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Coca-Cola's Audience Persona

Maria Rodriguez is a 20-year-old who has lived in Mexico City her whole life. The Coca-Cola Company has been a part of her culture for as long as she can remember. Maria comes from a lower-middle class family, making around \$20,000 per year. No one in her family has attended college, but status is something that is important to them. Because Coca-Cola has such an influence on their culture, Maria's family is a big consumer of Coca-Cola products. This ties into their goal of maintaining a good status in their society. Diabetes is a prevalent issue in Mexico, so Maria is more health-conscious and aware of how much sugar she consumes on a daily basis. She frequently uses Facebook both as a social network and as a news outlet.

Coca-Cola has a large variety of products, casts a wide global net and has been around for 129 years, so by now the company appeals to almost anyone. The audience persona above was created to identify a target audience in one of Coca-Cola's biggest markets; Mexico. In 2020, Mexico accounted for 47% of unit case volumes sold. The target age Coca-Cola advertises to ranges from 15-25 years old (Ramaya and Subasakthi, n.d., p. 36). Similarly, there is not data for how many women, in comparison to men, consume Coca-Cola products in Mexico. However, Coca-Cola is making huge efforts in supporting women globally, so creating a female audience persona will be beneficial to acknowledge Coca-Cola's current emphasis on women.

According to snapshot.numerator.com, a large portion of Coca-Cola's audience has an income of under \$20,000. This is also the average income of a lower to mid middle-class family

in Mexico. Based on this, the audience persona's socioeconomic status will be in this range. Most people with this status in Mexico do not get a college education, thus Maria has also not. The geographic location of the audience persona does not have a heavy influence on Maria's access to Coca-Cola products because they are easily accessible nearly everywhere. However, Mexico City was chosen as the specific location within Mexico because Coca-Cola is currently partnered with the Water Funds to help prevent the overexploitation of the water aquifers in Mexico City. This shows a way that Coca-Cola is actively trying to solve a major issue that the audience persona is being affected by.

The availability of the company's products nearly anywhere in Mexico helped it gain traction as in some places it is "cheaper and easier to find Coca-Cola than clean drinking water" (Tyler, 2018). Because of this, almost everyone in Mexico drinks Coca-Cola products, and anyone that does not may be viewed as an outsider. Thus, to conform with societal norms, Maria and her family will also want to consume Coca-Cola products to achieve their goal of a status that fits in with their society.

Another major issue of Maria's that Coca-Cola can address is the diabetes crisis in Mexico by reducing the added sugar in its products. The company started its less added sugar campaign in Mexico in 2018 and its goal is to further reduce its products' calorie content by 20% between 2018 and 2024. This national concern regarding diabetes and personal health is what impacts Maria's mindset of health-consciousness. According to statista.com, more than 56% of Facebook users in Mexico are between the age of 18 and 34 years old as of January 2021. This is where the audience persona will be easily reached. Phrases like "reduced sugar," "no sugar added" or "sugar free" will resonate with this audience persona due to her health-conscious mindset.

References

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