



THE
OLDE
BELL

BUILT
A.D. 1728

Coca-Cola Enterprises Ltd

DG51 YSR

Together

OUR PEOPLE AND OUR BOTTLING PARTNERS

FORM A GLOBAL SYSTEM

THAT GROWS OUR BRANDS

*and deepens our connections with
consumers, customers and their communities.*

WHEN WE ARE WORKING TOGETHER,
WITH MUTUAL TRUST AND COMMITMENT,
WE ARE UNBEATABLE.

Helping our customers make Coke *hot in France*

In France, arguably the style capital of the world, connecting Coca-Cola directly to what's "hot" and what's "cool" helped deliver a 7 percent increase in volume growth in that market in 2001. A well-conceived and executed "push and pull" program was aimed directly at target consumers, while we also equipped customers to drive consumer demand more effectively.

Developed and launched in conjunction with Coca-Cola Enterprises Inc., our bottling partner, the integrated "Hot and Cool" initiative accelerated growth in our core carbonated soft-drink business among young people, who account for 68 percent of volume in the segment.

We started with strong nationwide marketing. Our award-winning "Sourire La Vie" advertising campaign for Coca-Cola appealed to teens and young people, emphasizing their relationship with our brand.

Together with Coca-Cola Enterprises Inc., we formed a team with a diversity of perspectives and experiences who understood customers' needs. We determined that target consumers could best be reached through cafes, bars and nightclubs. Focusing on several hundred of these youth hubs, we designed a new

"Hot and Cool" program to energize these venues, driving additional visits and increased volume.

Launched in May and running through the early fall, the "Hot and Cool" marketing and distribution campaign conveyed the unique ability of Coca-Cola to energize consumers and refresh them as they relaxed.

Participating cafes, bars and nightclubs were outfitted with a range of new point-of-sale materials, all of which leveraged our distinctive, contour Coca-Cola bottle design. Our bottling partner provided customers with these materials in three different styles to complement the specific venue's decor and feel.

Finally, special launch events at the venues activated the program. A series of party promotions, supported by local media activity, launched the campaign. In nightclubs, we provided DJs, special music videos and dancers; in cafes and bars, "Bar Tour Nights" included product samples and interactive activities. Customers kept the signage and point-of-sale materials.

The nightclubs that participated in the "Hot and Cool" promotion during the five-month activation period experienced an 18 percent increase in consumers and a 22 percent growth in unit case sales of Coca-Cola.





Elsewhere in key European markets, The Coca-Cola Company and local bottling partners worked together to introduce similar marketing programs. In Spain this year, we expanded the pub and disco experience to consumers in movie theatres, theme parks, quick-serve restaurants and even the cafe car of the high-speed train linking Madrid and Seville. These initiatives helped contribute to 4 percent volume growth in Spain in 2001, building on 7 percent growth in that market in 2000.

We worked together with each of our bottlers to first focus on high youth traffic areas, and then narrow

our list to the most popular venues in each category. Recognizing the individual style of each of these outlets, we partnered with a range of design firms to develop unique point-of-sale materials tailored to the specific venue. These customized materials enhanced the visual appearance of the venue, and also gave our brand a tangible way to connect with consumers there.

Besides driving increased sales and distribution of our key brands and package sizes, we also created stronger relationships for the Company and our bottling partners with our consumers throughout Spain, building a foundation for further future growth.

ANNUAL SERVINGS OF COMPANY PRODUCTS PER PERSON

