

Case

Coca-Cola Uses App Annie to Amaze & Delight Customers

Coca-Cola is one of the most recognized brands on the planet, and staying on top requires a world-class mix of creativity and data-backed decision making. Greg Chambers, the Director of Innovation for The Coca-Cola Company, sat down to talk about how he uses data.ai data to amaze and delight their millions of customers worldwide. "What data.ai (formerly App Annie) provides to Coca-Cola is an understanding of the digital landscape. data.ai is the ingredient to telling the story with data."

Link - <https://www.youtube.com/watch?v=sHo0SnZFTMw>



COMPANY PROFILE

The World's Most Powerful Brand

The company was formed to sell three main products.

1. Pemberton's French Wine of Cola (later known as Coca-Cola).
2. Pemberton's Indian Queen Hair Dye.
3. Pemberton's Globe Flower Cough Syrup.

COMPANY PROFILE

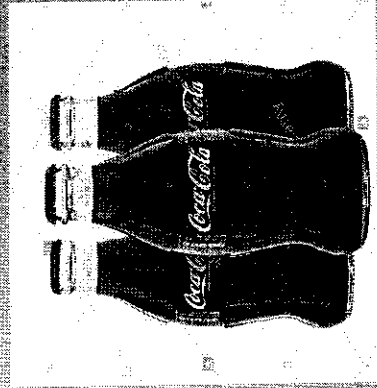
The Coca-Cola Company is the world's largest beverage company, largest manufacturer, distributor and marketer of non-alcoholic beverage concentrates and syrups in the world.

The Coca-Cola formula and brand was bought in 1889 by Asa Candler who incorporated The Coca-Cola Company in 1892. Besides its namesake Coca-Cola beverage

COCA-COLA PRODUCTS AND BRANDS

The Coca-Cola Company offers nearly 400 brands in over 200 countries.

Diet Coke (introduced in 1982), which uses aspartame, a synthetic phenylalanine-based artificial sweetener, in place of sugar.



- Diet Coke Caffeine-Free
- Cherry Coke (1985)
- Diet Cherry Cola (1988)
- Coke with Lemon (2001)
- Diet Coke with Lemon (2001)
- Vanilla Coke (2005)
- Diet Vanilla Coke (2005)
- Coca-Cola C2 (2004)
- Coke with Lemon (2004)
- Aspartame-Free Diet Coke (2004)
- Diet Coke with Lime (2006)
- Diet Coke Sweetened with Splenda (2005)
- Coca-Cola Zero (2005)
- Coca-Cola Black Cherry Vanilla (2006)
- Diet Coca-Cola Black Cherry Vanilla (2006)
- Coca-Cola BARK (2006)
- Diet Coke Plus (2007)
- Coca-Cola Orange (2007)

TOP COMPANIES AND BRANDS OWNED BY CCI

- Coca-Cola (Coke)
- Diet Coke
- Coca-Cola Zero
- Sprite
- Fanta
- Dasani
- Clej
- Smartwater
- Minute Maid
- Simply Orange
- Del Valle
- Powerade
- Vitaminwater
- Odwalla
- Fuze Beverage
- Honest Tea

INNOVATION STRATEGIES ADOPTED BY COCA-COLA

- ADVERTISING
- HOLIDAY CAMPAIGNS
- SPORTS SPONSORSHIP

THREE APPS BY COCA-COLA

- *Coca-Cola Freestyle* for consumers
- *Coke Notify Service Request* for retailers
- *Dasani Purefill*

SWOT ANALYSIS OF COMPANY

Strengths:

- Strong Brand Name
- Global Distribution
- Advertisement
- Strong R&D
- Brand Loyalty
- Financial Stability

WEAKNESS:

- Market Share
- Health concerns
- Pesticide Controversy
- Product diversification

OPPORTUNITIES:

- Introduce new products and diversify its segments
- Increase presence in developing nations
- Bring advanced supply chain system
- Packaged drinking water