


The Coca-Cola logo is centered in its classic red script. Below it is a red, faceted diamond shape. From the top of the diamond, a spray of white bubbles of various sizes rises, filling the lower half of the frame. The entire composition is set against a background of light gray, flowing, flame-like or leaf-like shapes that radiate from the base.

Coca-Cola



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Executive Summary

Coca-Cola is the largest beverage company and was named the best global brand in 2006 by Business Week. However, due to recent health trends, Coca-Cola is slowly losing market-share. Since the invention of the original Coca-Cola, it has become a part of American history and tradition. By using its strong brand image and targeting youthful, emerging segments, we will regain lost market-share and retain loyal consumers.

Key Problem

In the past decade, the carbonated soft drink industry has struggled with the variety of health-conscious options available to consumers. Fortunately, Coca-Cola Company has the advantages of tradition and prestige. Therefore, it is time for Coca-Cola to connect with the next consumer generation: the Generation Y segment between the ages of thirteen to twenty four.

Coke's Challenge

Coca-Cola must reach a multi-cultural youth target market, which is bombarded with clutter of nearly 5,000 ads per day. The principal challenge is to break through that clutter with strategies and tactics that will engage the target market at a key contact point, the internet.

Theme: "Coke Cares"

Velocity Communications will use the established brand recognition of Coca-Cola to incorporate an integral element to the "Coke Cares" Campaign, cause marketing. The use of cause marketing will increase brand health with socially responsible strategies.

Research

Research was done in order to fully understand the daily lives of the target segments. This infiltration and comprehension is imperative for Coca-Cola to make a lasting impression on the youth market. Through the use of primary research tactics, we identified common trends and support research. From extensive secondary research, we were able to create a profile of each segment in order to bring our segments to life.



Target Market

The 2008 “Coke Side of Life” Campaign will encompass the multicultural citizens of the United States ages 13–24. The 13–24 were originally divided in two groups, however we found it necessary to split the demographic in three age groups. We separated them based on their demographics and psychographics; Fitting the Mold (13–15), Discovering Freedom (16–18), and Success Seekers (19–24). We also feel it important to identify “Moms” as an influential audience, especially for the 13–15 age range. Another secondary audience is the local distributors, which will become partners in campaign promotions.

Cause Marketing

Connecting your product to social causes is an increasingly effective strategy that establishes brand differentiation and increases brand health. Consumers, especially in Generation Y, form an emotional bond to products tied with a cause. This, in turn, results in brand loyalty and increased sales. The “Coke Cares” Campaign will build an emotional relationship between Coca-Cola and the target segments.

Promotions

The “Coke Cares” campaign will build on Coca-Cola’s excellent and extensive traditional media plan that is currently in place. The implementation of cause marketing will take place through contests, social networking, viral marketing, video games, websites, and penetration in high schools and colleges, which are the keystones of the “Coke Cares” campaign. Constant interaction with the brand will make Coca-Cola Classic consistently on the minds of the target audience. Fun, fresh, interactive, and intelligent—these are the values of the 13–24 year olds and the “Coke Cares” campaign.

Interaction is Key

Contest/Concert—Targeting the older demographic, a nationwide contest will be set up for colleges to participate in a chance to win a concert by an up and coming artist under Sony as well as many other promotional items.

T-shirt Design—All demographics will be able to express themselves through an online t-shirt design contest. As a bi-yearly campaign, consumers will be able to not only design t-shirts but also vote on their favorite ones. This helps to build a community and relationship with Coca-Cola and their fellow peers.

Partnership/Sponsorships—A pre-existing sponsorship with Sony will be used in the contest promotion. Sponsorship of both SADD and MADD organizations will be established to each all target segments.

Internet—One force that Coca-Cola needs to excel in is the technology field. Current websites that are associated with the company will have recommendations for improvements and expansions in this campaign.

Public Relations—Tying into the importance of cause marketing, public relations strategies and tactics will also play an important part in the campaign. Coca-Cola will team up with SADD and MADD organizations in the fight against drunk driving.

Situational Analysis

Competitors

Pepsi

Product

- Uses appeal of celebrities, popular music, and young people in television commercials
- Promotes itself as something new, young, and hip
- Consistent winner in coke vs. Pepsi blind taste tests
- Targets Generation Y

Mountain Dew

Product

- Owned by PepsiCo
- Marketing has extreme and edgy feel
- Targets and appeals to youth market
- Represented by high profile extreme sport athletes
- Currently most popular soft drink among youth demographic
- Can compete with the energy drink market

Company

- Embraced bottled water and sports drinks earlier than Coke
- Owns Aquafina, the No. 1 water brand
- Gatorade owns 80 percent in sports drinks
- Diverse and extensive food and beverage portfolio, including Frito Lay

Dr. Pepper

Product

- Offers unique flavor variations (Berries and Cream Dr. Pepper)
- Owned by Cadbury Schweppes, which has an extensive and diverse food and beverage
- Has a differentiated taste from other dark sodas

Company

- Owns 7up and Sunkist
- Sponsors multicultural programs portfolio



SWOT Analysis

Strengths

- Dedicated to family values
- Identifiable with the Winter Holidays
- Current market leader
- World's largest beverage company
- World's most well-known brand name

Weaknesses

- Associated with a “traditional beverage” and may distance the youth appeal
- Websites lack navigability, are slow to load, and in some cases are disconnected from one another
- Limited multicultural appeal
- Only invested in drink market

Opportunities

- Generation Y is the fastest growing population segment
- Coca-Cola is the “original” carbonated soft drink
- Technology provides more opportunities with a large reach and engaging appeal
- Cultural emphasis of technology like MP3 players and music appeal bind the target segments together

Threats

- Coca-Cola Classic is disfavored in current health trends
- Low-sugar and calorie free beverages have become more appealing
- CSD consumption is falling faster in the youth segment than in the total population
- Females consume fewer CSD than males which leads to lower purchases by mothers

Research

Primary Research

In the primary research, we conducted paper and online surveys within the target market in regards to aspects of soft drink consumptions, as well as other daily behaviors. One survey was for the 13-18 year old demographic with 175 respondents, and the other for the 19-24 year old demographic with 299 respondents.

Significant results that were integrated into our interactive campaign:

- In all segments family has more of an influence than friends have in purchasing a CSD
- 35% of 13-18 year olds spend 1-3 hours on the internet per day
- 34% and 33 % visiting music and networking sites every day
- 30% of 19-24 segment spends 3-5 hours on the internet per day
- 28% visiting music sometimes and 59% visiting networking sites every day

Secondary Research

Analyzed secondary research that would be relevant to the target market for campaign objectives

Why we chose not to use traditional media

There are two main reasons for the “outside of the box” strategy of abandoning traditional media. First, Coca-Cola already has a strong media presence and does traditional media advertising campaigns well. Secondly, we found that our target audience gives little attention to traditional media; Harris Interactive says that most traditional media has little or no effect on the 8-21 age range. The breakdown for the effectiveness of traditional advertising is:

TV – 54%
Magazines – 23%
Movie Theater – 19%
Rented videos – 10%
School – 10%



Why does this matter?

- 26% of tweens and 13% of teens report asking someone to buy a certain food or drink they saw advertised on TV.
- Youth today have a combined income of \$233 billion and influence many household purchases.

Cause Marketing: Why it works for our target audience

- Coca-Cola is already tied at #9 for “Top Socially Responsible Brands,” as recognized by college students
- Students prefer to spend money on products that are honest and socially responsible than those that are celebrity endorsed
- 83% of Generation Y will trust a company more if it is socially or environmentally responsible
- 74% are more likely to pay attention to a company’s message when the company has a deep commitment to a social cause
- 89% are likely or very likely to switch from one brand to another (all else equal) if the second brand is associated with a good cause
- 66% will consider a company’s social/environmental commitment when deciding whether to recommend its products or services

Nontraditional Media

Social Networking in Teens

Much of our target audiences belong to and use social networking websites. A media that is currently uncluttered with messages would a unique way to reach the Fitting the Mold, Discovering Freedom, and Success Seekers.

- 55% of teens on the internet have created an online personal profile
- 55% have used social networking sites like MySpace or Facebook
- 48% of teens visit social networking sites daily or multiple times daily
- 26% are once a day
- 22% visit several times a day
- Overall girls tend to be more likely to use social networking sites and create online profiles.
- 70% of girls ages 15-17 have used an online social network and created an online profile
- 54% of boy ages 15-17 have used an online social network and 57% have created an online profile

Segmentation

General target market characteristics

- Diverse - 1 in 3 is not Caucasian
- Consider heroes to be their close family members or friends
- Various living situations - 1 in 4 lives in a single parent household
- Increasingly “non-traditional” family lives: 3 in 4 have working mothers
- Value having fun and socializing, but can be difficult to make time for fun because they are very busy
- A primary goal is becoming wealthy
- “Look at me” generation of social networking
- More comfortable with globalization
- Spend family money, as well as influence parents’ spending
- Establish fashion, lifestyle, and overall trends
- (Generation Y) Income is about \$172 billion per year and approximately \$3,000 of spending per person

The Coca-Cola Youth Market Case Study originally divided the audience into two demographic segments. From the research conducted, Velocity Communications divided the target segments into three segments plus an important influencer. These segments are:



I'm Jose and I am 14 years old. After school every day I look forward to going straight to soccer practice. When that's over, I call my mom from my cell and ask her to come get me. As soon as I get home I relax for a bit in front of the computer; the internet is my second home. I chat with my buddies on instant messenger, put on my music, read my e-mail and check the times for sports games on that night.

Fitting the Mold

- 13-15 years old
- Span from grades 7-10
- Per Capita Annual spending as a group: \$2,330
- From adults, they seek acceptance and unobtrusive guidance
- Have strong morals and values- strong sense of right and wrong
- Have a lifestyle that includes multi-tasking
- Knowledgeable about computers and technology
- Group acceptance is very important



Hey, I'm Haley and I'm so excited to drive all my friends around in the new car my parents got me for my 16th birthday. In the hour after school, we spend time together in my car free of parents before I head off to my after-school job. After work, I went shopping for the big party this weekend but I just couldn't decide between the pink or blue shirt so I texted pictures of them to all my friends. They told me to get the pink one, so I did.

Discovering Freedom

- 16-18 years old
- In grades 10-12
- Per Capita Annual Spending: \$3,000+
- Have a part-time job or full-time summer job
- 68% have participated in organized youth sports outside of school
- Have the opportunity of their first new car on their minds

Segmentation



My name is Desmond. I'm 20 years old, and although I love hanging out with friends, I also dedicate time to my job and academics. I am on my university's track team and also play intramurals with some of my buddies. I am looking forward to my next step in life: my summer internship at Bank in the City.

Success Seekers

- 19-24 years old
- College students, graduate school students, or full-time employees
- Median annual spending = about \$17,000
- Per capita (18-21): \$6,339
- Optimistic about the future
- Still experiencing the social “night life”
- Communicate constantly through cell phones, text messaging, and email
- Have high debt if they have college loans
- United States college participation = 35%
- United States college completion = 17%
- 80% say that technology “makes people lazy,” but aids in maintaining close relationships

Secondary Audiences

“Moms”

- Refers to all guardians or relatives that make purchases for the 13–15 and 16–18 age segments
- Control 85% of household spending
- A current trend in women is to start motherhood after 30 years old; therefore, mothers are potentially wealthier
- Hispanics as a whole are likely to account for \$1 trillion in spending by 2007
- Hispanic moms are young, have more children, and spend a large amount of money on their children
- Core needs: convenience, values, safety, importance of image, and nurturing
- 94% feel that they are very or somewhat valued by family and friends for fulfilling responsibilities at home
- Prefer the use of email because it is quick and efficient



Distributors

- Connect the product, retailer, and target segment
- Work through distributors to push promotional items and generate excitement about promotions
- Build relationships and a positive image with consumers

Cause Marketing

Objectives

- Build brand health with a connection to a good social cause
- Raise awareness of environmental health through recycling by 45% on college campuses
- Increase recognition about the dangers and consequences of drunk driving by 75% in parents and children
- Position Coca-Cola as an alternate, fun beverage to alcohol
- Increase the recognition of the SADD and MADD organizations through an increase of 40% membership

Strategies and Tactics

- Donate 50% of t-shirt contest proceeds to SADD and MADD
- Place social awareness information on in-store packaging, transportation vehicles, and all websites



MADD
Activism | Victim Services | Education

Implementations

Our research shows that drunk driving impacts all of the target segments and that SADD and MADD organizations would welcome support to their programs. Coca-Cola will benefit from these sponsorships through improved brand health.

Coca-Cola will encourage responsible decision-making in youth by offering alternatives to alcohol use. Coca-Cola will promote SADD and MADD through the inclusion of links from the Coca-Cola website, distributing promotional items such as lanyards, and help to increase chapter and program memberships.

News Releases will be an opportunity to obtain media coverage on the “Coke Cares” campaign’s SADD and MADD approach. A national announcement about T-shirt proceeds going to SADD and MADD national chapters. At this campaign launch period, brochures will be sent out to high schools about starting up a chapter or encouraging membership increases. Coca-Cola will not only offer posters but also promotional items as well. This will be repeated in August with the new school season. When a new chapter is started, promotional items will be given to all new members.

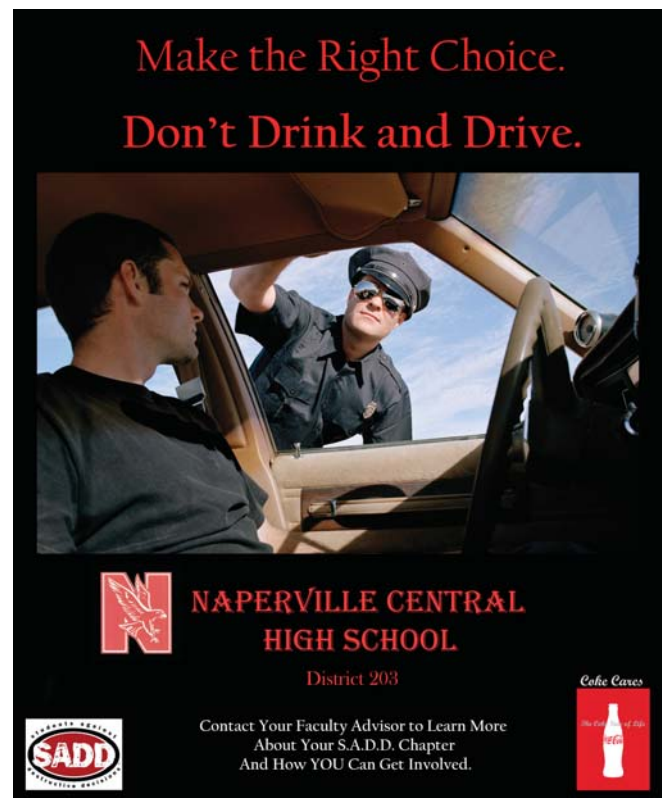
Coca-Cola is proud to assist the target markets in their cause through SADD and MADD organizations. Promotions will include changes on packaging and distribution vehicles.

Impact

Sponsoring MADD reaches out to our secondary target market of “Moms” and establishes a relationship with the primary care takers of the 13-18 demographic that we wish to reach. If “Moms” find Coca-Cola to be a charitable brand, they will be more likely to make Coca-Cola purchases. With in store promotions and moving billboards that trucks will provide, more than just the target segment will be reached.

SADD encourages young adults to become involved in a positive organization that encourages positive decision-making and teaches about the danger of underage drinking and alcoholism. This organization will increase brand health to the primary target market of 13 and 18 years old. The SADD sponsorship also gets the Coca-Cola name into schools around the country with minimal funding and establishes a relationship with middle school and high school students. Research found that our Influencer group of “Moms” are responsive to cause marketing campaigns.

Signs from both organizations will reach more than just the intended audience in an effective way. Posters in schools will also reach faculty, parents, and any visitors with the positive message. Truck signage will reach above and beyond our primary and secondary segments.



Promotions

Go for the Gold — Recycle the Red

Objectives

- Increase consumption of Coca-Cola Classic
- Yield high sentiment of enthusiasm for Coca-Cola with an increase of 60% on Coca-Cola related websites
- Increase brand health and value

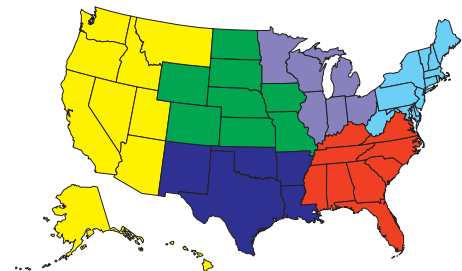
Strategies and Tactics

- Heighten consumption in brand loyal consumers through the challenge of collecting caps and recycling
- Draw new consumers to purchase while recycling for an environmental cause
- Connect Coca-Cola to college students throughout the United States with a good cause and great reward for being environmentally friendly

Implementation

The nationwide college contest kicks off at the start of the “Coke Cares” Campaign and commences in April. Go for the Gold, Recycle the Red will give college campuses across the United States the chance to win a concert sponsored by Coca-Cola and Sony. All participating colleges will collect limited-time offered gold caps from 20 oz. Coca-Cola Classic bottles. Included in the contest is a chance for colleges to start or improve their current recycling programs.

The regions will be the Far West, Southwest, Mid-America, Great-Lakes, Southeast, and New England. Each region will have a 1st, 2nd, 3rd, and 4th place winner based on caps collected per capita in the four-month promotion. The 1st place winners for each region will receive a concert during the first two weeks of May.





Expanding Partnership with Sony

Two artists under the Sony label will be a part of the tour. Our recommendations for the performers are:

- Comeback band- The Fugees are familiar name from the past and have a new album in the works
- Up and coming band- Ben Folds just released a new album and is currently an opening act

Bring in the Red

Informational packets about how to participate along with rules and regulations will be provided to the Dean of Students at every college and university in the U.S. They will be able to then delegate a campus group to organize the contest on campus. In this packet will include posters to promote the contest and information on how they can make posters unique to their campus. At the same time, during the launch period, news releases will be sent to the campus newspapers of the same schools. Information will inform campuses about the contest/concert and the second about the recycling program.

Recycling bin encourages environmental responsibility, creating lasting recycling habits for consumers will be provided to all the participating colleges and universities. Each campus will be responsible for finding an appropriate receptacle based on rules that were sent to them.

Record your Red

To inspire competition across campuses, colleges and universities can post pictures of students with their collection container, track progress, and learn more about the bands playing at the concert online.

Ready to Rock

Based on the caps per capita on each participate college campus a regional winner will be announced. (2nd-4th prizes based on enrollment)

- 1st Place Winner: Concert for the whole campus, provided by Sony and Coca-Cola.
Students would be able to win t-shirts and other promotional items.
- 2nd Place Winner: MyCokeRewards vouchers worth 75 points
- 3rd Place Winner: MyCokeRewards vouchers worth 50 points
- 4th Place Winner: MyCokeRewards vouchers worth 25 points

Promotions

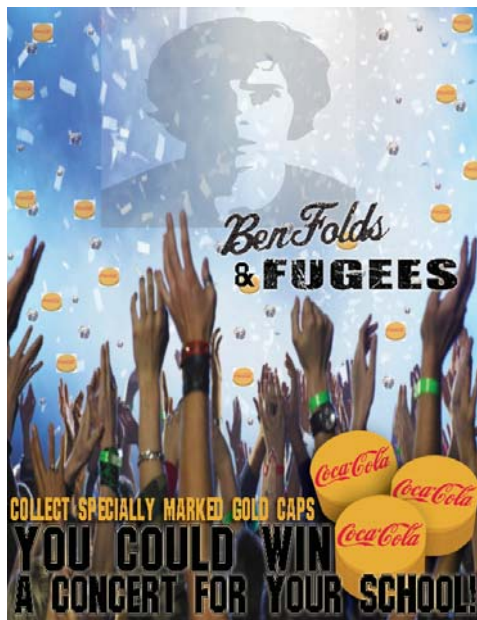
Go for the Gold — Recycle the Red

Impact

This concert and recycling promotion increases consumption of Coca-Cola Classic. The concert contest portion will impact students' image of the Coca-Cola Company and the Coca-Cola Classic soft drink. This promotion also gives the Coca-Cola Classic soft drink a cool image, which fits the "The Coke Side of Life" theme through experiencing the new, fun, rockin' side of Coca-Cola.

Cause

The recycling aspect of the contest is consistent with the theme "Coke Cares." Recycling in the promotion encourages care for the environment and increases brand health.



Social Networking

The Facebook contest group allows schools to compete with each other, resulting in higher consumption. The MySpace tour site actively engages students to view the bands. While doing this, viewers will be exposed to the Coca-Cola logo and slogans. This in turn increases brand awareness and brand health.

The Fugees
Hip Hop, R&B
"CD available to order @ www.anytunemusic.com/artists/fugees.com"
From: New Jersey, United States
Profile Views: 4,646,232
Last Login: 3/28/2007

Ben Folds
Piano Rock
"CD available to order @ www.benfoldsfive.com"
From: North Carolina, United States
Profile Views: 4,359,421
Last Login: 3/27/2007

Killing Me - The Fugees
Total Plays: 652,235 Downloads Today: 423 Plays Today: 892

Underground - Ben Folds
Total Plays: 352,853 Downloads Today: 263 Plays Today: 954

Ben Folds: General Info
Member Since: 12/16/1998
Band Website: www.benfoldsfive.com
Band Members: Ben Folds, Robert Sledge, Darren Jesse

Coke Concert Tour Dates

Date	Time	Winner
2, 2008	7:30pm	Region 1 Winner
4, 2008	7:00pm	Region 2 Winner
9, 2008	7:00pm	Region 3 Winner
12, 2008	7:30pm	Region 4 Winner
14, 2008	8:00pm	Region 5 Winner

Promotion

Show Us Your Coke Side of Life

Objectives

- Build community with the primary target market with a 75% increase to MyCokeRewards members.
- Allow our audience to show us their meaning for the Coke Side of Life with 1,000 t-shirt sales
- Sell 10,000 t-shirts in order to raise \$5,000 for SADD and MADD
- Give an interactive and engaging way for the target segments to become involved with the brand

Strategy and Tactics

- Set up a interactive website for our target market to communicate with peers and show-off their creativity
- Current Coca-Cola distribution channels and internet pages will be used to advertise the promotion
- Ability to join groups and network with other Coca-Cola consumers



Implementation

The main purpose for the design a t-shirt promotion is a chance to show everyone your Coke Side of Life. By logging in on the website and setting up an account, you will be able to upload a design for a t-shirt to be voted on. The first run of the promotion will be from January to April. The Top 10 voted on entries will be produced from May to June 2008. July will begin a second chance for our target market to enter designs. Another set of winner t-shirts will be produced and available for sale November and December.

- The top 10 winners will each receive 10 free shirts with their designs and 50 MyCokeRewards points
- For every t-shirt sold, \$5 of the proceeds will be given to SADD and MADD national chapters
- T-shirts will be sold for \$10 each, our cost to print and ship is \$5 each
- Build community on the website with opportunities to comment on designs that are posted
- Blogging opportunities to comment on T-shirt designs

Impact

Research studies have shown that T-shirt giveaways are creative and cost-efficient ways for youth to express themselves and for Coca-Cola to obtain free “walking billboards.”

Previous T-Shirt contests have taken place in the Coca-Cola Company such as the Habo Hotel style designs. But, this contest donates funds to a cause- SADD and MADD. This not only stays consistent with our partnership, but it also reiterates that the care that the company has for this cause society. Online contest engages the audience to participate and draws them into the product and brand name.

Packaging and Distribution

Objectives

- Increase awareness of promotional website by 35% through unique advertising spaces
- Have website hits for recipe promotion increase by 45%

Strategies and Tactics

- Audiences will be impacted both in-store and outdoors through the packaging efforts.
- Utilize Coca-Cola's existing distribution for the most impact in a cost-efficient manner

Implementation

Research affirms that 77 percent of women and 64 percent consider a company's reputation for support causes. We recommend packaging changes for all current 12 and 24 cases of Coca-Cola Classic cans proclaim that Coca-Cola is a proud supporter of both MADD and SADD organizations during the campaign. This will begin awareness of the sponsorship and will continue throughout the campaign year.

Another part of the packaging changes will be used to announce the Cooking with Coca-Cola website. The website information will be run on 12 and 24 packs of Coca-Cola Classic.



Truck vinyl SADD

An effective and cost efficient way to demonstrate that “Coke Cares” is through cause marketing on distribution trucks. This is an opportunity to reach a large amount of the target market without using a traditional medium.



In-store display

To gain awareness of the sponsorship with SADD and MADD, additional promotional items will be placed in the beverage aisle. Items can include shelf tags that would bring additional attention to Coca-Cola's social responsibility. The shelf tags will be repeated for Cooking with Coca-Cola and placed in baking aisles.



Impact

SADD and MADD packaging on the 12 and 24 pack cases constantly reminds in-store shoppers, especially mothers, that Coca-Cola cares about people in need. This increases brand health by sending a positive message to the primary and secondary target markets. The coupon dispenser will bring consumers to both the recipe and t-shirt design websites.

The truck signage will help decrease freight expense in the contests because we will use local distributors to deliver promotional items. Trucks drive all day long and will impact various people on a daily basis with the message that Coca-Cola supports the SADD and MADD organizations.

Internet

Objectives

- Increase community among target market by having 1,000 recipe entries
- Increase brand loyalty and brand interaction with at least 3,000 members on website

Strategy and Tactics

- Utilize the increasing dependency and daily usage of the internet
- Reach both the primary campaign segments and the sub segment of “Moms” through blogs, games, webvideos, podcasts, and other innovative technology
- Interact with the customers and address their needs

Implementation

Additional Websites- Cooking with Coca-Cola

Technology is increasingly important, 71 percent of mothers said they are likely to use the internet for product information. In order to influence their purchasing power and need for Coca-Cola Classic and other company products, there will be Cooking with Coca-Cola webpage. There are currently recipes in a heritage site on the official site but hard to locate and not consumer friendly. Changes to be made for a separate webpage link will include:

- Blogs that will allow consumers to share opinions about the recipes and add suggestions for improvement or add new ideas
- Users will make a profile and will allow for the formation of a database
- All first-time recipe entries will receive a free Coke Cares T-shirt
- **Webvideos**
- Every week a new webvideo will be released demonstrating how to cook a specific dish from the website.
- An up-and-coming “celebrity chef” will be the chef in each of web videos

- **Podcasts**

- The same meal as the webvideo will be produced as a podcast and released each week
- Anyone can add new recipes
- Recipes can then be rated by other users with a Coke bottle rating system will be implemented [1-5 rating system (1 = an empty/crushed Coke bottle and 5 = a full Coke bottle), 1 is not Coke-alicious, 5 is extremely Coke-alicious]

Impact

This site will engage our secondary target market through interaction from one “Mom” to the next.

It will inform the audience by having cooking facts and tips, which draw them in for weekly on-line visits. The MADD and a SADD logo links further show that Coke is taking an active role to prevent people from making bad decisions, all because “Coke Cares”. This again, increases Brand Health, which-in turn-increases sales.



The webvideo will provide visuals to aid the viewers’ cooking. It is an easy and inexpensive way to reach the “Moms” and to draw them into the website each week. Also, posting podcasts of recipes online allows “Moms” who are constantly on the go to be able to download these onto their MP3 player and watch them while in the car waiting to pick up the kids. Research shows that mothers are constantly multitasking, and this is a quick and easy way to learn how to make a great meal in a short amount of time

Coca-Cola Classic Games

Velocity communications has developed Coca-Cola “Classic” Arcade Games. These are updated versions of classic arcade games such as Pac-Man, Space Invaders, Paperboy, etc. The adaptation of these video games will complete several objectives. This will be an addition to MyCokeRewards and capable of being downloaded to phones and/or iPods. These games, along with current Coca-Cola games, will be adapted to a new website strictly for online gaming. The top five high scores for ten random games during the campaign will win a free t-shirt.

Impact

An online gaming site will also build a data base and community through blogging and game interaction, attracting both Fitting the Mold and Discovering Freedom segments. By incorporating familiar games from their childhood, we can attract the Success Seekers. Through product placement in the new Classic games to be developed, games will encourage an increase in consumption.



Internet

Website Banners

As Generation Y advances into the future they look towards technology to be an important asset in all parts of their lives. Velocity Communications is looking towards banner ads to generate ad awareness of Coca-Cola's promotions. The ads on Telemundo and MSN will be brand-linked impressions that will direct users to the updated and user friendly website. Due to our target segment's presence on gaming sites, banners will also be run on 360Mania.com.

Hispanic Culture

There will be single banner ads placed on Yahoo! Telemundo, the Hispanic search engine for bilingual as well as 360 Mania, a live Xbox 360 gaming site. Since this is a multicultural campaign and Yahoo! Telemundo is continuing to grow, Velocity Communications saw this as an excellent opportunity to expand their impact on the market.

All Segments

By placing banners on MSN will again reach the secondary audience of "Moms" with links to SADD and MADD sites as well as encourage our three primary segments to get involved or start a chapter or program. Through our partnership with Sony, advertisements about the concert will be placed on their websites as well as the Coca-Cola's corresponding websites.

Search Sponsors

Using keywords for Coca-Cola in general and also for the "Coke Cares" Campaign, there will be heavier traffic towards current and new websites. At .10 a search and expected around 10 million hits, high website traffic to all newly developed Coca-Cola websites will be achieved. Yahoo! and Google search engines will be used for these sponsors.

Coke is a Proud Sponsor of:



Go online to
www.sadd.org
to make your own chapter
of SADD today!



Coke Cares



Coke T-shirt Contest

the Coke side of life

- 1) Get your friends & family together
- 2) Make a Coke t-shirt design
- 3) Upload it to our website
- 4) All the entries will be posted!
- 5) Vote for your favorites
- 6) The top 10 will be printed & can be purchased!

Click Here to Get Started

RECYCLE
Coke Cares

Budget

“Coke Cares” Campaign Budget 2008

SADD & MADD	\$1,940,000
Brochures	\$80,000
Posters/Flyers	\$400,000
SADD Sponsored Chapters	\$250,000
Promotional Items	\$1,200,000
Coke Cares Bracelets	\$10,000
College Contest	\$2,470,000
Informational Packets	\$20,000
Posters/Flyers	\$50,000
“Recycle The Red”	\$80,000
Cap check	\$20,000
“Go for the Gold” Concert	\$300,000
2nd Place (6 regions)	\$1,250,000
3rd Place (6 regions)	\$500,000
4th Place (6 regions)	\$250,000
Packaging and Distribution	\$3,370,000
Kits for Distributors	\$20,000
Truck Displays	\$3,000,000
Shelf Tags/Displays	\$350,000
Recipe Website	\$220,000
Recipe T-shirt	\$20,000
Podcast	\$200,000
T-Shirt	\$260,600
Productions of Winners	\$600
Gaming Give-Aways	\$260,000
Internet	\$4,753,000
Website Development	\$100,000
Website Banner Ads	
MSN	\$300,000
Yahoo Telemundo!	\$1,852,938
360Mania.com	\$300,000
Sponsored Searches	
Yahoo	\$1,200,000
Google	\$1,000,000
Contingency	\$1,000,000
TOTAL	\$14,013,538

Timeline

	Pre-Campaign	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
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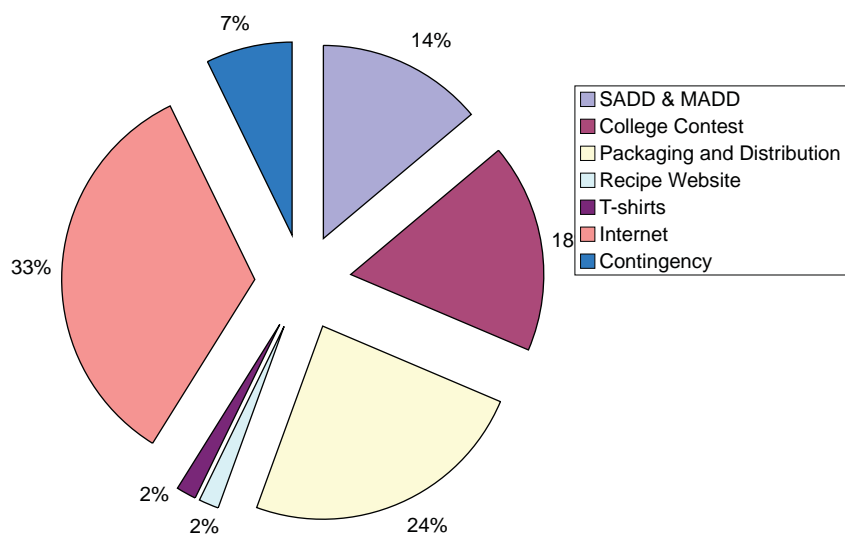
SADD & MADD													
Brochures													
Posters/Fylers													
Coke Cares Bracelets													
News Release													

College Contest													
Informational Packets													
News Releases													
Posters/Fylers													
"Recycle The Red"													
Cap Check													
"Go for the Gold" Concert													
Networking Sites													

Packaging & Distribution													
Kits for Distributors													
Trucks													
12&24 Packs													
SADD													
Recipe													
In-store Display													

T-Shirt Design													
Send in Design													
Production of Winners													

Internet													
Recipes (website)													
Tshirt promotion													
Gaming T-Shirts													
Web Banners													
Sponsored Searches													
Website Development													



Campaign Evaluation

Increase consumption in the 13-24 year old segment by 3 percentage points

- The Go for the Gold, Recycle the Red will encourage consumption of Coca-Cola 20 oz. bottles to win a concert at participating colleges.
- Encouraging to cook with Coca-Cola on the recipe website will provide a need for the product in households.
- Although our cause marketing strategies and tactics increase brand health, they will also increase consumption.
- Targeting moms through SADD and MADD will increase name awareness in and sales.
- By drawing our target segment to the new Coca-Cola game site, we will increase awareness and consumption.

Increase brand health/favorite brand rating by 3 percentage points

- Considering that, all primary and secondary segments are responsive to cause marketing, sponsoring SADD and MADD in various ways will affect the general view of Coca-Cola.
- Helping start and enhance recycling programs at the college level is another way to show that Coca-Cola is socially responsible.
- The general theme of the Coke Cares Campaign is to interact with the target market and build a favorable relationship.
- Giving a chance for all the target market to show their Coke Side of Life will not just expand the existing campaign as well as provide more interaction and community building.

Results

- Monitoring all websites hits and databases expansions.
- Participants in college contest and t-shirt contest.
- Membership in SADD chapters and MADD after both cycles of promotions.
- When asked to make a login, consumers will also be asked a few short questions on what brought them to the website, e.g. promotion, friend, web banner, web search, etc.
- Raise at least \$5,000 for SADD and MADD organizations with the sale.



Meet the team at Velocity Communications

Executive Director

Stephanie Dahl

Executive Assistants

Stephanie Lamkin
Brigitte Baker

Research and Promotions

Nicole Campagna
Brittany Griganavicius

Creative

Michelle Neptune
Jacqui Richardson
Jonathan Schultz
Jack Susin

Writing

Pamela Larson
Sarah Keller

Advisor

Douglas Tschopp

Staff

Josh Austin, Lauren Bogdanowicz, Tatiana Christiansen,
Mark Cunningham, Liz Driscoll, Patrick Edwards,
Katie Fulginiti, Megan Gullickson, Brooke Jerbi,
Mandy Marneris, Kelly Morgan, Ed Polhorsky,
Dan Ralston, Josh Ruffner, Amanda Stewart

Special Thanks

Nathan Klaus
Eric Vogelgesang