



EXECUTE LIKE NEVER BEFORE

CHRISTMAS
x
Coca-Cola

Coca-Cola #EXECUTE LIKE NEVER BEFORE

THE TASK

Create unparalleled, only-Coke-can-do experience for our shoppers/partners in scale to boost brand value, improve visibility & availability and help building the sparkling category during Christmas shopping.



Coca-Cola #EXECUTE LIKE NEVER BEFORE

FOCUS AREAS

- Deliver high contact numbers → Hyper focus
- Create special shopper experience
- Tailormade for all stores
- Increase product visibility & availability
- Easy to shop / Easy to replenish
- Include all relevant categories (SSD & Coffee)
- Spectacular in-store, limited budget & time



Coca-Cola #EXECUTE LIKE NEVER BEFORE



2020 XMAS

***Coca-Cola* #EXECUTE LIKE NEVER BEFORE - RESULTS**

70
pallets
on-top

216
sqmeters

20k+
views on
Linkedin

42 people

18
¼ displays
on-top

6
big
cities

7
cooler doors
on-top

2020 XMAS



**THANK
YOU
ALL**