



The Coca-Cola Company is the world's largest beverage company and the leading drinks brand worldwide. In Great Britain, Coca-Cola and diet Coke are the country's two biggest soft drinks. The classic contoured original glass bottle has become synonymous with the brand and is an instantly recognisable icon the world over. For the last 11 years, Coca-Cola has remained top of the Interbrand Top 100 Best Global Brands (Source: Interbrand 2010).



**Market**

Coca-Cola remains one of the most successful and innovative brands in the world today. Ongoing brand and product innovation continues to reinforce its leadership in the soft drinks category.

In 2009 the My Coke portfolio became the first brand to top the £1 billion retail sales mark, with 6.6 per cent growth in value year-on-year. Within this, diet Coke saw 9.1 per cent year-on-year value growth, Coca-Cola Zero reached a sales value of more than £58 million and Coca-Cola achieved a sales value of over £550 million, remaining the most popular global soft drink (Source: Nielsen Total Coverage 52 w/e 10th July 2010).

**Product**

There are three core products in the Coca-Cola trilogy: Coca-Cola, introduced more than 100

years ago; diet Coke, launched almost 30 years ago; and the newer addition Coca-Cola Zero.

**Recent Developments**

Keeping employees healthy and happy also remains pivotal to the Company's ethos and in 2010, Cola-Cola Great Britain was placed 22nd in the Great Place to Work® Institute's UK rankings. As part of a commitment to environmental sustainability, the brand has launched schemes such as Recycle Zone, through which recycling facilities have been placed in 80 areas across the UK, and Trace Your Coke, an app allowing consumers to trace their drink to its factory of origin and understand the role of recycling in cutting its carbon footprint. Elsewhere, the Company has continued to reduce packaging across its range and strives for its manufacturing sites to better their current rate of 97 per cent recycling of all waste to 'zero waste' by the end of 2011. The Company is also on target to achieve its goal of using 25 per cent recycled plastic in all bottles by 2012 and was the first sparkling drinks brand to become certified by the Carbon Trust.

**Achievements**

Since its launch in 2008, the brand's engagement site, CokeZone.co.uk, has grown steadily and now boasts two million registered users. In 2010 the site was ranked the number one FMCG brand website (Source: Nielsen NetRatings 2010) and won four Institute of Sales Promotion marketing accolades, including a Gold award for Digital Promotions.



**Promotion**

Brands within the Coca-Cola Great Britain portfolio are synonymous with innovative and relevant marketing campaigns that reach out to and inspire consumers across the globe. The Company continues to invest heavily in maintaining awareness across its Coca-Cola trilogy, communicating with each specific audience with activity that engages and



rewards. Using its position as an instantly recognisable and authentic brand, Coca-Cola has embraced digital communication, embedding consumer conversation and brand interaction at the heart of its marketing strategy.

This year, Coca-Cola amplified its global Open Happiness campaign with its sponsorship of the FIFA World Cup™, encouraging enthusiasm and support around the tournament by asking consumers: 'What's Your Celebration?' The brand tapped into the elation expressed during goal celebrations and brought to life the moment of happiness and uplift that is at the heart of Coca-Cola. A fully integrated programme was designed to spread excitement through ads, in-store displays, packaging, music, experiential and social media activation in more than 150 countries. Coca-Cola also took the FIFA World Cup™ Trophy on tour, allowing fans across 84 countries to enjoy a rare close-up of the biggest prize in football.



Elsewhere, the sequel to the internet hit Coca-Cola Happiness Machine came to the UK. This unique film, which set out to brighten up the days of unsuspecting British students, attracted more than 100,000 views within its first 48 hours online.

As a proud partner of the London 2012 Olympic and Paralympic Games, Coca-Cola is working to inspire healthy and active lifestyles; for example, through its support of StreetGames, a national charity set up to enable young people in disadvantaged communities to participate in sport. Similarly, through its sponsorship of the London 2012

Olympic Torch Relay, Coca-Cola is looking to bring the spirit of the Olympic Games to communities across the UK.

The brand also continues to support wider sporting events and in 2010, announced new three-year partnerships with The Football League and The Scottish Premier League.

In 2010 diet Coke earned its fashion stripes, with a multifaceted campaign that tapped into the target audience's passion points of trends, fashion, content and fun. The brand platform Love It Light featured engaging new creatives with three savvy, sophisticated and witty marionette puppets that epitomise the diet Coke ethos. The campaign was supported by a pan-European Facebook hub and brand partnerships with the likes of online fashion retailer ASOS, magazine mecca Bauer Media and of-the-moment nail brand, nails inc. The tie-ups were designed to offer consumers a moment of pleasure and a 'pick-me-up', rewarding loyal customers while also aiming to recruit a new generation of drinkers.

Meanwhile, Coca-Cola Zero sponsored box office hit AVATAR in more than 30 markets worldwide. Providing access to exclusive content, the campaign included an immersive cinematic ad and digital engagement across the Coke Zone website. Elsewhere, the popular Coke Zero Street Striker programme with Wayne Rooney returned to Sky for its third series, continuing to track down the UK's freshest, untapped football talent.

Promoting the My Coke portfolio, 2010 saw Coca-Cola launch a series of campaigns that positioned Coca-Cola, diet Coke and Coca-Cola Zero together for the first time. The Coke With Food initiative saw the brand join with ITV1 under the strap-line 'Saturday Night Tastes Better with Coca-Cola & ITV1'. Celebrating the role of Coca-Cola in delivering enjoyment and bringing families together at Saturday mealtimes, the partnership with ITV was the first of its kind for the brand. Later in the year, Coca-Cola continued to



highlight its food and family occasions heritage by launching a limited edition recipe book, When You Entertain, featuring recipes from high profile chefs and food personalities. To further push the category, an uplifting intrinsic spot highlighted the choice available across the My Coke trilogy, celebrating a Coca-Cola drink for everyone and every occasion.

**Brand Values**

The brand values of Coca-Cola have stood the test of time, conveying optimism, happiness, togetherness and authenticity. Coca-Cola aims to bring people together with an uplifting promise of better times and possibilities. These values make Coca-Cola as relevant and appealing to people today as it has always been, and the Company's reputation for strong marketing ensures that this connection remains as powerful as ever.

**Things you didn't know about Coca-Cola**

Coca-Cola has been an official partner of the Olympic Games since 1928 – the longest running sports sponsorship in history.

The Coca-Cola Company markets more than 400 brands worldwide, with 20 in the UK alone.

Coca-Cola will be 125 years old in 2011.

1886	1893	1915	1984	2006	2009
Coca-Cola is invented by John Styth Pemberton, a pharmacist in Atlanta, Georgia. Asa Candler acquires the business in 1888.	The famous signature Coca-Cola 'flourish' is registered as a trademark. By 1895, Coca-Cola is available in every US state.	The Coca-Cola contour bottle, made from Georgia green glass, appears for the first time. A unique 3D trademark protects it from its growing army of imitators.	Diet Coke is launched – the first brand extension of Coca-Cola in Great Britain.	Coca-Cola Zero becomes the third brand in the Coca-Cola family in Great Britain. Two years later, the brand's engagement site CokeZone.co.uk launches.	The My Coke portfolio becomes the first brand to top the £1 billion retail sales mark.



\*Coca-Cola, 'Coke', 'diet Coke', 'Coca-Cola Zero' and 'Coke Zero' are registered trademarks of The Coca-Cola Company.