

100, 125, 130

Three Anniversaries with three different strategies and audiences



I'VE KISSED
MARILYN



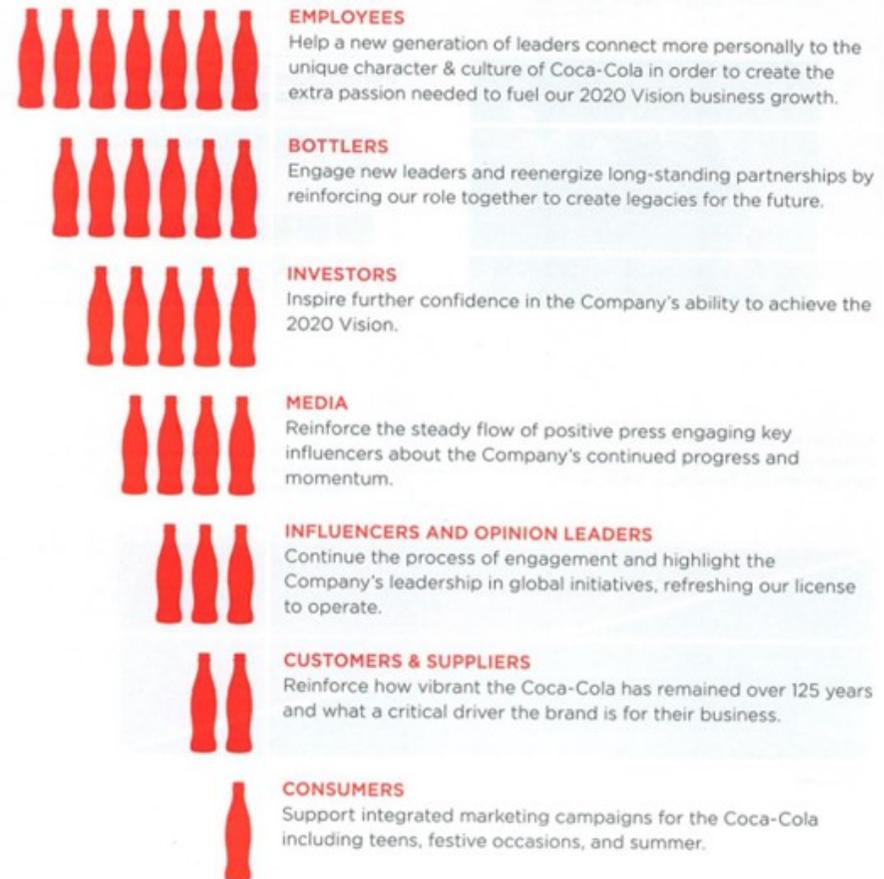
100 YEARS OF THE *Coca-Cola* BOTTLE

The Coca-Cola Co.
FOR INTERNAL USE

125 years



- Who is the target?
- This is the single most important question you will face
- The adjacent chart gives one approach



125th ANNIVERSARY—PROGRAM SUMMARY

We created the world's biggest "thank you" to celebrate the people, places and partners who have made us what we are today—with a globally coordinated and locally activated program.



WE STARTED WITH CLEAR OBJECTIVES

INSPIRE EMPLOYEES

- + To take the bold actions needed to meet our aggressive 2020 Vision goals by highlighting our core values
- + To become brand ambassadors and encourage the next generation of Coca-Cola leaders

CREATE ICONIC MOMENTS

- + Weave moments of appreciation into existing external events
- + Create iconic leadership moments in our flagship market and then in each region of the world supporting CTG v3.0

CELEBRATE BRAND COCA-COLA

- + Demonstrate that Coca-Cola has had, and will continue to have, courage, conviction and credentials that allow us to shape an even better future
- + Reinforce the steady flow of positive press, engaging key influencers about the Company's continued progress and momentum.

WE SET AGGRESSIVE TARGETS

1986 Centennial	2011 125 th Anniversary
18 months of planning	7 months of planning
12,000 Invited Guests (bottlers, customers, VIPs)	XX Invited Guests (influencers, opinion leaders, investors, customers, VIPs)
10,000 Employees and Alumni	700,000 Bottlers, Employees and Alumni
3 Days—Atlanta	300 Days—Atlanta + Each Region
Local Celebrations Worldwide	Local Celebrations Worldwide
	206 Countries

BUDGET:
\$25+

LOCAL ACTIVATIONS REINFORCED OUR CORE MESSAGE WITH AUDIENCES BOTH INTERNAL AND EXTERNAL

EMPLOYEES



CONCERT AND FAMILY FESTIVAL

- + Over 15,000 associates and their families celebrated the 125th anniversary on May 7 with music and refreshments.
- + American Idol host and Atlanta native Ryan Seacrest emceed a concert at Centennial Olympic Park featuring performances from: K'NAAN, Natasha Bedingfield, Ne-Yo, One Night Only and Kelly Clarkson.



CUSTOMER APPRECIATION CARD

- + Nearly 300 associates were photographed in the shape numbers 1, 2 and 5, plus the Coca-Cola contour bottle. The images were used in a "Thank You" card for our customers. Associates handed these cards out during our "12 Days of Thanks," kicking off at the Annual Shareowners Meeting on April 27 and concluding on Founder's Day, May 8.

EMPLOYEE COMMUNICATIONS

- + 30 articles on myKO
- + 100k Heritage Booklets distributed

LOCAL ACTIVATIONS

- + 1,880 users downloaded 10,142 special 125 anniversary program files from Design Machine in 119 markets
- + Ebenezer Church -- TBD
- + Piedmont Park -- TBD

MEDIA AND KEY INFLUENCERS

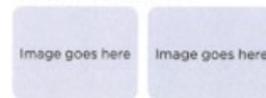


BUILDING ILLUMINATION

- + The 26-story Coke building was canvassed in white sheeting creating a 210,000-sq.-ft. projection surface on all four sides, making it the world's largest single-building illumination.
- + The light show included images of the contour bottle and advertising images from the past 125 years.
- + Consumers who uploaded their Coca-Cola photos to the Coca-Cola Facebook page had their pictures included.

INTERNATIONAL MEDIA

- Three-day event hosting 120 international media:
 - + The largest single contingent of global media our Company has ever hosted was treated to a lunch at the Varsity, the world's largest single-fountain Coca-Cola customer.
 - + Over 350 domestic and international broadcast segments reaching nearly 26 million viewers
 - + More than 7,000 blogs, Tweets and other online outlets reporting on 125th events
 - + More than 40 print stories



STATUE OF LIBERTY

- + Largest party ever on Liberty Island
- + \$1 million donated to support The Statue of Liberty-Ellis Island Foundation's Peopling of America® Center, that will spotlight the immigration experience in America.

'CENTERS OF HOPE' INITIATIVE DONATION

- + \$1 million donated at the annual State of the City breakfast. The funds will support tutoring, character-building and physical fitness activities for approximately 1,000 area youth.

CONSUMERS AND CUSTOMERS



DIGITAL AND SOCIAL MEDIA

- + 540k expressions (media clicks, comments, likes, re-tweets)
- + 2nd highest click-through rate for a Twitter-promoted trend behind the Royal Wedding
- + Over 170 countries visited the Coca-Cola 125 experience on Coca-Cola.com, YouTube or Facebook. 34% of traffic from outside US.

PAID SEARCH AD CAMPAIGN

- + Plan: 133 million impressions
- + Actual: 500 million impressions
- + \$155k in bonus media value



CUSTOMER ACTIVATIONS

- + Activation of 125 by global customer teams, including: McDonald's, Walmart, Carrefour, 7-11
- + Each group had 125 customer plans. Most customer teams had a 125 plan.
- + Customer plans included elements of either or both customer appreciation events and shopper/food service marketing programs.
- + Customer gifts (including the 125th Anniversary book, booklets, bottle sets, Penley paintings) were given to customers by senior management and customer account teams.
- + 700,000 customer "Thank You's" from Coca-Cola system employees with special 125th notecard

CORE MESSAGING PLATFORMS:

- + Tell the Coca-Cola Growth Story
- + Celebrate Our Brands
- + Champion Sustainability

- All of the activities had to be grounded on our overall business objectives as the message house shows

DECEMBER



Thanking the people, places, and partners that have made us who we are today.



INTERNAL

For 125 years, Coca-Cola has refreshed the world—fueled by the imagination, passion, and courage of our people. Your innovative thinking, bold actions, and love for the brand drive our 2020 vision and fuel our continued commitment to shape an even better future. As we mark this milestone in our history, we celebrate you—and everything you do to make Coca-Cola possible.

EXTERNAL

For 125 years, Coca-Cola has refreshed the world. Now as we mark this milestone in our history, we're celebrating you. Your love for Coca-Cola makes everything we do possible, and allows us to continue our commitment to shaping an even better future.

Tell the
Coca-Cola
system growth story

CELEBRATE
our **BRANDS**

CHAMPION
sustainability

We are demanding more from ourselves. We will double our business by 2020, which means accomplishing in the next nine years what we did in the first 125.

Our ambitious goals are possible when we help strengthen communities. We will accomplish this through environmental stewardship and community involvement.

We are the stewards of the world's most loved brand. Everything we do celebrates and protects a very special connection Coca-Cola has with people around the globe.

Coca-Cola 125 Anniversary Wordmark Design Standards

v1.0



125th ANNIVERSARY—PROGRAM SUMMARY

We exceeded expectations, inspiring action that spanned geographies and workstreams. The program scaled with a breadth and depth that affected the entirety of The Coca-Cola System.



CANADA

A "happiness monitor," an online study of what makes Canadians happy, was conducted—including hockey and Coca-Cola.

UNITED STATES

Employees gathered for Family Fest in Atlanta and marveled as the Coke building was transformed into the world largest single building illumination. In NYC, distinguished guests gathered for the 125 party, the largest ever held on Liberty Island.

GREAT BRITAIN

125k Coca-Cola samples were handed out by employees. A screening of the 125 concert was held, and the London Design Museum exhibited Coke history.

BELGIUM

A bottle cap program, redeemable at an online boutique, included trips to a bottling facility in Antwerp, a mini fridge, and a retro record player.

FRANCE

125 space showcased vintage ad campaigns, reaching 1 million+, with an interactive shop, vintage bottles and a party loft.

SPAIN

A 125-second TV spot highlighted Coke history, while a music experience selected young musicians to perform their own historic jingles.

ITALY

A market impact team included 2,000 employees who visited customers to distribute anniversary-themed materials.

THE NETHERLANDS

Extensive in-store displays showed advertising from the 40s and 50s, retro-packaging. A consumer sampling event culminated in an evening soiree.

GERMANY

On online loyalty program launched called MeinCokeBonus, while thousands of employees handed out 1.5 million samples on Happy Coke Day.

AUSTRIA

A special cinema screening brought 350+ guests to Cineplexx, a major customer, and featured an iconic Andy Warhol original.

SLOVENIA

5,000 samples were handed out while employees thanked consumers, garnering national press.

HUNGARY

Prime time TV spots aired on the most-watched network. A family day was held with games and samples, and a special menu for Parliament.

MIDDLE EAST

Associates were thrown with a surprise party and thanked as the "the secret ingredient" that makes TCCC successful, followed by a treasure hunt.

INDIA

Performances by prominent singers entertained employees, and limited-edition cans were shared with associates and key stakeholders.

CHINA

A subway station makeover, with a "time tunnel" showcased the evolution of Coca-Cola over 125 years.

KOREA

Twitter-coverage promoted 125 events and facts, and a heritage exhibition.

TAIWAN

A social media roll out included a 125th iPhone app and Facebook ad, and popular designer bottles were launched.

PHILIPPINES

An apparel partnership featured 125th t-shirts designed by BENCH, a leading teen clothing brand.

THAILAND

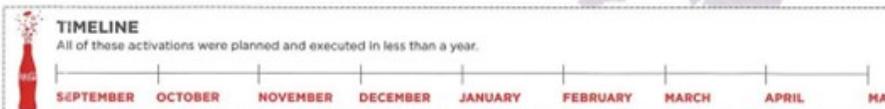
The Bangkok summer festival featured a 125th corner exhibit with 50k+ attendees per day and a story contest for employees to win prizes.

AUSTRALIA

A "Coke Unleashed" rewards site and a "Become the Real Thing" Facebook application allowed fans to make themselves a part of Coke history.

WORKSTREAMS

- Legacy
- Heritage Content
- PR/Media Programs
- Leadership Events
- Design
- Licensing
- Sustainability
- Customer Activation
- Interactive Events
- Packaging
- Anniversary Week
- Employee Communications
- Videos





EMPLOYEES
Help a new generation of leaders connect more personally to the unique character & culture of Coca-Cola in order to create the extra passion needed to fuel our 2020 Vision business growth.



BOTTLERS
Engage new leaders and reenergize long-standing partnerships by reinforcing our role together to create legacies for the future.



INVESTORS
Inspire further confidence in the Company's ability to achieve the 2020 Vision.



MEDIA
Reinforce the steady flow of positive press engaging key influencers about the Company's continued progress and momentum.



INFLUENCERS AND OPINION LEADERS
Continue the process of engagement and highlight the Company's leadership in global initiatives, refreshing our license to operate.



CUSTOMERS & SUPPLIERS
Reinforce how vibrant the Coca-Cola has remained over 125 years and what a critical driver the brand is for their business.



CONSUMERS
Support integrated marketing campaigns for the Coca-Cola including teens, festive occasions, and summer.



THE CONTOUR CENTENNIAL

writing the legacy that honors the work of those before us

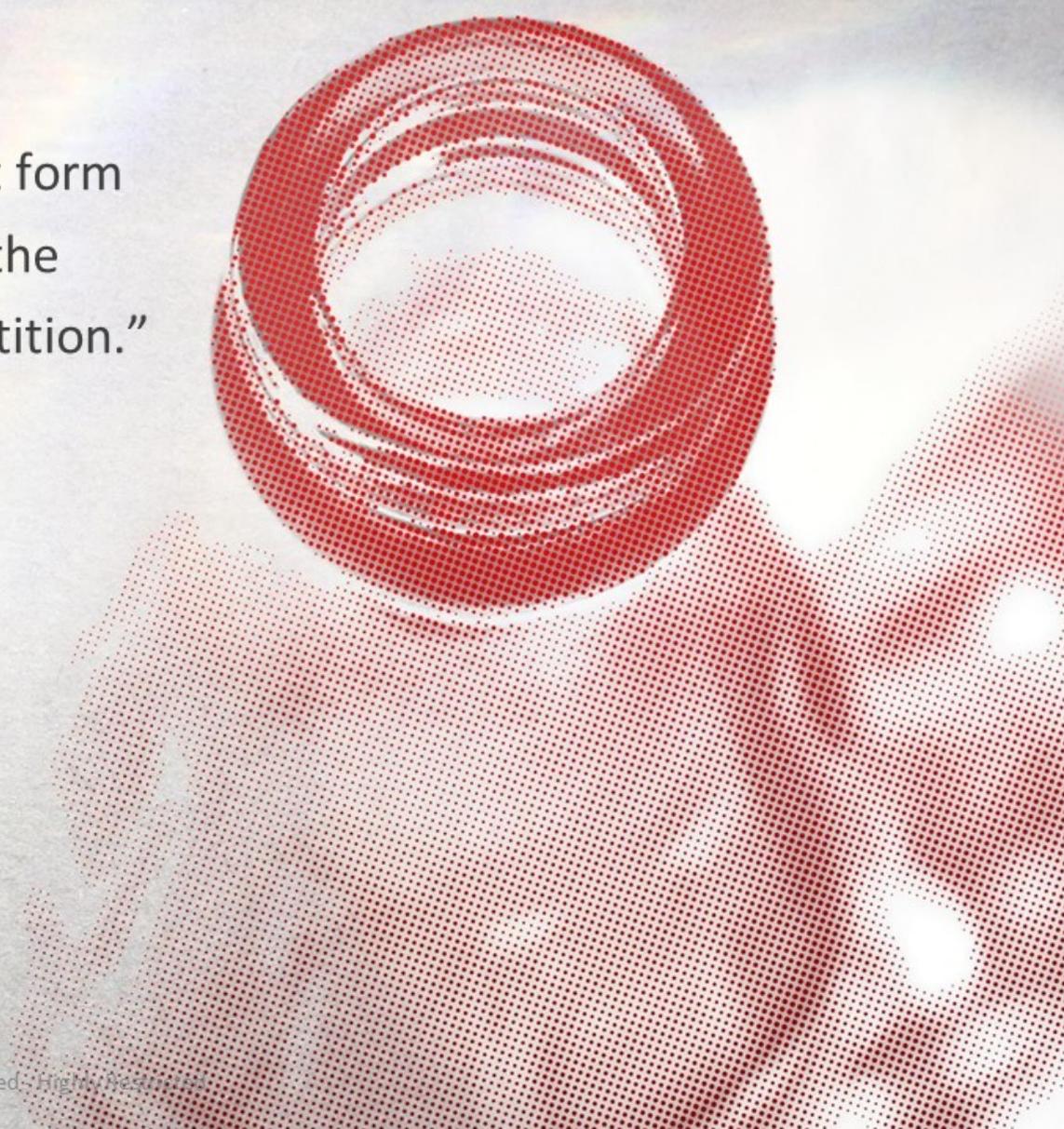
Liquid & Linked Brief

Draft Version 100.0

Celebrating contour



- “Imitation may be the sincerest form of flattery, but it is undoubtedly the costliest form of business competition.”
- The Cola Call, 1985





THE LANDSCAPE IN 1915

<insert images of commoditized bottles>

- “A Coke is a Coke and no amount of money can get you a better Coke than the one the bum on the corner is drinking.
- All the Cokes are the same and all the cokes are good. Liz Taylor knows it, the President knows it, the bum knows it, and you know it.”
- Andy Warhol





THROUGH SEMINAL BRAND COMMUNICATION...

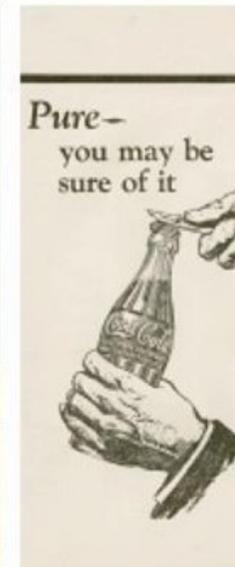


VIDEO 1 – FINAL EDIT 10_06_14

100 DESIGNERS GLOBALLY



2. VIS / OOH



COLLECTABLE | ALU BOTTLES

3. PACKAGING / SHOPPER



VIS | CORE IDENTITY

2. VIS / OOH



'KISSED' ICONIC OOH

2. VIS / OOH



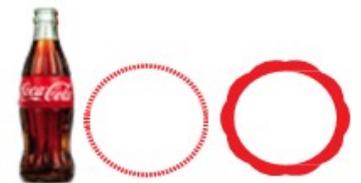
'KISSED' ICONIC OOH

2. VIS / OOH



Global Launch:
26TH FEB

- Coca-Cola Art Bottle Exhibit
- Attended by key stakeholders, influencers and media
- Global hospitality program for Media
- Sustain coverage and conversations throughout the year
- Ambassador program as an employee incentive program



Wednesday 25th February

- Private tour of the World of Coca-Cola
- Book signing and tasting with celebrity chef, Kevin Gillespie
- Live painting of a Coca-Cola bottle by Steve Penley



Thursday 26th February

- Presentations and panel Q&A with Katie Bayne, Ted Ryan and James Sommerville
- Exhibition launch event



Friday 27th February

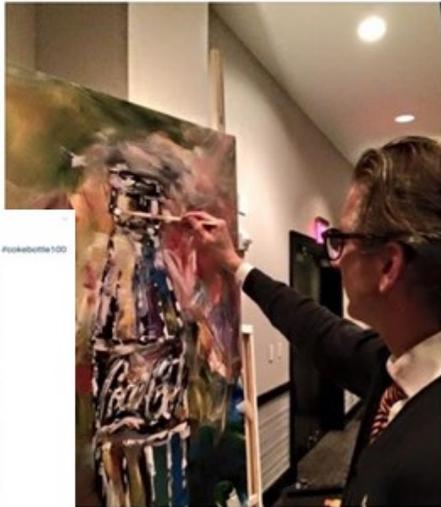
- Exhibition tour and interviews with key Coca-Cola and High Museum of Art spokespeople





Steve Penley
February 25 at 6:08pm · 🌐

Steve painting at today's Coke Bottle 100 Global Media launch. Stay tuned for more photos... #Coke #penley



Like · Comment · Share · 🍌 348 🗨️ 6 ➦ 2

Love! Desia

February 27 at 11:04am · 🌐

Amazing event with amazing people from around the world. #Cokebottle100 #highart



Share · 🍌 17



The Coca-Cola Company

February 28 at 12:53pm · 🌐

130 artists. 3 colors. 1 iconic bottle. Learn more: [#mashupcoke](http://CokeURL.com/wgnlz)



Coke Bottle 100 Design Mashup

A collection of artists and designers from around the world came together to celebrate the first hundred years of the Coca-Cola Contour bottle.

Like · Comment · Share · 🍌 277 🗨️ 4 ➦ 44



BVD
February 26 at 3:24pm · Edited · 🌐

Like Page

Our contribution to the celebrations of the 100th anniversary of the Coca-Cola contour bottle! A true icon! The exhibition opens on February 28 at High Museum of Art, Atlanta #Cokebottle100 #Coke #mashupcoke <http://bvd.se/coca-cola/>



BVD — Coca-Cola

Our client, The Coca-Cola Company in Atlanta, celebrates 100 years anniversary of the contour bottle. Our tribute to the centennial bottle is filled with 100 values we associate with the brand. More to come. Enjoy!

BVD.SE

Like · Comment · Share · 🍌 58 🗨️ 3



The Coca-Cola Company

February 26 at 12:28pm · 🌐

Happy 100th birthday, Coca-Cola bottle!

2015 marks the 100th year of our iconic contour bottle. Here's how we're celebrating:



100 Years Young: Global Campaign Celebrates Coke Bottle Centennial

Coca-Cola is celebrating the centennial of its proprietary package in 2015 with a year-long campaign.

Like · Comment · Share · 🍌 12,565 🗨️ 151 ➦ 744



High Museum of Art, Atlanta

5 hrs · 🌐

"The Coca-Cola Bottle: An American Icon at 100" is now on view! See photographs, Pop Art, and designs, all inspired by the famous bottle. http://bit.ly/CokeBottle100_



Coca-Cola Bottle Exhibit Opens at High Museum of Art

To celebrate the 100th birthday of the iconic Coke bottle, Coca-Cola is cooperating with the High Museum of Art in Atlanta to display 100 items in an

COCA-COLACOMPANY.COM

Like · Comment · Share · 🍌 57 🗨️ 1 ➦ 12



Hande Aksoy
February 27 at 9:20am · 🌐

#Cokebottle100



Coca-Cola is launching a retro ad campaign starring Marilyn Monroe and Elvis Presley

It's the beginning of a year-long campaign.

BUSINESSINSIDER.COM

Share · 🍌 13

Iowa Beverage Association
February 26 at 12:54pm · 🌐

Like Page

The classic Coke Bottle turns 100 this year! And artists around the world celebrate a design icon: <http://bit.ly/1apaxix> #Cokebottle100



Kiss the Past Hello: Coca-Cola Invites Designers to Recreate Art Starring Its Iconic Bottle

Coca-Cola Design invited creatives around the world to reinterpret artwork featuring the Coca-Cola bottle. See what they came back with.

COCA-COLACOMPANY.COM

Like · Comment · Share



100 YEARS OF THE

COCA-COLA BOTTLE

THE COCA-COLA BOTTLE ART TOUR:
INSPIRING POP CULTURE FOR 100 YEARS

Tier 2 PR Toolkit

OBJECTIVES

1. Generate positive, branded media coverage that inspires conversation and builds brand-love for Coca-Cola
2. Honor and celebrate the legacy of the Coca-Cola contour bottle and its role in popular culture., leveraging the news hook of the centennial anniversary

STRATEGY

Markets should create a PR activation plan that includes a tiered PR approach with three (3) stages of media outreach:

1. Pre-launch outreach
2. Outreach during the exhibition
3. Post-exhibition outreach



FOR INTERNAL USE ONLY

TOUR A: TOUR ROUTE

Colombia (Medellin)	April 24th- May 7th
Brazil (TBD)	May 29th- June 12th
Mexico (Mexico City)	July 2nd- July 11th
Mexico (Monterrey)	July 14th- July 23rd
U.S. (Los Angeles)	August 10th- August 23rd
U.S. (Miami, NYC, or Chicago; TBD)	August 27th- September 11th
Argentina (TBD)	October 19th- November 1st
Dominican Republic (Santo Domingo)	November 23rd- December 6th



FOR INTERNAL USE ONLY

TOUR B: TOUR ROUTE

South Africa (Cape Town)	February 23rd- March 3rd
South Africa (Johannesburg)	March 7th- 15th
Italy (Milan)	May 4th- 23rd
Japan (Tokyo)	July 20th- August 2nd
China (Shanghai)	August 31st- September 13th
Philippines (Manila)	September 28th- October 11th
Thailand (Bangkok)	October 26th- November 8th
Australia (Sydney)	November 23rd- December 6th
Israel (TBC)	XXX - XXX (TBC, between Italy & Japan)



FOR INTERNAL USE ONLY

KATE BRINKWORTH: TOUR A



A journeywoman in the art world, Kate Brinkworth's work has been shown in dedicated exhibitions at galleries across New York, London, Paris, Stockholm, California and more. Her art has been featured at multiple auctions at Christie's, Phillips de Pury, and Southeby's.

As an artist, Kate is fascinated by imagery that conveys a strong narrative. Her early work in film and photography transformed into a passion for turning light into paint. She uses intense saturation levels and photorealism to give her pieces a voice.



FOR INTERNAL USE ONLY

**VIDEO 2 – COCA-COLA 100
LAUNCH WEB VIDEO V2**



100 Years of the Coca-Cola Bottle Global Launch
Media Coverage Report
November 17, 2015







- To date, the PR campaign behind the 100th Anniversary of the Coca-Cola Bottle has garnered **1,615,368,450 impressions**, stemming from a multitude of local, national and global touchpoints.
- Within just two weeks of launch, there were **over 600 news stories** globally, featuring the 100th anniversary of the Coca-Cola bottle—including over **500 print and online news stories** that reached **700 million+ consumers** with coverage in the *Associated Press*, *Time Magazine*, *Fast Company*, *Advertising Age*, *Teen Vogue*, *Yahoo!*, *The Daily Mail*, *The Daily Telegraph* and leading media titles in Australia, Europe, Middle East, Asia and Latin America and more than **125** domestic and international television and radio segments worldwide, such as *E News!*, *Fox Business*, *Fox 5 Atlanta* and international broadcast segments in Japan, Peru and Australia.
- Coverage from the Global Launch Event at the High Museum appeared in key entertainment and fashion publications including *InStyle*, *W*, *Elle*, *People*, *US Weekly* and *OK!*.
- November issues of ***Cosmopolitan***, ***Town & Country*** and ***Food Network Magazine***, included the 100th anniversary of the Coca-Cola bottle in editorial, reaching upwards of 5 million readers and final anniversary press, on and around November 16, 2015, accounted for over 150 million impressions with items and slideshows running in *The New York Times Online*, *Time Online*, *Parade Online*, *Teen Vogue Online*, *Business Insider Online*, *MSN Online* and *NPR*.



Giving Back

Cheers to 130 Years: Coca-Cola Marks Milestone With \$1.8 Million Thank-You Gift to Downtown Atlanta

By: [Journey Staff](#) | May 16, 2016

Like Jamal Booker and 43 others like this.

SHARE: 44 0 0 0 0 0



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RELATED STORIES



SHEFFIELD HALE
Atlanta Goes Better With Coke

HISTORY

Overview | Collectibles | Advertising | Restaurants



Who Was Dr. Joseph Jacobs?

Meet the Man Behind Jacob's Pharmacy, the First Place to Serve Coca-Cola

Coca-Cola Conversations



Going Once, Going Twice...

Behind the bidding at a Coca-Cola memorabilia auction



Doc Pemberton Invented Coca-Cola 130 Years Ago

On Tuesday, he visited Coke HQ and tweeted about what he saw



Celebrating 130 Years With a Gift to...

\$1.8 million grant will help improve Atlanta's Olympic Centennial Park



Coca-Cola's Headquarters in Atlanta...

Explore the 9 buildings Coca-Cola has called home over the last 130...

Archive Picks

TED RECOMMENDS

Follow us on

Meet the innovation that

VIDEO 3 – COCA-COLA 130TH SIZZLE
5_17_2016_EDIT_2

100, 125, 130

Three Anniversaries with three different strategies and audiences