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Coca-Cola most recognized Olympic Games sponsor

15:56, August 25, 2008

According to reports, the top Olympic sponsor Coca-Cola released its Olympic marketing record on August 24: the latest survey from Nielsen shows that among all the sponsors, the Coca-Cola Company had the highest consumer awareness, but only ranked third in advertising costs.

In addition to Nielsen's survey data, survey data from R3 also showed that nearly 50 percent of respondents initially mentioned that Coca-Cola is the sponsor of the Olympics; and more than 86 percent of respondents could say Coca-Cola is the Olympic Games Sponsor after a simple prompt. Coca-Cola holds the highest consumer awareness; and has made the deepest impression on public Olympic sponsors.

What sets this year's marketing apart from previous Olympic marketing, which focused mainly on the host country, is that the Coca-Cola headquarters implemented a global marketing plan. During the Olympic Games, the four Chinese "Coca Cola" characters appeared on Coca-Cola products in 160 countries and regions for the first time; and simultaneously launched a huge Olympic marketing plan in the 60 countries and regions. According to statistics, the Coca-Cola supplied 25 million bottles of Coca-Cola daily to Beijing's Olympic venues, exceeding the 20 million bottles in the Athens Games.

By People's Daily Online

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