

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Languages**



**Bachelor Thesis**

**Effectiveness of advertising in different cultural  
environments (a case study of Coca-cola)**

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**CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE**

Faculty of Economics and Management

# **BACHELOR THESIS ASSIGNMENT**

Uliana Mikhalets

Business Administration

Thesis title

**Effectiveness of advertising in different cultural environments (a case study of Coca-cola)**

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## **Objectives of thesis**

The aim of this bachelor thesis is to study advertising and culture and to find reflections of national traditions in advertising, especially in Russia, the Czech Republic and the USA, in a case study of the company Coca-cola.

## **Methodology**

The bachelor thesis will be divided into two parts, the theoretical part and the analytical part. In the theoretical part, the concept of advertising in the global advertising market and locally will be examined. In the analytical part, the uniqueness of advertising in Russia, the Czech Republic and the USA will be investigated in a case study concerning the company Coca-cola. The following methods will be used: analysis, synthesis, qualitative and quantitative data collection, surveys, and statistics.

**The proposed extent of the thesis**

30-40 pages

**Keywords**

adaptation, advertising, Coca-Cola, culture, the Czech Republic, globalization, marketing communication strategy, marketing, Russia, standardisation, the USA

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**Recommended information sources**

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**Expected date of thesis defence**

2022/23 SS – FEM

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## **Declaration**

I declare that I have worked on my bachelor thesis titled "Effectiveness of advertising in different cultural environments (a case study of Coca-cola)" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on 15.03.2024

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# Effectiveness of advertising in different cultural environments (a case study of Coca-cola)

## Abstract

MIKHALETS, Uliana. Effectiveness of advertising in different cultural environments (a case study of Coca-cola) [Bachelor thesis] Czech University of Life Sciences, Prague. Prague: 2024. The total number of pages: 46

"Effectiveness of Advertising in Different Cultural Environments: A Case Study of Coca-Cola," deeply investigates how advertising strategies interact with cultural backgrounds, focusing on the influence of national traditions. The study meticulously analyzes distinct cultural settings — Russia, the Czech Republic, and the USA— using Coca-Cola as a central example. This research comprises two main parts: a thorough theoretical examination and a detailed analytical investigation. In the theoretical section, the thesis carefully examines advertising concepts on both a global scale and within specific cultural contexts. This includes a close look at how cultural elements shape advertising strategies and consumer behavior. Moving to the analytical aspect, the study explores the diverse advertising methods used in each country. Using various research techniques such as analysis, surveys, and statistical analysis, the research evaluates the effectiveness of different advertising approaches. By examining advertising practices across these diverse cultural environments, the aim of the dissertation is to uncover valuable information about how advertising strategies effectively align with cultural norms and values.

**Keywords:** adaptation, advertising, Coca-Cola, culture, the Czech Republic, globalization, marketing communication strategy, marketing, Russia, standardization, the USA

# **Efektivita reklamy v různých kulturních prostředích (případová studie Coca-coly)**

## **Abstrakt**

MICHALETS, Uliana. Efektivita reklamy v různých kulturních prostředích (případová studie Coca-coly) [Bakalářská práce] Česká zemědělská univerzita v Praze. Praha: 2024. Celkový počet stran:

"Účinnost reklamy v různých kulturních prostředích: případová studie Coca-Coly," deeply zkoumá, jak reklamní strategie interagují s kulturním prostředím, se zaměřením na vliv národních tradic. Studie pečlivě analyzuje tři odlišná kulturní prostředí – Rusko, Česká republika a USA – pomocí Coca-Coly jako centrálního příkladu. Tento výzkum se skládá ze dvou hlavních částí: důkladného teoretického zkoumání a podrobného analytického šetření. V teoretické části tato práce pečlivě zkoumá reklamní koncepty jak v globálním měřítku, tak v rámci specifických kulturních souvislostí. To zahrnuje podrobný pohled na to, jak kulturní prvky utvářejí reklamní strategie a chování spotřebitelů. Přesun k analytickému aspektu, studie zkoumá různé reklamní metody používané v každé zemi. Pomocí různých výzkumných technik, jako jsou analýzy, průzkumy a statistické analýzy, výzkum hodnotí účinnost různých reklamních přístupů. Zkoumáním reklamních praktik napříč těmito různorodými kulturními prostředími je cílem disertační práce odhalit cenné informace o tom, jak reklamní strategie účinně odpovídají kulturním normám a hodnotám.

**Klíčová slova:** adaptace, reklama, Coca-Cola, kultura, Česká republika, globalizace, marketingová komunikační strategie, marketing, Rusko, standardizace, USA

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## **Introduction.**

In the modern world, advertising campaigns are closely related to various cultural traditions, brand characteristics and national characteristics. Centuries-old traditions and features can significantly affect consumers' perception of a particular advertising campaign that was launched by some large or global company, for example, Coca-Cola. On the one hand, these traditions and features provide unique opportunities for the company, but on the other hand, they can create big troubles, loss of trust in the brand, loss of market share, and international scandals. Understanding how an advertising campaign interacts with culture has implications for developing campaigns that resonate with audiences and encourage them to interact with a particular brand or group of brands. The author focused on the Russian Federation, the Czech Republic and the United States. This study shows how country by country brands change their approach to each regional market in order to satisfy the needs and reach the marketing goals of their target audience.

The main purpose of this study is to examine the intersection (if any) of advertising campaigns and the cultural environment, with a particular focus on identifying the traditions reflected in the advertising strategies of one of the world's most powerful brands. By examining Coca Cola as a corporation known for its benchmark advertising, this study seeks to identify cultural influences on advertising effectiveness in the previously identified countries.

The selection of the Russian Federation, the Czech Republic and the United States as countries for this study specifically highlights their cultural context, and in some cases, cultural difference and importance within Coca Cola's global marketing approach.

The aim of the thesis is to examine the influence of norms and values on consumer responses to advertising messages for a well-known product such as Coca Cola by examining the advertising strategies used by Coca Cola in different countries.

The thesis will be divided into two sections; a section and an analytical section. In the portion the concept of advertising will be explored in both the advertising market and, within local contexts.

The analytical part of this thesis will be devoted to examining advertising campaigns in selected countries.

To achieve its objectives, the thesis will use research methods such as analysis, synthesis, qualitative and quantitative data collection, surveys, and statistics. These approaches are chosen to aid the study of the effectiveness of advertising in cultural

environments and will provide very valuable information about the strategies used by Coca Cola to manage cultural diversity in different cultural environments.

### **Objectives.**

The aim of this bachelor thesis is to investigate the intersection of advertising and culture, focusing on the reflections of national traditions in advertising practices. Specifically, the study will analyze advertising strategies employed by the Coca-Cola company in Russia, the Czech Republic, and the USA. By conducting a case study of Coca-Cola's advertising campaigns in these three countries, the thesis aims to explore how cultural differences influence advertising content, messaging, and consumer perceptions.

To examine the role of culture in shaping advertising strategies, with a focus on national traditions and cultural values.

To analyze Coca-Cola's advertising campaigns in Russia, the Czech Republic, and the USA, identifying cultural reflections and adaptations.

To explore consumer perceptions and responses to Coca-Cola's advertising in each country, considering the influence of cultural factors.

To provide insights and recommendations for marketers seeking to develop culturally sensitive and effective advertising campaigns in diverse cultural environments.

By achieving these objectives, the thesis aims to contribute to our understanding of the intricate relationship between advertising and culture, and its implications for global marketing strategies. Through the case study of Coca-Cola, the research seeks to uncover insights that can inform future advertising practices and enhance cross-cultural communication in the global marketplace.

### **Methodology.**

The proposed methods for this bachelor thesis include a combination of analysis, synthesis, qualitative and quantitative data collection, as well as the utilization of secondary data sources.

**Analysis and Synthesis:** Conduct a thorough analysis of Coca-Cola's advertising campaigns in Russia, the Czech Republic, and the USA. This involves examining the content, messaging, and visual elements of the advertisements to identify cultural reflections and adaptations. Synthesize findings to draw overarching conclusions about the role of culture in advertising.

Qualitative Data Collection: Collect qualitative data through methods such as content analysis and observation. This approach allows for the exploration of cultural nuances and consumer behavior without direct interaction with individuals.

Secondary Data: Gather secondary data from existing literature, market reports, industry publications, and Coca-Cola's own marketing materials. Secondary data sources offer valuable insights into advertising trends, cultural dynamics, and consumer preferences in each country. By employing a diverse range of methods, this research aims to provide a comprehensive understanding of the relationship between advertising and culture, with a specific focus on Coca-Cola's advertising strategies in Russia, the Czech Republic, and the USA.

Through analysis, synthesis, qualitative data collection, and the use of secondary data sources, the thesis seeks to uncover insights that can inform advertising practices and contribute to cross-cultural understanding in the global marketplace.

## **Theoretical part and literature review**

Advertising plays a role in marketing strategies influencing consumer behavior, enhancing brand engagement and impacting market dynamics. In this exploration we delve into the nature of advertising examining its importance, functions and effects within today's business environments. Through the analysis of concepts, theoretical frameworks and empirical research our goal is to develop an understanding of advertising's role in the globalized marketplace. Starting from its foundation in communication theory to its applications, in brand management and consumer psychology, advertising stands as an influential factor that shapes how companies interact with consumers and compete in the marketplace.

### **Globalization and cultural differences**

Globalization, characterized by the increasing interconnectedness of societies, has brought about significant transformations across various domains, including economics, politics, and culture.

Globalization, one of the most complex concepts, has become the subject of various scientific studies, dissertations, articles, and scientific works devoted to various types of disciplines and areas of our life. Among these aspects, cultural globalization stands out as one of the most important areas of research, focusing on the interaction of global forces and local cultural expressions and cultural characteristics. This thesis attempts to delve into the rather complex dynamics of world globalization and at the same time into the complex and incomprehensible part of cultural differences, offering a comprehensive and high-quality synthesis of existing scientific works and providing answers to emerging questions on this topic.

**Defining Globalization:** Globalization is a multifaceted concept that does not have any single definition or concept due to its varied manifestations and consequences in different contexts. Scholars have proposed various definitions, reflecting different disciplinary perspectives and ideological orientations. According to Held and McGrew (2007), globalization refers to the “broadening, deepening, and accelerating worldwide interconnections in all aspects of modern social life.” This definition emphasizes the nature of

globalization, its complexity and the fact that it is present in all spheres of our lives, both scientific and routine.

**Cultural Globalization:** Cultural globalization, a subset of globalization, pertains to the diffusion of cultural elements across national boundaries, facilitated by advancements in communication, transportation, and trade. As articulated by Appadurai (1996), cultural globalization involves the "flow" of cultural products, practices, and ideologies, leading to hybridization and homogenization processes. However, scholars like Hannerz (1996) caution against simplistic narratives of cultural homogenization, emphasizing the persistence of cultural diversity and local resistance to globalizing forces.

**Impact on Cultural Differences:** Globalization exerts profound influences on cultural differences, reshaping identities, values, and practices across societies. Hofstede (1980) pioneered research on cultural dimensions, highlighting variations in cultural values such as individualism-collectivism, power distance, and uncertainty avoidance. Subsequent studies have explored how globalization processes intersect with these cultural dimensions, fostering both convergence and divergence tendencies. For instance, Robertson (1995) introduced the concept of 'glocalization,' which describes the adaptation of global products and ideas to local contexts, thereby preserving cultural distinctiveness amidst globalization.

**Challenges and Opportunities:** The interaction between globalization and cultural differences presents both challenges and opportunities for societies worldwide. On one hand, globalization can exacerbate cultural imperialism and homogenization, leading to the erosion of indigenous cultures and traditions (Tomlinson, 1999). On the other hand, it can facilitate cultural exchange, intercultural dialogue, and the emergence of cosmopolitan identities (Beck, 2000). Thus, the impact of globalization on cultural differences is contingent upon various factors, including power dynamics, technological infrastructure, and institutional frameworks.

In conclusion, globalization and cultural differences are intricately intertwined phenomena that warrant interdisciplinary scrutiny and nuanced analysis. Through this comprehensive literature review, we have elucidated the diverse dimensions of cultural globalization, ranging from hybridization and homogenization to resistance and adaptation. By grappling with these complexities, scholars can better understand the implications of

globalization for cultural diversity and formulate informed policies to navigate its transformative effects on societies worldwide.

### **Culture and its components**

Culture serves as a fundamental aspect of human society, shaping behaviors, beliefs, and norms.

Culture stands as a cornerstone of human civilization, encompassing the collective beliefs, values, customs, and practices of a society. The intricate tapestry of culture weaves through every aspect of human life, influencing behavior, communication, and societal structures. As globalization continues to foster interconnectedness among nations and cultures, understanding the complexities of culture becomes increasingly imperative. This thesis endeavors to dissect the components of culture, offering insights into its various facets and shedding light on its profound implications.

**Defining Culture:** Culture is a concept imbued with complexity and nuance, defying a singular definition. Geert Hofstede, a renowned cultural psychologist, defines culture as "the collective programming of the mind distinguishing the members of one group or category of people from others" (Hofstede, 2001). This definition underscores the cognitive aspects of culture, highlighting its role in shaping perceptions, attitudes, and behaviors.

#### **Components of Culture:**

**Values and Beliefs:** Values represent the core principles that guide behavior and decision-making within a cultural framework. Kluckhohn and Strodtbeck (1961) propose that values encompass "conceptions of the desirable," reflecting what a society perceives as important and worth striving for. Similarly, beliefs encapsulate the convictions and interpretations held by individuals within a cultural context, serving as the foundation upon which cultural norms are built.

**Norms and Customs:** Norms dictate the accepted standards of behavior within a society, delineating the boundaries of acceptable conduct. These norms can be explicit, such as laws and regulations, or implicit, manifesting through social cues and expectations (Hofstede, 1980). Customs, on the other hand, encompass the rituals, traditions, and practices that characterize a culture, providing a sense of continuity and identity.

**Symbols and Language:** Symbols serve as potent representations of cultural values and identity, conveying meaning through visual, auditory, or linguistic forms. Language, as a primary medium of communication, not only facilitates interpersonal exchange but also embodies the collective wisdom and worldview of a culture (Sapir, 1921). Through symbols and language, culture perpetuates its legacy and fosters cohesion among its members.

**Influential Factors:** The formation and evolution of culture are shaped by a myriad of factors, including historical events, geographical influences, socioeconomic conditions, and technological advancements. In his seminal work, Inglehart (1997) emphasizes the role of modernization and socioeconomic development in catalyzing cultural change, as societies transition from traditional agrarian economies to industrialized urban centers.

Culture represents a dynamic tapestry of values, beliefs, norms, and practices that underpin the fabric of human society. Through an exploration of its various components, this thesis elucidates the multifaceted nature of culture and its profound impact on individual behavior and societal dynamics. As the world becomes increasingly interconnected, understanding and appreciating cultural diversity emerge as imperative endeavors for fostering mutual understanding and collaboration across borders.

### **Advertising and It's Role**

Advertising serves as a pivotal element of contemporary society, shaping consumer behavior, influencing brand perception, and driving economic activity.

Consumer behavior refers to the actions, preferences, and decision-making processes exhibited by individuals or groups when purchasing and consuming goods or services. Understanding consumer behavior is crucial for marketers to develop effective advertising campaigns and tailor their messaging to resonate with target audiences.

In an era characterized by incessant media consumption and marketplace saturation, advertising emerges as a ubiquitous force shaping our perceptions, preferences, and purchase decisions. As businesses vie for consumer attention in an increasingly competitive landscape, understanding the intricacies of advertising becomes paramount. This thesis endeavors to

unravel the complexities of advertising, offering a nuanced perspective on its role, effectiveness, and ethical considerations.

**Defining Advertising:** Advertising, in its essence, encompasses a diverse array of promotional activities aimed at communicating messages to target audiences with the intent of influencing their behavior or perceptions (Belch & Belch, 2020). Kotler and Armstrong (2016) elucidate this concept, defining advertising as "any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor."

**Functions of Advertising: Informative Function:** Advertising serves as a conduit for disseminating information about products, services, and brands to consumers. Through informative messages, advertisers aim to educate the target audience about product features, benefits, and usage instructions (Shimp, 2019). This function is particularly crucial in facilitating consumer decision-making processes and fostering brand awareness.

**Persuasive Function:** Beyond mere information dissemination, advertising also endeavors to persuade consumers to engage with a particular brand or product offering. McGuire (1969) conceptualizes persuasion as a cognitive process involving attention, comprehension, acceptance, and retention of persuasive messages. Through persuasive appeals, advertisers seek to influence attitudes, beliefs, and purchase intentions, ultimately driving consumer behavior.

**Reminder Function:** In addition to informing and persuading consumers, advertising plays a vital role in maintaining brand presence and reinforcing brand loyalty over time. Ehrenberg (1974) highlights the importance of repetition and consistency in advertising messages, asserting that reminder advertising serves to fortify brand associations and stimulate repeat purchases among existing customers. Brand presence denotes the visibility and awareness of a brand within its target market. It encompasses the extent to which consumers recognize and recall a brand, as well as its representation across various touch points such as advertising, packaging, retail environments, and digital channels.

Brand loyalty refers to the degree of allegiance and repeat purchasing behavior exhibited by consumers towards a particular brand. It reflects the strength of the emotional and psychological bond between consumers and a brand, often resulting from positive

experiences, perceived value, and consistent satisfaction with the brand's products or services.

The pervasive influence of advertising extends beyond the realms of consumer behavior, permeating societal attitudes, cultural norms, and economic dynamics. Jowett and O'Donnell (2015) underscore the role of advertising in shaping cultural values and societal norms, reflecting and perpetuating prevailing ideologies through media representations.

Advertising occupies a central position in contemporary society, serving as a catalyst for consumerism, cultural discourse, and economic growth. Through an exploration of its various functions and impacts, this thesis provides a comprehensive understanding of advertising and its profound significance in shaping consumer behavior and societal dynamics. Moving forward, ethical considerations and regulatory frameworks must be continuously evaluated to ensure responsible and transparent advertising practices that prioritize consumer welfare and societal well-being.

### **Advertising and Culture**

Advertising is an omnipresent force in modern society, shaping consumer behavior, influencing brand perception, and reflecting cultural values and norms. The intricate relationship between advertising and culture underscores the profound impact of societal dynamics on marketing communication strategies. This literature review aims to dissect the complex interplay between advertising and culture, drawing upon seminal works in the field to elucidate the mechanisms through which advertising both reflects and shapes cultural phenomena.

Defining Advertising and Culture: Advertising, as defined by Belch and Belch (2020), constitutes "any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor." This definition underscores the commercial nature of advertising and its role in promoting products or services to target audiences. Culture, on the other hand, encompasses the shared beliefs, values, customs, and behaviors of a society, as elucidated by Hofstede (2001). Culture serves as the lens through which individuals interpret and interact with the world around them, influencing their attitudes, preferences, and consumption patterns.

**Cultural Dimensions in Advertising:** Hofstede's cultural dimensions theory provides a framework for understanding how cultural values shape advertising content and strategies. According to Hofstede (2001), cultural dimensions such as individualism-collectivism, power distance, uncertainty avoidance, and masculinity-femininity influence consumer responses to advertising messages. For instance, in individualistic cultures, advertising often emphasizes personal achievement and autonomy, whereas in collectivist cultures, it may prioritize group harmony and social relationships.

**Cultural Symbolism in Advertising:** Advertising frequently relies on cultural symbols, rituals, and traditions to resonate with target audiences and evoke emotional responses (Lee & Hong, 2016). Symbolic advertising appeals to deep-seated cultural meanings and associations, leveraging iconic imagery and narratives to convey brand messages (Belk, 1988). Through cultural symbolism, advertisers tap into consumers' shared experiences and cultural references, fostering brand resonance and authenticity.

**Cultural Stereotypes and Representation:** Advertising has been criticized for perpetuating cultural stereotypes and reinforcing existing power dynamics within society (Barthes, 1972). Stereotypical portrayals of gender, race, ethnicity, and social class in advertising can perpetuate harmful stereotypes and contribute to social inequalities (Kang & Lee, 2019). Advertisers must navigate the delicate balance between cultural sensitivity and creative expression, ensuring that advertising messages are inclusive and reflective of diverse perspectives.

**Cultural Adaptation in Global Advertising:** In an era of globalization, advertisers face the challenge of crafting culturally relevant messages that resonate with diverse audiences across geographical boundaries (Taylor & Okazaki, 2006). Cultural adaptation involves tailoring advertising content and strategies to align with local customs, language preferences, and cultural sensibilities (Vrontis & Thrassou, 2007). Successful global advertising campaigns demonstrate an understanding of cultural nuances and an ability to transcend cultural barriers while maintaining brand consistency (de Mooij, 2018). An advertising campaign is a coordinated series of advertisements and promotional activities designed to achieve specific marketing objectives over a defined period. It typically involves a strategic

plan outlining messaging, media placement, and creative elements to convey a consistent brand message to target audiences.

Advertising serves as both a reflection of cultural values and a catalyst for cultural change, influencing societal attitudes, behaviors, and identities. This literature review has provided insights into the dynamic interplay between advertising and culture, highlighting the role of cultural dimensions, symbolism, stereotypes, and adaptation in shaping advertising content and strategies. Moving forward, advertisers must remain cognizant of the cultural context in which their messages are received, fostering cultural understanding and inclusivity in their advertising practices. By doing so, advertising can contribute to positive social change and promote cultural diversity and appreciation.

## **Analytical part**

The analytical part of this thesis will be devoted to examining advertising campaigns in selected countries. To achieve its objectives, the thesis will use research methods such as analysis, synthesis, qualitative and quantitative data collection, surveys, and statistics. These approaches are chosen to aid the study of the effectiveness of advertising in cultural environments and will provide very valuable information about the strategies used by Coca Cola to manage cultural diversity in different cultural environments.

## **Importance of advertising for the company Coca-cola**

Coca-Cola, as a global leader in the beverage industry, relies heavily on advertising to maintain its market dominance, drive sales, and enhance brand equity. Through a comprehensive analysis, we examine the critical role of advertising in shaping Coca-Cola's marketing strategy and business success.

1) Brand Recognition and Awareness: Coca-Cola's advertising efforts are instrumental in building and sustaining brand recognition and awareness on a global scale. Through iconic campaigns and consistent messaging, Coca-Cola ensures that its brand remains top-of-mind among consumers, driving brand recall and preference. Iconic advertising refers to memorable and influential campaigns that have achieved widespread recognition and have become ingrained in popular culture. These advertisements often feature distinct imagery, slogans, or characters that are instantly recognizable and evoke strong emotional connections with consumers.

2) Consumer Engagement and Loyalty: Advertising serves as a catalyst for consumer engagement and loyalty, fostering emotional connections and brand affinity. Coca-Cola's creative and compelling advertisements resonate with consumers, evoking positive emotions and encouraging repeat purchases and brand advocacy.

3) Market Differentiation and Competitive Advantage: In a crowded marketplace, advertising helps Coca-Cola differentiate its products and maintain a competitive edge. By highlighting unique selling points and brand attributes, Coca-Cola positions itself as the preferred choices for consumers, driving market share growth and profitability.

The importance of advertising for Coca-Cola translates into strategic investments in innovative campaigns, creative storytelling, and targeted messaging.

Key practical implications include:

Strategic Investment in Advertising: Coca-Cola allocates significant resources towards advertising, leveraging various channels and platforms to reach diverse audiences

effectively. Strategic investments in advertising ensure maximum exposure and impact for Coca-Cola's brand and products.

**Creative Campaign Development:** Coca-Cola prioritizes creativity and innovation in campaign development, collaborating with talented creative teams and agencies to produce compelling and memorable advertisements. By pushing the boundaries of creativity, Coca-Cola captures consumer attention and drives brand engagement.

**Data-Driven Marketing Strategies:** Coca-Cola utilizes data-driven insights and analytics to optimize advertising strategies and maximize return on investment. By analyzing consumer behavior, market trends, and campaign performance metrics, Coca-Cola fine-tunes its advertising efforts to deliver targeted and impactful messaging. Advertising strategies encompass the overall approach and tactics employed by marketers to achieve their advertising goals. This includes decisions regarding target audience selection, message positioning, media channels, budget allocation, and creative execution. Effective advertising strategies are tailored to the unique characteristics of the product or service being promoted and the preferences of the target market.

**Brand Building and Reputation Management:** Through advertising, Coca-Cola reinforces its brand image and reputation, aligning messaging with corporate values and consumer preferences. Consistent brand building efforts ensure that Coca-Cola remains a trusted and beloved brand, enhancing customer loyalty and long-term profitability.

The importance of advertising for the Coca-Cola Company cannot be overstated. From building brand awareness and driving consumer engagement to maintaining market leadership and driving sales growth, advertising serves as a cornerstone of Coca-Cola's marketing strategy and business success. By recognizing the analytical insights and practical implications of advertising, Coca-Cola continues to innovate and evolve, remaining a dominant force in the global beverage industry.

Advertising plays a role in boosting the economy and fostering prosperity by encouraging consumer spending promoting innovation and enhancing competition in markets. The advertising sector creates job opportunities, nurtures creativity and entrepreneurship. Provides support to media outlets and content creators through its revenue streams. Additionally advertising cultivates a marketplace where ideas, products and services thrive promoting consumer choices and market efficiency.

Coca Cola's marketing efforts often. Reinforce values that connect with audiences globally. Here are some instances of values exemplified by Coca Cola;

Happiness and Joy; Coca Cola's advertisements frequently highlight themes of happiness, joy and togetherness depicting moments of celebration, friendship and optimism. These campaigns convey the value of positivity and enjoyment resonating with consumers' desire, for uplifting experiences, in their lives.



Image 1: An example of a “Happiness and Joy” advertisement made by Coca-Cola in 2015, taken from the company’s official Instagram account.

Unity and Togetherness; Coca Cola's famous "Share a Coke " initiative promotes the importance of coming and embracing diversity by encouraging individuals to share personalized Coca Cola bottles with their friends, family and loved ones. This initiative celebrates differences and relationships nurturing a feeling of unity and belonging within the community of consumers.



Image 2: An example of a “Unity and Togetherness” advertisement made by Coca-Cola in 2016, taken from the company’s official Instagram account.

Coca Cola often triggers feelings of nostalgia and tradition in its advertisements by referencing imagery, slogans and experiences linked to the brand's heritage. By appealing to

nostalgia Coca Cola builds connections, with consumers reinforcing timeless values and memories associated with the brand.



Image 3: An example of a “Tradition and Nostalgia” advertisement made by Coca-Cola in 2017, taken from the company’s official Instagram account.

Coca Cola's advertisements frequently convey messages of positivity, hope and potential motivating people to embrace a future and chase after their aspirations. These campaigns represent the importance of optimism urging individuals to move with assurance and inner strength when faced with obstacles.



Image 4: An example of a “Optimism and Hope” advertisement made by Coca-Cola in 2020, taken from the company’s official Instagram account.

Coca Cola's marketing focuses on the refreshing and energizing aspects of its beverages highlighting the importance of being and vitality, in our culture. Whether it's satisfying your thirst on a day or taking a moment to unwind Coca Cola's advertisements strengthen the link to refreshment. with physical and emotional rejuvenation.



Image 5: An example of a “Well-being and Refreshment” advertisement made by Coca-Cola in 2021, taken from the company’s official Instagram account.

In summary, advertising plays a central role in shaping consumer perceptions, driving economic activity, and influencing societal values and behaviors. As a powerful communication tool, advertising bridges the gap between businesses and consumers, facilitating brand engagement, market transactions, and cultural discourse in the modern globalized world.

### **Advertising of the company Coca-Cola in Russia**

Coca-Cola's advertising strategies vary significantly across different markets due to cultural, linguistic, and consumer preferences. This section delves into the specifics of Coca-Cola's advertising in Russia, highlighting key differences from the USA and the Czech Republic. Through specific examples and a comparison of slogans, we aim to uncover the unique characteristics of Coca-Cola's advertising in Russia and explore why certain slogans were chosen.

**Specifics of Coca-Cola Advertising in Russia: Cultural Context:** Coca-Cola's advertising in Russia often incorporates elements of Russian culture, traditions, and values to resonate with local audiences. For example, the "Taste the Feeling" campaign adapted to Russian language and cultural context features scenes of everyday Russian life and celebrations.

**Language and Messaging:** Advertising in Russia primarily utilizes the Russian language, with slogans and messaging tailored to Russian consumers' preferences. The slogan "Открой Чувства" ("Open Feelings") captures the essence of Coca-Cola's global "Open Happiness" campaign but is adapted to the Russian language and cultural nuances. As you will see in the following examples (Images 6, 7,8 ), the use of affectionate and cute names, including nicknames, in the Coca-Cola "Open Feelings" and in Russia serves as one of the

key points in the previously mentioned advertising campaign, which serves several strategic purposes:

1) Cultural significance: In Russian culture, affectionate and cute names and nicknames are commonly used among family members, friends and loved ones as an expression of warmth and intimacy. By incorporating these elements into advertising campaigns, Coca-Cola seeks to resonate with the cultural norms and values of Russian consumers, promoting a sense of familiarity and connection.

2) Emotional appeal: Gentle and sweet names evoke positive emotions and a sense of intimacy, which is in line with Coca-Cola's main goal of creating emotional connections with consumers. By using pleasant language in advertising, Coca-Cola aims to evoke feelings of happiness, joy and togetherness, thereby increasing consumer affinity for the brand.

3) Personalization and inclusion: By addressing consumers with endearing and endearing names, including nicknames, Coca-Cola creates a sense of personalization and inclusivity in its advertising messages. This approach makes consumers feel valued and appreciated, strengthens their sense of belonging to the Coca-Cola community and encourages brand loyalty.

4) Compatibility and Authenticity: The use of affectionate and cute names reflects Coca-Cola's desire to position itself as a recognizable and authentic brand that understands and respects its consumers. By speaking the language of everyday interactions and relationships, Coca-Cola creates a genuine connection with consumers, increasing brand trust.

5) Differentiation and separation: In a crowded advertising space, using endearing and cute titles, especially when combined with creative storytelling and eye-catching visuals, helps Coca-Cola advertisements stand out and capture consumers' attention. This differentiation strengthens Coca-Cola's brand identity and presence in the Russian market, distinguishing it from its competitors.

Overall, the use of affectionate and endearing names, including nicknames, in Coca-Cola's Open Feelings advertising in Russia helps deepen emotional connections with consumers, increase brand affinity, and enhance a sense of cultural relevance and authenticity. In other examples, such as the Czech Republic or the USA, such a number of nicknames do not appear, since in these countries it is not a key target of the Open Feelings campaign.



Image 6: The banner shows a bottle with the inscription “Pasha” on the left side, “Julia” in the center and the inscription on the bottle on the right “Forever”. An example of a “Open Feelings” advertisement made by Coca-Cola in 2021, taken from the company’s official Instagram account.



Image 7: The banner shows - on the left side a bottle with the inscription "Dima", on the right side of the bottle "You are just space". An example of a “Open Feelings” advertisement made by Coca-Cola in 2021, taken from the company’s official Instagram account.



Image 8: The banner shows terms of endearment - "hero", "cutie", "cat", "lady" (quoted from left to right). An example of a “Open Feelings” advertisement made by Coca-Cola in 2021, taken from the company’s official Instagram account.

Seasonal and Regional Preferences: Coca-Cola's advertising in Russia reflects seasonal and regional preferences, with campaigns tailored to Russian holidays and cultural events. For instance, the "Новый Год с Coca-Cola" ("New Year with Coca-Cola") campaign is a staple during the festive season, leveraging the importance of New Year celebrations in Russian culture.



Image 9: The banner shows - "Let's celebrate the New Year together". An example of a "New Year with Coca-Cola" advertisement made by Coca-Cola in 2021, taken from the company's official Instagram account.

The choice of depicting polar bears from the Soviet cartoon "Umka" in the advertising banner created for the Russian segment of the market holds several strategic implications:



Image 10: Part of the banner from image 9, which provides detailing and customization for the Russian market from the Coca-Cola brand.

Cultural Connection: "Umka" is a beloved Soviet-era cartoon that holds nostalgic value for many Russians. By featuring characters from this iconic cartoon, Coca-Cola taps

into nostalgia and cultural sentiment, fostering a sense of connection and familiarity with the audience.

**Emotional Appeal:** The characters from "Umka" evoke feelings of warmth, innocence, and nostalgia, which align with Coca-Cola's brand values of happiness and togetherness. This emotional appeal resonates with consumers, making the advertisement more relatable and memorable.

**Audience Engagement:** Using familiar characters from a well-known cartoon increases audience engagement with the advertisement. Viewers are likely to pay close attention to the banner, intrigued by the presence of recognizable figures from their childhood.

**Distinctiveness:** In a competitive landscape, leveraging unique cultural references sets Coca-Cola's advertisement apart from others. Featuring polar bears from "Umka" adds a distinctive and memorable element to the banner, helping Coca-Cola stand out in the minds of consumers.

**Brand Association:** By associating its brand with a cherished cultural icon like "Umka," Coca-Cola reinforces positive brand associations in the minds of consumers. Viewers may subconsciously link Coca-Cola with feelings of nostalgia and happiness, strengthening brand loyalty and preference.

Overall, the use of characters from the Soviet cartoon "Umka" in the advertising banner tailored for the Russian market strategically aligns with Coca-Cola's goals of fostering emotional connections, engaging the audience, and reinforcing positive brand associations.

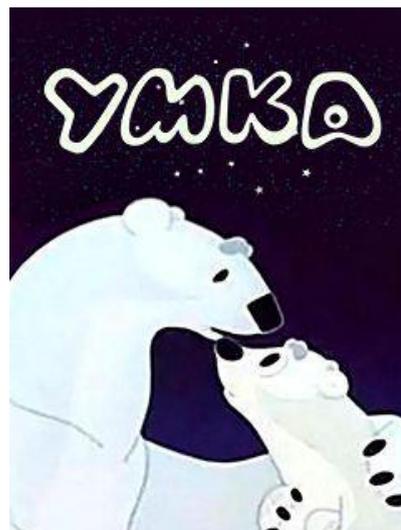


Image 11: The official screensaver of the Soviet cartoon "Umka" released in 1969. The main characters of which were used by the Coca-Cola brand in advertising for 2021, previously indicated in the examples in image 9

## Advertising of the company Coca-Cola in USA

Advertising of Coca-Cola in the USA is characterized by its iconic, innovative, and emotionally resonant campaigns that have left a lasting impact on popular culture.

Here are some key aspects of Coca-Cola's advertising strategy in the USA:

**Emotional Appeal:** Coca-Cola's advertisements in the USA often focus on evoking emotions such as happiness, joy, and togetherness. The company's long-standing tagline "Open Happiness" reflects this emphasis on emotional connections and positive experiences associated with consuming Coca-Cola products.

**Iconic Campaigns:** Coca-Cola has created numerous iconic advertising campaigns in the USA, including the "Share a Coke" campaign, where Coca-Cola bottles were personalized with people's names, encouraging consumers to share the beverage with friends and loved ones.

**Happiness Factory (2006)** We take a leap in time with our next high-production pick. This longer-than-usual animation video saw the Coca-Cola brand venturing into a new space and a new style of advertising. With creativity and imagination in this one liked that of a Doctor Seuss book. Pulling viewers from the sidewalk into a vending machine and taking them on a journey through the mythical process of making a bottle of Coke. If this is what Coca-Cola can do for the creative mind, then fill up my refrigerator, please.



Image 13: An example of an “Iconic Campaign” ad made by Coca-Cola in 2006, taken from the company’s official YouTube account (<https://www.youtube.com/watch?v=gx-zPheFnHo&t=68s>).

**Celebrity Endorsements:** Coca-Cola frequently collaborates with celebrities and influencers in its advertising campaigns in the USA. These endorsements help to enhance

brand visibility, appeal to target demographics, and generate buzz around Coca-Cola products.



Image 14: An example of a “Celebrity Endorsements” advertisement made by Coca-Cola in 2023, taken from the official Instagram account of professional golfer - Jordan Spieth (Instagram nickname - jordanspieth)

Diversity and Inclusion: Coca-Cola's advertising in the USA often celebrates diversity and inclusion, reflecting the country's multicultural society. Advertisements feature people from various backgrounds, ages, and ethnicities, promoting a message of unity and acceptance. It doesn't matter your race, age, social class, or gender – Coca-Cola spreads happiness to everyone, everywhere. (c) Lori George Billingsley, The Coca-Cola Company's Chief Diversity and Inclusion Officer.

The Coca-Cola Company has developed a vision, mission, and strategic pillars to frame its diversity and inclusion efforts:

Vision: “Be as inclusive and diverse as our brands, unleashing the power of perspectives within our associates to drive innovation and sustainable system growth.”

Mission: “Mirror the richly diverse markets we serve, capitalizing on our inclusive culture to attract, develop, engage, and retain a global talent mix to fuel our competitive advantage.”

Strategic Pillars: Workplace, Marketplace, Communities, and partners.

They drive and sustain diversity efforts by engaging leaders to empower their cultural champions to drive their inclusive culture and consistently measure their progress. Coca-Cola

has established a wide range of monitoring and reporting metrics to ensure fairness in their employment-related decisions and to support their diversity and inclusion initiatives.



Image 15: An example of a “Diversity and Inclusion” advertisement made by Coca-Cola in 2022, taken from the company’s official Instagram account.

**Innovative Marketing Channels:** Coca-Cola utilizes a wide range of marketing channels to reach consumers in the USA, including television commercials, digital advertising, social media campaigns, experiential marketing events, and sponsorships of major sports and entertainment events.

The “Real Magic” brand philosophy is rooted in the insight that magic lives in unexpected moments of connection that elevate the everyday into the extraordinary—a timeless learning that feels more relevant than ever in today’s hyper connected yet divided world.

Real magic happens when people get together and when what we share in common is greater than what sets us apart. “We’re at a inflection point,” said Manolo Arroyo, Chief Marketing Officer, The Coca-Cola Company. “The last 18 months have disrupted every aspect of life and presented us with a once-in-a-generation choice to go back to a binary, black-and-white way of seeing the world or help make the world a better place. ‘Real Magic’ is about creating a movement to choose a more human way of doing things by embracing our unique perspectives.”

The goal of “Real Magic”, Arroyo said, is to significantly increase the Coca-Cola consumer base through an ecosystem of experiences anchored in consumption occasions, such as meals and breaks, and merged with consumer passion points like music and gaming.



Image 16: An example of an “Innovative Marketing Channels” advertisement made by Coca-Cola in 2021, taken from the company’s official Instagram account.

Seasonal Campaigns: Coca-Cola's advertising in the USA includes seasonal campaigns tailored to specific occasions, such as the Super Bowl, Fourth of July, and Christmas. These campaigns capitalize on the festive spirit and cultural significance of these events to engage consumers and drive sales.



Image 17: An example of a “Holidays Are Coming” advertisement made by Coca-Cola in 2024, taken from the company’s official Instagram account.

### **Advertising of the company Coca-Cola in the Czech Republic**

Advertising of Coca-Cola in the Czech Republic incorporates a blend of global brand messaging with localized content to resonate with Czech consumers. Here are some key aspects of Coca-Cola's advertising strategy in the Czech Republic:

**Cultural Relevance:** Coca-Cola's advertising campaigns in the Czech Republic often integrate Czech cultural elements, traditions, and values. This includes references to Czech holidays, cultural events, and local customs to create a sense of connection with the audience.

**Czech Language and Slogans:** Coca-Cola adapts its advertising messages to resonate with Czech audiences by incorporating the Czech language into its campaigns. For example, Coca-Cola may use Czech language slogans or taglines that play on words or evoke local expressions to create a sense of familiarity and connection with Czech consumers. These linguistic adaptations demonstrate Coca-Cola's commitment to engaging with Czech consumers on a personal and culturally relevant level.

Coca-Cola may incorporate Czech language expressions or colloquialisms into its advertising campaigns to create a sense of authenticity and connection with Czech consumers. For example, Coca-Cola advertisements may feature phrases like "Radost ze života" ("Joy of Life") or "Společné okamžiky" ("Shared Moments"), which resonate with Czech consumers by evoking positive emotions and experiences associated with enjoying Coca-Cola products.

In addition to language, Coca-Cola's advertising in the Czech Republic may include cultural references that are meaningful to Czech audiences. For instance, Coca-Cola may feature imagery or themes related to Czech cultural icons, such as traditional Czech cuisine, folk music, or historical landmarks, to evoke a sense of national pride and identity among Czech consumers.

**Cultural Icons and Symbols:** Coca-Cola may feature iconic Czech landmarks, symbols, or personalities in its advertising campaigns to evoke national pride and identity. For instance, Coca-Cola advertisements in the Czech Republic may include imagery of famous Czech landmarks like Prague Castle, Charles Bridge, or the Astronomical Clock to create a sense of place and belonging among Czech consumers. Additionally, Coca-Cola may collaborate with well-known Czech figures from the worlds of sports, music, or entertainment to further enhance its cultural relevance and appeal in the Czech market.

**Emotional Appeal:** Similar to Coca-Cola's global messaging, advertising in the Czech Republic emphasizes emotions such as happiness, joy, and togetherness. The campaigns aim to evoke positive feelings and create memorable experiences associated with Coca-Cola products.



Image 18: An example of a “Emotional Appeal” advertisement made by Coca-Cola in 2021, taken from the company’s official YouTube of Coca-Cola Czech Republic account..

**Innovative Marketing Channels:** Coca-Cola utilizes a variety of marketing channels to reach Czech consumers, including television commercials, digital advertising, social media campaigns, and outdoor advertisements. These channels are tailored to match the media consumption habits of Czech audiences.

**Seasonal Campaigns:** Coca-Cola's advertising in the Czech Republic often includes seasonal campaigns tied to specific occasions such as Christmas, summer festivals, or local celebrations. These campaigns may feature special packaging, promotions, or events tailored to Czech cultural preferences. During the festive season, Coca-Cola launches Christmas-themed campaigns that resonate with Czech consumers' holiday traditions and values. Advertisements may feature heartwarming scenes of families gathering around the Christmas tree, sharing gifts, and spreading joy. Coca-Cola's iconic Christmas truck may make appearances in Czech cities, adorned with festive decorations and offering samples of Coca-Cola products to passersby. Special packaging, such as limited-edition holiday-themed bottles and cans, may also be introduced to mark the occasion.

In the Czech Republic, summer is a time of vibrant festivals, outdoor concerts, and community gatherings. Coca-Cola capitalizes on this by launching summer-themed campaigns that celebrate the spirit of summer and encourage consumers to embrace the season's festivities. Advertisements may feature scenes of friends enjoying picnics in the park, attending music festivals, or cooling off with ice-cold Coca-Cola drinks on hot summer

days. Coca-Cola may sponsor popular summer events and offer branded merchandise or experiences to enhance consumer engagement and brand visibility.



Image 19: An example of a “Seasonal Campaigns” advertisement made by Coca-Cola in 2022, taken from the company’s official YouTube of Coca-Cola Czech Republic account..

Engagement with Local Influencers: Coca-Cola may collaborate with Czech celebrities, influencers, or brand ambassadors to amplify its advertising messages and engage with the local community. These partnerships help to enhance brand visibility and credibility among Czech consumers.

Coca-Cola is launching its new campaign called Together tastes best in the Czech Republic. Pek's main idea is to find a way to joy through the moments spent together with loved ones. Several marketing activities are planned as part of the communication - a global TV spot that refers to world tastes, time spent with family and the idea that everything tastes better together. There will also be live cooking with influencers - cooking magician Mark Pavlov and singer Mária Čírová, a consumer competition for Potten&Pannen kitchen utensils or cooperation with the Košík.cz e-shop.

"The current situation and the experience of the past year prompted us to look for new opportunities and possibilities to combine great food and the Coca-Cola drink. We wanted to maintain the very successful format of cooking and collaboration with influencers, while at the same time bringing good food lovers a real experience that they can share with their loved ones.

Therefore, a new format was created especially for this year, thanks to which we will transfer interesting recipes directly to households through live streams on Instagram, in which we will cook together in real time. The online supermarket Košík.cz is also involved in the

project, where people can easily buy all the ingredients for the recipe that will be cooked during the live stream," explains Kateřina Třísková, brand manager of the Coca-Cola brand.

The first, roughly one-hour, livestream took place Saturday, February 20, 2021, at 6 p.m. Coca-Cola invited ambassadors Mark Pavala, Czech creative chef and finalist of the MasterChef 2012 competition, and Mária Čírová, Slovak singer and songwriter, to cook.



Image 20: On the left side - Mark Pavala, on the right side - Mária Čírová. An example of a “Engagement with Local Influencers” advertisement made by Coca-Cola in 2021, taken from the company’s official Instagram of Coca-Cola Czech Republic account..

The campaign also includes a consumer competition for global Potten&Pannen kitchen utensils. The Together It Tastes best campaign will also be supported by communication in the Košík.cz store, where it was also possible to buy ingredients for a live stream of cooking with influencers.



Image 21: An example of a “Engagement with Local Influencers” advertisement made by Coca-Cola in 2021, taken from the company’s official Instagram of Coca-Cola Czech Republic account..

Corporate Social Responsibility (CSR) Initiatives: Coca-Cola's advertising in the Czech Republic may also highlight its CSR initiatives and community involvement. This could include campaigns promoting environmental sustainability, health and wellness, or support for local charitable causes.

Coca-Cola's advertising in the Czech Republic highlights its efforts to support local communities and empower youth through programs like the To Dash! initiative. By providing opportunities for youth employment and skill development, Coca-Cola demonstrates its commitment to fostering economic growth and social mobility in the Czech Republic.

Coca-Cola's advertising may also promote initiatives focused on health and wellness, such as providing hydration to frontline workers during the COVID-19 pandemic. By supporting healthcare professionals and promoting hydration, Coca-Cola reinforces its commitment to public health and well-being in the Czech Republic.

Coca-Cola's advertising campaigns may raise awareness about its environmental sustainability efforts, such as reducing plastic waste and promoting recycling. By emphasizing its commitment to environmental stewardship, Coca-Cola positions itself as a responsible corporate citizen dedicated to protecting the environment for future generations.

Corporate Social Responsibility (CSR) is particularly important in the Czech Republic for several reasons:

**Historical Context:** The Czech Republic has undergone significant political and economic transformations in recent decades, transitioning from a centrally planned economy to a market-oriented democracy. As a result, there is a heightened awareness of social and environmental issues stemming from this period of transition, creating a strong demand for corporate accountability and responsibility.

**Consumer Expectations:** Czech consumers are increasingly conscious of ethical and sustainable business practices. They expect companies to not only deliver quality products and services but also demonstrate a commitment to social and environmental causes. Companies that prioritize CSR initiatives are more likely to earn the trust and loyalty of Czech consumers.

**Regulatory Environment:** The Czech Republic is part of the European Union (EU), which has implemented regulations and directives aimed at promoting CSR and sustainability among businesses. Companies operating in the Czech Republic are subject to EU laws and guidelines related to environmental protection, labor rights, and corporate governance, incentivizing them to prioritize CSR initiatives.

**Community Engagement:** Czech society places a strong emphasis on community well-being and social cohesion. Companies that actively engage with local communities and support charitable causes are viewed favorably by Czech stakeholders. CSR initiatives that address pressing social issues, such as youth unemployment or environmental conservation, resonate with Czech audiences and contribute to positive brand perception.

**Competitive Advantage:** CSR can serve as a competitive differentiator for companies operating in the Czech Republic. Businesses that integrate CSR into their core operations and demonstrate a genuine commitment to social and environmental sustainability may gain a competitive advantage in the marketplace. CSR initiatives can enhance brand reputation, attract top talent, and foster long-term business success.

**Stakeholder Expectations:** Stakeholders, including investors, employees, and civil society organizations, play a pivotal role in shaping CSR practices in the Czech Republic. These stakeholders expect companies to act responsibly and transparently, contributing to the greater good of society. Companies that fail to meet these expectations risk reputational damages and loss of stakeholder trust.



Image 22: An example of a “Corporate Social Responsibility” advertisement made by Coca-Cola in 2021, taken from the company’s official Instagram of Coca-Cola Czech Republic account..

Overall, Coca-Cola's advertising in the Czech Republic combines global brand consistency with localized content to create meaningful connections with Czech consumers. By incorporating Czech cultural elements, emphasizing emotional appeal, and efficient innovative marketing channels, Coca-Cola maintains a strong presence and resonates with audiences in the Czech market.

### **Influence of Coca-Cola advertisement on consumer decisions/behavior in Russia (examples)**

Coca-Cola's advertising plays a significant role in influencing consumer decisions and behaviors in Russia. Here are some examples of how Coca-Cola advertisements influence consumer behavior in the Russian market:

**New Year's Campaigns:** Coca-Cola's annual New Year's advertising campaigns in Russia are highly anticipated and widely celebrated. These campaigns typically feature heartwarming commercials depicting festive celebrations, family gatherings, and moments of joy shared over Coca-Cola. The emotional resonance of these advertisements influences Russian consumers to associate Coca-Cola with the spirit of the holiday season, leading to increased consumption of Coca-Cola products during New Year's festivities.

**Summer Promotions:** Coca-Cola often launches summer-themed advertising campaigns in Russia, capitalizing on the warm weather and outdoor activities. These campaigns highlight Coca-Cola as a refreshing beverage choice for picnics, barbecues, and beach outings. By associating Coca-Cola with summer enjoyment and relaxation, these

advertisements influence Russian consumers to incorporate Coca-Cola into their summer plans and leisure activities.

**Localized Marketing:** Coca-Cola tailors its advertising to resonate with Russian cultural values and traditions. For example, Coca-Cola's "Open Happiness" campaign in Russia may feature advertisements showcasing Russian customs, landmarks, and cultural events. This localization strategy creates a sense of connection and relevance among Russian consumers, influencing their preference for Coca-Cola over competing brands.

**Celebrity Endorsements:** Coca-Cola frequently collaborates with popular Russian celebrities and influencers to endorse its products and engage with consumers. For instance, Coca-Cola may feature well-known Russian actors, musicians, or athletes in its advertisements, leveraging their influence to connect with Russian audiences. The association with beloved celebrities enhances Coca-Cola's appeal and credibility among Russian consumers, driving them to choose Coca-Cola products.

**Digital Engagement:** Coca-Cola maintains a strong digital presence in Russia through social media platforms such as VKontakte, Instagram, and YouTube. Coca-Cola's digital advertising campaigns often encourage consumer interaction and participation, such as user-generated content contests or interactive polls. By engaging with consumers online, Coca-Cola influences their brand perceptions and behaviors, prompting them to purchase Coca-Cola products both online and offline.

These examples demonstrate the significant impact of Coca-Cola advertisements on consumer decisions and behaviors in Russia. Through emotional storytelling, localized marketing, celebrity endorsements, and digital engagement strategies, Coca-Cola effectively connected with Russian consumers and drove its brand and products.

### **Influence of Coca-Cola advertisement on consumer decisions/behavior in the USA (examples)**

**Holiday Campaigns:** Coca-Cola's holiday advertising campaigns, particularly during Christmas, have become iconic in the USA. Advertisements featuring the Coca-Cola Santa Claus, often depicted as a jolly, larger-than-life figure in a red suit, have become synonymous with the holiday season. These advertisements evoke feelings of nostalgia and warmth, influencing consumers to associate Coca-Cola with festive traditions and prompting increased consumption during the holiday period.

**Share a Coke Campaign:** Coca-Cola's "Share a Coke " campaign, first launched in the USA in 2014, personalized Coca-Cola bottles and cans with popular names and phrases. This innovative marketing strategy encouraged consumers to find bottles with their own names or the names of friends and family members, fostering a sense of personal connection with the brand. The campaign was highly successful in the USA, driving consumer engagement and increasing sales as consumers sought out personalized Coca-Cola products.

**Sports Sponsorship and Advertising:** Coca-Cola is a prominent sponsor of major sporting events and leagues in the USA, including the National Football League (NFL), Major League Baseball (MLB), and National Basketball Association (NBA). Coca-Cola's advertising during sporting events, such as the Super Bowl, World Series, and NBA Finals, reaches millions of viewers and reinforces the brand's association with sports and entertainment. These advertisements influence consumer perceptions and behaviors by aligning Coca-Cola with the excitement and camaraderie of sports culture in the USA.

**Inclusive and Diverse Advertising:** Coca-Cola's advertising in the USA often reflects the country's diverse population and celebrates inclusivity and diversity. Recent campaigns have featured diverse groups of people from various backgrounds, ages, and ethnicities coming together over Coca-Cola. By portraying Coca-Cola as a beverage that brings people together regardless of differences, these advertisements resonate with American consumers and reinforce the brand's values of unity and inclusivity.

**Digital and Social Media Engagement:** Coca-Cola beverages digital and social media platforms to engage with consumers in the USA. Through creative and interactive content on platforms like Instagram, Twitter, and TikTok, Coca-Cola maintains a strong online presence and fosters consumer interaction and participation. For example, Coca-Cola's social media campaigns may include user-generated content contests, viral challenges, and behind-the-scene footage, encouraging consumers to engage with the brand and share their Coca-Cola experiences with others.

These examples highlight the diverse ways in which Coca-Cola advertisements influence consumer decisions and behaviors in the USA. Through emotional storytelling, personalized marketing, sports sponsorship, inclusivity, and digital engagement strategies, Coca-Cola effectively connected with American consumers and drove its brand and products.

## **Results and discussion**

Upon further analysis, it's evident that Coca-Cola's advertising has a significant impact on consumer behavior not only in Russia and the USA but also in the Czech Republic (CZ). Here are the key findings across all three markets:

**Emotional Connection and Sentimentality:** Coca-Cola's advertisements across Russia, the USA, and the Czech Republic leverage emotional storytelling to create a strong connection with consumers. Whether through heartwarming narratives, nostalgic imagery, or celebratory themes, Coca-Cola evokes positive emotions that resonate with audiences across cultures.

**Cultural Adaptation and Localization:** Coca-Cola demonstrates a commitment to cultural relevance and localization in its advertising efforts. In Russia, it integrates cultural traditions and landmarks, while in the USA, it celebrates diversity and inclusivity. Similarly, in the Czech Republic, Coca-Cola integrates Czech cultural elements, traditions, and values to create a sense of connection with local consumers.

**Innovative Marketing Techniques:** Coca-Cola employs innovative marketing strategies across all three markets, such as the "Share a Coke " campaign, sports sponsorships, and digital engagement initiatives. These campaigns not only drive consumer engagement and brand visibility but also influence purchasing decisions by creating memorable experiences that resonate with audiences.

**Digital Engagement and Social Media Presence:** In today's digital age, Coca-Cola effectively engages consumers through social media platforms and digital channels in Russia, the USA, and the Czech Republic. By leveraging interactive content, user-generated campaigns, and behind-the-scene footage, Coca-Cola maintains a strong online presence, fostering consumer interaction and participation across all markets.

**Localized Cultural References:** In the Czech Republic, Coca-Cola integrated local cultural elements, traditions, and values into its advertising campaigns. Whether through references to Czech holidays, cultural events, or local customs, Coca-Cola creates a sense of connection with Czech consumers, strengthening brand affinity and driving consumer engagement.

In summary, Coca-Cola's advertising campaigns exert a significant influence on consumer behavior in Russia, the USA, and the Czech Republic. Through emotional resonance, cultural sensitivity, innovative marketing techniques, digital outreach, and localized cultural references, Coca-Cola effectively connected with consumers and drives preference for its brand and products in diverse markets. These insights highlight the

importance of understanding local nuances and preferences in crafting successful advertising campaigns that resonate with target audiences across different cultural contexts.

## **Conclusion**

In addition to the insights gained from the analysis, several key implications for both academic and industry. Firstly, the findings of this thesis underscore the significance of cultural understanding in shaping effective advertising strategies. Marketers must recognize the unique cultural nuances and preferences of each market to develop campaigns that resonate with local consumers.

Furthermore, the research highlights the importance of emotional appeal in advertising effectiveness. Coca-Cola's success in eliciting positive emotions and fostering emotional connections with consumers underscores the power of emotional storytelling in driving brand engagement and loyalty.

From a practical standpoint, the findings of this thesis offer valuable guidance for marketers seeking to expand their brand presence in global markets. By prioritizing cultural adaptation, emotional resonance, and innovative marketing techniques, companies can enhance their competitiveness and effectiveness in reaching diverse consumer segments.

Lastly, this thesis serves as a springboard for future research in the field of international marketing and advertising. Further exploration into the cultural dynamics of advertising effectiveness, the impact of globalization on consumer behavior, and the role of digital technologies in shaping advertising strategies would provide valuable insights for academia and industry alike.

In conclusion, this bachelor thesis contributes to our understanding of the complex interplay between culture, advertising, and consumer behavior in global markets. By examining the case of Coca-Cola across Russia, the USA, and the Czech Republic, it offers valuable insights and implications for marketers operating in diverse cultural environments.

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