



Marketing

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ca-Cola_Portfolio_ **We see success as a measure of our marketing_** Loc

In Canada, marketing makes Sprite welcome among snowboarding insiders. In Great Britain, marketing makes the 11:30 “diet Coke break” part of the everyday language — and experience — in the workplace. In short, marketing gives people compelling reasons to choose our brands.

Effective marketing is innovative, refreshing, relevant and — more than anything — real. It’s not enough to record radio spots in 40 languages; we produce music for those spots in 140 distinctly different versions, each carefully adapted to what’s popular in local markets.

In India, families celebrate the important festival of Diwali with gifts, shopping and get-togethers. We reinforce the values of family strength, security and love by finding dozens of new ways to award prizes, touch shoppers and make Coca-Cola part of such family events. In short, we connect on a very personal level.

We’re in the business of marketing. And to effectively reach consumers and customers, we have to be the best in the world.

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