

AD --- VENTURE

COCA-COLA BRIEF





BRIEF - AD VENTURE STUDENT COMPETITION 2019-2020

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THE CLIENT

Coca-Cola Company, Czech Republic & Slovakia

Today, Coca-Cola offers more than 500 brands and 4,300 products worldwide. While many brands have come and gone during the past 133 years, Coca-Cola's success is based in part on their history of investing in the success and sustainability of the communities they call home, from their hometown of Atlanta to more than 200 countries and territories where you can find their products today.¹

THE CHALLENGE

Global background

Every hour, an estimated 900 metric tons of **plastic waste** remain unsorted and pollute the environment. An estimated 8 – 10% of that are plastic bottles and plastic caps. This fact is the driving force for Coca-Cola global World Without Waste Vision and their ultimate goal to collect and recycle a bottle or a can for every one sold before 2030. This target is to be achieved by many local activities in the markets in which they operate, focused on three pillars:

1. Design of PET bottles
2. Waste collection (making effective collection happen)
3. Partnering (governments, NGOs) in waste management

Local background

Both the Czech and Slovak governments identified waste recycling as their top priority. In the Czech Republic the focus is on making the existing collection system more effective – through better access and education. In Slovakia the government decided to establish a new deposit system. In the Czech Republic the collection rate is high – above 70%; in Slovakia at only about 45%. Coca-Cola is a pro-active partner in the local waste management process, being part of the industrial and governmental dialogues, but still, the perception of the company remains as one of the biggest polluters, rather than a company participating in a problem solution.

¹ See <https://www.coca-cola.ie/content/dam/journey/ie/en/hidden/PDFs/Coca-Cola-Business-and-Sustainability-Report.pdf>

Czech Republic: a country with a very high rate of collection (above 70%) and high density of collecting points – every 100 – 200m (operated by the Ekokom company, which Coca-Cola helped to establish). However, the culture of collecting & recycling is not good – people mix plastics and paper and are not aware how to treat different combined packaging. Also, people doubt if the collected waste will be properly recycled in the end. Rising awareness comes from political stakeholders and NGOs and influencers. Coca-Cola monitors that new products being launched in PET provoke consumer questions on plastics and waste.

Slovakia: The government will launch a new deposit system for PETs and cans in 2022. Coca-Cola is part of the system design. The recent rate of collection is 45% only, so a dramatic change in system and behaviour is needed.

Barriers to overcome

- There is a long-term negative association of Coca-Cola as the major ocean and environment polluter – fed by Greenpeace reports, other NGOs, media and politicians;
- Prevailing belief that the only solution to waste problem is to stop producing beverages in PET;
- Lack of credibility;
- Existing preference of simple solutions – e.g. stop using plastic straws – which are not demanding on consumers behaviour.

THE OBJECTIVE

Commercial and Business Objective for the campaign

Across Europe, there are multiple Coca-Cola initiatives under the “Zero Waste” umbrella. E.g. the coastal countries initiate marine litter collections, some cities activated Zero Waste schools, festivals, etc. The objectives of such campaigns are to:

- reduce waste generation;
- reduce the environmental impact of events (owned and beyond);
- optimize waste separation across communities.

Communication Objective

To increase the corporate reputation of the company through a meaningful local activation creating behavior change (e.g. collecting habits, giving second life to collected PETs, etc.) and introducing Coca-Cola as a pro-active leader of the waste problem solution.

Competitive activity

Rather than competitive activities, the client recommends going through the portfolio of Zero waste activations collected from other Coca-Cola EU markets – see the file attached.

The examples from Greece, Austria and Poland can bring inspiration of how we approach Zero Waste. We can steel with pride, but adding local/regional insight is essential.

BRAND POSITIONING

This is meant as beyond the brand activation but with Coca-Cola clearly positioned as critical waste solution active partner.

The brand values nevertheless include openness, overbridging barriers, fun, enjoying the moment.

THE TASK

Prepare a local/regional² long-term campaign for the Zero waste activation³ which should solve specific difficulties and gaps of waste collection in an engaging, inspiring way credible for Coca-Cola. The concept can include events, educational campaigns, digital activations – and a broad scope of communication channels.

Students can choose a region but should consider that their campaign should

² Local/regional means students can develop a campaign for a country (e.g. the Czech Republic), a region (e.g. Bohemia) or even a city. Just consider the potential of scaling.

³ While Zero Waste's primary focus is PET, the campaigns can focus on waste in general.

be scalable to other Mid-European Markets (landlocked regions)⁴.

Prefer simplicity over complicated concepts. Ignite action and sharing!

Partnerships with stakeholders are welcome, if it makes sense.

DESIRED RESPONSE

1. Positive consumer response – participation in the activation, social media coverage, traditional media coverage
2. Positive stakeholders' response – government or/and environmental NGOs recognize Coca-Cola as responsible local partner on sustainability projects
3. Measurable environmental impact – waste collected, awareness raised.

MARKET OBJECTIVES

Effectiveness measures/metrics will be mandatory, such as the impact on CORA, the Corporate Reputation Score, communication reach targets and a trackable effect on the environmental problem.

E.g.

- increase the awareness of collection among young people 15 – 25 yrs. of 5%;
- tons of waste collected (to be estimated according to the project's scale);
- social media reach (tbd);
- number of articles in traditional media – at least 30/month;
- Etc.

⁴ The idea is to focus campaign initiatives on landlocked countries/regions in central Europe, thus countries NOT having a coast and the issues related with that.

DURATION

The programme should be scalable – up to three years.

tone / framing of the issue

Even if the topic is very serious, politically – we want to keep Coca-Cola's spirit of openness, sharing, connecting people as part of the solution.

THE BUDGET

Budget to be discussed based on the scope and the quality of the proposal – there is a chance that the local budget can be combined with a submission from the Coca-Cola Foundation if they consider that the project meets the global World Without Waste objectives. The realistic budget is 800 000CZ (roughly 30.000EUR) for 2020 but may reach 2.0 mio CZ (roughly 77.000EUR) in case the submission is approved.

The budget should include all operational and logistical aspects.

MEDIA

As stated above the concept can include events, educational campaigns, digital activations – and a broad scope of communication channels. Ideally it should include both on and off-line channels.

WHAT WE WANT TO SEE

1. A demonstration that you have understood our business problem / opportunity;
2. Clear consumer insight and what drives consumer behaviour /brand choice in the market;
3. Your strategic thinking to meet our business and marketing needs;
4. Your recommended choice of media (ideally both on and off-line channels);



5. Your campaign proposal (we do not expect to see finished creative ideas);
6. A team that we would really like to work with!

THE COCA-COLA CORPORATE IDENTITY

Students need to comply with Coca-Cola's corporate identity. However, it is not very limiting, students should keep in mind the logotype and colour scheme. (Vectors available for students)