

There's Only **ONE** Original





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Inside these pages you'll find what Category 5 is all about. Our agency has looked at the situation, discovered the problems and developed solutions and plans to execute them for Coca-Cola Classic. Using a variety of media and clever execution we aim to grab the attention of the 13 to 24 year-old demographic Coca-Cola Classic hopes to reclaim. The process took time, as all great things do, but ask anyone here, and they'll tell you that it has been an honor to work with Coca-Cola Classic.

Introducing Coca-Cola Classic: The best thing since sliced bread, Coca-Cola's brand name, color, and logotype are recognized all over the world. In the situation analysis, we cover the history, the consumer, the beverage market and product itself. After discovering the problems to be addressed, we at Category 5 were faced with the task of creating a fully integrated \$15 million national marketing campaign that would not only combat the loss of market share, but also gain the attention of 13-24 year-olds and maintain Coke Classic's legacy. How did we do it?

The Research and Our Target Market: Over 1,500 members of our target market between the ages of 13-24 years were surveyed, interviewed and bullied for answers. We divided them into two segments: Accepters (13-17) and Influencers (18-24) based on their psychographics and demographics, but our main concern is what these consumers had in common. What is the one characteristic that really stands out? It is all about authenticity, honesty, uniqueness, and having a good time.

The Strategy and Positioning: We analyzed the results of our research, listened to the experts and put our thinking caps on. It turns out that some of the crossovers between Accepters and Influencers are also some of the positive characteristics of Coca-Cola Classic. Like most of our target market, Coke Classic is unique, fun and authentic. There is no denying that Coke is the original cola. Hence, the premise of our campaign: "There's only one original Coca-Cola Classic."

The Execution: We conveyed the message through a variety of advertising that ran the gambit from traditional broadcast television commercials to billboards, from non-traditional podcasting to graffiti art. Through these tactics, we want to associate Coke with things that just cannot be copied and the number one. Sales Promotions like video games and variety packs help to achieve short-term goals, to reinforce advertising strategies, and to position Coke Classic as the original. Finally, Public Relations will help raise awareness about highlight the campaign and Coke's philanthropic side through athletic activity and creative outlets.

The Media Plan: Media puts the creative in motion by connecting the budget to the most effective media vehicles. Reaching the consumer on their level is key to getting Coke's message across so we intend to find the consumer on their terms. This translates into media buys that target the TV shows and radio stations they tune into, the places they go, the games they play, and on and on.

The Next Step: You have to keep in mind that Coke's situation is forever adapting to changes within the market as a whole. This requires us to maintain concurrent and post-testing of the campaign and plan for the future by extending our strategy past 2008 and at least two years beyond. This will help Coke Classic maintain its long-term goal of being the beverage of choice among young consumers.

Whew! That's a lot of work, but we're very sure that it will be a success. Category 5's strategy and execution is aimed at better connecting this refreshing carbonated cola with the target market through traditional and non-traditional methods all the while maintaining Coke's classic image. Remember: there's only one original and that's Coca-Cola Classic.



What Defines Coca-Cola Classic?

The Connotations of Classic

O · rig · i · nal: adj. arising or proceeding independently of anything else; completely new and not copied or derived from something else.

Au · then · tic: adj. not false or copied; genuine and original, as opposed to being fake or reproduction.

What is Coke Classic?

The Company Analysis

While most things in life change – there are some things that remain constant: family, friends and Coca-Cola Classic. Since 1885, Coca Cola has been in our lives, refreshing us for the past 122 years. Being the original cola is not an easy job. It means competing with imitation colas and other CSDs (Carbonated Soft Drinks). Pepsi, an imitation cola, entered the scene in 1898 and has been in fierce competition with Coke ever since. Since then, several competitors have copied Coca-Cola ... but there is only one original, and that is Coca-Cola Classic.

Coca-Cola Classic is characterized by its carbonated, refreshing taste, its caramel-brown coloring, its caffeine, and its appeal to relaxation and enjoyment.

What obstacles does Coca-Cola Classic Face?

The Challenges of the Industry

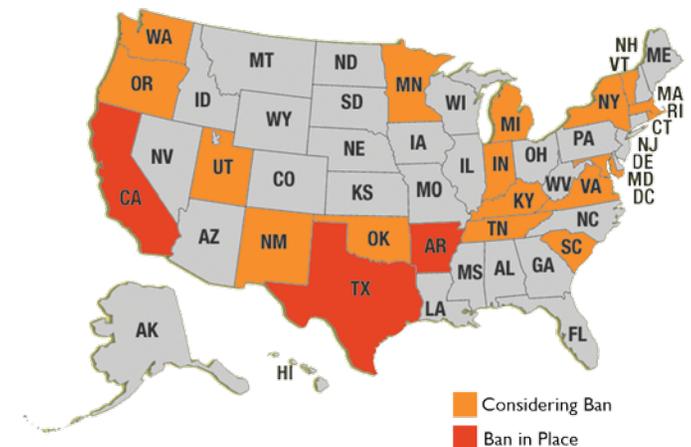
Yes, Coca-Cola is the authentic cola, the original cola. Sadly, this iconic image has created perceptions in the minds of youth as an outdated beverage. Young consumers consider it the drink of their parents' generation – not theirs. Coca-Cola does not match the youthful, hip and edgy image that other CSDs maintain. On the other hand, Coke's image is deeply rooted in our

consumers' minds – the brand is perceived as a brand with a certain personality that cannot be duplicated.

Most importantly, a challenge that Coca-Cola is facing today is an increasing number of health conscious consumers, especially in the 13-24 segment, that are switching from CSDs to healthier beverages, such as bottled water or diet sodas.

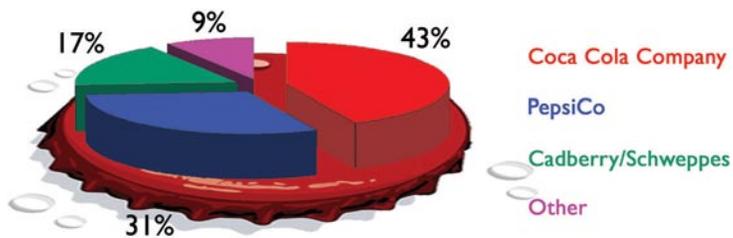
In addition to the unhealthy position of sugary soft drinks, it is increasingly difficult to catch the attention of the 13-17 year old segment because of legislation passed banning CSDs in schools. At least 39 states have either considered or enacted legislation related to the nutrition quality of beverages allowed in schools.

U.S. States that are Considering or Already Have a Ban on CSDs in Schools



The Coca-Cola Company, PepsiCo and Cadbury/Schweppes together comprise approximately 90% of the CSD market. In 2005, carbonated soft drink sales slipped for the first time in twenty years, and are expected to continue falling at a rate between 1% and 1.5 % over the next five years. Coca-Cola Classic is not only losing market share to its indirect competitors like bottled water, but also to its direct competitors like Mountain Dew, Dr. Pepper, Pepsi, 7UP and other CSDs.

Market Share (2005)



What does Coca-Cola need to do?

Business Objectives

- Consumption: Increase 13-24 incidence by 3 percentage points (from 13% to 16%)
- Brand Health: Increase favorite brand rating by 3 percentage points (from 10% to 13%)

SWOT Analysis

Strengths:

- The Original CSD
- The most popular CSD
- A refreshing drink
- Most recognizable brand
- Connects people socially
- All-American beverage
- Established partnerships: Olympics, FIFA, Nascar
- Readily available
- High distribution across country and the world
- Coca-Cola brand values are aligned with those of today's youth

Weaknesses:

- Perceived as unhealthy
- Popularity declining among 13-24 year olds
- Not perceived as "youthful"
- Limited advertising outlets utilized to reach target market
- Consumption among males decreasing at greater rate than CSD overall category
- Loyal KOC drinkers are hesitant to accept any changes to KOC's image

Opportunities:

- 25 % growth in youth segment
- Young target market not yet loyal to one CSD
- Age of the target market allows for the shaping of their CSD preferences
- Youth drink more CSD than any other age segment
- Unexploited advertising outlets
- Converting Dr. Pepper's and Mt. Dew's drinkers into KOC drinkers

Threats:

- Trend toward consumption of healthier drinks
- Bottled water and sports drinks taking shelf space from Coke
- Sale of soda bans in schools
- Diet CSD drinkers are extremely loyal to Diet Coke and other diet CSDs
- Youth market gets bored quickly with one brand and is not as brand loyal as older market segments
- Youth prefer Dr. Pepper and Mt. Dew

What are we up against?

Direct Competition



Pepsi

- **Advertising:** “More Happy” campaign.
- **Promotions:** NASCAR, the NFL and the MLB, Pepsi DJ Devison.
- **Taste:** Our target market seems to prefer the sweet taste of Pepsi

- **Brand Image:** A youthful brand.



Mt. Dew

- **Advertising:** “Do the Dew” campaign.
- **Promotions:** X Games and the And1 Mix Tape Tours , Game Live College.
- **Taste:** a citrus flavor.
- **Brand Image:** 13-24 year olds perceive it

as a youthful, extreme drink, males in our target market see it as an energizing drink.



Dr. Pepper

- **Advertising:** “Be You” campaign.
- **Promotions:** “The Hunt for More” campaign.
- **Taste:** a distinct taste.
- **Brand Image:** the most popular soft drink among girls 13-18. Dr.

Pepper is seen as the most youthful and hip brand of CSDs.



7-Up

- **Advertising:** “Now 100 % Natural” campaign.
- **Promotions:** Ansari X prize space flight.
- **Taste:** Refreshingly, lemon-flavored drink.
- **Brand Image:** 7-Up has positioned itself as an “Uncola” drink with lemon lime taste.

Indirect Competition



Sports drinks

- **Brands:** Gatorade, Powerade, Propel
- **Advertising:** Gatorade: “Is it in You” Powerade: “Sport is what you make It” Propel: “The Fitness Water.
- **Why They Drink It:**

They have the ingredients scientifically proven to increase energy and replenish vitamins and electrolytes lost during a workout or while playing sports. Huge associations with college and professional athletics including the NCAA, NBA and NASCAR work well with the target market.

- **Market Leader:** Gatorade dominates the sports drink market.



Energy drinks

- **Brands:** Red Bull, Rockstar, Monster, Full Throttle
- **Advertising:** Red Bull: “Red Bull gives you wings” Monster: “Unleash the Beast.” Full Throttle: “Let your man out.”

- **Why They Drink It:** Energy drinks combat mental and physical fatigue with high amounts of sugar and caffeine. It's very targeted towards the 13-24 demographic and its specific segments.
- **Market Leader:** The market leader in this category is Red Bull.



Coffee and tea

- **Brands:** Starbucks, Snapple, Arizona
- **Advertising:** Starbucks: “Bring on the day.” Snapple: “Made from

the best tasting stuff on Earth”

- **Why They Drink It:** Makes drinking coffee and tea easier because its ready to go and tastes like the real thing – fresh brewed coffee and tea.

- White and green tea flavors offer a healthy refreshing alternative to CSDs.
- **Market Leader:** The leader in this segment is Starbucks.



Bottled water

- **Brands:** Dasani, Aquafina, Evian, Fiji
- **Advertising:** Dasani: “The water that makes your mouth water” Aquafina: “Make your body happy. Drink more water.”
- **Why They Drink It:** Bottled water fits into the

health-conscious lifestyle of our target market, especially females, ages 18-24. It tastes more crisp and refreshing than regular tap water.

- **Market Leader:** Dasani and Aquafina are the main competitors in this category.



Research

What's this all about?

The Introduction

The situation analysis opened our eyes to a few key points:

- Coke Classic has been around for many generations but lately competition by other beverage categories like bottled water and energy drinks have threatened Coke's classic vitality.
- Everybody knows Coke but carbonated soft drinks (CSDs) like Mountain Dew and Dr. Pepper seem to have a more youthful image.

So, a little research was needed on our end in order to learn more about our target consumer and what entices them want to drink Coke Classic.



What do we want to find out?

The Objectives

- 1) To discover the reasons why the target market (ages 13-24) is not brand loyal to Coke Classic
- 2) To explore the position of Coke Classic versus other brands in the minds of our target market
- 3) To create a profile of a typical CSD consumer
- 4) To observe how 13-17 year olds compare/contrast with 18-24 year olds in terms of culture and consumption



How are we going to get this information?

The Research Methods

Category 5 not only compiled secondary research offered by sources like the Coca-Cola company itself, SRDS, and MRI, but we also conducted the following primary research:

- Observations of teens in their everyday life
- One-on-one interviews with industry experts and the target market
- 12 Focus Groups
- Online and traditional questionnaires that reached 1,515 members of our target market across 27 states



What did you tell us?

The Secondary Research

Before we began compiling research on our own, we used secondary research as a starting point. The Coca-Cola Company itself and other sources provided some useful points of reference:

- 1) Over 50% of the target market drink regular CSDs on a daily basis.
- 2) Males in this age group consume more carbonated soft drinks than females.
- 3) As CSD consumption decreases, single-serve bottled water consumption increases.
- 4) Coke is perceived as the brand that goes well with meals & snacks, and as good to drink with family and friends.
- 5) Coke's brand imagery is strongest as a drink that provides sensory pleasure and food enhancement, however in comparison to other brands, comfort and relaxation is another strong image associated with Coke.
- 6) Grocery stores are the predominant purchase location for CSDs.

What did we find out?

The Primary Research

The secondary research was very insightful but the question we really wanted to answer was "why?" – Why aren't 13-24 year olds drinking Coke? The surveys, focus groups and interviews helped us answer this question:

- 1) Teens and young adults do not seem to be brand loyal when it comes to beverages. However they do have strong feelings toward Mountain Dew and Dr. Pepper and neutral feelings toward Coke.
- 2) Males tend to be less concerned with their health and their looks than females.
- 3) Concerns with body image and health factors have created an increased demand for bottled water and diet CSDs. During focus groups, we asked participants to estimate how many calories are in a serving of Coke Classic. Many overestimated by 50-100 calories.
- 4) Coke is seen as the cola for parties or hanging out with friends. It is synonymous with sporting events and foods like pizza and hot dogs. These consumers not only drink Coke for fun, they also enjoy Coke classic for an energy boost. 21-24 year-olds enjoy Coke with alcoholic beverages and many insist on using the Coke Classic brand at any social event.
- 5) The coke bottle's distinguishing design: its red background with white cursive lettering and its contour shape are perceived as an American symbol. However its deep history forces the target market to perceive it as "our parent's drink." When asked what type of person drinks Coke Classic on a regular basis, 13-18 year olds said "fat and hyperactive people."
- 6) Parents purchase CSDs at grocery stores for 13-17 year-olds and they usually buy what teens like. 18-24 year-olds noted that they bought Coke in large amounts at grocery stores just for parties.



What do consumers like to see in advertisements?

The Bottom Line About Ads:

- Short humorous ads
- Truthful advertising
- Catchphrases
- Good music
- People their age
- Unique billboards
- Celebrities (Ashton Kutcher, Shakira, Johnny Deep, Paris Hilton, etc)

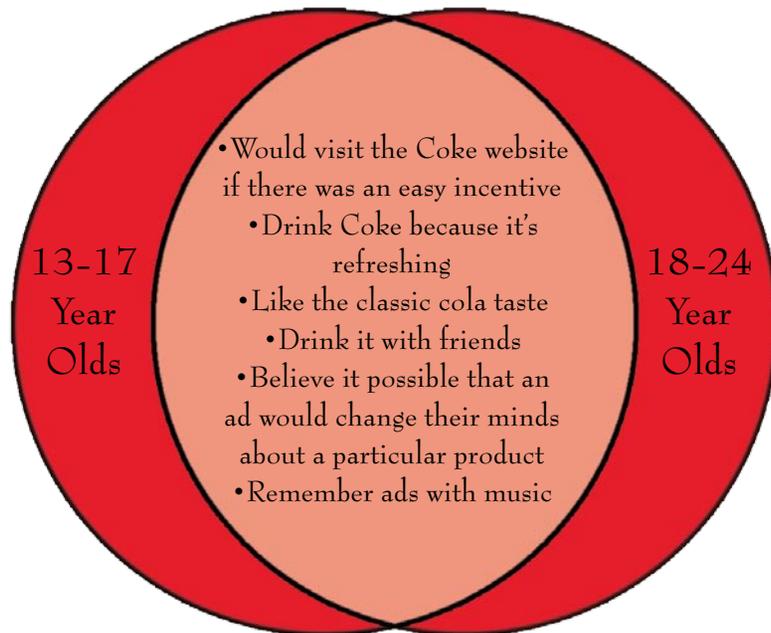
What do consumers NOT want to see in advertisements?

Avoid at All Costs:

- Annoying ads. Radio ads that interrupt a segment of music: Internet pop-ups and banners get the least attention.
- Dishonesty. These consumers think of Big Business as the villain and they don't want to be sold to.
- They don't like video game ads that interfere with the game and aren't authentic, like billboards in racing games.
- Mass Marketing. The target market prefers advertisers to make personal statements through customization. They appreciate originality.

What do we need to concentrate on?

The Similarities Between 13-17 and 18-24 year-olds



What Teens Want Conference, 2006

Before compiling our research and making conclusions about our target market, we wanted to know how professional advertisers approach the teen market. Some of us at Category 5 packed our bags and headed west to interview some of the most well known professionals in the industry at the What Teens Want Conference in LA. So who are these people and what did they tell us?



Dr. Jim Taylor, Vice Chairman, Harrison Group

"Teens are their own heroes. The new cool for these consumers is "don't tease if you can't please me." Reality is a free radical. You can't get through to teens if it isn't reality. They appreciate respect and authenticity. [Concerning Coke:] Don't change the bottle. When people love the product, they don't want you to do anything to the icons."

Christina Norman, President, MTV

"There are five trends present among teens: 1) Create, share, and validate; 2) "Successories" – they have a desire to be overnight celebrities; 3) Diversity – They are forming identities that share their interests, not just their race; and they want validation from these tribes; 4) Authenticity – they are embracing old school brands like Levi's, Lee and they are embracing the 80s. They appreciate things that look real; and 5) Kids just being kids – they're hard to shock. Put a lot out there and let them pick what's cool."



Jessica Weiner, Teen Advice Columnist, author of *Do I Look Fat in This?* and *A Very Hungry Girl*

"Real women drink real Coke, because it tastes a hell of a lot better than Diet Coke. When it's all about enjoying nutrition, then I think you can have a balance with any product."

What is our target market saying about Coke Classic?

Of course the best way to get to know your target market is to just ask them what they think. So on a sunny Sunday afternoon, Category 5 and some film students (they lugged around the cameras) drove to South Beach and interviewed some real people in our target market. Here's what they had to say:

"I remember during the Superbowl, they had this cool Black History ad. It made me realize that Coke has become part of American history." -Melissa Waitsman

"I'm from Atlanta and its like you have to love Coke if you're from there. It's a good thing that I do."

- Devin Harris

"When I was growing up, my mom only bought Coke. That was all I knew until I started buying my own groceries. But now its a reflex. I don't even think about it, I just grab Coke when I go down the drink aisle."

-John Nolan

"I know water is better for you and Coke has like a million calories, but you get tired of water when you get to the vending machine. At least this is true for me, your hand hovers over the water button but you end up choosing Coke. That's bad but why doesn't water taste more like Coke?"

-Eisha Udeshi



The Who?

The Target Market Segments

Ages 13-17

The Accepters

This diverse teen group is called the Accepters because of their desire to be older and behave like their older counterparts. If the 18-24 year-olds set the trends, Accepters follow these trends willingly in an effort to become a leader within their own groups. Although they have a tendency to conform, their desire to be individualistic is an important motivator.

Demographics:

- Population: approximately 29.6 million
- Geography: More than 1/3 live in the South
- Race: approximately 12 million multicultural youths (non-white)
- School Enrollment: Nearly 99% of teens 12-15 years of age are enrolled in school. When they reach 16, teens begin to drop out or graduate from high school and enrollment declines
- Income:
 - o Accepters obtain their income from five sources: odd jobs, gifts, part-time jobs, regular allowance, and full-time jobs.
 - o Average Income = \$2,205.24
 - o Annual earnings = \$18.1 billion

Living Arrangements of 12-17 year olds, 2000 (in thousands)

Household Relationship	Number	Percentage
Both Parents	16,181	68.4%
One Parent	6,272	26.5%
Relative, Foster Parent, or non-Relative	1,214	5.1%

Ranking of States by Population, 12-19 year-olds, 2000 (in thousands)

State	Population
1 California	3,951.4
2 Texas	2,607.6
3 New York	2,069.3
4 Florida	1,637.7

Pyschographics:

Their high population growth, increased level of intelligence, and large amount of expendable cash influences the market in a major way. Here are some of their values:

- 1) Technology drives the teen market: They cannot live without their cell phone, computer or iPod.
- 2) Creativity defines individuality.
- 3) Diversity provides a sense of belonging and community: race, gender and ethnicity play a minimal role in their lives.
- 4) Very self-sufficient and market savvy: They place a high value on genuine products and appreciate honesty and authenticity. It's hard to shock them and they aren't easily influenced by ads. Accepters tend to be impulsive and impatient.
- 5) Peers provide a consumer influence: They have power over the buying behavior of the household but look to their peers and older counter parts as models.



Ages 18-24

The Influencers

Not only are they unique and individualistic, these consumers set the trends and recreate the standards. They are aware of their influence over Accepters and seek to confirm their individuality through this influence. Influencers place value over intelligence and believe that branding is very important.

Demographics:

- Population: Approximately 24.9 million
- Geography: Distribution matches that of the total population with about ¾ of the population found in just 20 states.
- Race: This population is more racially diverse than the US population as a whole, with Blacks/African Americans and Hispanics leading the minority market.
- School Enrollment/Education: 34% of 18-24 year-olds are enrolled in some college or university with a higher percentage of women than men attending secondary institutions.
- Income: 74% of males and females between the ages of 15 and 24 have incomes that average about \$12,343 for males and \$9,271 for females per year.

Psychographics:

Race and Hispanic Origin, 15-24 year olds, 2001 (in thousands)

Race and Hispanic Origin	Number	Percent of total
Non-Hispanic White	24,967	62.5%
Hispanic	6,690	16.7
African American	5,911	14.8
Asian	1,631	4.1
2 or more races	716	1.8
Other	574	1.4
All People	39,948	100%

Living Arrangements of 18-24 year olds, 2001 (in thousands)

Category	Number	Percent
Living Independently	17,706	47.9%
Head of Household	5,710	21.5%
Living in parents' home	13,826	52.1%

Like their younger counterparts, Influencers are intelligent consumers that make a number of important decisions. African American youth are identified as trendsetting "Urban Mindsets" in areas such as music, fashion and entertainment. They have a huge effect on others within their age group and on Accepters. These consumers are highly brand-conscious and are very media savvy. Their influence on the market is very similar to that of Accepters with a few key differences:

- 1) They see going mainstream as "selling out." They expect marketers to approach them with products that have authentic roots and reflect real life. Don't ignore the origin of a product in an effort to market it to everybody.
- 2) They perceive themselves as "leaders." These are popular, confident, racially diverse teens and youth adults who are actively involved and know how to mix their individuality with culture.
- 3) They differentiate themselves from "the Edge." The Edge are those who are rebellious and experimental with trends. They wear thrift store or vintage clothing and are likely to have body piercings.

What to concentrate on?

How to Relate to the Target Market

Media Usage

- This is the first generation raised with the Internet.
- 87% of Influencers and Accepters are online daily.
- 35% of their time is spent online.
- They favor video games, Internet and broadcast media vehicles that are interactive.
- 42% notice brand names in video games ads but prefer that brand names encourage participation rather than interfere with the game
- Focus group participants want to win a prize for using a particular brand name in a video game. They don't want to see an ad during game load times.



Influencer Profile

Name: Austin St. James

Age: 19

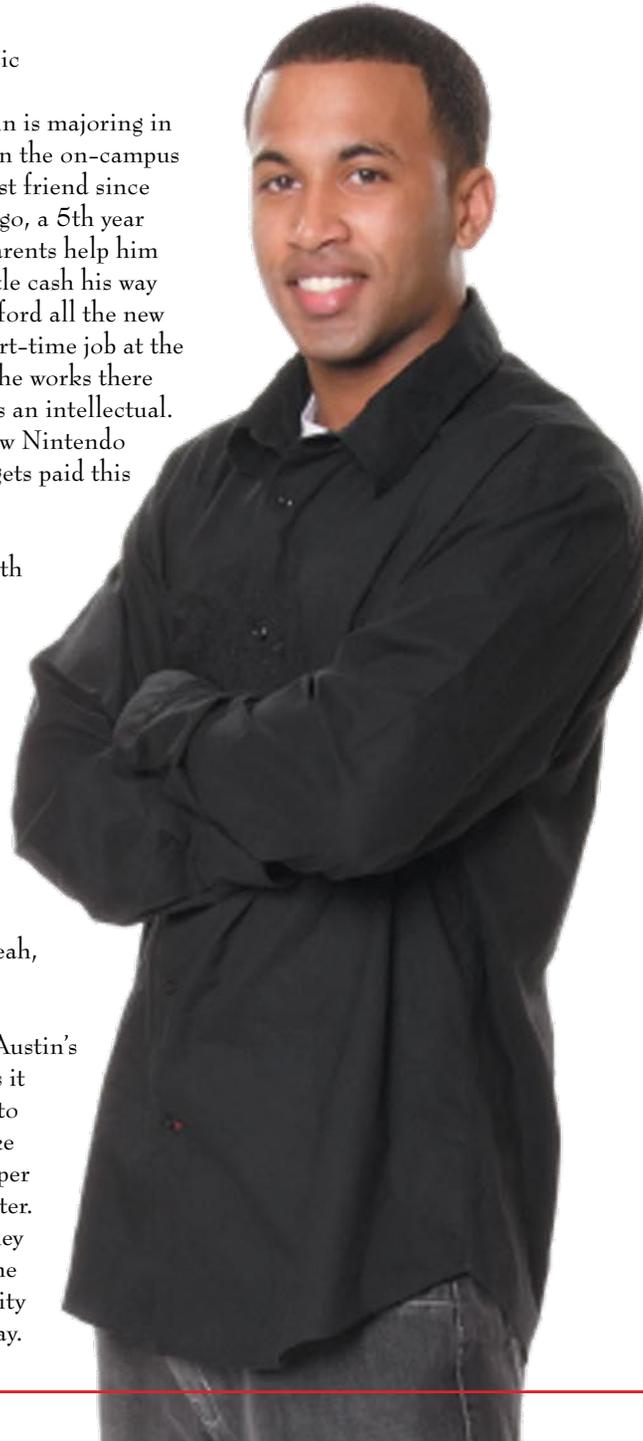
Race: African American

Favorite Drink: Coke Classic

A college sophomore, Austin is majoring in Political Science. He lives in the on-campus apartments with Ray, his best friend since elementary school, and Diego, a 5th year architecture student. His parents help him with the rent and send a little cash his way every month. In order to afford all the new technology, Austin has a part-time job at the campus bookstore. He says he works there because the ladies think he's an intellectual. He's planning to buy the new Nintendo Wii on eBay as soon as he gets paid this Friday.

It's easy to get in contact with Austin – if he's not online chatting on AIM (AOL Instant Messenger), just text him on his Sidekick or give him a ring on his cell phone. He loves watching viral videos on YouTube.com and has even submitted a few himself. Have you seen the one with the guy who tries to make a clone of himself? Yeah, that's Austin.

Coke Classic is a staple in Austin's fridge and he usually orders it at restaurants. Austin tries to get his friends to drink Coke too but Ray prefers Dr. Pepper and Diego always drinks water. Austin doesn't mind that they refuse Coke all the time – he appreciates their individuality – but he keeps asking anyway.



Acceptor Profile

Name: June Park

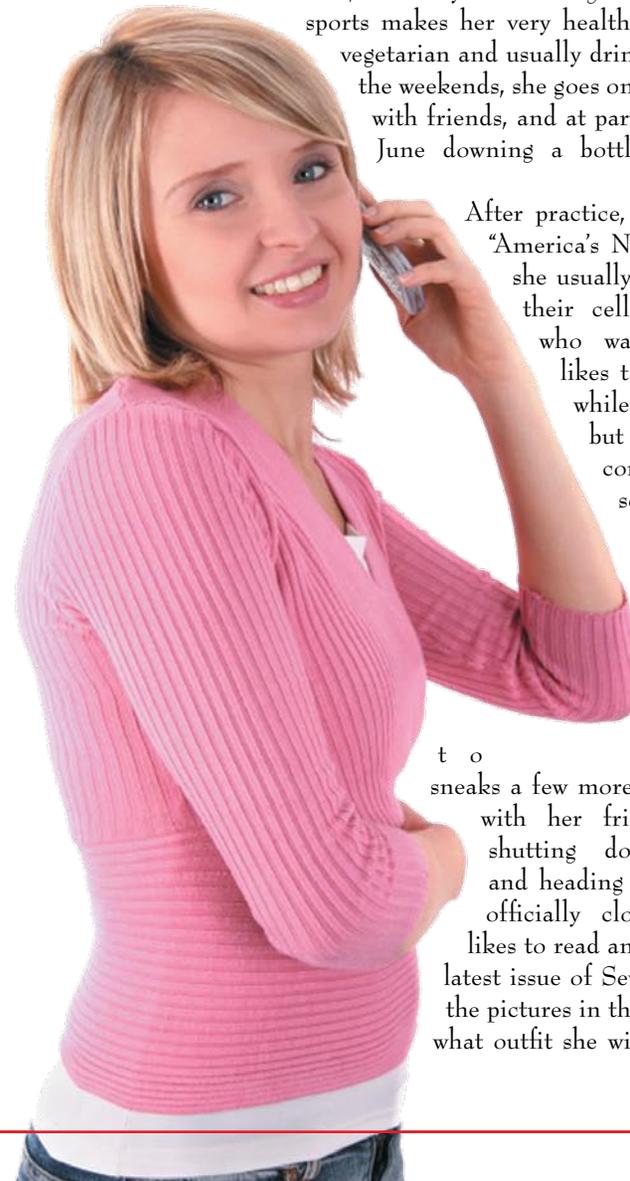
Age: 15

Race: Caucasian

Favorite Drink: Perrier

June's little brother, whom she affectionately calls "Turtle" thinks of June as a fashionista. "She has like a gabillion jillion pairs of shoes," he says looking into her large closet. June is on the soccer team at her high school and even though she's just a freshman, she always starts the games. Her dedication to sports makes her very health-conscious. She is a vegetarian and usually drinks bottled water. On the weekends, she goes on shopping excursions with friends, and at parties, you might catch June downing a bottle of Coke Classic.

After practice, June likes to watch "America's Next Top Model" and she usually calls her friends on their cell phones to discuss who was kicked off. She likes to listen to the radio while doing homework but sometimes the commercials bother her so much that she ends up listening to her iPod instead. Every night, June's mom has to remind her to get off of MySpace and AIM and head to bed but June always sneaks a few more minutes interacting with her friends online before shutting down her MacBook and heading to sleep. Before she officially closes her eyes, June likes to read an article or two in her latest issue of Seventeen and she uses the pictures in the magazine to decide what outfit she will wear the next day.





Advertising Strategy

Advertising Objectives

- Reignite the excitement surrounding the brand image without changing the idea of Coke's Classic/original image
- Encourage traffic to MyCoke.com
- Create buzz about Coke's community involvement through organizations and events

Coke DNA

Coke is the iconic classic that has been refreshing the world for generations with its original yet hip identity. Coke is perceived as a social beverage that is synonymous with family picnics and fun parties. The brand positions itself as providing physical and emotional uplift. It's "refreshingly honest" brand voice expresses itself through the creative idea of living on the positive side of life.

Brand Personality

- Classic
- Universal
- Distinct
- Unique
- Timeless
- Inspirational
- Iconic
- Refreshing

Brand Idea/Positioning

Coca-Cola is the authentic, one-of-a-kind cola that offers an uplifting and unifying experience.

Reasons to Believe

Coke's long lasting history, universal applications, and iconic image allow the brand to be a perfect fit with any personality. It's the original cola.

The Big Idea

Originality. There's only one original Coca-Cola. It's as simple as that. Originality is what differentiates Coke Classic from the competition- just as originality separates Accepters and Influencers from each other. There's only one original Coca-Cola, it just can't be copied. So try and copy that, competition!

Tagline

"The Coke Side of Life"

Creative Mandatories

- The Coca-Cola Bottle
- Tagline

Tone of the Advertising

If there's one thing we learned from our research, it's humor wins! Accepters and Influencers want to be addressed in a simple, witty manner. Oh... And they hate to be sold to! Our ads are simple and maintain a humorous overtone that doesn't attempt to sell to them. Created as simple reminders of Coca-Cola Classic's position as the first and original cola, Category 5 created its own original ads that will refresh and uplift the spirits of our target demographic.

Creative

Television Advertising

The television spots are designed to promote the campaign idea that there is only one original Coca-Cola, and that it can't be copied. These spots each make their point in a different way. The first spot parallels Coca-Cola Classic with an iconic character, showing that each are original, and cannot be replaced. The second spot shows that anything other than Coca-Cola Classic isn't authentic, but that Coca-Cola Classic is always real, and it makes this point without the mudslinging other that brands stoop to. The final spot presents the idea in a very straightforward manner: showing that Coca-Cola Classic literally cannot be copied. Each spot, in its own way, proves that for carbonated soft drinks, there is only one original.

TV Spot #1

"There's Only One King Kong" :30 sec



Open on stock footage of people running in "King Kong."

SFX: Soundtrack from "King Kong"



Cut to FAKE KONG trying to climb a building.
SFX: Soundtrack from "King Kong"



Cut back to stock footage, a woman screaming in a window.

SFX: Soundtrack from "King Kong"



Cut back to FAKE KONG reacting to the woman.

SFX: Soundtrack from "King Kong"



Cut to black.
SUPER: There's only one original.
VO: There's only one original.



Cut to end logo: "THE COKE SIDE OF LIFE."

TV Spot #2

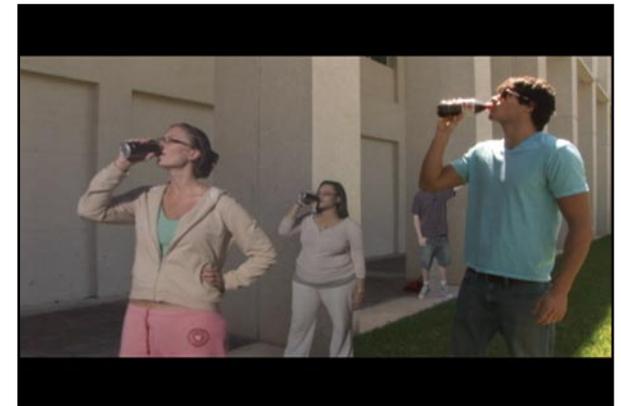
"Cut-Outs" :30 sec



Open on cut-out drinking a generic looking cola.
VO: In a world of imitators and fakes...
BGM: Slow, classical music.



Cut to more cut-outs with generic colas.
VO: ...it's nice to know...



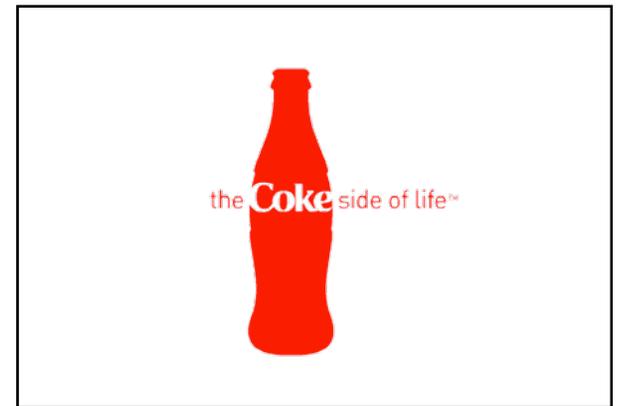
Cut to GUY drinking a Coca-Cola Classic, looks around at cut-outs.
VO:...that there's one original...
BGM: Fade in rock music.



GUY pushes cut-out over, then leaves.
VO: ...keeping it real. Coca-Cola Classic.



Cut to black.
SUPER: There's only one original.



Cut to end logo: "THE COKE SIDE OF LIFE."

TV Spot #3

"Copier" :30 sec



Open on BOY and two GIRLS in room with copy machine, GIRL gives the BOY a Coca-Cola Classic.

BGM: Happy music.



BOY puts Coca-Cola in copy machine and turns it on. The machine scans the Coca-Cola Classic.
SFX: Copy machine running.



Blank paper comes out of the copy machine.
SFX: Copy machine running.



BOY and GIRLS look confused as more blank paper comes out of the machine.

SFX: Copy machine running.



After a few more blank sheets, a sheet is printed reading "THERE'S ONLY ONE ORIGINAL."

SFX: Copy machine running.

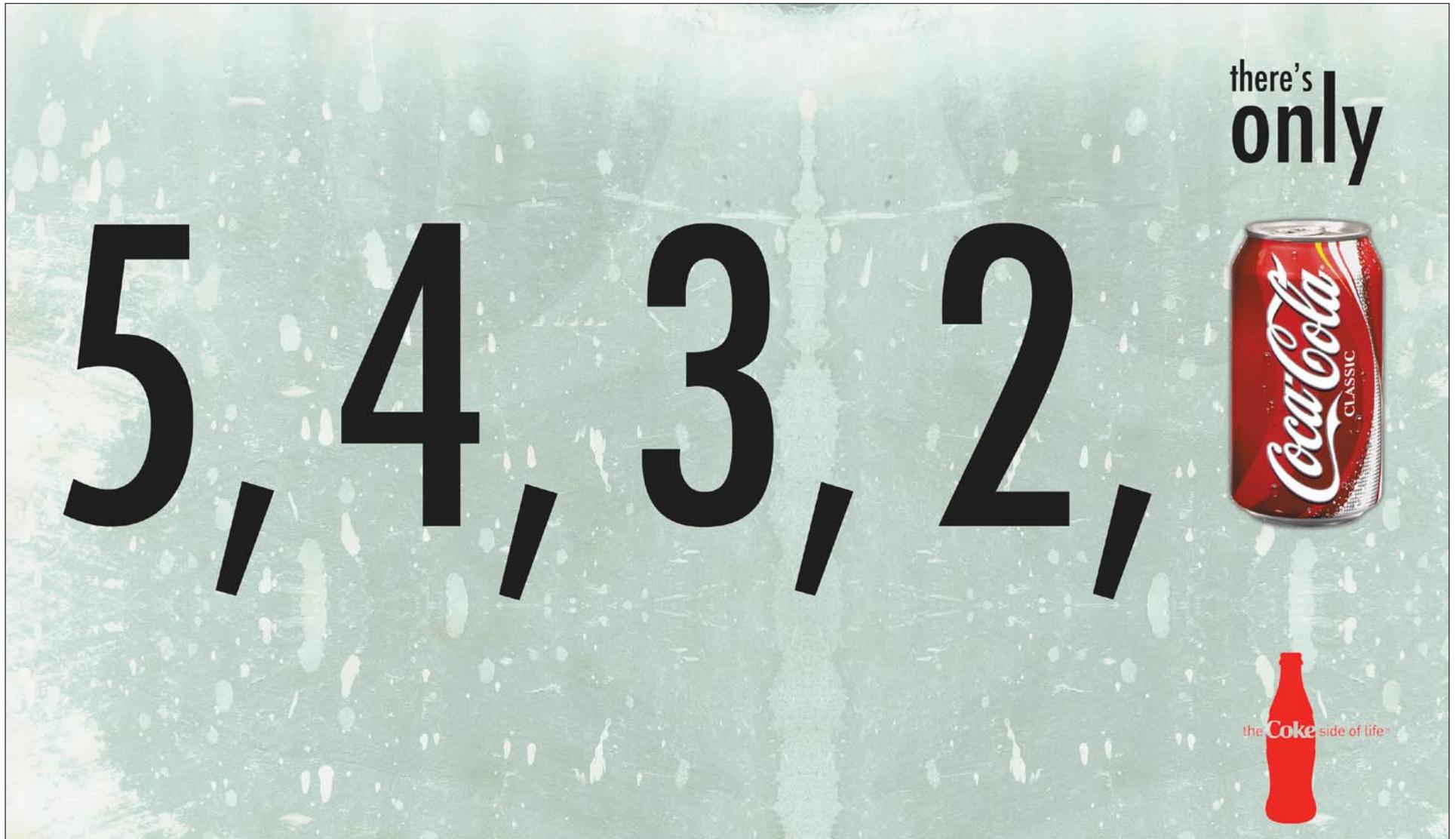
VO: There's only one original.



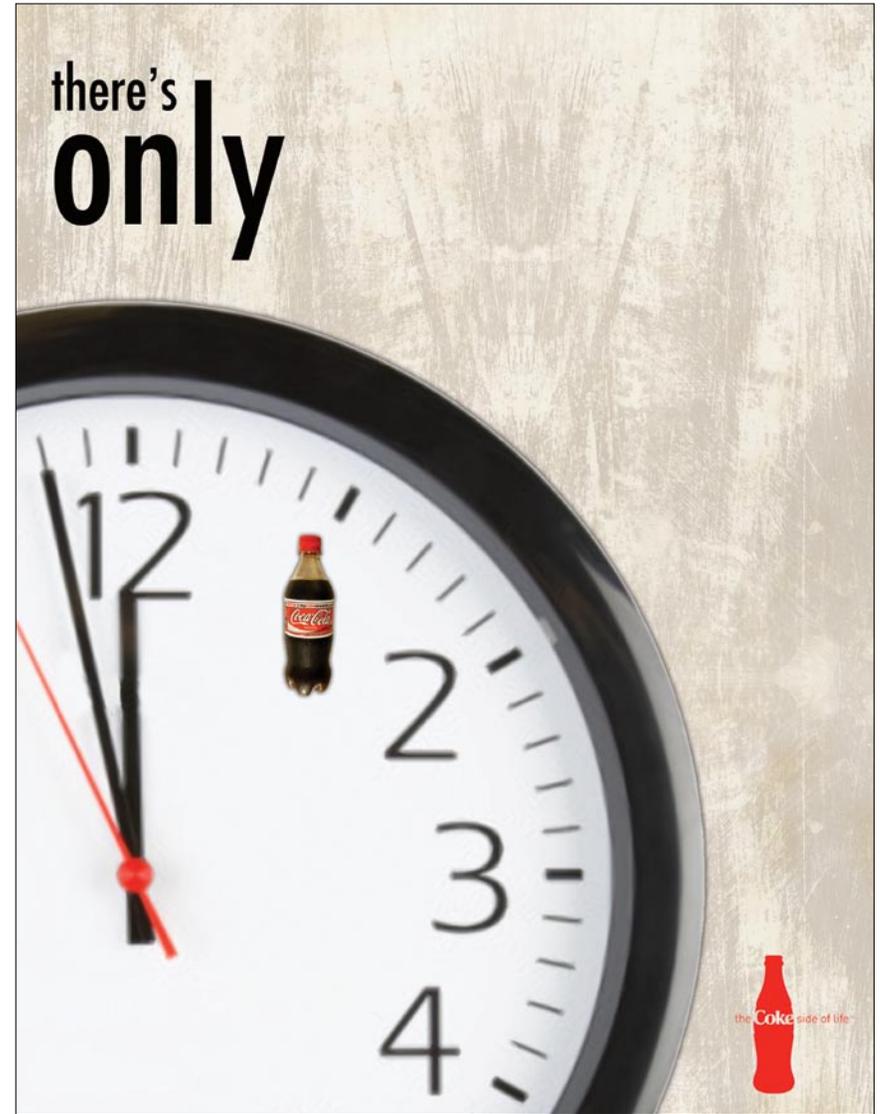
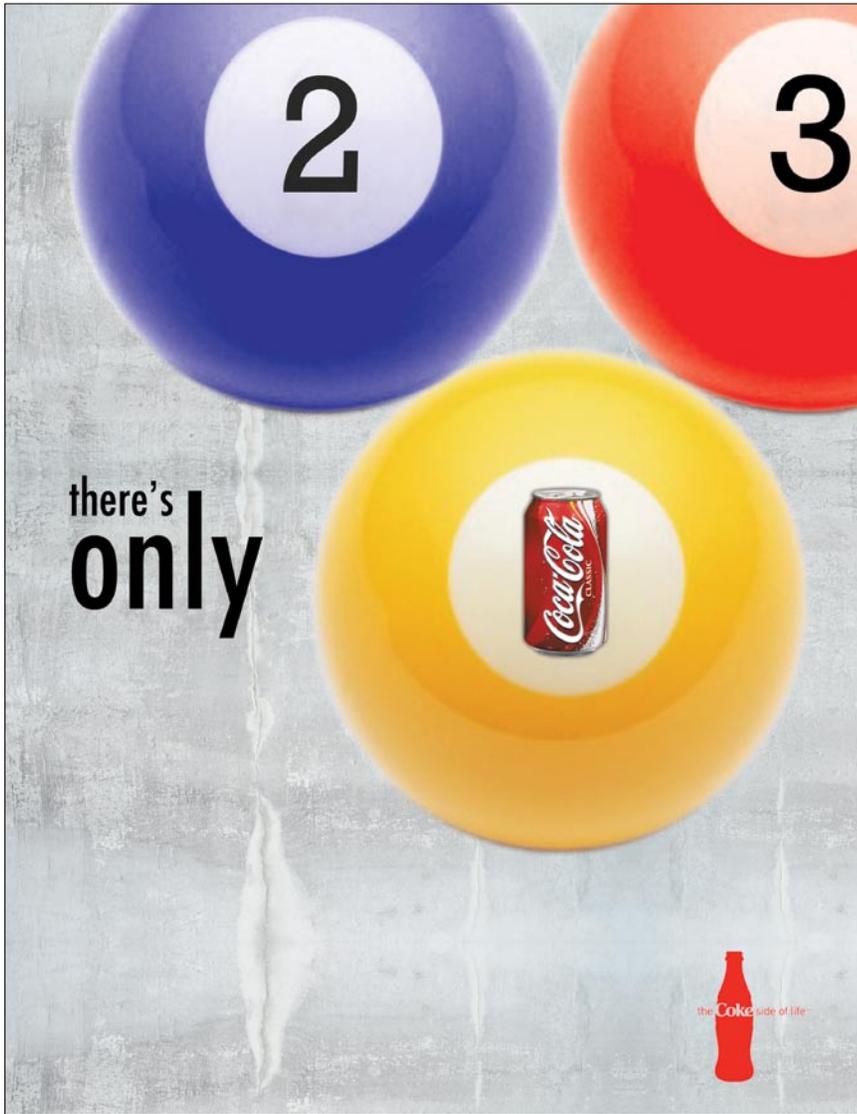
Cut to end logo: "THE COKE SIDE OF LIFE."

Print Advertising

The simple and bright messages connect to our target demographic by utilizing easily recognizable images. The idea transcends all ages, races, and cultures. The unique selling point of Coca-Cola Classic is that it is the first and only original and authentic cola. The print campaign will kickoff with a spread in ESPN Magazine with others to follow. Our ads remind Accepters and Influencers of their already strong bond with the Coca-Cola Classic brand. The ads portray a simple, yet edgy style, to which our target market can certainly relate. Straightforward copy enables them to understand the message quickly and easily, despite their notoriously short attention spans. The message is clear—There is only one Coca-Cola Classic.

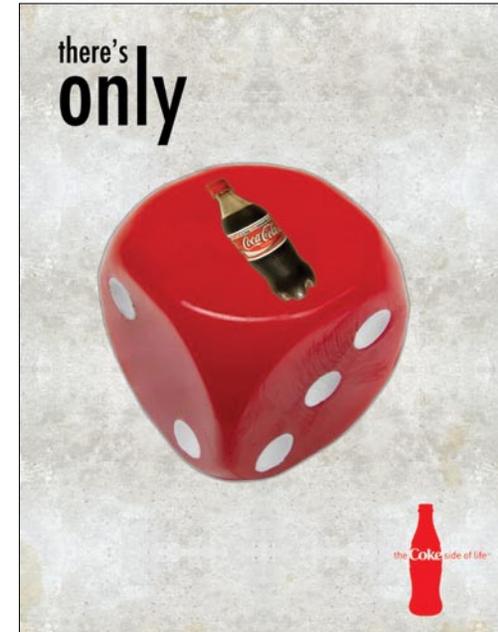


Opening spread in ESPN Magazine.



Out of Home Advertising

Category 5's print ads are applicable to media within the out-of-home category. Those aged 13 to 24 will be able to experience out-of-home traditionally through billboards as well as many other inventive outlets. These ads connect the number one to Coca-Cola Classic in innovative ways. The messages are clean and easy to read without being dull or boring. What better way to accentuate the originality of Coke than through clever and colorful out-of-home advertising? Here's a look at what you'll see while traveling through a city near you.



Posters can be placed in transit shelters.



The campaign works effectively during the holiday season as well.

Radio Advertising "Coke Classic Jams"

Our research indicates that the typical member of our target market has a short attention span, is not easily swayed by advertising gimmicks and appreciates directness. Based on this knowledge, we decided that lengthy spots are not a useful way to reach our audience via radio. So, Coke Classic Jams was born...

We will reach our target market members by sponsoring hour-long music sets on some of the most popular radio stations across the nation. Radio DJ's will simply announce at the beginning of the hour and between every three songs that Coca Cola will sponsor the next hour of "classic" music.

Non-Traditional Advertising "The New Classics" Web Page

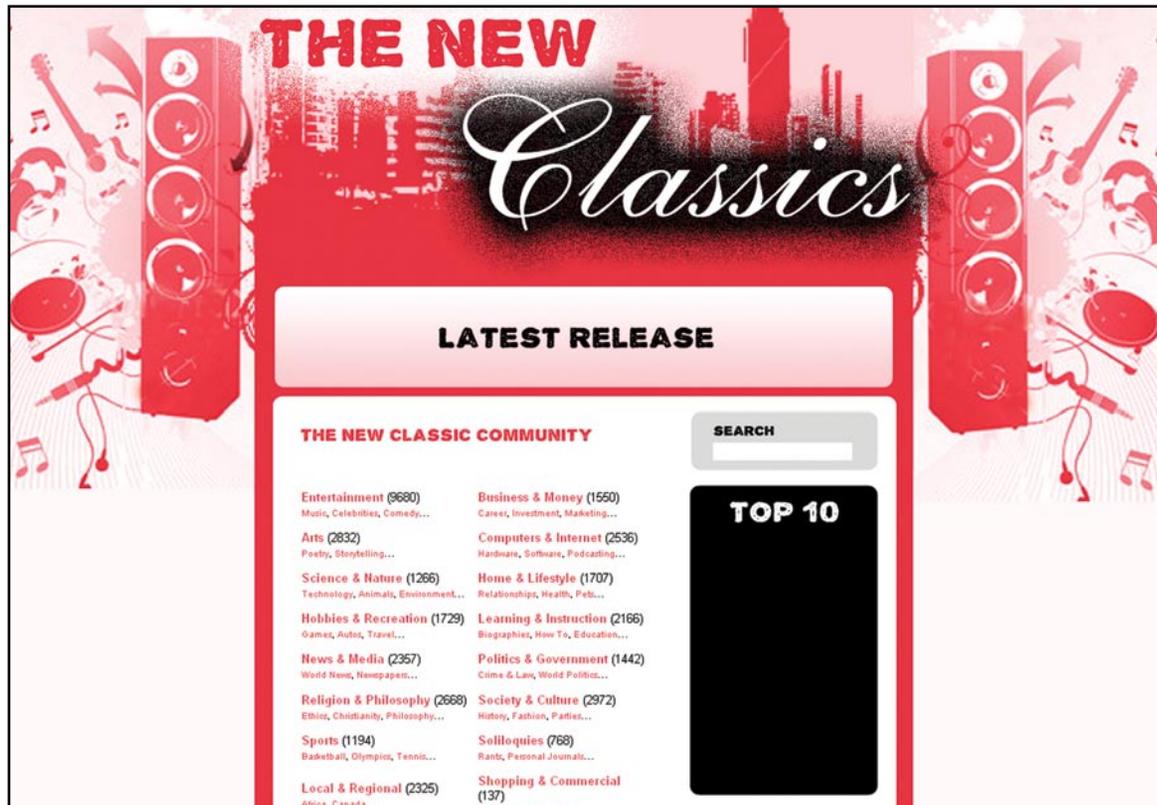
In conjunction with our radio advertising, listeners will be able to request their favorite classic songs on mycoke.com, which will increase website traffic. Listeners will also be reminded once an hour of the Coke Olympics, and be encouraged to visit the website for entry details.

Free downloads of Coke Classic Jams recordings will be available on the website for listeners to download. This allows our target market to have a copy of the broadcast developed based on their personal requests.

Reactrix Floor Advertising

Reactrix Interactive Floor Displays will be placed in malls and movie theaters around the country. They will feature the contour bottles that react when stepped on by exploding with color and different visuals.

The interactive ads get the consumer involved, creating interest in the product. The consumer makes the experience their own. This means that they're not being sold to or told what to do by the advertiser. It allows them to be independent while receiving the Coca-Cola Classic message. Reactrix is still a relatively new form of advertising, thus embodying the original idea behind the campaign.



'The New Classics' Music Downloads Page



Example of Reactrix Interactive Media.

Sales Promotion “Carnival Classics” Video Game

The Nintendo Wii video game system is an entirely original and innovative gaming system in which the user’s actual movements control the character (for a tennis game, the user would make a tennis swing to hit the ball, golf/golf swing, etc...) The Coke Carnival Classics is a series of “Classic” games you would find at a carnival or an arcade... with a twist on Coke.

Games include:

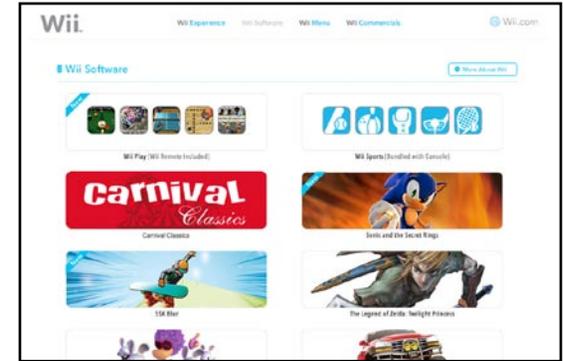
- Dunking Booth – throw a Coke can to dunk a character
- Knock over the Coke bottles (similar to bowling)
- Skeeball with Coke cans
- Thirst Strength – similar to hammer strength test to ring a bell
- Squirt a Coke bottle into the mouth of a clown until a balloon pops

The Wii system is online, therefore world records and live competition will be used for the game. People will compete for points against each other online, the top ten contestants in each event will win Coke Reward points to redeem at MyCoke.com and will have their names featured on the Coke website.

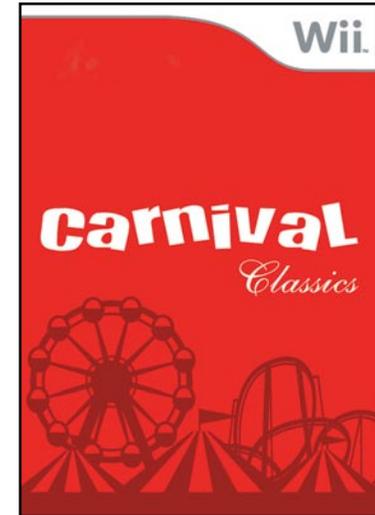
Sales promotions will appear in supermarkets and convenience stores at point of purchase displays. The games will also be available online for purchase at mycoke.com. Costs will be minimal since Coke already has game designers, we will use their skills to create Wii games. The games will be sold for \$4.99.



Screenshots for ‘Carnival Classics’ on Wii.



Online store for Carnival Classics on Wii.com.



Cover art for Carnival Classics.



Point-of-Purchase Display for Carnival Classics

Meet the Tallboys: (\$142,000)

The purpose of this promotion is to generate buzz about the new “Tallboy” can. Coca-Cola Classic has already released a new can in Germany called the “Sleek” can, which has a 330-ml filling volume, but is over an inch taller than the current can and thus significantly slimmer. Research has shown that a slenderized can is a preferable packaging shape among Influencers and Accepters, because the slimmer shape is perceived as healthier.

Coca-Cola Classic will co-brand with the National Basketball Association to sponsor “Meet the Tallboys.” The premise is to introduce the “Tallboy” can and to circulate traffic to mycoke.com. The promotion gives consumers a chance to go to an NBA Finals game while increasing awareness of the new “Tallboy” can.

There will be sales promotions in supermarkets and convenience stores that lead consumers to the new “Tallboy” cans. The cans will be packaged individually, 6-packs, and 12-packs. The packaging will include information on “Meet the Tallboys” and will direct consumers to mycoke.com for contest registration.

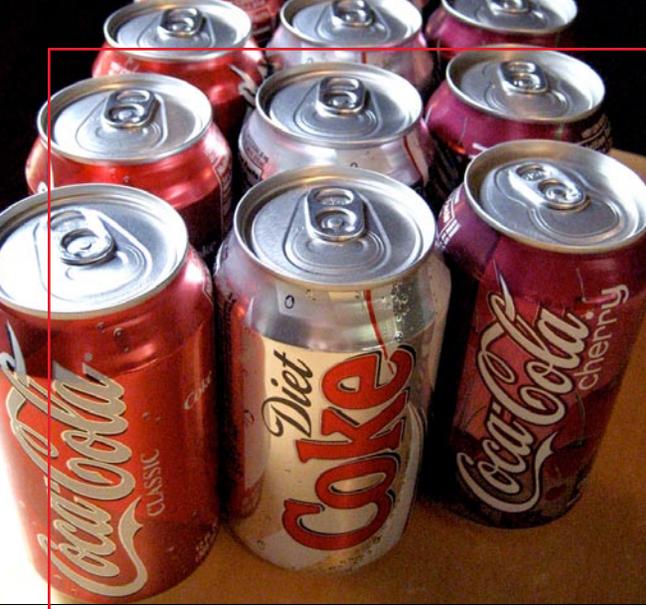


Tallboy Can

Contestants must register through mycoke.com or through a link on the NBA.com website. Since the NBA playoffs end in early June, this co-branding venture will begin April 1, 2008 with online registration. The deadline to register will be Sunday, May 18, 2008. Drawings to determine the three winners will be Monday, May 19, 2008. Winners will be contacted immediately.

The first winner will attend Game 1 of the Finals, the second winner will attend Game 2 and the third winner will attend Game 3. In addition to going to a Finals game, the trip itself will be all-expense paid – including airfare, accommodations and NBA gear. Other contestants will receive NBA and “The Coke Side of Life” gear.





Variety Pack: (\$8,000)

Coca-Cola Classic will introduce a variety pack in supermarkets and convenience stores starting May 1, 2008. The variety packs will be 12-count, with four each of Coke Classic, Cherry Coke and Diet Coke. A variety pack allows families to have an assortment of Coke products without buying multiple 12-packs (saving money and fridge space).

There will be sales promotions in supermarkets that lead consumers to the variety packs in the soft drink aisle through floor stickers. Costs will include a 12-pack redesign of packaging that shows consumers what's inside the box, totaling \$8,000.

Coaster Coupons: (\$1,400)

Advertising on coasters in bars and restaurants has become a popular form of non-traditional advertising. This is an easy and fun way to reach our older target market, the Influencers, who frequent bars and restaurants. The coasters will feature the slogan "There's Only One Original" with a Coke bottle. Costs per coaster are \$.14; an order of 10,000 would cost \$1,400.



Foam Fingers: (\$6,750)

Everyone loves rooting for their favorite team! Foam fingers are a spirit section favorite and will now include Coke slogans and bottles on them. The foam fingers will be given out at all Coke Olympic events as well as professional sporting events in cities where Coke Olympic events are held. Foam fingers help spectators show their support and excitement for their favorite teams.

Foam fingers cost about \$1.35 each so 5,000 would be \$6,750.





The Coke Olympics (\$261,300)

Coke Classic will sponsor mock-Olympic games held in the summer of 2008. The campaign will run from May 1 through September 1, 2008. The winner of the Coke Olympics will win a trip to the Olympic Games in Beijing in August 2008.

The 2008 Summer Olympic Games will be held from August 8, 2008 (08-08-08) through August 24, 2008 in Beijing, China. The number eight will be used as a theme throughout our campaign. The event will be held in eight cities throughout the country, each including eight Olympic events, for an entry fee of \$8 per participant.

Objectives:

- Increase Coke Classic brand awareness by holding nationwide events geared toward Influencers and Accepters celebrating the beginning of summer.
- Increase website traffic by holding Coke Olympic registration online with a link to the event page through the Coke homepage.
- Reach 29.5 million Influencers and Accepters through promotions and public relations.
- Build a positive and lasting brand image of Coke Classic.

Strategies:

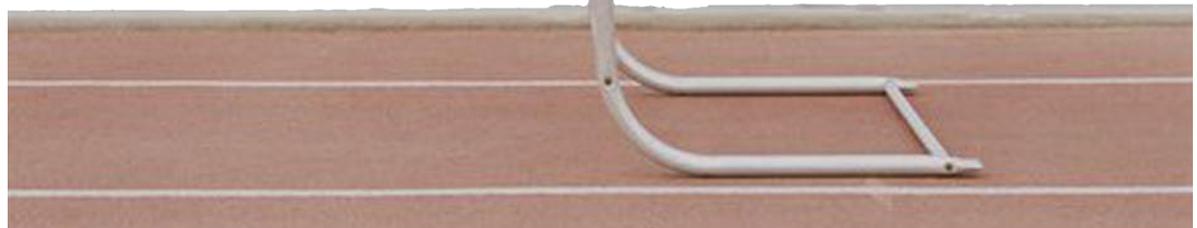
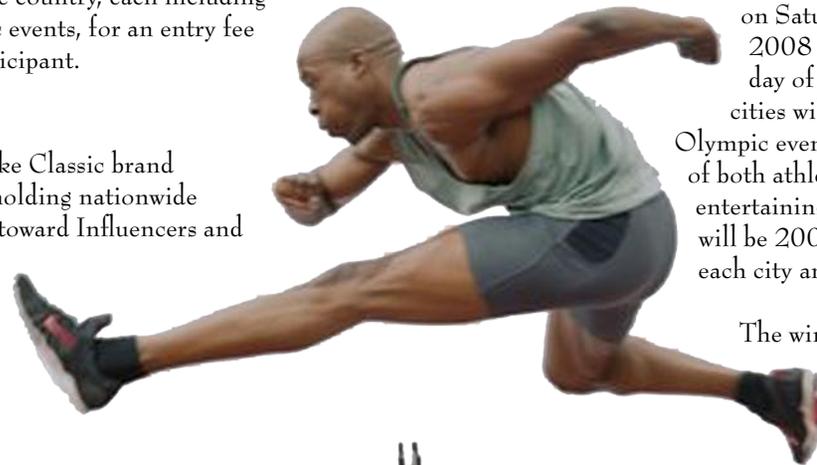
- Use Coke's reputation as an Olympic sponsor to create buzz around the event.
- Launch a section of the mycoke.com website that allows for quick sign-ups.
- Use summer as a motivator to excite Influencers and Accepters about the Coke Olympics.
- Remind Accepters and Influencers how fun, unifying and uplifting the "Coke Side of Life" is.

What is it?

The Coke Olympics begins on Saturday, June 21, 2008 (the first official day of summer). Eight cities will host mock-Olympic events that consist of both athletic events and entertaining contests. There will be 200 entry spots in each city and 50 alternates.

The winners from each of the eight cities will be flown to Atlanta to compete in the final in Centennial Park. This winner will win a trip to the Olympic Games in Beijing.

For entertainment, there will be concerts to attract more spectators, voted on by Influencers and Accepters during the Coke Radio Hour.



“Coke Can” Competition (\$29,750)

“What can you do with a Coke can?”

This competition involves people creating innovative designs using Coke cans. The eight categories of entry include: photography, drawing, painting, music, sculpture, graphic design, video formats, and other (non-specified).

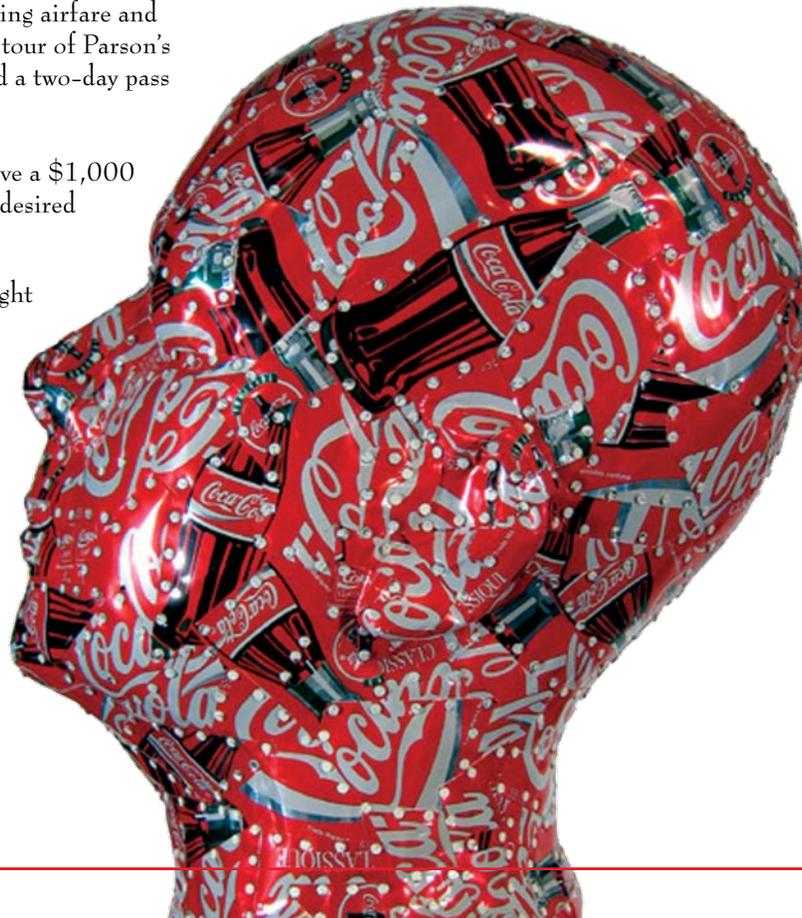
Entry details can be found at mycoke.com. A winner will be chosen from each category by a vote of online judges and the top eight winners’ work will be displayed for one month at the Coca-Cola Museum in Atlanta. There will be a voting booth at the display so that visitors can vote on a grand prize winner.

The grand prize winner will receive a weekend trip for two to New York City including airfare and three nights in a hotel, a guided tour of Parson’s The New School for Design, and a two-day pass at MoMA.

All eight winners will each receive a \$1,000 scholarship credit towards their desired program at the Art Institute.

Our target market is unique, bright and ambitious. This contest gives young adults a chance to showcase their individual talents. There is only one original Coke, there is only one original design, and there is only one original you.

Coke can motivate.
Coke can design.
Coke can create.
You can inspire.



Coke Sponsors Inner City Sports (\$7,500)

Coca-Cola Classic will sponsor inner city basketball, softball, and baseball teams throughout 2008. The teams will be from the top ten DMAs (New York City, Los Angeles, Chicago, Miami, Philadelphia, Dallas, Detroit, San Francisco, Atlanta, and Washington DC). Coke will sponsor one team from each category from each city. Not only will this allow Coke to give back to the community, but it will be a good way to target minority Accepters in these markets.





What is Media Engagement?

Connotations of Engagement

En·gage·ment: n. 1 engaging or being engaged 2 to involve oneself or become occupied; participate.

Category 5 not only wants to reach our target audience, we want to engage our target audience. Accepters and Influencers are constantly bombarded by messages. We want our message to stand out. We want Accepters and Influencers to not only listen to our message, but also to engage themselves in our message.

Our mix between traditional media outlets and non-traditional ones is sure to reach and engage our target audience of Accepters and Influencers on a variety of levels.

What Can Media Do?

Media Objectives

- Create national awareness of the “There’s Only One Original Coca-Cola” campaign among 13-24 olds before the start of the 2008-2009 school year within the \$15 million budget
- Concentrate advertising efforts in ten U.S. cities with the highest youth and multicultural populations
- Reach 85% of Accepters and Influencers through a mix of traditional and non-traditional vehicles with an average frequency of 3
- Generate buzz at the beginning of the campaign with viral marketing and innovative out-of-home strategies
- Provide sustaining support through the remainder of summer months following campaign introduction with an increase in activity prior to Coke Olympics activities
- Supplement promotions with media buys in ten target cities with greater emphasis on the Southern region

How Will Media Do It?

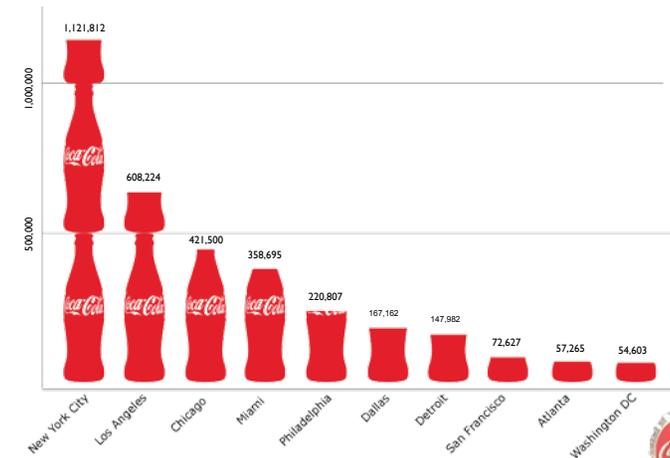
Media Strategies

- Generate buzz at the start of the campaign in January with an innovative mix of radio, out-of-home, viral marketing and guerrilla tactics
- Use traditional media to reach the national market of Accepters and Influencers with supplemental media buys in ten target cities to reach multicultural youth and young adult market
- Utilize a flighting television schedule. Supplement campaign launch with television buys in January and March. Restart advertising in May, June and August to place a greater emphasis in the summer months. Resume advertising in November to provide sustaining support throughout the year
- Implementation of original non-traditional methods to differentiate Coke from its unoriginal competition
- Drive consumers to mycoke.com through promotions held throughout the summer months

Engagement Tactics

Category 5 chose ten cities to target based on DMA rankings, U.S. teen and young adult population and multicultural concentrations. Research shows that twice as many teens and young adults live in the South than any other region in the U.S.

Total Population 13-24



Traditional Engagement:

Television: (\$5,637,200)

Network TV: (\$2,456,300)

30-second advertisements during daytime, early fringe, primetime and late fringe hours of 11:30-1am.

Rationale: TV is the main source of entertainment for both Accepters and Influencers. Influencers are busy at school or work during the day. They tend to watch TV once they return home in the evening and stay up to watch late-night TV. On the other hand, Accepters have a greater tendency to watch programs after school, during early fringe hours of 4-6pm and during primetime hours. Multicultural youth list FOX and NBC as their favorite networks, as do the rest of the U.S. youth population of 15-24 year olds.

Selections: National and local spots in target DMAs. Suggested networks include FOX, NBC and ABC.

Run period: January, March, May, June, August, November

Cable TV: (\$2,146,800)

30-second advertisements on network cable during daytime, early fringe, primetime and late fringe hours.

Rationale: 56.1% of 18-24 year olds report having cable TV in their homes. Category 5 will create national awareness through network cable buys while allowing for greater awareness among our ten target cities through additional spot cable buys.

Selections: National spots in mentioned dayparts with additional local cable spots in ten target cities. Suggested networks include: MTV, Comedy Central, ABC Family, Spike TV, VH1, ESPN, TBS, BET, and the Disney Channel.

Run Period: January, March, May, June, August, November

Spot TV: (\$1,034,000)

30-second advertisements on spot TV during daytime, early fringe, primetime and late fringe hours.

Rationale: Additional buys in spot TV ensure that the top 10 target cities are strongly reinforced with our campaign message, "There's Only One Original Coca-Cola." Spot TV allows us to effectively reach our target market in the 10 biggest cities at a lower cost.

Run Period: January, March, May, June, August, November

Radio: (\$374,200)

Sponsorship of hour long commercial free Coke Classic music sets in ten target cities with a total of 30 seconds per hour to introduce and remind listeners that Coke is the official sponsor. Coke Classic Jams will play classic songs from the 80s, 90s and today that make Accepters and Influencers turn up the radio and tune everything else out.

Rationale: Research shows that both Accepters and Influencers hate radio commercials. They change the station as soon as a commercial comes on. Coke Classic Jams will play classic songs that our target market loves- songs that could never be copied. Listeners will be able to request songs for Coke Classic Jams through the Coke website. Coke Classic Jams will be an integral part in the introduction period of the Original campaign to generate buzz.

Selections: Contemporary Hit and Urban Contemporary station formats are most popular among our target multicultural demographic.

Run Period:

Campaign Introduction: January, February

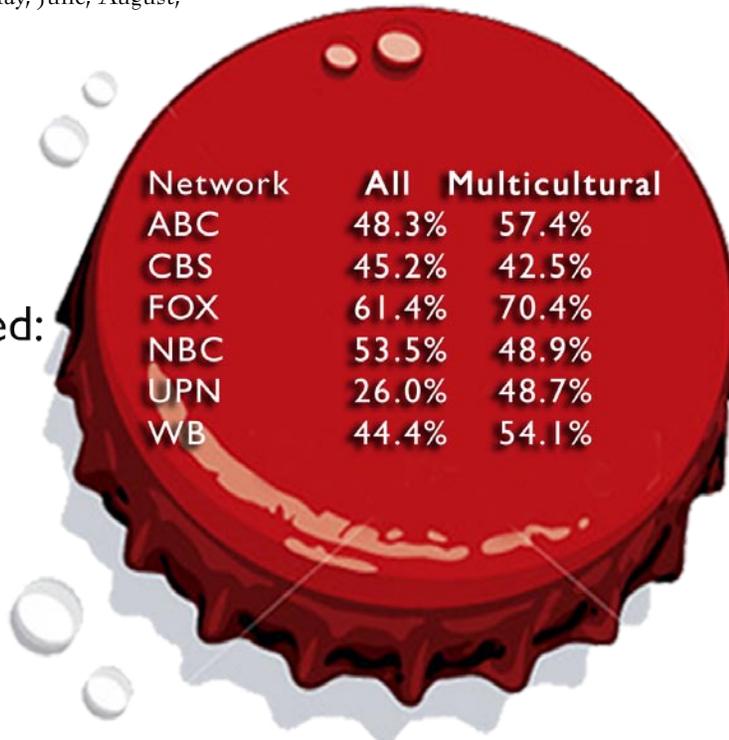
Sustaining Support: March, April, May

Post-Coke Olympics Support: September, October, November

Broadcast

Networks Viewed:

15-17 Year-Olds



Magazines: (\$1,396,191)

Four-color full-page ads in popular magazines among Accepters and Influencers with a kickoff spread in ESPN Magazine.

Rationale: Accepters and Influencers trust magazine advertising more than any other medium. 41.2 % of Influencers are reported to rely on magazines as their main source for information. Category 5 will target our demographic much more easily through magazines as they are tailored to specific interests and lifestyles. Research shows that Accepters aged 13-17 are least likely to multitask when reading magazines, therefore are more susceptible to our message.

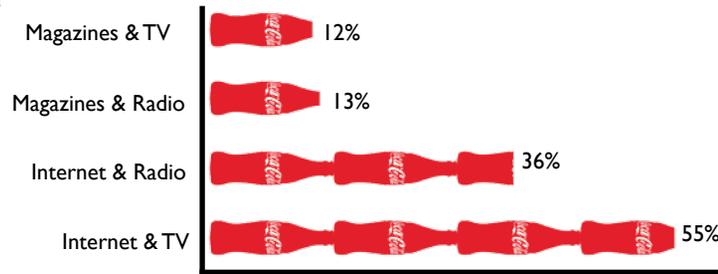
Selection: Category 5 chose seven magazines based on MRI data. These magazines are popular amongst the 13-24 age segment: Seventeen, Boy's Life (Teen Edition), Game Informer, Electronic Gaming Monthly, Allure, Vibe, ESPN The Magazine

Run Period: Flighting schedule from February to October.

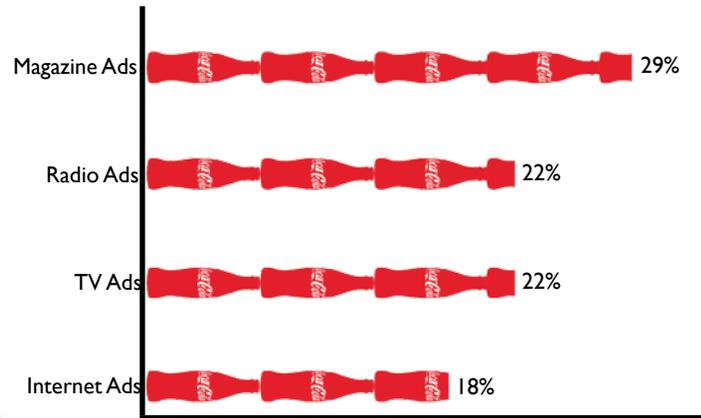
Added-Value: (\$0)

Internet skyscraper and banner ads will be negotiated for placement on corresponding online issues of each magazine.

Accepters [13-17] & Multitasking Media



Accepters [13-17] and Advertising Trust by Medium



Outdoor: (\$3,332,607)

Combination of transit advertising and out-of-home advertising in ten target cities.

Rationale: Category 5 will increase reach and generate awareness through innovative OOH strategies. We will reach students on their way to school. Students who take public transportation will be reached through interior bus cards and transit shelters. 10% of people who live in urban areas 18 years-old and younger and 83% of those over 18 report using public transportation. However, we haven't forgotten about those students who don't take public transportation. Students who are driven to school or who drive themselves will be reached through eye-catching billboards and rotary bulletins. OOH advertising will help kick off the "There's Only One Original" campaign with interior transit cards in five out of the ten target cities; with the remainder of OOH media buys in all ten target cities following in March.

Selection: Clear Channel Outdoor; Transit advertising will be placed in the five cities that show the highest rates of transit ridership. These cities are Philadelphia, Chicago, New York, Washington DC and San Francisco. Billboards and rotary bulletins will be placed in Dallas, Los Angeles, Miami, Detroit and Atlanta to achieve greater awareness of the campaign. Additionally, advertisements will be placed on bus shelters in Los Angeles and Miami in April where bus ridership is high.

Run Period: January to June

U.S. Cities with Highest Transit Ridership

New York City	54.35%
Washington DC	34.47%
San Francisco	32.64%
Chicago	26.71%
Philadelphia	25.93%
Atlanta	15.61%
Los Angeles	14.40%
Miami	11.60%
Detroit	8.80%

Mall Advertising: (\$111,600)

Backlit displays in malls in target cities

Rationale: According to the Simmons Teens National Consumer Survey, 87.7% of female Accepters reported going shopping at a mall in the last four weeks. Likewise, 51.4% of female Influencers and 25.2% of male Influencers go shopping frequently. Since the average mall visit lasts 78.1 minutes, Category 5 realized that mall advertising is an ideal way to reach our target audience in their natural habitat- the mall!

Selection: Two backlit displays in three different malls in each of the target cities. Each mall represents different socioeconomic levels creating a broader reach.

Run period: Back-to-school shopping months of August and September.



Non-Traditional Engagement

Cinema Advertising: (\$720,000)

30-second spots in five different theaters in five target cities.

Rationale: According to MarketResearch, nearly all female Accepters (97.6%) say they went to a movie in the last 6 months. Male Accepters are almost equally as likely to have gone in the past 6 months (94.1%). Primary research shows that consumers find movies an ideal platform for advertising since consumers are already in place to watch a movie. They will be engaged by an ad because they have no other place to focus their attention.

Selection: National Cinemedia; Five different theatres in each of the following target cities: New York, Chicago, Los Angeles, Dallas and Miami.

Run Period:

Summer movie season: June, July, August

Holiday movie season: October, November, December

Recommendations:

Summer Season: The Incredible Hulk, The Love Guru, Mamma Mia!, Indiana Jones 4, Sin City 3
Holiday Season: James Bond 22, Harry Potter and the Half-Blood Prince, Angels and Demons, Madagascar 2, Where the Wild Things Are

Reactrix: (\$250,000)

Reactrix interactive media displays will be placed in malls and movie theaters with high traffic of Accepters and Influencers.

Rationale: When we talk about engaging our target audience, Category 5 found Reactrix to be the ultimate engagement tool. Reactrix interactive displays encourage consumers to physically interact with the visual content in the displays. Reactrix displays will literally make our ads come to life and allow our target audience to interact with our message; making for an unforgettable brand experience. According to Arbitron, Reactrix displays retain customer attention with 86% unaided recall.

Selection: Displays will be placed in ten movie theaters in each target city; and will be located in theater hallways and by food concessions. Displays will also be placed in five high-traffic malls in each of the ten target cities; near food courts and by mall entrances where visibility is high.

Run Period: Reactrix displays will coincide with both cinema advertising and mall advertising: June to July, September to October and December.

Scooter Advertising: (\$297,500)

Scooter caravans with double sided illuminated billboards following urban marketing routes.

Rationale: An innovative twist to outdoor advertising, scooter advertising is eye-catching and can be used to target specific demographic segments. Scooter advertising utilizes fleets that tow double sided, illuminated billboards with poster dimensions of 60.25" by 41.25." Category 5 decided to use pre-designed "urban marketing routes" in each target city to reach college students and will add supplemental routes to target high school students.

Selection: Scooter advertising will run in our ten target cities. Category 5 will employ seven scooters in a caravan.

Run Period: Scooter caravans will create awareness for Coke Olympics events in each city. Caravans will be deployed for the seven days prior to Coke Olympics events in each city (August 1 to August 7).

Bottle Graffiti Art: (\$100,000)

Graffiti art spray painted in the outline shape of the Contour bottle (using stencils) is an innovative grassroots method to reach Accepters and Influencers as they live their daily lives: on sidewalks on the way to schools, outside of malls, skate parks, and any other place our target audience goes.

Rationale: Coca-Cola Classic contour bottle has been around since 1916. It was created so that no one could copy it and was one of the few

packages ever granted trademark status! In 2007, the Coke Contour bottle still remains unable to be copied and its silhouette unmistakably signifies Coke. That's how it got to be one of the most recognized icons in the world. Stenciled graffiti art reaches Accepters and Influencers while they're doing every day activities. Once they see the unmistakable outline of the contour bottle, they'll immediately be reminded of the original Coca-Cola and buzz will be generated. (Don't worry environmentalists- the environmentally-friendly spray chalk washes away within a month!)

Selection: Guerrilla marketing teams will outline Contour bottle shapes using stencils and washable spray chalk in the ten target cities. They will spray paint contour bottle outlines where Accepters and Influencers frequent daily: sidewalks on the way to schools, skate parks, malls, basketball courts, beaches and movie theaters.

Run Period: January and February

Podcasts: (\$0)

Podcasts will be created from the Coke Classic Jams commercial free music hours on radio. They will be available to download at mycoke.com after each Coke music hour.

Rationale: Podcasts are increasingly popular among Accepters and Influencers as most of them already have iTunes on their personal computers. Accepters and Influencers can download the Classic songs they love on to their own computer or iPod using Podcasts and they can listen to them whenever they want.

Selection: MyCoke.com.

Run Period: (Corresponds with Coke Classic Tunes radio sponsorships) January, February, March, April, May, September, October, November

Online Advertising: (\$224,000)

Internet ads on popular websites among Accepters and Influencers.

Rationale: The Internet is a major medium that 13-24 years olds interact with on a daily basis. Accepters and Influencers often use the Internet while engaging in other media like TV or radio. However, research shows that Internet pop-up ads are one of the most annoying forms of advertising to our

demographic. Therefore Category 5 recommends advertising on the most popular and most frequented websites by 13-24 year olds and no pop-up ads!

Selection:

Facebook: (\$54,000)

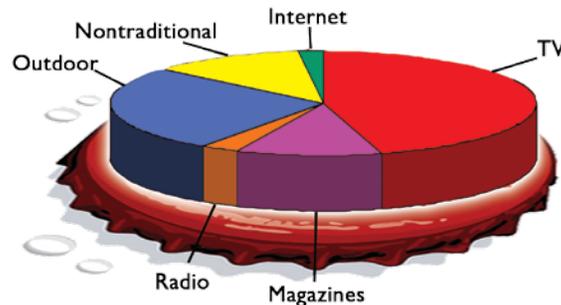
Facebook.com directly advertises to college students through the use of low-cost Facebook flyers. 30 college campuses with the largest student enrollment were chosen to advertise to using Facebook flyers.

Run Period: May to August

Tagged.com: (\$170,000)

Tagged.com currently has 7 million registered users within Coca-Cola's Accepters teen demographic and is expanding to the 18- 24 market as well. Coca-Cola will create a brand tag for users to acquire. The brand tag will remain on their profile forever even if Coca-Cola only offers the tag for 6 months, thus still creating impressions long after the campaign. Also,

Media Breakdown



Coca-Cola will do home-page takeovers for 6 days (1 day every month) to highlight the brand. Tagged.com will also be able to identify those who have tagged the Coca-Cola brand to keep track of its popularity within our target audience.

Run Period: January to March and May to July

MySpace.com: (\$0)

An even trade will be negotiated to advertise on myspace.com. A Coca-Cola Classic profile page will be created for users to befriend. And can be used as another website to check on for Coca-Cola updates on promotions and contests.

Run Period: January to December

YouTube.com: (\$0)

Ads from our "There's Only One Original" campaign will be placed on YouTube.com for Accepters and Influencers to share among their peers.

Run Period: April to December

AOL Instant Messenger (AIM): (\$0)

AIM is a great platform to reach our youthful demographic of Accepters and Influencers. Advertising in the buddy list window will be negotiated with AIM. Coke will do an even trade in order to place mouse-over expandable video with a link to mycoke.com in the window that millions of users see when they are signed on.

Run Period: May to December





Evaluation

Testing and evaluation of the “There’s Only One Original” campaign will be conducted shortly after the beginning of the campaign and will continue throughout the year using various quantitative and qualitative methods. This will allow ongoing tracking of the campaign’s visibility and impact.

Concurrent Testing

- Track submissions to the Coke Can contest and Coke Olympics through the website.
- Track press coverage, news articles and video clips that appear in print, Internet and television throughout the year about the campaign.
- E-mail surveys to those who have registered on the website or entered contests to get feedback from our target market.
- Changes can be made throughout the campaign if there are any findings suggesting that the campaign objectives are not being met.

Post-Testing

Quantitative Measures

- Calculate the number of visitors to the websites.
- Administer surveys to the target audience to gauge changes in their beverage preferences.
- Track the effectiveness of the campaign by calculating information on quarterly sales of Coca-Cola Classic.
- Quantitative measures will continuously help to track the success of the campaign and will provide constant insight into the reasoning for target market beverage choices. The research will also provide statistics on why the current campaign is effective in reaching the target. Post-tests will also highlight any suggestions for changes to the current campaign that may not be working to reach the target market.

Qualitative Measures

To get insight into the campaign and see if current advertising is making an impression on the market, we will conduct focus groups and in-depth interviews with the target market and some previous research participants. The qualitative research will be used to assess brand awareness, brand loyalty, satisfaction with the new campaign, and other matters concerning the Coca-Cola Classic brand.

The Next Step

After the first year of “There’s Only One Original” Campaign, Coca-Cola must continue its brand health and consumption efforts to ensure the brand’s positioning and profitability with the youth market. To assist Coke in this, Category 5 has developed a two-year plan to leverage the momentum of the initial twelve-month campaign.

This two-year plan continues the efforts of the “There’s Only One Original” campaign by targeting the same market with an updated mindset. This is a target market where trends and beliefs continuously change. What was accomplished in the first campaign will set the stage for Coca-Cola Classic’s brand image, whereas the two-year plan will maintain and improve upon the brand’s positioning. Once Coke reconnects with the youth market, Category 5 will provide the means to continue this effort.

Research:

Continue research on the target market to track brand perception and buying trends.

Promotions:

Extend the Coca-Cola Classic Tallboy campaign after its success with the NBA.

Public Relations:

Repeat the Coke Olympics in the year 2010, but geared towards winter sports. Coke will then send the winner to Vancouver in similar fashion to that of the Summer 2008 Olympics.



Why Choose Us?

It isn't difficult to connect the University of Miami Hurricanes to the name Category 5. Of course, we are a force to be reckoned with – an agency that understands Accepters and Influencers and knows how to connect them with Coca-Cola Classic. Our target market considers themselves as individuals. This means originality that can never be duplicated. Coke Classic naturally embodies these qualities and that led us to our campaign slogan "There's only one original." We used this slogan to supplement the tagline "The Coke Side of Life" in our creative endeavors. Our agency knew it was important to reach the target consumer through traditional media outlets like TV and we did in so in a way that we believe will gain the attention of 13 to 24 year-olds on a national level. On the other hand, clutter and a lack of interest can leave traditional vehicles in the gutter if the target isn't paying attention. Category 5 needed new and original ways to target these consumers. We decided to use non-traditional media like scooter advertising, sales promotions like the new TallBoy can and PR that will inspire originality like the "Coke Can" campaign. We even installed ways to monitor the campaign and projected Category 5 into the future by predicting the next step. This campaign is going to make 2008 the most original year Coca-Cola Classic has ever had.

Finally, the hurricane metaphor for Category 5 goes even further. After a violent hurricane season, it's not uncommon to see the community come together to tackle the problems that the destruction has caused. We at Category 5 are like the local community when it comes to marketing problems like that of Coke Classic's. We put our heads together and successfully tackled the problems Coke has with the target market. To us, the Coke Side of Life is that there's only one original Coca-Cola Classic. And there's only one agency that can deliver this message and that's Category 5.

Category 5 Advertising



Account: Ashley Hahn, Keitra Harris, Nina Juhart, Urska Kukovic, Siobhan Pangerl, Megan Schulte

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PR: Valerie Galati, Ashley Hahn, Megan Schulte

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