

CLA Inglese Economico B2: Writing

WRITING

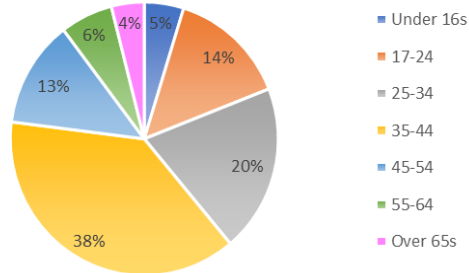
Write a report following the instructions. Write a minimum of 180 words.

REPORT

You work in the marketing department for a drinks manufacturing company. Your company is launching an online marketing campaign for a new brand of soft drink, similar to your main competitor Coca-Cola. You have been asked to write a report about the social media marketing strategy for the new drink. Using the pie chart below, write a report and:

- Identify your target market based on the age groups Coca Cola is most popular with.
- Explain which social media platforms you will use to promote the drink to your target market.
- Make recommendations for strategies for a social media advertising campaign in order to attract your target market.

Percentage of people that buy Coca-Cola every week based on age group



Task Pass

The pie chart aims to explain the percentage of people that buy Coca-Cola every week based on different age groups. Overall, people from 17 years old to the 44 years old are the major Coca-Cola consumers and it's clear that the age-target between 35 and 44 years old is the main player of the survey. Instead, the people over 65 years old and under 16 years old represents minority.

Coca-Cola is our main competitor in the world and our product is really similar to that famous drink, it's sparkling and sweet! Definitely, we have to focus the social media marketing strategy on the major social media channels like Instagram or Tik-Tok that are the most used by the people that represents the target. I think that we could by-pass Facebook because it's more popular for the over 65 years old people or we can share short spots and different contents instead of Instagram or Tik-Tok. What about other social platforms? Maybe You-Tube can be a good choice but only with short reels, other new platforms like X or Threads could be approached but the priority has to be Instagram (at least Tik-Tok). If we think about LinkedIn or somethings like that I strongly think that we can skip it all.

It's clear that our strategy have to be based on consistency and innovation. We have to attract Coca-Cola consumers to try our new drinks and to do that we have to be different in real life but also in our social media marketing strategy too. We could try to post different kind of content, photos, video, reels and maybe we could search for some influencers that would like to become our social media ambassadors. In the last years the products advertising campaigns are based on shorts videos or reels to get more views and so our strategy has to concentrate the effort on this kind of contents. Coca-Cola is right now one of the most famous firm in the world, expectially in our market, so we have to create expensive social media ads and focus on the results.

COMMENTARY:

The text provides a basic description of the data, with some reference to the figures.

The style is not always adequate (use of exclamation marks, rhetorical questions, or somethings like that, I strongly think that we can skip it all), but the information is presented in a generally logical way, with some linking devices (Overall, so). The language is comprehensible despite some mistakes (in the last years the campaigns are based on, our strategy have to) and a limited variety; the vocabulary is appropriate and often accurate (social media ambassadors, concentrate the effort) despite some spelling mistakes (expectially, choise).

Task **Good**

Introduction

This report will present my ideas about the online marketing campaign for the new soft drink and make recommendations about the best strategy to promote it.

Target market and social media promotion

First of all, I would identify our target market considering the similarity between our soft drink and Coca-Cola. The pie chart shows the percent of people that buy Coca-Cola every week based on age group. The majority is between 35 and 44. There's one fifth between 25 and 34, 14% between 17 and 24 and 13% under 16. The chart shows that the product don't attract older people. For this reason I will suggest to use social media platforms popular with young and adult people to promote the new drink. We could use Instagram to post photos and videos and create engagement. I will also suggest to use Facebook, in particular for adults between 35 and 44, which is the majority of our target market.

Recommendations

I will suggest to add influencers and testimonials to our social media advertising campaign. In particular, videos with famous actors would be attractive for our target market. Another idea is organizing giveaways to create engagement between young people and offer the possibility to taste our product.

COMMENTARY:

This text provides a reasonable analysis of the data with reference to the pie chart in the instructions but no explanations of the figures; the paragraph with the recommendations presents two ideas but does not provide many details or explanations in relation to the analysis of the chart. The style is appropriate, as is most of the language, with limited variety of structure (present simple and some modal “would”) and few linking devices or complex clauses (*which is the majority of, another idea, first of all*), and some inaccuracies or mistakes both for grammar and for vocabulary (*the percent of people, the product don't attract, present my ideas about the, inconsistent use of will and would/could for suggestions*).

Task **Very Good**

REPORT

This report aims to develop a new marketing campaign to promote our new beverage brand, and since our product is similar to Coca Cola, we are going to rely on its datas.

According to the pie chart, Coca Coca is mainly consumed by the adults between 35 and 44 years of age. This is followed by a 20% that includes young adults (25-34 years old) and a 14% by teenagers, which is not so different than kids (people below 16 years of age). It's also clear that older people don't seem to appreciate the brand; in fact, they only cover a tiny part of the entire chart.

As we're planning to launch a new product which is similar to Coca Cola, we also have to consider the strength of its brand name. Our main target could include people between 35 and 44 years old, but if we do this, we are going to face one of the strongest company in the world. That's why our marketing team decided to aim to the younger people by offering a similar product with a lower price.

Moreover, we are going to promote our brand both on Facebook, Instagram and Google. Considering that our main target includes the younger consumers, Instagram is going to be the social network we are going to use the most, followed by Facebook and Google ADS. Our team decided this after a long analysis in the usage of the mentioned platforms. What's more, these platforms are going to be managed by some young colleagues, by posting pictures and videos regularly.

Our team also decided to organise some events to let people try out our new brand for free. Finally, it's true that our new beverage is going to reflect Coca Cola's data; however, we need to understand that our brand name still has to be developed, and for this reason we need to aim to kids and teenagers by selling our product at a lower price than Coca Cola.

COMMENTARY:

This text presents a detailed analysis of the data, with reference to the exact figures in percentage; there is also an attempt at explaining and developing the information presented in the chart (*It's also clear that older people don't seem to appreciate the brand; in fact, they only cover a tiny part of the entire chart*). The report is presented in logically developed paragraphs, which covers each point extensively with examples and explanations (*That's why our marketing team decided to aim*), and which are connected with a number of linking devices (*moreover, however, in fact*). Overall, the language is appropriate and varied in structures (*we're planning to, decided to organise, has to be developed*), as is the vocabulary, with occasional inaccuracies (*datas, regularly*).