

Coca-Cola®
Driving Engagement with Mobile

Mobile Marketing Association
May 10, 2017

Classified - Confidential

Brand Love

Dependability

Passion



Commitment

Integrity

Authenticity

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Brand Love has evolved

purpose

for me

Dependability

Passionate

meaning



relevant

Integrity

Commitment

contextual

Authenticity

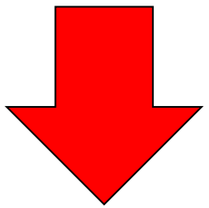
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Within a
“CLICKS REACH OF DESIRE”

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OLD MECHANICS



NEW MAGIC

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Mobile Captures Micro Moments







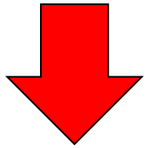




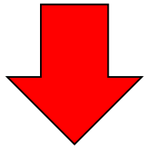


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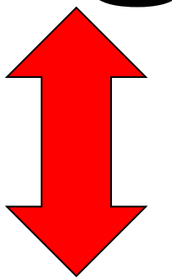
Impression



Inspiration



Engagement



Transaction

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A Mobile Mindset for Connected Coca-Cola



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Mobile must
Add Value to the Consumer



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Mobile must
Prioritize Business Growth



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Mobile must Be Tied to a Data Strategy



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Creating Mobile Moments



NCAA Bracket Refresh



Sprite Obey Your Verse

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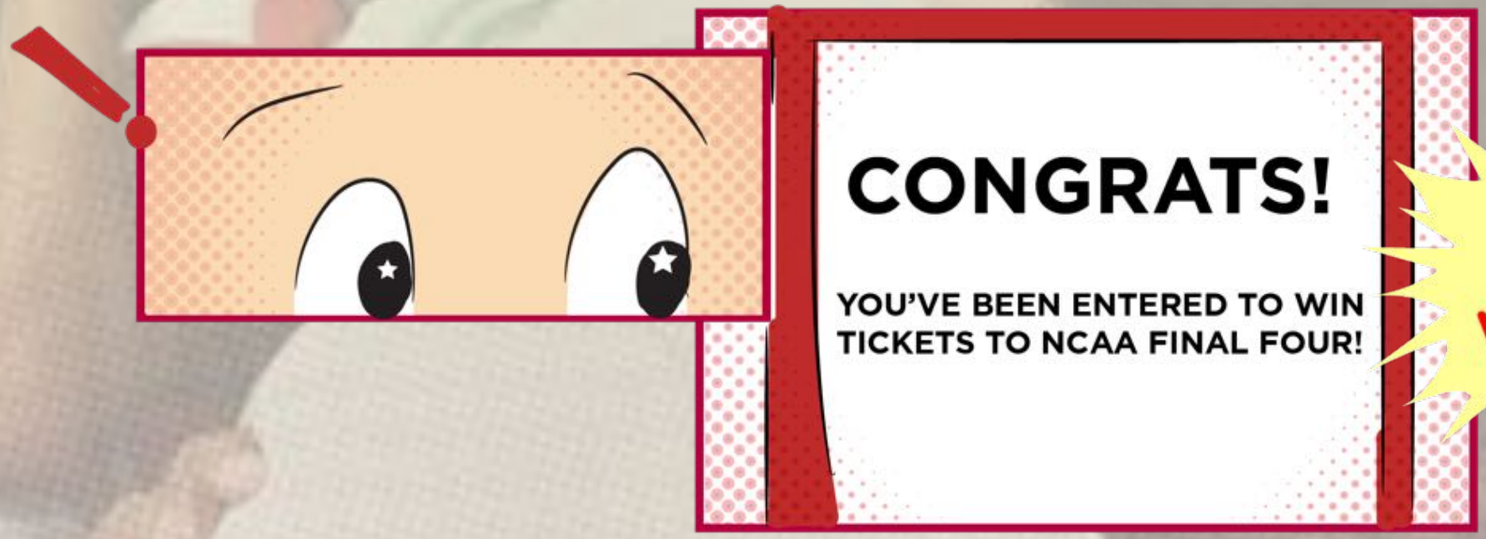
Meet consumer moments with brand experiences













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NCAA Bracket Refresh

Relevant to the NCAA Fan



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NCAA Bracket Refresh

Relevant to the NCAA Fan



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Sprite Obey Your Verse

Connect Packaging to Experience



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CONNECTING YOUR BRAND ECOSYSTEM IS THE FIRST STEP TO MEETING THE CONSUMER WHERE THEY ARE

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A MOBILE MINDSET MUST BE GROUNDED IN CONSUMER AND BUSINESS BENEFITS

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DATA INFORMS INSPIRED MOMENTS AND LIGHTS UP DEAD ENDS

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