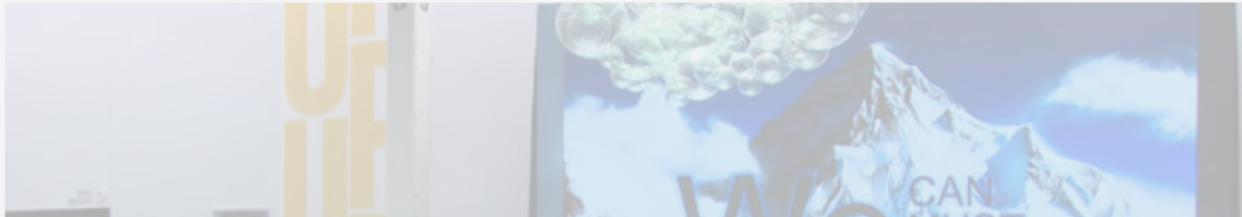


THRED

FOLLOWING



Corner Kick

Watch: The music video for '**Colors**', the Coca-Cola Anthem for the 2018 FIFA World Cup by **Jason Derulo** has launched. Hands up for your Colors!

THRED-DING TOGETHER A GLOBAL COMMUNITY

PLINESDISCIP
DISCIPLINES
PLINESDISCIP

APABILITIES
CAPABILITIES
APABILITIES

COMPETENCIES
COMPETENCI
COMPETEN



The
DISCIPLINE
Of
GROWTH

GROWTH IS A DISCIPLINE

Diet Coke returned to volume **growth** in North America during the quarter, following a full brand restage.



Coca-Cola One Brand Strategy led to **4% volume growth**, fueled by **3% growth** in brand Coca-Cola and **double-digit growth** in Coca-Cola Zero Sugar.

Earnings per share from continuing operations **grew** 13%.

Total unit case volume **grew** 3%, with **growth** across all category clusters and geographic operating groups.



6% growth in global retail value for Trademark Coca-Cola.

The company delivered organic revenue (non-GAAP) and volume **growth** across all geographic operating groups.

THE GROWTH COMMUNITY

120+
Center
Team



Marketing



**Strategy &
Insights**



**Customer &
Commercial
Leadership**

4k+
Global Growth
Community



IF THRED WAS IN THE DICTIONARY...

noun.

1. A place to learn, share and build ideas to advance our Growth strategy
2. News, ideas and knowledge to exemplify our Growth culture
3. One of many tactics to engage a global community

verb.

1. “Threds” together news, content, best practices & knowledge
2. Inspires action & ignites new ideas
3. Weaves us together as one community at a modern, engaging destination

Streaming
Now

26 February
–
2 March



Corner Kick

Watch: The music video for '**Colors**', the Coca-Cola Anthem for the 2018 FIFA World Cup by **Jason Derulo** has launched. **Hands up for your Colors!**



Growth Wiki is Here

This is a space to find and share terms, acronyms and concepts within our Growth strategy.



Digital Ed

Part 1 of this on-demand webinar offers a comprehensive rundown of Digital Advertising best practices with regard to creative content.

PLINES DISCIP
DISCIPLINES

APABILITIES
ABILITIES

COMPETENCIES
COMPETENCI

DESIGNING FOR GROWTH

Minute Maid VIS 2.0 Sharpens Edge,
Differentiates Benefit Platform



Corner Kick

Watch: The music video for 'Colors', the
Coca-Cola Anthem for the 2018 FIFA World
Cup by **Jason Derulo** has launched.
Hands up for your Colors!

EDITORIAL PRINCIPLES



DIGITAL ED

DIGITAL ADVERTISING BEST PRACTICES:
Audience Planning



AdvertisingAge

REAL-TIME, NEWSWORTHY & SHAREWORTHY

You hear it here first



PURPOSEFUL & ACTIONABLE

Tied to business objectives


THRED

Dairy & Plant-Based Beverages University

By Adriano Torres, Senior Director Global Marketing in THRED
On March 8, 2018

Like

3



The very first edition of the Dairy & Plant-Based Beverages University was held in Mexico City from 30 January to 2 February. Attended by over sixty executives from The Coca-Cola Company, bottler partners and dairy joint ventures from around the world, it was inspired by the success of Juice University + Innovalab. The goal: build the networking and capabilities required for the KO System to successfully play in Dairy & Plant-Based categories.


The team gathered to ensure that all business units are prepared to (1) maximize learning from geographies already playing in Dairy and/or Plant-Based beverages, (2) create synergies so that innovation & marketing execution initiatives can be deployed in more than one region, (3) develop ideas and solutions to shape how Coca-Cola system wants to be perceived in the category, (4) form multiple "ambassadors" of the category across the globe so they can communicate best practices in their home countries, and (5) establish a dynamic network for collaboration.

The Dairy & Plant-Based Beverages cross-functional Center team, in partnership with the Mexico Business Unit and the Latin America Group, set an agenda that included presentations, working sessions, networking opportunities, a visit to a dairy farm and a tour of Santa Clara/Dairy and Adele/Plant-Based manufacturing facilities. The culminating event was an innovation showcase at the Coca-Cola Latin America R&D Center. The agenda and list of attendees can be viewed and downloaded below.

Download


Log in

Sign up



THE COCA-COLA COMPANY

beverages for life




To inspire the System and project a long-term perspective on the development of our business, the University opened with a session from Brad Kreit, Research Director of [Institute for the Future](#). Brad showed how technology is revolutionizing the food & beverages industry - particularly Dairy & Plant-Based categories - and explored the "value web" that he sees replacing the traditional idea of "value chain." View and download his presentation below.


Download

Log in


Sign up

Institute for the Future
Bradley Kreit
KO Dairy & Plant-Based Beverages
University 2018





The participant feedback was overwhelmingly positive: 82% of participants agreed the event added good to exceptional value to their work, and 73% felt it was an exceptional opportunity for networking.



Based on the encouraging reaction and meeting outcomes, a second edition of the Dairy & Plant-Based Beverages University is being prepared. We are determined to build a successful foundation for the Coca-Cola system in the category.

If you have questions or would like more information about Dairy & Plant-Based Beverages University 2018, send an email to send an email to [Adriano Torres](#), Senior Director Global Marketing.

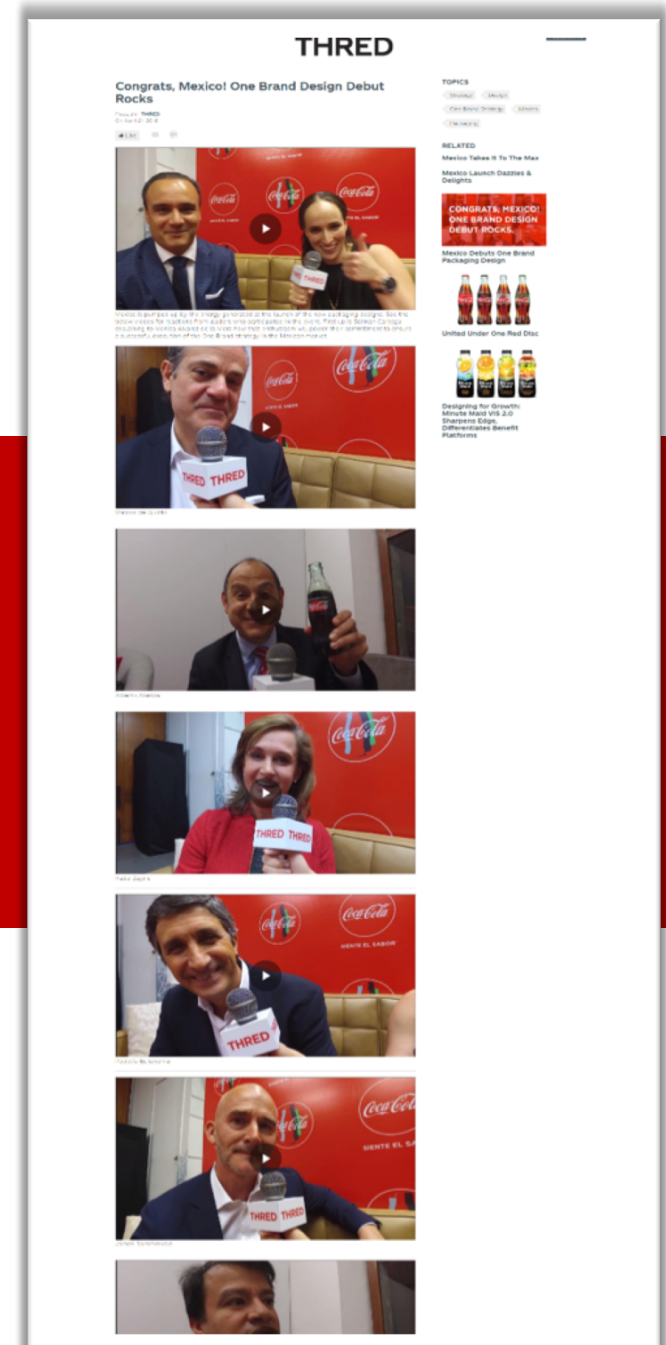
Like

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9

HAVE FUN

Don't take ourselves too seriously



CANDID

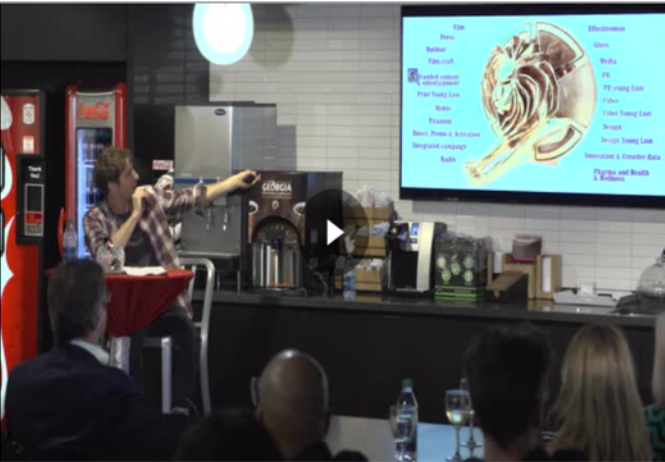
Tell it like it is

THRED

Marketing in the Era of Bulls**t

By Sara Denney in [THRED](#)
On May 19, 2016

Like



Disclaimer: Do not watch this video if you are offended by the word bullsht.*

Contrary to popular belief, Barketing is not a new campaign for the Humane Society. It is actually the merger of the neighborhood bar environment with the thought-provoking concepts within marketing.

Barketing got its start in the Iberian Business Unit under Marcos' leadership and traveled to Atlanta to find its way into the corporate marketing team. It is a great way for the team to come together at the end of the day, spend some time catching up over refreshments and then have a discussion on relevant marketing topics. The second Barketing session was held on 12 May in the Pemberton space of TCP. Sebastian "Seba" Wilhelm, creative director and principal from Santo, was the featured speaker. The Santo agency has recently contributed work on the Taste the Feeling campaign, but has been working closely with Coca-Cola for years on many campaigns.


Seba's provocative topic was Marketing in the Era of Bulls**t. Through examples from other industries and advertisers as well as from some of our own internal efforts, he highlighted the challenges of being transparent and simple in communications. Seba showed TV and movie clips and highlighted stories of times when clients, agencies, commercial directors, and others within marketing opted to use the protective guise of BS. Deftly mixing humor with real-life cautionary tales, Seba struck a balance that got the audience thinking about how to reduce some of the BS in our work and get back to the simple truths of marketing.

Like

TOPICS

Insights Industry Insights Barketing


RELATED




What If Coca-Cola Were Batman?

Your Ideas Fuel Our Future.

What is ideas X change?



Yes We Cannes: Festival Highlights and Coca-Cola's Wins



2016 Strategy & Insights Forum

LIVE STREAM

Strategy & Insights Forum Live Stream 8-9 November

Designing the Future

Classified - Confidential

11

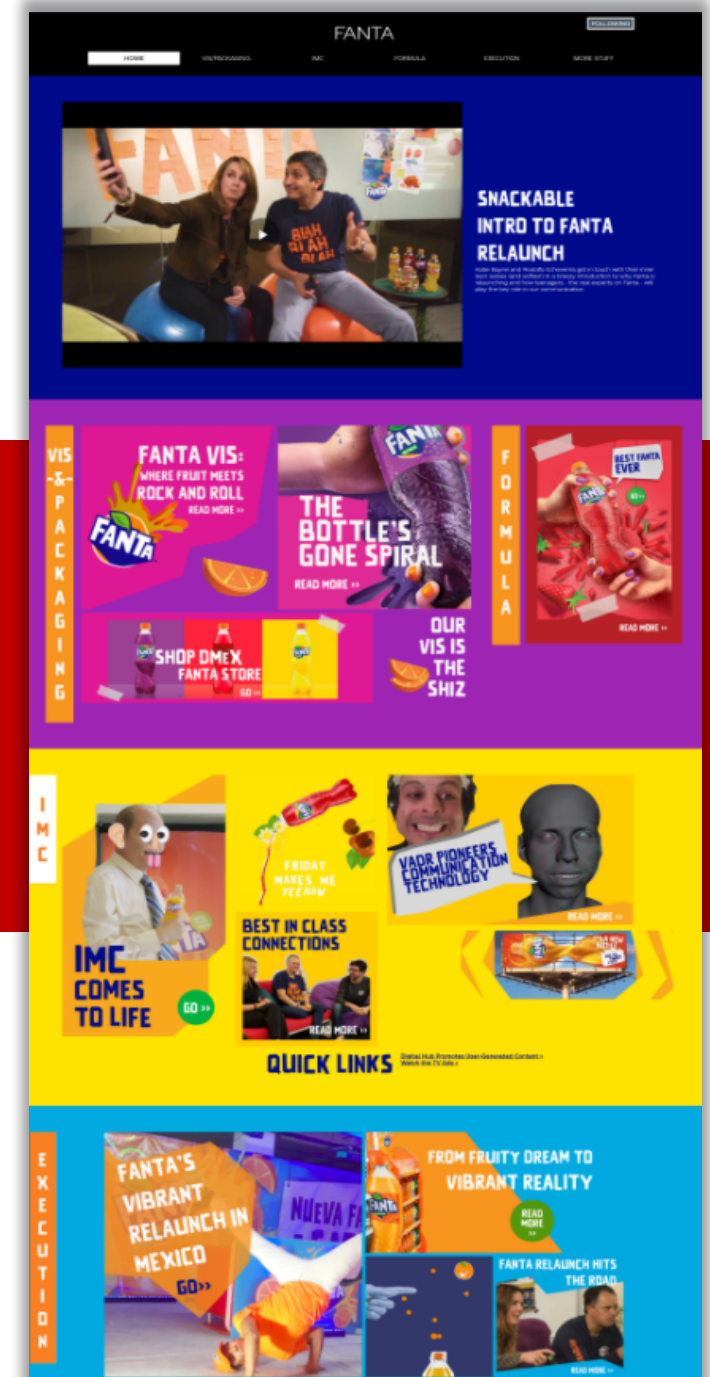


CREATIVE

Innovative and new



Classified - Confidential



A young girl with dark hair tied in pigtails, wearing a pink long-sleeved shirt, is shown from the chest up. She is holding a blue and white can with both hands and pouring its contents into a clear plastic bottle. The background is a plain, light-colored wall. The image is split horizontally by a red band containing white text.

INSPIRATIONAL

Courage to be open

Classified - Confidential

A young girl with dark hair tied in pigtails, wearing a pink long-sleeved shirt, is shown from the chest up. She is holding a blue and white can with both hands and pouring its contents into a clear plastic bottle. The background is a plain, light-colored wall. The image is split horizontally by a red band containing white text.

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INSPIRATIONAL

Courage to be open

Classified - Confidential

Published online 15 May 2014



Global superstar Jason Derulo turned to his hometown of Haiti for the official music video for "Conto". Once Cotin's anthem for the 2016 FIFA World Cup, On the day the song debuted, Jason posted on social media that he had the idea of video in mind as he was writing the song on jam. Shot in Miami (where Jason was raised) and at the Citicelle Laperriere in mountaintop townhouse located in Nord, Haiti, the video brings individuals together from around the world to celebrate their respective flags and communities.



JAN 2016 - DEC 2017

JAN 2018 - PRESENT

PAGE
VIEWS

687k

+40k

727k

GROWTH SUMMIT
FEB 1 - PRESENT

20k

3,500+
TARGET
AUDIENCE

AVERAGE
TIME ON
PAGE



3:40+

AVERAGE
VISITS PER
DAY



50+



3k



TO BE CONTINUED...