

2023 COCA-COLA® CREATIONS LIMITED EDITION



Coca-Cola® Move & Coca-Cola® Zero Sugar Move

Celebrating the transformative power of music

WHAT TO EXPECT:

A Collab with a Genre-Defying, Global Music Superstar



26.3M followers



22.5M followers



9.76M subscribers



39.3M monthly listeners

NEXT STEPS:

Connect with Gen Z through relevant megatrends & music, their largest passion point, and drive incremental volume by recruiting the next generation.

\$66B

Gen Z annual spending power¹

Gen Z is 1.2x more likely

To say: "I go out of my way to try new flavors"²

80%

Believe music is a gateway to other cultures³

Source: 1) Piper Sandler Taking Stock with Teens Spring 2022; 2) Mintel, Regional & International Flavors & Ingredients, US, NOV 2020; 3) Mintel, Regional & International Flavors & Ingredients; 3) Spotify | Culture Next Report US, 2020.

2023 LAUNCH DATE

FEB 20

THRU JUN 11

IN COKE® ZERO SUGAR + COCA-COLA® BASE SKUs

PACKAGES:

20oz PET

10pk Mini



Graphics are for-placement-only
Final graphics will be revealed at a later time

HIGHLY Confidential



Coca-Cola® Creations is a celebration of innovation and the Real Magic of Coca-Cola® across platforms, culture and ideas.

The program **builds excitement and sales momentum** with a rotation of unique flavors/concepts—each available for a limited time.

2023



1
Move
(Feb – May)



2
To be revealed!
(Jun – Aug)



3
To be revealed!
(Sep – Feb 2023)

When you reserve space for one Coca-Cola Creation, you reserve space for new innovations all year long!

RESULTS FOR STARLIGHT (PREVIOUS COKE® CREATION):

90% of Gen Z Starlight purchasers say they will “Definitely/Probably” buy future Limited Time Offers from Coca-Cola¹

In-Store Activation is Key!

In-Store/Displays are the #1 source of awareness¹

Among Gen Z: 53%
Among General Population: 82%



Static Cling



Shipper

Source: 1) AMC US Purchaser Follow Up Phase 1 Report May 2022;

Essential Revenue Opportunity:

Co-merchandising

A key objective of Coke® Creations is to drive consumers back to Core Coca-Cola® & Core Coke® Zero Sugar to amplify recruitment and sales of all Coke trademark products in your beverage line-up.

Coca-Cola®
Move
20oz PET



Coca-Cola®
Move
10pk Mini



Coca-Cola®
Zero Sugar:
Move
20oz PET



Coca-Cola®
Zero Sugar:
Move
10pk Mini



MERCHANDISING RECOMMENDATIONS:

Large Store:

20oz (Immediate Consumption)

- Off Shelf, Perimeter Display at Launch
- Co-Merch with Coca-Cola + Zero Sugar Base SKUs
- Cold Availability at Front End Coolers

7.5oz 10pk (Future Consumption)

- SSD Beverage Aisle – Reserve Year-Long Permanent Space to rotate each Coke Creations for NEW NEWS
- Off Shelf, Perimeter Display at Launch
- Co-Merch with Coca-Cola + Zero Sugar Base SKUs

Convenience Retail, Value, Drug:

20oz (Immediate Consumption)

- Permanent Cold Availability in Planogram + Front End Cooler

7.5oz 10pk (Future Consumption)

- Approved for Drug Stores

Foodservice & On-Premise:

20oz (Immediate Consumption)

- Display with Coca-Cola + Zero Sugar Base SKUs

ENGAGEMENT FLYWHEEL MODEL:

