



THE COCA-COLA COMPANY



#CELEBRATEWITHCOKE

BELOW ZERO AGENCY

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BELOW ZERO AGENCY



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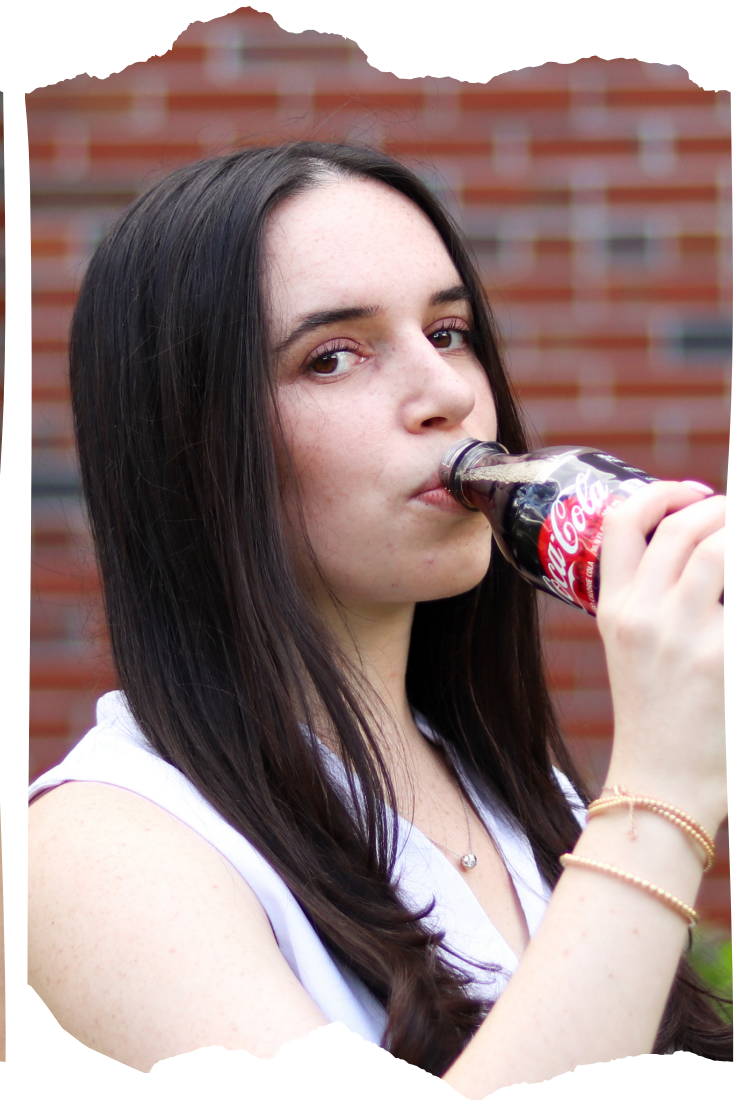
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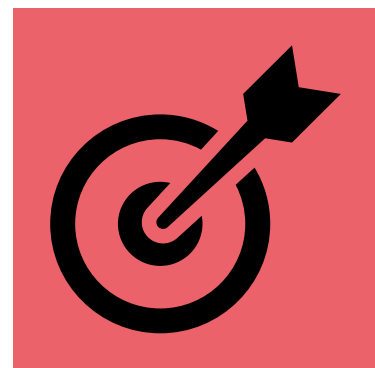
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MISSION, VALUES AND PURPOSE



Purpose

Refresh the world.
Make a difference.



Vision

Beverages for Life. Our
vision is to craft the
brands and drinks that
people love.

SWOT ANALYSIS

STRENGTHS

- Coca-Cola is among the top 10 leading brands worldwide in 2020
- Greater social media following than competitors
- Owns the largest market share of the global non-alcoholic beverage industry

WEAKNESSES

- Lacks diversification going beyond drinks to snacks
- Less engagement on social media at approximately 37% than its competitors
- Lacks brands with a focus on health

OPPORTUNITIES

- Bottled water is the No. 1 beverage of choice for Gen Z
- Room for innovation with touchless dispensaries, online sales, and home delivery

THREATS

- Scale back or postpone brand launches due to COVID-19
- PepsiCo diversification to food products provided extra padding to the economic effects of COVID-19

SOCIAL MEDIA ANALYSIS



Instagram

- Handle: @CocaCola
- Followers: 2.7 M



Facebook

- Handle: @CocaColaUnitedStates
- Following: 105 M



Twitter

- Handle: @CocaCola
- Followers: 3.3 M



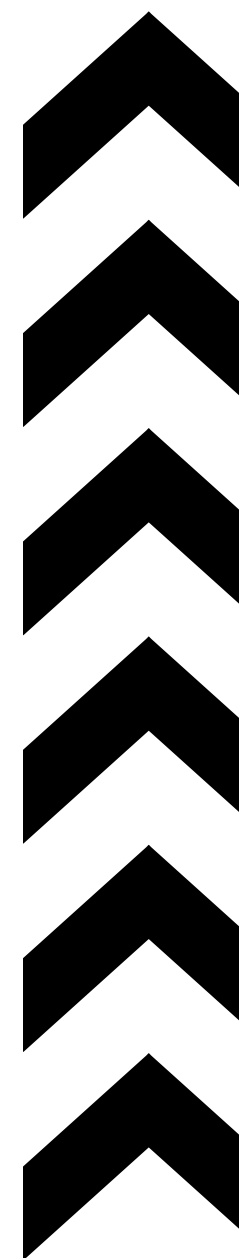
TikTok

- Handle: @CocaCola_us
- Followers: 29.7 K



LinkedIn

- Handle: @The Coca-Cola Company
- Employees on LinkedIn: 74,118



GENERATIONAL ANALYSIS

BOOMERS
1945-1964



GEN X
1965-1979



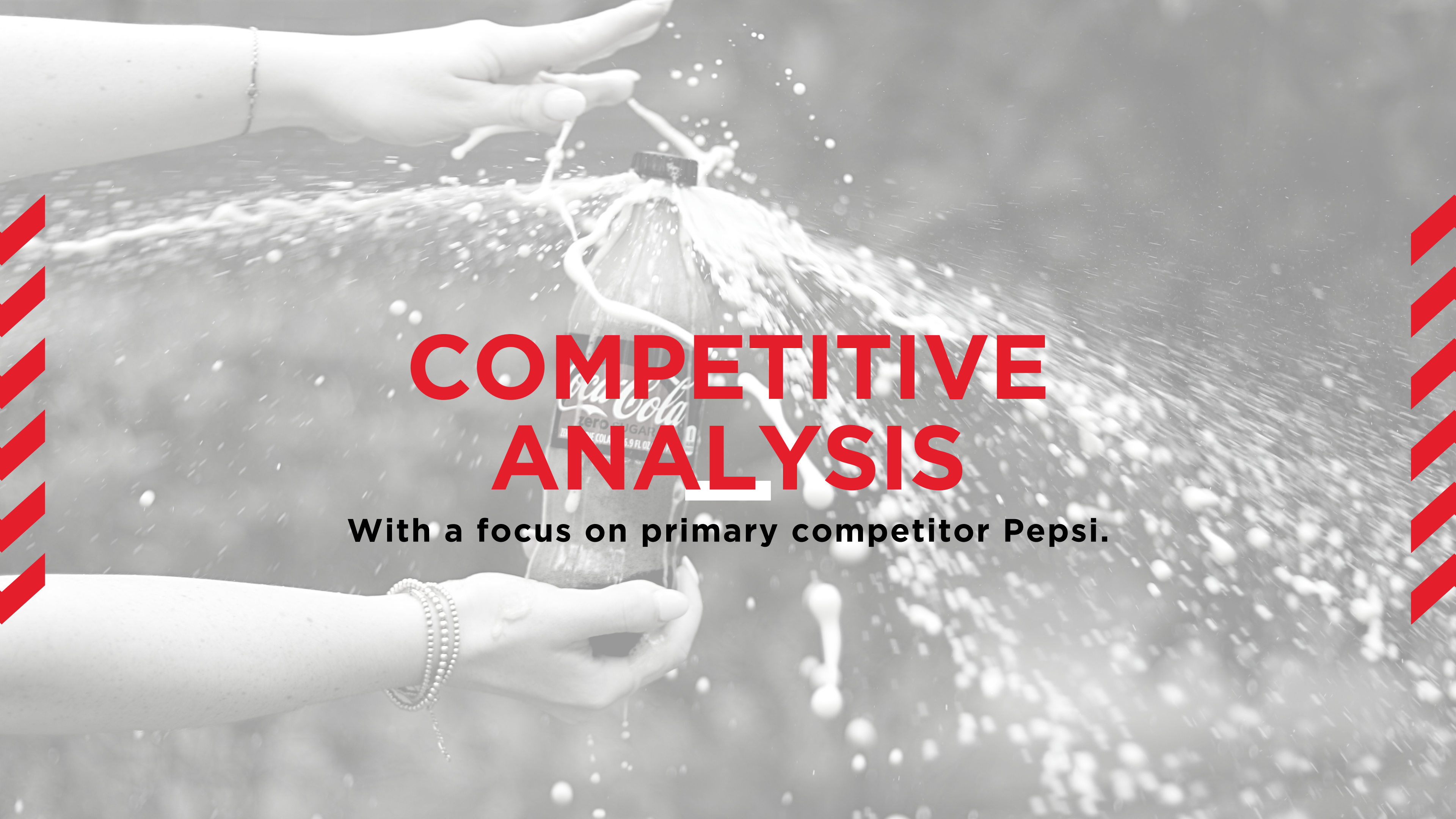
GEN Y
1980-1994



FOODING

For over 100 years, Coca-Cola has been the go-to beverage to uplift both food and mood during sporting events like football. Fooding, or food pairing, has been a way for college football fans to enjoy the game of football while also enjoying traditional game day recipes.





COMPETITIVE ANALYSIS

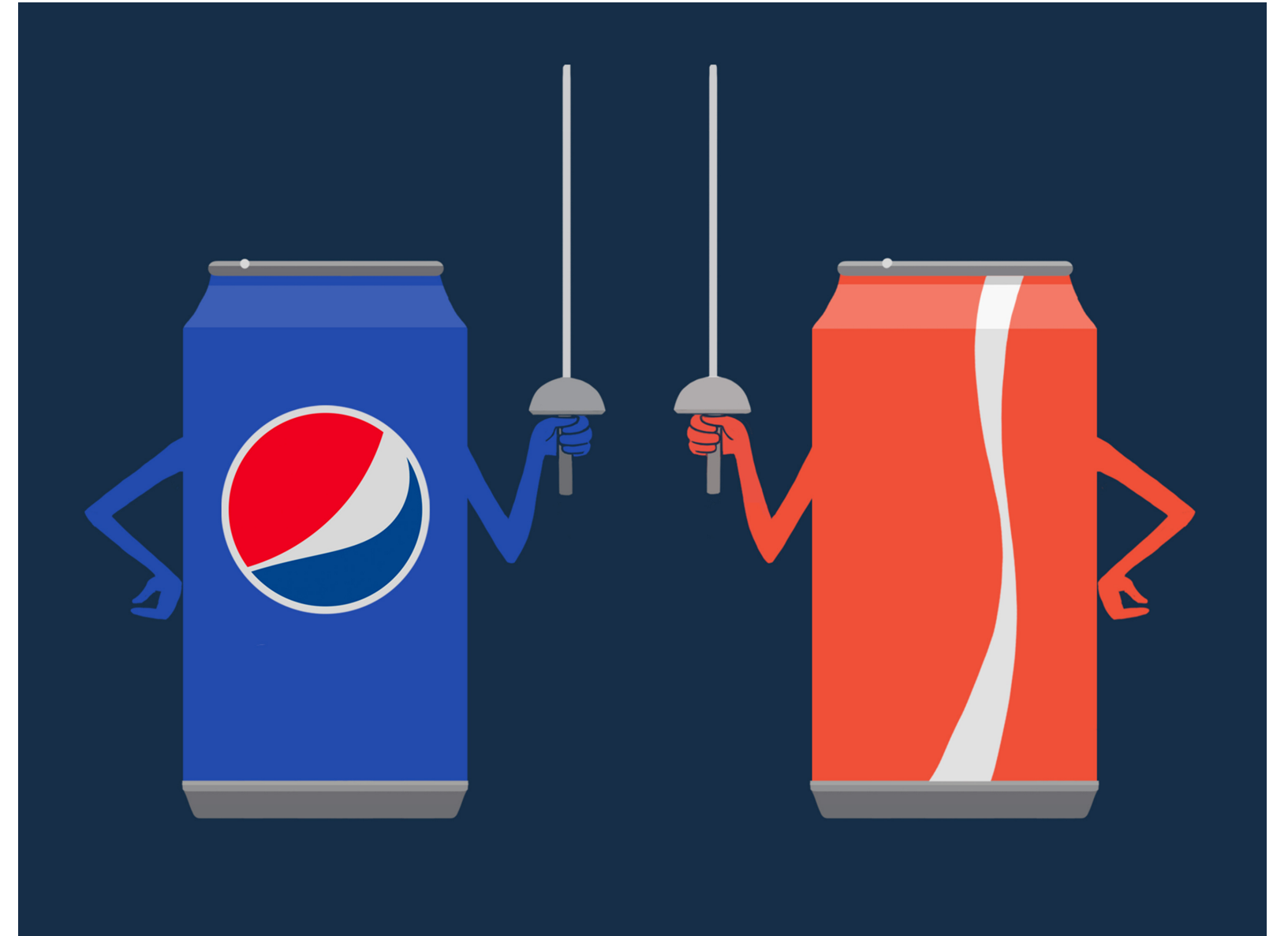
With a focus on primary competitor Pepsi.

PRIMARY COMPETITORS



Pepsi has been Coca-Cola's primary rival since the 1980's Cola War. The rivalry continues as both brands expand their beverage categories to include:

- Juice
- Water
- Sports Drinks
- Energy Drinks



ADDITIONAL COMPETITORS



RED BULL

The only soft drink manufacturer among competitors not owned by Coca-Cola or Pepsi



DIET COKE

It's also positioned in the low and no-calorie beverage category



FANTA

Coca-Cola product that targets youth with vibrant, fruity flavors



SPRITE

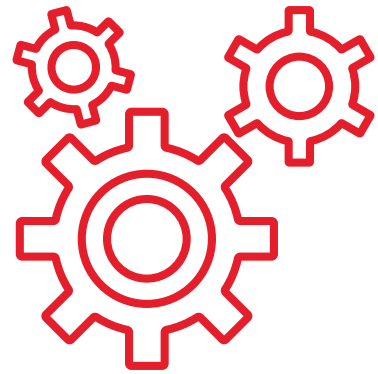
Marketed at consumers who prefer no caffeine, Sprite focuses on young adults



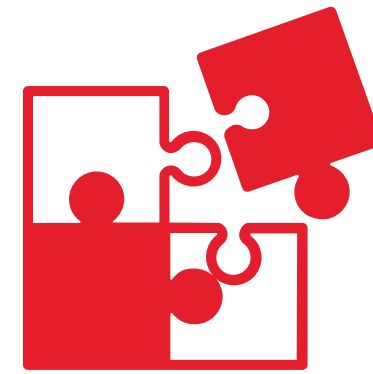
RESEARCH REPORT

Conducted in March 2021

THE DETAILS



PROBLEM STATEMENT



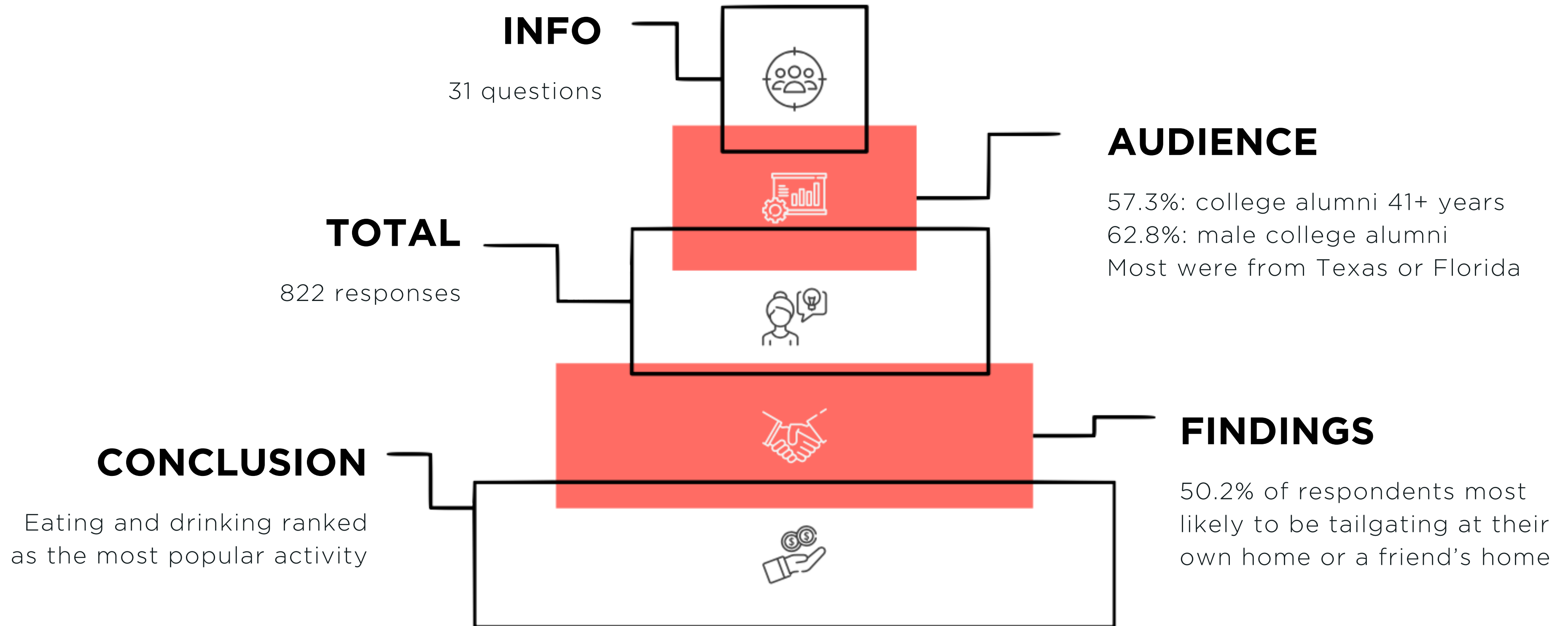
METHODOLOGY



TIMELINE AND INSTRUMENT



RESEARCH BREAKDOWN





78%

HAD TAILGATED AT THEIR ALMA MATER

61.8%

**HAD AN ANNUAL HOUSEHOLD INCOME OF
\$100,000 OR MORE**

87%

**HAVE ATTENDED GAME DAY GATHERINGS
AT ANOTHER PERSON'S HOME**



CAMPAIGN INTRO





TOP 10 COCA-COLA UNIVERSITIES

Goal One

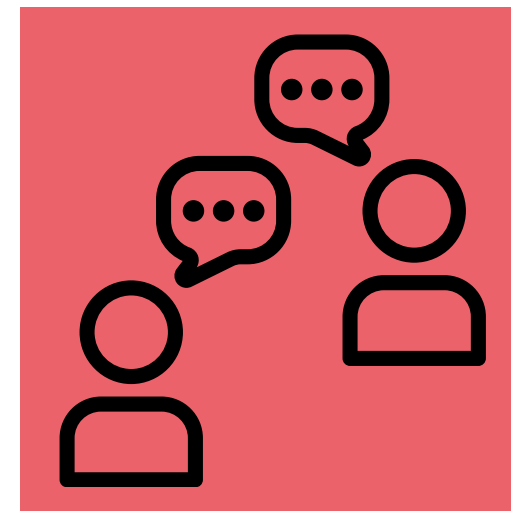
Increase Coke Zero awareness around food and beverage experiences with 2021 college football game days.

- **Objective One**
 - To increase the sales of Coke Zero during the fall 2021 college football season by two percent at each of the top 10 Coca-Cola colleges.
- **Objective Two**
 - To increase traffic to Coca-Cola's website for tailgate-related recipes during the fall 2021 college football season by five percent.

Objective 1



Tactic 1



Tactic 2



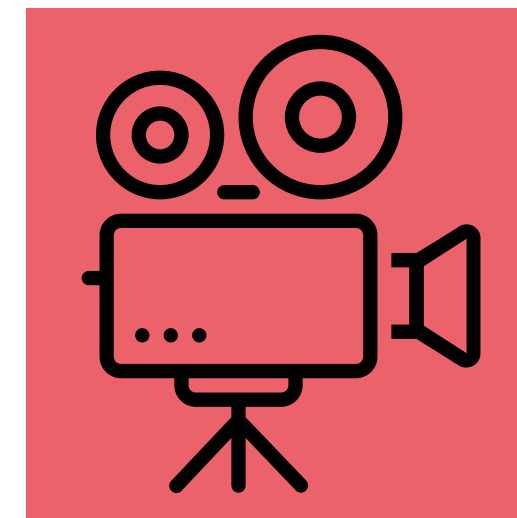
Objective 2



Tactic 1



Tactic 2



Tactic 3

Goal Two

Engage Coke Zero's priority audiences of male college alumni, male college students, and their friends and family in conjunction with The Coca-Cola Company's 2021 college football game days platform.

- **Objective One**

- To increase the social media engagement of Coke Zero by two percent among male college alumni by January 2022.

- **Objective Two**

- To increase awareness around Coke Zero with male college alumni, male college students and their friends and family by five percent by January 2022.

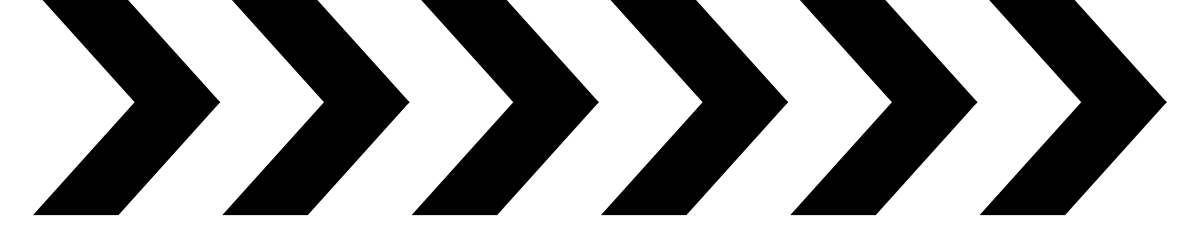
Objective 1



Tactic 1



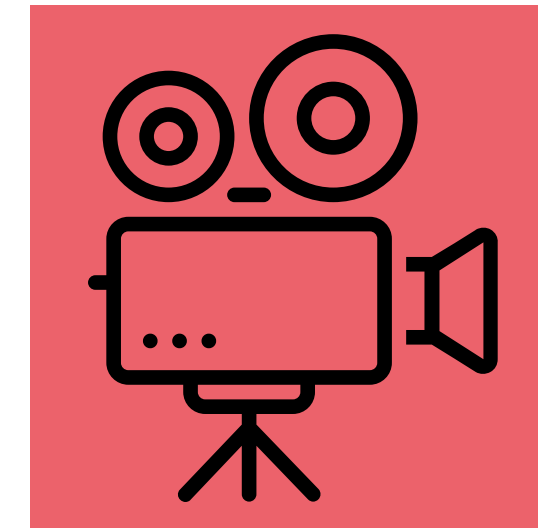
Objective 1



Tactic 2



Objective 1



Tactic 3

Objective 2



Tactic 1



Objective 2



Tactic 2





EVALUATION



GOAL ONE

Use Google Analytics and SEO to track our key point indicators (KPIs):

- page views
 - traffic sources
 - landing pages
 - unique visitors
-
- A five percent increase in awareness around Coke Zero in conjunction with food and beverage experiences during the 2021 college football season would signal that our campaign was successful in meeting our first goal
 - Track sales of Coke Zero during the 2021 college football season and compare the number of sales during this period to that of fourth quarter sales in 2020



GOAL TWO

- Measure social media engagement and increase awareness among male college alumni
- Our campaign will be successful if we increase social media engagement by two percent among our target audience
- We would measure social media engagement by tracking all relevant social media metrics through:
 - Talkwalker, audience share, engagement with our social media hashtag, geofilters, event giveaways, and cross tabulations of growth and spikes of clickthrough rate



THANK YOU