



The Coca-Cola Company is the world's largest beverage company and the leading drinks brand worldwide, and in Great Britain, Coca-Cola and sugar-free diet Coke are the country's two biggest soft drinks. Coca-Cola is also the world's most valuable brand, heading the 2007 Business Week/Interbrand Top 100 Brands survey with a brand value of US\$65.3 billion.



Market

Coca-Cola is the biggest soft drinks brand in the UK. Grocery sales in 2007 saw the brand reach £960 million in Great Britain, compared to £225 million for its nearest rival (Source: ACNielsen). Furthermore, the brand's year-on-year sales has increased by 2.3 per cent in the year from 2006 to 2007, while sales for its nearest rival have increased by just 4.1 per cent (Source: ACNielsen).

In general, the soft drinks category has seen strong growth in the year to December 2007, with sales of soft drinks up 2.8 per cent to more than £6 billion. This growth is partly being driven by the health and wellness trend sweeping Britain, which has seen the soft drinks market innovate and offer consumers more choice in sparkling and still beverages.

Diet and light drinks have seen particular innovation and growth, as well as fruit juices, waters, performance and energy drinks.

Achievements

The Coca-Cola brand is still at the pinnacle of global brand recognition. Looking ahead, The Coca-Cola Company aims to continue to give consumers a range of choices and create demand that will maintain the brand's unique position and continue to grow the market for soft drinks.

Product

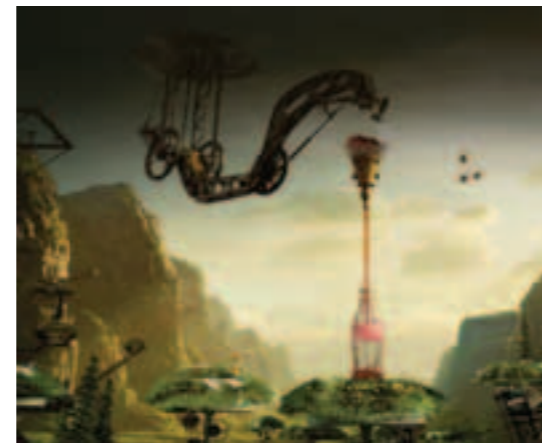
There are three core products in the Coca-Cola family – Coca-Cola, diet Coke and Coca-Cola Zero. Innovation is placed at the heart of The Coca-Cola Company, whether

evolving products in response to changing consumer needs, or developing new ways to communicate with its customers.

Recent Developments

The first time that The Coca-Cola Company added functional benefits to one of its sparkling beverages was in October 2007 with the launch of diet Coke Plus. This was in response to the growing demand from women for drinks that offer functional benefits, but don't compromise on taste. Aimed at loyal diet Coke drinkers, it is available in two variants – diet Coke Plus with Vitamins and diet Coke Plus with Antioxidant. The product has been well received, and was awarded The Grocer magazine's soft drink launch of the year 2007.

The limited edition Coca-Cola with Orange was launched in July 2007, supported by a £2.5 million media campaign. The aim was to drive excitement in the category following the launch of Coca-Cola with Lime in summer 2006.



1886

Coca-Cola is invented by John Styth Pemberton, a pharmacist in Atlanta, Georgia. Asa Candler acquires the business in 1888.

1893

The famous signature 'flourish' of Coca-Cola is registered as a trademark for the first time. By 1895, Coca-Cola is available in every US state.

1915

The famous Coca-Cola Contour bottle, made from Georgia green glass, makes its first appearance and has a unique 3D trademark to protect Coca-Cola from a growing army of imitators.

1919

The business is sold to Ernest Woodruff. In 1923, his son Robert becomes president of the company, declaring that Coca-Cola 'should always be within an arm's reach of desire'.

1984

The launch of diet Coke takes place – the first brand extension of Coca-Cola in Great Britain.

2006

Coca-Cola Zero becomes the third brand in the Coca-Cola family in Great Britain.



Promotion

Coca-Cola has always been renowned for memorable marketing. The 1971 'Hilltop' TV commercial, featuring the song 'I'd like to buy the world a Coke', is not only one of the most famous-ever advertisements, but it also broke new ground for being one of the first truly global advertising campaigns.

Coca-Cola continued this tradition in 2007 with the global launch of a new three minute commercial entitled 'Happiness Factory – The Movie'. The commercial was the sequel to the original 'Happiness Factory' advert and, to mark its launch, Coca-Cola became the first brand to host a global red carpet movie premiere in virtual world, Second Life. A viral of the groundbreaking advert was seeded across social networks, reaching 7.5 million 12-24 year-olds, while 20,400 people watched the video on YouTube.

2007 also saw the return of the award-winning diet Coke break advertising, which first aired in 1996, and the arrival of Francois Xavier – the new 'hunk' to appeal to today's diet Coke drinkers.

The 2007 football-focused Coca-Cola Zero ad campaign aimed to highlight 'great things in life without the usual downsides'. One execution saw brand ambassador Wayne Rooney dribbling a ball past a series of obstacles including razor sharp trip wire and a giant spiked boulder, taking a tongue-in-cheek view of the lengths defenders go to in order to stop forwards.

To bring to life The Coca-Cola Company's most successful advertising campaign to



date, 'The Coke Side of Life', The Coca-Cola Company also ran an impactful marketing campaign entitled 'Summer on The Coke Side of Life'. This saw Coca-Cola Great Britain working with some of the world's best-known designers and artists including Sir Peter Blake, the godfather of British Pop Art, to create a unique collection of images that capture The Coke Side of Life philosophy.

Sir Peter Blake created a 20ft high artwork, inspired by Coca-Cola, which was completed live on London's South Bank to celebrate summer. The piece, which took the form of a spectacular image emerging from the neck of the bottle, became a landmark on the South Bank during August 2007.

Coca-Cola Great Britain's 'Talent From Trash' campaign aimed to use the power and widespread appeal of football to motivate and encourage football fans and their families to recycle household waste in order to win cash for their Football League Club's youth programme. Football fans were encouraged

to make a daily pledge on the Talent From Trash website and in return, could receive up to £18,000 for their club.

2007 also saw Coca-Cola Great Britain introduce a limited edition, collectible Original Glass Bottle, which was sold exclusively in Harrods, to celebrate 'Peace Day' – an annual day of global ceasefire and non-violence, established by the international Peace One Day project. The 'Peace' bottle is inspired by the spirit of optimism and aims to encapsulate the positive values and vision shared by Peace One Day and Coca-Cola.

Brand Values

The enduring brand values of Coca-Cola have stood the test of time and aim to convey optimism, togetherness and authenticity. Coca-Cola is not political, but aims to bring people together with an uplifting promise of better times and possibilities. These values make Coca-Cola as relevant and appealing to people today as it always has been, and underpin the fierce loyalty, affection and love that generations have felt for the brand and the product. The Coca-Cola Company's reputation for strong marketing ensures that this connection remains as powerful as ever.

www.coca-cola.co.uk

Things you didn't know about Coca-Cola

The Company markets more than 400 brands worldwide, with 20 in the UK alone, providing over one billion servings of sparkling and still beverages every day.

Coca-Cola is thought to be the second most widely understood word in the world after 'OK'.

The launch of Coca-Cola Zero was the biggest for Coca-Cola Great Britain since launching diet Coke 22 years earlier.

Coca-Cola has been an official partner of the Olympic Games since 1928 – the longest running sport sponsorship in history.

In UK grocery stores, sales of diet Coke now exceed Coca-Cola.

Coca-Cola was originally sold as a soda fountain drink – produced by mixing Coca-Cola syrup with carbonated water.