

**Coca-Cola**  
*Company*

Zayd

Lucy

Kira

Da Eun

The Coca-Cola Company

# Introduction

“With more than 500 brands available in more than 200 countries, Coca-Cola is the largest beverage manufacturer and distributor in the world, one of the largest corporations in the United States, and one of the most successful brands in marketing history.”  
(Britannica)

**Longest-Standing  
Olympic Sponsor**



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# Positioning, Purpose, & Vision

**Purpose:**



**Corporate Vision:**

“To craft...drinks that people love, to refresh them in body & spirit, and to do so in ways that create a more sustainable business and better shared future that makes a difference in people’s lives, communities and our planet.”

**Brand Priorities:**

- Togetherness
- Sustainability
- Shared Future



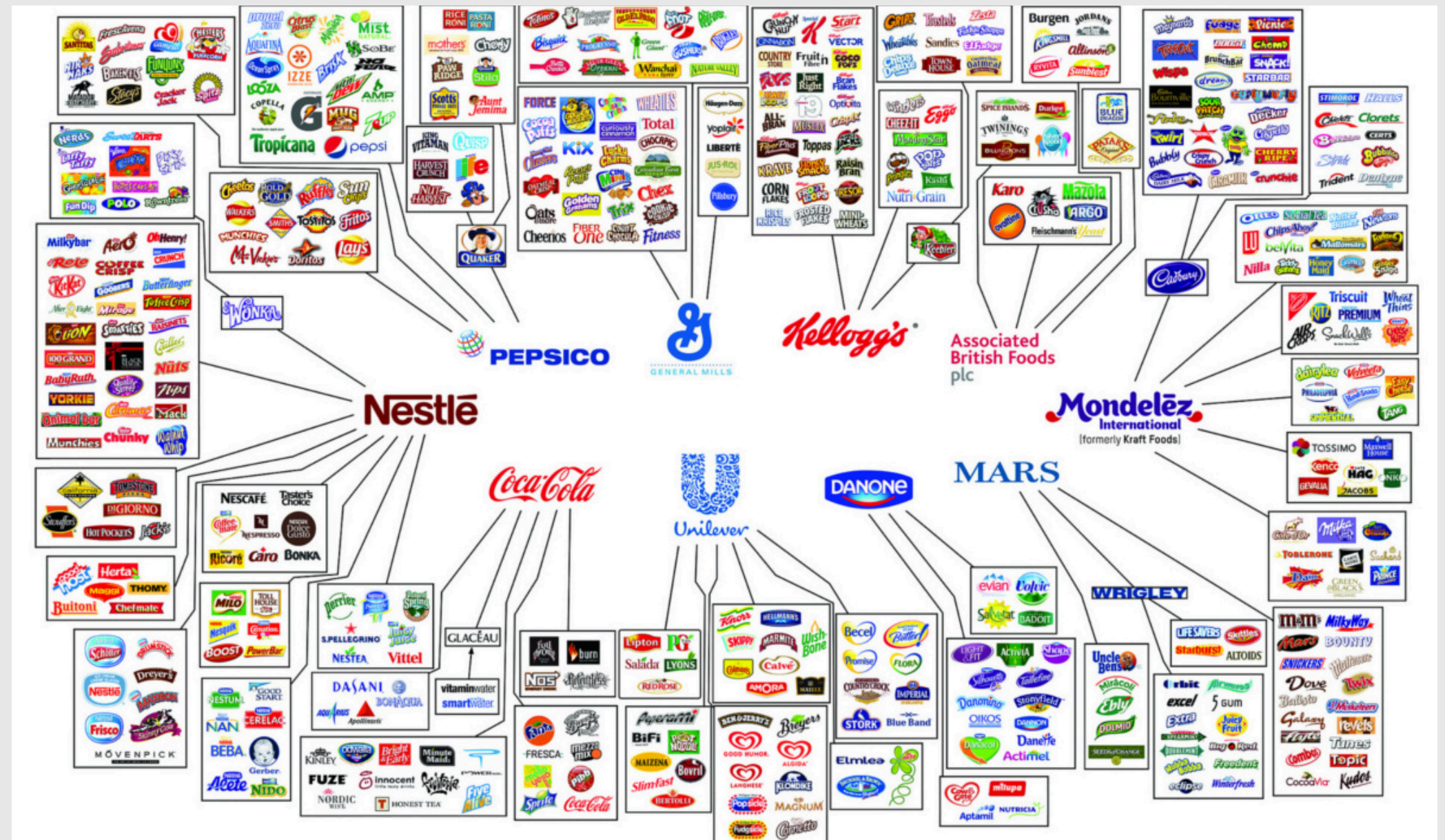
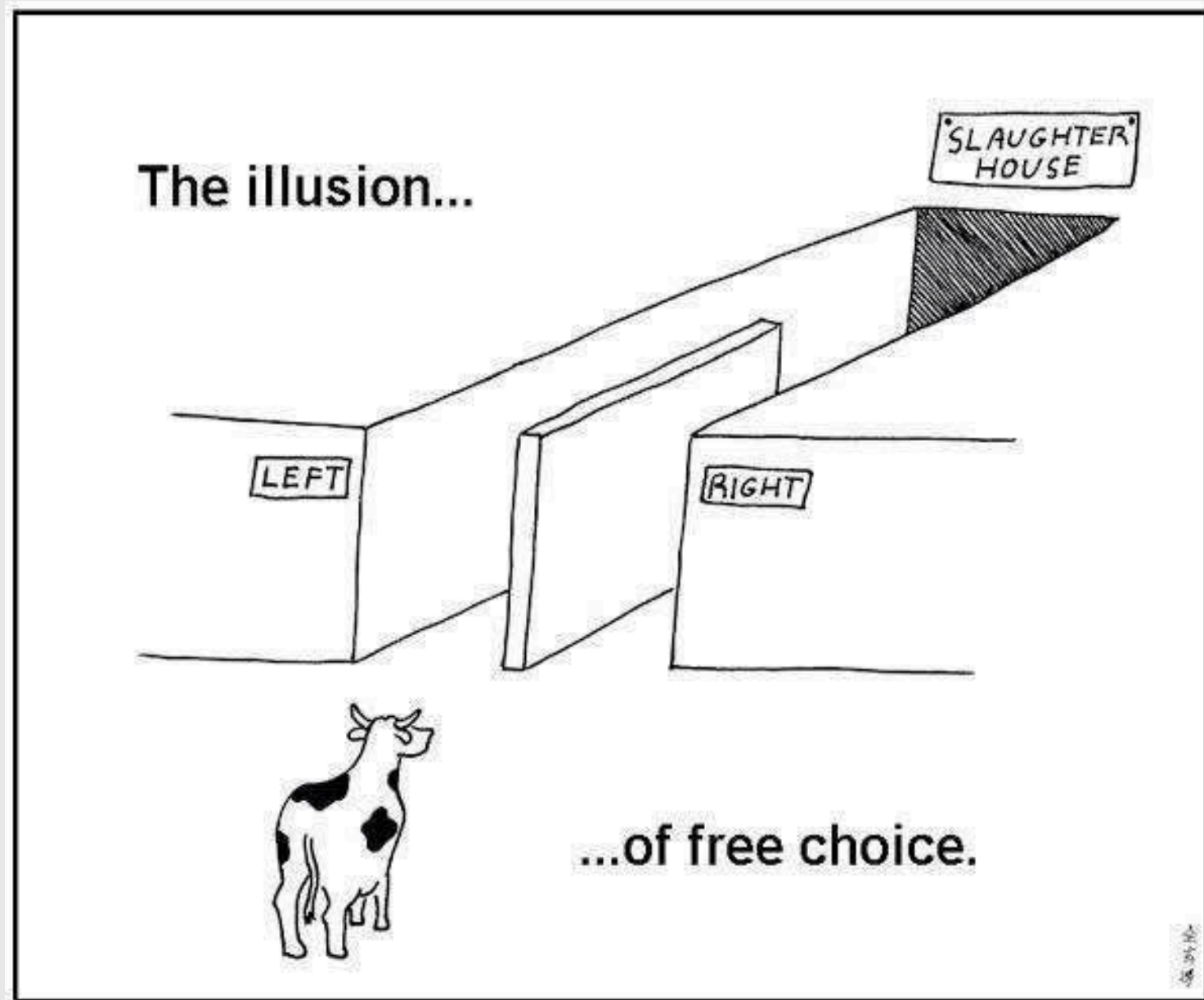
Image Credit: [Daily Mirror](#)

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# Business Structure & Global Operations



# The Illusion of Choice...



## The Coca-Cola Company

- Key priority within business strategy & brand messaging
- However, Coca-Cola has rolled back many of their sustainability initiatives
- 11% of branded plastic pollution in the world



Image Credit: [CNN Business](#)

# Sustainability & Corporate Responsibility

# Advertising & Athlete History



- **1904**  
First national magazine advertisement
- **1907**  
First advertisements featuring athletes
- **1941 & 1945**  
Trademark "Coke"

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# International & Sports Related Milestones

- **1927**  
Italy's leading beverage company
- **1928**  
Supplies drink kiosks at the 1928 Olympic Games in Amsterdam
- **1970**  
Introduced "Olympade"
- **1996**  
Coca-Cola Olympic City in Atlanta



Image Credits: [The Coca-Cola Company](#)

**The Competition**  
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# Top 3 Competitors

## Nestle

- Competitive Advantage: diversified portfolio (food, dairy, coffee & beverages)

## Red Bull

- Competitive Advantage: dominates energy drink market

## PepsiCo

- Competitive Advantage: diversified portfolio (beverages & snacks)



**Red Bull**



**pepsico**

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# Coca Cola v. Competitors

**High Competitive Rivalry**

**Low Threat of New Entrants**

**Moderate Threat of Substitutes**

**Moderate Buyer Power**

**Low to Moderate Supplier Power**

**Strong Market Position**

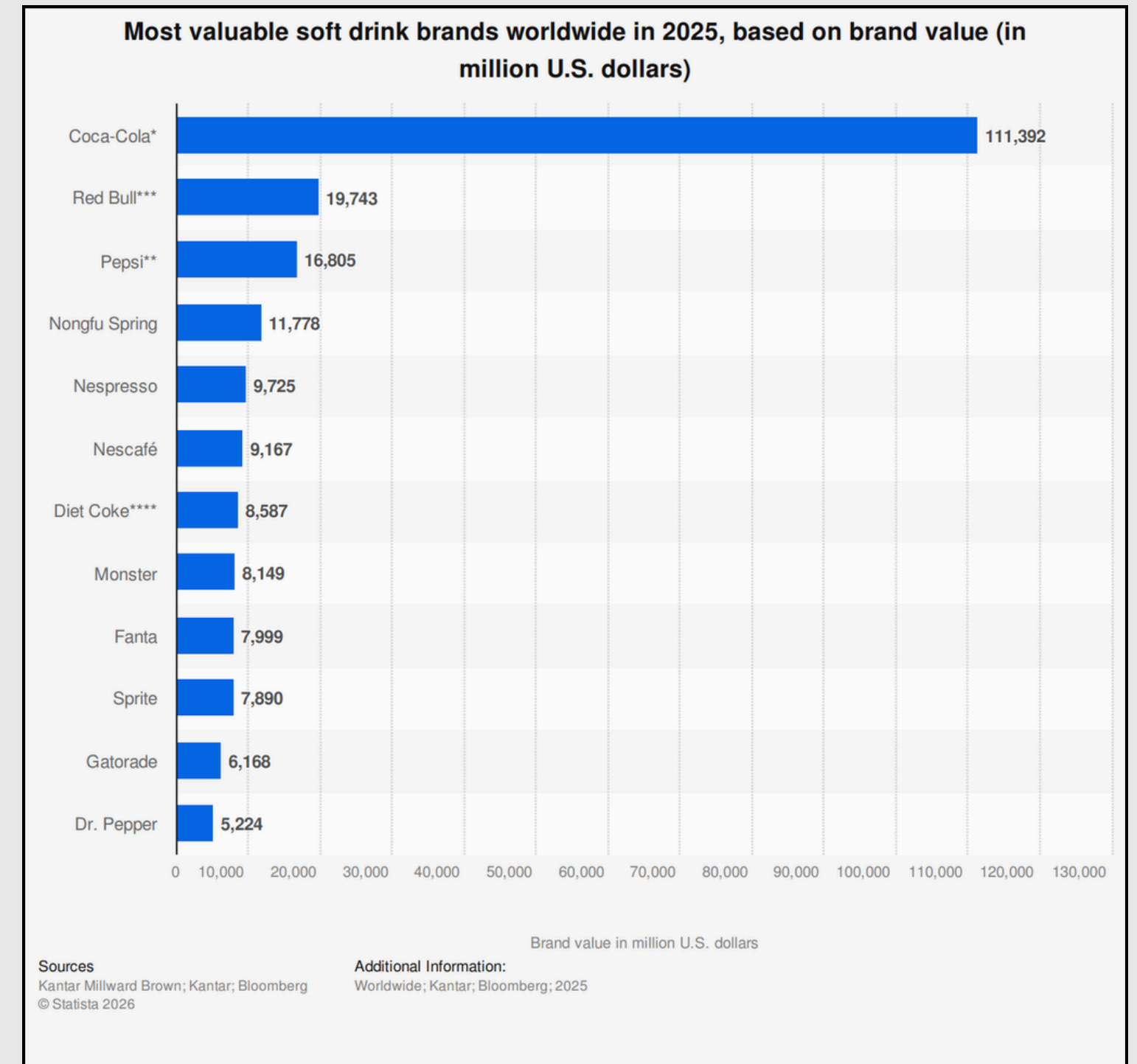


Image Credit: **Statista 2026**

Source: **Investopedia** (summarized from outline into a slide-friendly format using ChatGPT)

# Differentiation & Brand Strategy

- Prioritizes emotional branding & cultural relevance
- Maintains a focused identity as a beverage company
- Long-standing partnerships in sports & entertainment



# Olympic Strategy

*Paris & Milano Cortina*

# Olympic Origins & Sponsorship Highlights

- **1928 – Amsterdam Olympic Games**

The start of an almost century long partnership with the Olympic movement

- Long before the Olympics became profitable in 1984

- **1996 – Atlanta Olympic Games**

Introduced the Coca-Cola Olympic City

- Shift toward experiential & community-focused activations



# IOC Partnership

- An estimated **\$3 billion** joint sponsorship agreement (2021-2032) – one of the largest sponsorship deals in Olympic history
- Joint agreement with Chinese dairy company **Mengniu**
- This partnership reinforces Coca-Cola's position as the longest-running active Olympic sponsor



# Paris 2024 strategy

Focus: unity, inclusion, and human connection

- “It’s Magic When the World Comes Together.”
- “Hello World” music collaboration with Gwen Stefani and Anderson Paak
- “Hugging can” design
- Athlete 365 x Powerade



Image Credit: **Coca Cola**



Image Credit: **designit**

# Milano Cortina 2026 Strategy



## What we know:

- Team Coca-Cola - “Refresh Like A Champion”
- Torch relay partner for Milan 2026
- Youth Empowerment Program
- Coca Cola x Team USA merch
- 100 per cent recycled PET (rPET) packaging and a more efficient logistics plan



## What we expect to see:

- Italian Legacy
- Sustainability Pillars
- Community Building

**Focus: long-term legacy through community engagement, sustainability initiatives, and nationwide participation**



**thank you**  
*grazie mille*

**“As a Proud Partner of Milano Cortina 2026, we aim to strengthen this historic bond by engaging the entire country in a unique and memorable celebration... and help leave a positive legacy for the future.”**

**– Luca Santandrea (Olympics)**

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