



The Coca-Cola Company is the world's largest beverage company and the leading drinks brand worldwide, with a brand value of US\$66.7 billion (Source: Business Week/Interbrand Best Global Brands 2008). In Great Britain, Coca-Cola and sugar-free diet Coke are the country's two biggest soft drinks and in 2006, Coca-Cola Zero was added to the family. The classic contour bottle has become synonymous with the brand and is an instantly recognisable icon the world over.



**Market**

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

In Great Britain in 2008, retail sales of Coca-Cola grew by 3.6 per cent to reach a value of £514.5 million and in 2009, the brand experienced its best January to date (Source: ACNielsen w/e 3rd January 2009).

Coca-Cola Great Britain's portfolio of brands for the Coca-Cola trademark achieved a combined revenue of £970 million in 2008 (Source: ACNielsen). Coca-Cola Zero was the trademark's most significant launch and innovation in the last 20 years and is now worth £56.2 million (Source: ACNielsen w/e 17th January 2009).

**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 Coca-Cola Zero, launched three years ago. The Coca-Cola Company aims to provide consumers with a range of products that are relevant to their needs. As an example of this, in 2008 easy-to-hold 'grip' bottles were rolled out across all 500ml PET bottles.

**Achievements**

As Coca-Cola remains at the pinnacle of global brand recognition, the Company is able to utilise its relationship with consumers to make an impact beyond the soft drinks market. 2008 saw Coca-Cola build on the success of its 'Talent from Trash' initiative, rewarding

football fans for recycling by giving them the opportunity to win cash for youth development programmes within The Football League. 'Talent from Trash' won a number of environment and marketing awards during 2008, including Best Green Outdoor Campaign (over £50,000) at the Green Awards and Best Waste & Recycling Project at the edie Awards for Environmental Excellence.

**Recent Developments**

In 2009, Coca-Cola Great Britain celebrated the first anniversary of Coke Zone. This innovative website was developed to reward and engage with Coca-Cola trilogy drinkers as well as attract a new generation of consumers



to the brand. Offering a range of content such as rewards and money-can't-buy prizes, CokeZone.co.uk is the leading FMCG brand website and boasts nearly half a million members with visitors browsing the site for an average of more than nine minutes.

**Promotion**

Coca-Cola has become known for innovative, relevant marketing campaigns and famous for iconic advertising. In Great Britain in 2008, it continued to invest heavily in maintaining awareness across the Coca-Cola, diet Coke and Coca-Cola Zero brands.

As a key sponsor of the Olympic Games, Coca-Cola launched a limited edition bottle designed by iconic photographer, Rankin. On-pack promotion to support the sponsorship included the chance to win a 'dream' experience. Keeping on the sporting theme, Coca-Cola also continued its sponsorship of The Football League, amplified with successful campaigns such as 'Win a Player, Buy a Player' and 'Find the Next Rooney'.

Coca-Cola continued to communicate the 'Coke Side of Life', reminding people of the iconic heritage of the drink. 2008 saw the TV debut of Coca-Cola's award-winning 'Video Game' creative, portraying the hero of a gritty video game spreading happiness by handing out bottles of Coke. The 'Coke Side of Life' messages were reinforced with two summer campaigns: 'Pemberton', focusing on the heritage of Coca-Cola and 'Intrinsics', bringing to life the taste and refreshment of an ice-cold Coca-Cola.



Finally, the Christmas season saw the return of two well-known TV ad campaigns: 'Holidays are Coming' and 'Greatest Gifts'. These were supported by nationwide outdoor ads and on-pack promotions offering consumers the chance to win festive-themed prizes and rewards via the Coke Zone website.

Meanwhile, 2008 saw diet Coke go back to its roots with campaigns aimed at its key audience: young women. The diet Coke City Collection was launched, comprising four limited edition bottles designed by Patricia Field, New York stylist to the stars. Sold exclusively in Selfridges, the designs embodied today's modern women: confident, glamorous, sexy and in charge of their own lives.

Elsewhere, Coca-Cola Zero – dubbed 'bloke Coke' – continued to communicate with young men. In its first collaboration since launch, Coke Zero began a multimillion-pound global partnership with the James Bond film, Quantum of Solace. The integrated communications campaign, which ran across more than 30 markets, included TV, cinema, digital and outdoor activity as well as on-pack promotion and an exclusive 007 inspired original glass bottle in Great Britain.

Coca-Cola Zero also launched 'Coke Zero Street Striker', a competition judged by Wayne Rooney to find the nation's most skilful street footballers with the final shown on Sky One.



**Brand Values**

The brand values of Coca-Cola have stood the test of time and aim to convey optimism, togetherness and authenticity. Coca-Cola is not political but 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 underpin the loyalty, affection and love that generations have felt for the brand. The Coca-Cola Company's reputation for strong marketing ensures that this connection remains as powerful as ever.

[coca-cola.co.uk](http://coca-cola.co.uk)

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

The Coca-Cola Company markets more than 400 brands worldwide, with 20 in the UK alone, providing over one billion servings of sparkling and still beverages every day.

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

Coca-Cola was originally sold as a soda fountain drink – produced by mixing Coca-Cola syrup with carbonated water.

1886	1893	1915	1919	1984	2006
Coca-Cola is invented by John Styth Pemberton, a pharmacist in Atlanta, Georgia. Asa Candler acquires the business in 1888.	The famous signature 'flourish' of Coca-Cola 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 a growing army of imitators.	The business is sold to Ernest Woodruff. In 1923 his son becomes president of the company, declaring that Coca-Cola "should always be within an arm's reach of desire".	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.