



Coca-Cola

MEALS

SHOPPER TOOLKIT 2019

AGENDA

1) Intro

2) Fooding

- ✓ Campaign Overview
- ✓ Shopper
 - KV + messages
 - Instore Activation
 - E-commerce

3) Special Occasion

- Campaign Overview
- Shopper

BBQ

- KV + messages
- Instore Activation
- E-commerce

EASTER

- KV + message
- Instore Activation
- E-commerce

SPECIAL WEEKENDS

- KV + message

1. INTRO

To build habitual consumption with food at home, we need to execute 4 strategies

CLUSTER 1



CLUSTER 2



CLUSTER 3



HH
OBJECTIVE

RECRUIT HH
Grow Annual HHP

EXPAND HH
Grow Regular Quarterly Base

DRIVE WEEKLY FREQUENCY

1. DRIVING BRAND EDGE VIA IMC COMMUNICATION: 'FOODING' IMC

MEALS
STRATEGY

1. DRIVE TRIAL & PERMISSIBILITY

2. CELEBRATE SPECIAL OCCASIONS AT HOME

3. CAPTURE SMALL BASKETS
INCIDENCE

PROGRAM

2. FOODING

(TVC, Combos, Video menu boards, POP)



3. SPECIAL OCCASIONS

(Video, Social media content, POP, Activation Ideas)



4. SMALL BASKETS

(Social/Mobile, Shopper)

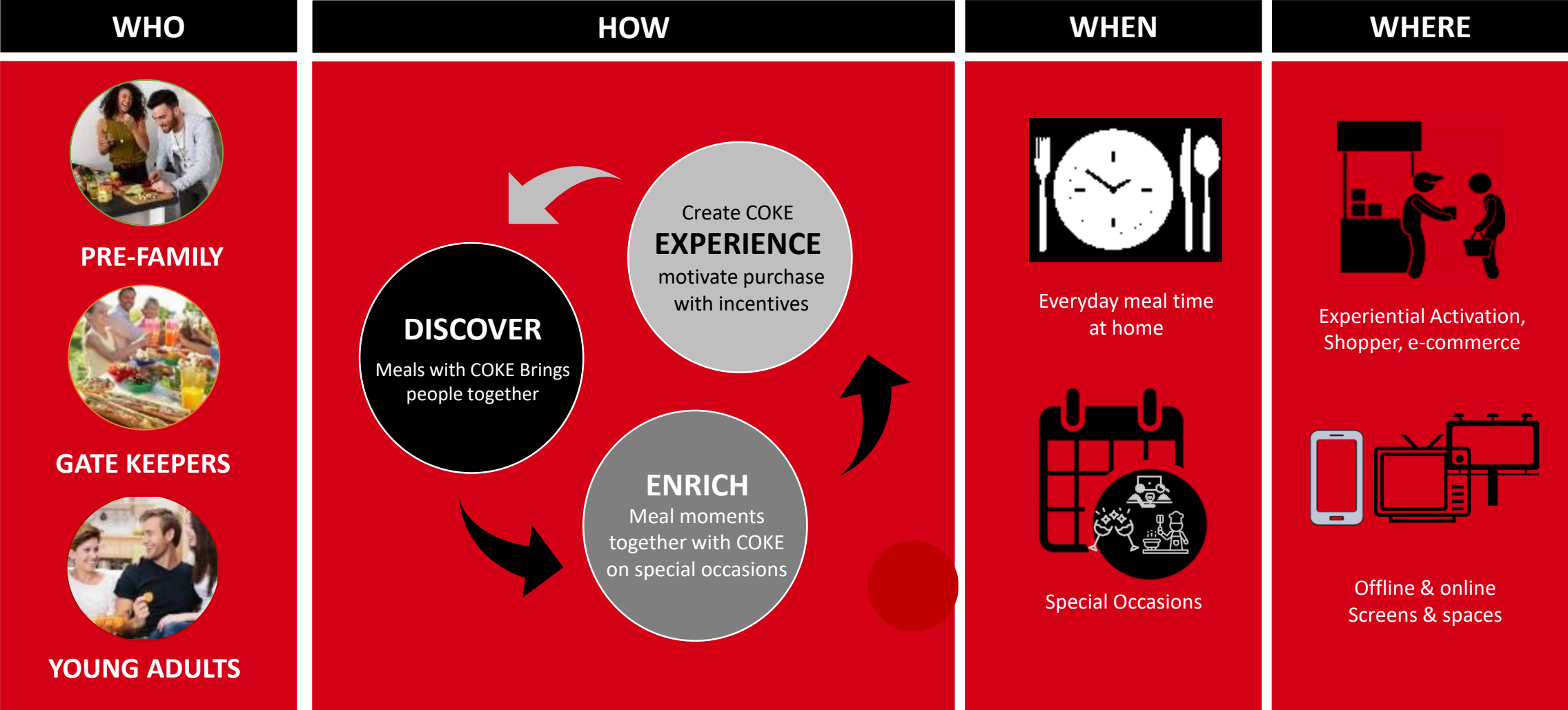


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1. CONNECTION STRATEGY

Reignite the power of shared mealtime by demonstrating the power of Coke & food to bridging the divides during mealtime.



2. FOODING

FOODING: GLOBAL CONCEPT

TENSION:

Even though we're living in the best moment of human progress, we're still suffering from cultural clashes / separatism.

INSIGHT:

What unites us make us happy.
What divides us make us unhappy.

PRODUCT ROLE:

Coca-Cola makes any food tastier.
(FOOD ENHANCER)

BRAND ROLE:

Coca-Cola brings people together
around the table (meals).

LIQUID IDEA

"IT'S TIME TO EAT TOGETHER"



2. FOODING - SHOPPER MESSAGES

GENERAL

IT'S TIME TO EAT TOGETHER

FOOD SPECIFICS

Rotisserie Chicken — IT'S TIME TO REUNITE WITH A ROAST

Empanadas — IT'S TIME TO SHARE THE GOOD WITHIN

Burger Close Up — IT'S TIME TO FIRE UP OUR BEEFS

Pasta — IT'S TIME TO DELIGHT 'LA FAMILIA'

Pizza — IT'S TIME FOR A SLICE OF TOGETHERNESS

Pasta Grandma — IT'S TIME TO SHARE THE SECRET SAUCE

Tacos — IT'S TIME TO TACO 'BOUT IT

Family Sandwiches — IT'S TIME TO MUNCH WITH A BUNCH

Salmon — IT'S TIME TO SEA THE FAMILY

Sandwich Friends — IT'S TIME TO BORROW A BITE

Grill — IT'S TIME TO MEET AT THE MEAT

Grill — IT'S TIME FOR FLAME-KISSED CLASSICS

Grill Friends — IT'S TIME TO TOP IT OFF WITH FRIENDS

2. FOODING – KEY VISUALS

TRANSITION & IMPULSE ZONE

EXTRINSICS KV



STANDARD

DESTINATION ZONE

INTRINSICS KV



PROMO



It's time to reunite with pasta



2. FOODING – INSTORE ACTIVATIONS

FOOD DESTINATION / LOBBY MEGA DISPLAY

CHANNELS

- Hypermarkets
- Supermarkets

TARGETS

- › Chefs in charge
- › Taste Explorers

— Concept

Laid out as an assemble of tables and chairs, its homely character brings the EAT TOGETHER message in shoppers' daily occasions.

The carefully curated selection of eclectic dining and kitchen furniture not only creates a beautiful in-store environment but accents the diversity behind the campaign's aim to overcome bridge divides.

As we progress to different channels the flow of elements, shapes and sizes will be adapted to different formats and touchpoints in store.



Kitchen example



Dining Hall example

2. FOODING – INSTORE ACTIVATIONS

FOOD DESTINATION

KITCHEN DISPLAY

CHANNELS

- Hypermarkets
- Supermarkets

TARGETS

- › Chefs in charge
- › Taste Explorers



Bronze



Silver



Gold

2. FOODING – E-commerce

Coca-Cola will make it easier to come together around food and even easier to bring food for those in need.

WHAT

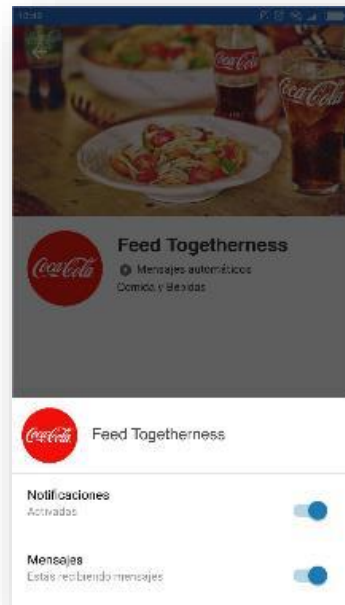
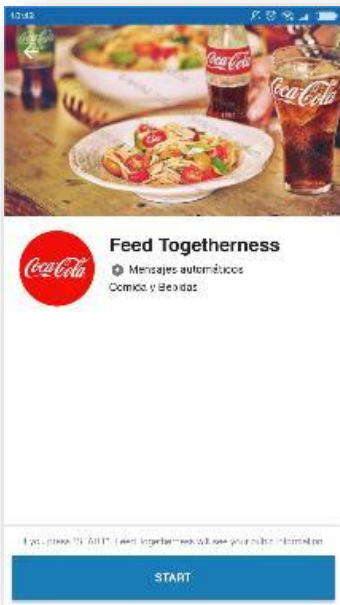
Encourage shoppers to eat together at home by providing one essential item: a section of tablecloth for 2 people.

Table cloth sections are designed to be joined with each other in the spirit of creating the world's longest table.

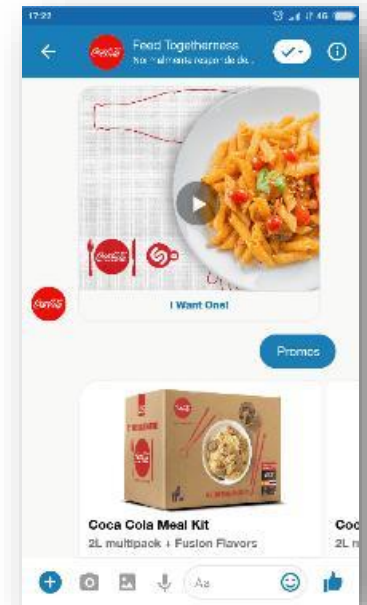
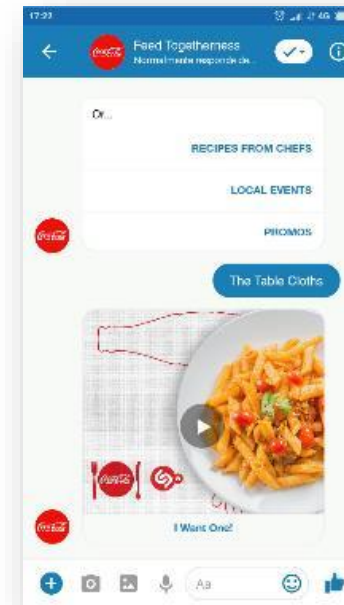
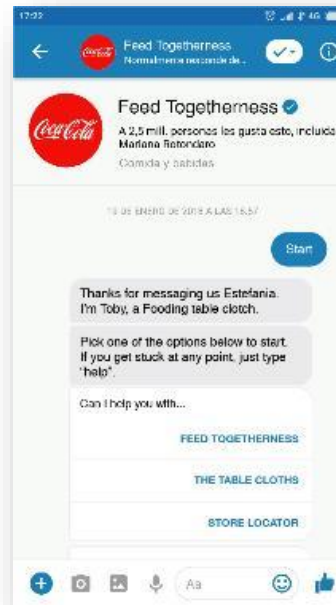
The campaign will include a 'glocal' chatbot to keep shoppers updated on the latest news. This chatbot can be multiplatform and live through the brand social networks and sites.

EVERY BITE COUNTS

1. Get a tablecloth section with your Coca-Cola products purchase.
2. Multiple tablecloth designs inspired in different cuisines / food options.
3. CAUSE MARKETING: tapping into shoppers' hearts, every time you buy XX sq. feet of table cloth, Coke will donate XX food plates to a food charity.



User can always access to the settings in the language its app is configured.



2. FOODING – AVAILABLE PHOTOGRAPHY

EXTRINSIC

US Pairings



Latam Review



INTRINSIC



3. SPECIAL OCCASIONS

BONDING MOMENTS AND POTENTIAL CALAMITIES

HAPPY MOMENTS WHEN
ALL THE DEAR ONES GATHER
AROUND THE TABLE

INTENSE MOMENTS WHEN HOT OR
SENSITIVE TOPICS ARE THROWN
ACROSS THE TABLE

THE CHALLENGE

HOW DO WE REMIND PEOPLE
TO USE THE POWER OF COKE & MEAL
TO FIX THEIR DIFFERENCES AND CONNECT WITH EACH OTHER?

3. SPECIAL OCCASIONS

Presenting

Time to eat together recipes



A PHILOSOPHY THAT INTRODUCES TO PEOPLE RECIPES FOR USING COKE & FOOD TO COME TO TERMS WITH EACH OTHER.

From a Shopper perspective, we will focus on 3 main occasions:

- 1. BBQ**
- 2. Easter**
- 3. Special Weekend Meals**

BBQ – KEY VISUALS

TRANSITION & IMPULSE ZONE

DESTINATION ZONE

INSTORE ACTIVATION

OPTION 1

EXTRINSICS KV



Lining on Special occasions campaign, we offer the solution for tension with our recipe - Coke and food.

OPTION 2



INTRINSICS KV



Using call to action for winning recipe with intrinsic image to emphasize recipe ingredients.



Promo display BBQ shaped to display Coca-Cola portfolio.



BBQ - SHOPPER MESSAGES

TRANSITION

Recipe that brings vegie & beef-lovers together

Secret ingredient that unites chefs and critics

IMPULSE

Try recipe that brings vegie & beef-lovers together

Add secret ingredient that unites chefs and critics

DESTINATION

Choose recipe that brings vegie & beef-lovers together

Grab secret ingredient that unites chefs and critics

BBQ – INSTORE ACTIVATIONS

FOOD DESTINATION

BBQ DISPLAY

CHANNELS

- Hypermarkets
- Supermarkets

TARGETS

- › Chefs in charge
- › Taste Explorers



Bronze



Silver

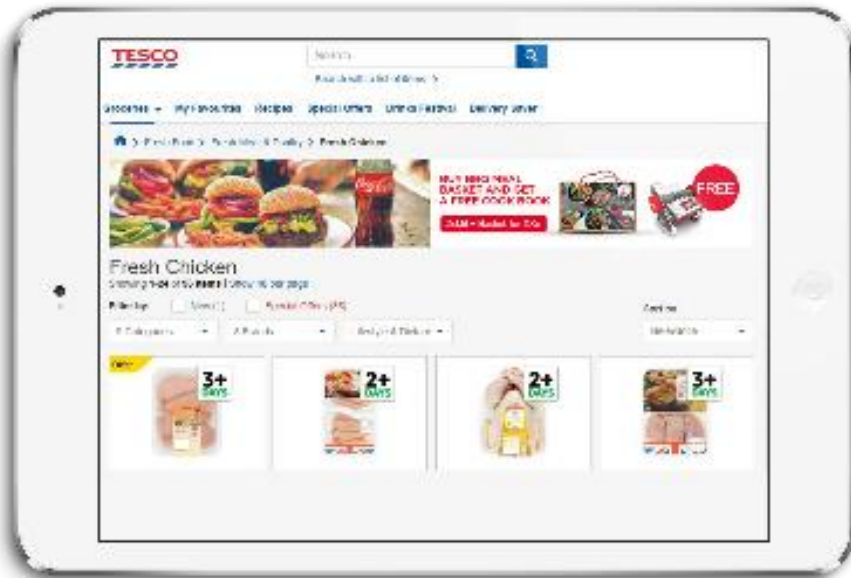


Gold



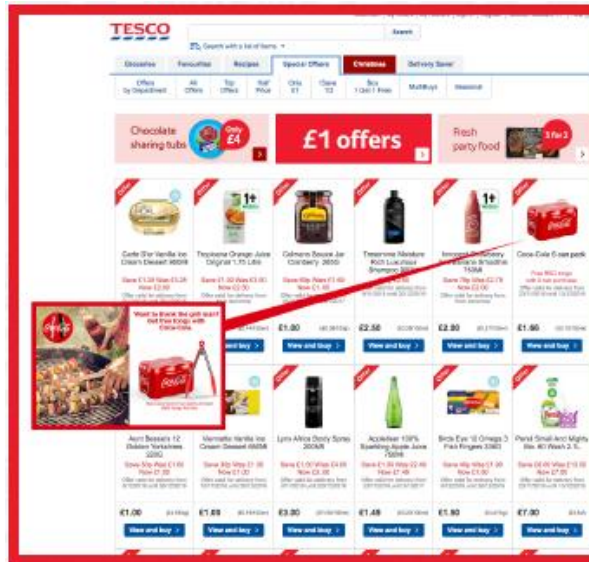
BBQ – E-commerce

ONE CLICK BASKETS

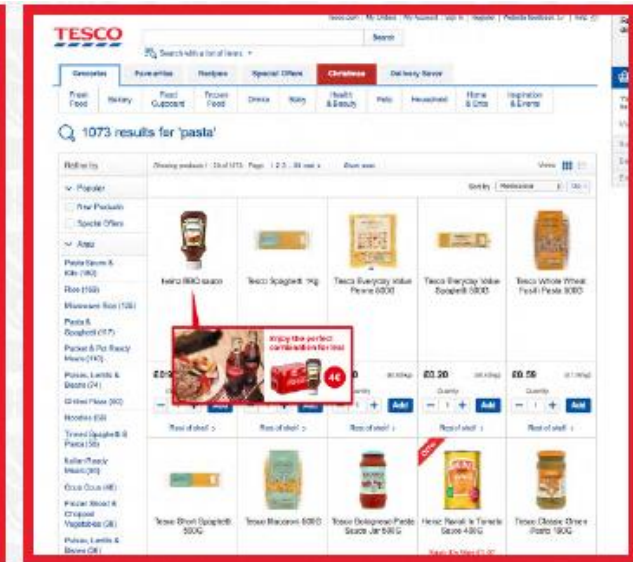


Online banners placed on the websites of partner supermarkets that informs the consumer that if they purchase online a special occasion pre-set basket for BBQ they will also receive the Eat together Cookbook and a Coca-Cola multipack.

PROMOS – GWP or COMBO



E-retail coupon Value offer that can be redeemed in store



Cross promotion with different BBQ related products

EASTER – KEY VISUALS

DESTINATION ZONE

Intrinsic



INSTORE ACTIVATION

Instore Activation



Note: Extrinsic Easter Images for Transition and Impulse will come soon

EASTER - SHOPPER MESSAGES

TRANSITION

Special Easter ingredient that brings family together

Secret ingredient that unites families over Easter feast

Sparkle that unites families over Easter feast

Recipe that unites family over Easter meal

IMPULSE

Try special Easter ingredient that brings family together

Add secret ingredient that unites families over Easter feast

Add sparkle that unites families over Easter feast

Try recipe that unites family over Easter meal

DESTINATION

Choose special Easter ingredient that brings family together

Grab secret ingredient that unites families over Easter feast

Get sparkle that unites families over Easter feast

Grab recipe that unites family over Easter meal

EASTER – INSTORE ACTIVATIONS

FOOD DESTINATION

EASTER DISPLAY

CHANNELS

- Hypermarkets
- Supermarkets

TARGETS

- › Chefs in charge
- › Taste Explorers



EASTER – E-commerce

Driving association with special occasions.
Communicate offers and have some added value sections such as Easter meal recipes and tips.

The screenshot shows the top navigation bar with the Tesco logo, a search bar, and user account links. Below the navigation, the 'Inspiration and events' section is highlighted. It features a main banner titled 'The taste of celebration' with a photo of a family dining and a 'Shop Easter >' button. Below this, there are two smaller promotional tiles: one for 'A delight to share' featuring Easter recipes and another for 'Stock up on happiness' featuring a promotion on drinks (Fanta, Coca-Cola, and Dannon) with a 'free gift' offer.

This screenshot displays a promotional banner for Coca-Cola. The main headline reads 'Add sparkle that unites families over Easter feast'. The visual includes a hand dropping a coin into a Coca-Cola bottle on a table with Easter eggs. To the right, a Coca-Cola pack and a box of biscuits are shown with a 'free' badge. Below the banner, a section titled 'Helping you get inspired' features four recipe cards with images of various dishes. At the bottom, a 'Helping you save' section promotes the Tesco Clubcard and the Tesco Brand.

SPECIAL WEEKENDS – KEY VISUALS

TRANSITION & IMPULSE ZONE

DESTINATION ZONE

INSTORE ACTIVATION

OPTION 1

EXTRINSICS KV



INTRINSICS KV



OPTION 2



SPECIAL WEEKENDS - SHOPPER MESSAGES

TRANSITION

Sparkle that unites left and right wing views

Sparkle that bridges generation gaps over meal*

* Alternatives that could be used depending on the image - food/lunch/dinner/pasta

Sparkle that unites generations at the same table

Bubbles that bring teenagers to the family meal

Recipe that brings teenagers to the family table

IMPULSE

Add sparkle that unites left and right wing views

Add sparkle that bridges generation gaps over meal

Add sparkle that unites generations at the same table

Add bubbles that bring teenagers to the family meal

Add recipe that brings teenagers to the family table

DESTINATION

Choose sparkle that unites left and right wing views

Get sparkle that bridges generation gaps over meal

Choose sparkle that unites generations at the same table

Get bubbles that bring teenagers to the family meal

Get recipe that brings teenagers to the family table

INSTORE ACTIVATIONS

FOOD DESTINATION Applicable to all Special occasions

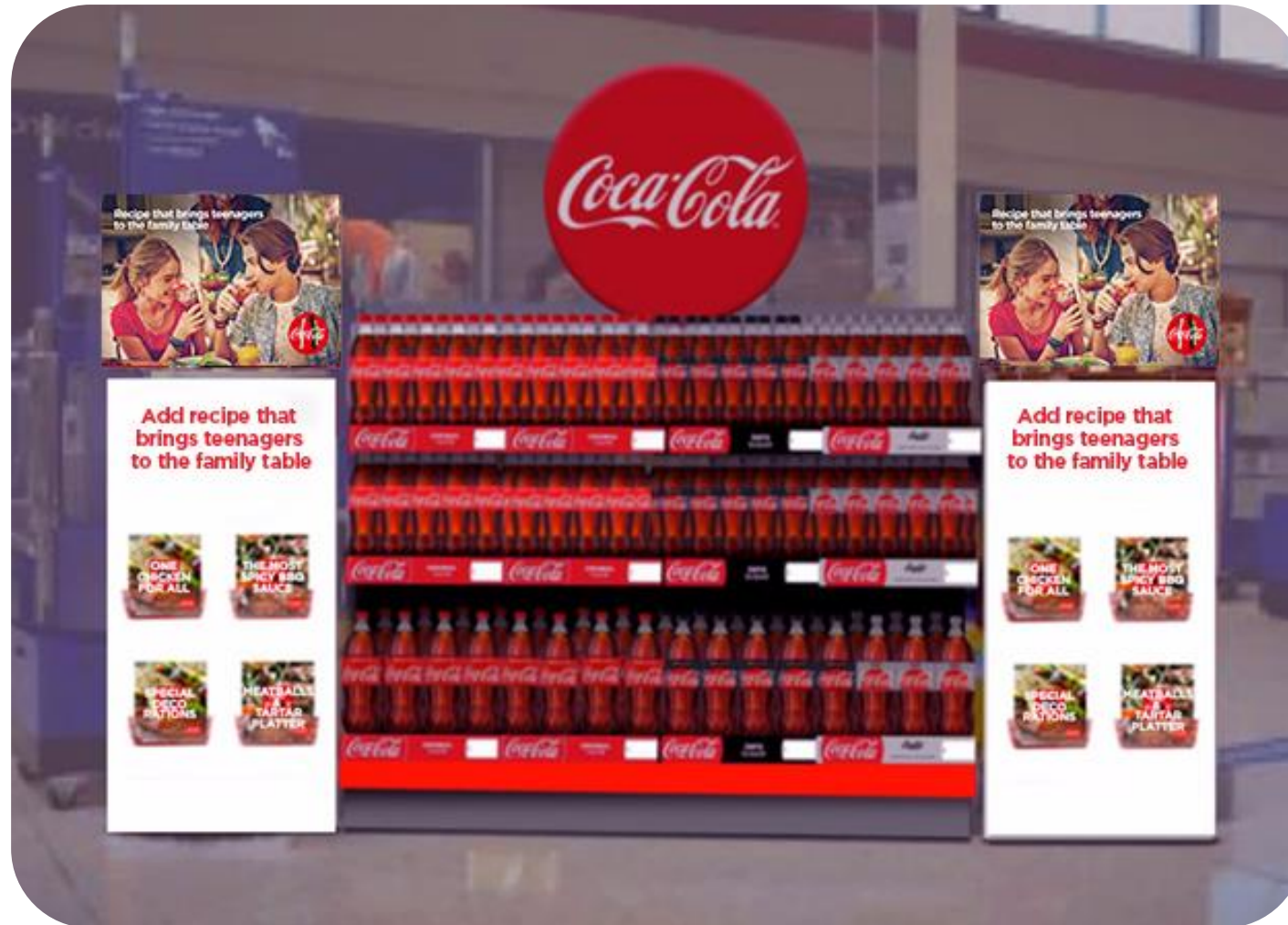
CHANNELS

- Hypermarkets
- Supermarkets

TARGETS

- > Chefs in charge
- > Taste Explorers

Display that can be flexed/adapted to different Special occasions activations with relevant recipes for **BBQ, Easter or special weekend meals** and promo coupon.



SPECIAL OCCASIONS – AVAILABLE PHOTOGRAPHY

EXTRINSIC

INTRINSIC

BBQ

CCNA Grill



US Pairings



EASTER

Note: Extrinsic Easter Images for Transition and Impulse will come soon

WEEKENDS

Latam Review

US Pairings

