and make a difference," and they

show how others are fulfilling the mission of their company as well – it’s a focus on people rather than a product.

There are several other stories of real people who have something that they do to show kindness to others. Each person’s story cannot be captured in a commercial, but it reminds viewers that their kindness can spread to others and truly make a difference. Coca-Cola wants everyone to “go a little crazy for good,” (The Coca-Cola Company 2011).

“Happiness is in the Air”

This one-minute commercial aired on Valentine’s Day, 2013, during Coca-Cola sponsored televised talent show *American Idol*. This commercial, entitled “Happiness is in the Air,” was created by 23-year-old director Hugh Mitton from New Zealand. This romantically endearing commercial about love and happiness won the grand prize at a Cannes Lions 2012 competition sponsored by MOFILM, a film community that connects brands and independent filmmakers through crowd sourcing contests and projects (Moye 2013).

The film came about from Mitton responding to Coca-Cola’s creative challenge to filmmakers around the world to “create and submit ads that celebrate moments of happiness in connection with a holiday,” (Moye 1). Mitton had the idea to shoot balloons over a harbor city in Wellington, New Zealand, where Mitton is originally from, and he wanted to shoot something with the scenic overlook of the city and had the idea for balloons. Mitton recalls, “If we can see the whole city from here, we could get a Coke to anyone in it. That was literally the starting point.” He also stated that the Valentine’s Day theme fit perfectly for what he was going for. “Yes, the couples are sharing a Coke, but what they’re really sharing is a moment together, tinged with surprise.”

The commercial begins with two young men setting up the balloons at the edge of an overlook in the New Zealand harbor. We see them with several red balloons and as we get closer we see that tied to the ends of the balloons are cans of Coca-Cola. The picture zooms in and out of all of the cans lined up as the Coca-Cola red lights up the screen. The balloons sway back and forth in the wind as the picture zooms out so we can see the scenic harbor city. The balloons are released in the sky and with the way the balloons are arranged, they look like floating hearts in the sky.

As the balloons start to fly lower and lower, we start to see couples walking around through the city streets. Men and women holding hands as they walk together begin to notice the balloons in the sky and smiles come across their face and the balloons start to float to the ground. Couples catch the Coca-Cola cans as they laugh to each other about the unusual occurrence that they've just experienced. The commercial shows several different couples: couples in the park, sitting on a city bench, walking hand-in-hand and just being together as they enjoy the Coke. The commercial ends with a couple sitting on a beach, looking out at a harbor with the red balloons and the message "Happy Valentine's from Coke."

Coca-Cola marketers were very excited about airing this ad for an audience as big as the *American Idol* viewer community. "The film clearly articulates Coca-Cola's brand values and connection to Valentine's Day," (Moye 1). The Company was thrilled with the message portrayed to viewers in the way that it was throughout this commercial. Coca-Cola's global content director, David Campbell, stated, "It's one thing to represent happiness as a brand – which we've done for over 126 years – but what we're trying to do today, more than ever, is to inspire people to create and share happy moments every day," (Moye 1). While portraying love and happiness, the Company is setting out to inspire moments of happiness for the audience,

through the agent of Mood Management Theory, and do so to fulfill the bigger picture, their mission statement.

This video encapsulates who Coca-Cola is and what they're about. Every day, The Coca-Cola Company strives to bring happiness to people all over the globe in different creative and fun ways. Holidays bring people together and focus on family, happiness and sharing joy and love with each other. Coca-Cola always seizes the opportunity to show their support for not only holidays but also what holidays represent. Valentine's Day 2013, this commercial aired, and without stating any words about why people should buy and drink Coke, The Coca-Cola Company was advertising, and advertising much more than just a product. They were showing who they are and the mission, vision and values of what they believe. Coca-Cola believes in Happiness and it's become who they are as a company and what they strive for as a brand. When asked what he was hoping viewers would get out of this film, Mitton responded, "A little bit of a warm heart – I mean, it's Valentine's after all – and a renewed appreciation for the simple gestures we can make for each other, anywhere, anytime."

"Coca-Cola Security Cameras"

This commercial, originally aired during the 2013 Super Bowl between the Baltimore Falcons and the San Francisco 49ers, is entitled "Coca-Cola Security Cameras." The video begins with the Coke red screen with the white words that say "On security cameras around the world ... we found..." and we begin to see real footage from real security cameras. The entire video is done with real footage from security cameras and begins with us seeing city streets from all over. This video, according to Coca-Cola's website, is "a reminder that acts of kindness and bravery are taking place around us all the time."

The first image is of a couple on a park bench, we see the words “People stealing...” and the man goes in for a kiss that takes the girl completely off guard as the word “kisses” appears as we see an intimate moment between two people. The next scene shows a busy and crowded city sidewalk with street musicians and a man dancing all over the place with the words “Music Addicts” comes across the stage. Passersby laugh and smile at this man just enjoying life and enjoying the music being played. The next scene shows a man dressed up in a Trojan costume with a sword, “sword fighting” a man with an umbrella as the words “Harmless Soldiers” appears on the screen. People are laughing as they see these two engage in a “sword fight” in the middle of the hustle and bustle of life like two small children.

The video shifts to another security camera finding of a woman accidentally dropping money on the ground and a man walking behind her picks it up and runs after her. This is our “Honest Pickpocket.” The next security camera shows two young men walking out of a convenient store late at night, handing a bag of potato chips to a homeless man sitting outside of the store. These young men are the “Potato Chip Dealers” as the words come across the screen while we see the gratitude come across the homeless man’s face. The next clip shows a busy market place, and a man walking through it, as another man, about the same age, runs and jumps on his back. The two appear to be close friends who obviously haven’t seen each other in a very long time as they hug and embrace, both beaming with joy as we read the words “Attacks of Friendship.” The next cut shows a couple kissing in the elevator with the word “Love...” with the next shot saying “and kindness” as a man rushes to the aid of two other men moving a couch across the street.

Next, we see security camera footage of three men helping to push a car to safety. The men wave and smile as the car goes on its way and the words “Friendly Gangs” appear on the

screen. The next clip shows a car crashed into a stoplight and the car has caught on fire. A man runs to the couples aid as the words “Unexpected Firemen” come up. The man puts the fire out as the couple safely exits the vehicle. The next clips we see show people standing up for causes they believe in. We see a man holding up a sign that says “NO To Racism” and another young person spray painting the word “Peace” onto a building as the words “Rebels with a cause and peaceful warriors” appear after the video.

The video cuts to footage of a man dancing as he mops the floor in a convenient store and the words “A lot of Crazy People” are shown as we see more security camera clips of people playing office pranks, dressing up in costumes, and laughing as they get off the elevator. The next group of incredible video clips start with the words “And a few crazy heroes.” The first event that was caught on film is a man pushing a compact car off railroad tracks seconds before a train came, followed by a man stopping a burglary, another man saving a dog, an elderly man helping a young woman up, a small child giving an old woman a hug, and lastly, a young man buys a Coke out of a vending machine and happily gives it away.

So much was communicated in the minute and a half commercial while the song “Give a Little Bit” by Roger Hodgson played. The video ends with the words “Let’s look at the world a little differently” as we see several shots from so many security cameras, and they come together to make a Coca-Cola bottle before the words “Open Happiness” come across the screen. The message is portrayed so clearly by The Coca-Cola Company that during the busy day-to-day events of this world, there are quiet, unnoticed acts of kindness happening all around us. We may have come to expect to see violence and negativity when we see security camera footage, but this commercial is a reminder that so much good goes unnoticed. It is truly a celebration of the good

people in the world, and generates a feeling of connection—connection to others from different walks of life, we all share something, a wanting to do good and see good being done.

There is also a hint of underlying irony as the security camera footage rolls. The purpose of security cameras is for, well, security. They catch the bad guys in action; show the events of a crime, car accident, break-in, etc. In the midst of the crimes caught on security camera film, these and so many other moments of unconditional kindness are captured. We see people going out of their way to make someone smile, brighten their day, help them out or simply do the right thing, it is a beautiful picture of benevolence among people all over the world. As the audience, we are seeing behaviors of people who weren't expected to be recorded; therefore we get the feeling of being a fly on the wall, in a positive way, because we applaud their behavior. In these moments, we, as the human race, can feel proud to know that people are saving lives, helping others, being kind, and dancing in public. The ending phrase "Let's look at the world a little differently" is a great reminder to viewers to be not only be optimistic but, in terms of Mood Management theory, hopeful in the people we come in contact with. It is so easy to be cynical, especially for people who have been hurt or taken advantage of, but The Coca-Cola Company wants people to have a renewed faith in humanity and encourage happiness for all.

Super Bowl commercials have become their own kind of cultural phenomenon; an anticipated night of football has also become an enormous night for advertising. Super Bowl commercials are outrageously expensive, and while football teams compete for a trophy, commercials are competing for our attention. The Coca-Cola Company, by airing this during the Super Bowl with literally millions and millions watching, is communicating that the company vision that they preach is more important than advertising their product. We see the Company

fulfilling their mission to “inspire moments of optimism and happiness” and also striving to “create value and make a difference.”

“Together for Good”

The Coca-Cola Company, as a part of their company mission, has been working to bring people together for over 125 years. In their video entitled, “Together for Good,” Coca-Cola takes a look back on the history of the company, what they have done and what they are hoping to do. The video perfectly sums up the “Open Happiness” campaign by communicating the initiatives set forth by the company and the main themes surrounding the campaign.

The video begins with a familiar tune, the Coca-Cola song, as classic images of Coca-Cola’s history are shown on screen. It’s an endearing and classic approach to advertising; reminding the loyal fans and consumers where they come from and that they are proud of their history. The long and exciting history of the company is one of the best facets of the Coca-Cola, that they come from over 125 years of delivering a great product while they strive to make the world a better place, and that’s what the beginning of “Together for Good” is showcasing.

As the video continues to play, we keep seeing images of people enjoying Coca-Cola and in between shots we see the following words come up line by line:

“For more than 125 years, we’ve been connecting people over conversations, common goals, and communities. Because we believe that when people come together, good things happen. Today, we’re bringing together business, government, teachers, scientists, and moms to make an impact on one of our nation’s biggest issues. To Innovate, Educate, and Act. We innovate because we acknowledge that less is sometimes more. We innovate by uniting our scientists with our sippers to make life

sweeter. We educate by adding calorie information to the front of labels and vending machines. We educate by partnering with organizations like Boys & Girls Clubs of America and creating camps, clinics, workshops, events and programs, like Troops for Fitness. We act by working together to change the beverages we offer in schools to options students and teachers raise their hands for. Today, we're working to connect more people to more options, 650 to be exact, 180 of which are low or no calorie. And we're making them available in more places so everyone can make the selection that makes sense. Because a happy body is the strongest connection to a happy life. And we believe happiness is a birthright. And that the only way to move forward, is to keep moving together," (The Coca-Cola Company 2013).

This two minute, thirty-seven second video is a heartwarming portrayal of the heart of the Company. As the words come across the screen, we see images of people enjoying life and enjoying each other, but Coca-Cola is not going to shy away from the fact that this country does have a lot of problems, one of them being adult and childhood obesity. The video shows the steps that The Coca-Cola Company has taken and the changes they've made to do their part as they help tackle this problem.

The Coca-Cola Company is more than just Coke and Diet Coke, they offer 650 beverages and have several options for consumers, many of those being low calorie or calorie free. The Company is also adding more calorie and nutritional information to educate consumers on exactly what they are drinking and how much they're drinking. The Coca-Cola Company recognizes that their product is not at the forefront of the health initiative but being the most

popular beverage in the world and one of the most powerful brands in the world, they also recognize the influence they can have and are taking advantage of that. Coca-Cola's international presence allows them to have an impact on this world in a big way and this video shows how they are doing that.

The Coca-Cola Company has their hand in several organizations and is helping them with their individual goals to make the world a better place. The video highlights just a few of those sponsorships by showing clips of the clinics, programs and workshops they've set up, especially with The Boys & Girls Clubs of America. The video shows children exercising and being educated on how to take better care of their bodies. Every aspect of health is covered in this initiative, as they show children learning, growing, exercising and laughing. It is truly the goal of the company to connect people through common goals and these partnerships have allowed The Coca-Cola Company to be innovators, educators and a company who truly wants to see positive change in happen in the lives of people everywhere.

As stated in the company's vision, which serves as a framework for the company, Coca-Cola encourages people everywhere to "be a responsible citizen that makes a difference by helping build and support sustainable communities," (The Coca-Cola Company 2013). In this video, the ideas of recycling, cleaning up communities, and creating initiatives are put forth to encourage this idea of taking care of not only our bodies but the planet we live on. There is a focus on sustainable, quality growth and The Coca-Cola Company shows how much they care about making a difference.

Another theme that is clearly shown in this video is the central theme of the campaign: happiness. Towards the end of the video, after we've watched the different goals and missions of

the Company, the commonality of spreading happiness is communicated very clearly. We see images of friends, couples, laughter, dancing and, of course, people enjoying Coca-Cola.

The words “We believe that happiness is a birthright,” come up as we see children of all different ethnicities laughing and enjoying life. The video ends with the powerful phrase, “The only way to move forward is to keep moving together,” suggesting a commonality amongst all peoples as Coca-Cola strives to promote health, make positive changes and ultimately endorse happiness as they continue to refresh the world. It leaves one feeling hopeful in other people, a sense of camaraderie comes over the viewer as he or she senses that they’re not alone in the task of doing good and seeing good things happen. When the audience sees these good things happening, it is an encouragement and restores faith in people. This video uses Mood Management Theory to make the audience feel optimistic about the future and positive about the direction of not only The Coca-Cola Company but also about the initiatives going on all over the United States.

The following assessment of the research question that guided this analysis will seek to explain further the elements analyzed and the results found.

(RQ1) In what ways can one see the mission, vision and values of The Coca-Cola Company implemented into the videos and commercial advertisements featured on the official company YouTube channels?

After watching and analyzing these six videos several times over, it is clear that The Coca-Cola Company is guided by the company mission statement to “refresh the world, create value and make a difference and inspire moments of happiness and optimism.” We see throughout these videos how such simple ideas can be turned into a beautiful picture of life, love and people. Coca-Cola set out to share stories of others, inspire viewers, give a new, refreshing outlook on

life and produce something that holds value. Through this analysis, it is clear that Coca-Cola has succeeded in what they set out to do, as the themes presented and the overall message of the videos is in clear agreement with the mission, vision and values of the company.

Part Two: Coca-Cola's Digital Marketing Strategy: Social Media

With our digitally focused society, no company or brand can survive without embracing social media strategies. The Coca-Cola Company has several entities with a social media presence across several social media outlets. Within Facebook and Twitter, The Coca-Cola Company has accounts for each specific beverage for fans to enjoy and follow. Diet Coke, as its own entity, has its own campaign and its own social media accounts. The current Diet Coke campaign, Stay Extraordinary, has its own social media presence, apart from Coca-Cola. For the purposes of this study, I will only be looking at social media entities that directly focus on The Coca-Cola Company's "Open Happiness" campaign.

Instagram

Edward de Bono once said, "There is no doubt that creativity is the most important human resource of all. Without creativity, there would be no progress, and we would be forever repeating the same patterns." While there is an official Instagram account for Coca-Cola, according to Instagram.com, the "Open Happiness" campaign, due to its international presence, has its very own Instagram account entitled Happiness Truck. With almost 4,000 followers and over 500 pictures, this Instagram account displays hundreds of pictures of happiness displayed in a lot of different and creative ways. Social Media focuses more on relationship building as well as interaction and less on selling, therefore, this particular account is for interaction among fans.

The content ranges in diversity, with everything from pictures of glass bottles of Coca-Cola, to friends enjoying Coke, and pictures displaying love, happiness and creativity. Because

timeliness is an important aspect of Social Media, the Happiness Truck Instagram account posts pictures for every holiday, usually incorporating Coke, Diet Coke, or Coke Zero into the pictures. Christmas in particular is a big holiday for The Coca-Cola Company and there are several Christmas pictures posted during the holiday season. The following pictures were uploaded to the Happiness Truck between the dates of December 8, 2012 and December 27, 2012.



(Instagram.com/happinesstruck 2013)

The above images show examples of content posted during the holiday season of 2012. The account posts several vintage Coca-Cola images, reminding consumers of the rich history, as well as pictures of Coca-Cola bottles submitted by fans, and people enjoying themselves by The Happiness Truck.

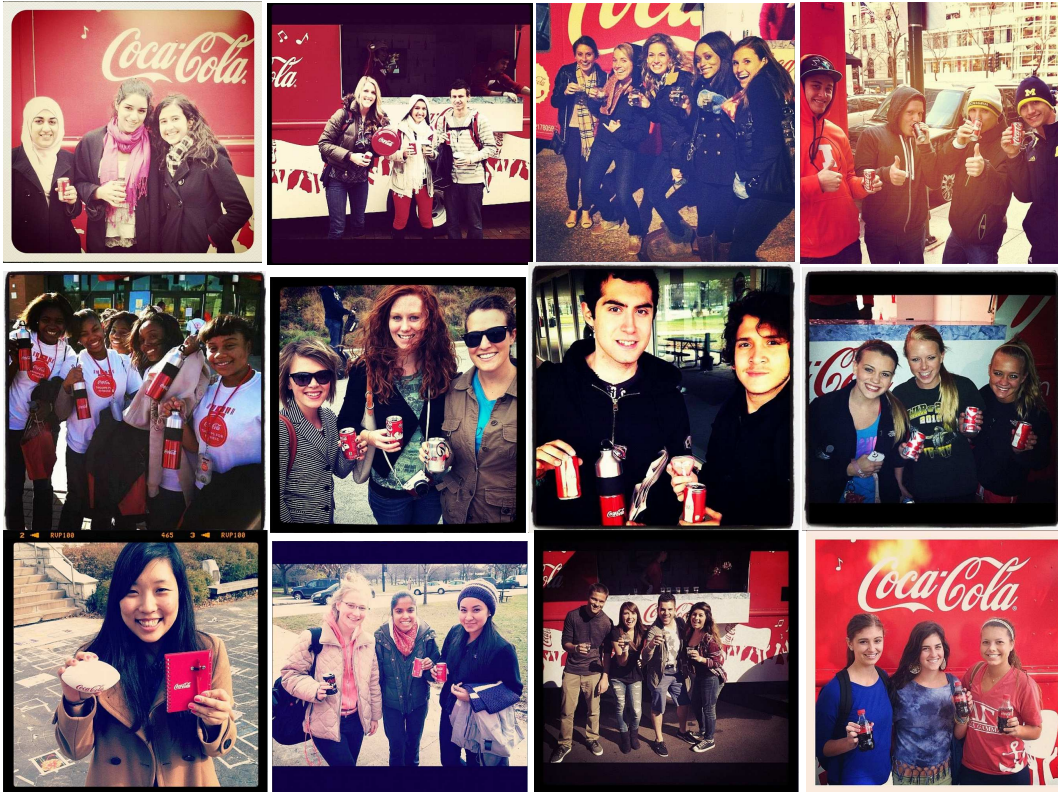
The rich Coca-Cola red, in and of itself is festive, which explains why the images on the Instagram accounts are almost always saturated to bring out the contrast of the red a little more. The artsy and creative side of the Company is showcased with these photos as the mission and vision of the Company comes to life with these photos. Laughter and happiness are obvious reoccurring themes throughout the posted photos as well as quotes, scenic pictures and of course plenty of “just-for-fun” photos.



(Instagram.com/happinesstruck 2013)

These pictures are just a few examples of the more casual photos one will find on the Happiness Truck page. Constant photos that display creativity, art, friendship, laughter, and optimism are constantly uploaded to stay consistent with the Company's mission, vision and values.

The main focus and the majority of the uploaded photos on the Happiness Truck's page is definitely people. The obvious focal point within this campaign are the fans, who enjoy the products, but more importantly, who are just enjoying life. Consistently on the Happiness Truck Instagram account, there are pictures of groups of people standing around the actual Happiness Truck and there is just so much life displayed through the photos shared.



([Instagram.com/happinesstruck](https://www.instagram.com/happinesstruck) 2013).

The above twelve pictures show the faces of young people after the Happiness Truck visited their college campus and they were given free gifts, won prizes and, of course, enjoyed some free Coca-Cola. The mission and purpose of the Happiness Truck will be discussed further in the next chapter but the Instagram account dedicated to the Happiness Truck itself is a useful tool because it allows fans and consumers all over the world to see what The Coca-Cola Company is doing with their Open Happiness campaign.

It is evident that these Social Media profiles that are dedicated entirely to the Open Happiness campaign are working because of the interaction you see on the pages. People want to see pictures; it adds life to a campaign and makes fans feel connected. On several uploaded Instagram photos, there are likes and comments from friends of the people pictured. They get excited to see friends of theirs enjoying free Coca-Cola and uploading pictures while the

Happiness Truck is at their campus encourages them to go check it out. It's also a way of getting more free marketing, as the people who were featured on the Instagram page may share the photo, follow the account or encourage their friends to do so. This account, documenting the Happiness Truck and posting other fun Coke pictures, is truly following the Company's mission to refresh the world, create value and make a difference and inspire moments of happiness.

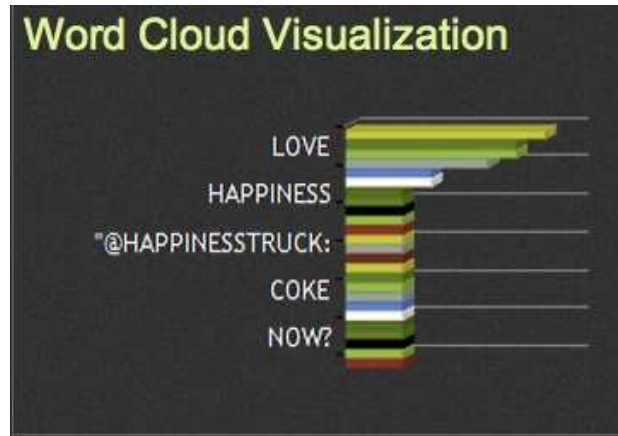
Mood Management Theory says that people tend to choose media outlets that make them feel positive and happy and while people can't escape negative media, they can certainly decide which mediums to follow closely, watch more often or expose themselves to more. This can potentially be said of many of the hundreds of followers of this account, because they focus on posting pictures that are positive, happy and overall, very fun. Followers are then exposed to the content of the Happiness Truck Instagram account, and get to experience the positivity of what is shared. Followers of this and other accounts are loyal to these types of media channels for many reasons, but it can be said that through the Mood Management Theory, they are looking for entertainment that will make them feel good.

Twitter

Much like its presence on Instagram, the Open Happiness campaign has its own Twitter account, @HappinessTruck. This Twitter account is closely connected with the Happiness Truck Instagram account and several tweets link back to the Instagram photos. Most of what you will find on this Twitter account relates to what you will see on the Instagram page. Quotes about happiness and love, pictures of people, interactions with fans, music and sharing things with their followers make up the majority of the content found within the tweets.

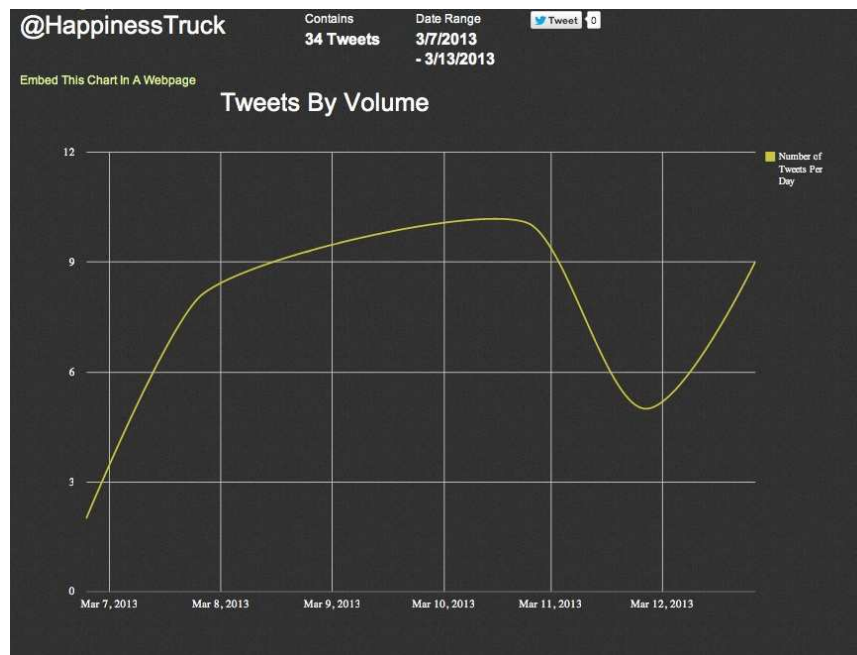
In a one-week analysis of the @HappinessTruck account, 34 tweets were sent, just under an average of seven per day. In these seven days, the most used word was Love with eight times

the second most was a tie of happiness and @HappinessTruck, mentioned six times and the third most used word was Coke, mentioned five times.



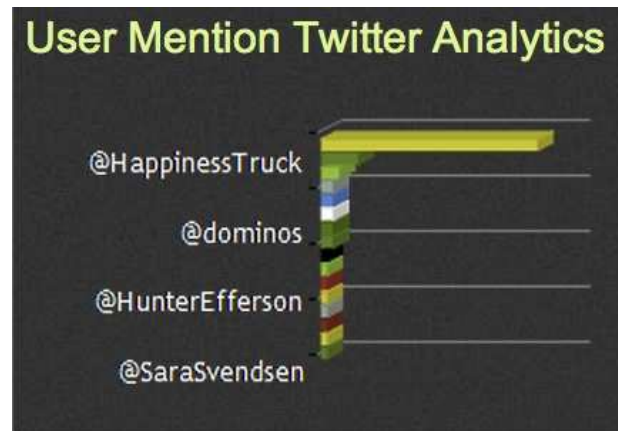
(Tweet Archivist 2013)

This one-week analysis, that took place between the dates of March 7, 2013 and March 13, 2013, shows the frequency of the tweets on each particular day.



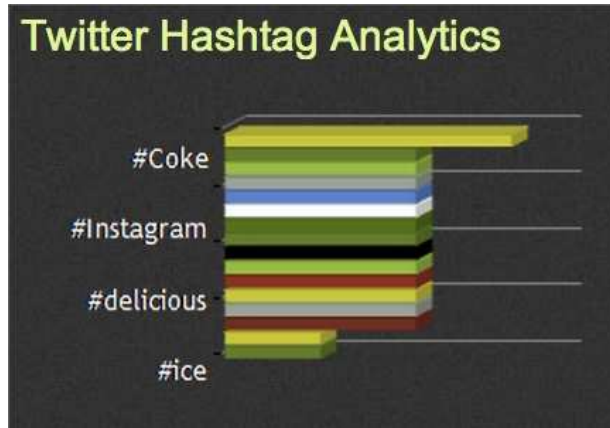
(Tweet Archivist 2013)

This chart shows a pretty good consistency of about 8-10 tweets per day with a few days having significantly less than the average amount. This chart shows that the most tweets sent in one day was ten and the least amount of tweets posted in one day was five.



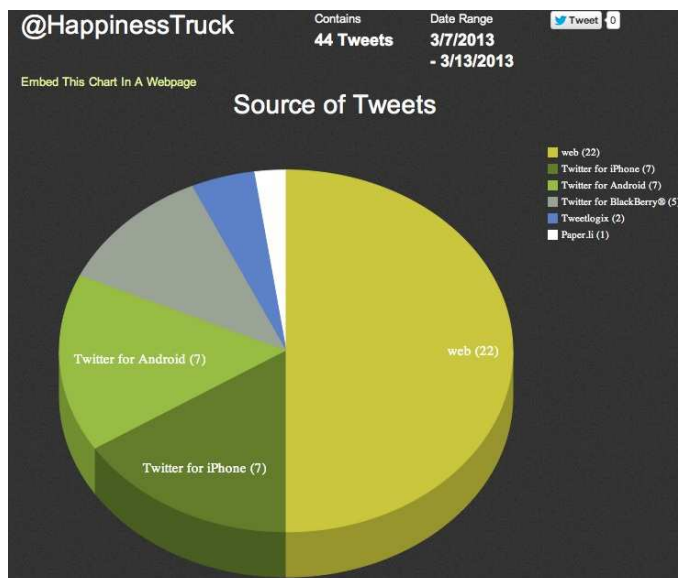
(Tweet Archivist 2013)

This chart shows the mentions that the Happiness Truck twitter account used within a week's span. By far and away the most mentions was to @HappinessTruck, because of the connection with Instagram account with the same name, Happiness Truck. There is a great connection between these two account because of the emphasis on people and pictures of people. The other mentions were to fans including one male and one female fan and a brand mention, Domino's.



(Tweet Archivist 2013)

The above chart shows the analytics of all the most used hashtags in the one-week time period. The most frequently used hashtag were #Coke, #Spotify, #NowPlaying, and #Subscribe. Other hashtags used often but not quite as frequently were #Instagram, #delicious, #ice, #cold, #happiness, and #openhappiness. This shows the connection between the accounts and the use of other social networks within the Open Happiness campaign as they use both Instagram and Spotify to reach as many fans as possible and often encourage following, subscribing and sharing.



(Tweet Archivist 2013)

The above chart shows the source of where the tweets are coming from. The data shows that 50% of the tweets are coming from the web, an equal amount (15.9%) of tweets coming from both android and iPhone twitter apps for smart phones. The remainder of the tweets are coming from Twitter for Blackberry, Tweetlogix and Pages.

This Twitter analysis gives a basic understanding of the types of things shared, content posted and what kind of a presence Coca-Cola is having on Twitter through their official Twitter account for their Open Happiness campaign. The recurring words of love, happiness and Coke show a loyalty to the brand and the Company's mission as well as the overall theme of the campaign. The interaction with fans is one of the most important aspects of Social Media within this campaign and the connection of the accounts allows for more things to be shared. There is a strong connection between the Twitter and Instagram accounts, which is helpful for attaining more followers and fans.

Music is also a big part of the Social Media strategies as the Open Happiness campaign has also created a presence on Spotify. Often the @HappinessTruck will tweet about songs and provide links or hashtags to the playlist on Spotify entitled "Happiness on Repeat," (Spotify 2013). Because of the sharing features within Spotify, the campaign has also allowed and encouraged users to request songs to be added to the playlist. As of March 14, 2013, the playlist had 120 subscribers and 140 songs with over 8 hours of music. The songs that are added or that are playing are tweeted with links back to Spotify and therefore the music can be shared with other followers.

The Coca-Cola Company, because it is so vast, has several different Social Media presences including pages and accounts for their most popular beverages, Coke, Diet Coke and Coke Zero. The Social Media strategies work well together for the Company as they all are

connected and connect fans to other facets of The Coca-Cola Company. They incorporate interaction, quality assurance, and lots of creativity into their Social Media strategies, which help them to further accomplish their company mission, company vision and incorporate their company values.

The following assessment of the research question that guided this analysis will seek to explain further the elements analyzed and the results found.

(RQ2) How are the mission, vision and values of The Coca-Cola Company shown within the social media strategies of the social media accounts directly used for the purposes of promoting the “Open Happiness” campaign?

The Coca-Cola Company places an enormous amount of value on people, as stated in their company vision and the social media strategies clearly show an interest in people and a desire to serve the online Coca-Cola fans with everything they know to be true about the company. Having an entire Instagram account devoted solely to documenting the people who enjoy themselves at the Happiness Truck and sharing videos of college kids being blessed by the Happiness Machine on Twitter remind the fans who Coke is and why they do what they do. They place value in the people who love Coke, and recognize the significance they hold in the company’s vision.

Part Three: Guerilla Marketing featured on YouTube

The Coca-Cola Company has taken their Open Happiness campaign to new heights with their Happiness Machines and the Happiness Truck. This creative and brilliant guerilla marketing strategy started with the Happiness Machine being placed on college campuses by The Coca-Cola Company. The concept of the Happiness Machine was to be an unexpected moment of happiness in someone’s day. The videos of the Happiness Machine were featured on The

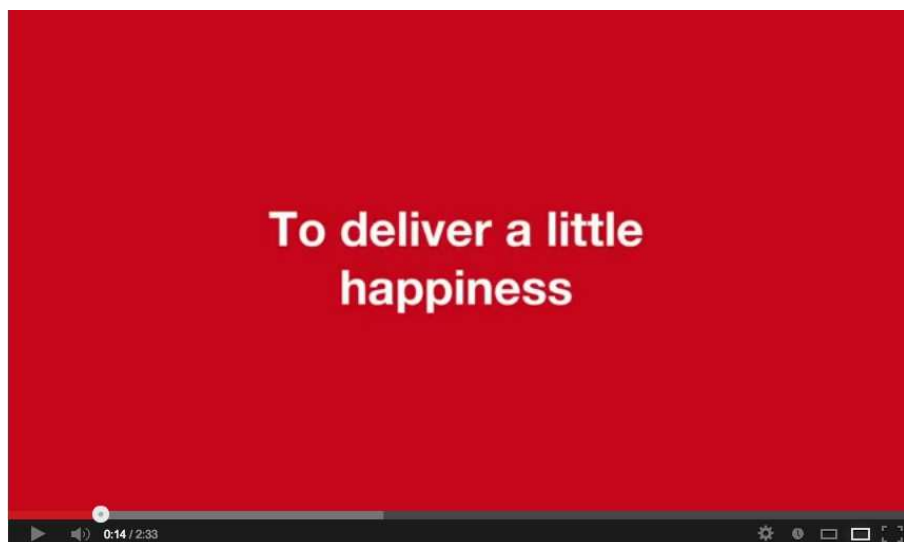
Coca-Cola Company's YouTube channel and while they are merely videos of the marketing initiative going on, the digital marketing strategy of YouTube has allowed this to be shared with fans and followers everywhere. By having the Happiness Machine and the Happiness Truck, Coca-Cola is branding themselves as a company that spreads happiness and in so many ways, gives.

YouTube has given The Coca-Cola Company the opportunity to share the story of the Happiness Machine and shows real footage of the college students enjoying themselves and enjoying the unexpected moments of happiness on their campuses. The Happiness Machines looks like an ordinary Coca-Cola vending machine and it always starts with one person buying a Coke and after they get their beverage, another one comes out, and another, and another until they start passing them out to others. This obviously causes some commotion as people, enjoying the bottled Coca-Cola start to gather around the Happiness Machine to see what else is going to happen. As people continue to press the buttons, without putting in any more money, more surprises start to come out.

No Happiness Machine experience seems to be exactly the same, there are several videos and free Coke is always given away but more is always given from the Happiness Machine. Flowers, pizzas, popcorn, even giant party subs are dispensed where beverages normally fall, but instead, a hand from someone on the other side is handing them the free 'stuff.' The real footage of this happening shows students laughing and enjoying themselves together as they enjoy being students together on their campus and enjoying the unexpected moments of happiness in the most unlikely of places – a vending machine.

Due to the wide-spread success of the Happiness Machine and the videos made because of it, The Coca-Cola Company came up with another great idea: a Happiness *Truck* that travels

internationally. The Happiness Truck, which travels around Rio de Janeiro as well as college campuses in the United States, takes the concept of the Happiness Machine and amplifies it even further. The Happiness Truck appears to be an ordinary delivery truck for Coca-Cola the lucky people it visits soon find that to not be the case. (All images from YouTube.com)





Though it appears to be an regular delivery truck carrying the world’s most popular beverage, the locals would soon discover that this is no ordinary truck. On the back of the truck, underneath a shiny logo of a glass Coca-Cola bottle, there’s a big button that says, “PUSH” in big, bold letters. As one young girl’s curiosity gets the best of her, the whole village soon discovers the joy being delivered to them from a very unlikely source.



The young girl finds that the truck is giving away Coca-Cola and people around her quickly discover the same thing. The crowds start to gather and the line starts to form, as everyone wants their chance to press the button. Coca-Cola, soccer balls, sunglasses, Frisbees and a sprinkler coming out from the top are just a few of the things given away from the Happiness Truck. The excitement and laughter on the faces of the men, women and children is contagious as this unexpected act of generosity bring happiness to a pleasantly surprised group of Brazilians.







The Happiness Truck is a beautiful picture of a company giving something back to their loyal fans and customers with a heartfelt intention to spread happiness and joy to the world. It's a brilliant marketing strategy, as the brand becomes synonymous with happiness and brings their campaign theme to life. As one watches the videos of the Happiness Truck traveling from place to place, there is an overwhelming feeling of wanting to contribute to this idea of spreading happiness to those who may not experience unexpected kindnesses on a daily basis.

Like any good company, Coca-Cola wants to sell their product, but considering the popularity of both the company and the products created by the company, there is freedom to expound the marketing beyond just making a sale. For this and other reasons, guerilla marketing efforts like the Happiness Truck are not only possible but are a great way to create better brand awareness while fulfilling the mission, vision and values of the company.

Many large companies look for ways that they can give back to society whether that's a specific organization that they donate heavily to, or start an organization themselves. While Coca-Cola is involved with many outside sponsorships, the Happiness Truck is a way that they give back to society in a different way. It shows that Coca-Cola is a company that doesn't just say that they believe in something strongly, they do it and show it. While a venture like this costs the company money, the return, as we often see in marketing stunts, is far greater still. This attempt to share Coca-Cola with other people while giving away more free stuff that encourages togetherness, fun, exercise and, of course, happiness.

The following assessment of the research question that guided this analysis will seek to explain further the elements analyzed and the results found.

(RQ3) Does The Coca-Cola Company use their mission statement, company values and company vision when creating the guerilla marketing strategies for the “Open Happiness” campaign and how are those strategies portrayed within the company’s digital marketing?

Perhaps more than ever before, The Coca-Cola is living out their mission in a brilliant and creative way. Instead of just saying that they want to “refresh the world” they have literally gone and done just that. By giving away free Coca-Cola, among many other things, to groups of people for no reason at all other than spreading happiness, they show the world that they really do live by their mission statement. The Coca-Cola Company brings their mission statement to life through the uses of the Happiness Machine and the Happiness Truck and it is a beautiful portrayal of successful guerilla marketing, something that will be used as an example for years to come.

Chapter 5: Discussion and Suggestions for Further Research

For years, The Coca-Cola Company has been encouraging people from all walks of life to “Open Happiness” and the phrase has grown from a simple campaign slogan to an international idea that has touched so many lives. The Coca-Cola Company has taken this idea and implemented it into digital marketing strategies that have been able to reach people all over the world who enjoy Coca-Cola, and as a brand they have become synonymous with happiness. It’s a beautiful concept – that one brand, one product, can have such a profound impact on the world because happiness is a universal language – something understood by all.

Through the YouTube channels, Coca-Cola is able to share so much with people all over the world. YouTube is free to join and free to use and therefore it is accessible to anyone with an internet connection. This accessibility has made it possible for The Coca-Cola Company to share their campaign with their fans, and show videos of real people to create a sense of connection through happiness. The videos incorporated into the campaign have, for the most part, all real people with real stories. This creates a real and authentic feel for the advertisements and allows people to experience others’ happiness. YouTube has been a very important part of the digital media strategies for this campaign because it puts everything from the company in one place, even if it originally aired somewhere else. The videos shared on YouTube have thousands of views, comments and shares. They are being enjoyed and watched and regardless of a person’s feelings toward the company, they are associating Coca-Cola with their idea of opening and enjoying a Coke, and that means, opening happiness.

Coca-Cola chooses the music carefully within this campaign, many times, the songs used are happy, upbeat and often classics or previous chart-toppers. The music is memorable, it’s a part of what Coca-Cola does and it seems obvious that they choose music that is in keeping with

the mission, vision and values of the company. Often on Coca-Cola's YouTube channel we see videos, commercials and ads that display the good things happening in the world, celebrating that many people take seriously the responsibility to do good even no one is watching. The music helps to deliver these important messages as the Company continues to implement and live out their company mission to refresh the world, inspire moments of optimism, and create value and make a difference.

“Our vision serves as the framework for our Roadman and guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth.” The Coca-Cola Company's vision has a focus on people, portfolio, partners, planet, profit and productivity.

People: Be a great place to work where people are inspired to be the best they can be.

Portfolio: Bring to the world a portfolio of quality beverage brands that anticipate and satisfy people's desires and needs.

Partners: Nurture a winning network of customers and suppliers, together we create mutual, enduring value.

Planet: Be a responsible citizen that makes a difference by helping build and support sustainable communities.

Profit: Maximize long-term return to shareowners while being mindful of our overall responsibilities.

Productivity: Be a highly effective, lean and fast-moving organization.

(The Coca-Cola Company 2013)

The Company has a clear and concise vision that is focused on moving forward and making strides towards being better. Through their digital media strategies they show how much they truly want to make known the focus of their company vision. There is a definite focus on people, health, happiness, and the connection of culture through the universal language of happiness. After analyzing several advertisements featured on the company YouTube channels, there is overwhelming evidence that points the company back to the vision they have in place.

The Coca-Cola Company's seven values are things that they have served as the compass for the direction of the company actions. These include: leadership, collaboration, integrity, accountability, passion, diversity and quality. Leadership is an important aspect of any organization and works with the other values to ensure a quality workplace that produces a quality product. Coca-Cola has a product that certainly could see itself but the Company works hard to never stop producing new ideas and working towards goals and the company vision. This happens with the right leadership. Collaborating within the company encourages creativity and allows for collective ideas; this is something that is evident throughout the company and related entities. A focus on integrity is important because the Company encourages authenticity. It's very fitting; also, because Coca-Cola has long been known as "the real thing," therefore, The Coca-Cola Company encourages everyone to "be real." As a company, they are committed both in heart and in mind to what they do, which is the passion that drives them. They would say that, as a company, they are as inclusive as their brands, promoting diversity and lastly quality, "what we do, we do well," (The Coca-Cola Company 2013).

As the analysis of the digital media took place with videos and commercial advertisements, one thing was reoccurring throughout was that stories about others give hope to a world that may not experience happiness on a regular basis. Coke's idea to promote

unprompted acts of kindness gives this idea that we need to pass it on and create a domino effect of good things happening all around us. Some may ask, what does this beverage company know about doing good, being a good person, making others laugh and promoting happiness? I believe the answer is that Coke is a special product. Apart from being delicious and refreshing, it is linked to over 125 years of history and has been enjoyed by literally billions of people. We may speak hundreds of languages, have communication barriers that prohibit relationships, cultural differences, and things that may always divide us-but a smile, laughter and happiness know no language, and The Coca-Cola Company has taken that truth and turned it into a campaign.

While looking at the Social Media sites within The Coca-Cola Company, the values of diversity, collaboration, and passion are so evident in the strategies used. The different entities in the Company are represented by their own Social Media sites and those sites work together very well to promote each other while remaining separate for the sake of their fans. The Open Happiness Twitter and Instagram accounts are closely connected to keep fans updated on the whereabouts of the Happiness Trucks. The pictures of people fill the pages and encourage the sharing and fan-promotion of the pages.

Often on the Social Media accounts of the Open Happiness campaign, the question will be asked to followers, "Did you open happiness today?" reminding people everywhere to take some time and enjoy life and enjoy the little things. The teams running the Social Media do a great job with interacting with fans, myself included, who love to follow the Company and keep up with what they're doing. People follow celebrities, brands and companies on Twitter, Facebook, Instagram and Pinterest to feel connected to what they are doing and keep up with the latest news. The Coca-Cola Company recognizes its international presence and therefore Social Media is a great way to be connected with Coca-Cola fans of other countries. As a part of the

digital media strategies, the Social Media strategies truly show a commitment to the passion that drives the Company, the integrity of the Company to be who they are and the quality of the people who work within the company, especially in leadership positions.

The Social Media accounts are filled with pictures taken by Coca-Cola workers at the Happiness Truck, but also with pictures of Coke cans, Diet Coke cans, Coke in bottles, etc. submitted by fans. These pictures promote the creativity of people everywhere and the diversity of how people see the world. Instagram encourages the creative side of everyone and people will often take photos of little things, like a can of Coke, that they are enjoying on a sunny day, at the beach, or with friends. This is yet another way that Coca-Cola promotes connection between people, and ultimately promoting happiness as the main theme in their Social Media strategies.

The concept of the Happiness Machine and the Happiness Truck which started years ago shows how much The Coca-Cola Company is working to spread happiness all over. Giving students on their college campus a reason to smile in the middle of a mundane school day is playing a small part in further promoting happiness everywhere. The beauty of The Coca-Cola Company is that is such an enormous enterprise and yet their marketing ideas usually start so small, and the concepts are so simple. Be kind, be happy, and pass it on.

Suggestions for further Research

This analysis was limited by several factors, first by time and resources. With The Coca-Cola Company being such a vast company with a huge history, the researcher couldn't, for the sake of time, study the company's entire media strategy over the past 126 years. The study had to be narrowed down several times to make it workable as the analysis began. The "Open Happiness" campaign became the focus of the study because, first of all, it is the current campaign of The Coca-Cola Company and secondly, it has provided a lot of current marketing

pieces that are very worthy of study. To narrow it even further, the study focused on digital media strategies only, focusing on video and commercial advertisements on YouTube, Social Media accounts directly related to the campaign and the Coca-Cola Happiness Machine and Coca-Cola Happiness Truck.

In the future, studies should be done that dive deeper into The Coca-Cola Company as a culture, who they are and what it's like to work for such an amazing corporation. Also, the international presence of the beverage and the fact that almost the entire world recognizes the Coca-Cola logo would be an interesting place to start in terms of future studies. Likewise, the history of the company and the advertising is interesting and worthy of study, along with previous campaigns.

There is an obvious relationship here between viral, traditional, digital, and guerilla marketing and it is something that should be explored further. Companies who are striving for a successful marketing campaign must be willing to incorporate more than just one marketing strategy and it's important to understand how these different types of marketing work together, and at times, perhaps don't work so well together. There is a definite need for more studies about digital marketing in relationship with traditional marketing, as both have their obvious place in the field.

This analysis, being limited by resources, was not able to attain every aspect of the Open Happiness campaign, rather just the ones made public and available by the Company. There are many other parts of the campaign that could of been analyzed, however, pieces of the campaign were chosen that proved to have a profound impact, especially in terms of the mission, vision and values of the Company. Other features of the campaign that could have been analyzed in terms of marketing strategies include print advertisements, web marketing, billboards, and

events. Coca-Cola sponsorships are also a big part of the Company and would be interesting to study extensively in either an analysis or qualitative study. The Coca-Cola Company will continue to be a platform for several studies and serves as an example to many on how to implement company values, have a clear vision and live by the mission statement proclaimed.

Conclusion

“Our Roadmap starts with our mission, which is enduring. It declares our purpose as a company and serves as the standard against which we weigh our actions and decisions. Our Mission is to refresh the world, to inspire moments of optimism and happiness and to create value and make a different,” (The Coca-Cola Company 2013). This is no ordinary company. Not because of how much they sell on a regular basis, as impressive as it is to sell billions every day, but because of the mission standing behind this company that pushes them and is a part of everything they do. This analysis sought to take a closer look at the Open Happiness campaign and how their digital media strategies implement the mission, vision and values of the Company.

With everything that was rhetorically analyzed, it was shown over and over that this Company is extremely intentional with what they do, over and over within the campaign. Their videos promote happiness first and the product second, the Social Media is focused on relationships rather than making a sale and the guerilla marketing, while brilliantly done, is more focused on accomplishing its number one goal, spreading happiness and promoting kindness. No one person can be expected to change the world, that is too big a task for anyone, but The Coca-Cola Company has been blessed with great success and influence and they are using it the way it should be used, effectively and with a passion for making the world a better place. Beginning with these famous words that are still a part of the Company today, it seems only fitting to end with the same powerful words, whose impact has gone above and beyond what anyone could

have anticipated, “I’d like to teach the world to sing in perfect harmony, I’d like to buy the world a Coke and keep it company. It’s the real thing, Coke is what the world wants today,” (Backer Cook Davis 1971).



Works Cited

- Altstiel, Tom and Grow, Jean. *Advertising Strategy: Creative Tactics From the Outside/In*. Thousand Oaks, CA: Sage Publications, (2006). Print.
- Andrews, Steven J. "Visual Rhetoric in Advertising: How Consumers Cope with a Pleasant Experience." Diss. University of Oregon (2011). Print.
- Aristotle. *On Rhetoric*. Trans. George A. Kennedy. New York: Oxford Publishers Inc., 1991. 36. Print.
- Backer, Bill. *The Care and Feeding of Ideas*. New York: Random House, (1993). Print.
- Bearden, William, David Hardesty, and Randall Rose. "Consumer Self-Confidence: Refinements in Conceptualization and Measurement." *Journal of Consumer Research* 1.28 (2001). 1-22. Print.
- Belin, Hughes. "5 Hundred Million Hummingbirds." *European Energy Review*. Brussels, n.d. Google Scholar. Web. 6 Jan. 2013.
<<http://www.europeanenergyreview.eu/site/pagina.php?id=264>>.
- Boush, David M., Marian Friestad, and Gregory Rose. "Adolescent Skepticism Toward TV Advertising and Knowledge of Advertiser Tactics." *Journal of Consumer Research* 21.1 (1994): 165-75. Print.
- Coca-Cola. "Coca-Cola Security Cameras." Advertisement. The Coca-Cola Company, 3 Feb. 2013. Web. 4 Feb. (2013). <<http://www.youtube.com/watch?v=ceTBF1Hik5I>>
- Coca-Cola. "Be Ok." Advertisement. The Coca-Cola Company, 16 Jan. 2013. Web. 6 Feb. (2013). <<http://www.youtube.com/watch?v=yfh0BeNMxGY>>

- Coca-Cola. "Happiness is in the Air." Advertisement. The Coca-Cola Company, 14 Feb. 2013. Web. 18 Feb. (2013). <http://www.youtube.com/watch?v=CtW2tw-OzL0>
- Coca-Cola. "Happiness Machine." Advertisement. The Coca-Cola Company, 12 Jan. 2010. Web. 18 Feb. (2013). < http://www.youtube.com/watch?v=lqT_dPApj9U >
- Coca-Cola. "Happiness Truck." Advertisement. The Coca-Cola Company, 18 Feb. 2011. Web. 2 March. (2013). <<http://www.youtube.com/watch?v=hVap-ZxSDeE>>
- Coca-Cola. "Have a Coke and a Mean Joe Greene." Advertisement. The Coca-Cola Company, 1980. Web. 30 March. (2012). <<http://www.youtube.com/watch?v=ByvHJ0uiXAo>>
- Coca-Cola. "Let's Go Crazy." Advertisement. The Coca-Cola Company, 11 Jan. 2013. Web. 8 Feb. (2013). <http://www.youtube.com/watch?v=gZytIFTsQHA>
- Coca-Cola. "There Are Reasons to Believe in a Better World." Advertisement. The Coca-Cola Company, 26 May. 2011. Web. 11 Oct. (2012). <<http://www.youtube.com/watch?v=9dHOzw5KSIE>>
- Coca-Cola. "Together for Good." Advertisement. The Coca-Cola Company, 21 Dec. 2012. Web. 6 Feb. (2013). <<http://www.youtube.com/watch?v=ByvHJ0uiXAo>>
- "Coca-Cola." *Forbes*. Trefis, 2011. Web. 10 Apr. 2012. <<http://www.trefis.com/company?hm=KO.trefis&#/KO/n-0848?from=sankey>>.
- Coca-Cola. "Hilltop Ad." Advertisement. The Coca-Cola Company, 18 Jan. 1971. Web. 6 Apr. (2012). <<http://www.youtube.com/watch?v=2msbfN81Gm0>>.
- Conlon, Ginger. "Customer Strategist." *Peppers & Rogers Group* 3.426 Dec. (2011). Print.

- Crosett, Kathy. "Digital Engagement Measuring Standards to Undergo Review." *Marketing Forecast: Adology* (2013). Web. 2 Feb. 2013.
<<http://www.marketingforecast.com/archives/22347/>>.
- Crosett, Kathy. "QR Codes to Gain Traction as Smartphone Use Increases." *Marketing Forecast: Adology*. Web. 26 Feb. 2013. <<http://www.marketingforecast.com/archives/22756/>>.
- Curran, John F. "Three Structural Empirical Studies of Games, Advertising and Market Structure." Diss. The University of Chicago (2004). Print.
- Dingman, Ronnie. "Toward a Theory of Mood." M.A. Thesis. University of Louisville (2008).
Print.
- Donohew, Sypher L., and E T. Higgins. *Communication, Social Cognition, and Affect*. Hillsdale, NJ: Lawrence Erlbaum Associates, Inc., (1988). 147-50. Print.
- Elliot, Amy M. "10 Fascinating YouTube Facts That May Surprise You." *Mashable*. Mashable, 19 Feb. 2011. Google Scholar. Web. 1 Mar. 2013.
- Fan, Jiang-Ping. "Semiotics and Advertising." Diss. Normal: Illinois State University, (2003).
- Freeman, Jim P. "The Real Thing: 'Lifestyle' and 'Cultural' Appeals in Television Advertising For Coca-Cola, 1969-1976." Diss. Chapel Hill: University of North Carolina, (1987).
- Gianfagna, Jean M. "Social Media Marketing via Twitter." *LifeHealthPro* 5 Oct. (2011):
1. *Liberty University Summon*. Web. 30 Sept. 2012.
<<http://www.liberty.edu:2048/login?url=http://search.proquest.com/docview/1030938753?accountid=12085>>.
- Helregel, B, and J Weaver. "Mood-Management During Pregnancy Through Selective Exposure to Television." *Journal of Broadcasting & Electronic Media* (1989): 15-33. Print.

- Hymson, Laura. "The Company that Taught the World to Sing: Coca-Cola, Globalization and the Cultural Politics of Brand in the Twentieth Century." M.A Thesis. University of Michigan, (2011).
- "Institutional Review Board." *Liberty University*. Liberty University IRB, 2012. Web. 13 Apr. 2012. <<http://www.liberty.edu/index.cfm?PID=12606>>.
- Kaden, Robert J. *Guerilla Marketing Research: Marketing Research Techniques That Can Help Any Business Make More Money*. Philadelphia: Kogan Page Limited, 2006. Print.
- Kewalramani, Mohit N. *Community Detection in Twitter*. Thesis. University of Maryland, Baltimore, 2011. Ann Arbor, MI: UMI Dissertations, 2011. Print.
- Kiley, David, and Robert Klara. "Guerilla Marketing." *ProQuest Central* 20.39 (2010): 12-17. Liberty University Summon. Web. 5 Aug. 2012.
- Knobloch, S., & Zillmann, D. "Mood Management via the Digital Jukebox." *Journal of Communication*, 46-52. January 10 2006.
- Krell, Eric. "How to "Socialize" Social Customer Engagement Skills." *ItoI Media: A Division of Peppers & Rogers Group* June (2011): 1-2. Print.
- Kuypers, Jim A. *Rhetorical Criticism: Perspectives in Action*. Plymouth: Rowman & Littlefield Publishers Inc., 2009. 14-21. Print.
- Kumar, Ashish. "Managing Marketing Mix and Communications in a Digital Era: The Role of Traditional and New Media in a Multichannel Environment." Doctoral Dissertation. Ann Arbor, MI: ProQuest, 2012. 1-109. University at Buffalo, State University of New York. Liberty University Summon. Web. 5 Jan. 2013.

Lunden, Ingrid. "Analyst: Twitter Passed 500M Users in June 2012, 140M of Them In US; Jakarta 'Biggest Tweeting City'" Thesis. AOL Tech, 2012. Tech Crunch (2012): n. pag. Print.

MacNamara, Jim. *The 21st Century Media Revolution: Emergent Communication Practices*. New York: Peter Lang Publishers Inc., (2010).

Malamed, Connie. "10 Reasons to Use Color." *Understanding Graphics: Design for the Human Mind*. N.p., Oct. 2010. Google. Web. 5 Nov. 2012.
<<http://understandinggraphics.com/design/10-reasons-to-use-color/>>.

McCambley, Joe. "Stop Selling Ads and Do Something Useful." *Harvard Business Review* (2013). Web. 18 Feb. 2013.
<http://blogs.hbr.org/cs/2013/02/stop_selling_ads_and_do_someth.html>.

"Mission, Vision & Values." *www.thecoca-colacompany.com*. The Coca-Cola Company, 2012. Google. Web. 19 Mar. 2012.
<http://www.thecoca-colacompany.com/ourcompany/mission_vision_values.html>.

Mikkelson, Barbara. "Knew Coke." Snopes. Urban Legends Reference Pages, May 2011. Google Scholar. Web. 12 Feb. 2013. <<http://www.snopes.com/cokelore/newcoke.asp>>.

Moye, Jay. "Roses are (Coke) Red: Happiness is in the Air This Valentine's Day." *Coca-Cola Journey*. The Coca-Cola Company, 11 Feb. 2013. Web. 17 Feb. 2013. <<http://www.coca-colacompany.com/stories/roses-are-coke-red-happiness-is-in-the-air-this-valentines-day>>.

Mulligan, Mark. "Exploring Mood Management via Exposure to a Massively Multi-player Online Game." M.A. Thesis. The Florida State University, (2008).

Papachristos, Anna. "5 Ways Content Marketing Connects Brands and Customers." *1to1 Media: A Division of Peppers & Rogers Group* Jan. (2012): 1-4. Print.

Parente, Donal. *Advertising Campaign Strategy: A Guide to Marketing Plans*. 4th ed. Mason, OH: Thomson/South Western, (2006).

Paul, Jonathan. "Coca-Cola opens happiness." *Strategy* July (2009): 1-15. *Liberty University Summon*. Web. 6 Sept. 2012.
<<http://www.liberty.edu:2048/login?url=http://search.proquest.com/docview/214162176?accountid=12085>>.

Petrulis, Jason. "America the Brand: Advertising the American Way." Diss. Chicago: Columbia University, (2010).

Ravneberg, Christi. "Digital Marketing." *Nation's Restaurant News* 43.4 (2009). *Liberty University Summon*. Web. 20 Feb. 2012.

"Rhetorical Analysis." *University Writing Center*. Texas A&M, 2011. Web. 6 Apr. 2012.

Soar, Matthew A. "The Children of Marx and Coca-Cola: Advertising and Commercial Creativity." Diss. Simon Fraser University, (2012).

Springer, Paul. *Ads to Icons: How Advertising Succeeds in a Multimedia Age*. Philadelphia: Kogan Page, (2007).

Sillars, Malcolm O., and Bruce E. Gronbeck. *Communication Criticism*. Long Grove, IL: Waveland Press, 2001. 114-17. Print.

Tiggemann, Marika, and Belinda McGill. "The Role of Social Comparison in the Effect of Magazine Advertisements on Women's Mood and Body Dissatisfaction." *Journal of Social & Clinical Psychology* 23.1. (2004). 23-44. Print.

Trusov, Michael, Anand V. Bodapati, and Randolph E. Bucklin. "Determining Influential Users in Internet Social Networks." *Journal of Marketing Research* 47.4 Aug. (2010): 643-58. *Liberty University Summon*. Web. 17 Sept. 2012.

"Twitter." Mashable. Mashable, 2012. Google. Web. 23 Sept. 2012.

<<http://mashable.com/category/twitter/>>.

Vahl, Andrea. *Beyond the Facebook Business Page: How to Generate Traffic and Leads with Facebook*. Hubspot, 1-54. Print. (2012).

Vassilieva, Ekaterina. "What lies beneath the milk mustache? Rhetorical analysis of the "Got Milk?" advertising campaign." Diss. University of Missouri - Columbia 1-128. Print. (2004).

Weaver, J., & Laird, E. "Mood Management During the Menstrual Cycle Through Selective Exposure to Television." *Journalism and Mass Communication Quarterly*. 72, (1995). 139-146.

Zillmann, D., & Bryant, J. "Affect, Mood, and Emotion as Determinants of Selective Exposure." *Selective Exposure to Communication (pp. 157- 190)*. Hillsdale, New Jersey: Lawrence Erlbaum Associates. (1985).

Zillmann, D. "Mood management through communication choices." *The American Behavioral Scientist*. 31, (1988). 327- 340.

"125 Years of Sharing Happiness." *www.thecoca-colacompany.com*. The Coca-Cola Company, (2011). Google. Web. 21 Mar. 2012. <http://www.thecoca-colacompany.com/heritage/pdf/Coca-Cola_125_years_booklet.pdf>.