



**Digital Communications Plan
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Executive Summary

The Coca-Cola Company deeply values diversity and inclusion. The campaign #CocaColaTogether was created to share Coca-Cola's celebration of diversity and cultures with its consumers and internal employees.

#CocaColaTogether will reach these audiences through the use of Twitter, Facebook, YouTube, blogs and HTML emails. Consumers will have the opportunity to get directly involved with the campaign on these platforms through a video contest and the use of the campaign hashtag.

At the end of the campaign, the success of the campaign will be evaluated through total impressions and online surveys.

Organization Outline

The Coca-Cola Company is a non-alcoholic beverage company and is one of the most recognizable brands in the world, home to more than 20 billion-dollar-brands. The company licenses and markets more than 500 beverage brands including sparkling drinks, juice drinks, waters, energy and sports drinks, and ready-to-drink teas and coffees.

The Coca-Cola Company has the largest beverage distribution system in the world through 900 self-owned and third-party bottling plants and through a wide channel of distributors, wholesalers and retailers. Leveraging such a huge network, the company sells its products in more than 200 countries with the highest volume sale in Europe, Middle East and Africa region. It is estimated that the organization sells nearly two million products every day.

Mission

Our Roadmap starts with our mission, which is enduring. It declares our purpose as a company and serves as the standard against which we weigh our actions and decisions.

To refresh the world...

To inspire moments of optimism and happiness...

To create value and make a difference.

Vision

Our vision serves as the framework for our Roadmap and guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth.

People: Be a great place to work where people are inspired to be the best they can be.

Portfolio: Bring to the world a portfolio of quality beverage brands that anticipate and satisfy people's desires and needs.

Partners: Nurture a winning network of customers and suppliers, together we create mutual, enduring value.

Planet: Be a responsible citizen that makes a difference by helping build and support sustainable communities.

Profit: Maximize long-term return to share owners while being mindful of our overall responsibilities.

Productivity: Be a highly effective, lean and fast-moving organization¹

The Coca-Cola Company sells 3900 products worldwide, 400 of which are beverages. Out of 20, 19 of its billion-dollar brands are available in reduced, low or no-calorie options. The company's most popular brands are Coca-Cola, Diet Coke, Sprite, Fanta, Dasani, Vitaminwater, Powerade, Minute Maid, Simply, Del Valle, Georgia and Gold Peak.

Global headquarters of Coca-Cola Company are located at Atlanta, Georgia, in the United States. The office space spans more than 2 million square feet and has a modern, connected and sustainable workspace for 4,700 employees.²

The Coca-Cola Company has more than 24 million retail outlets across the globe, generating a net income of more than \$6 billion. Other than the headquarters, the major Coca-Cola Company offices are in Sydney, Berlin, Copenhagen, Toronto, Warsaw, Paris, Bogota, Rio, London, Shanghai, Nairobi and Moscow.

Senior leadership at the Coca-Cola Company comprises of a board of directors, which is headed by Muhtar Kent as the chairman. Other members of the board of directors are listed below:

- James Quincey, president and chief executive officer
- Francisco Crespo Benítez, senior vice president and chief growth officer

- J. Alexander M. Douglas, Jr., executive vice president and president, Coca-Cola North America
- Irial Finan, executive vice president and president, bottling investments group
- Bernhard Goepelt, senior vice president, general counsel and chief legal counsel
- Robert Long, senior vice president and chief innovation officer
- Jennifer Mann, senior vice president and chief people officer
- Beatriz Perez, senior vice president and chief public affairs, communications and sustainability Officer
- Barry Simpson, senior vice president and chief information officer
- Kathy N. Waller, executive vice president, chief financial officer and president, enabling services
- Craig Williams, senior vice president and president, the McDonald's division¹

The Coca-Cola Company is listed on the New York Stock Exchange and the company ticker is denoted by the KO symbol. The company's share is currently trading at \$46.23 with the last sale at \$45.97. The percentage stock price change was a positive 0.57 percent and the total volume of shares traded on 4 Dec. 2017 was 17,365,620.³

Organizational Background and Need

The Coca-Cola Company has a long history of promoting togetherness through campaigns like "Share a Coke" which is still used across all social media platforms along with current campaign "Taste the Feeling." The concept of "Share a Coke" is to promote interaction between consumers of Coca-Cola products, particularly young consumers who enjoy Coca-Cola products, but do not feel engaged with the brand "at eye level."⁴

As a particularly well-known multi-national corporation, Coca-Cola has also been historically inclusive of all cultures and races on a visual level through advertisements, social media posts and website photographs. The "Coca-Cola Together" campaign aims to take this

inclusiveness to another level by encouraging Coca-Cola stakeholders in the United States to actively share their own culture with others through a diversity awareness campaign.

The “Coca-Cola Together” campaign aims to inform stakeholders of the diverse audiences Coca-Cola serves and engage internal and external stakeholders through a video contest. Consumers and employees will participate in separate contests, each with the prize of a month-long trip around the world. To engage with the contest, participants will upload videos to the contest sharing cultural traditions, like dance, language, food and dress.

“Coca-Cola Together” is a video and social media based campaign, which will aim to engage younger audiences. This decision is strategic based on the fact that the campaign prize of a month-long trip for two will likely entice younger, single audiences. Participants will be encouraged to share their video on social media to gain votes and support. The campaign will be centered around the hashtag “#CocaColaTogether.”

Goals and Objectives

Coca-Cola wants to celebrate diverse cultures, lifestyles and backgrounds by creating a social media campaign, #CocaColaTogether. This campaign will promote unity and inclusion between diverse stakeholders in the United States.

SMART Objectives Include:

- Obtain five million impressions across all social media platforms during the campaign by January 2018.
- Obtain two million views on the launch video for the campaign on YouTube by January 2018.
- Increase awareness by 17 percent of the sentiment that Coca-Cola supports diversity and inclusion efforts by March 2018.

Audiences

#CocaColaTogether will have three target audiences to optimize the success of the campaign. These three groups include college students, young professionals and an internal audience of employees.

The first target audience is college students of color ages 18 to 24 in the United States. Their income level is under \$10,000 and they are reliant on their family for their main source of income. Their highest-level education completed is high school but they value education. This target audience values companies that are socially responsible and interacts with brands through social media use such as Twitter, Snapchat and Instagram.

The second target audience is young professional women ages 25 to 32 located in the United States. Their income level is between \$25,000 and \$42,000. Their highest level of education received is a bachelor's degree. This target audience is focused on reaching their career goals and interacts with their brands using Facebook, Instagram and Twitter.

The final target audience for the campaign is internal employees ages 31 to 50 in the United States. Their income level is between \$55,000 and \$78,000. Their highest level of education achieved is a master's degree and places a high value on quality family time. This audience interacts with brands predominantly using email and Facebook.

These target audiences provide new opportunities for both external and internal audiences. For external audiences, the campaign will serve as a way to bond with the brand through two-way communication and younger audiences will be able to participate in a contest that emphasizes their skill with digital media. Internal audiences will have an opportunity to share their culture with colleagues and ideally learn more about the diverse experiences of their peers.

Tactics

Youtube (Appendix A):

A video will be created that showcases different cultural traditions and invites stakeholders to visit the campaign website for more information. Consumers will have the opportunity to upload an original video with the #cocacolatogether hashtag to join a video contest. The reward will be a chance for two contest participants to travel the world.

Twitter (Appendix B):

Twitter will be used to allow the target audience to get involved with the campaign. The video advertisement will be on Twitter. Coca-Cola social media accounts will also interact with users who tweet with the hashtag #CocaColaTogether.

HTML Email (Appendix C):

HTML email will extend this campaign to internal audiences. This newsletter-style email will provide all the information that employees will need to enter the employee-based video contest, which is identical to the prize for the external audiences. The internal contest carries the added bonus of awarded vacation days to accommodate the trip. This HTML email will also highlight different cultures within the workplace.

Facebook (Appendix D):

Facebook will be used as a platform for consumers to post their videos as part of the #CocaColaTogether campaign. This will allow users to share this content with their friends and family.

Blog (Appendix E):

The use of the Coca-Cola Journey blog will be a tool that consumers can use to discover how Coca-Cola is used across various cultures within the United States and abroad.

Instagram (Appendix F): Similar to Twitter, participants will be able to share their videos and the link to their video voting to gain support among friends and family.

Content Calendar

November 27, 2017

Blog Post: 6 a.m. on Coca-Cola's website

Youtube: 12 p.m. upload "Let's Coca-Cola Together" Video, include information and link to contest in details

December 1, 2017

Twitter: 1 p.m. share main video with "Let's #CocaColaTogether" and link to the contest

Facebook: 3 p.m. share main video

Instagram: 5 p.m. share main video with "Let's #CocaColaTogether" tagline

HTML Email: 10 a.m. share

December 5, 2017

Twitter: 2 p.m. "Ten more days to upload your video and win a trip around the world for two: us.coca-cola.com/letscocacolatgether"

Instagram Story: 6 p.m. "Show us your culture and win a trip around the world for two"

HTML Email: 10:30 a.m. "Reminder: Ten more days to upload your video!"

December 10, 2017

Twitter: 1 p.m. "FIVE MORE DAYS #CocaColaTogether: LINK"

Instagram: 7 p.m. Featured photo with "Share your culture with the world. Then travel the world to experience countless cultures. Five more days to upload your video for #CocaColaTogether"

Facebook: 4 p.m. Featured photo with “What makes you, you? Share your video showcasing your culture through food, dance, tradition, etc. for a chance to win a trip around the world for two. us.coca-cola.com/letscocacolatgether”

December 15, 2017

Twitter: LAST CHANCE: Upload your #CocaColaTogether video now: us.coca-cola.com/letscocacolatgether

December 16, 2017

Twitter: 2 p.m. Vote for your favorite video now at us.coca-cola.com/letscocacolatgether

Instagram: 7 p.m. The voting has begun! Share your video on your social media networks to drum up support and visit the link in our bio to vote on your favorites now.

Facebook: 1 p.m. The videos are in and the voting has begun! Share your video and vote for your favorite at us.coca-cola.com/letscocacolatgether.

HTML Email: Voting is Open email

December 26, 2017

Facebook: 12 p.m. Holiday fun may be over, but you can still share your video and vote to win a trip around the world for two. #CocaColaTogether

Instagram: 3 p.m. Voting is only open for a few more days! Share your video and vote now: us.coca-cola.com/letscocacolatgether

January 1, 2018:

Twitter, Instagram and Facebook: noon, “Voting is closed...and the winner is! Thank you to everyone who submitted a video in this year’s #CocaColaTogether contest.”

Evaluation

#CocaColaTogether will be evaluated in two ways: total impressions and online surveys. The total impressions will show how many people were exposed to our campaign on Twitter, Facebook, YouTube, Instagram and the blog. An online survey will gauge the sentiments regarding whether stakeholders believe that Coca-Cola is a brand that values and celebrates cultural diversity. A similar survey will be given to internal employees to gauge their sentiments as well.

Appendix

Appendix A: YouTube, <https://youtu.be/dhvx8hYw2OM>



Appendix B: Twitter





Let's #cocacolatgether



This month, show us what you do outside the office.

We know our employees are awesome, both during and beyond work. This December, we want to learn a little more about what you do after hours. Submit a video of your favorite traditions, showcasing dance, food, language, dress or other cultural traditions of your family and friends. Upload your videos by December 15th and vote on your favorites until January 1st. The winner will receive twenty days paid vacation for an all expenses paid trip around the world for two. For more information, visit <http://us.coca-cola.com/internal/letscocacolatgether>.

Submit An Entry

Appendix D: Facebook



Appendix E: Blog

How do you Coca-Cola?

Coca-Cola is one of the most recognized soda beverages in the world. With its presence in more than 200 countries, the beverage has become a part of every culture and tradition. We folks at the Coca-Cola Corporation were curious to know how the iconic beverage fits in different lifestyles. So, we encouraged our international employees from diverse ethnic backgrounds to share unique Coca-Cola recipes from their culture and we were overwhelmed by the number of responses we received. As a result, we decided to dedicate a series of five blog posts to these recipes.

Today's recipe comes from the land of diversity aka India. With its 200 official languages and more than 1000 dialects, India is the epitome of "unity in diversity." The country known for its rich food culture has an Indian avatar for almost every western food item or beverage. Coca-Cola is no exception. Indians view Coca-Cola not only as a tasty soda beverage but also as an antacid, which they prepare using different spices and salt. Here goes the recipe.



Step 1

Take a glass full of chilled Coca-Cola and add some Himalayan black salt to it. As per Ayurveda, an ancient medical science developed by the sages of India, Himalayan black salt is a cooling spice and is used as a laxative and digestive aid. It relieves flatulence and heartburn, and can even cure Goiters.⁵ The Indians call it “Kala Naamak.” You can also mix a pinch of white salt to this mixture.

Step 2

After mixing black salt, add some mint leaves. These can be crushed or whole leaves. Mint is called Pudina in India and can help relieve a sore throat. It also works wonders for gastric and other stomach issues.⁶ Hey, don't forget the wonderful aftertaste it leaves in your mouth!

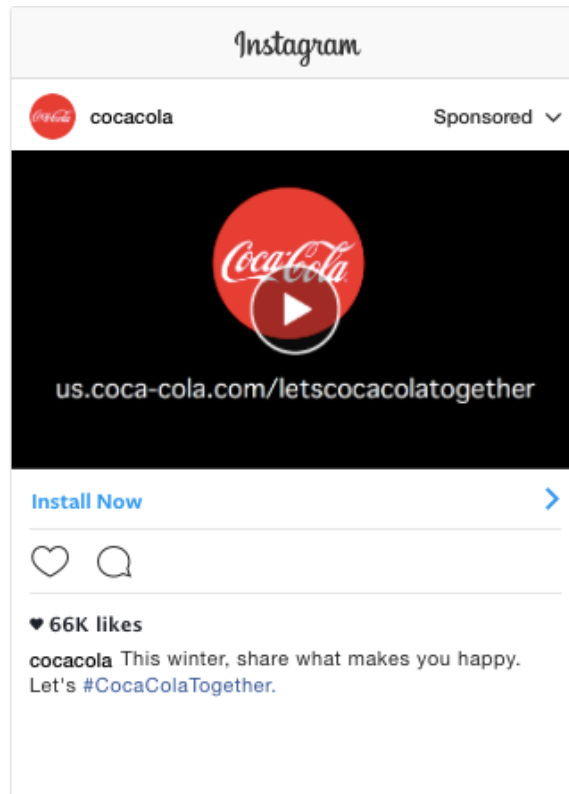


Step 3

This step depends on your personal preference. People from different parts of India mix different things as per their liking. You can mix one or more of the following. Just be sure that you don't overdo it. Create your own elixir!

- Mango Powder or “Amchoor.” A fruity spice powder made from dried unripe green mangoes and is used as a citrusy seasoning
- Ginger or “Adrak.”
- Chilli pepper or “Laal Mirch.” If you dare.
- Cumin seeds or “Jeera.” If your stomach is really giving you a tough time.
- A squeeze of Lemon or “Nimbu” for that extra citrus flavor.

Appendix F: Instagram



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