

MEDIA ADVERTISER OF THE YEAR

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Annexe: PPT with illustrations

MEDIA ADVERTISER OF THE YEAR - My recipe for Real Magic by Naomi Osorio Galan

Dear AMMA jury,

It is with huge excitement that I'm writing this case for the AMMA - Media Advertiser of the Year award. With a relentless passion for innovation and an unwavering commitment to creating impactful media campaigns, I have successfully driven brand awareness and engagement, earning recognition as a key player in the advertising industry. Here is my *recipe for Real Magic*, I hope you'll like it.

Remarkably Experienced Leader at 34: Merging Youth with Extensive Expertise and Vision

With a decade of experience in the media sector, including 7 years at agency side at Dentsu (Client lead on Beiersdorf & LVMH) and IPG Mediabrand (Client lead on Coke), I have truly sharpened my skills and expertise. Almost 4 years ago, I decided to leave the agency world to enter the advertiser one when my former client Yves De Voeght decided to leave the Coca-Cola Company. One question popped into my mind, although it seemed soon at first sight: do I go for it or not? Am I not too young? Do I have enough credibility to succeed my predecessor? I decided to take the challenge, apply and go for it... And here I am, four years later, Senior Manager Media Operations Belux, convinced I made the right choice.



I am a media and marketing enthusiast and as such I take my role as head of media for Coke very seriously, as I am convinced that such a brand and group can set the trend, help the sector evolve and encourage innovation & creativity. I take my role as an incredible opportunity to inspire not only our audiences but also the Belgian media sector and the future media and marketing generations. That is also the reason why I am a professor of media strategy & planning at IHECS since 4 years.

Media plays a crucial role in Belgium, and the transformation of the media strategy that I have led has resulted in significant business growth. As recognition for these achievements, I have officially joined the Belux board within Coca-Cola, highlighting the importance of my expertise and market footprint. This recognition is particularly noteworthy, as media leads are not typically included in the board.

Due to the excellent results achieved with Fuze Tea in Belgium, both in brand equity and business performance, I have been appointed as the media lead for Fuze Tea's global charter to drive the strategy guided by insights from the Belgian market. Additionally, as the JBP TikTok lead at the European level, I have unlocked several test and learn opportunities for Belgium—a market not often prioritized by international digital platforms. This role has allowed me to drive innovative digital strategies within the region.

Being inspiring

Contributions to the media sector

Influencing the current media and marketing sector is important but getting the future generations on board is crucial to elaborate future proof strategies. As a student and very young professional I remember being inspired by experienced talents of the sector and that has followed me throughout the years. Keeping that in mind, has pushed me into doing the same for the youngsters which will constitute the media experts of tomorrow. As a result, I give weekly classes to 3rd year students at IHECS about media strategy and planning, and I transmit my passion and get them excited about their future jobs. Influencing the next generation is not only about teaching them at school, but it's also about welcoming them into our day to day, into our brands and into our jobs. That is why I welcome those students every year in the Coca-Cola's offices in Anderlecht to encourage sharing sessions and discussions between them and other marketing experts of the Company.

Moreover, I have also been invited as a guest speaker at ULB for 2 years in a row to talk about the evolution of social media and influence marketing and also to UMONS to speak about the evolution of media and the digital transformation we are operating at Coca-Cola.

On top of teaching and lecturing at universities, my contributions to the media sector have been substantive and diverse by being very invested and engaged in the local media and marketing community over the years:

- Member of the final AMMA jury 2025
- Presentator at Ad Night for students to inspire them
- Member of UBA round table about AI in the Belgian Marketing industry
- Member of Media Strategy jury 2024
- Member of the jury Agency of the Year 2022/2023 (MM/Pitchpoint/ACC)
- Member of the final AMMA jury 2023
- Clear Channel Belgium Academy 2023
- Member of the YMCE jury (2021 - 2022)
- UBA Brand Building College (2021 - 2022 - 2023)
- UMA Youngsters Committee & UMA get together presentator (2019 - 2020)

I passionately believe that supporting the industry is key to bring the Belgian media market to the next level. I ensure that Coca-Cola is supportive of many industry events and organizations such as UMA, AMMA, Creative Belgium Awards among others. Next to that, it is crucial for me to develop new media momentums in Belgium following the market trends, therefore I decided to partner up with the Bisou Awards, the very first national influencer award show in Belgium that took place in October 2024.

Being bold

Creative, innovative, original and daring media choices

As a media lead in Belgium, my approach served as best practice examples across Europe with our local innovative influencer marketing approach and creative outdoor media executions.

To achieve this success, I have implemented an integrated media strategy that aligns media, creativity, influencer marketing, PR, events, and field activations, thereby redefining how we operate our media implementations today. By synchronizing all aspects of marketing and media, we have created a seamless process, focused on points of integration, collaboration, and simplicity.

Traditional and proven media, like OOH and audiovisual channels, are our trusted allies to ensure brand visibility, command high attention, and stay close to our loyal consumers. Yet, rational thinking dictates that we must evolve with the times because the world is changing, and so are we. Our audiences are constantly navigating a universe of endless connection through the power of digital. That's why digital-first thinking is at the core of every strategy I implement.

But there's a paradox in this digital age: in our constant connectivity, we sometimes miss out on real-life experiences. I believe that a brand like Coca-Cola has the power to bridge this gap and drive change. My strategy aims to create an experience-based ecosystem where the magic of "phygital" (physical and digital integration) is key to thriving.

Creativity, in the broadest sense, should be the foundation of every discussion, every plan, and every media choice. Teamwork and collective thinking are at the heart of every successful media strategy. Our local approach guides everything we do, ensuring that we stay connected, innovative, and resonant with our Belgian audience.

One of my local challenges has been gathering first-party data as a brand that does not sell directly to consumers. To address this, I have been working closely with my local agencies to generate growth in this aspect. Together, we are implementing strategies that drive online traffic to the Coca-Cola App, enabling effective first-party data collection and ensuring our approach remains future-proof.

The campaigns we entered for the '25 AMMA awards showcase my local innovative media approaches, successful media strategies, and effective content marketing:

- Coca-Cola and Oreo's campaign celebrated friendship with a **unique Belgian media strategy**. Combining physical experiences, like the Friendship Factory 3D billboard, with digital activations on TikTok and a first-ever activation on Spotify, we engaged Belgian Gen Z. This strategy bridged real-world and digital connections, delivering impressive increases in weekly consumption and brand equity. (appendix 1)
- **Innovative sampling for Royal Bliss**: Inspired by a TikTok trend of botanical walls at weddings, where guests ring a bell to receive a champagne glass, we revolutionized outdoor and experiential marketing by implementing this trend into our Royal Bliss media and activation strategy. We transformed traditional out-of-home advertising into a multi-purpose execution, combining a billboard, sampling station, and pop-up experience. (appendix 2)
- **Pushing local sales houses to the extra mile to foster creativity and innovation**:
 - o Step into the Magic: Due to my strong collaboration with media vendors, what started as a casual conversation and post it notes became Coca-Cola Belgium's Santa's Chalet at Brussels' 'Plaisirs d'Hiver.' Visitors were enchanted by this 3D technology-driven experience, flying alongside Santa and distributing virtual gifts. They could also scan a QR code to donate to Food Banks, providing holiday meals to those in need. (appendix 3)
 - o At my request, Clear Channel Belgium and RMB collaborated to create an innovative "phygital" campaign for Coca-Cola Zero Sugar. The Antwerp-Central Station event featured interactive football rituals, a photo booth, and a giant Coke can fridge. Using micro-influencers and real-time DOOH hijacking, we delivered dynamic, hyper-local content that resonated with Gen Z, boosting brand affinity and capturing attention during the EURO competition. This groundbreaking effort drove both emotional resonance and business growth. (appendix 4)
 - o For the first time in Belgium:
 - we brought *stickering* inside the metro — turning daily commutes into bold brand moments. With vibrant, eye-catching stickers placed in the metro itself, we introduced the new taste of Aquarius. Whether you're chasing a connection or just powering through your day, Aquarius is right there with you — hydrating, refreshing, and ready when you are (appendix 5)
 - we took over the city 2 shopping mall with Coke Flavours. We secured coverage for both entries, inside and outside, ensuring high visibility within the mall. This strategic move enhanced brand exposure and engagement with visitors. (appendix 6)

- **Driven by my determination to create Belgian-relevant content** perfectly tailored to our market and audience, and fully integrated with our media strategy, we launched an innovative campaign for Sprite. Featuring limited-edition Swet Brussels x Sprite hot sauces, the tagline “Heat Happens, Stay Cool” highlighted Sprite's refreshment with spicy meals. The Spicy Wheel Challenge, promoted by influencers, reached millions on Meta and TikTok, achieving an impressive 8% organic engagement rate (appendix 7)
- **Advocate of AI and technology driven solutions within content and media strategy** : In 2024, Fake Out of Home (FOOH) campaigns gained global popularity, with Fanta leading the trend in Belgium as the first in the Food/Drink category and second overall. Driven by my initiative, we developed four vibrant CGI videos and two special Halloween editions, blending real-world imagery with imaginative CGI elements to create engaging, locally relevant campaigns. Our success led Coca-Cola Atlanta to ask our Belgian team to develop international CGI content. These efforts significantly boosted brand metrics and business KPIs in Belgium (appendix 8).
- **Leading the way in ambassadorship as integrated part of the media strategy** : Influencer marketing holds a special significance for me, especially as we navigate an era where consumer behaviour is immensely shaped by social media and digital interactions. It is crucial to develop this touchpoint as robustly as we do with other media strategies, as influencers offer authentic connections and trusted voices that resonate deeply with today's audiences.
Through dedicated efforts and close collaboration with my agency, we have cultivated a powerful influencer marketing approach that is seamlessly integrated into our overall media strategy. This meticulous integration has not only enhanced our campaigns but has also positioned us as leaders within the food and drink category in Belgium. Our influencer marketing efforts serve as a benchmark, setting new standards and driving innovative strategies that resonate with our audience and amplify our brand's impact (appendix 9).

Being unifying

Getting the most out of our (Media) Partnerships:

Our partnership with EssenceMediacom and WPP has been a key factor in driving this success. Together, we have brought creative excellence and unparalleled marketing capabilities that no other advertisers can deploy. This partnership integrates our capabilities across content, media, data, production, and technology. What sets my approach apart is the integrated synchronization marketing-related topic beyond just media. I work closely with EMC and its Content & Creative team, Hogarth, Ogilvy Social.Lab, VML, FamousRelations, and affiliated field marketing partners to deliver outstanding results based on local priorities and developed assets.

This involves working closely with our partners at every stage, from brainstorming to briefing to planning, and rallying different media entities around a shared challenge.

For me, my partners are not limited to the agencies I work with. I value Belgian media actors as being crucial and essential to make our plans come to life in this market. Being an international company, we are often pushed to collaborate with global partners, but in my case, I always give the priority to local relevancy and in that sense to my long-lasting local media brands. Collaboration is key to evolve together and to go the extra mile, which is why I involve media partners from the beginning of the process, making them brainstorm along with the agencies and myself to build the most innovative plans together. In my opinion, this should be the standard way of working of each advertiser, valuing the biggest media partners but also the smaller ones which in many cases bring added value.

I collaborate with media partners in full transparency and on a regular basis thanks to my past in media agencies and I am fully convinced that considering them as partners rather than suppliers reinforces the relationship. In short: we are ALL one team.

Being recognized

Much like the Real Magic that is synonymous with Coca-Cola, my unyielding quest for excellence in media advertising is fueled by a blend of innovation, creativity, and strategic thinking. My leadership, coupled with my dedication to fostering education and propelling industry advancement, embodies the transformative power of this magic. I leave to some of my partners the responsibility of explaining to the jury why I am a suitable candidate to be elected Media Advertiser of the Year.

« 1. **Strong collaboration with agency & media partner** : Naomi has always encouraged a close, constructive & very respectful collaboration with agencies (media & crea) and media partners. She encourages cross-collaboration, with all key stakeholders around the table. Successes are common successes, celebrated together.
There is no fear of failure at Coca-Cola if we can learn & improve. Naomi has supported this approach at the very best.
2. **Innovation & Premières** : With its 70-20-10 strategic approach it is in the culture of Coca-Cola to support innovative approaches & test & learns. The local media partners have always been highly implicated in this co-creation process, with Naomi pushing them beyond what they considered not possible.
3. **Awards** : We have written and won so many cases together, for the AMMA or MIXX Awards ! It has always been important for Naomi to submit cases to Awards competition to make great ideas & people shine. »
Nathalie L'Hoir – Managing Director UM

« En tant qu'acteur spécialisé dans l'affichage publicitaire, collaborer avec le groupe Coca-Cola et plus particulièrement au quotidien avec Naomi c'est la garantie d'être impliqués très tôt dans leurs plans de campagnes et dans leurs réflexions.
Naomi fait partie de ces personnes qui donnent un réel sens au terme de partenaire, en vous considérant non pas comme un fournisseur mais comme un expert dans votre domaine dont l'opinion est souvent souhaitée et toujours écoutée. Et ce tant en amont de leurs campagnes quand il s'agit de cibler au mieux leur cœur de cible, de définir au mieux les emplacements d'affichage ou de réviser ensemble autour de concepts innovants ; qu'après leurs campagnes quand il s'agit d'identifier les facteurs qui vont nous permettre de perfectionner les suivantes.
Ce côté méthodique est une des facettes de Naomi. La curiosité professionnelle en est une autre. Naomi a à cœur d'être en permanence à jour et au courant des dernières innovations susceptibles d'apparaître sur le marché des médias. Son know how déjà très étoffé aujourd'hui s'enrichit au fil du temps pour faire de Naomi une Media Manager qu'on a du mal à surprendre, mais avec laquelle transparence rime avec confiance.
Elle dispose de cette faculté à rapidement analyser quelles solutions media pourront convenir au mieux aux ambitions de ses marques dont elle prend soin avec tellement de passion.
Pour conclure, sans même avoir eu l'événement sa personnalité sympathique et souriante, c'est un réel plaisir de collaborer avec Naomi et de participer de cette manière à la croissance des marques et des résultats de Coca-Cola.
Muchas gracias pour cela et longue vie à notre partenariat ! »
Sebastien Lemmens – JCDecaux

« Naomi est l'annonceur idéal.
Experte, elle a une connaissance approfondie de son métier, de tous les leviers d'activation à 360° et des approches consumer-centric efficaces.
Rassasiblouse, elle sait réunir les meilleurs talents autour de discussions vertueuses, en respectant le rôle de chacun avec pour objectif d'augmenter l'intelligence collective.
Partageuse, elle n'hésite pas à passer du temps à transmettre son savoir et à développer les talents qu'elle a autour d'elle.
Naomi est une grande professionnelle de la communication avec qui j'ai eu le plaisir de travailler pendant 3 années. Elle est promise à un avenir radieux et ses achievements font d'elle une des personnalités les plus fortes de ce marché. »
Alessandro Papa – CEO HighCo Data Belux

« Travailler avec Naomi est un véritable plaisir. Elle est une fervente partisane de la créativité, toujours en quête d'approches novatrices. Contrairement à un bon nombre d'annonceur elle ne se contente pas de suivre uniquement les grands acteurs du marché. Au contraire elle accorde une importance primordiale aux petites régions locales, reconnaissant leur potentiel souvent sous-estimé. Travailler avec Naomi peut être un défi, car elle est exigeante, mais elle sera toujours reconnaissante du travail bien fait. Son approche unique et sa personnalité inspirante transforme chaque projet en un projet stimulant et enrichissant. En résumé elle incarne la fusion parfaite entre audace, créativité et sensibilité. Elle ne se contente pas de suivre les tendances, elle les crée. C'est pour cette raison que je soutiens sa candidature comme advertiser of the year. »
Olivier Fey - Mediafield

« En peu de temps, Naomi a su imposer sa propre empreinte sur la gestion des médias de Coca-Cola qui avait déjà été récompensée par le passé. Plutôt que de faire du copier - coller, elle est parvenue à embrasser le virage digital et à amplifier pour servir des marques dont les cœurs de cible sont les générations Y et Z.
Tout cela dans un contexte peu aisé puisqu'elle a dû également créer une collaboration forte avec la nouvelle agence du groupe et donc avec des interlocuteurs qui découvraient le monde de Coca-Cola. Son aura au sein de Coca-Cola ne cesse de grandir ce qui fait qu'elle occupe également aujourd'hui des fonctions stratégiques pour le Benelux en plus de ses fonctions média pour le Belux.
En résumé, Naomi est un rôle model pour l'ensemble des annonceurs qui souhaitent allier collaboration avec les partenaires média, innovation et efficacité. A ce titre, les Amma enrichiraient la liste des Media Advertiser of The Year en lui décernant ce titre. »
Yves De Voeght – Target Victory

« I discovered Naomi 2 years ago as we won the Coca-Cola account. She operates as Media Manager and has shown remarkable dedication, passion, and drive in her work. Naomi is an exceptional individual who has made a tremendous impact on the company, making the change for Coke to move from being a pure TV player to adopting a Total Video approach.
What sets Naomi apart is her enthusiasm for her work and her ability to live and breathe her brands. She pushes the creative media aspect and fights to defend her ideas and ideology. Her commitment to her work is truly inspiring. As someone who values creativity and excellence, I believe that Naomi deserves recognition for her hard work and achievements. She is an asset to any team and has proven time and again that she is a force to be reckoned with. She is a team player and collaborates closely with the EMC agency.
Naomi is a fashioned victim and brings a sense of fun to everything she does, which is an additional layer. »
Sergio Ferri - Chief Investment Officer GroupM

« En tant que directrice marketing, je suis fière de témoigner de l'excellence de notre responsable média, dont la collaboration avec les équipes, les différentes agences, et divers médias constitue une véritable force. Elle fait preuve d'un profond respect pour ses partenaires, ce qui lui vaut une grande estime au sein du secteur qu'elle connaît intimement. Son expertise dans la compréhension des dynamiques sectorielles est exceptionnelle, elle maîtrise les tendances et n'hésite pas à innover, tout en gardant à l'esprit les objectifs de nos campagnes et en construisant nos marques. Sa capacité à challenger le statu quo, à se remettre constamment en question pour affiner nos plans, témoigne de son engagement sans faille pour l'excellence et l'efficacité. Sa disponibilité et sa flexibilité sont des atouts inestimables qui viennent renforcer sa vision orientée résultat. »
Aline Lemaire – Sr. Director Marketing Benelux, Coca-Cola

« L'Advertiser of the Year est selon moi une personne alliant passion, innovation et engagement pour le secteur des médias. C'est une personnalité dynamique qui pousse les limites de l'excellence et inspire ses partenaires à se dépasser.
Naomi incarne parfaitement ces qualités. Sa passion pour le secteur est contagieuse et elle incite les autres à se dépasser. Elle challenge ses partenaires et ouvre la voie à de nouvelles idées et initiatives.
Durant la Clear Channel Academy, Naomi a partagé son expérience chez Coca-Cola, démontrant son engagement envers le marché local et sa capacité à susciter l'enthousiasme chez les jeunes professionnels. Comme en témoigne un jeune collègue nouvellement arrivé dans le secteur : "Cette session était super inspirante et accessible, même pour les débutants comme moi. Son parcours est impressionnant et elle est malgré tout très accessible."
En reconnaissant Naomi comme Advertiser of the Year, nous reconnaitrons son influence durable sur notre industrie, elle incarne l'excellence, l'innovation et la collaboration. »
Laurence Waegemans – Clear Channel

"I have met Naomi back in my time at Dentsu. She was then already an extremely talented media planner and account manager with a dedication to details and always with a professional attitude and deep knowledge expertise and a pinch of innovation. I have since then watched her continuous evolution first at UM and then at Coca-Cola where she is now heading Media Operations. No surprise to see her nomination at the AMMA and very proud to see our common roots here."
José Fernandez – Chier Customer Experience, Marketing and Digital Officer

« La richesse et le professionnalisme d'un marketer résident souvent dans la capacité à embrasser et à gérer la diversité de ses actions. Naomi, au cours de sa carrière, a confirmé combien la diversité enrichi les parcours professionnels. Des agences médias à l'annonceur, elle a démontré au secteur un savoir-faire, mais aussi un savoir-être, qui se fait rare aujourd'hui. Au-delà de son talent et de ses succès professionnels, elle a également à cœur de transmettre ses connaissances en se consacrant – en plus de son métier de base – à l'enseignement. Et la transmission, c'est toujours l'apanage des sages et des grands. »
Yves Gerard – CEO RMB

« J'ai eu le grand plaisir d'accompagner Naomi déjà pour son mémoire de fin d'étude qui a d'ailleurs obtenu la distinction Convaincu de la richesse de son profil, je l'ai engagée dans un premier temps chez Deoobleu (l'entité de Strategic planning de Dentsu à l'époque) et ensuite chez Carat où elle s'est rapidement imposée comme Sr Media planner malgré son jeune âge.
Naomi nous quitte pour reprendre une très belle fonction chez Mediabrands où elle est parvenue à convaincre un client plutôt exigeant en la personne de Yves De Voeght. Lequel l'aura proposée dans sa succession pour des responsabilités larges (bien que partiellement différentes).
De façon moins factuelle, Naomi Osorio est une de ces rares personnes pouvant combiner les aspects les plus lourds du métier – la recherche et les finances, dont la maîtrise des chiffres en tous genres – et les plus légers, de la créativité, de l'innovation et la compréhension des émotions. Travailler avec elle est un bonheur, combinant aussi un grand professionnalisme et un relationnel des plus sympathiques. Ex-lauréate des YMCA déjà, elle mérite certainement le titre de Media Advertiser of the Year et pour trois raisons principales à mes yeux :
(1) Son évolution fulgurante depuis ses débuts
(2) La dimension locale et créative des plans d'action pour ses marques, malgré l'aspect centralisé de la méga-holding en question (TCCC)
(3) La qualité du relationnel qu'elle a toujours voulu maintenir avec ses collègues et ses partenaires »
Bruno Liesse – Managing Director Polaris (Space)

« Dans différentes circonstances (charge de cours, promotion de mémoires, accueil d'étudiants au sein de son entreprise,...), j'ai pu m'apercevoir du grand sens de la pédagogie de Naomi Osorio Galan. Elle a la capacité de fédérer même de très grands auditoires et d'enseigner la stratégie média sans jargonner ni instaurer de distance entre elle et les étudiants. Que ce soit pour des cours d'introduction ou de coachings très spécialisés, ce « parler jeune » et cette franchise font mouche! Naomi inspire, encourage, permet aux jeunes de réseauter et rend ses interventions totalement accessibles sans transiger sur la matière ou la qualité. Soyons honnêtes: les métiers des médias sont perçus comme techniques et peu accessibles de prime abord par la GenZ... à leurs yeux, ce sont des chiffres, des tableaux Excel,... tout sauf de la créativité! Naomi tord le cou à ces clichés! À ce titre, elle est un véritable atout pour l'industrie! »
Sophie Pochet, Chief academic officer du master en Publicité et communication commerciale, IHECS