



BEYOND Advertising

Coca-Cola™

Nutrition Facts

of Team Members 22

% Daily Values*

Team work	110%
Passion For Our Clients	100%
Determination	98%
Confidence	95%
Innovation	96.54%
Ethics	99.9%

* Percent Daily Value are based on 100% effort.

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NO RECYCLED



IDEAS

Ingredients

STRATEGIC THINKING,
CREATIVITY, INTELLIGENCE,
INTEGRATION, ORIGINALITY,
FUN, HARD WORK

ORIGINAL
FORMULA
- SORRY, IT'S
A SECRET

We Can Not Thank You Enough

First and foremost, we would like to thank Dr. Larry Chiagouris for his inspiration in the development of our campaign and for his expert guidance. His constant drive and motivation for improvement and his belief in our team has pushed us to our full potential. Without his help and determination for success, we would not have been able to utilize our skills as a team, or as individuals, to their full proficiency.

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A special thanks to John S. Pemberton, creator of Coca-Cola.
We would not have been able to do this without you.

In addition, we would like to extend our gratitude to the following individuals and organizations:

Dr. Martin Topol

Dr. Ipshita Ray

Professor William Pappenheimer

The Pace University Staff

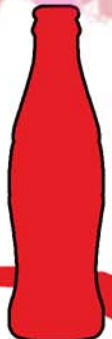
The Computer Resource Center

Center Stage

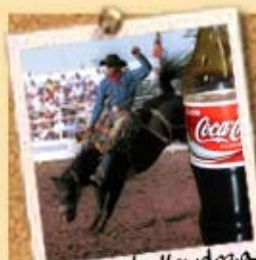
The Marketing Department

The Art Department

To learn more about
Beyond Advertising visit:
<http://webpage.pace.edu/paceadteam>



Hands on Research... we had a little fun.



Howdy! Howdy! take your Coke!

Coke's the new sunscreen! You can never get enough of this SRE. USP.



Throughout the duration of the campaign we drank 452 bottles of Coke!



Provided taste tests to students



Throughout this campaign we collected comprehensive primary research data. We also could not stop ourselves from having so much fun with a brand that creates such a positive attitude all over the US. Coke's presence is everywhere as you can see from our compilation of pictures of our team members.

With Coke you can stand tall for anything.



At the Grand Canyon I found Coca-Cola while turning over rocks.



Deadlines:
March 26: Print & mail plans book
April 29: NSAC regional judging
June 7-8: NSAC finals



He says: "I hope she says I do!"
She says: "I do... love Coke!"

$E=mc^2$
Thirsty?



There is no side when it comes to the Coke side of life!



Coke will bring out the kid in you.

店手 Lucky Numbers: 3, 26, 29, 7, 8 店道

Campaign Overview

"Things go better with Coke."

"It's the real thing."

"Coke is it."

"Always Coca-Cola."

These are some of the themes and taglines that built the world's most recognized soft drink company. Today, Coca-Cola™ needs more than a catchy tagline to combat the decline of its flagship brand: Coke needs a new attitude.

We conducted extensive market research about the target and its relationship with Coke. Beyond Advertising understands what it takes to create a positive attitude towards the brand and establish brand loyalty.

Our campaign makes the \$15 million budget work harder by leveraging the efforts of Coca-Cola's general market campaign. This integration is key in accomplishing our goals with a limited budget.

Our creative executions fit seamlessly into "The Coke Side of Life" theme while conveying uplift to our target market.

Our media and promotions plan uses touch points that reach 13-24 year-olds throughout their daily lives. Our plan effectively balances reach and frequency for optimum results while avoiding waste.

Our integrated communication program further connects the brand to the consumer by creating memorable experiences. In addition to promoting single-servings of Coke, we have developed promotions to bolster fountain sales and strengthen relationships with the bottlers and key retailers.

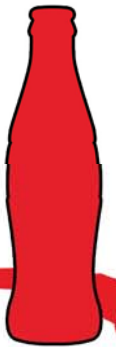
Beyond Advertising combines in-depth research, innovative thinking and engaging creative executions. Our evaluative processes, already conducted, assures a winning formula establishing Coca-Cola Classic as the beverage of choice among today's youth.

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"Our agency has taken on the task of interpreting 'The Coke Side of Life.' Our campaign translates 'living in color' using images, sounds, and language that resonate with the youth market."

-Irina Kosoy, Pace University Marketing Strategist



Situation Analysis

Key Industry Trends: Regular Cola Under Pressure

Sales of carbonated beverages and regular cola beverages, in particular, are declining. Key factors behind this trend are the increased number of beverage choices and growing competition from "healthier" alternatives including diet soda, bottled water and energy drinks. For example, lemon-lime flavors are gaining share as they are perceived as healthier than colas while energy drinks appeal to those who want a performance boost. Females aged 18-24 are particularly concerned with making weight conscious choices in their food and beverage selections.

Coca-Cola & The Competitive Environment: The Opportunity

A true global brand, Coca-Cola™ offers its products in over 200 countries and produces 4 of the top 5 soft drink brands. Coca-Cola Classic is the world's most well-known product and the best-selling soft drink in history with consumption of 1.3 billion servings per day. The company's long-term lead in the beverage industry presents a challenge. As it has become a favorite of the masses, the classic imagery of Coca-Cola is losing the battle for the youth market to drinks perceived as trendier and having more of an edge, such as Dr. Pepper and Mountain Dew.

Blind taste tests conducted by Beyond Advertising and reported in other studies indicate most people cannot accurately identify a cola brand based on taste. Pepsi and other soft drinks have been preferred by the younger generation primarily based on attitude, not on taste. In this context, Coca-Cola **does** have an opportunity to increase consumption of its flagship brand. Our analysis revealed that Coke has not been as aggressive as its competition in the use of visual icons, language or sounds that resonate with youth. A fresh, more youth-relevant image can win Coca-Cola additional market share.

Large Market & Diverse Motivators

In 2006, teens and young adults spent over \$10 billion on soft drinks alone.

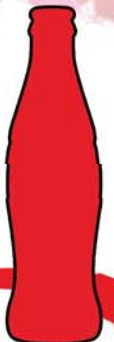
Motivators for carbonated soft drink consumption among 13-24 year olds:

Physically uplifting

- Satisfies sugar cravings
- Tastes Great
- Easy way to get caffeine

Emotionally uplifting

- Like the "kick" of carbonation
- Advertising makes it look "cool"
- Peers drink it
- Fun

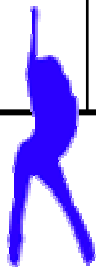


Primary Research*

The target market has a strong preference for competitors' brands.

- 68% of those surveyed preferred these competitors (7% preferred non-soda beverages).
- Our main competitors have successfully created a more youth-relevant brand image.
- Mountain Dew and Dr. Pepper are successfully communicating the key motivator: uplift.

Pepsi	Mountain Dew	Dr. Pepper	Coca-Cola Classic
"If Pepsi were a person it would be young, hip and interested in music."	"If Mountain Dew were a person he'd be young and adventurous."	"Dr. Pepper would be a considerate person surrounded by a close-knit group of friends."	"Coke is an old dude, listens to Elvis Presley and watches the Price is Right." "Coke tries to please everyone."
•Preferred by 26% of respondents	•Preferred by 25% of respondents	•Preferred by 17% of respondents	Preferred by 25% of respondents
Respondents associated the brands with:			Respondents associated Coke with:
<ul style="list-style-type: none"> •Celebrities •Music •Teenagers 	<ul style="list-style-type: none"> •Extreme Sports •Risk-taking •High energy 	<ul style="list-style-type: none"> •Tasty •Unique •Fun 	<ul style="list-style-type: none"> •Older People •Family •Dinner Time



It is not about awareness.
It is not about taste.
In order to increase favorite brand rating and incidence of consumption **we need to change how young people think and feel about the brand.**

*Our primary research is based on **5 focus groups, 3 quantitative studies with 600 teens and young adults, and 12 expert interviews.** We also utilized secondary information from leading sources such as **Simmons** and **MRI**.

Coca-Cola Brand Perception

Research indicates that Coca-Cola Classic does not connect with individuals in the target market.

Teens and young adults perceive Coke as boring.



Target Market

13-18

Members of this group: want to **define their own identity as individuals** while being accepted within a group, want to be the **masters of their own lives** and have a **need for spontaneity**.

They Value Individuality

I believe people should be free to live the way they want.

% Agree **86%**

They Value Control

I think it is important to have control of my life and to make my own choices.

% Agree **78%**

Our qualitative research asked **"What uplifts you?" 13-24 year-olds** gave a wide variety of answers. These included computers/technology, sports, compliments/encouragement, and activities with friends. The dominant responses are reflected in the percentages below.



19-24

Members of this group: are happy with their lives today, are extremely optimistic about the future and want to **live life to the fullest**.

This generation of **unique individuals** wants to **express themselves** and cannot be categorized.

They Believe in Uniqueness

My generation is unique and distinct.

% Agree **68%**

They Believe in Self-Expression

I express myself through my appearance.

% Agree **54%**

The Numbers

Distribution

Gender

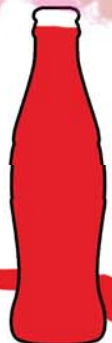
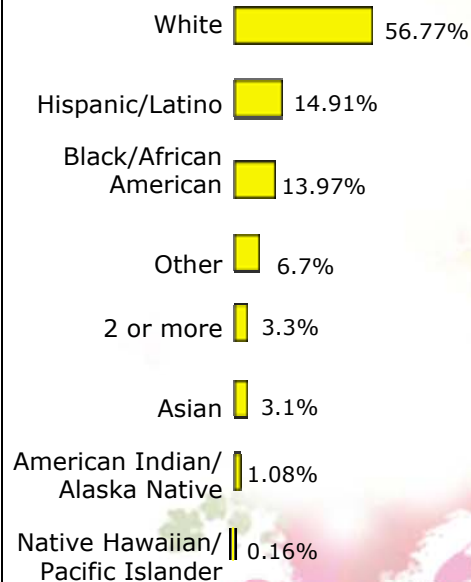
- 51% Male
- 49% Female

Age

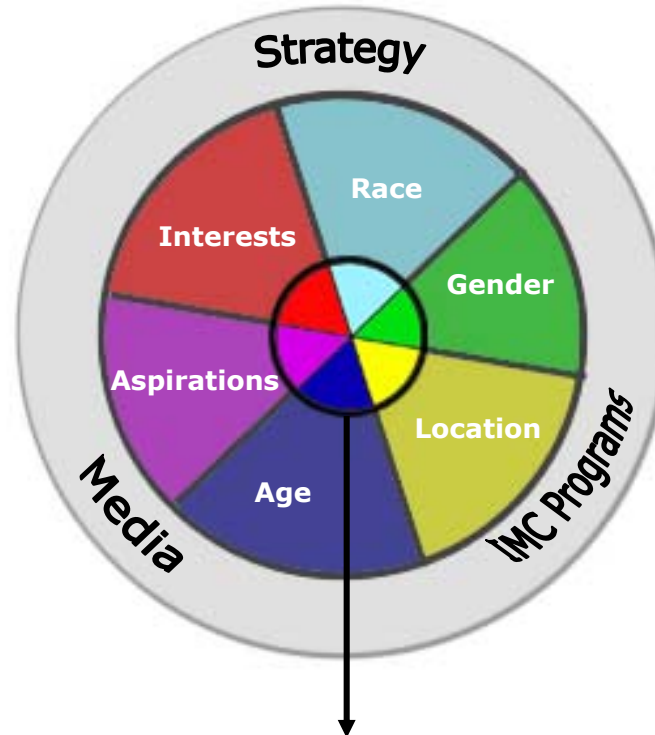
- 51% 13-18
- 49% 19-24

Distribution

Ethnicities



The Beyond Advertising Target Unification Model™



Key Shared Attributes

We recognize the target market consists of individuals who differ with respect to age, gender, race, location, aspirations and interests. The challenge is to find a message that connects with each diverse individual. We do it based on our proprietary model: The Beyond Advertising Target Unification Model. This model represents how our strategy, media plans and IMC programs are built around the target audience, based on a foundation of extensive research and planning programs. We have studied the buying habits, attitudes and preferences of young people across the country. By deriving several key insights, we use this model to identify the key message and shared attribute resonating with all of them.



Target Audience

Beyond Advertising Target Sample Unification Model

Younger

Boris Vilkov, 14

Interests: computer programming, video games, kung fu, comedy

I want to be: the next Bill Gates.

Location: Henrietta, MN



Maria Ortiz, 13

Interests: shopping, meeting new people, painting

I want to be: a fashion designer.

Location: San Antonio, TX

Suraj Gupta, 17

Interests: travel, history, aviation, museums

I want to be: an archeologist.

Location: New York, NY



Angela Baci, 16

Interests: snowboarding, skating, break-dancing

I want to be: a trendsetter.

Location: Avon, CO

Key Shared Attribute:

I want to be my own person, seize the moment and show the world what I can do.

Male

RJ Harris, 20

Interests: baseball, cars, working out, psychology

I want to be: a pro-baseball player.

Location: Greenville, TN



Katrina Chung, 19

Interests: piercings, tattoos, music, makeup, art

I want to be: a rock star.

Location: Los Angeles, CA

Drew Smith, 23

Interests: fiction, cinema, comic books, photography

I want to be: a writer/director of films.

Location: Chicago, IL



Laura Reilly, 22

Interests: The Peace Corps, modern dance, PETA, medical science

I want to be: someone's hero.

Location: Phoenix, AZ

Older



Creative Strategy

Key Insight

Teens and young adults are proactive individuals; they want to take advantage of opportunities to show the world what they can do. They connect uplift with their desire to live in the moment. They feel uplifted when they can say and do something that gets recognition. Simply stating Coca-Cola "uplifts you" does not suffice; showing others being uplifted will be much more convincing.

Unique Selling Proposition/Promise

Coke encourages you to seize the moment by expressing your unique thoughts, talents and capabilities. If you can think it...you can do it.

Support/Reason to Believe

Coke has always been more than a soda; it is a global symbol of great possibilities. Coke executive Marc Mathieu describes The Coke Side of Life as one that "invites people to create their own positive reality, to be spontaneous, listen to their hearts and live in full color." The general market campaign will be conveying Mr. Mathieu's description. **Beyond Advertising's campaign brings this message to life by defining it in terms youth understand and appreciate. Our executions reach out to the target audience by depicting young people taking opportunities to seize the moment, show off talents and skills, and be uplifted.**

Tagline

The current tagline, "The Coke Side of Life," will be supplemented with a sub-tagline and creative theme in order to resonate with our youth audience:

"Unleash Your Colors. The Coke Side of Life"

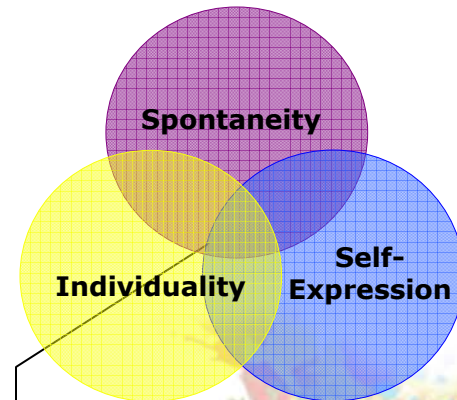
Organizing Idea

Beyond Advertising will organize our executions around young people taking opportunities to "live in full color." For young people, this means feeling comfortable expressing themselves verbally or through their actions. Our protagonists will be presented with an exciting opportunity or challenge. While thinking about what they will do, they will be shown drinking a Coke. The sip of Coke is a trigger—it allows their imaginations to take over, giving them a glimpse of themselves in The Coke Side of Life. Coming back to reality, they will go forward with confidence, ready to share with the world who they are, what they are thinking and what they can do.

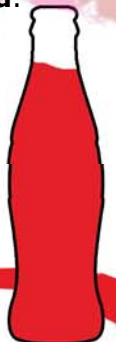
Unifying Needs

Members of the target market have:

- a need for **spontaneity**
- a need for **individuality**
- a need for **self-expression**



**Uplift is not just
a Physical
State...it is a
State of Mind.**



Television:

Breakdancing Battle Of The Year 2008

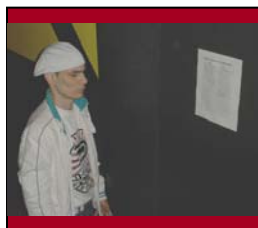


SFX: Bottle dropping from the Coke vending machine.

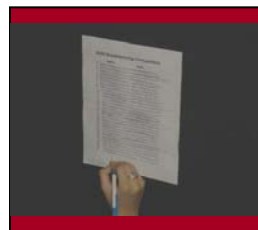
A girl reaches to grab the Coke, walks fast rushing to the school auditorium.



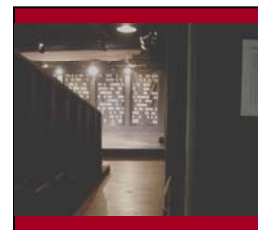
The girl carrying her book bag, holding a 20 oz. bottle of Coke, heads towards the "Annual Breakdancing Battle '08" sign up sheet. Others, previously signed up, pass her by.



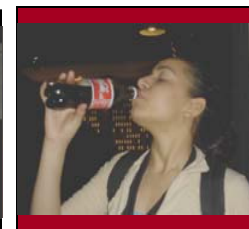
The last guy who just signed up passes her by. He makes eye contact and smirks. She turns around and glances at him but she regains focus and looks toward the sign up sheet.



All the spots on the sign up sheet are filled but one. She scribbles her name onto the last slot on the list. She then notices that everyone else on the list are guys.



She turns and looks past the opened stage door.



She peeks inside.

SFX: Coke bottle opening



She opens her eyes and imagines herself on stage.

Her dance music begins as she finds herself onstage.

She is face to face with the guy she saw smirking.



The guy starts to show off some of his breakdancing moves. She puts the Coke down and challenges him.

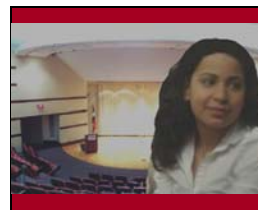
They are both breakdancing exceptionally well.



Just when you think they are on the same level, she picks up the bottle of Coke from the floor and tosses it up to the ceiling.

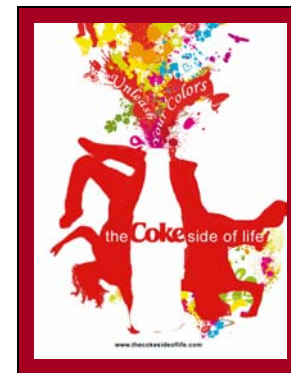
The young guy stops.

As the bottle spins in the air, she does her unique signature move. She catches the bottle in her final position, giving her dance a competitive edge. She smiles, opens the bottle, and takes a sip.



She is brought back to reality from the sound of the school bell. She is holding her half empty 20 oz. bottle of Coke.

She smiles knowing she is ready to dance.



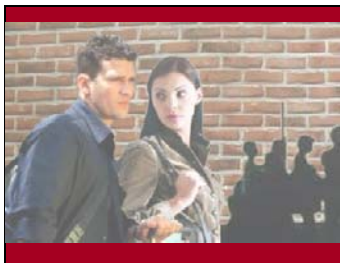
The last shot is of the red bottle starting to spin. Turning white, the red pours out of the bottle to form red breakdancing images (which appear in the print ads). Additional colors splash out from the bottle that is now bright white.

Female VO: Unleash Your Colors. The Coke side of life™



Television:

Photography Internship



Intern photographer is walking with his female boss to photograph a DJ party. Around the corner, a pulsing crowd is lined up outside for the party. The photographer is holding camera equipment and a bottle of Coke is seen sticking out of his bag. As they arrive at the scene, the boss looks at him and says "We have to have great shots."



Noticing the anticipation of the crowd, the photographer takes his 20 oz. bottle of Coke out from his bag and pauses. He tilts his head back as he takes a sip of Coke and closes his eyes to reflect on what he needs to do.

SFX: Coke bottle opening

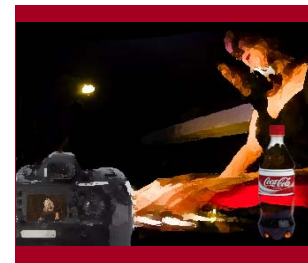


Music Begins.

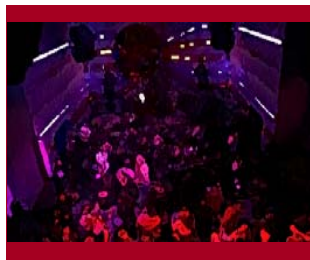
The photographer takes notice of the music that is playing and imagines he is in the middle of all the action, shooting all types of angles and getting great shots that his boss wants.

SFX: Camera sounds flashing

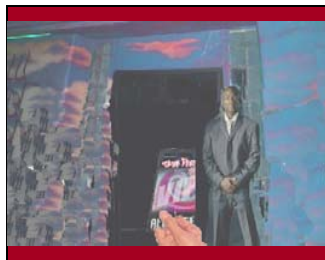
Coca-Cola is present in the scenes



Close ups of DJ spinning/remixing the music the crowd is dancing to with delight.

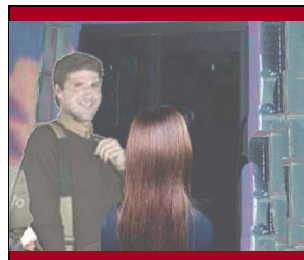


Sounds and lights from the disco ball on the ceiling fill the room with different colors casting a variety of colors onto people's faces.



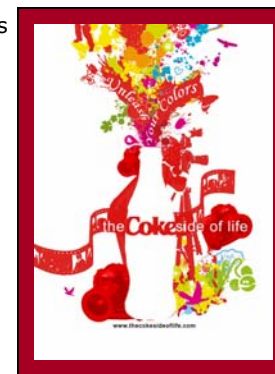
He is brought back to reality by the bouncer asking for his "press pass" at the entrance. He is holding his half empty 20oz. bottle of Coke.

The boss gives him the "press access pass" and he is about to enter the party.



In a stern voice she says, "Are you ready?"

"Don't worry...I got it." he responds confidently. He returns the bottle to his bag.



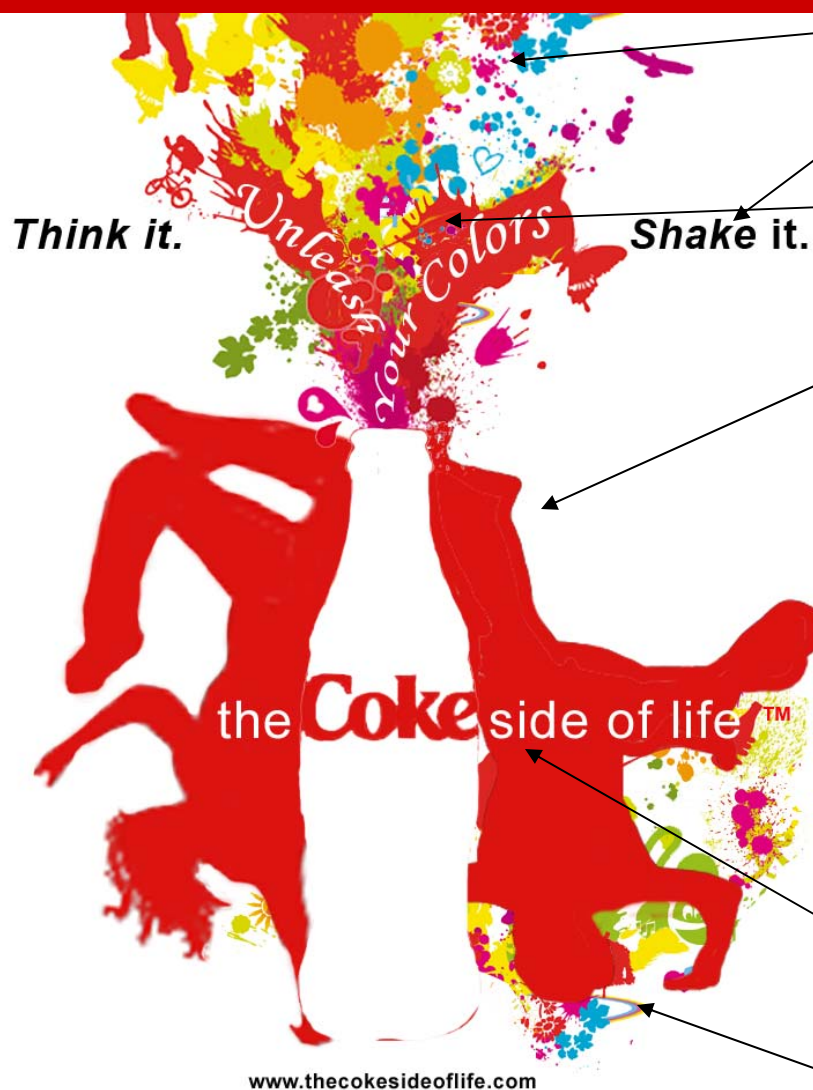
SFX: Camera flashes.

The last shot is of the red bottle. Turning white, the red pours out of the bottle to form red photography images (which appear in the print ads). Additional colors splash out from the bottle that is now bright white.

Male VO: Unleash Your Colors The Coke Side of Life.



Print The Template



Beyond Advertising will leverage the original art work used in the Coke side of life campaign by keeping the imagery of the original bottle bursting with colors.

Headline to support and link the TV spots.

Sub-tagline created to be more specific to our age group to complement the main tagline "the Coke side of life."

The print ads show two layers: one created by the red silhouettes to show Coke, as being the uplifting factor. Coke unleashes the talents of our target market ...the reader's eyes are immediately drawn to the white Coke bottle. The activities we have developed for print reflect what we found in our research of what young people do to feel uplifted.

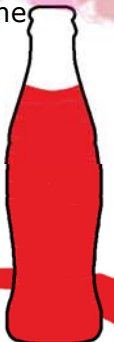
Rationale: Beyond Advertising will build on the current general market campaign to give a personality to Coke with a younger feel best suited for our target audience. Silhouettes are age, gender and race neutral, and express the individual talent of our target.

The contrasting white bottle and red background places Coke front and center and draws readers to the drama of the activities (dancing, skate boarding, bands playing) presented through the silhouettes. The figure ground reversal will drive readers to alternate their attention from the Coke bottle to the silhouettes – spending more time contemplating this print ad. The bottle will unleash our target market's colors ... the things that uplift them!

Using the original placement of the tagline but changing the color of the font in areas where the text may conflict with the silhouettes.

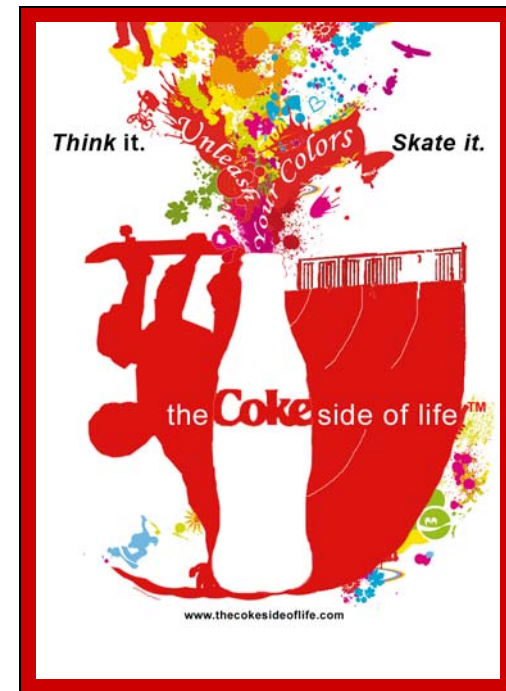
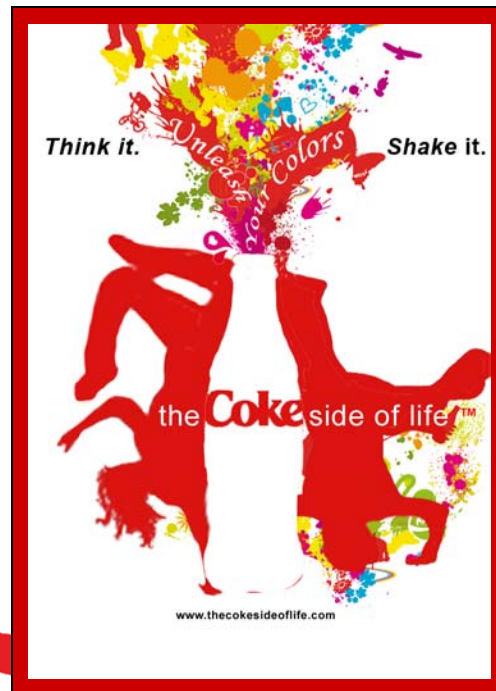
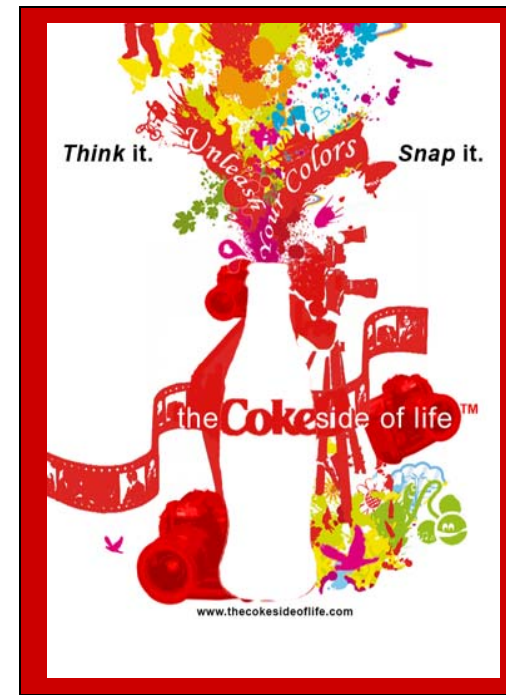
There will be colors here to show the colors unleashed are linked with the silhouettes.

Directing the target audience to go to www.thecokesideoflife.com to experience the Coke side of life.



Print

Music, Dancing, Skateboarding & Photography



Internet www.theCokesideoflife.com



•Coke's creativity online has improved during the past year but, there is still an opportunity to stretch it further. It is limited because it has not been well connected and its many sites need to be better linked.

•We have taken an initiative to do so and make it much more user-friendly. It is in Coke's best interest to enhance its website, consolidate pages and make one cohesive site. We would rather leverage existing websites to work for the *Unleash Your Colors* campaign. We took the liberty of integrating the vast collection of Coke websites relevant to our target market and placing them under one umbrella site, the revamping of www.thecokesideoflife.com.

•Now everything will be in one place. This would be the site that we would list in all collateral material and print ads. This is the site we would drive all traffic to in all of our promotional and public relations activities.

Website Advertisement



•While Cable TV is an important media class to deliver our message in promoting our campaign, streaming these videos over the Internet (conclusion of video) will drive our target past traditional and into emerging media, resulting in traffic to the site as well as extending the 30 second commercial spots. When we shoot the initial television footage, we will keep several minutes reserved for the Internet.

•We are using banner advertisements featuring a continuation and key frames from the Cable TV commercials. The banner ad will loop and remain until the user rolls over it with his/her mouse. When the mouse goes over the video, it will expand to a larger size, showing a still frame, allowing the viewer to click and play the video that asks a question. Leveraging what we know in psychology is called **the Zeigarnik effect** which indicates that people remember uncompleted or interrupted tasks, viewers will seek closure and want to click on these ads.

• We will have multiple versions of videos extending the cable television spots. Posing questions such as "does Giselle have the moves?", "who will win?", "does he get the job?", "what does he say to her?" We will convey a broad range of situations relating to our target audience to keep the campaign fresh, fun, spontaneous, and strong.



Advertising On myspace.com



• We will feature banner ads on myspace.com incorporating interactive videos linked together on the page. The interactive advertisement draws interest by having a digitally animated girl (female avatar) breakdancing over the video.

• In both the banner ad and the video, a question will leave the user the option to click on the link to find out how the commercial ends. The video picks up from one of our commercials airing on cable TV and can incorporate a large variety of teaser spots in the future.

Coke's Page On myspace.com



• myspace.com/theCokesideoflife will have the most current content and up-to-date information on what is happening throughout the year. The site will feature videos derived from Coke's cable TV spots.



Internet Radio

Radio Spot #1: Habitat For Humanity

*[Music is playing in the background]
2 Guys ("Andy" and "Bob")*

A: Hey, what's going on?

B: Nothing, just chilling.

A: Spring Break's coming up. What are you doing?

B: (Spoken with enthusiasm) I'm going to be doing something I've never done before. Coca-Cola and Habitat for Humanity are doing this thing where students get to build houses for underprivileged families located in Coca-Cola bottler communities. I'll be spending the week helping out a family in need.

A: Ah man, you don't even get to be with your friends on the break?

B: Nah, that's the best part. My school was one of the first of 100 schools to apply and we were selected to go. All my friends are going and we'll get to help others while having some fun and time to chill. We'll get to travel and meet new people.

A: Sounds cool.

B: You doing anything?

A: Well ... (said with hesitation; a tentative response)

V.O.: Don't let another Spring Break just pass you by. Unleash your colors this Spring Break with Coca-Cola and Habitat for Humanity by building better homes and giving back to our communities. Learn more about "unleashing your colors" online at www.thecokesideoflife.com



Radio Spot #2: Van's Warped Tour

Cell phone rings and the rock group Gym Class Heroes is heard playing in the background.

A: Dude

B: Yo, where are you? That music is blasting!

A: Gym Class Heroes is on right now and everyone's going nuts.

B: What? You got tickets to the Warped Tour?

A: Yo, hold on. I'm checking out what's going on backstage.

B: Dude, did you get VIP passes?

A: No man, I'm in my room on www.thecokesideoflife.com with full access.

V.O.

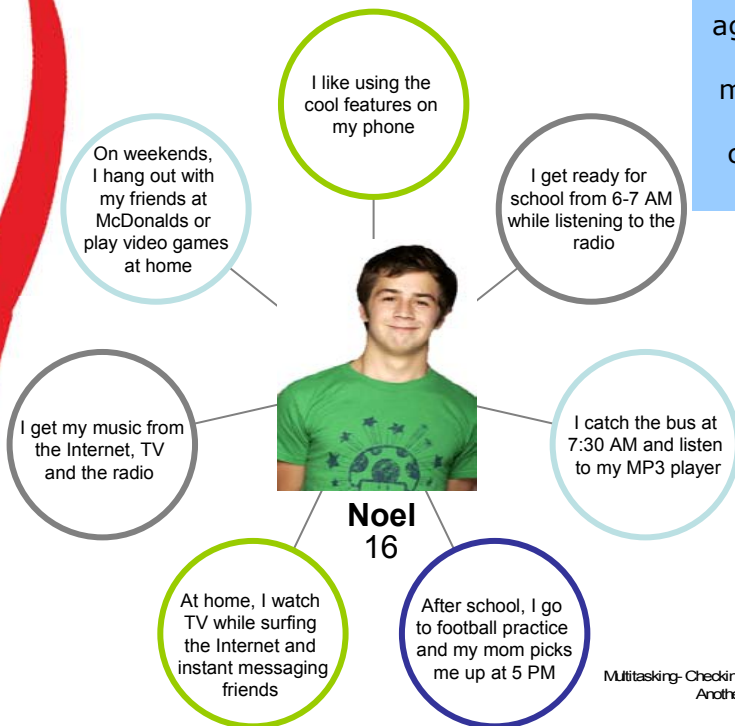
The Warped Tour and Coca-Cola have teamed up this summer to bring you FULL ACCESS to your favorite bands. Go behind the scenes for artist interviews, photos, bios and VIP videos, all exclusively for you. To learn more visit www.thecokesideoflife.com



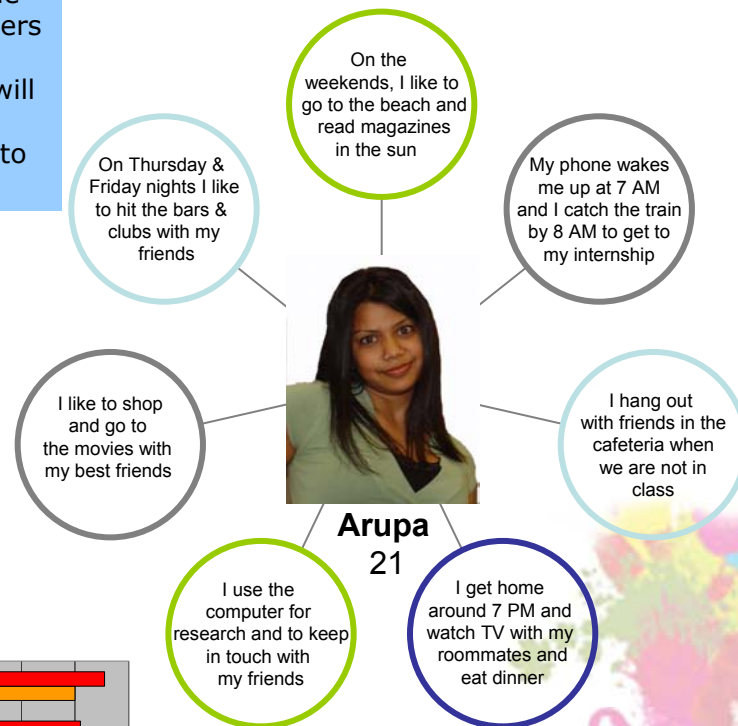
Total Communications Planning Based on Lifestyle & Media Habits of Target*

A day in the life of a 13-17 year old

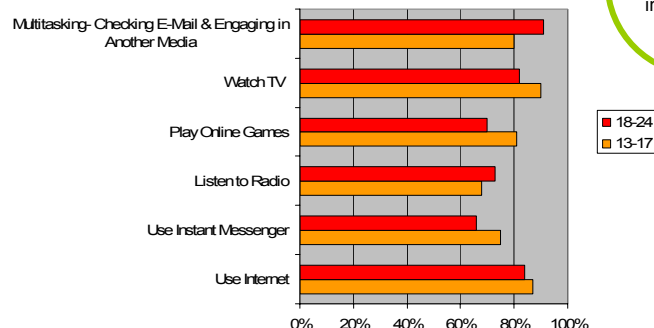
The 50.5 million people ages 13-24 are consumers of a wide variety of media; therefore, we will use a broad array of communications tools to reach them.



A day in the life of a 18-24 year old



On a Daily Basis



* Statistics were based on Simmons 2005 and 2006. Also MRI Research and numerous online scholarly sites



Total Communications Planning Integration Strategy

"It's not just about a television spot"

Katie Bayne, Senior Vice President, Coca-Cola

Media Overview

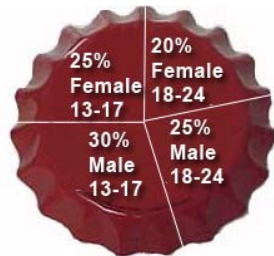
Client Requirement: Target and Budget

13-24 year olds/ \$15 million/ Continental U.S.

Our Interpretation of Client Requirement:

- Weight 13 to 17 year olds more heavily because research indicates 13-17 year olds are more willing to drink carbonated cola beverages compared to 18-24 year olds
- Focus on males *slightly* more heavily; according to Simmons 2006 research, males are more accepting of a full calorie beverage

ALLOCATION RECOMMENDATION



Media Scheduling Strategy:

Our pulsing strategy is designed to increase weight of media and promotions during key phases.

We Will Heavy-Up in These Cities:

Atlanta, Miami, Detroit, Boston, New York City, Denver, Chicago, Los Angeles, San Francisco, Philadelphia, Dallas, San Antonio, Washington DC, Cleveland & Seattle.

Media Objectives & Strategies: Beyond Advertising agrees with Ms. Bayne. It is not about television anymore, it is about engagement. Moving pictures and sounds combined with interactive communications are the best way to reach, engage, and hold this target's attention. Although television is an important part of our plan, we will expand beyond the limits of network and cable TV, and use the Internet and mobile to convey images that are best achieved via streaming video communications. Internet and radio will be the classes of media we will most rely on to reach our multicultural audience.

Beyond Advertising will offer media and promotional opportunities that provide greater levels of engagement and memorable experiences. Our audience is already aware of Coke and they know what it tastes like; we now want them to make it a part of their everyday life.

Time of Day: This is a 24/7 target audience. Our media choices will reflect 24/7 exposure in part by greater weight given to the Internet and emerging digital media which are always on and available.

Media Partnership

Beyond Advertising will work with a variety of media vehicles. Our partnership with News Corporation will extract higher levels of discounts, enabling us to capitalize on existing News Corporation media properties. Coke is already affiliated with FOX's American Idol which is owned by News Corporation. We will leverage that relationship. We will spend more of our media budget on media vehicles owned by News Corporation. These include the following: MySpace.com, IGN.com and Direct TV.

Promotion Partnerships

The separation of media and integrated marketing/promotion is an artifact of our industry. We have formed promotional partnerships which complement and supplement our media objectives. Working with our partners, we developed an effective total communication plan to reach our target. Our promotional partnerships will be described in the promotion section.

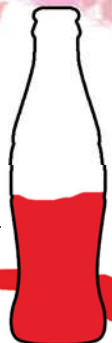


July '07 - September '07
Research & Development

September '07 - January '08
Production

January '08 - December '08
Implement Plan

December '08 - January '09
Maintenance



Mainstream Media

Television (\$3,002,430)

30 second spots on cable

Rationale: TV will be key to Phase Launch and establishes a baseline of imagery that will be extended by the other media selections. To avoid media waste, our entire television budget will be based on cable programming.

Channel	Time Slot*	Group	Rationale
BET	6-7 PM	M/F 13-17	Caters to our multi-cultural teen population
Comedy Central	11- 1 AM	M/F 18-24	Ranks #2 among measured cable networks
Direct TV	6-8 PM	M/F 13-24	The 101 is our target's front row seat to the best Direct TV only entertainment
Fuse	5-7 PM	M/F 13-24	Nation's only viewer influenced, music television network for 13-24 demographic
G4	9PM-12AM	M 13-24	Covers approximately 53% of our 13-24 male target
MTVU	11-3 PM	M/F 18- 24	24/7 channel that broadcasts to 750 campuses and over 7 million students nationwide
MTV2	4-6 PM	M/F 13-24	Core target is 58.5 million 13-24 year olds who already have an affinity for MTV
The N	6-9 PM	M/F 13-17	Night time network geared toward teens
Univision	8-10 PM	M/F 18-24	The Hispanic teen market is growing six times faster than the rest of the teen market
VH1	11- 1 AM	M/ F 18-24	Connects young adults to music and pop culture

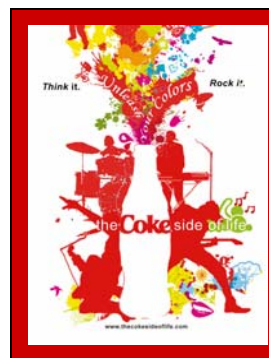
*time slots were based on targets activities

Magazines (\$919,208)

1-Color, Full-page Ads

Rationale: A niche-oriented medium that allows us to reach our target with less interference. According to Marketing Management Analytics, media effectiveness doubled when magazines were increased as part of the media mix.

What we will use: *Seventeen* (Female 13-17), *Jane* (Female 18-24), *GamePro* (Male 13-17) & *Spin* (Male 18-24)



High School Newspapers Advertising (\$200,000)

1-Color, Full-page Ads

Rationale: 93% of high school students read their high school newspapers.

Where: Top 40 DMAs - 400 high school student newspapers

Group: Male & Female 13-17

Radio (\$900,000)

Rationale: Radio's low cost and flexibility allows us to reach our diverse target audience through the use of various music genre stations. Radio is a major tool for driving our promotional events and also reaching our multicultural audience.

What we will use: Rhythmic Contemporary Hit Radio, Pop Contemporary Hit Radio, Urban Contemporary, Mexican Regional and Alternative.

Group: Male & Female 13-24



Outdoor & Transit (\$1,320,000)

Traditional outdoor can be wasted on a narrow target, but we are taking outdoor media vehicles to our audience rather than depending on them to drive past our media -- optimizing return on investment.

Floating Billboard (\$400,000)

12' X 14' Full Color Ad Display

A billboard that floats in view of our target who spend time at the beach or lake.

Rationale: To connect with our target while they are having fun and living in the moment outside the home.

When: Spring and Summer break

Where: Up and down the East and West coast and all major lakes that have beach front viewing

Group: Male & Female 13-24



High School Sports Advertisements (\$200,000)

Millions of teenagers participate in high school sports across the United States. The Coke logo will be present on scoreboards for football, basketball and baseball games.

Rationale: Advertising at these events will be eye-catching to the 13 to 18 year-old audience and will offer buzz opportunities.

Where: The largest high schools in top ten DMAs

Group: Male 13-17

Projection (\$500,000)

It is different, attention grabbing, cost-effective and environmentally friendly. We will place the projections in areas highly concentrated with our target market.

Rationale: Projection advertising and media projection can provide maximum impressions for our brand in unique, hard-to-access locations.

Where: On buildings near major college campuses

Group: Male & Female 18-24



Student Public Transportation Card (\$220,000)

Mass Transit Ridership has increased in March 2006 to 4.9 million trips a day – the highest number in more than 35 years.

Rationale: Specifically targets our audience without waste.

Where: New York, Washington DC, Boston, Detroit, San Francisco, Chicago, Philadelphia, Atlanta, Los Angeles, Baltimore, Seattle, Charlotte, Cincinnati, Dallas, & Houston

Group: Male & Female 13-17



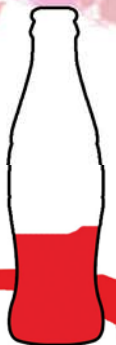
Product Placement (\$300,000)

In order to move away from in-your-face ads we will feature the product in real-life scenarios. Aqua Teen Hunger Force is about three human like fast food characters and their life together in New Jersey. Coke will be a friend visiting over summer and winter vacation to uplift the trio.

Rationale: The animated cartoon is part of Cartoon Network's Adult Swim which caters directly to our older audience. The magazine *The Hollywood Reporter* states the Aqua Teen audience of 18-24 year olds is growing.

Where: Cartoon Network's Aqua Teen Hunger Force

Group: Male & Female 18-24



Internet (\$3,007,000)

We will use interactive rich media advertising including expandable/rollover ads, floating, skyscraper and banner advertisements. These advertisements will be flash enabled and are extensions of our television commercials. They will feature the characters of our TV spots and offer serial-like chapters in their lives.

Rationale: 85% of our target uses the Internet daily: at work, at school, for entertainment, and for communication.



Video Game Browser Advertising (\$200,000)

Video gaming has always been a huge market for our target. With the advent of Internet, connected consoles are able to tap into this world without having to change or interrupt the actual game. Xbox 360 is a Microsoft gaming system. When you turn on Xbox 360 the interface comes up, which is equivalent to a standard computer desktop. From the interface you can access your options and advertising space is available.

Rationale: More than 4.4 million young people connect their consoles to Internet services.

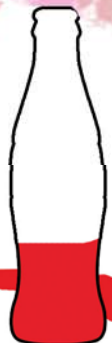
What we will do: Take advantage of the exclusive advertising space and have our banner advertisements displayed on the interface.

What we will use: Xbox Live (Internet service provider) for the Xbox 360

Group: Male 13-24



Sample Websites	Focus	Rationale
AsianAvenue	M/F 18-24	Named "Top Asian-American Network" on the web
BlackPlanet	M/F 18-24	More than 10 million registered users, the site continues to expand at the rate of over 8,000 members daily
EBaumsWorld	M/F 13-24	Highly engages 68% of our target
Facebook	M/F 13-24	Social networking site aimed at high school and college students
HooahRadio	M/F 18-24	Internet-based radio station that salutes soldiers. Approximately 49% enlisted in the military are 18-24
IGN	M 13-24	96.4% of the audience is in our target market
Myspace	M/F 13-24	#1 Social Networking site. 3rd most trafficked site in U.S.
PhotoBucket	M/F 13-24	Serves over 70% of all images, slideshows, and video links to social networking websites
Quepasa	M/F 18-24	Covers 45% of our Hispanic audience
RateMyProfessor	M/F 18-24	12 million college students visit this site yearly
Ruckus	M/F 18-24	Leader in digital music space; 100% of users are 18-24
Sconex	M/F 14-18	Reaches 60% of high schools in the U.S.
SparkNotes	M/F 13-17	62% of our target use the site for reports and research
YouTube	M/F 13-24	79% of our target visit this site to watch and download videos



Emerging Media

Podcasts (\$200,000)

Podcast is a media file that is distributed over the Internet using syndication feeds for playback on a portable media player and personal computer.

Rationale: 53% of people who have listened to podcasts are under age 25. More importantly, 85% of teens and young adults own an MP3 player; therefore, our target, who listen to podcasts, has the potential to grow.

What we will do: Our spots will be a 15 second commercial within the selected video or audio content.

Group: Male & Female 13-24

Video On Demand (VOD) (\$200,000)

MTV on Demand mirrors what is currently airing on linear MTV as well as MTV2.

Rationale: MTV on demand started 2007 with record breaking numbers. Viewership is growing fast and is currently up 76% from last year. It is a clutter-free environment with one advertiser associated with each VOD program, versus 5 or 6 advertisers per regular TV channel. We will receive 2.7 million views with this budget.

What we will use: 2-A-Days, Road Rules, Music Videos

Group: Male & Female 13-24

Mobisodes (\$275,000)

A mobisode (mobile + episode) is a specially created mini-television series suitable for showing on a two inch phone screen.

Rationale: Fast growing technology enables us to market to a demographic where cell phones are a part of their everyday lives.

What we will do: Our 10 second commercial will be shown before the short episode is viewed on their phone.

What we will use: V-Cast Verizon

Group: Male & Female 13-24



AOL Instant Messenger (AIM) Buddy Icon and Wallpaper (\$150,000)

Instant messaging is one of teens and young adults favorite communication tools. Many personalize their icons as an expression of their personality.

Rationale: 90% of 13-24 year olds use Instant Messenger, with nearly two-thirds of them sending more IMs than emails.

What we will do: Create Coke buddy icons, expressions, and wallpaper to be added to our targets' AIM. Include "bottle opening sound" to go along with our buddy icons.

Group: Male & Female 13-24



ScreenXtreme (\$300,000)

19" x 23" digital camera-based technology allows movement on the screen to be manipulated, creating a motion activated, gesture controlled interactive experience. As the user moves, the image on the screen imitates those movements.

Rationale: Our target will not be able to resist engaging with the *ScreenXtreme* when they see themselves in control of the image. The creative can be changed during the course of our campaign keeping our target entertained.

Where: Theatres and malls in our top DMAs

Group: Male & Female 13-17



Promotion and PR

Program Overview

Advertisements for each promotion will run in the following phases:

1 Phase Launch (Jan-March)

- Launch Your Colors, (Jan)
- Music in Color
- Unleash Your Ride, (Jan- Feb)
- Build the Future
- My Coke Show
- Black and Red
- Get Warped- Artist will be put on Coke Website
- Launch of Widgets and Toolbar

Our promotions extend the “Unleash Your Colors” theme and therefore extends the reach of our media program. Our promotions have all been chosen to have substantial buzz potential, adding to the more formal public relations components that will accompany each promotion. Importantly, we have scheduled promotions throughout the year to assure continuous exposure to the target audience. We weight the younger and male segments more heavily and create opportunities to interact with the brand.

2 Phase Spring Forward (April-May)

- Get Warped
- Music in Color
- Unleash Your Ride
- Send Your Colors
- Build the Future
- My Coke Show
- Black and Red

3 Phase Summer (June-Aug)

- Get Warped
- Music in Color, (Aug)
- Unleash Your Ride, (July)
- Build the Future
- My Coke Show, (June)
- Black and Red

4 Phase Chill (Sept-Oct)

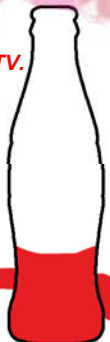
- Music in Color
- My Coke Show
- Black and Red

5 Phase Maintenance (Nov-Dec)

- Music in Color
- Black and Red

Tactics	Male 13-17	Female 13-17	Male 18-24	Female 18-24	Retail Activation	Costs	% of Budget
Get Warped	✓	✓	✓	✓	✓	\$1 mil	25%
Unleash Your Ride			✓	✓	✓	\$300,000	7.5%
Build the Future	✓	✓	✓	✓		\$300,000	7.5%
Music in Color	✓		✓			\$300,000	7.5%
Send Your Colors	✓	✓	✓	✓	✓	\$250,000	6.25%
Black and Red			✓	✓		\$200,000	5%
My Coke Show	✓	✓	✓	✓		\$1.25 mil	31.25%
Launch Your Colors	✓	✓	✓	✓		\$400,000	10%

Advertisements for all promotions will run on the Internet and radio. However, My Coke Idol, Get Warped, Build the Future, Send Your Colors and Launch Your Colors will have advertisements on TV.



Promotions and PR: Building The Buzz

Widgets & Toolbars

Promotions work only if consumers know about them. Each promotion will be accompanied by a public relations component directed to the consumer and trade media. We will use radio as a promotion awareness-building tool to match programs with geography. In addition, our target audience will be informed about our promotions and events through our creation of a Coke toolbar and widgets that can be downloaded at www.CokeSideofLife.com or Coke's myspace.com page. These tools will guarantee awareness among the intended audience.

Coca-Cola Widgets

Google, Apple and Yahoo! all use widgets extensively to brand their services and Coke will too. The Coke branded widgets will appear on a user's desktop and be seen by the user every time he or she uses the computer. We will use Coke widgets:

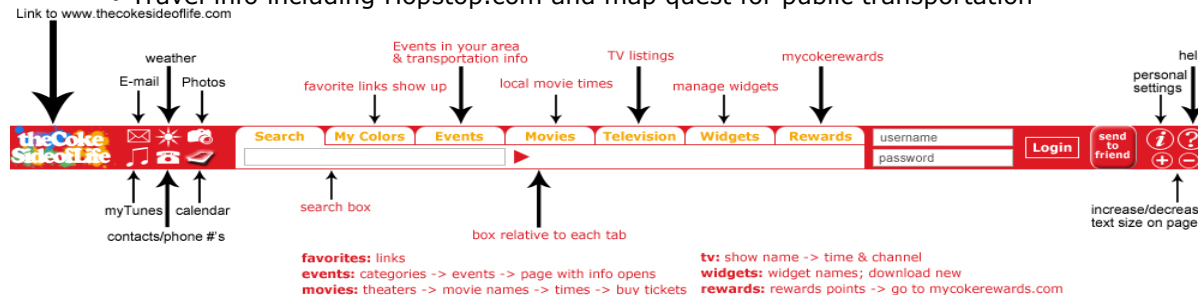
- For all coke events that are coming up in your area (searchable by zip code)
- Movie theatre widget
- iTunes widget – normal functionality and lyrics

We can place any of our below the line ideas or partnerships on the toolbar and/or create widgets for each of them.

Coca-Cola Tool Bar and Widgets

Coke's Toolbar will be available to download for all MyCokeRewards.com members. The toolbar will open each time a browser opens and will include links for:

- Sports (events, scores, stats, schedules)
- Concerts (local/regional)
- Arts and Leisure (exhibitions, shows, sights, special events)
- Entertainment (detailed info on music, movies, TV, radio, cable)
- My Colors (custom directory of blogs, personal journals, social networks)
- Coke store
- Travel info including Hopstop.com and map quest for public transportation



Promotional Materials



Events widget



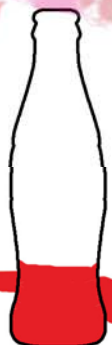
iTunes widget



Movie widget



Coca-Cola Tool bar



Promotions and PR buzz events

Editorial Note: All of our promotions are worded as they would be described to the target audience. The benefits delivered to the target and Coke are large and immediately understood.

Launch Your Colors

What's going on? Coca-Cola is teaming up with MTV to bring you up close and personal to the first and biggest party of the year. With all eyes on New Year's Eve at Times Square, Coke will increase its presence by being at the center of the New Year's festivities. What better way to kick off your New Year than with MTV and Coke?

So.. Here's the plan Coke will be unleashing its colors for the first time ever at the MTV New Year's Eve Bash. Get ready because Coke will sponsor the New Year's Eve party at MTV studios in Times Square! There will be multiple Coke placements throughout the entire show. Come celebrate with us while we unleash a life size 20 oz. Coke bottle stuffed with multi-colored confetti, all over the studio. Guests will join our "Black & Red" product samplers while they distribute free "Black & Red" throughout the night to all guests 21 years or older. Guests will have a blast interacting with our "Black & Red" samplers who will be promoting Coke's new campaign, "Unleash your Colors."

The fine print The fun does not stop there. "Black & Red" branded New Year's Eve t-shirts and other branded premiums will be given to all guests. This will be one "Black and Red" night to enjoy. Drink up!

We're not even done yet The 1968 C3 Corvette will be given away through the My Coke Rewards website. During the day of December 31st, through tune-in promotions to watch their New Year's show, MTV will announce a chance to win a car. Details will be posted on the MTV website. When viewers go onto the MTV website for details they will be redirected to the My Coke Rewards Website for registration and complete details of entry. The Corvette will be rewarded the Friday following New Year's.

"Black & Red"

What's going on? Coca-Cola is partnering with Jose Cuervo International, the leading Tequila brand in the world, to promote the newest drink sensation. The new Tequila, Jose Cuervo Black Medallion, is the first of its kind; it's a Tequila yet it tastes distinctly like a whiskey as a result of the aging process. This unique characteristic is enhanced and tastes best when mixed with Coke.

So..Here's the plan Looking for something new, unique and sassy? Two world class products, Jose Cuervo's premium aged tequila and Coke's classic cola, will offer the ultimate combination you crave. To give you the opportunity to try this hot new drink, Coke and Jose Cuervo will serve "Black & Red" at bars, nightclubs and at 21-and-older events. Product samplers will use specially made trays that read "Black & Red" while wearing branded uniforms. We will bring you the drinks on branded coasters and drop plastic light-up ice cubes to show off your drink and light up the venue. Forget your usual mixed drink; have a "Black & Red!"

The fine print "Black & Red" branded POS materials such as table tents, posters, banners will be displayed throughout each participating location. We will give you key-chains, t-shirts, glasses and coasters to take with you when you leave. There will be a specially selected section on the Coke Side of Life™ website showing you new ways to drink Coke and Jose Cuervo together. Sorry, but you have to be 21 and pass the security login to view the site.

Branded Materials

Branded Glasses



Keychain

Serving Tray



Coaster



Ice Cube



Promotions and PR Social Networking

My Coke Show

What's going on? Coca-Cola currently has The Coke Show where anyone can send videos of themselves, however, the number of entries have recently decreased. We've decided to up the ante. Coke and myspace.com are hooking up to create the largest Internet talent search spanning categories other than just singing. [Myspace.com](http://myspace.com), the number one social networking site will host the first My Coke Idol competition in collaboration with myspace.com's partner American Idol (both owned by News Corp). This is the newly revamped My Coke Show.

So... Here's the plan If you can dance, act, DJ, or even bake a cake you can win; maybe you can just stand on your head for an hour. Coke is bringing you the first Internet Coke Show talent search. This talent search will be broken down into a large number of different categories where your peers will be able to judge and vote on their favorites. There will be monthly winners in each of the categories based on peer voting. All contestants must upload their videos to www.myspace.com/mycokeshow where myspace.com users will view and vote for their favorites. The best videos can also be featured on NBC and News Corporation's recently announced video distribution site which is expected to be YouTube's biggest competitor. The people in the best 200 videos will receive \$1,000 each and will be featured in a special issue DVD that they can share with friends and family. Note: Coke can also sell the DVD at the Coke store so if you win, you will be seen in homes all over the country!

Details: Eligible contestants must be between the ages of 13-24. All creative submissions will be judged on content, creativity, and of course talent: even if the talent is how many hot dogs you can eat in 5 minutes. You email your friends via a link on My Coke Rewards to vote for you, then votes will count twice as much when they vote for you! The top entrees will be chosen in the Spring. In the fall, during the back-to-school season, winning videos will be aired via a streamed web event on www.CokeSideofLife.com. So, if you can't sing or dance, we bet you can eat! And of course, drink a lot of Coke.

Get Warped

What's going on? Coca-Cola is teaming up with Van's Warped Tour, the nation's longest running concert festival, reaching 45 major cities spanning over 4 months. Last year's ticket sales exceeded 1 million people. Mainstream bands ranging from Hawthorne Heights and Newfound Glory, to local bands in each city begin their tour in June in San Diego.

So.. Here's the plan Coke wants to give you the opportunity for the road-trip of a lifetime! Imagine being a traveling reporter, getting in-depth interviews, behind the scenes action, and all the exclusive concert footage. Well, here's your opportunity. After registering with your valid e-mail address on the official Coke Side of Life website, send in a video explaining why you should be chosen to experience the best summer of your life. By the way, in your entry you have to show how much you love Coke. Everyone at the tour has access to the Coke merchandise tent but, as a reporter, you have the ultimate access pass allowing you into the VIP Coke tent complete with Coke to cool you off, air-conditioning and couches – the ideal interview room. Take a peak at the Coke Corvette. Yes, you can win this car.

The Fine Print Five national winners will be chosen at the end of the contest. A wildcard winner will be selected for each event as a guest reporter. You must be between the ages of 16 – 24 to participate. All entries are non-returnable and must be submitted no later than April 31st. Registration is required on the official Coke Side of Life website with a valid e-mail address. All video footage of the road-trip will be streamed from the official website. Merchandise includes official "Unleash Your Colors" sneakers, shirts, hats, i-pod cases, soffe shorts, etc.

We're not even done yet... Did you miss the deadline for the video entry? Don't worry; you can still get into the VIP access tent. Just earn 250 points on the My Coke Rewards website and print out the confirmation ticket for your chance to beat the heat and meet your favorite bands during exclusive interviews by one of the six winning reporters.

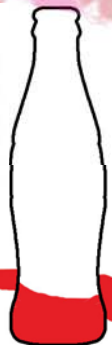
Branded Materials



Sticker



Tent



Promotions and PR Partnerships

Unleash Your Ride (Retail Activation Program)

What's going on? Coca-Cola is teaming up with Chevrolet to re-release a limited edition 1968 Coke Corvette C3. You may have heard about this during New Year's. If you missed your chance for a Corvette in the beginning of the year, you have 3 more chances to win a brand new 2008 Corvette.

So.. here's the plan We know you want the Corvette inspired by the 20 oz. Coke bottle, so we'll get right to the point. Underneath the cap of each 20 oz. bottle of Coke will be a code you can enter on the Coke Side of Life website. Sound familiar? We thought so too. This is why we are only using 20 oz. Coke bottles specially wrapped in Corvette labels so you know you're going to enter a code specifically for a car. Don't worry, enter as many times as you want. If you are a registered member of the My Coke Rewards website, a link will take you to the page where all you have to do is enter your new code. The C3 Corvette will be unleashed at the New Year's Eve launch. Following the first give-away, a new 2008 red coupe Corvette will be unleashed at the NASCAR Coke 600 in May, another at the Van's Warped Tour in June and the final Corvette will be unleashed at the end of August for a back to school special. You can pick up contest entry/registration forms at any of the 10,000 US 7-11 stores.

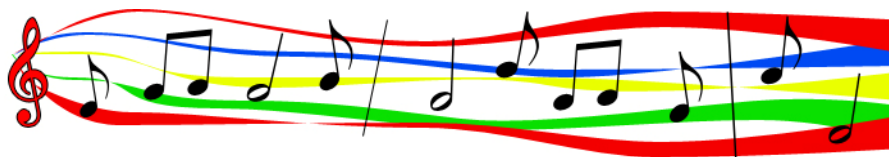
The fine print All entries must be from registered My Coke Rewards users. Chances to win are unlimited, unless you've already won a car. Prizes are limited to persons 13 and up but, you must be of legal age to drive. The Unleash Your Ride contest begins June 2008 and ends August 2008. Each month a random drawing will determine the winner of the new Corvette C3.

Music In Color

What's going on? Coca-Cola is teaming up with McDonalds to install the new mini Coke jukeboxes. They will be placed at select locations within one mile of high schools and colleges in densely populated areas.

So.. here's the plan Tired of boring elevator music while munching down on your Big Mac? We have the perfect solution: Coke branded jukeboxes packed with your favorite artists featured on the My Coke website. Wait, it gets even better. Not only do we have a wide selection of music genres, these Coke jukeboxes let you hook up your mp3 player allowing you and your friends to share your favorite music. So you want to take it home with you? You got it. Just head over to www.coca-colastore.com to purchase your own mini Coke jukebox.

The fine print For only a quarter, you will enjoy 20 minutes of great music. Don't worry about attracting too much attention, the volume of these jukeboxes does not travel beyond your immediate area. You will find two jukeboxes in 5,000 participating McDonalds located near many of the largest high schools and colleges.



Branded Materials



Mini Coke Jukebox



Promotions and PR

Building Community

Build the Future

What's going on? Coca-Cola is teaming up with its local bottling companies to raise money and cover many of the costs to give high school and college students an opportunity to join a relief effort helping underprivileged communities. There are a total of 656 bottling locations in the nation each with the potential to form a Team Coke chapter. Each bottling company will have the opportunity to co-sponsor a local high school or college team for Habitat for Humanity. These teams will be tasked with building strong communities and stronger families. All those in need will benefit greatly.

So.. Here's the plan Got nothing to do over spring break or do you just feel like helping out? Join a Team Coke chapter of Habitat for Humanity. Boring? No way. You get the chance travel and meet other members from different chapters to help fight America's housing crisis, create a better future and be part of something big. Donate your time while still having a great Spring Break experience. All teams will be comprised of high school or college students. Coke will donate \$2,000 to the first 100 organizations that volunteer to sponsor students to participate in the trip. Our Coke bottlers will invite participants to join them at press conferences announcing the work we will do together.

The Fine Print All teams must wear provided Team Coke attire. Trips will take place during spring break in the months of February and March and summer break from June until August. Anyone between the ages of 13 – 24 can participate. Sign up for Team Coke on the official Coke website. Coke will facilitate all other details. Packages explaining programs will be sent out to participants upon registration.

Send Your Colors (Retail Activation Program)

What's going on? Coca-Cola is teaming up with 1-800 Flowers to create the most unique Mother's Day gift-giving opportunity ever. There are an estimated 82.5 million mothers in the US, who bring in approximately 60% of the soft drinks into the home. Mother's Day flower sales average about \$425 million annually and have been increasing steadily each year. Coke has negotiated a discount so you can afford to send mom flowers and Coke is using its budget to tell the world how to save money and tell mom you love her.

So.. here's the plan Get your mom something special this Mother's Day that's easy on the wallet. It's easy: call 1-800 Flowers and ask for the Coke bottle special. This means you get a colorful bouquet of flowers nicely arranged in a vintage glass Coke bottle. The arrangement comes with a personalized greeting card, customized by you. The best part is every arrangement comes with a "buy one 2 liter bottle of Coke and get a second one free" coupon. Everyone wins. Moms get a thoughtful gift, you get a gift you can afford and the entire family enjoys an extra 2 liter of Coke on us. This year send your colors on Mother's Day.

The fine print All My Coke Rewards and My Coke registered users will receive email blasts as a gentle reminder not to forget mom. Who can ever forget mom? Users will be reminded about Mother's Day and the availability of the unique Coke bottle bouquets. Each bouquet will be specially priced at \$19.95 for affordability purposes. Note: this does not take away from the craft of the bouquet.

Were not even done yet... All My Coke Rewards members will have the option to use their My Coke Rewards points to make 1-800 Flowers purchases for Mother's Day and all other occasions.

Branded Materials



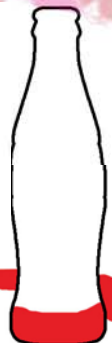
Nalgene Bottle



Coupon



Personalized Card



Arrangement

Media Budget Allocation

Product Type	Percentage
Internet	29%
TV	28%
Outdoor	12%
Print	10%
Emerging	10%
Radio	8%
Product Placement	3%

Color	Percentage	Label
Red	31.25%	My Coke Show
Green	25%	Get Warped
Purple	10%	Launch Your Colors
Blue	7.5%	Unleash Your Ride
Brown	7.5%	Build Your Future
Yellow	7.5%	Music in Colors
Pink	6.25%	Send Your Colors
Cyan	5%	Black and Red

30

"Progress is not progress if it cannot be measured"

- W. Edwards Deming

Coca-Cola Measurement Value Chain™

Our belief is that all great campaigns should be continuously measured to constantly improve our work. We believe that better metrics lead to more informed decisions. Our Measurement Value Chain™ reflects our approach to a research based evaluation system that is used from the very start through to the finish of the campaign. Below are value chain measures employed at each stage of program development and execution for all of our marketing initiatives.



- Increase in Brand Health
- Increase in Consumption
- Increase in Relevancy
- Increase in Positive Attitudes
- Increase in Engagement

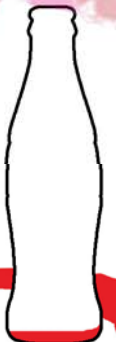
Key Management Tool:
Creative Brief

- Brand Relevancy
- Brand Health
- Copy Testing
 - Recall/Retention
 - Comprehension
- Attitudes
- Engagement

Key Research Tools:
Attitude / Media Tracking Studies
Qualitative Research (in market)
Media Mix Modeling

- Return on Investment
 - Media Post Buy Analysis
 - Satisfaction Measures
- Market share of teen/young adult usage in total and by product type/size
- Lifetime Value

Key Research Tools:
Attitude Tracking Study
Sales Data (index)
Brand Equity Evaluation



The Future

Additional Recommendations

Throughout our campaign development many ideas were brought to our attention. Some were great ideas we couldn't follow due to budget constraints. **Other ideas were evaluated and found less than consistent with Coke's brand equity.** The following are suggestions for Coke to consider in the future based on our research and planning.

If budget is increased:

- Coke should make better use of vending machine assets. Video of current commercials could be featured on screens on machines. In addition, machines can be broadband enabled to serve as Wi-Fi hotspots. Each vending machine can connect to the mycokerewards website for users to instantly redeem points. Through the machine's IP, it can build profile of buyers to later use for target research.
- Coke should have in-game product placement. We can customize video games to have Coke be present in or be part of the action.
- Already emerging in Europe, Coke could sponsor a premier video game room in movie theatres for video game players. This could be in connection with Coke launching a promotion with AMC movie theatres for a summer movie.
- Coke can host a High School Battle of the Bands to specifically target high school students. Participants can submit videos of their band and compete for a chance to play on the Warped Tour.
- Coke is already a sponsor of the NASCAR 600. Brand the NASCAR 600 pace car with Coke to launch the race. The overhead announcer can also invite guests to check out the Coke Corvette displayed at a specially designated area.
- Coke already has a visible influence in the Olympics. Coke can develop a new contest for aspiring athletes/reporters who can win a chance to cover the Olympics first-hand. These cub reports would focus on events where competitors are under 24 years of age and post their personal footage at www.thecokesideoflife.com. The contest could be called "Colors of Competition."

What not to do:

- Sampling strategy is normally used when a company is preparing to launch a new product to the public and hopes to build greater awareness. Coke is not seeking to build familiarity or awareness. There is a \$1.25 average cost to sample Coke. If we were to distribute samples for our Warped Tour promotion at each of the 45 cities costs would exceed \$1million. This would not be a good use of our budget.
- Do not give away large amounts of music downloads or tee-shirts. You cannot buy real friends and you cannot buy loyal customers.
- Coke should avoid promotions involving "Rock the Vote" efforts. Too many other commercial enterprises will be involved in that initiative making it difficult and costly for Coke to stand out among the other companies.
- Coke should NOT use any celebrity spokespersons. Pepsi has constantly relied on this tactic overshadowing the brand. Coke is an established product that has been around for more than 100 years, it's not a trend. Using celebrities is a cover-up for a lack of a big idea. **Coke is bigger than any celebrity.**
- Do not rely on the color red as the organizing idea of a campaign. Coke is not about a color. Coke is not **JUST** about a taste. Coke is an attitude and is bigger than a particular color.
- Do not buy keywords on search engines. It is too difficult at this time to limit the paid search click-through audience to a specific demographic target. Paid keywords on search engines would result in media waste.

