



Market

The Coca-Cola Company (TCCC) is the world's largest beverage company and the well-known leading producer of soft drinks. The brand is considered by most of the Romanians as their favorite brand, about 70% of the Romanian soft drinks consumers drinking Coca-Cola (Source: MEMRB).

Coca-Cola sells almost half of the entire quantity of soft drinks consumed in the world. The Company has earned its power, reputation and unique values by always offering a refreshing and desired product and by maintaining its openness towards consumers, as its products accompanied the happiest moments for the hundreds of millions of people it refreshes.

Achievements

The Coca-Cola Company started to develop its global network during the second decade of the last century, under the leadership of the Company's legendary president - Robert Woodruff. Today, through the world's largest distribution system, consumers in the world drink Coca-Cola at a rate of more than one billion servings a day, in more than 200 countries.

Its marketing is legendary, investing in one of the first global advertising campaigns with the 1979 ad "I'd like to buy the world a Coke".

Sponsorship of major global sporting events such as the Olympic Games and the FIFA World Cup, as well as relevant association with the music experience, ensures that the brand shares its values with marketing platforms that reflect common features (i.e. sharing, passion, joy for life).

History

The most popular soft drink on Earth was born in the US, in the city of Atlanta, state of Georgia, on May 8th 1886. Dr. John Styth Pemberton, a local pharmacist, manufactured in a brass pot, over a fire, in his backyard, a perfumed syrup that he brought to "Jacob's" pharmacy where he worked. He mixed the syrup with water and then he offered it to the clients. The outcome was seen as "excellent" and, as a result, the composition was placed on sale for five cents a glass. Then, the new syrup was added soda and sold as a soda fountain drink, thus forming a "Delicious and Refreshing" beverage, a theme that continues to echo today wherever Coca-Cola is enjoyed.

The popularity of the new soft drink started to grow with its reputation when Asa Candler, bought the recipe and all the trading rights from the inventor of the famous beverage. Up to 1899, Coca-Cola had conquered practically the entire America, especially after the delicious

drink had started to be bottled, which made it easier to be transported and stored by the customers.

The famous "flourish" signature of Coca-Cola was registered as trademark in 1893. The design of the famous Coca-Cola glass "Contour" bottle was created in 1916, to protect the brand from an army of imitators, determined to cash on its success. The company wanted to communicate to consumers that there was only one authentic Coca-Cola. Designers were given the brief to create a bottle that people would recognize as a Coca-Cola one, even in the dark. The bottle should have been shaped in such a manner that, even if it broke, one should be able to tell what it was.

In 1919, the Candler family sold the Coca-Cola Company to Atlanta banker Ernest Woodruff and a group of businessmen. In 1923, Ernest's son, Robert Woodruff, elected president of the company, decreed "Coca-Cola should always be within an arm's reach of desire", setting down a principle that remains central to the company's distribution strategy up to today.

The distribution of Coca-Cola has been built on the backbone of its bottling operations. A shopkeeper invented the first bottling device in 1894, allowing him to trade crates of Coca-Cola up and down the Mississippi river. The first major bottling plant was inaugurated soon after, and from 1926, the bottling operations spread abroad. By the outbreak of World War II, the drink was bottled in more than 44 countries.

In 1982, the company introduced Diet Coke (sugar free), as the first line extension of the Coca-Cola trademark, which became an instant success: by 1984, it was the third most successful brand in the US.

In the meantime, Coca-Cola suffered a setback. In April 1985, after extensive taste

testing, the company unveiled a new taste for Coca-Cola in the US and Canada. Consumer reaction was an unprecedented outpouring of loyalty for original formula. The company took heed, and just three months later the original formula was back on the shelves as Coca-Cola Classic in those countries.

The Coca-Cola brand history in Romania begins in 1991. Ion Stamanichi, General Director of Ci-Co Company in Bucharest, wrote in July 1990 a letter to the Coca-Cola president in Atlanta, proposing the association of the two companies. The answer from Atlanta arrived without delay and the association agreement between the two parties was signed in December 1990. Due to this letter, Coca-Cola entered the Romanian market in 1991, and Ion Stamanichi is known since then as "the man who brought Coca-Cola to Romania".

Coca-Cola Romania is a branch of The Coca-Cola Company, which owns the trademarks and produces the concentrates, and Coca-Cola Hellenic Bottling Company (Coca-Cola HBC) is the bottling company that also manages the distribution and sales system. Coca-Cola is produced in Romania under the authority of The Coca-Cola Company in strategically distributed factories located in large cities in almost all historical regions: Bucharest, Ploiești, Iași, Timișoara, Oradea and Vatra Dornei area.

Product

The Coca-Cola Company offers Romanian consumers a broad range of drinks - carbonated soft drinks (Coca-Cola, Fanta, Sprite, Schweppes), non-carbonated soft drinks (Cappy nectar, Cappy tempo, Cappy Premium - 100% juice), bottled water (Dorna, Izvorul Alb, Poiana Negri), ice tea (Nestea) and energy drinks (Burn), to meet the diversified consumer needs.



To address the demand for drinks that suit an active, health-conscious way of living, The Coca-Cola portfolio also includes light products (i.e. Coca-Cola light - sugar free, launched in 1995, Cappy Tempo Light, launched in 2005) and performance drinks such as Nestea Green Tea Citrus, Cappy Premium with its flavors: Orange 100%, Exotic multivitamin and Blackcurrant.

In its fifteen years of presence in Romania, The Coca-Cola System has invested over 400 million euros in this country. Coca-Cola has created real development opportunities for the Romanian economy and achieved real success in the soft drinks market. Over 70% of the raw materials needed for the production process (glass, sugar, labels, refrigerators and others), as well as services (media, public relations agencies and others) are acquired from Romanian suppliers.

Recent Developments

On July 9th 2005, Coca-Cola Romania officially announced the launch of the new returnable glass bottle (RGB) float, involving a total investment of over six million euros. The new unique, innovator and economic RGB packages are available for all company brands. Among these, Coca-Cola and Coca-Cola light changed to the new bottles, lighter and easier to handle, weighting less than the old bottles with approximately 50% and using less space.

The new bottles communication campaign was unique and innovative: each proprietary package of company brands was an inspiration source for a group of young artists. Each bottle was integrated in an object of art created in the pop art style. All works of art, conceived so as to mirror each brand's personality, were included in the communication campaign.

In May 2006, the first locally developed Coca-Cola publicity campaign was aired: "Find something to believe in". Following dedicated research on Romanian consumers, specific consumer insights were revealed: the Romanian teen is a pragmatic person, who acknowledges from an early age that the road to happiness is paved with efforts. They wish to be happy,

fulfilled, but still they have to face every day "obstacles" against their enthusiasm, derived mostly from the overall mentality of the society.

Starting with the publicity campaign launched in May 2006, Coca-Cola wishes to inspire the Romanian consumer to find an own personal way to happiness, by finding always something to believe in, as a road to achieving a dream, a way to achieve fulfillment and happiness. With this message, Coca-Cola wishes to fuel the enthusiasm and optimism that can make everything possible. The locally developed idea was successfully translated into a TV ad produced in Romania and aired nationally in May-June 2006.

In spring of 2006, a new global image campaign was launched at global level. The "Coke side of life" concept is built around the optimistic view of life, willing to inspire consumers to always look on the positives in life, always look to the full half of the glass.

This campaign has been aired in Romania starting July 2006, naturally continuing the inspirational message of the "Find something to believe in" campaign, in a relevant, honest and direct tone of voice that encourages Romanian consumers to live with "thirst for life".



Promotion

Over the years, Coca-Cola has consistently developed its association with two territories relevant for the target audience: music and football.

The association between Coca-Cola and music started in 2002, with the launch of "Coca-Cola foria". The launch event brought the latest live music in Romania for hundreds of thousands of teens, through a concert of an exceptional artist: Enrique Iglesias.

Coca-Cola Soundwave continued in summer 2005, the "Coca-Cola foria" program being the most extensive youth program ever carried out by Coca-Cola in Romania. Through Soundwave, Coca-Cola celebrated the music experience, the thrill and passion that music generates.

Sharing common values with football (passion, strength, togetherness, celebration, intense living),

the association between Coca-Cola and football is already a tradition.

In Romania, Coca-Cola is the official sponsor of the Romanian Football team, continuing the fruitful cooperation with the Romanian Football Federation (FRF) initiated in 2000.

Continuing its investment in innovative mechanics, Coca-Cola launched in 2006 the "You are wanted for the FIFA World Cup" promotion, with a big prize that winning mechanics never used before in Romania - a GPS device hidden in five bottles of Coca-Cola 0.5L PET, which, when activated by the consumers, were used to track and reward the winners in the shortest time possible.

In the desire to support the Romanian football fans to "believe in their passion for football", Coca-Cola launched in June 2006 the "Coca-Cola Football Camp" - showing that Coca-Cola and Cristian Chivu (famous Romanian football player) believe in Romanian talents - ten members of the Junior National Team took part at the Coca-Cola Football Camp program, organized during the FIFA World Cup in Germany.

Dedicated programs were run in Romania for Coca-Cola light as well. In the spring of 2002, Coca-Cola light launched its first TV commercial made in Romania, with an international cast. In 2003, "Coca-Cola light challenges you to glitter" was the first promotion conceived and implemented exclusively for this brand in Romania, also launching the "Silver PET". In the fall of 2004, Coca-Cola initiated the first contest "Coca-Cola light man" contest in Romania. The main trigger of this complex program was the selection of the masculine character to represent Coca-Cola light in 2005 - a person that reflects the trendy and stylish image of the brand, in appearance and through attitude and personality. Another "first" for Coca-Cola light involved the consumer promotion run in the autumn of 2005, when the first 3D generated TV commercial developed for a Romanian brand was produced and aired.

Brand Values

Coca-Cola's key brand values are optimism, a continually youthful and inspiring spirit, authenticity and sociability. As a product, Coca-Cola is the beverage that delivers uplifting refreshment.

Coca-Cola light reflects modernity and sophistication, while offering a refreshing, no sugar, real cola taste.

www.coca-cola.ro

THINGS YOU DIDN'T KNOW ABOUT

Coca-Cola

- > Coca-Cola is the second most widely understood word, after "ok" in the world
- > Coca-Cola has the highest brand awareness level and ranks first in terms of top-of-mind awareness in Romania (source: Synovate study, 2006)
- > Santa Claus, as we know him with the red suit, long beard and jolly face, was first illustrated as such for a Coca-Cola ad in the 1930s. The famous image was drawn by the Swedish artist Hudon Sundblom and appeared on Christmas Coca-Cola every year