

Coca-Cola

BRAND EQUITY PACKAGE
STEPHEN CATAPANO



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Coca-Cola

BRAND HISTORY AND INTRODUCTION

Coca-Cola



COMPANY HISTORY AND INTRODUCTION



Coca-Cola

Since its birth at a soda fountain in downtown Atlanta, Georgia, in 1886, Coca-Cola has been a catalyst for social interaction and inspired innovation. Today, it is the universal symbol of happiness and one of the world's most influential brands, bringing smiles to all our customers, one coke at a time.



EARLY HISTORY AND FOUNDERS

In May of 1886, Coca Cola is created by John S. Pemberton and served at Jacobs' Pharmacy. Nine drinks a day are sold during this year. Company accountant, Frank Robinson, names the drink "Coca Cola," and thinking the two Cs would look well in advertising, pens the famous Spencerian script logo.

Coca-Cola was originally intended as a patent medicine invented by John Pemberton in the late 19th century. Before selling the company to Benjamin F. Thomas, businessman Asa Griggs Candler bought Coca-Cola and his marketing plan led Coke to the dominance of the world soft-drink throughout the 20th century.

BRAND PROGRESSION

COCA-COLA.

1886

Coca-Cola

1900s (first label)

Coca-Cola

1900s

Coca-Cola

1940



1960



1985



1960



1985



CURRENT MARK
2009

WHY COCA COLA IS PERFECT FOR ME

As a brand, **Coca Cola** really promotes the notion of enjoying life and being happy. I feel as though I can connect with their philosophies and principles and really build upon the meaning behind their brand. Coca Cola and I both share a passion for making people smile and appreciate what life has to offer. Coca Cola has a fantastic product that has provided people all over the world with a refreshing drink that not only quenches their thirst but makes them feel good about themselves.



LOGO MARKS

Coca-Cola



STOCK SYMBOL

This logo was designed to properly display the KO stock symbol in a aesthetic manner but also to function properly in context. The logo can successfully be placed on any presentation as well as a stock market ticker.



ANNIVERSARY

This logo was developed to celebrate the 125th anniversary of Coca Cola. This logo was chosen because of it's ability to be versatile amongst media and application use. We believe it accurately represents the brand and its evolution over the past 125 years.



UNUSED CONCEPTS



PARTNERSHIP

The purpose of this logo was to emulate a partnership of some sorts between two brands that were related. Coca Cola is a large supplier of movie theatre beverages and being that amc is such a well known theatre the merger is ideal.



UNUSED CONCEPTS



RETRO LOGO

The retro logo was designed to fit the feel of Coca Cola's branding when they were first founded. In order to match the back in black ad campaign, the logo was created in all black and designed with a slick old fashion style.



SALE / STATEMENT

The holiday logo was designed in order to show Coca Cola's support and endorsement of Christmas. As a long time sponsor of Santa Claus, Coca feels that this logo displaying the silver bell between the contour bottles will work well with our campaign.

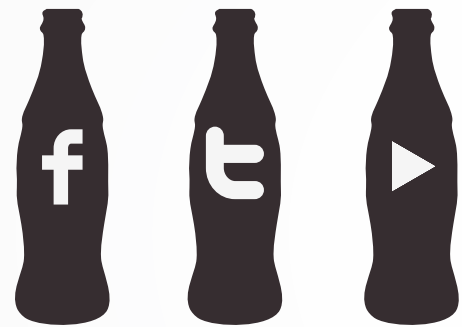


UNUSED CONCEPTS



OFFICIAL AWARD

As the universal icon of happiness, Coca Cola has supported various awards including the American Music Awards. This logo was designed as a logo application for the broadcast of the awards as well as a symbol for the ceremony.



S O C I A L M E D I A

Coca Cola promotes an active lifestyle and the joining of communities. Coca Cola uses social medias to help bring those communities together. These logos were designed in order to properly display social media icons with a call to action.



U N U S E D C O N C E P T S

BRAND STANDARDS MANUAL FOR GRAPHICS

Coca-Cola



BRAND STANDARDS MANUAL

Coca-Cola





Coca-Cola



BRAND IDENTITY & DESIGN PRINCIPLES



COKE IS HAPPINESS

Brand Vision

Coca-Cola is The Universal Icon of Happiness. Around the World, Every Day, 1.5 Billion Times a Day.

Brand Highest Ground

Optimism. The daily challenges of today are giving rise to an increasing desire to find authentic happiness...to pause, to seek simple pleasures, to connect, to accept, to take small acts that can lead to big things, to re-look at the world in a positive way knowing there are plenty of reasons to be happy.

Consumer Experience & Drivers

Inspiring Moments of Uplift Everyday. Opening positivity in me, my world and the world around me.

Target

The Believers, the dreamers, the connectors, the "live now" spirited (in all of us). Focus on teen "wishful wannabies" and "popular mainstream", extending outward to all 8 billion people in the world.

Brand Tone of Voice

How do we talk to people? Like people. Throughout our 120+ year history, simple one-word Brand statements like 'Drink,' 'Enjoy' and 'Always' have been as iconic to Coca-Cola as the color Coke Red. Words offering refreshment cues such as 'Ice Cold,' 'Delicious' and 'Refreshing' are similarly part of the Coke lexicon, as are invitational messages like 'Have a Coke' or the more playful 'Yes.' The words give the Brand a point of view and a personality to connect with the consumer.

Personality

Authentic (real); Connected; Optimistic; Spontaneous.

Bold Simplicity

A return to clarity; removal of all extraneous noise and static around the Brand to find the bold, simple essence of Coca-Cola.

Real Authenticity

We leverage all that is real, original and honest about the Brand. Clearly linking back to our heritage gives us the license to try new things and keep evolving.

Power of Red

At every touchpoint, we will leverage the Power of Coke Red and ensure its consistency around the World. We will integrate the thread of Red into everything we do.

Familiar Yet Surprising

We do not follow category norms; instead, we lead them. We introduce new strategic elements to create variety and freshness across the Brand experience.



CORE BRAND ELEMENTS



IMAGE IS EVERYTHING

// SPENCERIAN SCRIPT LOGO

The Coca-Cola Spencerian Script is the primary asset for the Coca-Cola Brand and the preferred logotype to represent it. Distinctive, elegant and dynamic, the Script is the most consistently used element - as such, it must always appear pristine. We are committed to using the Coca-Cola Zero Logo in its purest original form.

The Spencerian Script that is used for the Coca-Cola Trademark should never be used for anything other than the trademarks incorporating "Coca-Cola" and "Coke," as well as the trade names of The Coca-Cola Company, its subsidiaries and its Bottlers. Use only the approved versions of the Coca-Cola Logo.



// CONTOUR BOTTLE

The Contour Bottle's memorable curvilinear form, inspired by the shape of a cocoa-bean pod, is so iconic that it can be identified by silhouette or touch alone. The Contour Bottle remains one of our most modern yet timeless expressions of the uplifting experience of drinking a Coke. The Contour Bottle must always be shown in its entirety and never be cropped.

Legendary industrial designer Raymond Loewy described the Contour Bottle as "a masterpiece" and "...one of the classics of packaging history." Celebrated works by artists such as Warhol and Rauschenberg reflect the Contour Bottle's indelible role as a cultural icon. Use only the approved versions of the Contour Bottle Symbol available on the Design Machine website.



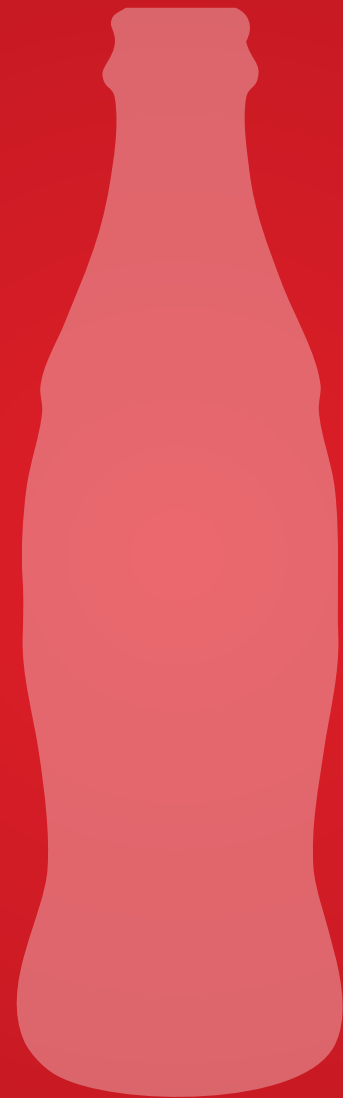


IMAGE IS EVERYTHING .2

// DYNAMIC RIBBON

The Dynamic Ribbon, often called the Coke “wave” – was introduced to the public in 1970 as part of a new look for Coca-Cola. It is a graphic representation of the space between two Coca-Cola bottles situated side by side. While this distinctive Element is familiar to some, its meaning and relationship to the Coca-Cola Brand is not always immediate.

With its qualities of motion and continuity, the Dynamic Ribbon can be used to:

- Suggest “infinite flow” by spanning layouts.
- Provide balance to layouts containing more surprising Brand Elements.
- Serve as a powerful connecting device not only between Elements, but across executions.



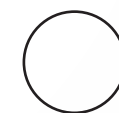
// COLOR PALETTE

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Coke Red
PMS = (no equivalent)
C = 4, M = 100, Y = 95, K = 0
R = 244, G = 0, B = 9
Hex = F40000



White
PMS = Opaque White
C = 0, M = 0, Y = 0, K = 0
R = 255, G = 255, B = 255
Hex = FFFFFFFF



Black
PMS = Black
C = 0, M = 0, Y = 0, K = 100
R = 0, G = 0, B = 0
Hex = 000000



Silver
PMS = Opaque White
C = 0, M = 0, Y = 0, K = 0
R = 255, G = 255, B = 255

TYPOGRAPHY AND LAYOUT

TYPE FACES (GOTHAM / ARIAL)

// PRIMARY TYPE FAMILY

The Brand Standards use the Gotham font family. Where local character language sets prohibit its use, the local market Group should set and communicate a standard that is as close a representation to the Gotham typeface as possible. The typeface can be purchased through www.typography.com. Gotham font family is the official font of Coca Cola marketing.

Primary Font

- Gotham Bold should be used for headlines on all executions and Brand communications.

Body Copy

- Gotham Book should be used for body copy on all Brand communications.

When possible use gotham font at all times to insure the unification of all marketing material.

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

// SUBSTITUTE FONT

- When Gotham is unavailable, the Arial font may be used as a replacement for internal communications or html text only. Arial should never be used in consumer executions.

Usage Rights

The Coca-Cola Company does not have global rights to any of the Brand fonts.

Secondary Font

- Gotham Medium should be used for functional messages only, such as pricing or a call to action.

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SLOGANS AND TERMINOLOGY

Refresh
YOUR GUESTS

DRINK COCA COLA

Slogan History

1886 - Drink Coca-Cola.
1904 - Delicious and refreshing.
1905 - Coca-Cola revives and sustains.
1906 - The great national temperance beverage.
1908 - Good til the last drop
1917 - Three million a day.
1922 - Thirst knows no season.
1923 - Enjoy life.
1924 - Refresh yourself.
1925 - Six million a day.
1926 - It had to be good to get where it is.
1927 - Pure as Sunlight
1927 - Around the corner from anywhere.
1928 - Coca-Cola ... pure drink of natural flavors.
1929 - The pause that refreshes.
1932 - Ice-cold sunshine.
1937 - America's favorite moment.
1938 - The best friend thirst ever had.
1938 - Thirst asks nothing more.
1939 - Coca-Cola goes along.
1939 - Coca-Cola has the taste thirst goes for.
1939 - Whoever you are, whatever you do, wherever you may be, when you think of refreshment, think of ice cold Coca-Cola.
1941 - Coca-Cola is Coke!
1942 - The only thing like Coca-Cola is Coca-Cola itself.
1944 - How about a Coke?
1945 - Coke means Coca-Cola.
1945 - Passport to refreshment.
1947 - Coke knows no season.
1948 - Where there's Coke there's hospitality.
1949 - Coca-Cola ... along the highway to anywhere.
1952 - What you want is a Coke.
1954 - For people on the go.
1956 - Coca-Cola ... makes good things taste better.
1957 - The sign of good taste.
1958 - The Cold, Crisp Taste of Coke
1959 - Be really refreshed.
1963 - Things go better with Coke.
1966 - Coke ... after Coke ... after Coke.
1969 - It's the real thing.
1971 - I'd like to buy the world a Coke. (basis for the song I'd Like to Teach the World to Sing)
1974 - Look for the real things.
1976 - Coke adds life.
1979 - Have a Coke and a smile (see also Mean Joe Greene)
1982 - Coke is it!
1985 - America's Real Choice

1986 - Red White & You (for Coca-Cola Classic)
1986 - Catch the Wave (for New Coke)
1989 - Can't Beat the Feeling. (also used in the UK)
1991 - Can't Beat the Real Thing. (for Coca-Cola Classic)
1993 - Always Coca-Cola.
2000 - Enjoy.
2001 - Life tastes good. (also used in the UK)
2003 - Real.
2005 - Make It Real.
2006 - The Coke Side of Life (used also in the UK)
2007 - Live on the Coke Side of Life (also used in the UK)
2008 - love it light (also used in the UK)
2009 - Open Happiness
2010 - Twist The Cap To Refreshment
2011 - Life Begins Here
2012 - Open Happiness

Delicious
Refreshing

DRINK
Coca-Cola

5¢ — AT ALL — 5¢
SODA FOUNTAINS

MARKETING FLEET



COMPANY TOUR BUS



CORPORATE CAR

A MESSAGE FROM OUR CHAIR

Things Go
Better
With
Coke

ENJOY

A Brief Bio and Introduction

Muhtar Kent is Chairman of the Board and Chief Executive Officer of The Coca-Cola Company, a position he has held since April 2009. Previously he was President and Chief Executive Officer and earlier, President and Chief Operating Officer. Mr. Kent joined The Coca-Cola Company in Atlanta in 1978, holding a variety of marketing and operations leadership positions over the course of his career. In 1985, he became General Manager of Coca-Cola Turkey and Central Asia. Beginning in 1989, he served as President of the Company's East Central Europe Division and Senior Vice President of Coca-Cola International, with responsibility for 23 countries. In 1995, Mr. Kent was named Managing Director of Coca-Cola Amatil-Europe, covering bottling operations in 12 countries. In 1999, he became President and CEO of the Efes Beverage Group, a diversified beverage company with Coca-Cola and beer operations across Southeast Europe, Turkey and Central Asia.

Mr. Kent returned to The Coca-Cola Company in 2005 as President and Chief Operating Officer of the Company's North Asia, Eurasia and Middle East Group, an organization serving a broad and diverse region that included China, Japan and Russia. Less than a year later, he became President of Coca-Cola International, leading all of the Company's operations outside North America. Mr. Kent holds a Bachelor of Science degree in Economics from the University of Hull in England and a Master of Science degree in Administrative Sciences from Cass Business School, City University London. Active in the global business community, Mr. Kent is co-chair of The Consumer Goods Forum, a fellow of the Foreign Policy Association, a member of the Business Roundtable, a past Chairman of the U.S.-China Business Council and Chairman Emeritus of the U.S. ASEAN Business Council. He also was recently appointed as a member of the

Eminent Persons Group for ASEAN by President Obama and Secretary of State Clinton. He serves on the boards of Special Olympics International, Ronald McDonald House Charities, Catalyst and Emory University.

Our company is built around two core assets, its brands and its people. That's what makes working here so special. We believe that work is more than a place you go every day. It should be a place of exploration, creativity, professional growth and interpersonal relationships. It's about being inspired and motivated to achieve extraordinary things. We want our people to take pride in their work and in building brands others love. It's the combined talents, skills, knowledge, experience and passion of our people that make us who we are.



ADVERTISEMENT CAMPAIGN 1

Coca-Cola



Coca-Cola



125 YEARS OF SHARING HAPPINESS

To celebrate **125 years** of sharing happiness since the first Coca-Cola was enjoyed on May 8, 1886, The Coca-Cola Company is thanking everyone who has made refreshing the world since then possible with innovative, cultural events and exclusive collaborations throughout the year and around the globe. "We would not have reached this milestone without those who love our brands, because everyone who has enjoyed a Coca-Cola in the past 125 years has played a part in helping us refresh the world," said Muhtar Kent, Chairman and Chief Executive Officer of The Coca-Cola Company. "Throughout this year, we want to celebrate by thanking the people around the globe who have made the brand what it is today. To our associates, customers, partners and everyone who loves Coca-Cola, we thank you." For the anniversary weekend, the Company plans to create and share moments of happiness in a way Coca-Cola always has -- by bringing people together through music, art and entertainment.

On May 7, Coca-Cola will host a special festival at Pemberton Place in Atlanta for employees and their families, where they will assemble Red Cross disaster relief kits and participate in a variety of arts activities.



Hosted by Ryan Seacrest, the concert will kick off with a performance by K'NAAN, including "Wavin' Flag," the Coca-Cola anthem for the 2010 FIFA World Cup that became a worldwide hit. The lineup also includes emerging talent One Night Only, Grammy-nominated pop star Natasha Bedingfield and R&B artist Ne-Yo. Admission to the

live concert at Centennial Olympic Park in Atlanta is limited to Coca-Cola associates and their families. Around the world, additional Coca-Cola celebrations and moments of thanks are well underway, including the following, among many others.

Worldwide days of service for Company associates to serve the local communities where the Company operates. During April in Coca-Cola's hometown of Atlanta, associates cleaned up Piedmont Park for Earth Day, and partnered with the National Park Service and the King Center to serve families in need at Ebenezer Baptist Church, an historic part of Atlanta also celebrating its 125th anniversary in 2011. The distribution of a series of commemorative postcards from associates in Brazil to communicate optimism and sharing happiness. The kickoff of a series of sustainability initiatives in Kenya, including the launch of a Kenya Red Cross water partnership.

FEATURED IN



PRODUCT FACING MESSAGE

“ESPN” magazine would be ideal for this portion of the Coca Cola advertising campaign. A product shot revealing the new retro look and feel of the Coke bottles followed by the “back in black” slogan will relate perfectly to the target market of ESPN magazine. This ad fits perfectly in ESPN because the men who look at this spread will see our product and desire it. Men want to see pictures and get to the point so we feel this ad will relate to them best. The style portrayed will fit in with the guidelines of ESPN magazines current ads. Coca Cola is a proud sponsor of various sporting events and brands so our product will be widely accepted and well suited with ESPN magazine.

CORPORATE / PR MESSAGE

“PEOPLE” magazine is perfect for an article announcing our 125th anniversary. It has a very large target market so most of our buyers and consumers will become aware of the event. The people who read the article in people will not only enjoy the graphics but find the story enriching. People magazine is a magazine that is made for informing readers about relevant, interesting topics that are both inspiring and informative. Our ad about the anniversary of our company fits perfectly with their brand. The partnership Coca Cola and People share will be perfect for the campaign.



FEATURED IN



ADVERTISEMENT CAMPAIGN 2

Coca-Cola

BACK



IN BLACK .

Coca-Cola



PRODUCT FACING MESSAGE
"COCA COLA RETRO BLACK"



ADVERTISEMENT CAMPAIGN 3
SOCIAL MEDIA

Coca-Cola

EVENT/SOCIAL MARKETING CAMPAIGN

FOLLOW US FOR FREE
COCA COLA PRODUCTS



001260

PUBLIC RELATIONS PRODUCT

Coca-Cola



STAY ACTIVE BOARDS

These limited edition skate boards will be distributed during a contest for kids and teens interested in a healthy active lifestyle. They can collect all three by drinking coke and entering the codes under caps and logging in their active hours on our website. These boards will help promote our healthy and happy campaign by giving kids something to play outside with



LIMITED EDITION CASE

The first proposal for a logo promotion product is a limited edition holiday case for the "our bottle to yours" campaign. The case will be a wooden box featuring the silver bell logo engraved on the top. Inside will be a single retro glass bottle of Coca Cola and a simple graphic. Wood should be black.



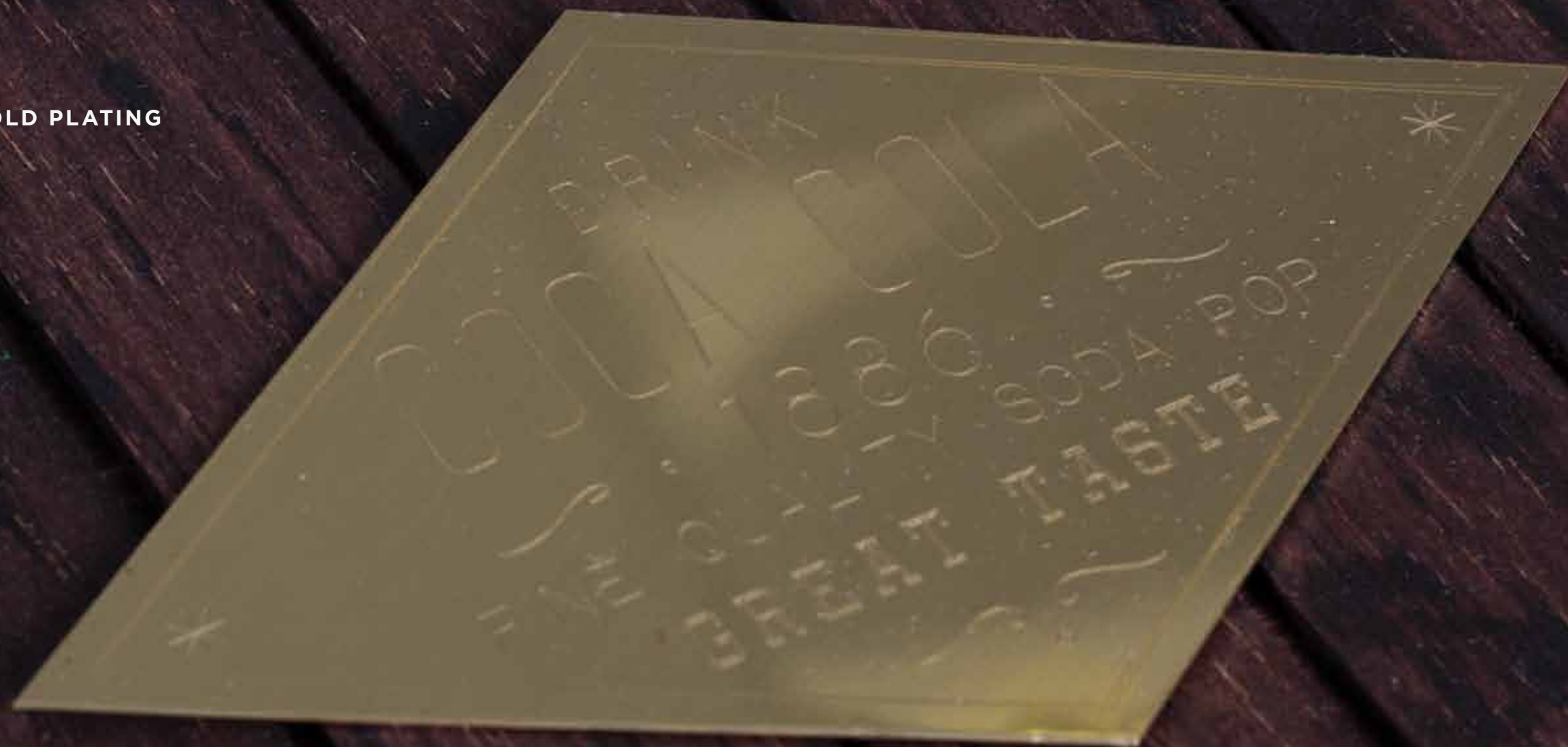
COLLECTOR BOTTLE OPENER

This bottle opener made to commemorate our 125th anniversary is the perfect giveaway to compliment the new retro black glass bottles. We will be giving these away with a purchase of any Coca Cola product at participating locations. These voice recording bottle openers will help spread the news and happiness regarding our anniversary campaign.

HANDMADE WOODEN EXTERIOR CASE



CUSTOM ENGRAVING FOR GOLD PLATING



FOAM INTERIOR FOR COCA COLA BOTTLES

COCA COLA
LIMITED EDITION
VINTAGE CASE

This limited edition case is part of the Coca-Cola Public Relations Campaign. Each case comes with two Coca-Cola beverages so the happiness brought by the Coca-Cola brand can be shared. These cases will be distributed to various individuals who best exemplify the meaning behind the Coca-Cola brand.



17-11



COCAZCOLA



86

FINEZQUALITYZSODAZPOP

GREATTASTE

K O S T O C K M A R K E T I N F O G R A P H I C / C H A R T

Coca-Cola

Coca-Cola

AUG - NOV 2012
STOCK MARKET INFO

WEEKS ABOVE THE STARTING PRICE

38.38

NEW YORK STOCK EXCHANGE

NYSE:KO

MONTHLY INVESTOR DIVIDEND PAYOUTS

32¢ AUG. **38¢** SEPT.

25¢ OCT. **30¢** NOV.



FORTUNE 500

#59

1.7 BILL COKES PER DAY

\$\$\$

• = 10 MILLION



POINT OF SALE DISPLAY

Coca-Cola



COCA COLA P.O.S.

To remain consistent with the new branding of Coca Cola, we will introduce a new, modern and clean POS display for our customers to view when looking to purchase our product. It is important for all our consumers to feel comfortable when buying Coca Cola and always keep our design easily recognisable so they never lose track of our identity as a brand.

