

## ‘Create sales copy that sells an ideology’



Two workers chat near Coca-Cola products in the Coca Cola Amatil Indonesia's Cikekodon Plant in Bekasi, West Java, Indonesia on March 31, 2015. A visiting trainer in Brunei said yesterday that Coca-Cola company has marketed its products by tapping into a human element and selling the ideology of happiness, making people believe that Coke is somewhat linked to happiness. EPA

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COMPANIES need to incorporate an “ideology” in their marketing strategies to remain competitive.

Arjun Khara, creative director at copywriting agency Quantico Singapore, said that as it is no longer possible to differentiate a company based on their products’ features and benefits, companies need to create a sales copy that sells an “ideology”.

“Companies that have managed to make it big in the market today don’t necessary have the best products, what they do have is an ideology that people believe in,” he said.

According to Khara, a product is actually a company’s most powerful tool as “no amount of marketing can save a bad product”. But this is only true if the product is the only one of its kind.

Khara gave the example of Coca-Cola, a product which has no spectacular features or benefits, that has managed to become so prevalent in today’s culture that it has become one of the most commonly used words around the world.

“Coca-cola would not have the success it has today if the company focused on the actual product in its marketing strategy. The Coca-Cola company tapped into a human element and sold the ideology of happiness. People believe that Coke is somewhat linked to happiness and this is why it sells,” he said.

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He said that a company won't stand out by just presenting the features or benefits of its products as there is too much competition in the market.

People buy into the worlds that companies create and almost never the products that these companies are offering.

"Apple, for example, has created a world of being cool and trendy so people buy their products because they want to feel different. Essentially, Apple is in the business of selling cool and not the business of selling technology," he said.

Khara said companies in Brunei need to incorporate their ideologies in their marketing strategies.

"Take a telecommunications company for example. What is sold should not be the subscription plan because customers can pick from so many other companies. What needs to be highlighted is the idea of being a caring parent or an effective business person through the subscription plans that you can offer," he said.

The Brunei Times