Superbrands®

Superbrands®

"A Superbrand offers consumers significant emotional and/or physical advantages over its competitors which (consciously or sub-consciously) consumers want, recognize, and are willing to pay a premium for."

By Invitation Only

Participation in Superbrands is by invitation only, and offered to the most outstanding brands in their field. Attaining Superbrands Status strengthens a brands position, adds prestige and reassures consumers and suppliers that they are buying the best brand in its category.

Superbrands®

WHAT IS SUPERBRANDS?

www.superbrands.com

Superbrands®

- Published more than 39,500 presentations for the world's strongest brands
- World's largest independent arbiter of branding
- Operating in 90 countries around the world
- 555 books across 90 countries
- Established for 29 years

Superbrands®

ATTRIBUTES OF SUPERBRANDS

Superbrands TV®

Superbrands TV creates high quality video presentations for our Superbrands members. Brands can use this presentation to promote their brand stories and successes to their clients, investors, shareholders, staff, customers and brand supply chains. Many brands use this footage on Social Media outlets such as Facebook, Google, Instagram, LinkedIn, YouTube and Company Websites.

Each SBTV brand video runs for between 3 and 5 minutes, and we also provide members a 30 second shortened version for easy internal use, and for social media platforms.

28	90	554	32,900	37,946	10,337,655
Years Established	Countries	Books Published	YouTube Subscribers	Superbrands Clients	SBTV Video Views

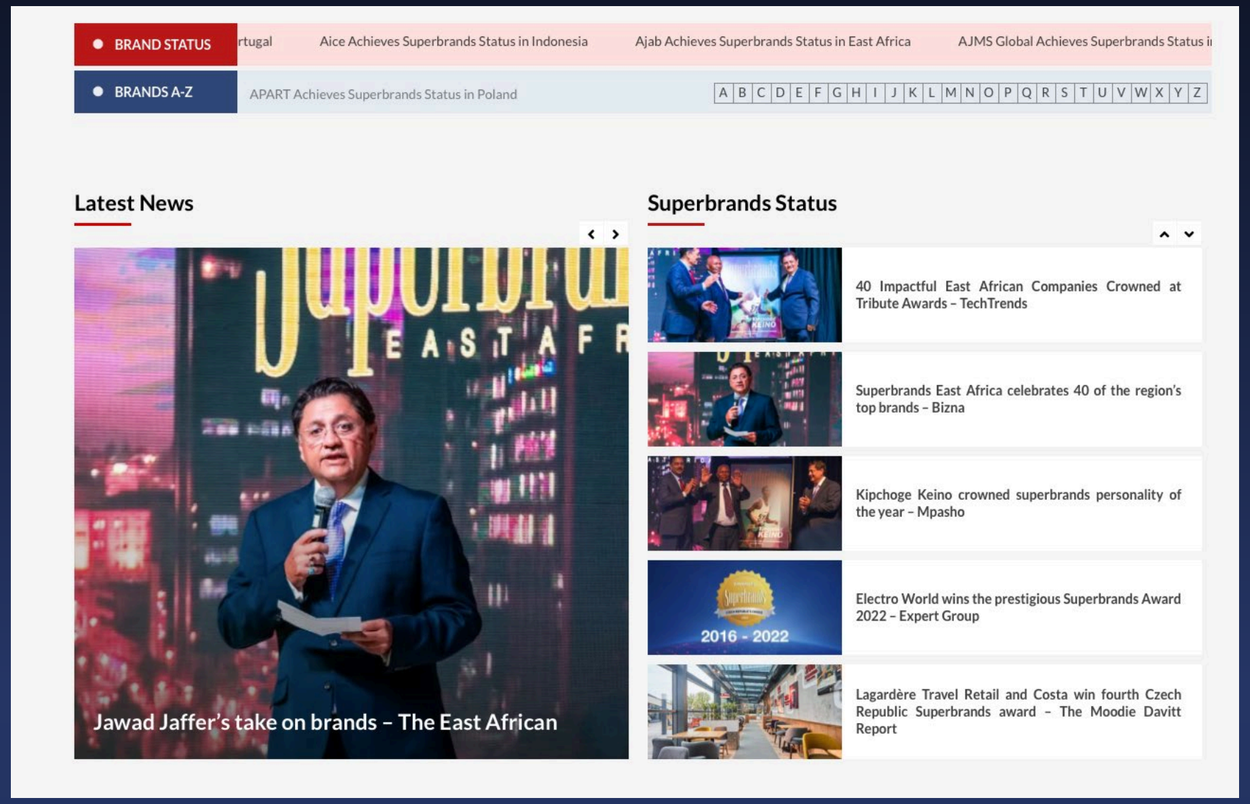
YouTube

www.superbrandstv.com

Superbrands NEWS

The Superbrands News team collates brand specific news stories from around the world which are of interest and relevance to people working internationally in advertising, branding, and marketing.

Superbrands News actively presents the qualified participating Superbrands on the News Channel.



www.superbrandsnews.com

BrandSearch

AWARDED Superbrands CANADA'S CHOICE 2023

BrandSearch is a powerful search tool to find tens of thousands of brand presentations that have featured in the Superbrands programmes around the world.

Coca-Cola | Search

THE MARKET

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola®, recognized as the world's most valuable brand, the company markets four of the world's top-five soft-drink brands, including Diet Coke®, Fanta®, and Sprite®, and a wide range of other beverages, including diet and light soft drinks, waters, juices and juice drinks, teas, coffees, and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the company's beverages at a rate exceeding 1.3 billion servings each day.

ACHIEVEMENTS

Until the mid-1950s, the contour bottle and bell-shaped fountain glass defined packaging for Coca-Cola. But as people demanded a wider variety of choices, the company responded with innovative packaging, new technology, and new products.

In 1955, king-size and family-size glass bottles were introduced with immediate success, followed by cans in the U.S. market in 1960. The company then marked several firsts in the soft-drink industry: lift-top cans and bottles with lift-top crowns in 1964, and a 24-pack "Cluster-Pak" of cans and tin-free steel cans in 1969.

After more than $250,000 in development costs and rigorous testing by NASA, the "Coke Space Can" was accepted for its first mission in outer space in 1985.

By 2000, the company had introduced a new generation to the famous contour bottle — first with the 1993 20-ounce plastic version, and later with the return of the classic embossed glass contour bottle (complete with city and state references on the bottom) in 2000.

In the past decades, The Coca-Cola Company has created new brands to meet the desires of consumers, starting with Fanta in 1960. Sprite was launched in 1961, followed by TAB — the company's first low-calorie drink — in 1963. The debut of Diet Coke in 1982 marked the first extension of the Coca-Cola trademark to another product. And the new products, such as Vanilla Coke continue today, add to the company's portfolio of nearly 400 brands.

For the past 117 years — through its ads that brought the world together, packaging innovations, and the introduction of new products to fit the tastes of consumers wherever they may be, whatever they may be doing — Coca-Cola has become a part of the lives of people around the world.

HISTORY

In 1886, John Pemberton created Coca-Cola in Atlanta, Georgia, and sold it at a local pharmacy. His partner and bookkeeper Frank Robinson named the product and drew the famous flowing Coca-Cola script.

Atlanta entrepreneur Asa G. Candler realized the business potential of the drink and acquired complete ownership of the Coca-Cola business for $2,300 in 1891. Within four years, Candler's merchandising flair — including the use of coupons — helped expand consumption of Coca-Cola to every part of the nation.

The 1916 introduction of the patented contour bottle made Coca-Cola instantly recognizable from imitators by taste, sight, and touch. The contour bottle was granted trademark registration in 1977, an honor awarded few other packages.

THE PRODUCT

Coca-Cola. It's a simple idea, really. Drinking a Coke makes people happy. It tastes good. And it's an invitation to live on the positive side of life. That's the message behind "The Coke Side of Life," brand Coca-Cola's overarching marketing platform. It has been created to invite people to create their own positive reality, be spontaneous, listen to their hearts, and live in full color.

Coca-Cola has always been at its best when it reflects the simple, optimistic moments in life. The Coke Side of Life recognizes that the most universal experiences are those where Coca-Cola is refreshingly honest and uplifting.

RECENT DEVELOPMENTS

As part of a continuous stream of innovation, Coca-Cola North America has expanded its broad beverage portfolio with the ever-evolving consumer in mind.

Coca-Cola Blak. Coca-Cola Blak is a sophisticated, premium blend of Coca-Cola, natural flavors, and coffee essence. The effervescence and rich flavor of Coca-Cola Blak provide the perfect pick-me-up for people looking for new ways to stay refreshed any time of the day or night. Coca-Cola Blak is a uniquely invigorating beverage that is full-bodied in flavor and as refreshing as you expect Coca-Cola to be. Coca-Cola Blak has been specially formulated to appeal to American tastes and features a unique logo treatment and packaging as well. It's designed to attract adult consumers looking for an indulgent and revitalizing alternative to other beverages.

POWERade OPTION™. It's not your traditional sports drink; it's a whole new "OPTION" for active people seeking hydration for any occasion throughout the day. POWERade OPTION™, a new low-calorie, low-carbohydrate sports drink, provides electrolytes and B-complex vitamins at levels comparable to regular POWERade, but with fewer carbohydrates and 80 percent fewer calories than Gatorade®. POWERade OPTION is sweetened with a blend of Sucralose, Ace-K, and HFCS; contains 10 calories and two carbohydrates per eight-fluid-ounce serving; and is an example of how the POWERade brand has driven category growth for the last several years.

Minute Maid Light Cherry Limeade. The popular Minute Maid Light line is a low-calorie, non-carbonated alternative for the increasing number of Americans looking for reduced calorie beverages. The new flavor scored highly with consumers and is extending consumer reach for the already popular Minute Maid Light line of lemonades and punches.

Minute Maid® Just 10™. Minute Maid Just 10 comes in cool, easy-to-open pouches to provide hassle-free refreshment for kids. Minute Maid Just 10, a low-calorie youth beverage made with 5 percent real fruit juice, is a good source of calcium and fortified with 100 percent of the daily value of Vitamin C. With only 10 calories and two grams of sugar per pouch, Minute Maid Just 10 fruit drink has 90 percent less sugar per serving than Capri Sun fruit.

Black Cherry Vanilla Coke and Diet Black Cherry Vanilla Coke. Cherry-flavored beverages are experiencing significant growth as are no-calorie soft drinks. The company's innovative fusion of real cola, luscious black cherry, and smooth vanilla flavors creates a taste that is complex and delicious. With well over 250 million cases sold, Vanilla Coke and Diet Vanilla Coke have been significant contributors to the company's business. With Black Cherry Vanilla Coke and Diet Black Cherry Vanilla Coke, Coca-Cola is able to expand its cherry-flavored portfolio and give consumers what they are saying they want.

PROMOTION

My Coke Rewards. My Coke Rewards is a multi-year, online-driven, mega-rewards program across all Coca-Cola™ brands. The program allows consumers to choose from a pool of experiences only Coca-Cola can offer and features rewards from some of the world's best brands.

The program is the largest for the Coca-Cola trademark, with rewards valued at over $50 million. Participation is easy. Consumers look for unique codes under the caps of specially marked 20-ounce bottles of Coca-Cola classic®, Diet Coke®, Coca-Cola Zero®, or any other Coca-Cola brand product. By going to www.mycokerewards.com, consumers then create an account and enter their code. Codes can even be entered via mobile phone, and as consumers collect and enter more codes, their account grows. When they have accumulated enough points to redeem their desired reward, they simply select it, and the points are deducted from their account.

Spanish-speaking consumers will be able to access a complete Spanish-language site simply by logging on to www.mycokerewards.com and selecting Spanish as their preferred language. This is the first fully bilingual, Internet-based initiative for the Coca-Cola brand in the United States.

My Coke Rewards has partnered with some of the world's best brands, including adidas, Delta, Kodak Easy Share Gallery, Blockbuster, Sony, Hilton, Bluefly, Spafinder, and more to offer My Coke Rewards members an incredible army of rewards. The launch of My Coke Rewards will be supported by an extensive marketing campaign, including television, radio, print, online, cinema, and out-of-home advertising; in-store point-of-sale materials; and more.

Coca-Cola and NCAA® March Madness. In 2006 Coca-Cola ignited fan passion for college hoops by offering consumers the chance to win more than 90,000 great NCAA®-related prizes, including the grand prize of a VIP trip to the 2007 NCAA® Final Four. Specially marked packages of Coca-Cola and Coca-Cola Zero will direct fans to www.mycokerewards.com where they can register for a chance to win one of the prizes being given away every 35 seconds. The "2007 NCAA® Men's Final Four VIP Trip" not only sends fans to the Big Dance, but also gives them a special behind-the-scenes experience. Other prizes include Huffy Sports Basketball Goals, Official NCAA® Basketballs, EA Sports™ NCAA® March Madness 2006 video games, gift certificates toward NCAA® merchandise at NCAAsports.com and cstvfanstore.com, and much more.

Diet Coke and the Academy Awards®. Diet Coke and caffeine-free Diet Coke® donned a brand-new look featuring metallic labels on 20-ounce packages in time for the brand's association with the Academy Awards®, and movie fans have the opportunity to win star-studded prizes at www.mycokerewards.com selected to commemorate Hollywood's biggest night. The program reminded people that with Diet Coke and My Coke Rewards "You Don't Have to Be a Star to Get the Star Treatment." Among the many glamorous prizes available were a "Red Carpet Viewing Experience" — a fan stand ticket to the 2007 Oscars®, a new 2007 Escalade, a Lazare Diamond® Right Hand Ring, an exclusive silver gown created by designer Narciso Rodriguez, and limited-edition Diet Coke eight-ounce glass contour bottles commemorating the 78th Annual Academy Awards®.

BRAND VALUES

Today, Coca-Cola North America provides consumers with the broadest selection of brands for every taste, lifestyle, and occasion to hydrate, energize, nourish, relax, or simply enjoy every drop of life. Coca-Cola North America markets more than 100 beverage brands, including four of the world's top-five carbonated soft drink brands. Coca-Cola and Diet Coke are the number-one and number-two brands in North America.

The company believes it has a responsibility to support programs that provide nutrition and physical education. In the United States, more than 4 million kids participate in and receive information on programs that are designed to encourage physical fitness and overall well-being.

Beginning in 2006, the company began to provide consumers with more useful information about its beverages and their ingredients beyond the label on the package. Its information is designed to help people decide which of its products fits best with the individual and the family.

The company also is committed to following responsible marketing and advertising practices. Parents prefer to be the gatekeeper when it comes to what to serve their children. For over 50 years The Coca-Cola Company has adhered to a policy that prohibits marketing full-sugar carbonated soft drinks on television programs primarily viewed by children.

THINGS YOU DIDN'T KNOW ABOUT COCA-COLA

- In the summer of 1994, in Sydney, Australia, a happy couple exchanged wedding vows while paragliding with a parachute bearing the trademark for Coca-Cola with the Sydney Harbor Bridge and famous Opera House as a backdrop.
- There are 5,000 members of the Co Collector's Club.
- When a couple from the B outside Sydney, Australia Coca-Cola Island as p motion, they decide it and exchanged Island in April 19 and the island o flowers, hair, ta with champagn
- The formula f form only, and vault of the located in Atlan Board of Direct vault if any emer century, many pe the original forma has ever proven to b

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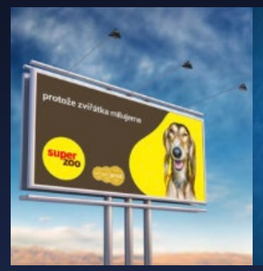
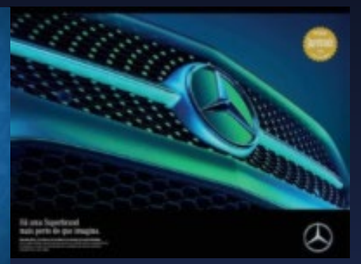
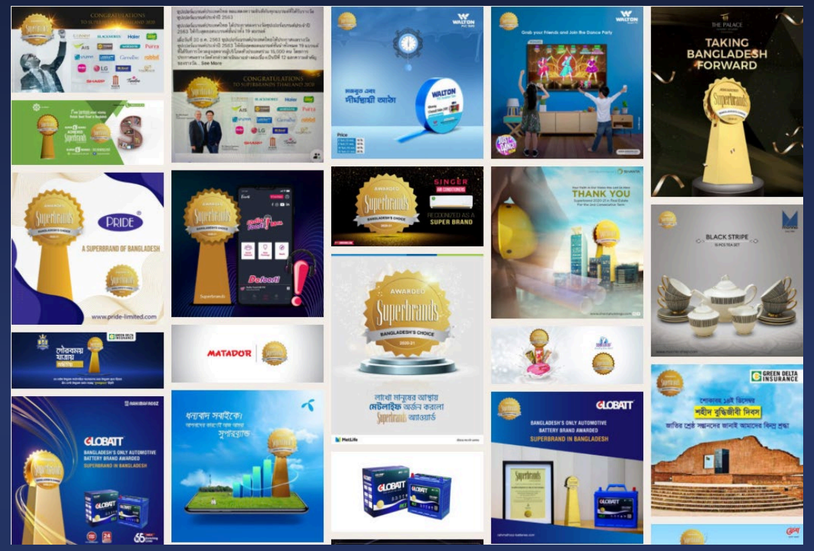
AWARD SEAL

Qualified and participating brands will receive the ”Superbrands Award Seal” which can be used to symbolize their “Superbrands Status” on their advertising and marketing materials, billboards, website, packaging, etc.

Research by Nielsen, as well as many other international research companies, have found that consumers are more likely, or much more likely, to purchase products or services displaying the "Superbrands Award Seal".







www.superbrands.com/award-seal-usage

Superbrands

CEO INTERVIEWS

Watch and listen to conversations with the Chief Executive Officers from many of the world's most successful brands.

Click here to watch the CEO Interviews

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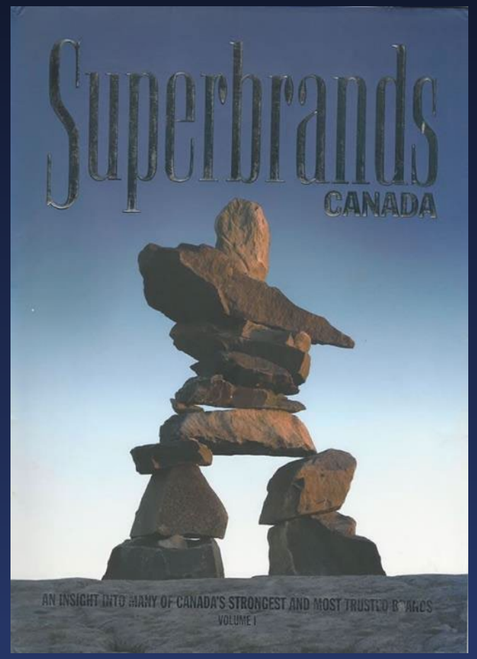
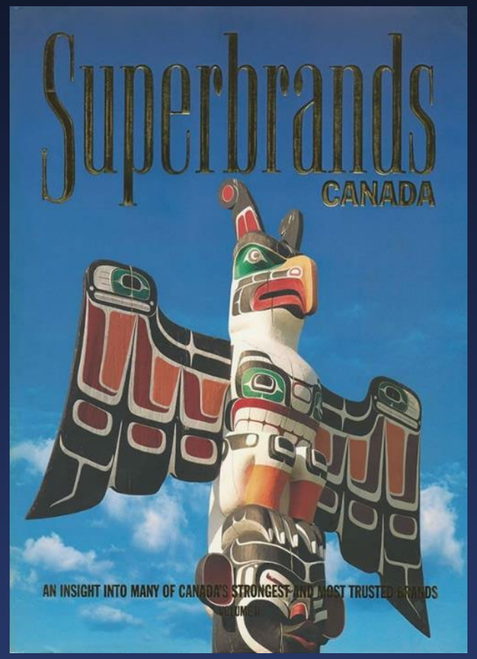
PUBLICATIONS & eBOOKS

Hundreds of Superbrands publications and thousands of brand presentations can be read online through Superbrands eBooks.





ca.superbrands.com/ebooks

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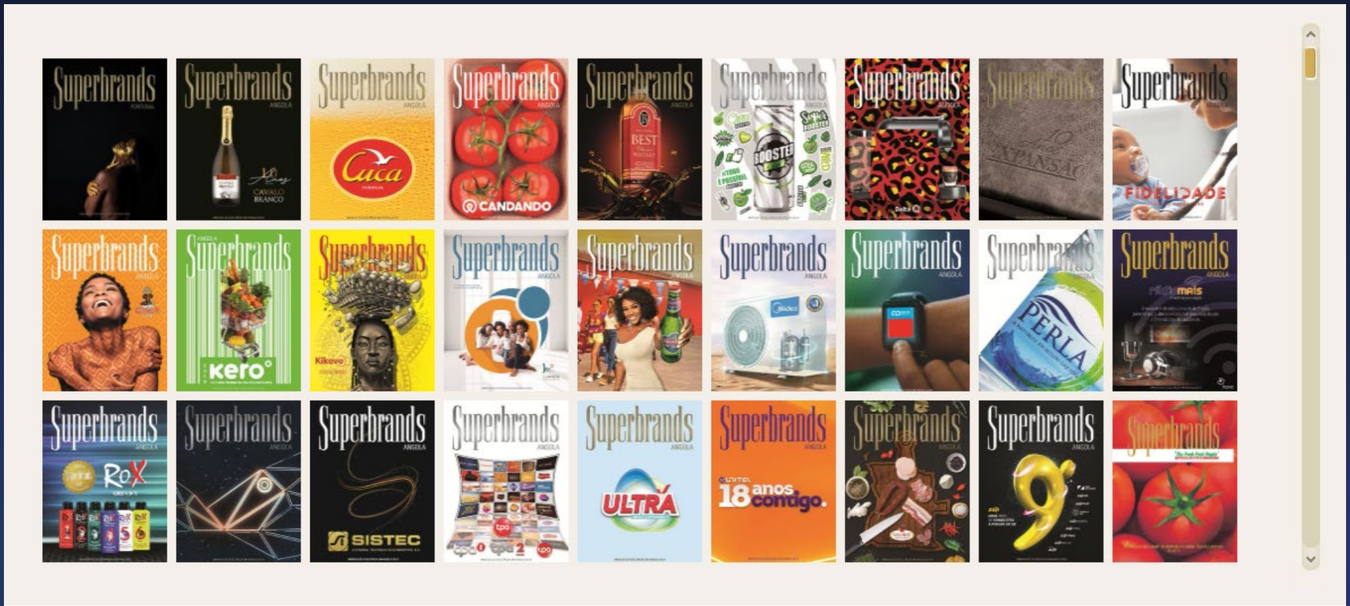
CUSTOM COVERS

Superbrands offers participating brands their own customized book cover. These personalised books are often placed in the company reception area and are also distributed to clients, suppliers, franchisees, investors and shareholders.



www.superbrands.com/custom-covers

Superbrands®

MEDIA COVERAGE

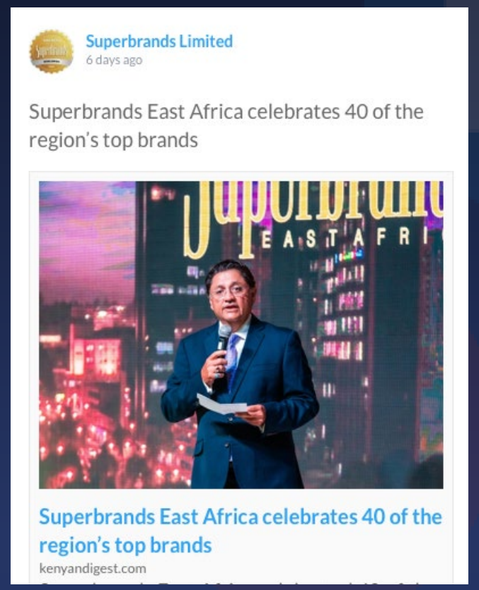
Superbrands works with all sectors of the media to promote both the programme itself as well as the featured brands. Television, print, radio and Internet are all utilised to inform consumers about Superbrands in each country, and which brands have achieved “Superbrands Status”.

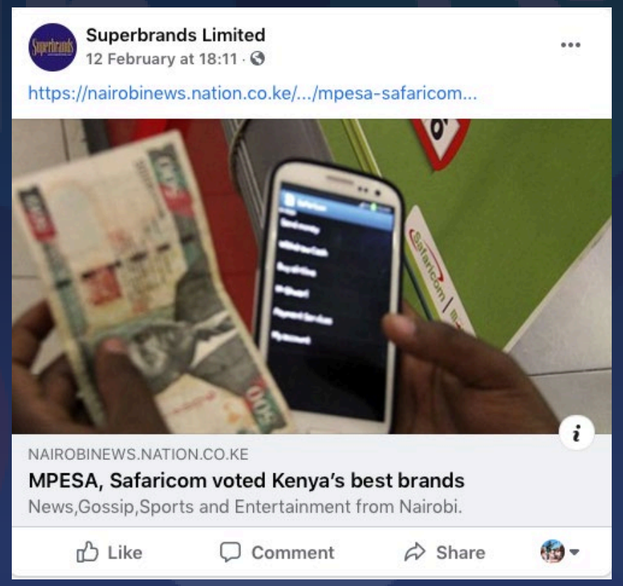
media.superbrands.com

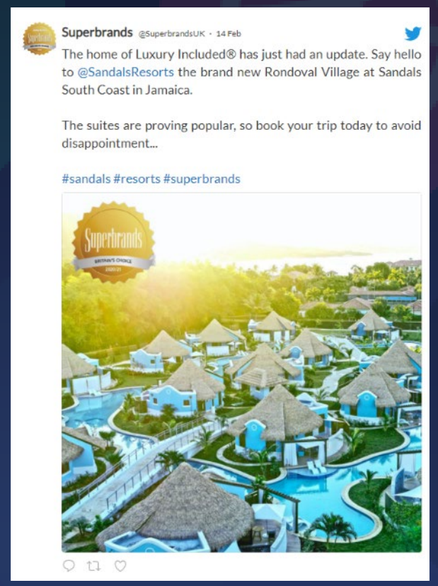
Superbrands

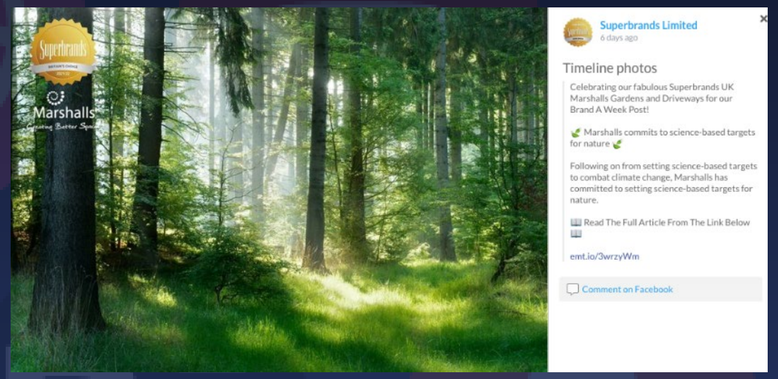
SOCIAL MEDIA

Superbrands helps brands receive more likes, shares and reactions to their social media news feeds. This makes it easier for the customer to engage with the brands' social media.









www.superbrands.com/social

YouTube

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EVENTS

To celebrate the launch of new Superbrands publications, and to pay tribute to the strongest and most valuable brands in the market, Superbrands holds spectacular Awards Events around the world.

Awards are given to the most successful brands in the market. The Awards are presented to senior executives from the leading brands, including CEO's, Managing Directors, Marketing Directors and other top marketing and PR executives.

events.superbrands.com

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Brands featured in our publications

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