

Ecole des Hautes Etudes Commerciales



This dissertation is submitted in partial fulfillment of the requirements for the Master's Degree in Commercial Sciences

Major: International Business

**THE IMPACT OF DIGITAL COMMUNICATION STRATEGY ON
PERCEIVED BRAND IMAGE:**

THE CASE OF COCA COLA ALGERIA COMPANY.

Submitted by:

Miss Nasrine BENKHALED

Miss Yousra BOUTEMINE

Supervised by:

Professor Ali HAMMOUTENE

7th Promotion

September 2020

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Dedication

We dedicate this dissertation to our beloved families,

Our parents, brothers and sister

Who have always been there for us

And to our future selves.

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With boundless love and appreciation, we would like to extend our heartfelt gratitude and appreciation to the people who helped us bring this study into reality. We would like to extend our profound gratitude to the following:

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Abstract

With the advent of the internet, although the classic vectors of communication (television, radio, billboards and other advertising spaces) are still used by companies, the internet has become their preferred choice.

Digital brings together a set of communication tools, including social networks, websites, email and blogs. And most social networks provide advertising channels for businesses to reach potential customers and a phenomenal number of users, which is not really possible with traditional media like television or radio. As a result, most brands have started to work on digital integration in their communication strategies, in order to increase their notoriety and profitability as well as improve their brand images.

In this context, we have developed this work to illustrate the impact of the integration of digital in the communication strategy on the perception of a brand image, especially for an authentic brand like Coca-Cola, which will be the case of study of our present research.

Keywords : digital communication, social networks, brand image, traditional communication, brand identity.

Résumé

Avec l'avènement d'internet, bien que les vecteurs classiques de communication (la télévision, la radio, les panneaux d'affichage et autres espaces de publicité) soient encore utilisés par les entreprises, internet est devenu le choix favori de ces dernières.

Le digital rassemble un ensemble d'outils de communication, on retrouve les réseaux sociaux, les sites web, l'email et les blogs. Et la plupart des réseaux sociaux mettent à la disposition des entreprises des canaux de publicité pour leur permettre de toucher de potentiels clients et un nombre phénoménal d'utilisateurs, ce qui n'est pas vraiment possible avec les médias classiques comme la télévision ou la radio. De ce fait, la majorité des marques ont commencé à travailler l'intégration digitale dans leurs stratégies de communication, afin d'augmenter leurs notoriétés et rentabilités ainsi qu'améliorer leurs images de marque.

Dans ce contexte, nous avons élaboré ce travail pour illustrer l'impact de l'intégration du digital dans la stratégie de communication sur la perception d'une image de marque, notamment pour une marque authentique comme Coca-Cola, qui sera le cas d'étude de notre recherche.

Mots clés : communication digitale, réseaux sociaux, image de marque, communication classique, identité de marque.

ملخص

مع ظهور الإنترنت، على الرغم من أن وسائل الإعلام الكلاسيكية (التلفزيون والراديو واللوحات الإعلانية والمساحات الإعلانية الأخرى) لا تزال تستخدم من قبل الشركات، فقد أصبح الإنترنت خيارهم المفضل.

تجمع الرقمية بين مجموعة من أدوات الاتصال، بما في ذلك الشبكات الاجتماعية ومواقع الويب والبريد الإلكتروني والمدونات. وتوفر معظم الشبكات الاجتماعية قنوات إعلانية للشركات للوصول إلى الزبائن المحتملين وعدد هائل من المستخدمين، وهو أمر غير ممكن حَقًا مع الوسائط التقليدية مثل التلفزيون أو الراديو. نتيجة لذلك، بدأت معظم العلامات التجارية في دمج الرقمية في استراتيجيات الاعلام الخاصة بها، من أجل زيادة سمعتها وربحيتها وكذلك تحسين صور علامتها التجارية.

في هذا السياق، قمنا بتحضير هذه المذكرة لتوضيح تأثير دمج الرقمية في استراتيجيات الاعلام على صورة العلامة التجارية، خاصة بالنسبة لعلامة تجارية أصلية مثل كوكا كولا، والتي ستكون موضوع دراسة بحثنا.

الكلمات الدالة: الاتصالات الرقمية، الشبكات الاجتماعية، صورة العلامة التجارية، الاعلام التقليدي، هوية العلامة التجارية.

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INTRODUCTION

Nowadays, companies can no longer rely only on traditional advertising to generate profits and to improve their brand images. Even though billboard and tv ads are still quite popular today, the real trend is digital marketing. Most new promotional campaigns are now much more present on smartphone and touch pad screens than on television ones.

However, the immersive experience of an impactful tv commercial and the tactile nature of a copy of an old 'vogue' magazine are as important today as they were 20 years ago, because their long-lasting nostalgic effects on the memory of the consumer. Unconsciously, they're emotionally attached to it, and that's why they'll always keep these ads in mind. In the same way, digital marketing is just as important as traditional marketing. Digital marketing uses all available digital touchpoints between a brand and its audience. And with the widespread use of internet today, there is no shortage of such touchpoints, moreover, another big advantage of digital communication is its ability to target advertising campaigns very precisely. This makes it possible to reach only people that are potentially interested in the brand. Digitalization also allows the back-and-forth interaction between the company and the customers. This is useful for staying in close contact with customers and retaining them.

In a marketing campaign, it is not only a matter of identifying the objective but also of evaluating the existing marketing channels and media (online / offline) to be used in the communication strategy.

Therefore, the biggest challenge for brands today is to properly choose the communication channel on which to invest more, means which media to pay for, to have the best visibility with a remarkable content, that will create a memorable and long-lasting brand image.

It is in this context that our research thematic “**the impact of digital communication strategy on perceived brand image**” takes its purpose. It aims to understand the digital strategy of an authentic brand as a new and effective strategy.

To achieve this, and in order to put this idea into practice, we have chosen “the coca cola company”, an original brand, marketing genius, master of creativity, with a history of eternal

advertising, and universal slogans. Coca cola uses a lot of marketing actions to launch its advertising campaigns with its target group being young people primarily. We carried out our study on the digital strategy of the cola-cola brand which launched the "coke and meals" campaign during our internship period. This campaign aims to convey the brand's message: "enjoy gathering moments with family and friends, around a good meal and a bottle of coke". The marketing managers of the coca cola brand chose to have a traditional/digital communication mix, which was a perfect fit to the objectives of our research theme.

From where we identified the following research problem or main question:

“How do we measure the impact of digital communication strategy on perceived brand image?”.

From this main question, the following research questions are formulated as follows:

- How does the social networks of a digital communication strategy impact on brand image?
- What is the importance of influencers in a digital communication strategy of a company?
- Does outdoors advertisement go vintage and ineffective nowadays?

This study aims to verify the following research hypotheses:

Hypothesis 1: Digital communication influences positively the brand identity

Hypothesis 2: Digital communication is more effective in delivering the brand message

To carry out this study, we adopted a descriptive and analytical methodology using as a research tool the documentary study between books, scientific work, encyclopedias, websites and online library "SCHOLARVOX" as well as company's internal documents. And a quantitative study of which we described the variables by a flat sorting.

Our work revolves around two parts, a theoretical part composed of two chapters and a practical part composed of one chapter which are as follows:

The first chapter will deal first with the communication strategy of a company, then we will present the digital communication strategy in the internet era and finally will explain the role played by social networks.

In the second chapter, we will focus on the brand and its image. Through the third chapter we will present the company of interest with which our study was conducted as well as the marketing campaign on which we worked and then will present the methodology of the study carried out. To complete the study with the detailed analysis of the results of quantitative study carried out in order to answer our hypotheses. Finally, we will conclude our research with a general conclusion.

CHAPTER ONE:

Theoretical approach of digital communication strategy

Introduction of the chapter

The world is constantly changing and evolving, everything around us is changing, we ourselves are changing, our behaviors, our purchasing habits and our information search habits are changing, what has favored this change is indeed the evolution and the extraordinary progress that ICTs (information and communication technologies) have known in those recent years, they have totally revolutionized the business world and precisely the marketing practices.

Today we live in a world said: digitized we are witnessing a real upheaval of civilization, companies must therefore adapt to this new environmental factor because its challenges are very important, which is why having a digital strategy that dictates guidelines of the online presence and the objectives it wishes to achieve becomes something vital for the company and for its sustainability.

Web 2.0 has made it possible for consumers to interact and exchange with brands and companies, which has given consumers a real position of power and the possibility of expressing their opinion to the general public through social networking.

Section 01: Communication strategy

A brand that communicates is a brand that exists, because the greatest danger that can affect the company is anonymity. With communication, the company consolidates and develops. In this chapter, a definition of what the communication strategy is will be presented, besides its importance for the company and its notoriety, its stages, and especially its link with the communication plan.

“Communicating means for brands to seek more intimate links with consumers. And everyone knows that intimacy only happens when people understand each other. Because communication is not what we do. It is what others hear. "Douglas Daft", former CEO at Coca-Cola.

I. Definition and objectives

1. Definition of strategy

According to the authors of the book "Mercator" We can define a strategy as: «The definition of clear and realistic orientations of a group of actions in order to achieve, in the middle and long term, a goal regard to designated adversaries »¹

Also according to “The Strategor” defines the strategy as: « the strategy consists of choosing its activities and allocating its resources in a way as to achieve a level of performance that is durably higher than the one of its competitors in these activities, with the aim of creating value for its shareholders. »²

After reading the different definitions of the strategy, the conclusion is that the strategy is a methodical approach that is projected into the medium and long term, aiming to set objectives and allocate resources and budgets in order to achieve them. To sum up, the strategy flourishes in a competitive environment and the final objective is to stay ahead of our competitors and to be the best.

2. Definition of communication strategy

The communication strategy will be presented in this section, its multiple objectives, its multiple approaches according to several authors, which will end up linked at the end, despite their differences.

¹ LENDREVIE, JACQUES, LEVY, JULIEN. (2014). Mercator: Tout le marketing à l'ère numérique [Mercator: All the marketing in the digital age]. 11th Ed. Paris: Dunod. 640 Own translation.

² LEHMANN-ORTEGA, LEROY, GARETTE, DUSSAUGE, DURAND : Strategor : Toute la stratégie d'entreprise [Strategor: all the company strategy] , 7 ème édition, Ed : Dunod, Paris, 2016, P7. Own translation.

LENDERVIE LINDON defines the communication policy of a company as follows: « By a company's communications policy, we mean information, messages and other signals that the company decides to broadcast voluntarily to selected audiences or target audiences. »³

In other words, communication would be all the means that the company implements to make its products known, to acquire a reputation, to attract new customers, change the behavior of consumers and society so that they turn to the good and/or services provided by the company.

3. The communication objectives

- **A cognitive objective:** The company will communicate information about the good or service that it offers to gain awareness and notoriety.
- **An affective objective:** To give, through a communication strategy, an attractive image of the business and/or commercialized product or service. It is necessary that the potential client prefers the product of the brand over the ones of the competitors.
- **A conative objective:** The purpose of the communication is to make sure the potential customer buys the product, test it, or just arouse the curiosity of the client for him to behave in a certain way in the favor of the product or the business.

KOTLER and DUBOIS, affirmed in their book on Marketing and Management (Kotler, Dubois, 2003): « Given the possibilities offered by information technologies, a company should no longer wonder how to reach my clients? But also, how to allow my costumers to reach me? »⁴ However, « to communicate effectively, we must understand the different elements of the communication process » said KOTLER and B. DUBOIS⁵

³ Jacques Lendervie ; Lindon (Mercator, 11ème édition Dunod 2014) p.876

⁴ Marketing management, Kotler & Dubois, 11e édition, 2003

⁵ Ibid, Own translation

They insist on the communication strategy, stating that « the marketing activity is not limited to the development of a product and the choice of the price and the distribution method. An enterprise that wished to go beyond a current of spontaneous sale, it must design and transmit permissive information of its products. »⁶

In the book 'Advertising strategies, from the Marketing research to the media choices by Luc MARCENAC, Alain MILON and Serge-Henri SAINT-MICHEL, it is proposed that « the strategy of communication consists to fix objectives and specific means to achieve them »⁷. For LENDREVIE Jacques and BRONCHAND, authors of the famous PUBLICITOR (Lendredie, Bronchand, 2001): « We can no longer endure today the luxury of skipping the strategy. One can no longer go to the creatives having nothing to say and hoping that they will design a beautiful campaign. We must identify upstream the problem to solve, the marketing story that one chooses to tell ». ⁸

Communication strategy should be integrated into a general vision of the enterprise. What Jacques LENDREVIE and Denis LINDON specify in the famous MERCATOR (Lendrevie, Lindon, 2000), to affirm: « To ensure the full consistency, efficiency and profitability of their actions, more and more are those companies who feel the need to have an overall communication policy before defining in a detailed way the communication strategy for each product ». their thesis resulted in the concept of "integrated communication policy", which « associates several communication channels to serve the communicational objective of the enterprise, in order to make the message consistent and produce synergistic effects». ⁹

⁶ Ibid, Own translation

⁷ Stratégies publicitaires, de l'étude Marketing aux choix des Medias de Luc MARCENAC, Alain MILON et Serge-Henri SAINT- MICHEL

⁸ Lendredie, Bronchand, Mercator, 11ème édition 2014

⁹ Lendervie ; Lindon (Mercator, 11ème édition 2014)

Thierry LIBAERT explains the process to follow in his work entitled “The communication plan: define and organize your communication strategy” (Libaert, 2003). According to him, the following 6 steps should be followed: the audit, the definition of the assets, the definition of the message, the delineation of the targets, the choice of the means and finally the management and the monitoring of the plan. In an approach closer to the marketistes, P. KOTLER and B. DUBOIS, (Kolter, Dubois, 2003) rather distinguish eight stages: the identification of the target, the determination of objectives, the conception of the message, the choice of the media, the evaluation of the budget, the choice of the communication mix, the measurement of the results and finally the coordination of all the communication actions.¹⁰

The goal of a communication strategy, when coupled with a marketing approach, is to define the various operations to be implemented in order to achieve the company's objectives. It is necessary to set up an analysis of the results and the opportunities in order to position oneself in a sustainable and competitive manner.

The information sent to the customer must be kept consistent across the different means of communication because the customer will seek information in different communication channels (cross channel). In order to acquire a better affinity between the customer and the company, one should use the communication methods suited to the consumer and the potential customer. The operative part takes responsibility for the reflection and planning of actions, and the development of a budget.

Therefore, it can be said that without a communication strategy, the company will not be able to make itself known. It is essential for a brand to then follow the steps set by the strategy, without forgetting the KPIs (key performance indicators) to measure performance, assess the profitability of all promotional actions and be able to improve.

¹⁰ Marketing management, Kotler& Dubois, 11e édition, 2003

II. Steps of communication strategy

The various steps necessary to develop an effective communication strategy, which requires the company to promote its products and services and establish itself in the market, will be presented as follow: ¹¹

1. Define the positioning and identity of the brand

Defining the identity of the company and its positioning is essential for an effective communication strategy. the role of a communication agency can also be to redefine the brand's identity or to advise the company on its identity in the event of its poor positioning.

It is therefore important to reflect on the identity of the company in order to be able to set up an effective communication strategy.

2. Identify the sources of turnover growth

The company's market is made up of a current and potential market. the current market is made up of consumers who are loyal to the products, while the potential market represents the potential consumers, that is to say the maximum level of sales that could be achieved by attracting new customers or by increasing the profitability of existing customers. This will allow the company to expand its customer base.

2.1. Interest the non-consumer

In the mobile telephony market, it is a question of convincing people not equipped of the utility of owning a cell phone. 87% of French people own at least one mobile phone (source:

¹¹ « Communication marketing » Florence Benoit-Moreau, Éva Delacroix, Christel de Lassus.ed.Dunod 2011

Arcep 2016)¹² so there is a limit to the potential for expanding the customer base today in France. this observation may lead operators to develop their international strategy in countries where the penetration rate is lower.

2.2. Attract customers from competing brands

It is now a frequent strategy among mobile telephone operators which, to remove the obstacles linked to the change of operator, sometimes offer to take charge of the subscription termination procedures. To develop, the company can also work to increase the profitability of its existing customers (by building loyalty or increasing consumption). it therefore seeks to increase the quantities to buy and the frequency of purchase of current customers. Or even direct its loyal customers to high-end products. For the telephone operators, they will encourage the exchange of SMS and promote the use of the mobile telephone to the detriment of the fixed telephone. companies will do their utmost to retain customers in order to maintain a sustainable activity.

3. Choose communication targets.

The segments for which there is an advantage that would justify a communication action, will be identified and will be the subject of a deep analysis with the following objectives:

- ❖ To present the segments in general on a socio-demographic basis, the general questions must be answered: who they are, age, income, inhabited area, level of education ...)
- ❖ Explain the decision-making and purchasing processes by answering the questions: through what stages does the consumer go before making the purchase decision? (brakes, motivation, competition as a source of information, places to buy, etc.)
- ❖ Identify the different soap players having an influence on this decision-making process: there are several types of protagonist each having a role in buying or not buying:

¹² Autorité de régulation des communications électronique

- **The initiator:** at the origin of the need
- **The gatekeeper:** who slows down the purchase
- **The influencer** is a person who influences the purchase by his experience of the product, his expertise, or his simple charisma.
 - **The prescriber** has the capacity to impose the choice
 - **The decision maker** makes the final decision
 - **The buyer** carries out the transaction and is subject to the various elements that may influence this purchase (promotion, atmospheres, queues ...)
 - **The end user** uses the product or service on his own behalf.
- ❖ Understand the values, lifestyles, and personalities of people belonging to each targeted segment. It is by following its marketing objectives, analyzing its core target and respecting the means at its disposal that the company will mount its communication campaign. It will mainly focus on the core target but will also take secondary targets into account.

4. Define the communication objectives:

The main purpose of communication is to support the marketing objectives defined previously. The communication objective must make it possible to serve the marketing objective defined upstream. An effect is thus produced on the targets: to make them know it, to make them love it or to make them act.

- ❖ **To make them know it :** inform about the launch or modification of the product or service, inform about the characteristics of the brand and its advantages, explain how to use a product or a service, develop brand awareness, ensure presence at the spirit of it or simply recall its existence,
- ❖ **To make people love it:** to evolve and develop the brand image, to ensure that the consumer turns to the brand.
- ❖ **To make them act:** the consumer must, in addition to being attracted to the product, decide to buy it. It is this crossing from the intention to the decision of buying, that needs to be triggered (by a simple visit to the store, in sponsorship, etc...)

5. Make the promise

The main element of the message is the promise, it explains the different advantages of the brand and the reasons why the consumer should turn to it. For this it is possible to focus on a functional advantage of the product: performance, product intuitiveness, or on a symbolic advantage. The promise must be aligned with the identity of the product and the values of the brand and follow social trends. Developing a strategy for the communication of a company is essential for its success. To do this, the five steps mentioned above must be followed. Each of these steps plays an important role that should not be overlooked.

III. Communication plan

It is the detailed plan of what the strategy contains. These two are strongly related, even dependent on each other. This section will be composed of a presentation of what a communication plan is, its objectives, and finally its different stages.

1. Definition and objectives

¹³« As in research, the communication plan is essential, not only to know where a particular PR campaign is located, but also to gain the support of the management of the company. In fact, one of the most common criticisms of communication is that it looks too much like a one-off series of hits, unplanned and hard to measure. Very clearly, planning needs to be totally reassessed. With appropriate planning, communication professionals will be able to truly defend and account for their actions. » ¹⁴Fraser P. Seitel.

¹³ Bernard Dagenais « LE PLAN DE COMMUNICATION L'art de séduire ou de convaincre les autres » Presses Université Laval, 1998

¹⁴ Fraser P. Seitel, *The Practice of Public Relations*, Prentice Hall, 1998.

A communication plan has several objectives, including increasing earnings, improving image and disseminating information. The essential goal is therefore to clearly define a given situation so that it can intervene during its development. So, the design of this plan relates to a stage in the evolution of an organization that has realized that it must adapt to the audience or seek to impact them.

The communication plan answers the following four questions:

- What is the current situation?
- What changes do we want to make, and are they possible?
- How to make these changes?
- How to know if we have reached our goals

2. Stages of the Communication plan

To carry out the communication plan, it is necessary to follow the following steps:¹⁵ analyze the situation, define the objectives, specify the communication target, formulate the communication axis, identify the communication strategy, propose media and supports, develop the messages, specify the budget and the schedule and finally, develop techniques of evaluation.

Explanation of the stages of the communication plan:

Analysis of the current situation: this consists of analyzing the positive and negative points of the company, this is how the opportunities and threats that prevent the company from growing will be identified.

Definition of objectives: for effective communication, you have to set your goals. Objectives must be SMART, Specific, Measurable, Achievable, Realistic and Time-bound. It is this definition of objectives that will make it easier to achieve them.

¹⁵ Bernard Dagenais « LE PLAN DE COMMUNICATION L'art de séduire ou de convaincre les autres » Presses Université Laval, 1998

Precision of the communication target: The communication target can be specified by answering these questions: Who are the company's customers? What are their characteristics? What are their needs? How do they perceive the company?

Formulation of the communication axis: This is a very important decision. The choice of the communication axis is the choice of the surplus that the company will bring to its customer. At the same time, it demonstrates the positioning of the company. This axis is quite simply the promise that the company makes to its consumer. This promise must therefore be relevant, and above all, be kept by the company.

Identification of the communication strategy: In order to succeed in the communication plan, it is necessary to know which communication strategy to adopt.

Choice of messages, media and supports: Here, you have to choose all the messages to convey, and choose which medium is suitable for each of them to reach the target.

Budget and planning precision: Aside from providing a realistic picture of what is to come, budgeting now allows you to allocate it afterwards in a thoughtful way. It is important not to forget to take into account unforeseen events that may arise at any time, and also to take into account the various costs. Here are the essential costs that the budget must contain: The costs of studies, planning, creation, production, distribution, and finally, the costs of evaluation. In case the budget is limited, it is better to invest in one media and be well visible, than to invest just a little in several medias and therefore not be noticed at all. For any operation, a start date and an end date must be set, so as not to waste more money due to delays.

Development of evaluation techniques: The control of the communication plan serves to assiduously measure the impact of communication operations. The monitoring of these actions is continuous. It makes it possible to ensure a good overlap between actions, means and objectives.

Several models of communication plan can be distinguished, including the one proposed by Anne Grégory, or the one according to Ronald Smith:

The 12 steps according to Anne Gregory	The 9 steps according to Ronald D. Smith
1. Analyze	A- Research, diagnosis 1- Analysis of the situation 2- Analysis of the organization 3- Audience analysis
2. Objectives of organization	B- Strategy 4- Goals, Objectives 5- Action to be taken 6- Timing of messages
3. Objectives of communication	C- Tactical 7- Choice of tools and events 8- Implementation (Budget, porting, schedule)
4. Public delimitation	D- Measure 9- Evaluation of actions
5. Content of messages	
6. Strategy	
7. Tactic	
8. Calendar	
9. Resources	
10. Piloting	
11. Evaluation	
12. Monitoring and feedback	

Table 1: Communication plan according to Anne Gregory & Ronald D. Smith

Source: ¹⁶¹⁷

To conclude this section on communication strategy, a deduction can be made that it is essential for the reputation of the company. But to succeed in this strategy, it is essential to

¹⁶ Gregory Anne: Planning and managing public relations campaigns: a strategic approach, Third edition, 1953, P41

¹⁷ <https://www.ron-smith.com/strategic-planning-for-public-relations>, consulted on 15/07/2020 at 16pm

develop a communication plan that contains the details of the actions of the different steps to follow, so as not to get lost on the way, or lose sight of the objective.

In today's world, the Internet has come to modernize the traditional communication strategy via the support of the digital ecosystem. which drives the discussion about the digital communications in the next section.

Section 02: Digital Communication

The evolution of the internet and ICT have greatly changed the marketing practices of companies, and therefore having a real digital strategy becomes a point that no company can escape today, which is why this section will be an initiation of the concept of digital strategies, and a synthesis of the process of developing a digital strategy, how to set the objectives of the presence on the internet and what plans and steps should be followed to achieve them.

I. Definition of digital communication

Several authors have tried to define digital communication, we have tried to put forward some definitions.

Philippe GERARD defines digital communication: « Digital communication is, first of all, the digitization of information media. But beyond that, it is also to consider corporate communication as an entire ecosystem, an environment that encompasses and acts on the three dimensions of digital, digital communication also defines, in a digital ecosystem, the strategy and actions of communication to be carried out on the web, social media and mobile devices »¹⁸

¹⁸ <http://www.communication-web.net/2014/02/03/quest-ce-que-la-communication-digitale/>
consulted on 03/06/2020 at 16 :00

According to Habib OUALIDI: « Digital communication is a new discipline of communication but also of marketing. The term refers to all actions (communication and marketing) aimed at promoting products and services through a media or a digital communication channel, with the aim of reaching consumers. 'a Personal, ultra-targeted and interactive way. The new objective of companies is therefore to target their consumers not only on the web but through all digital media. »¹⁹

Digital communication is both media communication and non-media communication, and it corresponds to any communication on digital medium (internet, social networks or mobile application), for the past ten years, it has continued to develop.²⁰

II. Digital communication objectives

According to GREGORY and PINSSON, the implementation of a digital communication strategy can have four objectives:²¹

- Develop brand awareness, by improving its visibility on partner and / or high traffic sites
- Create traffic: attract qualified traffic to the site according to the set objective (sale, registration, filling out a form, etc.)
- The visitor into a buyer, by focusing on a communication on the site conveying a relevant message and which helps the visitor in the formation of his perceptions or in the achievement of a marketing result desired by the company
- Retain existing customers by implementing actions to encourage them to buy more and more often.

¹⁹ OUALID (H) : *Les outils de la communication digitale- 10 clés pour maîtriser le web marketing*, Eyrolles, Paris, 2013, p.19

²⁰ FLORES (L) : *Mesurer l'efficacité du marketing digitale*, Edition DUNOD, Paris, 2012, p. 4.

²¹ GREGORY(B), PINSSON(C), *marketing digital*, 2ème Ed, Dunod, Paris, 2016, pp. 79.80

III. Digital communication tools

With the evolution of digital, new online channels for communication have emerged such as: social networks, website, press, blog, email, videos, display, offline ... hence the birth of the POEM concept in order to organize these channels and remove all their inefficiencies

POEM is an English-language acronym used to denote various types of media exposure, which a brand can use with consumers to increase its effectiveness. POEM is then an abbreviation for Paid, Owned and Earned Media. The term POEM first appeared in 2009 on an American blog and was later popularized by the research firm Forrester.

- **Paid Media** refers to the advertising space purchased by the brand on digital or traditional media.
- **Owned Media** refers to the points and exhibition media owned and controlled by the brand. Their focal point is most often the branded website, to which can be added Facebook or Twitter accounts or a branded blog. In a broader context, points of sale, POS, signs can also be considered as owned media.
- **Earned Media** originally designates the exhibition that the brand enjoys free of charge on personal or professional media that it does not control. These are mainly mentions on social networks (Facebook, Twitter, etc.), on comment spaces (consumer reviews, comments on press articles) and viral video broadcasts. Press and social impact can also be considered as earned media.²²

IV. Digital communication channels

The digital strategy is a concept that can be defined as an approach that integrates new information and communication technologies into the communication strategy and the general

²² <https://www.definitions-marketing.com/definition/poem/> consulted on 03/06/2020 at 21 :05

strategy of the company, to contribute positively to the achievement of the objectives of its objectives. and be closer to its customers. Today, and thanks to web 2.0, digital communication signals the disappearance of media and passes through information channels.

There are several digital communication channels that can be used by advertisers:

Websites: Digital communication very often begins with the creation of a website. Even in cases where the site is not the primary point of contact, such as some brands that prefer to focus on social media. It is rare that an organization that seeks to communicate on the Web does not have a site.²³

Mobile applications: It is advantageous and likely for the company to develop applications²⁴, which facilitate communication with its customers on the one hand, and which are useful for users (for example: application for online shopping However, the mobile application must have different content compared to the website, so that it is not zapped by customers.

Connected objects: they allow advertisers to get to know their customers better, thanks to the information collected, by following their browsing on the web. The challenge for companies is therefore to define what data to collect and analyze, in order to offer a relevant offer adapted to the consumption habits of its customers and to provide them with an optimal experience and journey²⁵. The information retrieved by these objects can be useful not only to achieve customer satisfaction but also to build customer loyalty and personalize offers according to their preferences.

²³ JEAN-ÉRIC, (P) et LUCAS-BOURSIER, (J) : Aide mémoire - Marketing digital, Dunod, Paris, 2017, p.57.

²⁴ <https://www.andlil.com/entreprises-applications-mobiles-6241.html/>, (Published on 26/08/2012, Consulted on 10/08/2020 at 8pm).

²⁵ <http://www.marketing-professionnel.fr/tribune-libre/enjeux-objets-connectes-iot-strategie-fidelisationentreprises-201611.html>, (Published on 24/11/2016, Consulted on 12/08/2020 at 2pm)

Newsletters (newsletters or distribution letters): they are considered as another information and loyalty tool which consists in periodically sending topical e-mails to a base of determined contacts which creates a link of trust between the advertiser and his client. Unlike e-mailing, which aims to reach as many recipients as possible, the newsletter makes it possible to communicate directly with the intended target.

Blogs: a blog is a personal or business page that is considered to be a mixture of personal site, multimedia logbook and community site. They are both a means of expression and an intermediary conveying a message to a group. we find on a blog opinions, links, or anecdotes created by one or more author (s) in the form of articles, images or videos. Unlike websites, starting a blog doesn't require programming skills, so any internet user can blog and attract internet users.

Social networks: a social network refers to any site that allows its users to build up a network of friends or relationships, and which also facilitates the creation and exchange of information between users and between them and brands , the arrival of social media to generate the creation of new professions in the field of digital marketing such as: the social media manager, the traffic manager, and the SEO. In January 2019, 23 million Algerians are active users of social networks, which represents 54% of the total population

Since social networks represent a crucial part of digital communication, light will be shed on this important channel in the next section

Section 03: Social networks as part of digital communication

I. Definition of social networks

« A social network is not just a collection of people. The word ‘network’ emphasizes the relationships between these people. Defining a social network means defining the people who make it up, the relationships between them and the structure that these relationships form. »²⁶

Obviously, the sociological definition is very broad but in a marketing approach, social networks are generally defined as websites that allow the creation of a network of friends or professional acquaintances who provide their members with tools and interfaces for interactions, presentation and communication.

II. History of social networks

The phenomenon of social networks appeared in 1990. The first structured network was Classmates in 1995, followed in 1997 by www.sixdegrees.com which for the first time offers a set of significant features. From 1997 to 2001, with the explosion of the Internet bubble, many social platforms were created with very different trajectories in terms of sustainability, to the point of being in 2003 the first model of the Web. The time of the “giants” came with the launch of Myspace in 2003, followed by Facebook in 2004 and Twitter in 2006.

Social networks occupy a remarkable place in the daily life of many people today. The constantly increasing figures and statistics obviously confirm this observation. Social media users, whether private or professional, find themselves increasingly passionate about

²⁶ DIGOUT, (J) et BESSON, (L) : Le web social : le Web 2.0 au service de la création de valeur, éditions Vuilbert, 2016, p.39. Own translation

communication via the Web. Moreover, the use of these networks is gradually being adopted within companies. However, to better integrate their role as a tool for brand awareness and development, the use of social networks must suit the identity of the company, meet communication needs and participate in the visibility of the brand.

Social Media Platforms	Year of Launch	Description	Number of Active Users (in Millions)
Facebook	2004	A social networking site that allows people to build public profiles and establish explicit connections with others in their social network (Boyd and Ellison 2007)	2,271
YouTube	2005	Video-sharing platform/content community (Kaplan and Haenlein 2010)	1,900
WhatsApp	2009	Application allowing the sending of text messages and voice calls, as well as video calls, images, and other media, documents, and user location	1,500
Facebook Messenger	2011	Instant messaging app and platform	1,300
WeChat	2011	A Chinese multipurpose messaging, social media, and mobile payment app	1,083
Instagram	2010	A social networking site that provides users with video- and photo-sharing possibilities	1,000
Sina Weibo	2009	A Chinese microblogging website	446
Snapchat	2011	A multimedia messaging app; a defining feature is that “snaps” dissolve after a few seconds	287
Pinterest	2010	Social networking site where any web image or personal digital image can be posted (pinned) to a digital scrapbook, where it can then be viewed by the public (Phillips, Miller, and McQuarrie 2014)	250

Table 2: Overview of Popular Social Media

Source: Statista as of January 2019.

III. Types of social networks

Social networks have become indispensable for both individuals and companies, however, to use them effectively, it is necessary to fully understand their nature and their uses. Given their growing number, social networks are distinguished into several categories:

Personal networks: We find them at the center because they are those which are most linked to the individual. We call them personal because they are intended for sharing with friends, family, close entourage.

Visual and sound networks: They focus on a media. There are major platforms such as YouTube or SoundCloud. These networks aim to share a passion, creations, or create playlists and albums.

Micro-blogging: Introduced by Twitter, micro-blogging is unique in that it is geared towards short messages. They can be limited in number of characters (140 for Twitter) or out of habit (Tumblr), it is customary to opt for short posts: a photo, an animated image, possibly with a line of text.

Information networks: They aim to promote a type of information created by a natural or legal person. Most of the time, this is original content on a topic. There are the major blogging platforms.

Professional networks: This is not about advertising networks, but networks that allow you to stand out in the world of work. You create your own profile, indicating your background, skills, attached CV and you can get in touch with collaborators, customers or prospects.

Dating networks: These networks allow users to come into contact according to common interests. An increasingly frequent feature is geolocation allowing you to meet people close to you.

Bookmarking networks: It is about collecting information from different sources and bringing it together. This makes it possible to highlight a good analytical capacity, a certain knowledge of a given subject, without having to create the content, which saves significant time.

IV. The top social networks used in 2019:

According to GlobalWebIndex - Flagship Report 2019

Facebook: a social network created in 2004, available on different platforms (mobile and computer), which allows its users to post photos, videos, files, create groups, chat and even use applications. It is classified as the first social network used in the world and even in Algeria. In 2019, according to "we are social" studies, 22 million Algerians are active Facebook users, which represents 90% of all internet users in Algeria. .

Instagram: a social network that is used to share photos and videos, founded in 2010. It is available on mobile and even on computer but with limited functionality (for example: users cannot send messages on Instagram using a computer). In 2019, 4.4 million Algerians use the Instagram application.

Twitter: a micro blogging social network (microblog), founded in 2006. The purpose of creating this network was the frequent dissemination of information by limiting itself to the minimum useful, in other words a blog but with short texts. In 2019, 482,000 Algerians are active Twitter users.

Snapchat: an application created in 2011, available only on mobile, it is free, and it allows you to share photos and videos, but each publication has a limited visibility period. 2.35 million Algerians use this application in 2019.

LinkedIn: is a professional social network, which was created in 2003, it aims to create links between recruiters and job seekers, and it also allows sharing of multimedia files. 1.8 million Algerians are active users of this network in 2019.

Youtube: a social media, created in 2005, on which users can post, rate, comment and watch videos, it is ranked second (after Facebook) in the list of the most used social media in the world.

TikTok: a mobile application created in 2016, which allows you to share videos of dancing, challenges, and even imitation. It is mainly used by teenagers, who subscribe to different accounts, comment on posted videos and who also create their own videos. During the first quarter of 2018, TikTok was downloaded 46 million times (more than Facebook, Instagram and WhatsApp) and in 2019 the application has 500 million active users.

The importance of the development of ICT in the world of marketing, and the privileged place that these digital strategies have taken in our world, and how they were able to change our lifestyles and our behaviors, were the pillars and the big sources of the interest that was given to digital strategies, and thus it was traced in this first chapter, by identifying the communication strategy and then secondly giving an introduction to the concept and how the development of digital strategies is made and by focusing on the key approaches in order to better understand them, and at the end the marketing communication channels which are the support of a strong digital strategy to reach the public, all of these are significant parts of the concept “digital strategy”, and which have a strong relationship with our second variable, which is the “perceived brand image”, and which is an integral part of consumer behavior in general, the one that will be discussed and detailed in the second chapter.

CHAPTER TWO:

Theoretical approaches of brand image

Introduction of the chapter

Nowadays, the product is judged by the brand image it reflects, which is why companies seek to retain their customers. Listening to the public is essential to ensure that the brand image reflects its identity and is consistent with the customers it targets, and the values of the company. However, the company must be on constant watch because a person not only buys a product but also buys a brand. It is therefore a determining factor in the consumer's purchasing decision, especially when it comes to a thoughtful purchase.

And to start, a small overview of the history of brand image will be presented.

Section 01: Brand in general

The brand is a benchmark for the customer, in other words, the customer knows what to expect from the offer. And for Walter Landor, founder of the consulting firm Landor Associates « The brand is a promise », In the following section, the concept of brand image will be furthermore discovered, its definition, its role and its types.

I. The concept of brand

The history of the brand²⁷ begins in the middle of the 19th century, with the arrival of the radio, the phonograph, the automobile, the light bulb as well as factories.

It is through the latter that the assembly line work begins, that is to say the standardization of products. The brand image becomes important because in certain industries it is impossible to distinguish the products, uniforms manufactured in the chain, from its

²⁷ Marrie-Pierre-Olivier., « Revue de la littérature sur l'image de marque et la fidélité à la marque », septembre 2004, P9, Own translation

competitors for example such as ketchup, butter, soap, these are products that are difficult to distinguish. The only distinction then becomes the image of the brand. The role of the latter is the identification and authentication of goods.

During the 19th century and the first half of the 20th century, the world industrialized, and the trademark took the name of the inventor of the product. These brands are still numerous: for example, Nestlé (milk flour by Henri Nestlé, 1867).

The brand is present in our daily life at all times. More than a million brands are registered each year in the economy. Several thousand brands are available simultaneously in major shopping centers. Several dozen brands are used every day in each family.

A brand can be granted to a distributor in return for royalties. It is in itself a market value. On this basis, many companies seek to build strong brands. Building a strong brand is essential, a long-term goal that requires high and continuous investment.

II. Definition of the brand

Today, brands are intangible assets essential to a company's marketing strategy. Indeed, some brands are worth billions, so managing your brand effectively is one of the company's priorities. As we can see there are many brands in many product categories around the world. Every day we are in contact with an impressive number of brands throughout our day. The question we ask ourselves is what the brand is?

According to the American Marketing Association 2009, a trademark is: « a term, sign, symbol, design, or a combination thereof intended to identify a good or service of a seller or a group of sellers and differentiate it from those of the competition »²⁸. A brand therefore allows a

²⁸ Fedoua Bougatta « les antécédents à la vraie fidélité à la marque », mémoire, mai 2011, P6,
Own translation

company to differentiate its product from competing offers that meet the same need. Beyond its function of identification and differentiation, the brand is a promise made by the seller to the buyer. Indeed, the term brand can be articulated around six poles²⁹:

- **A set of attributes:** A brand evokes a set of characteristics that belong to it, for example Mercedes expresses strength, durability and high cost ...
- **A set of benefits:** The brand communicates the functional or emotional benefits associated with it, so sustainability means that "I don't have to buy another car for years"; solidity "I am safe in the event of an accident".
- **A set of values:** the brand expresses the culture of the company that is its origin. In the case of Mercedes, it expresses performance, prestige and tradition. It is essential for the brand manager to target customers who are interested in his same values,
- **A culture:** the brand at the same time expresses a cultural affiliation. Fiat is Italian, Renault is French.
- **A personality:** the brand projects a certain personality. What would it be if she were a person? an object? an animal? Mercedes might be a lion, a boss ...
- **A user profile:** the brand evokes a user profile, for example a Mercedes will not suit a person of twenty years, we rather imagine a senior executive in his fifties or over.

²⁹ Alaoui « Document Pdf sur le management des marques » P2, Own translation

III. Brand roles for companies and for customers

A brand also plays other essential roles, indeed according to Keller. K. L, Aperia T, and Gergson. M. (2008)³⁰, a brand can play six fundamental roles for the company, and seven fundamental roles for customers.

1. Brand role for companies

The brand plays six fundamental roles for companies:

A mean of identifying a product to be able to easily trace and automatically track this product. Concretely, brands help to manage stocks and produce accounting reports for a company;

A brand that offers legal copy protection of a product and these unique features. Indeed, the trademark comes under intellectual property law for example: brand names, logos and packaging are registered and protected to prevent any other companies from reusing them. this allows a company to invest risk-free in its brand without fear of competitor copy.

A brand which is also a signal of a certain number of product quality, satisfied customers and could therefore easily choose to buy back the product (s) of this brand.

A strong brand therefore builds customer loyalty. This brand loyalty creates a barrier that makes it difficult for other companies to enter a market.

³⁰ Keller. K. L. Aperia T. et Georgeson. M, “Strategic Brand management” 2008, P205

A unique association that differentiates the product from competing offers, the brand therefore contributes to expressing and transmitting to the consumer the desired positioning for the company;

A brand that can even become a source of competitive advantage: the brand strategies carried out by the company over the years and the experiences of customers with the brand have made it possible to create associations with this brand which are strongly involved in the brand. mind of customers.

A brand is a source of financial return for a company. Indeed, a brand can be compared to a goodwill or intangible capital, the result of several years of investment.

A brand is therefore an asset for the company; however, a brand does not only play a role for companies but also for customers. But what then are the roles that a brand can play for its customers?

2. Brand roles for customers

The brand plays seven fundamental roles with customers³¹:

The brand makes it possible to quickly and easily identify the products it offers. It allows responsibility to be attributed to a manufacturer, so a brand represents a public commitment, it empowers the manufacturer, because he is committed to providing customers with a specific level of quality that is constant over time.

The brand helps reduce time, making it easier for customers to reduce the time spent on purchasing. Indeed, a brand is a useful vector of information for customers, which allows them to know at low cost all the offers that are offered to them. The mark provides information on the

³¹ Lendrevie J. et Levy. J «Mercatour, tout le marketing à l'ère numérique », Paris, Dunod, 2014, Own translation

price, quality, origin of a product and much more. The customer uses all his information to guide his choices according to his needs or consumption situations;

It reduces the perceived risk of customers faced with an often-difficult choice due to the wide choice of offers, the information perceived helps to reassure the customer and provide a response to his stress in the face of perceived risks. A brand is therefore particularly important when the customer's involvement with the product is strong and when the customer has difficulty in initially evaluating the performance of the product;

Create a pact between brand and customer: the relationship between a brand and a customer can be seen as a pact. Customers give their trust and loyalty to a brand considering that this brand provides constant performance over time. It must promise the same services regardless of where or when it is purchased.

Convey a symbolic value: It allows to convey the intrinsic characteristics of the product, but also a symbolic value which can lead customers to assess more favorably this product used or consumed. A brand can be a way for customers to communicate their differences, their originalities or their personalities.

A quality signal: it is associated with a certain level of quality which constitutes a guarantee and gives confidence to the customers.

In fact, a company's reputation plays a major role in its ability to influence its customers. Reassuring customers by building trust is therefore even more fundamental in the B to B market than in the B to C market. A more in-depth explanation of reputation will be exposed in the second section.

In conclusion, the brand is at the heart of marketing strategies because it plays various essential roles for companies, but also for customers.

IV. The different types of brands:

It is common to distinguish between brands of manufacturers, distributors and the newer Internet brands. They are all brands, but they differ in certain aspects.

1. Manufacturer's brands

³²Historically, manufacturers' brands were the first to appear. Certain craftsmen, in the days of ancient Greece and Rome, already signed their production, affixing a distinctive mark. In the Middle Ages, the guilds of craftsmen used seals which guaranteed the origin of their product. But manufacturers' brands have especially developed from the industrial revolution of the nineteenth century. Most of these brands, mostly patronymic and now more than a century old, still exist: Poulain (1848), Nestlé (1867), Maggi (1884), Michelin (1889), Peugeot (1896), Renault (1899). The 20th century, with the spread of marketing techniques in businesses, was very productive in brand names of manufacturers. We have indeed seen a proliferation of brand names signing a single product with a promise: Ariel, Vizir, Dash, Bonux at Procter & Gamble for example. Today, Manufacturers' brands continue to dominate the market, tend to cover more and more products and must innovate relentlessly to counter private labels and justify their price differential from them.

A special case of a manufacturer's trademark is the ingredient brand. This is a brand that is only used to name a component of a marked item. It is used by certain industrial companies which sell their specialties to their customers, also industrial, by signing it in order to influence the general public. This is the case of American chemist Dupont de Nemours, inventor of Nylon, Lycra, Kevlar, Teflon; of Gore, creator of the Gore-Tex brand; of NutraSweet Company and Intel Corporation with their trademarks of the same name. These ingredient brands are the subject of communication, in order to develop their notoriety and their image.

³² ⁶Chantal Lai “ La marque”. Edition, Dunod, Paris, 2005 P25 Own translation

2. Private labels

³³The private label is not a recent phenomenon: Born in Great Britain in 1869 under the aegis of Sainsbury and then Marks & Spencer with Saint Michael, it was established in France with Coop in 1929.

Article 62 of the Law of May 15, 2001 relating to new French economic regulations defines as a product sold under a distributor's brand « the product whose characteristics have been defined by the company or group of companies which sells it to the retail and who owns the brand under which it is sold. » Private labels are therefore brands developed by a distribution company that owns them and whose products are sold exclusively through this distributor. The private label can bear only the name of the sign (we speak of a brand-sign, like Auchan) or a specific name endorsed by the name of the sign or only a name that is own brand (we speak of own brand, as a benchmark brand at Leclerc or Quechua, the Decathlon brand specializing in mountain sports). Distribution brands can be manufactured by the distributor himself (the Intermarket case) or subcontracted to a manufacturer, generally an SME.

3. Internet brands

³⁴Internet brands are recent since they appeared in the early 1990s. They cover different issues depending on whether we are dealing with brands created specifically for an online activity (Yahoo, Amazon), traditional brands that use their own name on the internet (fnac.com, sncf.fr, lipton.fr) and traditional brands that use a new name to develop or communicate on the internet (ooshop.fr, the Carrefour cybermarket; the former Casino cybermarket).

³³ Chantal Lai Op.cit. P 26

³⁴ Chantal Lai Op.cit. 2005, P 27

They can offer three types of services: transactional services, by selling products or services online (telemarket.fr, lastminute.com); informational services, offering a service free of charge or not (google.fr, aufeminin.com); or even relational services, by offering free or not to be part of a group or a club (barbie.com) Transactional sites are mainly linked to functional, utility dimensions: comfort, efficiency, practicality . The informational and relational sites seem, for their part, to have a strong hedonistic dimension, in addition to the non-negligible functional dimension.

To sum up, a brand represents the sum of people's perception of a company's customer service, reputation, advertising and logo. And when all of these parts of the business are working well together, the overall brand tends to be healthy. It is thus important to explore the different aspects of the brand, which will be the object of the next section.

Section 02: Brand image

« We do not longer buy products. We buy brands. »³⁵

A brand can be defined as all signs that are reported graphically, a special word, a personal name, figures, letters, numbers, the shape and look of a product and the packaging³⁶. The development of brands has been quick, and they are of great importance nowadays.

In this section, the importance of image will be discovered, starting by giving the definitions of reputation, branding, brand notoriety and everything related to the brand. Next, the different measures of branding will be explained.

³⁵ Lagergren, H. (1998)

³⁶ Melin, F. (1997)

I. Reputation, brand image and notoriety:

The concept of brand image is often confused with the following concepts: notoriety, reputation, it is therefore it is very important to distinguish its concepts and to build the links that exist between the brand and its image.

1. The reputation:

According to the Larousse of 2009 dictionary, reputation is: "the way in which someone, something is known, viewed by an audience". But also "the favorable or unfavorable opinion of the public for someone or something."³⁷

In this case it can be said that reputation has two aspects: The perception of someone or something by a "public" (means a community of people, or an individual) and the result of the cognitive process leading to formulating an opinion. Reputation can therefore be a result, more than a cause.

The individual receives signs that he interprets. These signs are sent voluntarily or not («we cannot do without communication³⁸»). The receiver of these signs creates to himself an image of what he has perceived, of the evaluation he has made, according to his own scale of value.

Since reputation is present in everything (object, person, event), in this case, it can be said that the image perceived by the individual is a so-called brand image.

³⁷ www.Larousse.fr 23/08/2020 Own translation

³⁸ Paul Watzlawick, *An Anthology of Human Communication, Text and Tape*, 1964, Science and Behavior Book p 79- 80 "site internet" <http://caddereputation.over-blog.com/article-36423098.html>

Indeed, the brand is a set of signs, the mix of all the elements that give it meaning: **name + logo + communication = brand**, or any other element used to identify a product or service and to differentiate it from that of competitors. This term applies to organizations that all have a «brand».

2. The brand image

The image of a brand is the set of tangible and intangible representations associated with a brand and organized in the memory of the individual.

The components of a brand's image are based on all the knowledge we have about a brand: name; identification system; history of the brand; product category; competitors; product attributes; consumer benefits; price; places ; times and forms of consumption; buyers and consumers; stars and characters attached to the brand; brand personality.

According to Jean-Jaques-Lambin, he provides a precised definition of the brand image, for him it is all about: “all the mental, affective and cognitive representations that a person or a group of people make of a brand.³⁹”It has three levels of brand image:

- The perceived image: the way in which the target segment (the target audience, on
- which we project the image) sees and perceives the brand
- The true image or the reality of the brand with its strengths and weaknesses, as it is known and felt by the company
- The desired image: the way the company wants to be perceived by the target segment

and which results from a positioning decision

³⁹ Jean-Jacques Lambin, *Marketing stratégique et opérationnel, Du marketing à l'orientation de marché*, 7^{ème} Edition Dunod, Paris, 2008 P 405, site internet <http://caddereputation.over-blog.com/article-36423098.html> 23/08/2020
Own translation

So, reputation, as it was defined it previously, can therefore be associated with "The perceived image" defined by J-J Lambin. The "true image" would then be the reputation of an organization as seen by its members. "The desired image" is the image the organization projects to its audience.

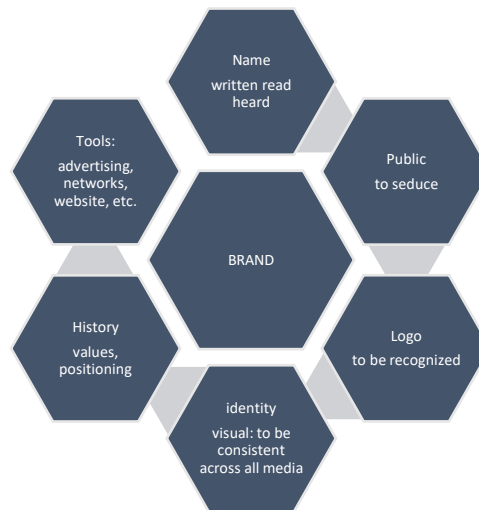


Figure 1 What is a brand?

Source : Cyril Gaillard. « Comment créer votre marque et la faire vivre », Edition Dunod, Paris 2013, P10 Own translation

3. The notoriety

If it is associated this notion with "brand", brand notoriety becomes the measure of the degree of presence of a brand in the minds of individuals. This is the result of the image projected by the organization and the reputation that has arisen in the minds of individuals.

There are two levels of notoriety⁴⁰:

- The complete lack of knowledge of the brand is considered to be degree zero of notoriety.

⁴⁰ Ladwein Richard, « stratégies de marques et concepts de marques », Lille, France, 1998, P16 Own translation

- The simple knowledge of the consumer of the brand is defined as being an assisted notoriety.
- Notoriety is apprehended at three levels: first-rate spontaneous (top of mind), spontaneous and assisted.

Notoriety is apprehended at three levels: first-rate top of mind, spontaneous and assisted.

3.1. Top of mind notoriety: a brand immediately in mind

We can translate top of mind by “spontaneous first-rank notoriety”. When we ask a question to find out the spontaneous notoriety, we note the order of citation of the brands. Top of mind notoriety is the percentage of people who cite the brand first. “Tell me about a brand of coffee that you know, eg Nescafé...

3.2. Spontaneous notoriety: brand present in mind

The spontaneous notoriety rate is the percentage of people who spontaneously cite the brand. The question asked is then an open question "Tell me about all the brands of coffee you know. "

3.3. Assisted brand notoriety: known brand

The assisted awareness rate is the percentage of people who say they know a brand presented in a pre-established list. In this case, if we study the reputation of a coffee brand, we ask the following question: "Among its brands ... (a list of brands follows) which are the coffee brands that you know? "

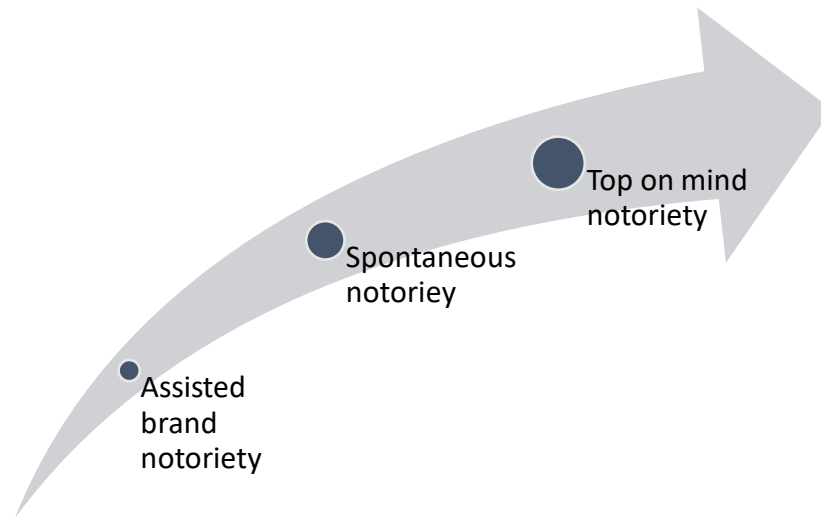


Figure 2: Types of notoriety, Source: internet

II. The different forms of brand

Brands can come in different forms. Thus, we can distinguish the verbal sign from the visual sign or from the sound sign or from the shape of the product⁴¹.

- The verbal sign can be a name or even a slogan, a pseudonym, letters or numbers. The brand can take the name of the creators which is very common (ikea, Citroën...) in this category we find the largest part of the brands.

- The visual sign represents logos or designs but can also be characterized by a color identifying the brand, such as the famous Lacoste crocodile or the Peugeot lion.

- The sound sign is often represented by a "jingle", which is the sound expression of the brand's slogan. The intonation given to this jingle can give the sound brand a recognition value vis-à-vis the consumer.

⁴¹ Courtemanche Louise, « L'image de marque et le branding : bien plus qu'un simple logo, Luxembourg, 2001, P8
Own translation

- The shape of the product an example can be given like the shape of the Coca-Cola or Orangina bottles which make the two products unique.

III. The importance of the brand image

The brand plays an important role in meeting the needs of consumers in order to satisfy them and meet their needs.

«Factories make products, consumers buy the brands, products can be copied by competitors, brands are unique, products can go out of style easily and quickly. On the other hand, the big brands are eternal⁴²»

This definition explains to us that from the consumer's point of view, the brand provides him a guarantee and satisfaction during a purchase, and for companies a strong brand is a source of value in the short term as well as in the long term.

David Aaker (1992)⁴³ indicates that brands that are important to consumers represent a source of many privileges and benefits for businesses. He summarizes the brand's contributions to the company as follows:

A client portfolio base that represents a source of lasting profits for the company. In a competitive market with an almost similar offer, it becomes very difficult for the company to recruit new customers:

⁴² Aaker. D. A. « Le management du capital de marque » , Dalloz, 1994, P3 Own translation

⁴³ Aaker. D. A.” the value of brand equity “, the journal of business strategy, p 27 Own translation

- An effective marketing mix, so far as the management of the four elements of a product mix makes it possible to create a positioning for the company in the mind of the consumer through images, colors or symbols;

- Provides the possibility of higher margins, as a loyal consumer becomes less sensitive to price increases as well as to the promotional practices and marketing actions of the competition;

- A brand extension in other product categories becomes easier and more profitable since the customer already knows the positioning of the brand and has already had a positive experience with it. Adapting a new product under the same brand will be easier than switching to another unknown brand.

- Put the company in a position of strength next distributors by favoriting better negotiation conditions. A company that has reputable brands that are strong with consumers in its assets benefits from the advantages and added value from suppliers and distributors.

IV. Creating a brand image

The brand image, more commonly known as "Branding", corresponds to the capacity that a company has to convey the values of its capacity and therefore to orient consumers' perception of the company and its products⁴⁴.

Succeeding in conveying a coherent and relevant brand image is therefore essential to the success of a company.

⁴⁴ Mylène Rajotte « développer et gérer sa marque » gouvernement du Québec, 2009, P 6 Own translation

1. Establish a brand identity

Brand identity remains the essential thing in building a brand image. Indeed, it is essential to determine what are the characteristics of the products and / or services that make them unique and that will allow the company to stand out from the crowd. It is also important to know the consumers likely to be interested and to allow the company to orient itself towards a certain identity rather than another.

So, you must know your brand and ask the right questions:

- How do you want your brand to be perceived?
- What are the main characteristics of your brand?
- What type of consumer is likely to be interested in your products?
- How do you stand out from your competition?

2. Create the message that will convey your brand image

Once the identity is defined, the company will have to create the message that is conveyed through various media and means of communication.

Default branding is how the company is viewed by consumers. It is therefore crucial to address these customers in a familiar way, in a language that they understand in order to occupy an important place in their minds.

In order to create your message, you have to ask yourself:

- What message do you want to promote?
- What does your brand have to say and what it can do for consumers?

- How should it be perceived?

3. Defining a design is consistent content

Once the brand positioning is established, it is important to communicate the brand strategy to the target customers. It's about integrating design throughout in a consistent and professional manner, keeping in mind that the consumer is sensitive to details.

It is also about determining the personality of the brand. If this one was a person, what personality traits would accurately describe her? Then these personality traits will be transposed into each of the communication elements (product design, promotional item, packaging, brand name, slogan, company website, etc.). to select colors, fonts and characters to match the brand's personality type⁴⁵.

In order to ensure respect for the visual identification of the brand as well as an integrated and uniform use of the brand, the design of a graphic and suggested standards book. This tool contains the general rules for the use of colors, typography and formats for the logo, symbol and signature of the brand.

The "brand name-logo" couple must express through their personality, the clear positioning, skills and core values of the company.

- **Brand name:** one of the first attributes of a brand is its name and it is intended to be pronounced to be remembered. In order to strengthen the power of a brand, the brand name should meet certain criteria: Reflection of the essence of the brand, memorable (assumes the brand name is simple and fairly short. The repetition and consistency of a brand name lose their strength when the name is long and complicated) and protectable.

⁴⁵ Mylène Rajotte Op.cit. « Développer et gérer sa marque » Own translation

- **Logo:** is an attribute of the brand's personality that is supposed to complement the brand, clarify it, refine it and affirm its presentation to the public. Like the brand name, the logo should ideally meet certain criteria:

Easily reproducible, easily recognizable and memorable, clear (unambiguous), original, current.

4. Spread the brand image

The expression of the brand must first and foremost be reflected in the company's marketing mix, which assumes that the products or services, their price, the communication channels to the distribution networks must reflect the promise of the brand.

Then, you have to communicate your brand, there is no point in offering products or services that are distinct from the competition if no one knows the exact added value of the yours. It is therefore important to always remind customers of the expertise of the company, and this on a constant basis. To do this, a good marketing communication plan must be established, ideally from the start, to ensure that the message delivered is constant, clear and that it is addressed to the target clientele⁴⁶.

Finally, investing in advertising is not only a powerful tool in building brand reputation, but it also serves to maintain that reputation once it is achieved. For one brand to be chosen over another, it must first be found in the choice of customer consideration. Advertising, by improving brand awareness, increases the company's chances of being seen as a potential choice.

In conclusion, we can say the brand image has become a very important factor for companies and mainly with new means of communication and digital, which facilitates the interaction between the consumer and the brand image, the brand image can be impacted,

⁴⁶ Myléne. Rajotte Op.cit. « Développer et gérer sa marque » P 24 Own translation

positively or negatively. And can be also measured which allow us to pursue the objective of the company's strategy.

Section 03: The main tools for measuring brand image

In this section, we will dive much deeper into what is known as brand knowledge. This knowledge can be subdivided into three different measures of knowledge⁴⁷ :

Assessed knowledge (subjective): It represents the level of knowledge that the individual thinks he has about the brand;

Objective knowledge: It represents the level of knowledge that an individual really knows about the brand;

The experience: This is based on the number of purchases and the frequency of actual use of the brand.

I. Advertising pre-tests

An advertising pretest is an advertising act or message that is carried out before the implementation of a large-scale advertisement campaign. Its main aim is to ensure the effectiveness of the following campaign and its message by testing out different versions and finding out the best way to deliver the message. It is usually carried out by presenting the message to a narrow sample of the target group and then measuring the perception of the message and its effects on the sample.

⁴⁷ KORCHIA Michael, *Connaissances des marques stockées en mémoire par les consommateurs : modèle théorique et Test empirique* [Knowledge of brands stored in memory by consumers: theoretical model and empirical test], Marseille, France, 2001. p 354, available at :

<http://www.watoowatoo.net/mkgr/papers/these.pdf> p.74 Own translation

For these tests, we often use traditional techniques. In the first phase, consumers are invited to watch television shows. Test messages are broadcasted among other messages. Afterward, people have to choose their favorite brands by product category, in particular, those tested.

1. Explicit metrics

When the consumer makes the purchasing decision, they seek to remember the advertising message and what the brand stands for. The main factor that indicates how the consumer's needs will translate to action is the degree to which they have learned the message of the brand.

The effectiveness of a specific advertisement and that of the brand more generally will be evaluated from the words stuck in the consumer's mind. This is an explicit metric since it focuses on one person and what that person takes away from an explicit message. Sometimes there can be a distortion between what the consumer has memorized, and the information given. In this case, the person does not return what they "learned" from the advertisement but adds other associations or incorrect fractions to it.

2. Implicit metrics

The implicit metric is useful for advertisers to determine what consumers know about their brand, regardless of where the information comes from. We can distinguish different types of metrics or measurements :

- Memorization: It measures the effect of exposure to advertisements on brand memorization.
- Spontaneous notoriety consists of measuring the effectiveness of advertising by asking consumers to cite the brands they know for a category of products.

- Attitude study: consists of determining the perception of the brand, not what consumers know about it. In this method, they make a judgment on the basis of the different criteria of the mark.

These pre-tests aim to determine what causes consumers to shift their preferences towards certain brands instead of others.

II. Surveys and studies

Surveys and studies are the most reliable tool for a business to receive feedback from consumers.

There are several types of studies and surveys; for instance: customer satisfaction studies, market research, brand notoriety, etc.

All of these surveys and studies are different from one another and they each pursue a different objective in relation to the company's strategy.

For such a project, the first step is to assign a study manager within the company. They will be in permanent contact with the marketing managers in order to define the theme of the study, the context, the goal or objective and the methodology pursued. Once this information has been clarified and the schedule is agreed upon, the study can then begin. The need for information and the nature of this need play a key role during this phase, in order to determine the type of study to be conducted (satisfaction or notoriety study, etc.).

The deadlines and the cost of the study are essential elements for the marketing manager to determine at the launching stage of the study⁴⁸.

⁴⁸ KORCHIA Michael Op.cit. <http://www.watoowatoo.net/mkgr/papers/these.pdf> p 75 Own translation

In the case of a study, it is crucial to take one's time and not move forward too quickly at the level of preparation so as not to have unpleasant surprises regarding the results. The quality of the study and consequently of the information provided by this study depend directly on the quality of the preparations that were made.

III. The different types of studies

Marketing studies will provide the business with the necessary information that will aid in marketing decision making, assuming the triple responsibility of diagnosing information needs, choosing the variables to be measured, and checking the validity of the information. Above all, it is necessary to define the context, to think about the objectives in relation to the problems to be solved, the issues raised by this problem, the target(s) that are interesting to question. Here, we will mention a few of the most common types of studies:

1. Documentary studies

This type of study consists of collecting general information on the target market. Accessible data can be free or paid. Usually, the paid data is more qualitative, because more precise. It can be, for example, the results of a specific study that was done beforehand and whose subject was close to the current problem. Information can also come from both internal and external sources. For internal company sources, the information comes from employees (e.g. turnover by type of business, consumer reaction, etc.) As to external information, it comes from other organizations.

2. Panels:

A panel is a sample of fixed people, from which the observer collects information on a regular or irregular basis. Repeating studies makes it possible to take note of developments and to compare these assessments with other observations in order to determine trends and anticipate changes in the market and among consumers.

We distinguish between consumer panels, panels of distributors, and mixed panels. The size of a panel and the frequency of observation are linked to the very definition of its population. The question of cost also plays a role in the company.

For brands in mass distribution, this tool is almost essential to monitor, for example, brand loyalty. The tool also makes it possible to define in which life cycle the brand is located, depending on whether the flow of information is more or less regular.

This change over time helps determine variations in brand perception and the influences of the emergence of a new brand on the corporate brand. The downside of this type of study is its high cost. Therefore, this tool is not intended for small businesses, for which the price/quality ratio of these studies might be deemed insufficient.

Mixed panels are groupings of panels of both retailer and consumer panels that allow us to see the effect of marketing activities at the brand image level.

3. Quantitative studies

These studies are also known as "Ad hoc studies". They are used to obtain exclusive information that is not provided by documentary research at a given time.

We distinguish between polling, census, interviewing, observation, interview surveys, and correspondence surveys.

The difference between censuses and surveys is that a census is for the general population, whereas a survey is limited to a representative sample. From this sample, the results can be extrapolated to the whole.

In the case of brand image, we can thus determine the percentage of people who regularly buy the brand because of its image and the positive perception of the consumer⁴⁹.

4. Qualitative studies

This type of study is the most important for analyzing brand image and consumer perceptions. Any change in the brand must be accompanied by such a study, in order to validate the effects of the changes.

In this scheme, the pre-tests constitute the validation tool for creative proposals in a brand modification project and are carried out before the change. Once the choice is made and the brand is changed, then qualitative studies intervene to collect information related to the result of the change.

The different tools for performing a qualitative study are individual interviews, group meetings, and observation.

Individual interviews are intended to collect information expressed verbally in a quantitative study. It is a face-to-face meeting between a maintenance specialist and a consumer chosen for their own characteristics corresponding to the profile sought by the company.

Group meetings consist of 8 to 12 people so that each person can express themselves freely. The objective is to create a synergy between all the members of the group to achieve a collective result greater than the sum of individual results.

⁴⁹ KORCHIA Michael, *Connaissances des marques stockées en mémoire par les consommateurs : modèle théorique et Test empirique* [Knowledge of brands stored in memory by consumers: theoretical model and empirical test], Marseille, France, 2001. p 354, available at : <http://www.watoowatoo.net/mkgr/papers/these.pdf> p.98 On 24/08/2020 Own translation

This is mostly possible since a person expresses themselves differently in a group than individually. People are mainly gathered to express their motivations, reservations, behaviors, and needs which can then be used by the company to assess the brand currently deployed and to determine possible image changes for the future. In some cases, quantitative and qualitative studies are mixed for better results.

To conclude this chapter, we will say that brand image plays a paramount role not only for the survival of the company but also for the consumers. On one hand, it is evident that the brand is an important added value to the company. A recognized brand that is well designed allows the company to make more profit and maintain a special place in the minds of consumers. On the other hand, for consumers, good branding makes it possible to meet their real needs in order to satisfy them in the best possible way. A win-win situation.

However, the company must pay attention to the image it projects in contrast with the image perceived by consumers and to constantly make sure that there is no contradiction between the two.

To achieve this, the company can conduct pretests and surveys and studies among its consumers to measure the position of its brand image in the market and in the minds of consumers, in order to take action if necessary and keep the gap between what it wishes to advertise and what the consumers perceive as narrow as possible.

**CHAPTER THREE: THE
IMPACT OF DIGITAL
COMMUNICATION ON
THE BRAND IMAGE OF
THE COCA COLA
COMPANY**

Introduction of the chapter

With the advent of digital technology in the daily life of consumers, facing a lot of generations more and more connected and with the emergence of new communication media, brands had to adapt their communication strategy in order to continue to reach their target in an innovative way. This is how digital communication and the passage through digital channels have gradually developed and taken a prominent place in the strategies of brands.

Through this chapter, we will assess the effectiveness of the digital communication of the Coca-Cola company in transmitting the brand image and brand message that the company desires to convey to its consumers.

First, we will introduce the company Coca Cola, its history internationally and in Algeria, its main objectives and vision, and a glance on its communication strategy. Then in the second section, we will describe our research methodology, to finish with the key findings and their analysis.

Section 01: The fieldwork

In this section, we will get to discover the Coca Cola company, and introduce the strategy of its most famous brand «Coca-Cola», the brand upon which our research will be conducted.

I. The Coca Cola Company

The Coca-Cola Company is the world's largest beverage company, owner of over 500 brands of soft and still drinks. With Coca-Cola in the lead, the most popular brand in the world, the company's portfolio represents \$ 15 billion in brands, including: Coca-Cola Light, Fanta, Sprite, Coca-Cola Zero, Vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle.

Globally, Coca Cola is the No. 1 producer of soft drinks, ready-to-drink coffees, juices and juice drinks. Through the world's largest beverage distribution network, consumers in more than 200 countries consume its products at a rate of approximately 1.7 billion servings per day.

With an ongoing commitment to building sustainable communities, the company supports initiatives that reduce the ecological footprint, promote a healthy and active lifestyle, create a safe working environment for employees, and stimulate the economic development of communities. Together with bottling partners, Coca Cola is ranked among the top 10 private sector employers in the world with over 700,000 system employees.

The Coca-Cola Company is the # 3 group worldwide in the food industry behind PepsiCo and Nestlé, but leader in the soda market with its Coca-Cola drink.

1. Purpose:

The Coca-Cola company started in 1886 and grew with a purpose to refresh the world. This became refreshment not just in a physical sense but also in spirit, and not just to refresh people but also communities. Since then, it has grown enormously as a business, spreading joy, optimism and happiness. It has made a difference with its brands, beliefs and values.

Much has changed in the last 133 years. Today, Coca Cola is a total beverage company. It is present in almost every beverage category, and It has more than 500 brands. Over 700,000 people in its system help deliver those brands to customers and consumers every day. But, looking forward, the world faces myriad new challenges, and so does its business

2. Vision:

Its vision is to craft the brands and choice of drinks that people love, to refresh them in body and spirit. And done in ways that create a more sustainable business and better shared future that makes a difference in people's lives, communities and the planet. This has three connected pillars:

LOVED BRANDS: Coca Cola crafts meaningful brands and a choice of drinks that people love and that refresh them in body and spirit.

DONE SUSTAINABLY: Coca Cola use its leadership to be part of the solution to achieve positive change in the world and to build a more sustainable future for the planet.

FOR A BETTER SHARED FUTURE: Coca Cola invests to improve people's lives, from its employees to all those who touch its business system, to its investors, to the broad communities.

3. Coca Cola Company Algeria

This large multinational firm has been present in Algeria since 1949 and has continued to develop. The aim was to face the competition by creating a huge distribution network between the mother company Coca-Cola company and the main bottlers in the country, through a franchise agreement. Coca-Cola Algeria develops and implements the long-term development strategy of brands, communication, develops the reputation of the company and takes care of Consumer Relations. Coca-Cola Algeria employees are mainly “marketers” in charge of product development and operational marketing strategy (brand highlights (digital), sampling operations, sports partnerships, etc.). Almost one million collaborator work for The Coca-Cola Company around the world. Coca Cola Algeria is commonly referred to as the Coca-Cola System, to refer to the Coca-Cola Export Corporation, and all of its partner Bottlers.

3.1. Objectives and strategies:

One of Coca-Cola's first objectives by establishing itself in Algeria was to cover the whole country on a permanent basis by distributing its drinks from large cities to small ones, while maintaining transparency at all levels, with clear and simple nutritional information. These objectives are based on a child protection policy which consists of not making direct communication with children under 12 years old. Through these specific objectives, there is a

general and more global objective, that of offering pleasure to Algerian consumers by adapting to each of their desires.

To achieve these different objectives, it is interesting to see how Coca-Cola adopts its strategy by breaking it down into several axes:

- **Societal commitment:** Coca-Cola is a responsible and a civic company. It thus ensures that recruitments are done in a fair and humane manner. It has therefore implemented a diversity charter in order to avoid discrimination in hiring and to allow professional advancement for all of its Algerian employees.

- **Life at work:** Coca-Cola takes a great interest in the well-being of its employees, and for this purpose provides premises offering a range of services.

- **An active lifestyle:** Coca-Cola encourages physical activity and takes initiatives such as the “sport that tells me” program set up in 2012 and which allows young people to participate in various sports activities.

- **The environment:** Coca-Cola is committed to reducing greenhouse gas emissions, Greenhouse, thereby reducing emissions by 15% by 2020. Coca-Cola is also committed to recycling and thus plans that 100% of packaging will be recycled by 2020. We have also observed that Coca-Cola is also committed to reducing water consumption, by reducing its consumption by 14% over the past 6 years.

3.2. Main bottlers:

Coca-Cola Company, develops, markets and distributes its products through three bottlers. Each of them has a specific area and is intended for a geographically defined market (Center, East, West).

There is the Fruital company responsible for the Center region and which covers 13 Wilayas. We also have the SBC company covering the East region with 12 wilayas, and finally we have the SBOA firm for the West region responsible for 11 wilayas.

- **Skikda Bottling Company (SBC):** is the bottler of Coca-Cola for the east region and belongs to the French Castel group. SBC is responsible for: Sétif, Batna, Constantine, Bejaïa, Skikda, Biskra, El Oued, Jijel, Annaba, Ouargla, Guelma, Souk Ahras.
 - **Société des Boissons de l'Ouest Algérien (SBOA):** is the bottler of Coca-Cola for the West region, and also belongs to the Castel group. SBOA covers the following wilayas: Oran, Chlef, Tlemcen, Tiaret, Mascara, Mostaganem, Relizane, Sidi Bouabdellah, Saida, Tissemsilt, Tindouf.
 - **Fruital:** is the most important of the three bottlers of Coca-Cola Algeria. The Equatorial Coca-Cola Bottling Company (ECCBC) group becomes the majority shareholder of Fruital. ECCBC present through Fruital covers: Algiers center, Tizi-Ouzou, Médéa, Djelfa, Blida, Ain Defla, Boumerdes, Bouira, Bordj Bou Arreridj, Tipasa, Laghouat, Ghardaia, Tamanrasset.

3.3. Products' Portfolio

Coca Cola has a large variety of product lines, they manufacture huge ranges of product with different sizes and different flavors that serves every person's choice. Taking this approach seriously, the company operates in two main segments: Cola and flavors. And offers four brands along with three package types: PET bottles, CANs and Glass bottles, and many pack sizes: 25/24 cl, 30 cl, 33 cl, 50 cl, 100 cl, 150 cl, 200 cl.

Cola segment:

- **Coca-Cola:** Coca-Cola history began in 1886 when Dr. John Pemberton created a distinctive tasting soft drink now known as Coca-Cola. Today, Coca-Cola now comes in a variety of sweetener and flavor choices: Coca-Cola Original, Coca-Cola Zero and Coca-Cola Cherry.

Flavors segment:

- **Fanta:** Introduced in 1940, Fanta is the second oldest brand of The Coca-Cola Company. It has five flavors: Strawberry, Orange, Lemon, Pineapple and Apple.
- **Sprite:** Sprite is a lemon-lime flavored soft drink. That comes in only one flavor.
- **Schweppes:** Schweppes tonic water began in 1783 as the world's original soft drink. Its founder, Jacob Schweppe, was drawn to the new art of carbonating beverages, so he refined and patented his own process of creating mineral water. For over 230 years, Schweppes has been committed to quality and excellence. It has three flavors: Tonic, Pomegranate and Tangerine.

II. Brand's Communication Strategy:

1. A single image strategy

In terms of its image, Coca-Cola has a rather simple strategy: nothing is changed. Indeed, the packaging, the logo, the colors, the graphics, nothing changes across the countries.

The red and the white, the typology and the taste are the same whether you go to Europe or South America. However, there is an exception in China, where Coca-Cola becomes: Kekoukele (tasty pleasure).

2. A strong positioning

For a world-famous soda, a strong communication positioning is essential to endure in such a market. In the 1980s, Coca-Cola opted for a slogan "Coca-Cola, this is it" which therefore propelled the brand as a true benchmark of soda.

In 2000, the company opted for a positioning that was closer to its consumers and their emotions. "Positive attitude" then becomes the brand's slogan and the brand's "Optimism" saga begins.

2006 marks the strongest positioning that Coca-Cola has known: “The drink that offers happiness”. With its slogan “Open Happiness”, the brand then becomes THE drink to share happiness with family and friends.

The brand is increasing the number of communication operations revolving around this universe, in particular with the famous “Sharing Can”.

With its latest international campaign to name the bottles, Coca is proving to the whole world its ability to deploy such a campaign and create worldwide enthusiasm for its brand. A strategy that is more than profitable because it impacts the packaging itself, "forcing" the consumer to obtain the product.

3. History of Coca Cola’s communication:

Coca-Cola is the most popular and best-selling non-alcoholic beverage in history. It is the most well-known brand in the world, one thing that is special about this brand, is its communication way since the times. Here are the key points that marked its communication history the most:

- **1886: The first taste:** Coca-Cola was first served at Jacob's pharmacy on May 8, 1886. Nine glasses a day are sold during this year.
- **1886: A name was born:** The company's accountant, Frank Robinson, gave the drink the name "Coca-Cola" thinking that the two Cs would look pretty with the famous Spenserian typography.
- **1899: Now in bottles:** The Coca-Cola bottling began when the first bottling contract was signed in 1899. The "Hutchinson" style bottles are used for the product.
- **1900: Celebrity support:** Music Hall performer Hilda Clark became the first celebrity to appear on multiple advertising media, including sets, posters and even bookmarks.
- **1915: The contour bottle:** The prototype of the Coca-Cola contour bottle is designed by Alexander Samuelson.

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- **1921: Year of goodness:** Thanks to the slogan "Thirst Knows No Season", Coca-Cola, then considered a summer drink, became a year-round drink.
 - **1929: Fountain glass:** Coca-Cola fountain glass takes the form of a bell
 - **1931: Santa Claus has a coke:** Artist Haddon Sundblom creates his first illustration showing Santa Posing with a Coke.
 - **1942: Coke for short:** The character Sprite Boy is introduced in the advertisement to explain that "Coca-Coca" and "Coke" are two terms that refer to the same product.
 - **1947: Metal disc:** The red metal disc is introduced in diameters ranging from 12 to 48 inches.
 - **1950: Cover photo:** Coca-Cola becomes the first product to appear on the cover of Time magazine.
 - **1960: Available in cans:** 12-ounce cans of Coca-Cola are introduced.
 - **1963: Swinging the jingle:** the advertising campaign "Things go better with a Coke" is launched. On the radio, pop singers such as The Supremes, Ray Charles, Aretha Franklin, Jan and Dean, Roy Orbison and The Coasters each take the jingle in its own right.
 - **1969: Red and white:** A new graphic charter for Coca-Cola is born, with a combination of red and white colors with logo.
 - **1971: Offering the world a coke:** Originally presented as a radio message and later as a television advertisement, "I would like to offer a Coca-Cola to the World" became an international success and remains one of the brands most popular commercials.
 - **1985: New vs. Classic:** The Coca-Cola formula is being modified for the first time in 99 years. The product, popularly dubbed "New Coke," has generated consumer protest nationwide. The product made from the original formula, renamed "Coca-Cola Classic", returned to the market 79 days later.
 - **1993: Polar bears are coming:** Coca-Cola's famous polar bears were first seen in the "Northern Lights" commercial.

4. Digital communication strategy

As the Coca Cola company existed even before the arrival of the internet and social networks, its communication policy has experienced various transformations resulting from technological development.

Coca-Cola always wanted to be a brand loved by younger people, for this it was necessary to be able to address communities which are more and more numerous and evolve more and more quickly. Social networks are a huge source of information about these communities and a way to offer them different experiences. A few years ago, it was often enough to be a partner of a sports event (CAF 2019), or to talk about music (Coke studio 2017), to reach as many people as possible within a generation. Today, it is still festival's partner (1st edition of the COPA FAF football festival).

Coca-Cola Algeria dedicates an average of 30% of its media investments to digital and, of this total, a significant portion is devoted to social media, in particular to Facebook with which, it has entered into a strategic partnership. Today, the brand has more than 10 million fans on the Facebook page and more than 43,000 subscribers on Instagram. Therefore, Coca Cola Algeria relies on three main supports in its digital communication strategy:

- **Social media accounts:** YouTube, Facebook, Twitter and Instagram.
- **A web site:** even though it is not the main point of contact.
- **Influencers:** Key Opinion Leaders, the list varies depending on the objectives of each campaign.
- **VTC and food aggregators:** through collaborations with different platforms (Yassir Express, Jumia Food..)
- **Official online shop:** via the platform Jumia.dz.

III. Coke and meals campaign: (Start date: 06/02/2020)

1. Presentation of the campaign Coke and Meals

“Lametna hakda”:

Coca cola has always been about sharing happiness, especially with our beloved ones. In an attempt to bring people together and to gather them with their families and friends, Coca Cola Algeria devised a campaign that invites and inspires them to grab a glass of coke and turn the ordinary act of eating food into a meaningful and memorable moment with those seated in the same table.

2. Objectives of the campaign:

The main objective of the campaign «Coke and meals» as per indicated by its name, is to further drive the concept of associating the consumption of Coca Cola with food and to install the image that they go well together. By inviting and enabling people to join debates with no dead ends and by engaging consumers to talk more about their own meal stories and tastes, Coca cola wants to re-ensure that it is a long-standing proud guest at meal table indoors and outdoors since forever.

3. Desired responses:

The desired outcomes of this campaign were to be able to convince and inspire people that Coca Cola celebrates and is a catalyzer to these meals' moments, to show how these moments can be more frequent with Coca Cola, to make people want to save a seat for Coca Cola at meals tables, and to increase and stimulates further consumption. Besides enabling people to share their real moments while welcoming Coca Cola as a permanent guest at meals table.

4. Strategy of the campaign:

Different supports were used during this campaign:

OOH advertising: 249 emplacements were used in this campaign in the three regions of Algeria (Center/ East/ West): roadside billboards, Buses, Bus shelters, advertising panels, Digital screens in malls (Ardis/Park mall/Ritej mall..), Visuals including friends and family gathered around delicious food with the hashtag #Lemetna hakda, were displayed from 1 month to 45 days.

TVC FILM: A regional television advertisement was adapted to the Algerian culture, showing an Algerian family gathered around the dinner table, the parent and the son aren't getting along, by opening a bottle of Coca-cola, love, laughter and sharing is back at the meal table. The TVC was diffused for a total of 1275 spots on 5 national tv channels (Echourouk TV, Ennahar TV, El heddaf TV, NESSMA TV, EL djazairia one) for a period of 5 weeks since the beginning of the campaign.

Production VTC and food delivery: In collaboration with Yassir Food Algeria, Coca cola has decided to develop a campaign that inspires sharing as a value, by offering Coca Cola bottles along with every delivery made on Fridays through the platform Yassir. The same offer was put in place on the day of Women international rights as well.

Activations on food courts: Coca-cola was offered for free, to families and friends having meals in food courts of ones of the biggest malls in Algeria (Babazzouar mall, city center in Algiers and Park mall in Setif), photo shootings were organized the same day to capture the moments of joy, sharing, happiness and love surrounding the Coca-Cola bottles on the tables, then were displayed on the large screens of the malls. Then people's reactions to their pictures being displayed, were filmed and shared on social medial accounts of the Coca-Cola brand.

Digital influencers (KOL): 10 Algerian influencers were chosen to promote the campaign by sharing content on their social media pages inspiring the values of the campaign, to

create engagement around the concept of “The Coca Cola Lemma“, driven by each influencer in his/her own context (Family gatherings, friends outings, at home or away from home) with the hashtag #Lametna_Hakda (#OurGathering_IsLikeThis).

Digital media accounts: Content was published on a weekly and daily basis on the official accounts of the Coca Cola brand, promoting the purpose of the campaign, and reposting the content of the main KOLs. Coca cola usually uses paid social to promote its content. A contest was also introduced in this frame, on the Instagram and Facebook account of the brand, inviting people to share pictures of their gatherings around a Coca-Cola bottle, and the best picture to win valuable gifts.

Section 02: Methodological framework

We have chosen for the realization of this study to use the quantitative aspect. We will, through this study try to understand the Internet users' perception of brands communication through different digital channels and demonstrate its impact on the deliverance of the brand message and the reflection of the brand identity.

Choice of research methodology: the quantitative survey

I. Presentation of the survey

This is a quantitative study that allows us to analyze the impact of digital communication on the brand identity as well as the brand message.

We found it useful to use the questionnaire in order to carry out our study. This one presupposes a methodology which consists of setting objectives, developing and transmitting a questionnaire to the targeted sample, and finally analyze and interpret the results in order to answer to our problematic: How do we measure the impact of digital communication strategy on perceived brand image?

The objectives of the survey: The main objective of this survey is to assess the effectiveness of adopting a digital communication strategy in delivering the right brand message, and its influence on the brand identity.

II. The survey samples

The vast majority of sample surveys are carried out from a sample representative of the population concerned. A population made up of women and men of different age groups, connected on social networks.

The sampling method used to extract our sample from the target population, is the non-probability (empirical) sampling method, more precisely the Convenience methods. Our sample will include age categories diversified and drawn from different fields, the people questioned are selected depending on their availability, the ease of reaching them or convincing them to respond to our questionnaire as well as owning at least one social network account.

III. The survey tool:

We have chosen to use a questionnaire so that we can collect the information and the data we need to answer our problematic.

1. Definition of the questionnaire:

According to OUACHERINE, the questionnaire is defined as "A direct technique of scientific investigation used with individuals which allows them to be questioned in a directive and take a quantitative sample in order to find mathematical relationships and to make quantified comparisons"

The development of our questionnaire is carried out using the Google Forms tool and it was submitted to Algerian Internet users via social networks.

2. Questionnaire administration

We put together a set of questions, formulated in simple and clear language. These questions are divided to have one final questionnaire including three parts:

The first part: concerns the presence of the interviewees on social networks, their interactions with different support of communication (from the traditional to the digital one) as well as the impact of these latest on consumer's perception.

The second part: is about the Coke and meals campaign communication.

The third part: constitutes the characteristics of our interviewed individuals.

3. The structure of the questionnaire

There are different types of questions constituting a questionnaire, we mention them as following

- **Open questions:** these are questions where there is no suggested answer, the respondent is free to express himself and provide answers of his choice which can be short or long, just as they can be digital or literary
- **Closed questions:** these are questions in which we impose to the respondent a list of precise answers and a limited choice, we distinguish:
 - **Closed dichotomous questions:** they offer only two choices of answers, the respondent must choose only one.
 - **Multiple choice questions with one or more answers:**
 - **only one answer:** among a range of answers, the respondent must choose only one proposal.
 - **several answers:** from a range of answers, the respondent can choose more than one answer.
- **Rating scales:** these are questions designed to assess the positions taken by individuals on psychological variables and are generally attitude scales.

Our questionnaire (See appendix) comprises a total of 13 questions of several types that we will summarize in the following table

Types of questions	Questions
Open questions	/
Closed dichotomous questions	Question: 11
Single-answer multiple choice questions	Question: 2; 3; 4; 12; 13
Multiple-answers multiple choice questions	Question: 1; 5; 6; 7; 8

Table 3: Distribution of the questionnaire by type of question

Source: developed by our means

4. Data collection, location and duration of the survey

The choice of the data collection method is a very important phase, because the quality of the information collected impacts the results of the analysis. Our survey took place from the 1st of September till the 9th of September. A questionnaire was administered on social networks in order to reach several age categories and several regions of the territory. Thus, a total of 190 responses were received.

5. Processing and analyzing the results

Once the information has been collected, we proceed with the counting and tabulation, the results are then translated into a table which we will interpret in order to allow us to better appreciate the results of the survey.

Processing of the results:

In order to facilitate the analysis of the responses obtained which represent a mass of information and for a better exploitation and appreciation of the results obtained, the processing of our questionnaire was carried out using the EXCEL software used for the statistical analysis in order to give more credibility to our results.

Analysis of the results:

During the analysis of our survey and in order to verify our hypotheses, and due to lack of time we used only one type of sorting: Flat sorting, which consists of reorganizing all the values taken by a single variable. The results obtained will be presented in the form of tables, graphs and diagrams accompanied by comments.

6. The limits of the questionnaire:

It is important to also consider certain factors which constitute a limit to the validity of the possible exploitation of the results:

- The target population could not be represented due to lack of resources.
- The results obtained from this survey are only valid for a specific period of time and for special market conditions.
- The results obtained from this survey are only valid for a specific campaign and a specific company.

Section 03: Presentation of findings

I. Reminder of the research problem and hypotheses:

Main question: How do we measure the impact of digital communication strategy on perceived brand image?

Hypotheses:

Hypothesis 1: Digital communication influences positively the brand identity

Hypothesis 2: Digital communication is more effective in delivering the brand message

II. Data analysis and presentation:

In order to answer our problematic, we will start analyzing our questionnaire through a flat-sorting analysis to get to the survey summary.

Question 1: Do you have social media accounts?

- Facebook
- Instagram
- Snapchat
- YouTube
- Twitter
- TikTok
- I don't have a social media account

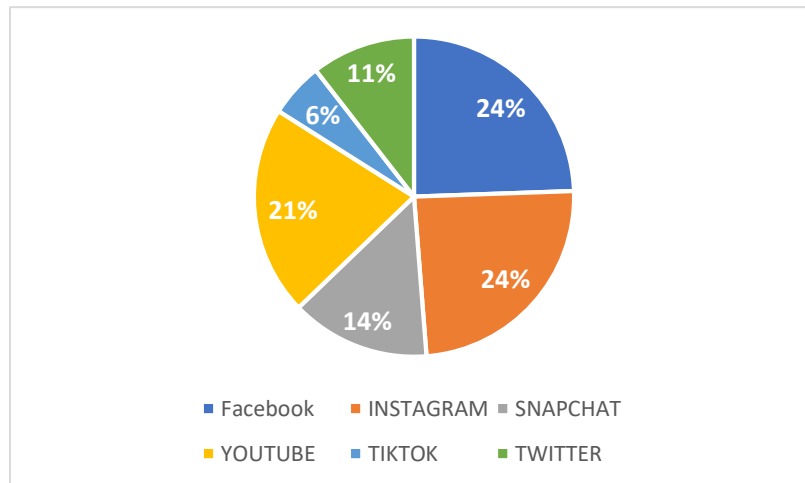
Table 4: Usership of social networks

Social media	Frequency	Percentage
Facebook	186	97%

Instagram	185	97%
Snapchat	107	56%
YouTube	161	84%
TikTok	42	22%
Twitter	80	42%
I don't have any social media account	0	0%
Total	191	

Source: Excel data

Figure 3: Usership of social networks



Source: Excel data

All respondents have at least one social network account. Facebook is the most used social network by our sample with a 97.4%, followed by Instagram with 96.9% and YouTube with 84.3%. Snapchat is used by 56% of respondents as well as Twitter with a rate of 41.9% and finally the new phenomenon TikTok which is the least used network by our sample with only 22%.

Question 2: Have you ever liked / loved a brand after checking an influencer's content?

- Often

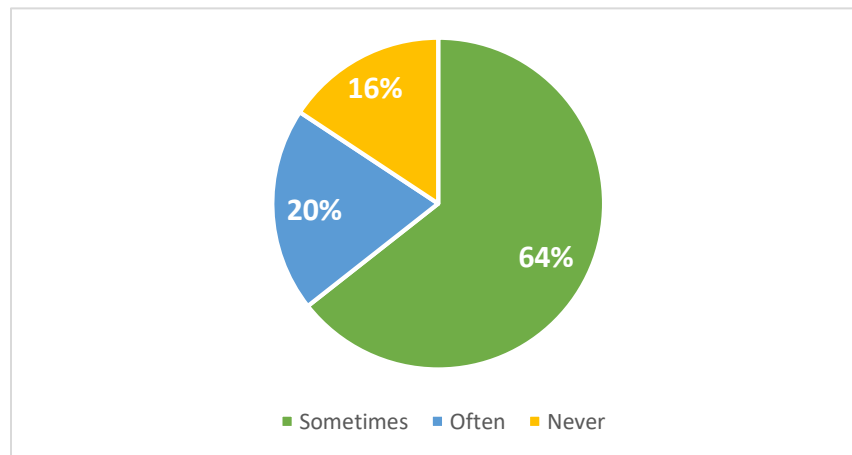
- Sometimes
- Never

Table 5: Appreciation of a product/brand thanks to an influencer

	Frequency	Percentage
Sometimes	123	64%
Often	38	20%
Never	30	16%
Total	191	

Source: Excel data

Figure 4: Appreciation of a product/brand thanks to an influencer



Source: Excel data

From this question, we find that 64,4% of respondents, only sometimes like/ love a brand after seeing it in influencer’s feed, or often with 19,9%. And 15,7% never do. We can say that influencers impact directly or indirectly the image of the brand.

Question 3: Do you give importance to TV commercials?

- Only when I love the brand
- Only when the advertisement is interesting

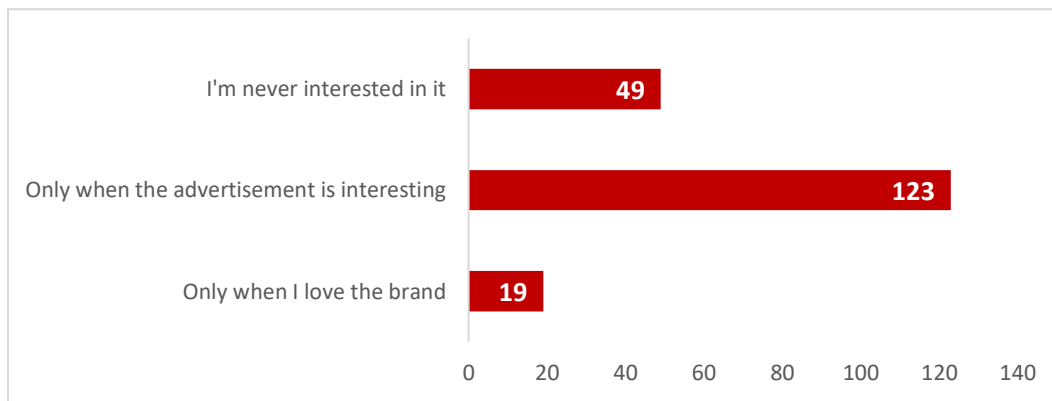
- I'm never interested in it

Table 6: Interest in tv commercials

	Frequency	Percentage
Only when I love the brand	19	10%
Only when the advertisement is interesting	123	64%
I'm never interested in it	49	26%
Total	191	

Source: Excel data

Figure 5:Interest in tv commercials



Source: Excel data

64,4% of people answered that they only give importance to a TV commercial when the advertisement is kind of interesting to them, 9,9% they watch it when they already know and love the brand, 25,7% answered that they are not interested by all kind of Tv commercials. We can say that people accord a high importance to the content, quality of the visual of the brand and not to the brand itself.

Question 4: Do you follow and interact with brands on social media?

- I follow certain brands on social networks.
- I follow the content of certain brands, I like, and I comment.

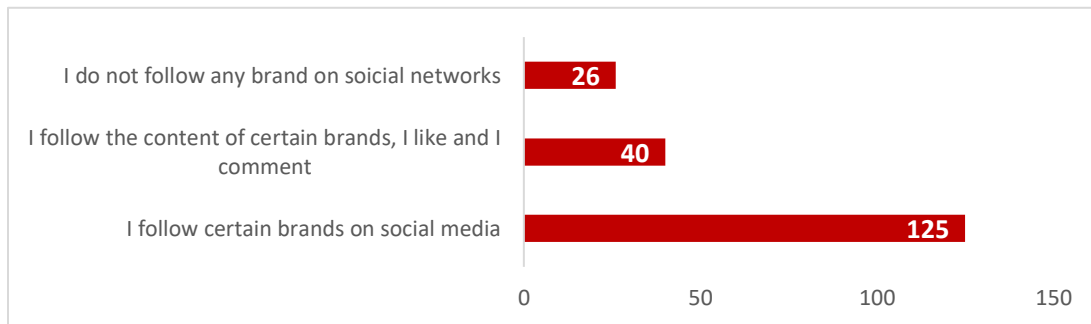
- I do not follow any brand on social networks

Table 7: Followship of brands on social media

	Frequency	Percentage
I follow certain brands on social media	125	65%
I follow the content of certain brands, I like, and I comment	40	21%
I do not follow any brand on social networks	26	14%
Total	191	

Source: Excel data

Figure 6: Followship of brands on social media



Source: Excel data

64,5% of responds saying they just follow brands on social networks without any interactions, 20,9% are actively participating since they like and comment the content, still 13,6% of them are not giving any interest in the digital content of brands on social media. The presence of the brand on social media is not enough. The interaction between the brand and the audience gets more Interactive when the content is animated and inspiring.

Question 5: Do you usually notice outdoor advertising?

- Billboards
- Busses and Bus shelters branding
- Outdoor activations (ex: at shopping centers...)

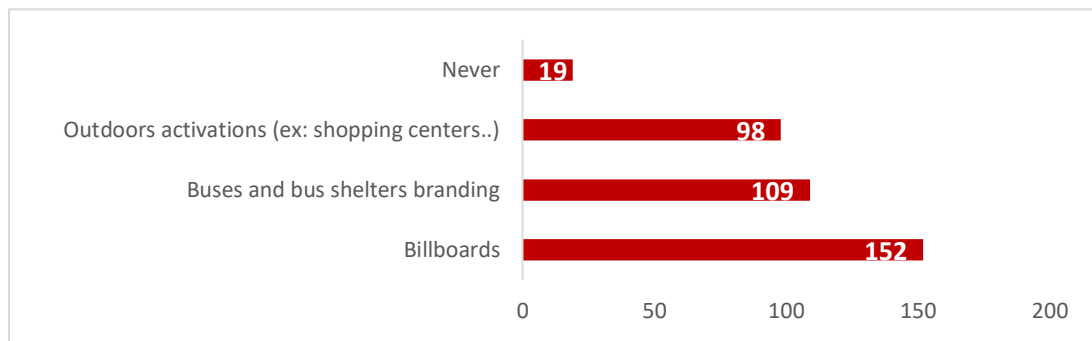
Never

Table 8: Interest in outdoor advertising

	Frequency	Percentage
Billboards	152	80%
Buses and bus shelters branding	109	57%
Outdoors activations (ex: shopping centers)	98	51%
Never	19	10%
Total	191	

Source: Excel data

Figure 7: Interest in outdoor advertising



Source: Excel data

We find out that among all OOH advertising, billboards are the most noticed, with 79,6% rate, followed by branding busses and bus shelters with 57,1%, outdoors animations 51,3%, and for only 9,9% it goes unnoticed. People are spending less time in home. Outdoor advertising is important and has an effective means of getting messages in front of people's eyes outside. One reason billboards are so popular is that they are guaranteed to be seen as they are located in a smart way at roadsides, town centers. Also, for branded busses since it's number one in public transport in Algeria, so no way to no be noticed.

Question 6: What makes your perception of a brand positive?

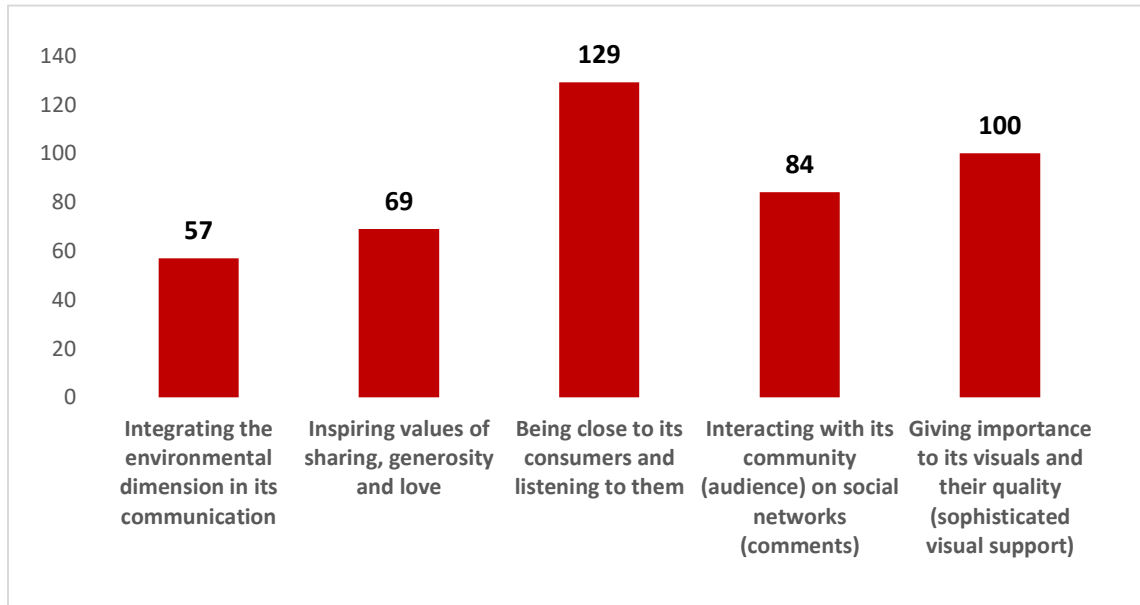
- Integrating the environmental dimension into its communication.
- Inspiring values of sharing, generosity and love
- Being close to its consumer and listens to them
- Interacting with its community (audience) on social networks (comments)
- The fact of giving importance to its visuals and their qualities. (A sophisticated visuals)

Table 9: Factors influencing brand perception

	Frequency	Percentage
Integrating the environmental dimension in its communication	57	30%
Inspiring values of sharing, generosity and love	69	36%
Being close to its consumers and listening to them	129	68%
Interacting with its community (audience) on social networks (comments)	84	44%
Giving importance to its visuals and their quality (sophisticated visual support)	100	52%
Total	191	

Source: Excel data

Figure 8: Factors influencing brand perception



Source: Excel data

65,6% of people argued that a brand image is positive when the brand shows its actively listening to customers, 52,4% of them chose the visual quality as a big part of a positive perception of the brand image, followed by 43,9% of them like the fact of the positive interaction between the brand and its community on social media. Carrying love inspiration and the emotional touch is preferred by 36,5% of people, followed by integrating the environmental dimension into its communication and with 30,2% rate.

Listening to customers is about connecting with them, giving them a space to express their expectations, their products experiences, and even suggestions, like any relationship speaking up may raise confidence and loyalty. Good visuals are not only very attractive but they help the audience to understand more the message and to retain the information easily, “ a picture speaks, 1000 words”, in another way having a positive experience with the content and more inspiring without a time consuming.

Question 7: When a brand is present on social networks, it means that:

- It's a trendy and fresh brand,

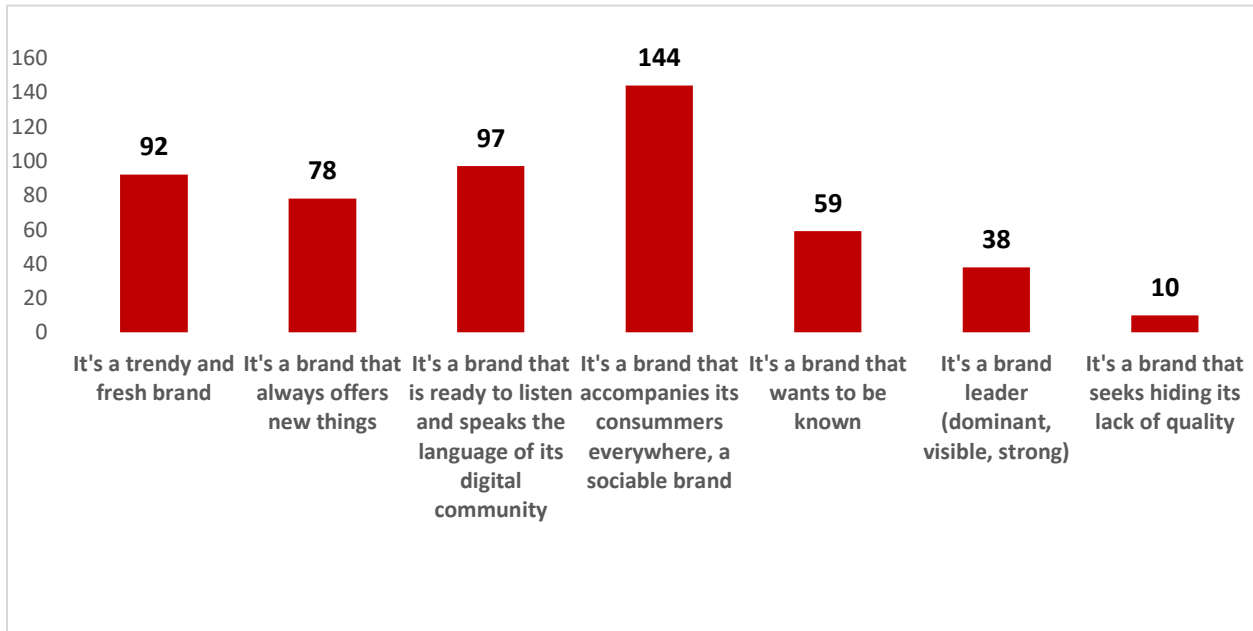
- It is a brand leader (a dominant, visible, strong brand)
- It's a brand that always offers new things,
- It is a brand that seeks to hide its lack of quality
- It is a brand that is ready to listen, and speaks the language of its digital community,
- It is a brand that seeks to support its consumers everywhere, being a sociable brand
- It's a brand that wants to be known

Table 10: Signification of being on social media

	Frequency	Percentage
It's a trendy and fresh brand	92	48%
It's a brand that always offers new things	78	41%
It's a brand that is ready to listen and speaks the language of its digital community	97	51%
It's a brand that accompanies its consumers everywhere, a sociable brand	144	75%
It's a brand that wants to be known	59	30%
It's a brand leader (dominant, visible, strong)	38	20%
It's a brand that seeks hiding its lack of quality	10	5%
Total	191	

Source: Excel data

Figure 9: Signification of being on social media



Source: Excel data

54,5% of Internet users judge that brands are on social media for one goal: getting fame and notoriety on the market, 50,8% say that the brand is ready to listen to its community and speaks the digital language, 48,2% have said that it is a social brand, We record smaller and percentages between trendy brand, brand leader, and brand that's hiding its poor quality with 41,4%,19,9% 5,2% respectively.

Question 8: In 2020, before COVID, Coca-Cola Algeria launched a campaign that aimed to bring people together and unite them around a good meal and a Coke. To convey this message, Coca Cola has chosen to go through: Television advertising, Influencers, Social networks, outdoor advertising (Bus station, billboards, entertainment in shopping centers, etc.). Have you ever seen a communication on this campaign?

- On social media
- On national television
- Through influencers
- Outside

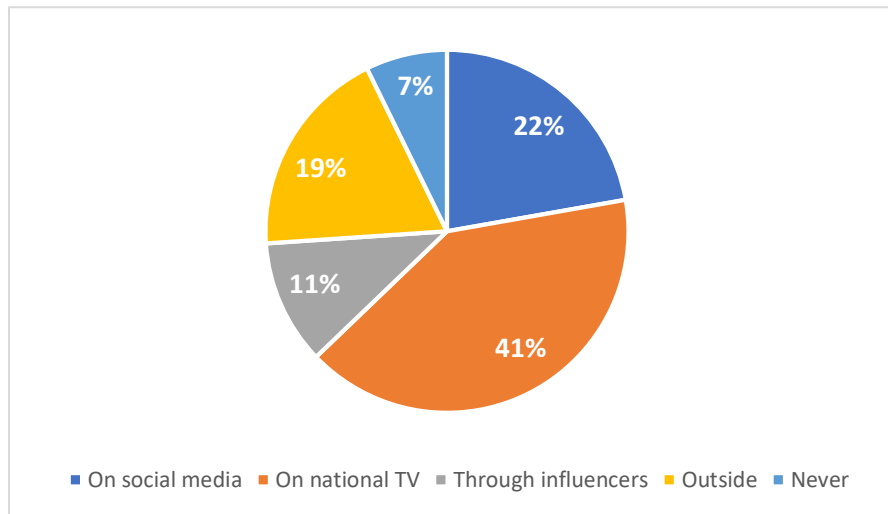
Never

Table 11:Reach of the campaign Coke & Meals

	Frequency	Percentage
On social media	52	27%
On national TV	95	50%
Through influencers	26	14%
Outside	44	23%
Never	17	9%
Total	191	

Source: Excel data

Figure 10: Reach of the campaign Coke & Meals



Source: Excel data

According to the figure above, the sample claims to know the campaign Coke and meal through Social media in the first place 42,9% which represents the most popular network in the Algerian society, followed by a percentage of 27,2% for TV commercial, followed by the brand's presence outside on billboards by 16,8%.

Question 9: What media gives you the impression that Coca Cola:

	Social Media	Tv Commercials	Influencers	Out of home advertising
Is a brand of sharing				
is essential on the table				
it is consumed at home with family and outside with friends				

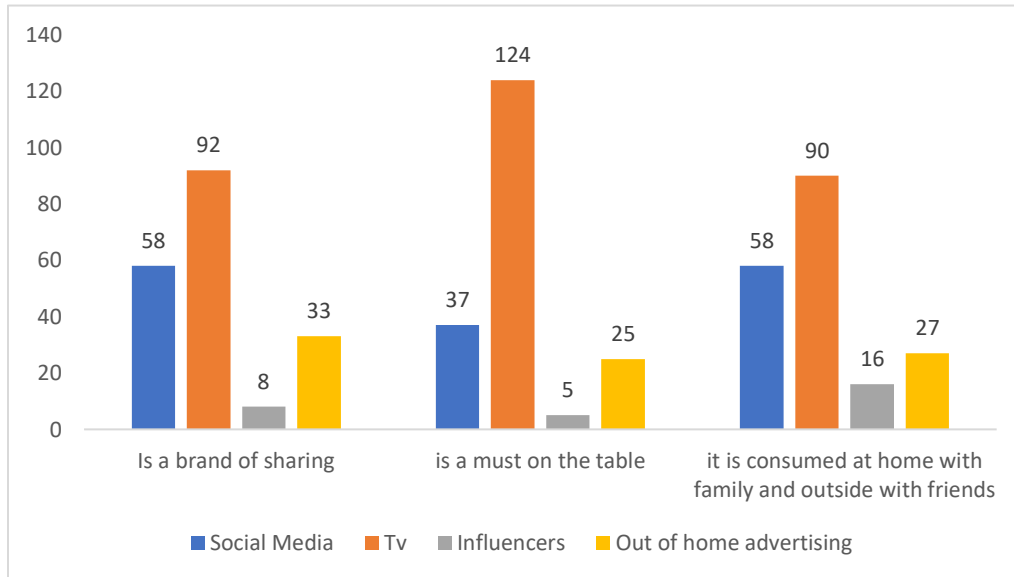
Source: Excel data

Table 12: The medias serving the desired brand image

	Social Media	%	Tv	%	Influencers	%	Out of home advertising	%
Is a brand of sharing	58	30%	92	48%	8	4%	33	17%
is a must on the table	37	19%	124	65%	5	3%	25	13%
it is consumed at home with family and outside with friends	58	30%	90	47%	16	8%	27	14%

Source: Excel data

Figure 11: The medias serving the desired brand image



Source: Excel data

TV has received the highest percentages in transmitting the three brand images about Coca Cola, that the company desired to impart, more than 90 people out of 191 think that TV has helped them establish the given images about the brand in their heads. Social media come next in lower rates.

Question 10: Coca Cola has always been a master of classic advertising and has always known how to communicate with its audience. Which of these media do you think is the most appropriate for conveying its messages?

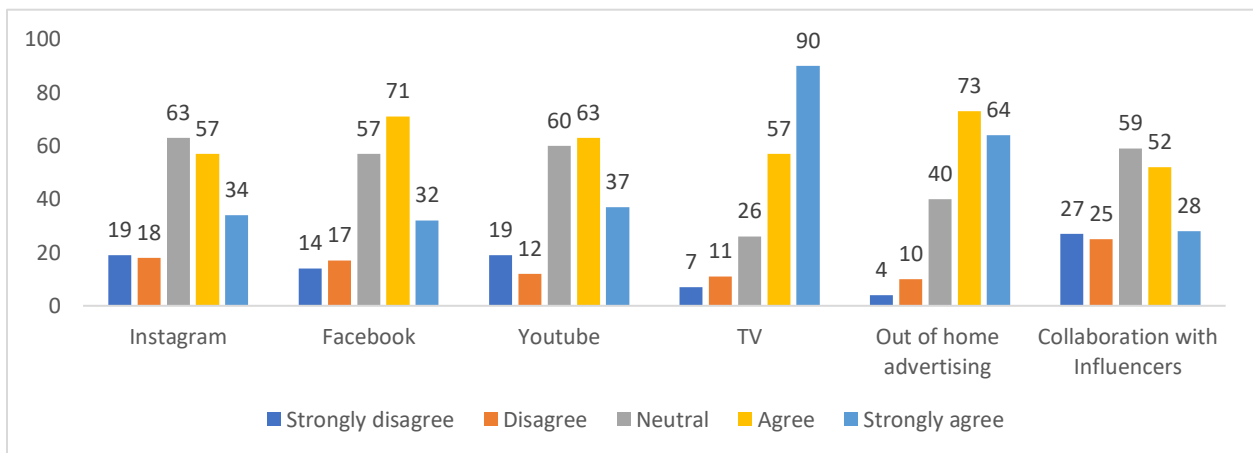
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Instagram					
Facebook					
YouTube					
Television					
Out of home advertising					
Influencers					

Table 13: Media preferences for Coca Cola communication

	Strongly disagree	%	Disagree	%	Neutral	%	Agree	%	Strongly agree	%
Instagram	19	10%	18	9%	63	33%	57	30%	34	18%
Facebook	14	7%	17	9%	57	30%	71	37%	32	17%
Youtube	19	10%	12	6%	60	31%	63	33%	37	19%
TV	7	4%	11	6%	26	14%	57	30%	90	47%
Out of home advertising	4	2%	10	5%	40	21%	73	38%	64	34%
Collaboration with Influencers	27	14%	25	13%	59	31%	52	27%	28	15%

Source: Excel data

Figure 12: Media preferences for Coca Cola communication



Source: Excel data

TV is the most accepted and preferred media by consumers when it comes to communications about the Coca Cola brand, followed by out of home advertising and the second

most preferred media, which implies that traditional media is seen as more suitable for a brand like Coca Cola.

Question 11: Your gender:

- Man
- Women

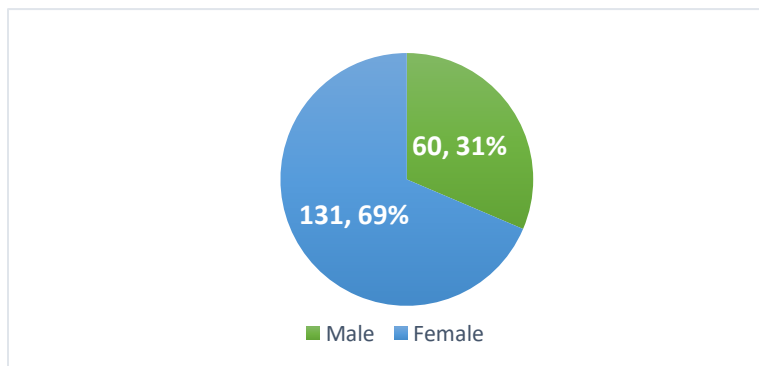
The table and the graph below represent the distribution of respondents by gender:

Table 14: Gender distribution

	Frequency	Percentage
Male	60	31%
Female	131	69%
total	191	

Source : Excel data

Figure 13: Gender distribution



Source: Excel data

Out of a total of 191 people questioned, women represent the most dominant part with a rate of 69% while men represent 31%.

Question 12: Your age:

- Under 20
- Between 20 and 35 years old
- Between 35 and 50 years old
- Over 50 years

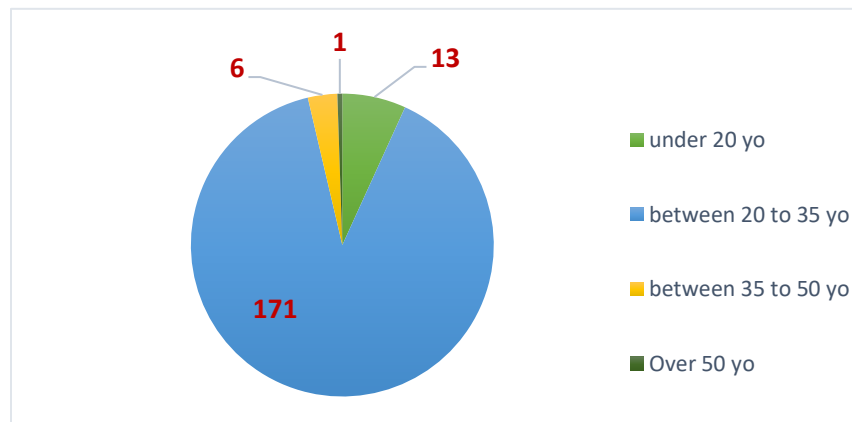
The table and graph below represent the distribution of respondents by age:

Table 15: Age categories

	Frequency	Percentage
Under 20 yo	13	7%
Between 20 to 35 yo	171	89%
Between 35 to 50 yo	6	3%
Over 50 yo	1	1%
Total	191	

Source: Excel data

Figure 14: Age categories



Source: Excel data

89 % of the people questioned are young people between 20 and 35 years old followed by people under 20 years old with a rate of 7%, while the category of 35 to 50 years old represents

3%. Finally, a small portion of respondents relating to people aged over 50 with a rate of 1% of the sample

Question 13: Your socio-professional status

- Student
- Employee
- Unemployed
- Retired

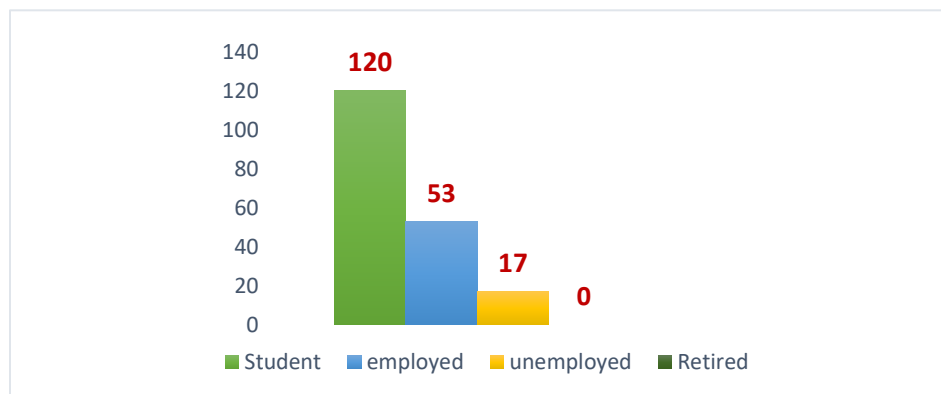
The table and the graph below represent the distribution of respondents by socio-professional categories:

Table 16: Socio-professional categories

	Frequency	Percentage
Student	120	63%
employed	53	28%
unemployed	17	9%
Retired	0	0%
Total	191	

Source : Excel data

Figure 15: Socio-professional categories



Source: Excel data

We have noted previously that most of the people interviewed are young people. Following the distribution illustrated in the figure above, we note that students represent a rate of 62.8%, followed by employees with a rate of 28.3% while unemployed represent 8.9% and 0% are retired.

III. Interpretation of results and recommendations

1. Summary of the results

Out of the 191 respondents:

- 69% are females.
- 89% are young adults between 20 to 35 years old.
- 63% are students.

In terms of social networks, we found the following results:

- Facebook and Instagram are the two most used social medias, 97% of the respondents use these two platforms.
- 64% of the respondents confirm having appreciated a brand after witnessing an influencer talk/post about it.
- 65% of the respondents follow some brands on social media while 21% interact with them.
- Most of the respondents confirm that they have a positive perception of the brand when it is close to its consumers and listens to them, while half of them believe that giving importance to visuals and their quality is an important factor influencing their brand perception.

- 75% of the respondents believe that a brand present on social media means that it is sociable and wants to accompany its consumers everywhere, half of them think it means that the brand is ready to listen to them.

In terms of traditional communication, we found the following results:

- 64% of the respondents pay attention to a tv commercial if it is interesting enough.
- Most of the respondents confirm noticing communications on billboards, half of them notice the branding on buses and bus shelters.

Regarding the digital communication campaign of "Coke and Meals", we can see the following results:

- Half of the respondents confirmed having seen a communication about the campaign on TV, while only 27% have seen it on social media.
- TV is considered as the media that transmits better the three messages of the campaign "Coke and Meals".
- 47% of people prefer to see a brand like Coca Cola on TV and outside rather than social media.

2. Validation of the hypotheses

Considering the summary of the results of the quantitative survey, it can be said that companies are starting to understand the importance of integrating a digital dimension in their communication strategies, in order to improve their brand image and to be in touch with their consumers by listening and adapting their offers accordingly. Thus, we can now focus on our various research hypotheses:

Hypotheses	Results	validation
Hypothesis 1: Digital communication influences positively the brand identity.	Based on the answers of the survey, we conclude that adopting digital communication brings the brand closer to its consumers on many levels in a way that influences positively their perception of the brand.	<i>Accepted</i>
Hypothesis 2: Digital communication is more effective in delivering the brand message.	Despite the growing importance of digital communication, we notice that the targets are better reached by traditional means of communication: TV and outdoors advertising.	<i>Rejected</i>

Table 17: Validation of hypothesis

3. Suggestions and recommendations

- In today's world, it's preferable for companies to integrate digital in their communication, since it provides customers with an opportunity to interact with the brand and give them a chance to air their opinions and preferences.
- Companies should think of making a union of digital and traditional, because it can create a unique new experience to establish consumers loyalty.
- A brand should concentrate its activity on the web, this has an interest in awakening its consumers at a point of contact, however small it may be.
- Starting to integrate digital into the communication strategy gradually, and increasing its share of budget, will prepare the company for the day where digital takes over the business world.

CONCLUSION

The most successful brands continually seek strategic growth opportunities — among their customers, within their categories, and across the culture at large. They do what it takes to get the smartest possible ways to communicate. Easier said than done. In a world growing more complex by the minute, uncovering both domestic and global actionable insights to create value and drive growth has never been more challenging.

Living in a time when technology makes it possible for brand managers to rethink nearly every industry from the group up, from consumer goods to cars to meat. To stay relevant, your brand must anticipate change and be ready to take advantage of new opportunities and of course new technologies.

To stand out from the crowd, the brand needs to identify the touch points along the customer journey where the brand can make the strongest connection — knowledge that will allow the brand to take advantage of functional and emotional equities that drive growth.

How to know if the marketing campaigns and messaging are resonating, if the brand image is positively received? Ineffective marketing and communications strategies have the potential to waste enormous amounts of time and money. Maximizing growth, needs first to understand what campaigns and tactics really work.

The objective of our research theme was to highlight the good choice of the communication strategy, and its great impact on delivering a positive campaign message. We then developed our work plan in order to respond to the main problematic of our research theme which is “How do we measure the impact of digital communication strategy on perceived brand image?”

Based on the results obtained from the study that we carried out, we were able to detect the importance of a digital communication plan in a communication strategy of a famous and authentic brand that masters different marketing actions for a very long time, and its impact on the perceived brand image by anticipating any trends.

Thus, we can evaluate our hypotheses through the analysis and interpretation of the results:

Hypothesis 1: Digital communication influences positively the brand identity.

Referring to the quantitative study, we could see that social networks play a key role in new communication strategies, the impact they have on the identity of the brand is considerable, including them in a digital communication strategy has become imperative. It really reflects the brand value and proves brand worth as it helps to build a lasting relationship the brand and customers.

Hypothesis 2: Digital communication is more effective in delivering the brand message.

According to the quantitative study and our target reach, we can detect that brands can't only rely on digital communication and forget about the classical one (traditional media: Tv and outdoors advertising) for a successful marketing campaign.

Digital communication has an impact on several variables, consumer behavior, purchase decision, advertising ... etc. and thus constituting a very broad field of study, we invite researchers to take an interest and that other work will complement our study.

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APPENDICES

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Appendix N° 2: Coke and meals social media posts

Appendix N° 3: Coke and meals influencers posts

Appendix N° 5: Coke and meals TV commercial shots

Appendix N° 4: Coke and meals campaign key visual

Appendix N° 1: Questions of the quantitative study

Question 1: Do you have social media accounts?

- Facebook
- Instagram
- Snapchat
- YouTube
- Twitter
- TikTok
- I don't have a social media account

Question 2: Have you ever liked / loved a brand after checking an influencer's content?

- Often
- Sometimes
- Never

Question 3: Do you give importance to TV commercials?

- Only when I love the brand
- Only when the advertisement is interesting
- I'm never interested in it

Question 4: Do you follow and interact with brands on social media?

- I follow certain brands on social networks.
- I follow the content of certain brands, I like, and I comment.
- I do not follow any brand on social networks

Question 5: Do you usually notice outdoor advertising?

- Billboards
- Busses and Bus shelters branding
- Outdoor activations (ex: at shopping centers...)
- Never

Question 6: What makes your perception of a brand positive?

- Integrating the environmental dimension into its communication.
- Inspiring values of sharing, generosity and love
- Being close to its consumer and listens to them
- Interacting with its community (audience) on social networks (comments)
- The fact of giving importance to its visuals and their qualities. (A sophisticated visuals)

Question 7: When a brand is present on social networks, it means that:

- It's a trendy and fresh brand,
- It is a brand leader (a dominant, visible, strong brand)
- It's a brand that always offers new things,
- It is a brand that seeks to hide its lack of quality
- It is a brand that is ready to listen, and speaks the language of its digital community,
- It is a brand that seeks to support its consumers everywhere, being a sociable brand
- It's a brand that wants to be known

Question 8: In 2020, before COVID, Coca-Cola Algeria launched a campaign that aimed to bring people together and unite them around a good meal and a Coke. To convey this message, Coca Cola has chosen to go through: Television advertising, Influencers, Social networks, outdoor advertising (Bus station, billboards, entertainment in shopping centers, etc.). Have you ever seen a communication on this campaign?

- On social media
- On national television
- Through influencers
- Outside
- Never

Question 9: What media gives you the impression that Coca Cola:

	Social Media	Tv Commercials	Influencers	Out of home advertising
Is a brand of sharing				
is essential on the table				
it is consumed at home with family and outside with friends				

Question 10: Coca Cola has always been a master of classic advertising and has always known how to communicate with its audience. Which of these media do you think is the most appropriate for conveying its messages?

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Instagram					
Facebook					
YouTube					
Television					
Out of home advertising					
Influencers					

Question 11: Your gender:

- Man
- Women

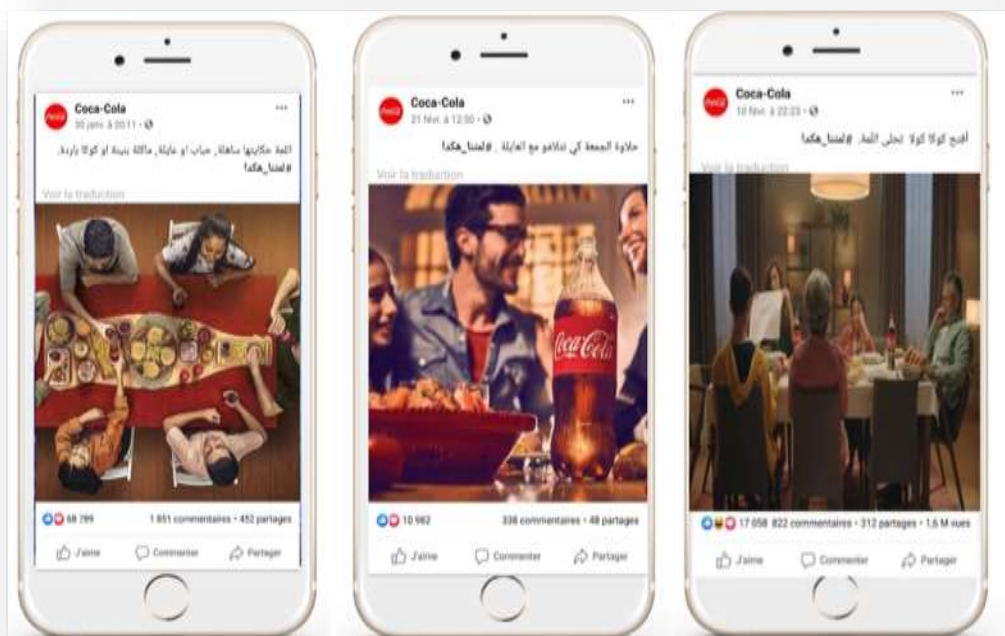
Question 12: Your age:

- Under 20
- Between 20 and 35 years old
- Between 35 and 50 years old
- Over 50 years

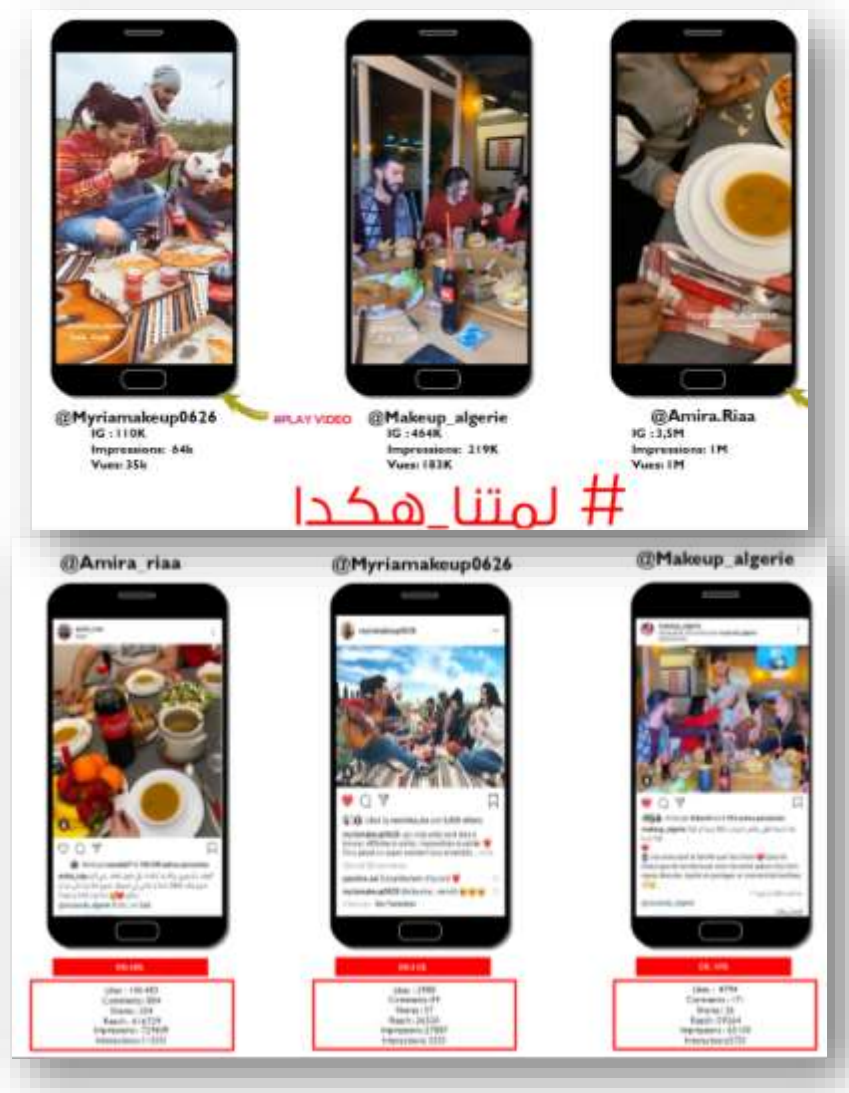
Question 13: Your socio-professional status

- Student
- Employee
- Unemployed
- Retired

Appendix N° 2: Coke and meals social media posts



Appendix N° 3: Coke and meals influencers posts



Appendix N° 4: Coke and meals campaign key visual



Appendix N° 5: Coke and meals TV commercial shots



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