



share a **Coke**®



BEST MEDIA STRATEGY



1. PROBLEM TO SOLVE

**Decline brand love and consideration
amongst GEN Z + MILLENNIALS**



**Drop in weekly +
Aging consumer base**





2. THE INSIGHT (Gen Z & Millennials)



“Coke is not perceived as the iconic brand it used to be anymore”

LOCALNESS is very important : Gap between the international company & Belgian consumer

INTERACTION with the brand: Importance of real connection and experiences with the brand



3. OUR APPROACH

100% Local media strategy, deviating from European blueprint for our market, our GenZ's & Millennials aimed to reinstate emotion & connection between the brand and the local consumer.

1. Trigger curiosity & place Coke at the center of discussions via impactful formats and influencers

2. Re-Establish visibility & real connection :

- **Maximizing reach** to retain TOM on current consumers base & work on spontaneous awareness on younger audiences via OOH, AV and Social Media.

- Reinstall **consideration & brand preference** via real **connections**:

- **LOCALNESS** : Anchoring local approach in every creative media execution
- **EXPERIENCE** : Encouraging real life sharing moments through creative brand experiences.
- **ENGAGEMENT** : Not only talk or reach our audience, BUT make them talk about us, in their language, through their codes.



4. THE RESULTS

- **Spontaneous awareness 73,3% (+1,7% vs PY)**
- **Top of mind : 57% (+2,4% vs PY)**
- **Weekly + : as a category leader, +0,6%**
- **Rejuvenation of our consumer base:**
 - GenZ + Millennials : **58,9% of Coca-Cola's total drinkers** (+0,8% Gen Z / +5,3% Millennials)
 - Both audiences over indexing (i114 Gen Z / i123 Millennials)
- **Positive brand metrics:** among both audiences indicating improvement in terms of brand preference
(Youthful brand, Shares my values, Energizes me, Brings me happiness)





In Belgium,

5. WHY DO WE DESERVE AN AMMA?

- **Clear problem to solve**
- **Clear insights to start with**
- **Clear media strategy**
- **Clear media execution**
- **Clearly good business & brand results**



Isn't that clear enough?
Problem solved 🤔