

# STAGNATION AS BREAKTHROUGH

*“Never Waste a Good Crisis”*

Svetlana Milivojevic Panev, The Coca-Cola Company  
Marketing Director Russia & Operations Director Belarus

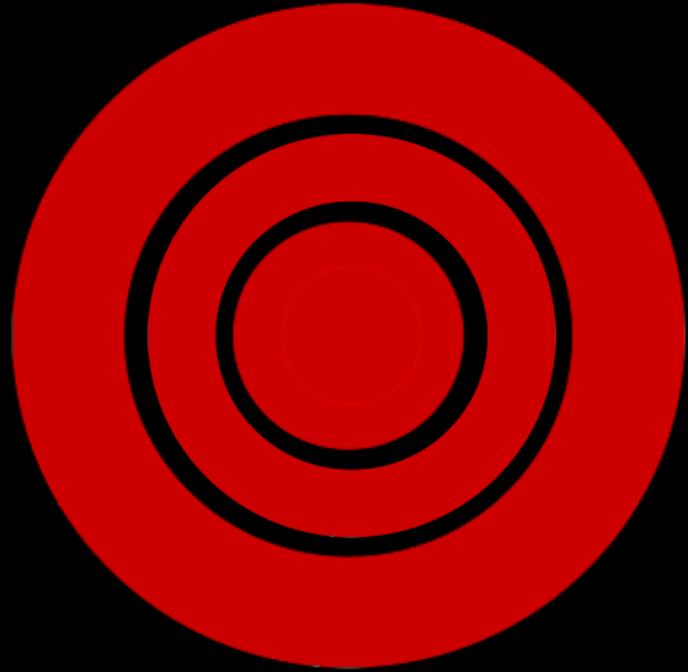


# Coca-Cola

AND 500+ BRANDS MORE

# 133 YEARS





CONSUMER  
CENTRICITY

# TRADITIONAL SEGMENTATION IS DEAD

“Demographic information is useless because, here’s a shocker for you, there are 19-year-old guys who watch Dance Moms, and there are 73-year old women who are watching Breaking Bad and Avengers”

TODD YELLIN,  
NETFLIX





I'M A

GAMING

MOM

JUST LIKE A NORMAL

MOM

EXCEPT MUCH COOLER

# CONSUMER TRIBES



“

CONSUMER TRIBES ARE THE NEW COMMUNITIES, UNITING LIKE-MINDED PEOPLE. WE ARE MOVING TO A TIME WHEN TECHNOLOGY ALLOWS US TO SEGMENT CUSTOMERS INTO HUNDREDS, EVEN THOUSANDS, OF MICRO-GROUPS

”

# WE MUST CHANGE DISRUPT OR BE DISRUPTED



“ TREND HUNTING & LISTENING  
BE MORE CREATIVE AND AGILE  
DEVELOP INNOVATIVE SOLUTIONS  
REINVENT OUR SUPPLY CHAINS  
EXPERIMENT WITH THE NEW INGREDIENTS  
RETHINK THE PACKAGING  
EMBRACE NEW TECHNOLOGIES ”

# CONSUMER CONNECTION

## EMBRACE NEW REALITY

“ THE WAY WE SELL & ENGAGE IS CHANGING  
BIG DATA & ADVANCED ANALYTICS  
NEW MEDIA ECOSYSTEMS  
INTEGRATION OF ONLINE AND OFFLINE RETAIL  
EMERGENCE OF DIRECT TO CONSUMER MODELS  
BRAND PURPOSE & EXPERIENCES  
CONTENT PEOPLE WANT TO ENGAGE WITH ”

# FROM FLAVOR EXTENSIONS TO NEW CATEGORIES

ВАНИЛЛА-ЛА-ЛА  
ОТКРОЙ СВОЮ  
*Coca-Cola* VANILLA



*Coca-Cola*

*Coca-Cola*

ПОПРОБУЙ... ПОЧУВСТВУЙ



# IMPOSSIBLE MADE POSSIBLE

FIFA REAL TIME LABEL

# FANTA HAVING FUN TIK TOK CHALLENGE

OLV > TIK TOK >  
PROMO > RETAIL >  
PRODUCT >

200+ MILLION  
IMPRESSIONS  
XXX UGC VIDEOS  
SALES 2X VS PLAN



# CONTENT YOU WANT TO WATCH

COKE ASMR



CONSUMER



THANK YOU