



In 2011, The Coca-Cola Company celebrated a momentous landmark: 125 years since Coca-Cola was first sold in the US. Since 1886, Coca-Cola has connected with more people in more places than any other product, and it is now the most universally recognised brand (Source: Company Data). Globally, 1.7 billion servings are made every 24 hours, and in the UK, Coca-Cola and Diet Coke are the two biggest selling soft drinks (Source: Nielsen 2011).

**Market**

On-going brand and product innovation by Coca-Cola has led to its position as one of the most successful and innovative brands in the world, leading the field in the soft drinks category.

The MyCoke portfolio is worth £1.135 billion in the UK (Source: Nielsen 52 w/e 5th November 2011), having grown in value by seven per cent in the last year. Within this, Coca-Cola is worth nearly £600 million, increasing 6.5 per cent in value year-on-year. Diet Coke is worth £473 million, representing 6.6 per cent value growth, while Coke Zero reached double-digit value growth of 15.7 per cent in 2011, and is now worth £63 million.

**Product**

The MyCoke trilogy comprises Coca-Cola, Diet Coke and Coke Zero.

**Achievements**

Throughout its lifetime, Coca-Cola has continued to grow and strengthen its position as the world's leading soft drinks brand. In its 125th year, The Coca-Cola Company set out its 2020 Vision: to double its servings and value to become a US\$200 billion brand in the next eight years.



**Did You Know?**

If all the Coca-Cola ever produced were in eight-ounce contour bottles, and these bottles were laid end to end, they would reach to the moon and back 2,051 times.

**Recent Developments**

Coca-Cola rolled out its innovative PlantBottle™ packaging in Great Britain in 2011, taking the next step on the company's journey to develop a truly sustainable plastic bottle. Made from up to 22.5 per cent plant-based materials and up to 25 per cent recycled plastic, 200 million Coca-Cola, Diet Coke and Coke Zero PlantBottle™ packs hit UK shelves during 2011, with

five billion launching globally. The company's wider ambition is that all its plastic bottles will be made from a combination of plant-based materials and recycled PET plastic by 2020.

**Promotion**

In its 125th year, Coca-Cola inspired, rewarded and celebrated with consumers across the UK. Working towards the company's 2020 Vision, the brand has a 'liquid and linked' approach at the heart of its marketing campaigns – forging ever-deeper connections with consumers. The strategy places emphasis on dynamic storytelling to engage with people across multiple connection points, creating valuable and shareable content to build brand affection and value.

Inspired by the brand's rich heritage and amplifying its enduring appeal, Coca-Cola embraced its milestone year with an integrated global campaign that celebrated bringing consumers happiness in a bottle for 125 years.



A new advertisement took fans back in time through a series of montaged retro images, set to the soundtrack from the classic 'Hilltop' ad, which coined the phrase: 'I'd like to teach the world to sing.' Iconic Coca-Cola imagery featured across packaging and the brand's first ever glass bottle, the 1899 Hutchinson, was relaunched.

**Did You Know?**

Coca-Cola has been an official partner of the Olympic Games since 1928 – the longest running sports sponsorship in history.

It is documented that Coca-Cola is the second-most widely understood term in the world, after 'okay' (Source: Company Data).

and rewarded the positive contributions of young people, offering the chance to become a Future Flame and carry the Olympic Torch in 2012. The activity was supported by an integrated campaign and partnerships with top music acts including Dizzee Rascal, Eliza Doolittle, You Me At Six and The Wanted.

Spreading festive cheer, Coca-Cola celebrated 80 years since Haddon Sundblom first drew 'Coca-Cola Santa', an image that has since been adopted across the world and to this day remains at the heart of the brand's Christmas campaign.

With a momentous year ahead for Coca-Cola as a Worldwide Partner of the London 2012 Olympic and Paralympic Games, the brand kicked off activity to inspire and reward consumers.

As a Presenting Partner of the London 2012 Olympic Torch Relay, Coca-Cola recognised

Inspired by the sounds, spirit and culture of the host city, Coca-Cola also unveiled its global campaign for the London 2012 Olympic Games – 'Move To The Beat'. The activity harnesses teens' passion for music, working with award-winning producer Mark Ronson and chart-topping vocalist Katy B to fuse the sounds of Olympic sports with the beat of London music.

Elsewhere, the brand continued to support The London Organising Committee of the Olympic and Paralympic Games (LOCOG) to ensure London 2012 is a sustainable event with a positive legacy for the UK. Through its 'Live Positively' framework, Coca-Cola is working to promote health and wellness, reduce and compensate for all carbon emissions, and help deliver a zero waste Games.

Diet Coke cemented its fashion credentials in 2011 with a new platform that amplified the brand ethos of 'Love It Light'. The three confident and stylish Diet Coke puppets returned to TV screens while a collaboration with international creative figurehead, Karl Lagerfeld, and fashionable partnerships with brands including ASOS, nails inc. and Model's Own, offered women more moments of uplift and enjoyment.

Coke Zero championed its 'Impossible Made Possible' philosophy through activity that brought to life its unique proposition of 'Great Coke Taste, Zero Sugar'. In the first partnership of its kind, Coke Zero tapped into its audience's passion for gaming through an exclusive promotion with Sony PlayStation and the launch of a Gaming Zone with MSN.



**Brand Values**

Since 1886, Coca-Cola has embodied values of happiness, opportunity, authenticity and togetherness, shaping the brand through its 125-year history and spreading optimism to people across the globe.

► [www.coca-cola.co.uk](http://www.coca-cola.co.uk)



**Brand History**

- **1886:** Coca-Cola is created by John Pemberton and served at Jacobs' Pharmacy in Atlanta, USA.
- **1893:** The Coca-Cola Spencerian script trademark is registered.
- **1915:** The contour bottle prototype is designed by Alexander Samuelson and patented. Today, the original glass bottle is the most recognised bottle in the world, and the shape is used for packaging across Coca-Cola products.
- **1984:** Diet Coke is launched – the first brand extension of Coca-Cola in Great Britain.
- **2006:** Coke Zero becomes the third brand in the Coca-Cola family in Great Britain.
- **2009:** The MyCoke portfolio becomes the first brand to top the £1 billion retail sales mark.
- **2011:** The Coca-Cola Company celebrates the 125th anniversary of Coca-Cola.