

Coca-Cola

V/S

innocent

little tasty drinks

INTRODUCTION

ESTABLISHED
1886
IN ATLANTA BY
JOHN PEMBERTON

DAILY
AVERAGE
SERVINGS
1.9
BILLION
PEOPLE



FOUNDED IN
1999
BY 3
UNIVERSITY
GRADUATES



SMOOTHIES
JUICES
VEG POTS

80%
MKT
SHARE

THE
FORMULA
OF COCA-COLA
IS STILL A BEST KEPT
SECRET

MOST RECOGNISED
BRAND **94%**
OF THE WORLD

GIVES
10%
OF ITS PROFITS
TO CHARITY

IN-HOUSE
CREATIVE TEAM

PURPOSE

01 CHALLENGE
RACIAL
PREJUDICE

02 PROMOTE
REAL-WORLD
STORIES

03 GIVE PEOPLE
REASON
TO BELIEVE

04 DON'T BE
SERIOUS
ALL THE TIME

05 TAKE A
SOCIAL
STAND

06 REMEMBER
THE GREATER
GOOD

MAKE IT HEALTHY



FIND THE BEST FRUIT



SOURCE ETHICALLY



BE SUSTAINABLE



SHARE THE PROFITS



WHAT DO THEY SAY?

"A great brand is a story that never stops unfolding"



OPEN **HAPPINESS**
BRAND PROMISE OF FUN, FREEDOM,
AND REFRESHMENT

**CHAIN
OF
GOOD**

THE PROMISE OF SUSTAINABLE
AND TASTY NUTRITION



WHAT MAKES THEM DIFFERENT?



**ICONIC
STATUS**



**STANDS FOR
DOING GOOD
FOR THE SOCIETY**

HOW DO THEY DO IT?

**INNOVATIVE &
CONSISTENTLY
RELEVANT**



**BLEND OF
FRESH
& NOSTALGIA**



ENGAGE CONSUMERS ON A
ONE-TO-ONE BASIS



BEING **SPONTANEOUS**

ADAPTING TO LOCAL MARKETS
AND NEW ERAS WITHOUT
DIMINISHING ITS LEGACY



TOP SOCIAL BRAND
SOURCE: BRANDWATCH AND HEADSTREAM

WHO IS THEIR AUDIENCE?



PEOPLE WHO PREFER TO DO ACTIVITIES
AS A GROUP RATHER THAN INDIVIDUALS



HEALTH CONCIOUS PEOPLE WHO
WANT TO GIVE BACK TO SOCIETY

RECOMMENDATIONS

01 INCLUDE THE GREEN INITIATIVES IN STORYTELLING

01 AS COMPARED TO THE RISING COMPETITION, THE BRAND
IDENTITY NEEDS TO BE DISTINCT AND STRONGER

02 ADDRESS THE GROWING CONCERN OF BEING
CALLED AN UNHEALTHY DRINK

02 ADDRESS THE CONCERNS REGARDING THE AMOUNT OF
SUGAR CONTENT IN THE DRINKS

03 STAY AWAY FROM TEMPERING WITH THE ORIGINAL
FORMULA OF THE DRINK E.G. NEW COKE, 1985

03 STAY AWAY FROM ASSOCIATIONS WHICH ARE NOT
ALIGNED TO THE BRAND VALUE. E.G. MCDONALDS, 2008