**Read the text and do the reading tasks.**

**Marketing: Investors adapt to consumer trends**

**Jenny Wiggins**

When the world's biggest soft drink company starts changing its marketing tactics, investors should ask why. Coca-Cola, which has traditionally promoted itself via the Coke brand, using slogans such as ‘Coke is it’, now wants to inform consumers that Coke is not the only drink it sells. Its most recent campaign, called ‘Make every drop count’, says: 'You’ve always known us as Coca-Cola, the soft drink. Now it’s time you knew us as Coca-Cola the company.’

The television, print and Internet advertisements in the UK come at a time when consumers are ditching foods and drinks that are perceived as unhealthy (such as sugary fizzy drinks and salty crisps) for products that appear to offer some kind of health benefit.

Coke is using the new campaign to impress upon consumers the fact that it sells all kinds of drinks, including bottled water, juices and teas. The campaign is important for the company, because it risks losing money if it does not sell the kinds of drinks consumers now want to buy.

Analysts say that growing demand for healthier kinds of foods and drinks is not a fashion, but a long-term trend

that increasingly affects corporateprofits. Companies which benefit are those that already produce the kinds of products consumers want, or companies that are taking steps to adapt existing products. These include Danone, the French

company, as well as Swiss food company Nestle, which has made nutritional foods a core strategic focus.

Companies that do not meet consumer needs are suffering. In March, Asda took the juice drink Sunny D (previously known as Sunny Delight) off its shelves after finding its customers did not want to buy it.

i **Number the paragraph summaries in the correct order. Two of the summaries are not used.**

1. Companies need to change, as healthy foods

are here to stay. [ ]

1. Coke needs to inform customers about its

whole product range [ ]

1. Unfortunately, if companies do not change,

they will find it very difficult to survive. [ ]

1. If customers fail to recognise Coke’s whole

range of products, the company will face financial problems. [ ]

1. Advertisements for healthy products are

very popular. [ ]

1. The campaign is well timed, as people want

more healthy products.? [ ]

1. Many companies are benefiting from a bigger market share. [ ]