

Coca-Cola®

WORLDWIDE PARTNER



POST-GAME STRATEGIC PERFORMANCE ANALYSIS

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OLYMPIC CAMPAIGN OBJECTIVES



Maximize Global Reach & Impressions



Drive Emotional Connections



Increase On-Site Participation



Promote Diverse Product Portfolio



Reinforce CSR Initiatives



CREATIVE DIGITAL STRATEGY



“Refresh to Recharge”

- Coca-Cola = moment of celebration & connection

Execution Channels:

- TV (Opening Ceremony)
- Digital + Social
- OOH in Milan & Cortina
- Audio (Spotify, radio)

Photo Credit: [LinkedIn](#)





Video Credit: [Instagram @thecocacolaco](https://www.instagram.com/thecocacolaco)

THE PEAK

- High foot traffic, thousands of daily visitors
- Strong dwell time and engagement
- High social sharing and UGC

Key: No quantitative KPI reporting



KPI ANALYSIS AND PERFORMANCE

- Olympic Context:
 - Over 110 million digital users and 24.1 million average viewers in the United States, and 1.3 million tickets sold
- Pre-Games: 12% of viewer engagement
 - By closing ceremony: 34%.

A 170% increase



TORCH RELAY!

- Route spanned 110 provinces, over 300 cities/towns, and dozens of UNESCO sites.
- 10,001 torchbearers and 60 locations



UNESCO HERITAGE SITES









DUAL GAMES ANALYSIS

- Activations remained open during Paralympics
- Media visibility decreased compared to Olympics
- Paralympics had strong global reach and participation
- Paralympic athletes included but not fully amplified



Photo Credit: [Coca Cola](#)



Photo Credit: [Media Post](#)



CAMPAIGN EVALUATION

What Worked / What Didn't

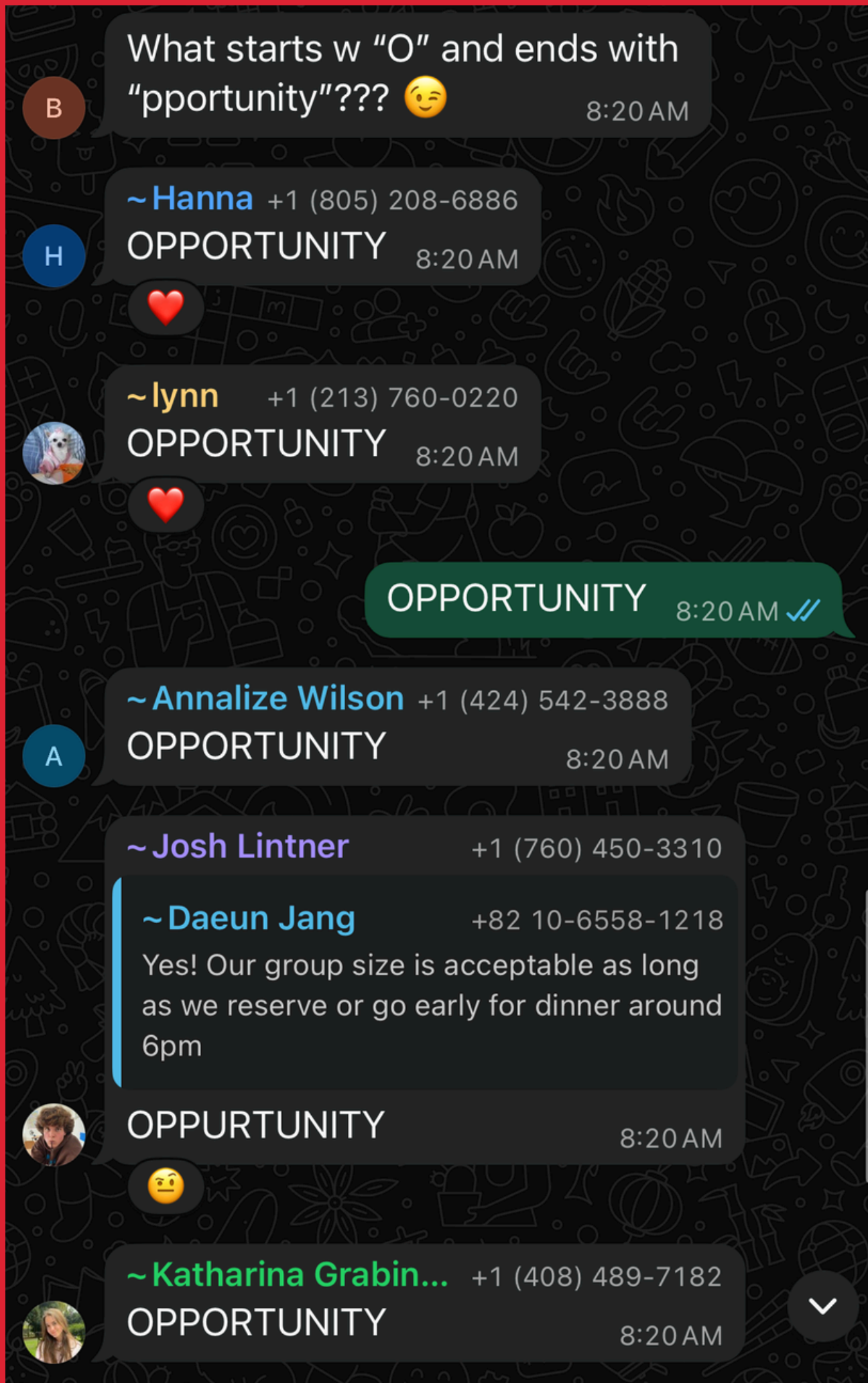
Strengths:

- Consistent, emotional storytelling
- Strong brand alignment
- Large emphasis on OOH and activations compared to Digital

Limitations:

- Relied on one core idea
- Risk of creative fatigue over time
- Lack of drive for Paralympics engagement





LA28 AND FUTURE GAMES

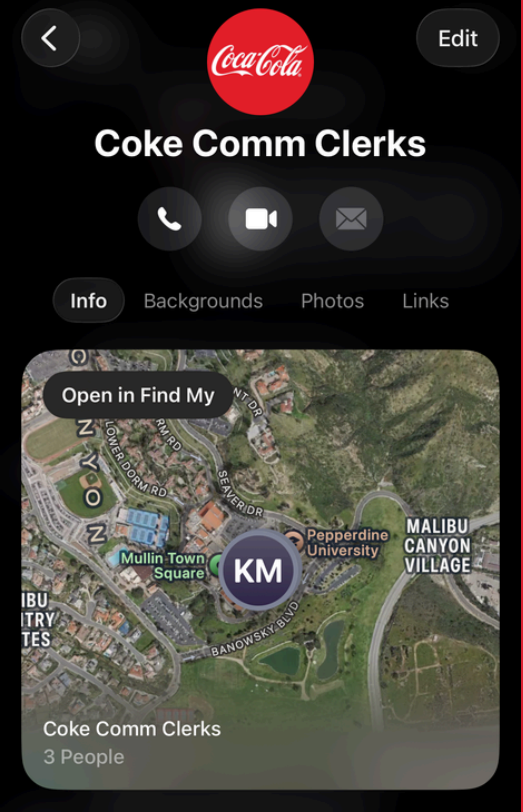
1. Expand and Equalize Paralympic Strategy
2. Implement Full-Funnel KPI Tracking and Measurement
3. Expand Digital and Interactive Engagement
4. Diversify Creative Strategy to Avoid Fatigue



QUESTIONS?



COKE COMM CLERKS, SIGNING OFF!



THANK YOU