

BRINGING CONSUMER OCCASIONS TO LIFE

**How Social Data Helped Coca-Cola
Illuminate the Beverage Market**

Raúl Ponce, Coca-Cola

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Coca-Cola

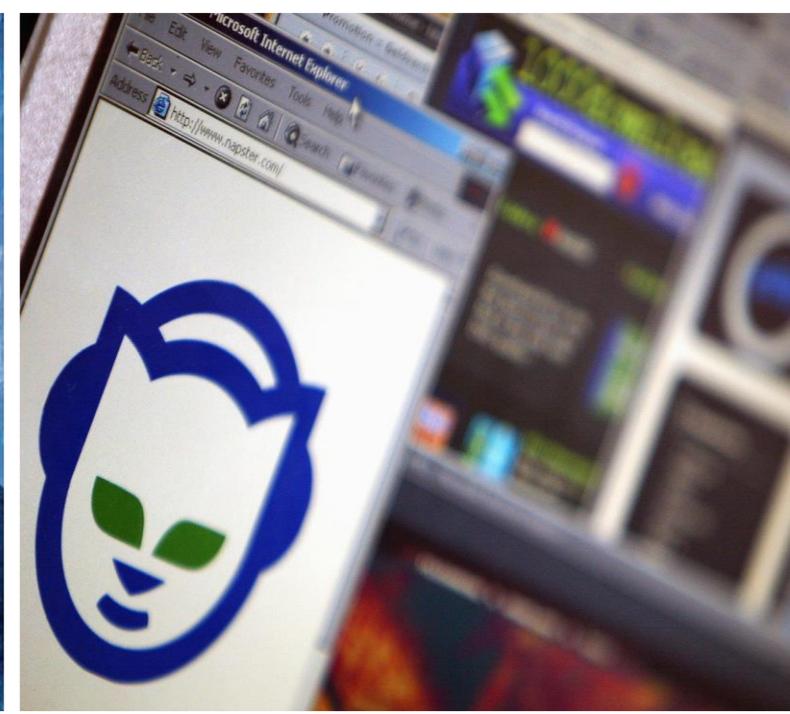
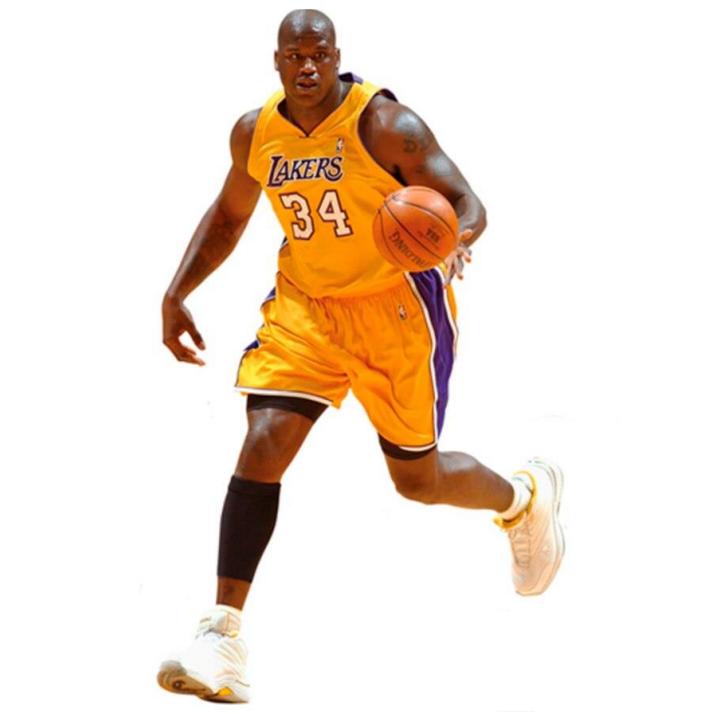


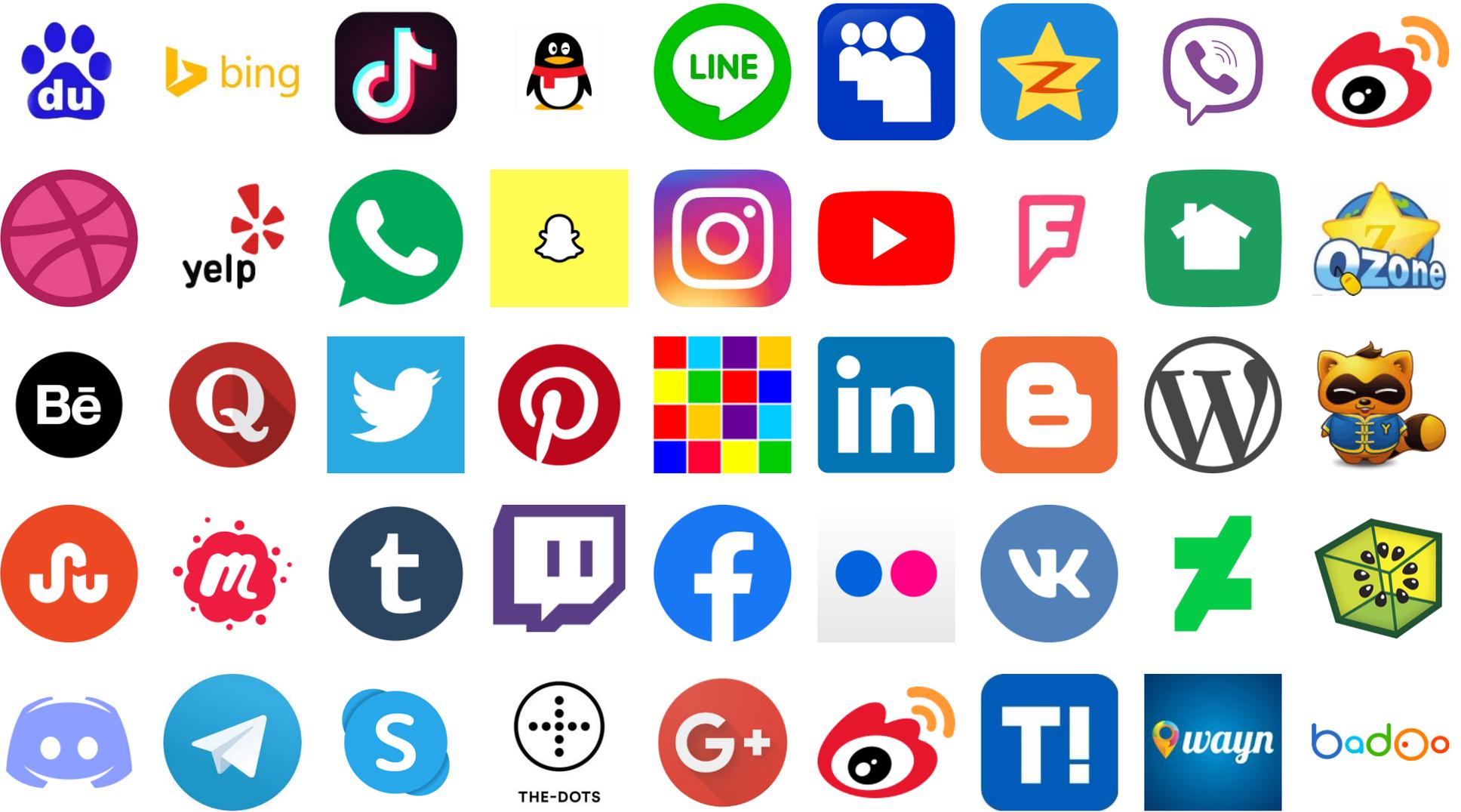


Menaka Gopinath
Ipsos Social Media Exchange



Raúl Ponce
The Coca-Cola Company





3.1 BILLION

PROJECTED USERS BY 2021

49%

POST AT LEAST ONCE A MONTH

AFFLUENCERS:

noun: affluent influencers who are the first to try new products and tell others about their experiences

71%

**Use social media to share
or discover content**

40%

**Use it to recommend or warn
about products or services**

INTELLIGENCE

BEYOND YOUR BRAND

TECH

DISCOVERY

SCIENCE



A young man and woman are shown in profile, facing each other and drinking from a red Coca-Cola can with white straws. The man is on the left, wearing a white shirt with small black dots. The woman is on the right, wearing a white top and a light-colored hat. The background is bright and slightly blurred, suggesting an outdoor setting. The text is overlaid on a semi-transparent white rectangular area in the center of the image.

WHAT MATTERS TO PEOPLE

*Well, if it makes you feel
bad, stop doing it.*

*Maybe you need to cut out
coffee and energy drinks.
Try teas with ginseng.*



IN THEIR
OWN
WORDS



HISTORY



**NEEDS &
SEGMENTS**



5

**SET THE
STAGE**

CONTEXT



Social Intelligence



Brand Tracking



Trend Forecasting



Audience Profiling



Market Landscape

Social Intelligence



Brand Tracking

Trend Forecasting

Audience Profiling

Market Landscape

Understand and act on key drinking moments for retail activation

A hand is holding two glass Coca-Cola bottles. The background is dark with several semi-transparent grey circles of varying sizes. Overlaid on the image is the word 'TOOLS' at the top, 'SOCIAL DATA' in the middle, and 'KNOWLEDGE' at the bottom. A red arrow points downwards from 'TOOLS' to 'SOCIAL DATA', and another red arrow points upwards from 'KNOWLEDGE' to 'SOCIAL DATA'.

TOOLS

SOCIAL DATA

KNOWLEDGE

**BRINGING
DRINKING MOMENTS
TO LIFE**

COLOR

DEPTH

TEXTURE

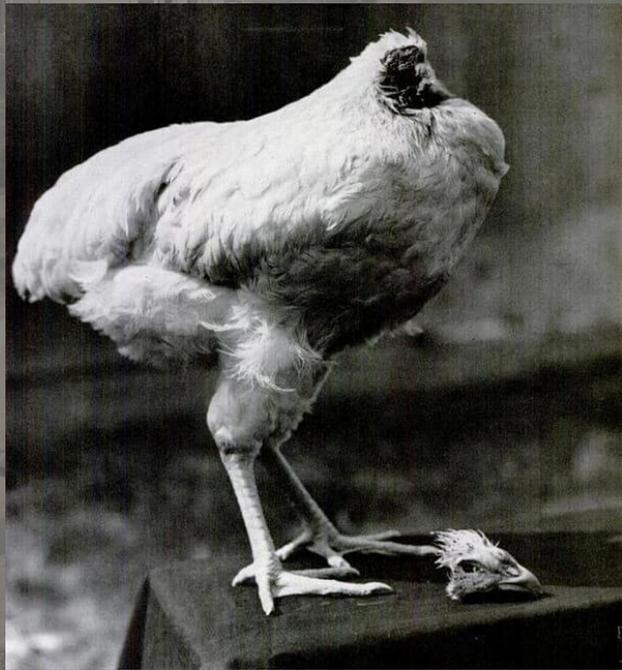
NUANCE

EMOTION

REALITY

Digitize the Challenge

Know Expectation?



From the Roots?

$$1+1=2$$

The Best of the Two Worlds?

MEXICAN COKE

What is Mexican Coke?

Mexican Coke is Coca-Cola bottled in Mexico. It has garnered a strong cult status with the United States as a superior, better tasting version of Coca-Cola, to the point where consumers go to great lengths to purchase Mexican Coke at greater cost.

Why is it different?

HECHO EN MEXICO

Coca-Cola is made with a different formulation in every part of the world, depending on availability and price of ingredients and supplies. Mexican Coke is made with 100% natural pure cane sugar and bottled in old-school glass bottles which better preserve Coke's original taste.

How does it taste?

REFRESCO

We believe that Mexican Coke has a brighter and more natural taste, with a smooth finish from its natural cane sugar. It's a pure, unadulterated version of Coke that our parents used to drink 20 years ago.

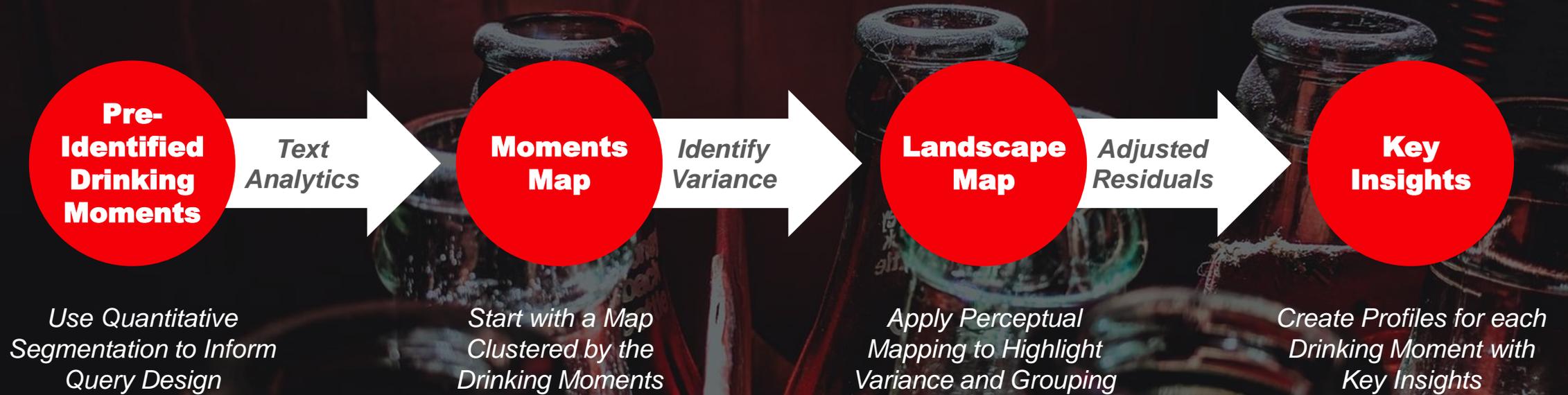


LIMITED SUPPLY EXCLUSIVE TO 

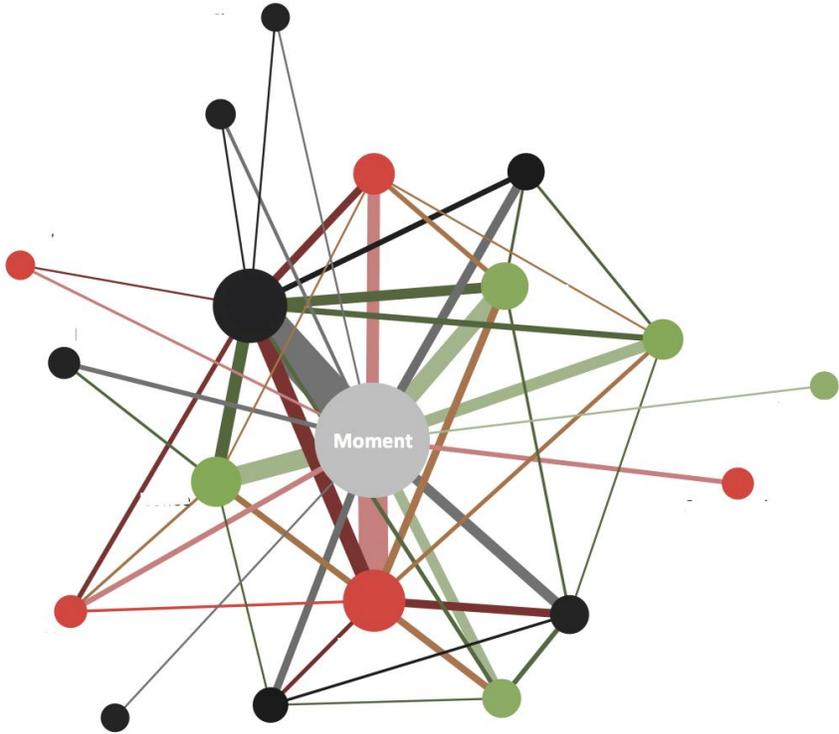
What We Knew



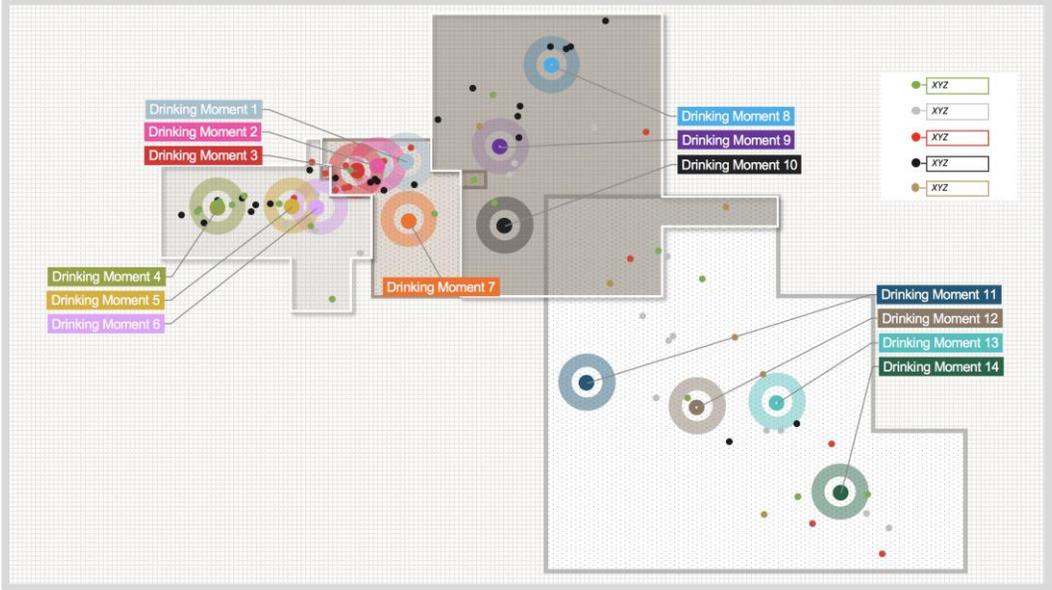
Our Process



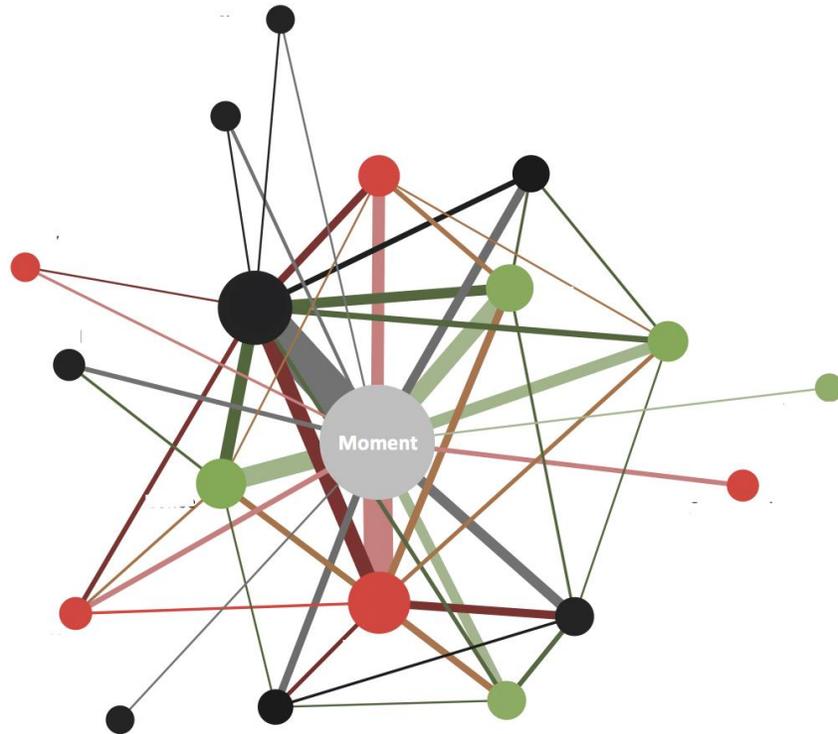
Moments



Landscape



Moments



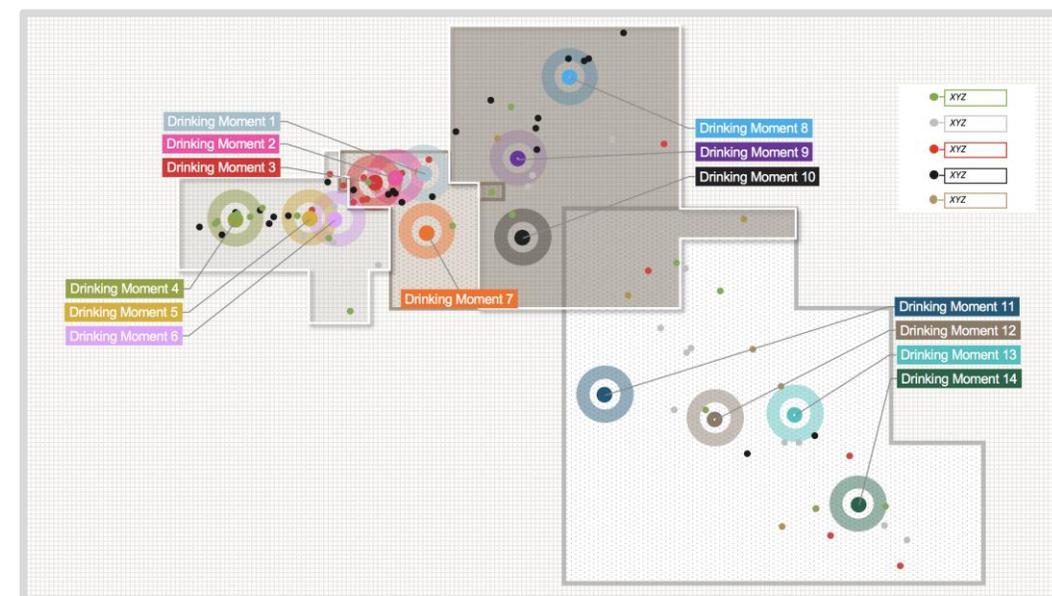
Discovered the **who**,
what, **when**,
where, and **why** for
added depth and
emotional context...

**... in the words
of the consumer**

Identified associated
categories, products,
and **brands** linked to
each of the drinking
moments...

... for creative
inspiration and
differentiation

Landscape



What We Knew



What We Learned



A man wearing a white suit and a wide-brimmed straw hat is sitting on a set of ancient stone steps. He is holding a small bottle of Coca-Cola in his hands. The background shows the continuation of the stone steps leading up a hillside under a clear sky. The overall scene is bright and sunny.

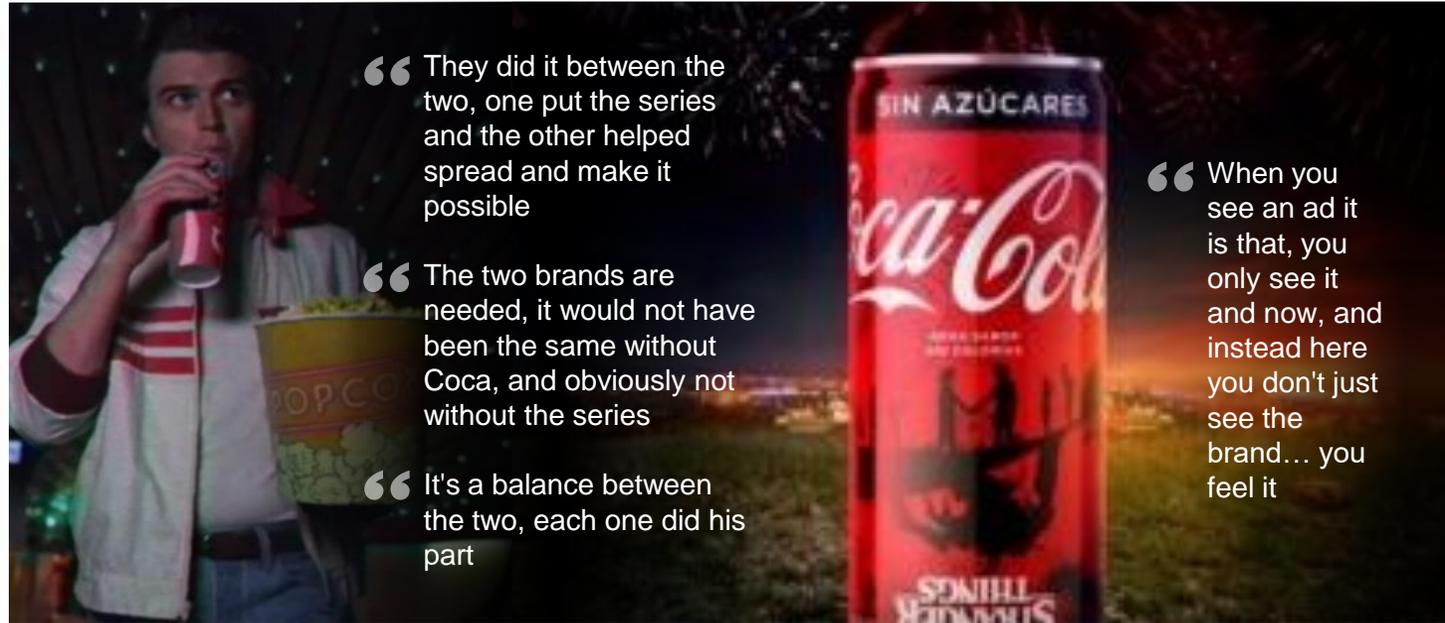
AUTHENTIC



ACTIONABLE

INSIGHTS

Identified and Executed Opportunities to Gain Relevance and Consumption with New Targets...



“ They did it between the two, one put the series and the other helped spread and make it possible

“ The two brands are needed, it would not have been the same without Coca, and obviously not without the series

“ It's a balance between the two, each one did his part

“ When you see an ad it is that, you only see it and now, and instead here you don't just see the brand... you feel it

“A Sunday of tweets, coffee, Netflix and above all immense tranquility...”

“Today is movie Saturday #sabadin #movies #palomitas #pochoclos #refresquito #soda #happy...”

“With this * rain better I stay in my house very quiet with beers and movies, honestly ...”**

Replaced or Complemented Existing Tools By Bolstering Social Intelligence and Analytics



Adjacent Categories

A person wearing a grey t-shirt, shorts, a grey baseball cap, and sandals stands on a rooftop with gravel. They are looking out over a city skyline at dusk. A camera is slung over their shoulder. A water bottle is on the ground to their right. The text "HOW DO YOU MAKE THIS ACTIONABLE IN YOUR ORGANIZATION?" is overlaid in large white letters.

**HOW DO YOU MAKE THIS
ACTIONABLE IN YOUR
ORGANIZATION?**

A Framework for Social Data Research Requires a Vision

What is our **Vision** for the use of social data in our business?

 **Social Media Insights Framework** 

For **what purpose?**

Business Objectives

What kind of **solutions** can we use?

Continuous Protocols



Innovation



Market Execution



What **tools, sources and analysis** are the best for my purpose?

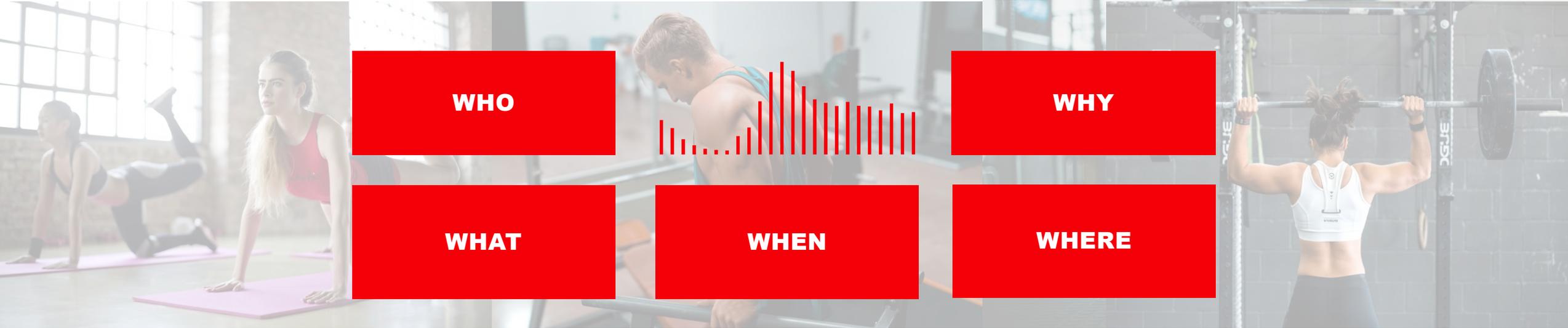
Tools/Software



Analysis



Evolved Strategy for Certain Categories Based on Social Insights



WHO

WHY

WHAT

WHEN

WHERE

“There is no better feeling than drinking a lot of water after exercising.”

“I know it's wrong to drink Coke after training but I was really dying.”

“Did you know that tequila removes muscle pain?”

Key Takeaways

1

Social helps illuminate markets in the words of the consumer

2

Provides new opportunities for discovery going beyond your brand

3

Adds a human elements on top of existing quantitative insights

4

Reveals themes and associations to guide strategy and activation

**THANK
YOU.**

