



*Coca-Cola*  
**zero SUGAR**

# **2021 NCAA PR PLAYBOOK**

**ONE  
OF A  
K!ND**

PUBLIC RELATIONS AGENCY

# TABLE OF CONTENTS

<b>MEET THE TEAM</b>	<b>1</b>
<b>EXECUTIVE SUMMARY</b>	<b>2-3</b>
<b>BRAND PRINT</b>	<b>4-5</b>
<b>SITUATIONAL ANALYSIS</b>	<b>6-26</b>
History	6-7
Mission, Values and Purpose	8
SWOT Analysis	9-10
Social Media Analysis	11
Generational Analysis	12-14
The National Collegiate Athletic Association	15-16
COVID-19 and the Impact on the Sporting Industry	16
Media Analysis	17
Fooding	17-18
Competitive Analysis	19-23
Coca-Cola vs Pepsi Preferences	24
Product Differentiation	25-26
<b>RESEARCH</b>	<b>27-49</b>
Problem Statement	27
Methodology	27
Challenges and Issues	27
Secondary Research	28
Generational Analysis	28-31
Primary Research Results	31-46
Final Conclusion	46-48
Key Takeaways	49
<b>GOALS AND OBJECTIVES</b>	<b>50-52</b>
Introduction	50
Goal 1	50
Goal 2	51
<b>IMPLEMENTATION</b>	<b>53-55</b>
<b>TIMELINE</b>	<b>56-65</b>
<b>BUDGET</b>	<b>66-68</b>
<b>EVALUATION</b>	<b>69-70</b>
<b>APPENDICES</b>	<b>71-74</b>

# MEET THE TEAM



## **Kailey Kiss | Account Executive**

Kailey Kiss is a third-year public relations major with an outside concentration in theatre and dance. After graduation, she plans to either attend law school or pursue a graduate degree in public interest communications. Outside of school, you can find her at a coffee shop or writing her own songs.

## **Tamara Lentini | Copywriter**

Tamara Lentini is a fourth-year public relations and psychology student. After graduation, she plans to attend law school. In her free time, she enjoys scuba diving, editing videos, reading and spending time with her dog, Mishka.

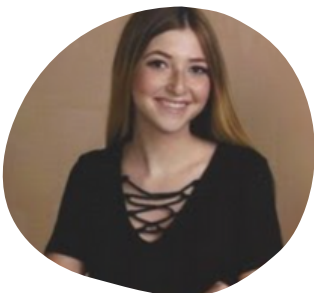


## **Andrea Merino | Creative Director**

Andrea Merino is a fourth-year public relations student with a minor in event management and a concentration in international communications. Through her past work she has been able to gain experience in social media, event planning, PR research and influencer marketing. When she is not in class you can find her scrolling through Instagram or booking a flight for a last-minute trip.

## **Allison Russakis | Media Director**

Allison Russakis is a fourth-year public relations student who simultaneously is working on her Master's of Science in Management through a combined degree program with the Warrington College of Business. She works as the Multimedia Manager for a local non-profit that is working to preserve the natural land of Florida. She loves reading and trying new foods.



## **Sophie Schifter | Research Director**

Sophie Schifter is a fourth-year public relations student with a minor in Innovation. She hopes to work in the entertainment industry. In her free time, you can catch her watching Netflix or browsing on IMDB.

# EXECUTIVE SUMMARY

ONE OF A K!ND has developed a strategic plan for its client, Coke Zero Sugar. The strategic plan is used as an approach for helping organizations see what is most important and what will need realignment. The strategic planning process looks at the “big picture” and helps an organization succeed by specific, targeted actions.

As a brand built on togetherness, we believe that The Coca-Cola Company has the opportunity to unify alumni, reconnect NCAA College Football fans, and increase Coke Zero Sugar’s brand loyalty. The company’s purpose is to “Refresh the world. Make a difference,” and The Coca-Cola Company lives out its purpose through the following three pillars: loved brands, done sustainably and for a better shared future. This strategic plan serves as an approach to unify groups of people after COVID-19 has impacted the way alumni gather at NCAA College Football games. Through this campaign, ONE OF A K!ND aims to help Coke Zero Sugar recalibrate college alumni’s senses and lift the human spirit.

As people all over the world were disconnected from their loved ones during COVID-19, the 2021 college football season will be utilized by Coke Zero Sugar to inspire family and friends to appreciate the big, or small, moments in life by igniting their senses and creating traditions to renew, ritualize and retain our experiences revolving around food shared with one another. Specifically, ONE OF A K!ND will help Coke Zero Sugar target alumni as the primary audience. We will do this by sharing a QR code that links to each stadium and marks where Coke Zero Sugar can be found in each of the 130 NCAA team stadiums. This information will be sent out through alumni Facebook group pages. ONE OF A K!ND will partner with snow cone vendors at five of the NCAA College Football stadiums and create Coke Zero Sugar snow cones for fans to enjoy on a hot day. Other tactics will also include sharing two featured recipes from Robert Irvine and the Coca-Cola Kitchen every month during the football season. Not only will Robert Irvine share two new Coke Zero Sugar recipes, but the #CokeTailgateRecipes will encourage Coke fans to share their favorite game day recipes that contain Coke products. Another tactic ONE OF A K!ND suggests is that Coca-Cola create an online competition called the Coke Zero Sugar Alumni Bowl. This competition will be between all 130 NCAA College Football teams. Coke fans and college football fans can participate by scanning the QR code on all Coke Zero Sugar bottles and cans sold during the Fall 2021 NCAA College Football season that links to a form where purchasers can select the school they are rooting for. The hashtag #TogetherTastesBetter will be promoted during all NCAA Fall 2021 College Football game days by doing a game day roll call on Coca-Cola social media channels.

# EXECUTIVE SUMMARY

ONE OF A K!ND decided that the most beneficial and creative way to target alumni is through igniting their senses at tailgates, gatherings and game day events using Coke Zero Sugar. ONE OF A K!ND has strategically planned to ignite their senses through social media campaigns, partnerships and more to increase brand awareness among alumni.

As mentioned, The Coca-Cola Company aims to make a difference in the world, and this will be accomplished by using Coke Zero Sugar to bring friends and families together again for the Fall 2021 NCAA College Football season. ONE OF A K!ND will place Coke Zero Sugar at the heart of game day to promote loyalty and brand love.

It is essential that these goals turn into outcomes. We have strategically planned social media and content that will be distributed during the 2021 college football season. For instance, we intend to use the line “Together Tastes Better” on Coca-Cola’s social media channels to increase the acceptance of Coke Zero Sugar.

Throughout the course of the campaign, our tone will remain persuasive and informative. Beginning in February, we will have our pre-launch. This will consist of creating QR codes and spreadsheets to keep track of the progress. Our campaign will begin on September 1 and go until December 5. During that time, we will introduce the Coke Zero Sugar campaign, the #CokeTailgate Recipes, announce and take part in the Coke Zero Sugar Alumni Sugar Bowl and post a game day roll call each weekend.

Our total budget of \$100,000 for this campaign, mentioned at the end of this book, covers everything from the events themselves to winning alumni group donations. In the end, we would like to see The Coca-Cola Company’s products, specifically Coke Zero Sugar, live out Coca-Cola’s brand values and purpose through igniting the senses of alumni and bringing together friends and families for the NCAA 2021 College Football season. Our goal is to see how much of an effect we had on bringing people together after a time of separation due to COVID-19.

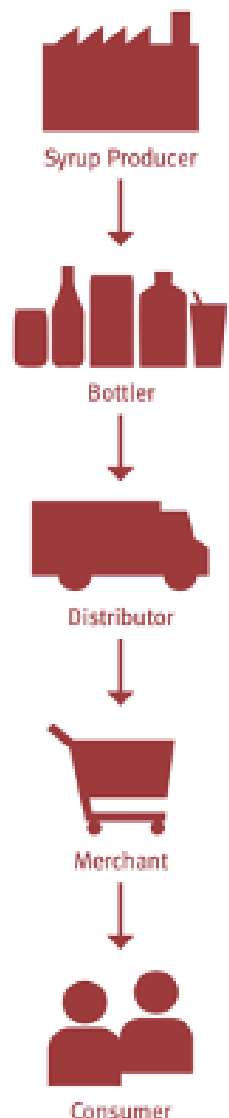
# BRAND PRINT

In the early 1800s, soda water, as it was then known, was created by pharmacists mainly as a remedy for patients with digestive issues. However, in the 1830s, as consumer preferences started to change, soda water became an everyday refreshment for consumers. In 1881, the first cola drink, and pharmacists around America began experimenting with other soda formulas. This eventually led to the creation of the iconic household brands we know and love today including Root Beer (1876), Dr. Pepper (1885), Coca-Cola (1886) and Pepsi-Cola (1893).

The soft drink industry deals with the production, marketing and distribution of nonalcoholic and generally carbonated, flavored, and sweetened, water-based beverages (Coster, 2020). Within the soft drink industry, there are two subdivisions: 1. flavoring syrup and concentrate manufacturing and 2. soft drinks manufacturing (Fry , Spector, Arroyo Williamson, & Mujeeb, 2011). The flavoring syrup and concentrate manufacturing market consists of sales of flavoring syrup and concentrate by organizations that produce flavoring syrup drink concentrates for the produce of soft drinks (Businesswire, 2019).

Soft drink manufacturers, like Coca-Cola and PepsiCo, use independent manufacturers to combine the flavoring syrup and other ingredients with carbonated water before bottling the finished product. Most of all soft drink companies have a similar supply chain which enables them to produce and distribute beverages to consumers (see table to the right). The supply chain moves from syrup producer, to bottler, to distributor, to merchant, to final consumer as shown in Figure 1. (Fry , Spector, Arroyo Williamson, & Mujeeb, 2011).

## The Soft Drink Supply Chain



# BRAND PRINT

The major products of soft drink companies include: carbonated soft drinks (both diet and non-diet); fruit beverages; bottled water; functional beverages including energy drinks, relaxation drinks and ready-to-drink teas and coffees; and sports drinks including Gatorade and Powerade.

Though carbonated soft drinks remain the most popular product among U.S. consumers, soda consumption has declined steadily since 2013 as changing health trends have shifted consumers' references. Research has shown that soda, including diet options, have been linked to common health issues including obesity and diabetes (Value Line, 2015). This has increased demand for healthier, less-sugary alternatives. As a result, companies have expanded their product portfolio to reflect these changing demands. Drink options like flavored sparkling water, lemonade, coconut water and oat milk have provided consumers with healthier alternatives to soda.

The three largest manufacturers of soft drinks are Coca-Cola, PepsiCo and Keurig Dr. Pepper. In 2019, Coca-Cola was ranked as the leading carbonated soft drink manufacturer in the United States with a volume share of 43.7%, PepsiCo came in second with a volume share of 24.1%, and Keurig Dr. Pepper ranked third with a volume share of 18.2% (Bedford, 2020). As of May 2020, PepsiCo had a market capitalization of \$188.6 billion while Coca-Cola had a market capitalization of \$185.8 billion (Maverick, 2020).

In 2023, the United States carbonated soft drinks (CSD) market is forecast to have a value of \$88, 829.1 million, a 8.9% increase since 2018 (MarketLine, 2020). Overall, the market is growing at an annual growth rate of 3.8% (Spirada, 2020).



# SITUATIONAL ANALYSIS

## HISTORY

The world's first Coca-Cola was served on May 8, 1886, at Jacobs' Pharmacy in Atlanta, Georgia. A local pharmacist, Dr. John Pemberton, created the syrup and brought it down the street to the pharmacy where it was paired with carbonated water and sold for five cents a glass. The name "Coca-Cola" was dreamt up by Frank M. Robinson, Dr. Pemberton's partner and bookkeeper, spurred by the idea that "the two C's would look well in advertising." The iconic Coca-Cola script is Robinson's own handwriting. The Atlanta Journal was home to the first ever ad for the new soda fountain drink. Store awnings were adorned with hand-painted signs reading "Coca-Cola." In the first year after its birth, there were an average of nine drinks sold per day. Going at the initial rate of five cents a glass, Coca-Cola began with an average revenue of under 50 cents a day. Just a short two years after the first Coca-Cola was sold, and after he had gradually sold off most of the business to different people, Dr. Pemberton sold his remaining interest in Coca-Cola to Atlanta businessman, Asa G. Candler. From there, Candler obtained complete control (for a total of \$2,300) and began to shape what we recognize today as the Coca-Cola Company.



# SITUATIONAL ANALYSIS

## HISTORY

In 1892, just one year after acquiring sole ownership, Candler had increased sales of the syrup by almost tenfold. Emboldened by that success, he sold his pharmaceutical business and focused only on the soft drink. Along with four associates, including his brother, John, and Frank Robinson, he formed a corporation called The Coca-Cola Company. The official trademark was registered on Jan. 31, 1893, in the United States Patent Office. In 1894, Dallas became home to the first syrup manufacturing plant outside of Atlanta, and then in 1895, two more were opened in Chicago and Los Angeles.

Bottling began in 1894 when an individual Mississippi soda fountain owner, Joseph A. Biedenharn, saw such a demand for the drink that he installed bottling machinery in the back of his store. The first cases of Coca-Cola were sold to farms and lumber camps along the Mississippi River. Bottling on a larger scale began in 1899 when Candler gave a group of Tennesseans the exclusive rights to bottle and sell Coca-Cola around almost the entire United States. The first two bottling plants were opened in 1899 and 1900 in Chattanooga and Atlanta, respectively. In the next 20 years, the total number of plants grew to over 1,000.

The journey toward becoming a total beverage company started in 1960 when the company added The Minute Maid Corporation. In the last 60 years since, numerous beverages have been introduced and brands have been acquired, all helping Coca-Cola to become the icon it is today.

# SITUATIONAL ANALYSIS

## MISSION, VALUES AND PURPOSE

**Purpose:** Refresh the world. Make a difference.

**Vision:** Beverages for Life. Our vision is to craft the brands and choice of drinks that people love, to refresh them in body & spirit. And done in ways that create a more sustainable business and better shared future that makes a difference in people's lives, communities and our planet.

That vision is supported by three connected pillars:

1. *Loved brands* – “We craft meaningful brands and a choice of drinks that people love and that refresh them in body and spirit.”
2. *Done sustainably* – “We use our leadership to be part of the solution to achieve positive change in the world and to build a more sustainable future for our planet.”
3. *For a better shared future* – “We invest to improve people's lives, from our employees to all those who touch our business system, to our investors, to the broad communities we call home.”

To achieve that vision, The Coca-Cola Company believes that it needs to nurture the culture that encompasses it. Two facets of that culture are acting with a growth mindset and being clear about the conscience the company follows. In short, the company strives to continue learning in order to better itself and to have the moral compass to do the right thing. There are four specific behaviors the company wants to focus on using everyday:

1. Curious
  - a. “Always seek, never settle”
  - b. “Ask why or why not, or what if, or I wonder...”
2. Empowered
  - a. “Own it, take accountability
  - b. “Each one of us can make a big difference”
3. Inclusive
  - a. “Leverage our broad diversity of people, global networks and learning”
  - b. “Two brains are better than one (most often)”
4. Agile
  - a. “Learn by doing”
  - b. “Act with a sense of urgency”

# SITUATIONAL ANALYSIS

## SWOT ANALYSIS

### STRENGTHS

Coca-Cola has been collaborating with grocery store customers to adjust to stay-at-home lifestyle by prioritizing multipacks.

In 2019, Coca-Cola launched its touchless Freestyle system with bluetooth connectivity in response to the demand for touchless options in quick-serve restaurants and consumers' preference to pour their own fountain drinks instead of the restaurant employees.

Coca-Cola is among top 10 leading brands worldwide in 2020 and the most valuable soft drink brand based on brand value beating competitors such as Pepsi and Red Bull.

The Coca-Cola Company has a greater social media following than competitors - 1.2 million compared to 342.2K on PepsiCo Twitter. Redbull beats the Coca-Cola Company with 3 million Twitter followers, but the Coca-Cola brand has 3.3 million followers.

\*Coca-Cola Company marketing efforts were put on pause globally until countries begin to recover and return to normal. The money was redirected to COVID-19 relief and messages of solidarity on social media channels and high-profile assets.

The Coca-Cola Company owns the largest market share of the global non-alcoholic beverage industry. In 2019, Coca-Cola's US held a 43.7% market share in the US.

### WEAKNESSES

Coca-Cola lacks diversification going beyond drinks to snacks, an area PepsiCo has been able to take advantage of giving them greater revenue than Coca-Cola in 2019.

PepsiCo outbeat Coca-Cola in Google searches in 2019.

Coca-Cola has less engagement on social media at approximately 37% than its competitors PepsiCo and Red Bull, which have approximately 68% and 90% respectively.

Coca-Cola lacks brands with a focus on health. Gen Z buyers are increasingly weighing physical health concerns with purchasing decisions - 67% prefer products with ingredients they understand.

# SITUATIONAL ANALYSIS

## SWOT ANALYSIS

### OPPORTUNITIES

Consumers are turning to trusted brands like Coca Cola during uncertain times meaning larger Coca-Cola brands are getting more attention.

Hygiene and safety is an emerging trend in COVID-19 era creating room for innovative solutions such as touchless dispensaries, online sales and home delivery - the "digital shelf."

Over half of Gen Z respondents to a survey mentioned that they are more likely to buy into products with healthy/good for you claims.

21% of convenience store shoppers are 16 to 24 years old and convenience is their top retail channel.

Bottled water is the No. 1 beverage of choice among the Gen Z age group.

NCAA to allow college athletes to be able to sign endorsement and sponsorship deals to get paid for commercials and personal appearances.

### THREATS

Coca-Cola is to scale back or postpone brand launches due to COVID-19.

Recovery from economic impact will be segmented based on varying stages of outbreak in different countries, regions and markets.

PepsiCo diversification to food products provided extra padding to economic effects of COVID-19 because they are performing well compared to decrease in sales for soft drinks.

PepsiCo announced a deal to purchase the Rockstar Energy drink brand in February.

Pepsi started Pepcoin cash back loyalty rewards program for all specially marked beverage and snack products.

Only 8% of Gen Z respondents named energy drinks as their go-to drink. This is a risk to the Coca Cola company that owns Coke Energy.

# SITUATIONAL ANALYSIS

## SOCIAL MEDIA ANALYSIS

### Instagram

- Handle: [@CocaCola](#) | Followers: 2.7 M
- Feed aesthetic is red, black, gray and white (same as Coke brand)
- Mainly uses infographics, very few photos of customers
- Opportunity to use story features on Instagram to tell story
- Ongoing campaign “Together We Must” aimed at social issues in today’s society, using high profile celebrities and figures

### Facebook

- Handle: [@CocaColaUnitedStates](#) | Following: 105 M
- Has not posted since June 3
- Posts highlight organizations making a difference in the fight against COVID-19
- Most recent posts centered around current events regarding Black Lives Matter

### Twitter

- Handle: [@CocaCola](#) | Followers: 3.3 M
- Continues Together We Must campaign similar to Instagram
- Has retweeted multiple times the American Red Cross, United Way of Greater Atlanta, Salvation Army USA, USO, Human Rights
- Campaign, Feeding America in regards to COVID-19
- Post about systemic racism, equality, diversity and voting

### Tik Tok

- Handle: [@cocacola\\_us](#) | Followers: 29.7 K
- Newest platform for company
- No posts as of October 5, 2020
- Decent following for a recently created platform

### LinkedIn

- Handle: [@The Coca-Cola Company](#) | Employees on LinkedIn: 74, 118
- List of employees and their positions/titles
- Lists of job openings
- Posts videos addressing economic, social and sustainable initiatives the organization strives for

# SITUATIONAL ANALYSIS

## GENERATIONAL ANALYSIS

### Boomers

Baby boomers, also known as "boomers," are the generation born between 1946-1964 and they are currently 56-74 years old (Kasasa, 2020). Boomers have a purchasing power of about 2 trillion (Gordon Food Service, 2020). Regarding media consumption, boomers are the biggest consumers of traditional media, such as newspapers, radio, television and magazines (Kasasa, 2020). Ninety-percent of boomers have a Facebook account and tend to adapt to technology in order to keep in touch with family and friends (Kasasa, 2020). Events such as the cold war and the hippie movement helped shape the generation (Kasasa, 2020). About 84% of boomers want to shop in-store and if something is unavailable, 67% prefer to purchase it at their local retailer rather than online (Revel Systems, 2020). Boomers aren't large fans of marketing tactics because of their intrusive qualities, but welcome traditional television and newspaper ads (WordStream, 2020).

When it comes to beverages, boomers prefer water over younger generations, tea, milk, fruit and vegetable juices and drinking regular coffee compared to luxurious coffee drinks (Hattlestad, 2019). Many soft drinks became popular and prominent during the age boomers grew up. Boomers actively seek out soft drinks, but drink them in smaller portions due to health concerns (Hattlestad, 2019). Many boomers avoid caffeine and purchase soft drinks without it (Hattlestad, 2019.) At an average Super Bowl game, boomers consume an average of 1,710 calories (Gervis, 2020). When eating out at a restaurant, boomers favor beef, pork and seafood on menus (Gordon Food Service, 2020). In addition, about 65% of boomers would be happy to eat burgers and pizza once every 90 days (Gordon Food Service, 2020).

### Generation X

Generation X is the generation of people born between the mid-1960s and the early 1980s (ages 39 to 54), currently approaching the middle of their working careers (Kagan, 2020). Generation X or Gen X falls in-between the Baby Boomers and Millennials. Gen X is also recognized as the "latchkey kids" since they often found themselves home alone with the responsibility of taking care of themselves and their siblings while parents worked (Untitled Document). This group typically has issues with saving money as they were impacted by the financial crisis of 2008 and the Great Recession (Kagan, 2020). Generation X has the highest debt; on average, they have accumulated \$36,000 in personal debts, excluding home mortgages (Leonhardt, 2019).

# SITUATIONAL ANALYSIS

## GENERATIONAL ANALYSIS

However, Gen X embraces work-life balance due to seeing the Silent Generation and Baby Boomer's overwork in an environment that encouraged long work hours. (Fabiano and Schnitzer, 2020). Gen X also has a weak relationship with technology as they were not raised with the internet but used it at the start of their career. With that being said, they are less inclined to be on their phones and prefer email to communicate and have stronger interpersonal skills.

Regarding Gen X's diet, they are more focused on weight loss, as this generation is in the middle age category where healthy practices are taken into more consideration. Many of Gen X believe that lifestyle factors have some impact on the risk of developing cancer. Their food and beverage purchases are made with that in mind. In 2018 one-third (33%) of Generation-X consumers report having followed a specific eating pattern or diet, with the most popular being intermittent fasting (8%), clean eating (6%), gluten-free (6%), and low-carb (6%) (Food Insight, 2019). However, this generation still values taste, convenience, and familiarity. In 2019, 73% of Generation X shoppers purchased prepared food over six months with a focus on proteins and entree (Consumer Insight: Generation X, 2019). With a focus on health and taste, it's essential to apply a balanced approach when working in the food and beverage category.

### Generation Y

Generation Y, also considered Millennials, were born between 1981 and 1996. Millennials are defined from 23 years of age to 38 years of age. There are currently about 72 million Millennials in the United States. With this being said, "Gen Y currently makes the largest living adult population, surpassing Baby Boomers" (Fry, 2020). According to a 2019 survey done by Pew Research Center, 93% of Millennials own smartphones. In addition, an immense majority (86%) say they use social media. This is important to consider when conducting a campaign as Millennials are constantly up to date on social media trends and on different platforms. According to Forbes, Millennials "are extremely diverse in their life stages, habits and values. Where they live also greatly impacts their brand loyalty" (Jankowski, 2018). In addition, Green Buzz Agency states, Millennials are peer oriented. They are likely to follow advice, trends, etc. from those they admire, including when they make decisions on what to purchase. When making purchases, Millennials look for three things: convenience, price and quality. In addition, they want their purchases to reflect personal values and be purposeful. When asked in a Nestle survey, 93% of millennials said they would support food brands that help society become healthier and almost 50% said they would be more willing to make a purchase from a company if that company supports a good cause. According to the Hartman Group survey of 2019, 49% of millennials said they want to drink more water and 32% said they want to drink less soda.



# SITUATIONAL ANALYSIS

## GENERATIONAL ANALYSIS

### Generation Z

This generation was primarily born from 1995 to 2010 and has grown up on the Internet. Gen Z represents about 11% of the total population, and about 14% of the population that's over 18 years old, according to Technomic's 2018 Generational report. Studies have shown that as of 2020, Gen Z now commands 40% of all consumer shopping—which equates to about \$44 billion in buying power. (Netzer, 2019). As the first digitally native generation, Gen Z does not differentiate between online and offline channels. GenZers expect the same quality and speed of an online channel to translate to stores. Another important Gen Z characteristic to note is that they are almost always online. In fact, a recent study found that 74% of Gen Z members spend five hours or more every day online (Fetco, 2020). However, contrary to popular opinion, the majority of Gen Z prefers to make purchases in store (McKinsey & Company, 2020). Overall, Generation Z expects brands to be transparent, ethical and responsible in all aspects of their business. Neglecting to do so can result in a lost opportunity to collect information or lost business altogether from this generation (McKinsey & Company, 2020).

When it comes to food and beverages, Gen Z and millennials are more health-focused than their parents and grandparents. Smoothies and sports drinks are popular beverages amongst this generation, with 48% and 47% of Gen Z saying they drink them, respectively. Regular soft drinks make up 45% of Gen Z's purchases, and energy drinks with 44% (Fetco, 2018). However, cold brew still reigns as the beverage of choice, ranking number 1 as Gen Z's most-frequently purchased drink (Fetco, 2018). In general, Gen Z looks at food as a personal expression of themselves. They prefer to consume natural and organic products and are willing to pay more for products that support social responsibility (Gordon, 2020).

# SITUATIONAL ANALYSIS

## THE NATIONAL COLLEGIATE ATHLETIC ASSOCIATION

### Who is the NCAA?

The National Collegiate Athletic Association (NCAA) is a non-profit organization that regulates student athletes from 1,268 North American institutions and conferences. The organization was formed in 1906 to facilitate intercollegiate sports including football, baseball, men's and women's basketball, soccer, ice hockey and lacrosse. The NCAA acts as the general legislative and administrative authority for all collegiate sports. In addition to formulating and enforcing rules of collegiate sporting events, the NCAA oversees national championships for over two dozen sports. Its headquarters are in Indianapolis, Indiana.

The NCAA has three priorities: academics, well-being and fairness.

- *Academics* – Providing opportunities to earn a college degree is at the heart of our mission. Student-athlete graduation rates are the highest ever, with 80 percent earning their degrees.
- *Well-Being* – We were founded to keep college sports safe. Today, we work hard to promote safety, excellence, and physical and mental well-being for student-athletes .
- *Fairness*–All college athletes deserve a fair shot. We focus on respect, integrity and responsibility, both on and off the field, so that college sports prepare student-athletes for life.

### NCAA Partnerships

For the last 18 years, Coca-Cola has been an official partner of the NCAA. Through the partnership, Coke provides a straightforward, beneficial impact to more than 460,000 NCAA student-athletes in regard to their academics and development. In addition, Coke helps fans of the NCAA “share in the excitement of 90 different NCAA championships,” as well as “supporting NCAA youth clinics and interactive fan experiences” (Coca-Cola Company, 2020). Coca-Cola is the longest-running NCAA partner in its portfolio.

- “The Coca-Cola Classic” and the “Final Four” bottle
  - From 1977 to 1993, Mitsubishi and Coca-Cola partnered with the NCAA for “The Coca-Cola Classic” which was a football game played in Tokyo, Japan.
  - Created a “Final Four” bottle to celebrate the partnership.
- “World Without Waste”
  - In 2018, Coca-Cola set a global goal to collect and recycle the equivalent of 100% of their bottles and cans in the marketplace
  - In 2020, the NCAA joined Coke in this mission.
    - For the Final Four event in Atlanta, that was cancelled due to COVID, they wanted to bring the “World Without Waste” to fruition.
    - They were hoping to collect and recycle all of the packaging used throughout their event.

# SITUATIONAL ANALYSIS

## THE NATIONAL COLLEGIATE ATHLETIC ASSOCIATION

### Nissan Heisman House 2020

- Nissan has brought back the infamous Heisman House for its 10th season, but it's the first time the event is being brought to collegiate and professional football.
- The Heisman House commercials star eight NFL players and Heisman winners: Tim Tebow, Kyler Murray, Charles Woodson and Lamar Jackson, Marcus Mariota, Baker Mayfield, Derrick Henry and Mark Ingram.
- Heisman House commercials air on multiple platforms and stations such as ABC, ESPN, FOX and CBS.
- According to Nissan, collegiate and professional sports will remain a “cornerstone of its marketing strategy.”

### COVID-19 AND THE IMPACT ON THE SPORTING INDUSTRY

COVID-19 and the Impact on the Sporting Industry The COVID-19 pandemic has had a largely negative impact on the sporting world. Most major sporting events including football and basketball have been cancelled or postponed to protect the health of athletes and other personnel. To illustrate the impact of COVID-19, for the first time in modern history, the 2020 Olympics have been postponed to 2021. As a result of the many cancellations and postponements, the sporting industry has experienced a major economic downfall. Estimates show that the U.S. sporting industry is losing up to \$93,000 a minute due to the shutdown (Burrow, 2020). At least \$12 billion in revenue is expected to be lost as COVID-19 continues to upend the lives of everyone across the globe (ESPN, 2020).

In addition to the financial repercussions, COVID-19 has stunted physical activity and social cohesion. For centuries, sports have been a way to foster communication and build community across countries and generations. The social element of sports has also been an integral part of college institutions, many of whom have had to cancel their sporting events. This has impacted a board range of stakeholders including sports organizations like the NCAA, student athletes, coaches and local businesses.

# SITUATIONAL ANALYSIS

## MEDIA ANALYSIS

Sports media has been significantly impacted by the COVID-19 outbreak. Sports leagues and teams have three primary income sources, one of which is broadcasting (Weforum, 2020). Teams, leagues and road casters have had to learn to adapt digital broadcasting and media engagements in order to maintain the income source. According to the sports marketing agency, "the impact of the pandemic will see revenue generated by sports media right in 2020 fall to \$32.1 billion compared to a pre-Covid projection of \$50.5 billion (Carp, 2020).

First, it is important to understand that media consumption as a whole has significantly risen since the start of the pandemic (Nielson, 2020). This makes sense as people are spending more time at home and less time going out. The sports industry, as a whole, "is trying to capitalize on the spike in media consumption by finding new ways to engage consumption" (Hall, 2020). For example, major sports broadcasting stations have been replaying old sports games, which hasn't been done to this degree before. In addition, it is now easier for fans to access sports games and content. Leagues, overall, have increased various payment options with a keen focus on flexibility. This has helped to broaden sports audiences. A major source of income loss that has to be compensated for was the loss of revenue from commercial breaks while games were paused. "Collegiate men's basketball teams have announced a more than 50% drop in income" (Hall, 2020).

One of the biggest challenges in the sports industry, currently, is finding new income streams from media-related content. Exploration of new technologies was necessary after sports seasons were postponed, and the exploration is still ongoing.

## FOODING

### *A Reset of Our Senses*

For over 100 years, Coca-Cola has been the go-to beverage to uplift both food and mood during sporting events like football. Fooding, or food pairing, has been a way for college football fans to enjoy the game of football while also enjoying traditional game day recipes. From buffalo wings to signature burgers, and 7-layer nachos to chili hot dogs, many fans have perfected their favorite game day recipes for years, even generations, making fooding a unique occasion. However, the outbreak of COVID-19 has significantly changed the way fans are able to approach fooding. As Coca-Cola looks ahead to the 2021 football season, the Company aims for its products to be the perfect complement to enhance the experience of fans' game day rituals.

The goal of the Coke with Fooding campaign seeks to provide fans with a sensorial experience of eating, drinking and cooking. In the following sections, we explore four fooding pillars designed to renew, ritualize and retain college football fans as they rediscover the comfort of game day meals and the joy of sharing it with those they love.

# SITUATIONAL ANALYSIS

## FOODING

### Cultural

#### *Inspire Togetherness*

For centuries, the game of football has had a special place in American culture, strengthening family bonds and shaping a unique cultural identity around the classic sport. The cultural aspect of the Coke with Fooding campaign aims to inspire togetherness by connecting college football fans over the love of football and food. Classic party dishes like southern caviar and spinach artichoke dip have connected fans not just across different cultures but also across rival lines. "Together taste better" is the perfect way to conceptualize the return to ritual and tradition as fans seek the intimacy associated with traditional game day meals, football and beloved Coke products.

### Emotional

#### *Elevate our re-appreciation*

Emotional branding is a term used within marketing communication that refers to the practice of building brands that appeal directly to a consumer's emotional state, needs and aspirations (Duc et al., 2016). When emotional branding is executed successfully, brands are able to build long lasting relations with consumers thus inspiring brand loyalty. Through campaigns like "Share a Coke," Coca-Cola has been able to connect with consumers at a personal level, evoking strong emotional responses to the Coca-Cola brand. The emotional aspect of the Coke with Fooding campaign seeks to strengthen that connection with consumers by elevating consumers' re-appreciation of Coke through emotive storytelling, reminding customers of Coke's role in creating special moments with loved ones.

### Behavioral

#### *Surround and establish fooding rituals*

As college football fans eagerly wait to return back to the stadiums and hop back on the grill, Coke plays an important role in helping fans regain a sense of normalcy. The behavioral aspect of the Coke with Fooding campaign aims to surround and establish fooding rituals across generational lines by enriching the lives of long-time Coca-Cola lovers and their children, featuring Coke Zero as the preferred beverage of choice.

### Sensorial

#### *Ignite all our senses*

The COVID-19 pandemic has drastically affected our senses. Cities are quieter. Touch is limited. Constant mask wearing prevents facial recognition. In most cases, there is a hesitation to smell for fear of breathing in an invisible enemy. Sensory historians agree that the way we see, hear, taste, touch and smell may never be the same again. (Smith, 2020). The sensorial aspect of the Coke with Fooding campaign aims to reinvigorate the senses by helping consumers taste and feel more deeply than ever before.

# COMPETITIVE ANALYSIS

## COMPETITIVE ANALYSIS

Pepsi has been Coca-Cola's primary rival since the 1980's Cola War (Little, 2020). The rivalry continues as both brands expand their beverage categories to include juice, water, sports drinks, and energy drinks. However, Coca-Cola remains the coke of choice. Coke's market share has increased from 17.3% to 17.8% over the last ten years. Pepsi has dropped from 10.3% to 8.4%.

When it comes to the diet beverage category, Diet Coke remains ahead of Diet Pepsi, even though the market is relatively small due to changes in consumer preferences for non-sugary drinks. However, carbonated beverages still account for \$81 billion of sales in North America in 2016, according to Beverage Digest (Wiener-Bronner, 2018). Coca-Cola's secondary rivals are its product, Diet Coke and Coke Zero as both drinks have been rebranded to target Millennials and Generation Z for sugar-free and zero-calorie beverages. Other Coca-Cola beverages include Redbull, Fanta, and Sprite.

## PRIMARY COMPETITOR

### PepsiCo

PepsiCo is a multinational corporation that was created in 1867 by Caleb Bradham. The Pepsi and Coke rivalry did not take full flight until the Pepsi Challenge in 1975.

- **Revenue:** \$64.66B (PepsiCo, 2018)
- **Number of employees:** 267,000 (PepsiCo, 2018)
- **Products:** Pepsi, Brisk, Gatorade, Tropicana, Dole, Pureleaf, Aquafina, Bubly, Mt. Dew

### *Social Media*

#### Instagram

- Posts: 485
- Followers: 1.7 M
- Message: Serving stunning Pepsi visuals all day, every day. So get ready to double tap.
- Theme: bright, bold colors, currently working on a "That's What I Like" campaign.

#### Twitter

- Followers: 2.9 M
- Message: If you're looking for hot takes and cold Pepsi, you've come to the right place.

# SITUATIONAL ANALYSIS

## PRIMARY COMPETITOR

### Facebook

- Followers: 37.2 M
- Messages: Keeping you in the know on all things Pepsi, so you're welcome.
- Media Coverage:
  - "Pepsi Stock Has Been Falling Behind. Why That Could Change."
  - "9ers fans can get a free soda with win over Dolphins, courtesy of Joe Montana"
  - "Donald Kendall, Pepsi's Chief During the Cola Wars, Dies at 99"
  - "How Pepsi Got Suckered Into Every Hot Branding Trend"

### Red Bull

Founded in the 1980s by Dietrich Mateschitz and launched in Austria on April 1, 1987 ("33 Years of Giving Wings"), Red Bull has taken over the energy drink market. It is the only soft drink manufacturer among competitors not owned by Coca-Cola or Pepsi. Their target audience is aged 18 to 35-year-old men with interest in the outdoors and taking risks. Red Bull sponsors "edge sport" athletes like BMX racers and mountain bikers. However, Red Bulls are also popular amongst college students who need the extra caffeine (Ayyar, 2015).

**Revenue:** \$7.17B

**Number of Employees:** 12,736 (2019, RedBull)

**Products:** Red Bull, Red Bull Sugar Free, Red Bull Flavored (16)

*Social Media*

### Instagram

- Post: 8,242
- Followers: 13.6 M
- Message: Watch the World of Red Bull
- Themes: Posts centered around sports/ sport accomplishments, Unfiltered

### Twitter

- Followers: 26.4k
- Message: #GivesYouWings

### Facebook

- Followers: 48.2 M
- Message: #givesyouwings

### Media Coverage

- No recent media coverage



# SITUATIONAL ANALYSIS

## PRIMARY COMPETITOR

### Facebook

- Followers: 37.2 M
- Messages: Keeping you in the know on all things Pepsi, so you're welcome.
- Media Coverage:
  - "Pepsi Stock Has Been Falling Behind. Why That Could Change."
  - "9ers fans can get a free soda with win over Dolphins, courtesy of Joe Montana"
  - "Donald Kendall, Pepsi's Chief During the Cola Wars, Dies at 99"
  - "How Pepsi Got Suckered Into Every Hot Branding Trend "

### Red Bull

Founded in the 1980s by Dietrich Mateschitz and launched in Austria on April 1, 1987 ("33 Years of Giving Wings"), Red Bull has taken over the energy drink market. It is the only soft drink manufacturer among competitors not owned by Coca-Cola or Pepsi. Their target audience is aged 18 to 35-year-old men with interest in the outdoors and taking risks. Red Bull sponsors "edge sport" athletes like BMX racers and mountain bikers. However, Red Bulls are also popular amongst college students who need the extra caffeine (Ayyar, 2015).

**Revenue:** \$7.17B

**Number of Employees:** 12,736 (2019, RedBull)

**Products:** Red Bull, Red Bull Sugar Free, Red Bull Flavored (16)

*Social Media*

### Instagram

- Post: 8,242
- Followers: 13.6 M
- Message: Watch the World of Red Bull
- Themes: Posts centered around sports/ sport accomplishments, Unfiltered

### Twitter

- Followers: 26.4k
- Message: #GivesYouWings

### Facebook

- Followers: 48.2 M
- Message: #givesyouwings

### Media Coverage

- No recent media coverage

# SITUATIONAL ANALYSIS

## PRIMARY COMPETITOR

### Diet Coke

Diet Coke is in the low and no-calorie beverage category, positioned for aspirational adults to keep them at the top of their game. Often highlighting the absence of sugar and calories but offering the same great taste (Diet Coke). However, there is a connection between increased Diet Coke sales among women in their 20's and 30's (Sandison, 2010).

#### *Social Media*

### Instagram

- Posts: 89
- Followers: 80.1k
- Message: "Hate has no place in this world. We're going to pause posting in an effort to stop hateful content on social platforms. Together we must."
- Theme: Red and white, promoted Diet Coke as a way of life

### Twitter

- Followers: 290.8k
- Message: Because it's fizzing delicious.

### Facebook

- Followers: 2.3 M
- Message: Hate has no place in this world. We're going to pause posting in an effort to stop hateful, violent and
- inappropriate content on social platforms. Together we must.

### Media Coverage

- No recent media coverage

### Fanta

Fanta is a Coca-Cola product; the target audience is multicultural youth, aiming to provide a multi-sensory experience that uplifts the consumer's spirits with fruity flavors (grape, pineapple, and strawberry) and vibrant colors. The brand's positioning is "provides the escape from the "everyday mundane" (Fanta).

#### *Social Media*

### Instagram

Posts: 272

Followers :528k

Message: #ItsAThing

Theme: Retro theme, Colors: orange, blue, red, purple

# SITUATIONAL ANALYSIS

## PRIMARY COMPETITOR

### Twitter

- Followers: 159k
- Message: Time isn't real, but Fanta is. #ItsAThing

### Facebook

- Followers: 19.1 M
- Message: Be More Than One Flavor.

### Media Coverage

- No recent media coverage

### Sprite

Sprite is a Coca-Cola product; the target audience is young adults, branded as a drink with a crisp, clean taste for those who live intensely. In particular, this beverage aims to please those who prefer no caffeine, encompassing a lemon-lime sparkling drink with 100% natural flavors (Sprite).

*Social Media*

### Instagram

- Posts: 139
- Followers: 900k
- Message: We're pausing on social media to demand change against hate speech online.
- Theme/ Focus
  - Focused on supporting BLM
  - Past campaign for new Sprite Ginger using young creators
  - Current colors green and Black

### Twitter

- Followers: 290k
- Message: 2020 plans - Create. Act. Continue the fight.

### Facebook

- Followers: 22.2 M
- Message: The most cool, crisp, refreshing, lemon-lime social content on Facebook. #SpriteWay

### Media Coverage

- "Create Your Future: Sprite Inspires Multicultural Youth to Make Their Voices Heard Via Inclusive Voter Education Program With Help From Cultural Tastemakers"
- "Yara Shahidi, 2 Chainz, Rapsody partners with Sprite to inspire Black voters"

# SITUATIONAL ANALYSIS

## COCA-COLA VS PEPSI PREFERENCES

### Coca-Cola

Numerator Brand Snapshot

See also: Sprite | Fanta | Or Pepper | 7Up



#### Omnichannel Visibility Demo

Learn how to apply real-time purchase data and shopper behavior surveys from Numerator Insights to boost your sales efforts.

Get a Free Demo

**\$2.00**

Brand Spend per Basket

**12.0 %**

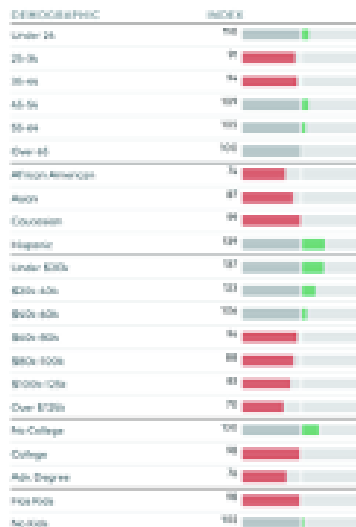
Median Share of Basket Spend

**\$16.65**

Median Total Basket Spend

#### Demographics

Who is shopping for Coca-Cola and what are they like?



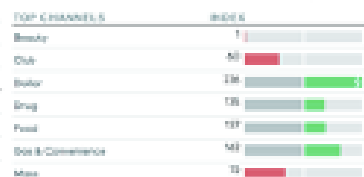
#### Brand Affinity

What other brands are Coca-Cola shoppers buying most often?



#### Channels Shopped

Where are Coca-Cola shoppers most likely to do their shopping?



#### Basket Size

When Coca-Cola is purchased, how many products are purchased along with it?



### Pepsi

Numerator Brand Snapshot

See also: Mountain Dew | Crush | Or Pepper | 7Up



#### Omnichannel Visibility Demo

Learn how to apply real-time purchase data and shopper behavior surveys from Numerator Insights to boost your sales efforts.

Get a Free Demo

**\$3.00**

Brand Spend per Basket

**10.6 %**

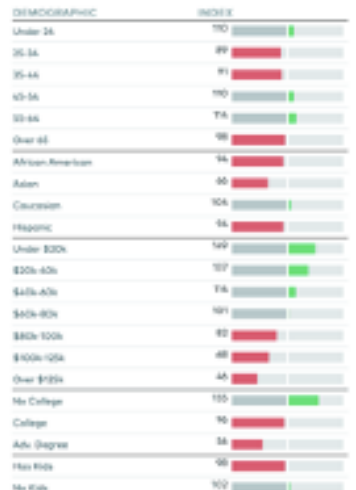
Median Share of Basket Spend

**\$28.19**

Median Total Basket Spend

#### Demographics

Who is shopping for Pepsi and what are they like?



#### Brand Affinity

What other brands are Pepsi shoppers buying most often?



#### Channels Shopped

Where are Pepsi shoppers most likely to do their shopping?



#### Basket Size

When Pepsi is purchased, how many products are purchased along with it?



# SITUATIONAL ANALYSIS

## PRODUCT DIFFERENTIATION

In 1963, Coca-Cola released their first diet drink called TAB, which was named to avoid damaging trademark. The drink was initially created to be a consumable option for diabetics. As diet drinks surged in national popularity they evolved beyond being a beverage for people with health problems. Diet Coke was released in 1982 as the replacement to TAB, and since then has served as Coca-Cola's flagship diet soda.

In March 2005, the Coca-Cola company announced a launch of a no-calorie product of its signature soft drink called Coca-Cola Zero to arrive in the United States in June. The drink was sweetened with a blend of aspartame, a major ingredient in Diet Coke, but Coca-Cola Zero had a different taste. With the launch of Coca-Cola Zero it became a launch of over a half-dozen different Coca-Cola products on the market. There were a variety of Diet Coke products on the market and a Coke Spokesman Scott Williamson stated that all of the brands had distinct graphics and marketing (Forbes, 2005). Similar competitor products included Diet Pepsi and a one-calorie cola called Pepsi One that was sweetened with Splenda.

Coke Zero and Diet Coke may seem similar in drinks designed for healthier alternatives, but there are key differences between the products. Coke Zero is designed to taste like a regular Coca-Cola, while Diet Coke has its own unique flavor, which Coca-Cola describes as "a lighter taste." Diet Coke contains citric acid, which according to Coca-Cola is the "most widely used organic acid in the food industry," and it provides the tart flavor in beverages. Coke Zero uses sodium citrate, which is a flavor alternative.

# SITUATIONAL ANALYSIS

## PRODUCT DIFFERENTIATION

Coke Zero contains only nine ingredients: carbonated water, caramel color, phosphoric acid, aspartame, potassium benzoate, natural flavors, sodium citrate, acesulfame potassium, and caffeine (Coca-Cola Company, 2020). Coca-Cola maintains that Coke Zero has the same amount of caffeine as a regular can of Coca-Cola. It contains no fat, no carbohydrates, no sugars, no protein, no minerals (except for potassium), no calories, and 2% of the daily guideline amount of sodium.

In 2013, Coca-Cola ran ads for Coke Zero marketing towards men. The ads featured messaging stating that Coke Zero was the birthright of “guys being guys.” When the Share-A-Coke campaign launched, Diet Coke and Coke Zero had different messaging printed on the drinks for different audiences. Diet Coke contained terms such as “BFF,” “Star,” and “Go-getter,” while Coke Zero contained words “Grillmaster,” “Wingman,” “Gamer,” and “Bros.” The main reason for these marketing differences, a Harvard Business School article found, is that men aren’t a worthy target of investment for Diet Coke. In the past, Coca-Cola has launched marketing campaigns for Diet Coke to men, but the Company failed to get a hold on connecting the product to the target audience. The can design and perception that diet products are feminine have made marketing Diet Coke to men hard, but Coke Zero’s black can and male-focused marketing has been successful in providing male consumers a lower-calorie soda alternative that they can identify with.

# RESEARCH

## Problem Statement

The following is a research report on the relationship between tailgating activities, media consumption and the campaign's target audience of college alumni and students. The pandemic has changed the way people interact with one another as many events, such as the college football season, have been canceled or include limited capacity. In effort to promote unity and 'togetherness', Coca-Cola will help re-calibrate our senses and lift the human spirit. For many, quarantine sharpened the five senses, and individuals were brought together in the kitchen to enhance individuals' moods. For the college football season of 2021, Coca-Cola will aim to inspire family and friends to appreciate the big or small moments in life by igniting our senses and creating 'fooding' traditions to renew, ritualize and retain our experiences revolving around food with one another.

## Methodology

Our team conducted quantitative research for the primary audience. The survey was taken by 436 participants. Survey respondents were asked about demographics, tailgate habits, attitude towards tailgates, attendance, drink/food options and their media habits. We hoped to be able to find information that would be resourceful for a campaign towards our targeted audience. However, we seemed to have gathered more research involving our secondary audience. This research enables us to be able to come up with an exciting, new approach for the Coca-Cola Company. Our survey was created using Qualtrics and was sent out through platforms such as Facebook pages, Reddit groups and word-of-mouth. The questions ranged from multiple-choice, open-ended and the Likert scale questions.

For secondary research, we looked at the Coca-Cola Company's campaign initiatives, their core values and any other beneficial information online.

## Challenges and Issues

One of the most challenging aspects of this research was ensuring that we reached our targeted audience. As our campaign initiative will target mostly to alumni who love the camaraderie of tailgating and watching their favorite team with friends and family, we had a lot of undergraduate and current college students take the survey. More than half of the respondents (62%) were female. Another challenge faced was reaching our survey to a broader demographic. A majority of our survey participants are located in the Southeast, however we had intended on reaching a larger demographic to gauge habits based off of regions



# RESEARCH

## SECONDARY RESEARCH

### The Coca-Cola Company

The Coca-Cola Company is the world's most valuable soft drink company and largest multinational American total beverage producers. Headquartered in Atlanta, the Coca-Cola Company has produced more than 4,300 products worldwide having global reach in over 200 countries. The red and white logo is recognized by 94% of the world's population, and the company holds a strong brand value and association with happiness.

The brand saw a 19% increase in value to \$36.2 billion U.S. dollars. The Coca-Cola Company is calculated by Brand Finance to be the strongest brand across the food and non-alcoholic drink sectors and received a score of 89.9 out of 100. The brand has been around for 127 years and services over 200 countries and recorded over 1.9 billion servings (Brand Finance).

## GENERATIONAL ANALYSIS

### Boomers

Baby boomers, also known as "boomers," are the generation born between 1946-1964 and they are currently 56-74 years old (Kasasa, 2020). Boomers have a purchasing power of about 2 trillion (Gordon Food Service, 2020). Regarding media consumption, boomers are the biggest consumers of traditional media, such as newspapers, radio, television and magazines (Kasasa, 2020). Ninety-percent of boomers have a Facebook account and tend to adapt to technology in order to keep in touch with family and friends (Kasasa, 2020). Events such as the cold war and the hippie movement helped shape the generation (Kasasa, 2020). About 84% of boomers want to shop in-store and if something is unavailable, 67% prefer to purchase it at their local retailer rather than online (Revel Systems, 2020). Boomers aren't large fans of marketing tactics because of their intrusive qualities, but welcome traditional television and newspaper ads (WordStream, 2020).

When it comes to beverages, boomers prefer water over younger generations, tea, milk, fruit and vegetable juices and drinking regular coffee compared to luxurious coffee drinks (Hatlestad, 2019). Many soft drinks became popular and prominent during the age boomers grew up. Boomers actively seek out soft drinks, but drink them in smaller portions due to health concerns (Hatlestad, 2019). Many boomers avoid caffeine and purchase soft drinks without it (Hatlestad, 2019.) At an average Super Bowl game, boomers consume an average of 1,710 calories (Gervis, 2020). When eating out at a restaurant, boomers favor beef, pork and seafood on menus (Gordon Food Service, 2020). In addition, about 65% of boomers would be happy to eat burgers and pizza once every 90 days (Gordon Food Service, 2020).

# RESEARCH

## GENERATIONAL ANALYSIS

### Generation X

Generation X is the generation of people born between the mid-1960s and the early 1980s (ages 39 to 54), currently approaching the middle of their working careers (Kagan, 2020). Generation X or Gen X falls in-between the Baby Boomers and Millennials. Gen X is also recognized as the "latchkey kids" since they often found themselves home alone with the responsibility of taking care of themselves and their siblings while parents worked (Untitled Document). This group typically has issues with saving money as they were impacted by the financial crisis of 2008 and the Great Recession (Kagan, 2020). Generation X has the highest debt; on average, they have accumulated \$36,000 in personal debts, excluding home mortgages (Leonhardt, 2019). However, Gen X embraces work-life balance due to seeing the Silent Generation and Baby Boomer's overwork in an environment that encouraged long work hours. (Fabiano and Schnitzer, 2020). Gen X also has a weak relationship with technology as they were not raised with the internet but used it at the start of their career. With that being said, they are less inclined to be on their phones and prefer email to communicate and have stronger interpersonal skills.

Regarding Gen X's diet, they are more focused on weight loss, as this generation is in the middle age category where healthy practices are taken into more consideration. Many of Gen X believe that lifestyle factors have some impact on the risk of developing cancer. Their food and beverage purchases are made with that in mind. In 2018 one-third (33%) of Generation-X consumers report having followed a specific eating pattern or diet, with the most popular being intermittent fasting (8%), clean eating (6%), gluten-free (6%), and low-carb (6%) (Food Insight, 2019). However, this generation still values taste, convenience, and familiarity. In 2019, 73% of Generation X shoppers purchased prepared food over six months with a focus on proteins and entree (Consumer Insight: Generation X, 2019). With a focus on health and taste, it's essential to apply a balanced approach when working in the food and beverage category.

# RESEARCH

## GENERATIONAL ANALYSIS

### Generation Y

Generation Y, also considered Millennials, were born between 1981 and 1996. Millennials are defined from 23 years of age to 38 years of age. There are currently about 72 million Millennials in the United States. With this being said, "Gen Y currently makes the largest living adult population, surpassing Baby Boomers" (Fry, 2020). According to a 2019 survey done by Pew Research Center, 93% of Millennials own smartphones. In addition, an immense majority (86%) say they use social media. This is important to consider when conducting a campaign as Millennials are constantly up to date on social media trends and on different platforms. According to Forbes, Millennials "are extremely diverse in their life stages, habits and values. Where they live also greatly impacts their brand loyalty" (Jankowski, 2018). In addition, Green Buzz Agency states, Millennials are peer oriented. They are likely to follow advice, trends, etc. from those they admire, including when they make decisions on what to purchase. When making purchases, Millennials look for three things: convenience, price and quality. In addition, they want their purchases to reflect personal values and be purposeful. When asked in a Nestle survey, 93% of millennials said they would support food brands that help society become healthier and almost 50% said they would be more willing to make a purchase from a company if that company supports a good cause. According to the Hartman Group survey of 2019, 49% of millennials said they want to drink more water and 32% said they want to drink less soda.

### Generation Z

This generation was primarily born from 1995 to 2010 and has grown up on the Internet. Gen Z represents about 11% of the total population, and about 14% of the population that's over 18 years old, according to Technomic's 2018 Generational report. Studies have shown that as of 2020, Gen Z now commands 40% of all consumer shopping-which equates to about \$44 billion in buying power. (Netzer, 2019). As the first digitally native generation, Gen Z does not differentiate between online and offline channels. GenZers expect the same quality and speed of an online channel to translate to stores. Another important Gen Z characteristic to note is that they are almost always online. In fact, a recent study found that 74% of Gen Z members spend five hours or more every day online (Fetco, 2020). However, contrary to popular opinion, the majority of Gen Z prefers to make purchases in store (McKinsey & Company, 2020). Overall, Generation Z expects brands to be transparent, ethical and responsible in all aspects of their business. Neglecting to do so can result in a lost opportunity to collect information or lost business altogether from this generation (McKinsey & Company, 2020).

# RESEARCH

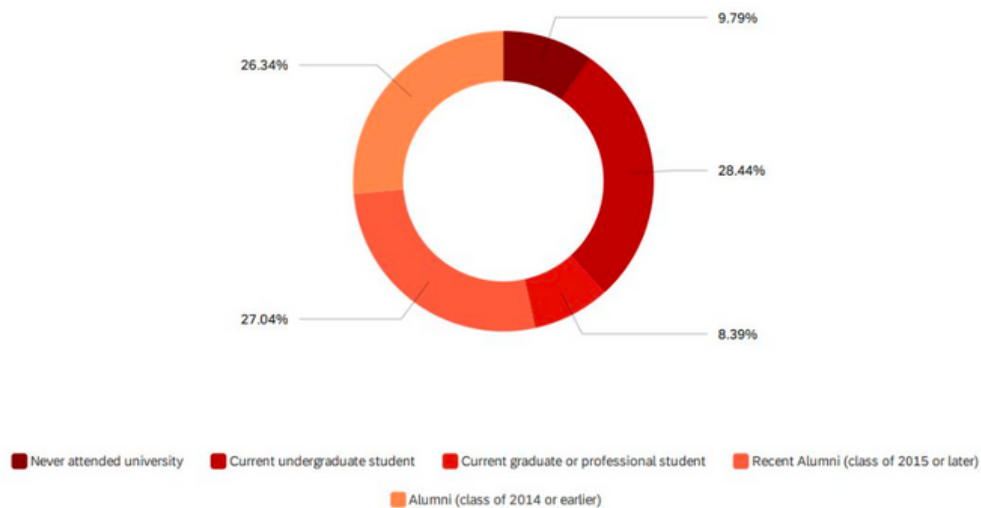
## GENERATIONAL ANALYSIS

### Generation X (cont.)

When it comes to food and beverages, Gen Z and millennials are more health-focused than their parents and grandparents. Smoothies and sports drinks are popular beverages amongst this generation, with 48% and 47% of Gen Z saying they drink them, respectively. Regular soft drinks make up 45% of Gen Z's purchases, and energy drinks with 44% (Fetco, 2018). However, cold brew still reigns as the beverage of choice, ranking number 1 as Gen Z's most-frequently purchased drink (Fetco, 2018). In general, Gen Z looks at food as a personal expression of themselves. They prefer to consume natural and organic products and are willing to pay more for products that support social responsibility (Gordon, 2020).

## PRIMARY RESEARCH RESULTS

Our survey obtained 436 total respondents in the span of 10 days. Of the 436, 387 (88%) were among our primary and secondary target audiences. Total alumni consisted of 229 (53%) respondents and 158 (37%) current college students. The other 49 (10%) respondents never attended college.

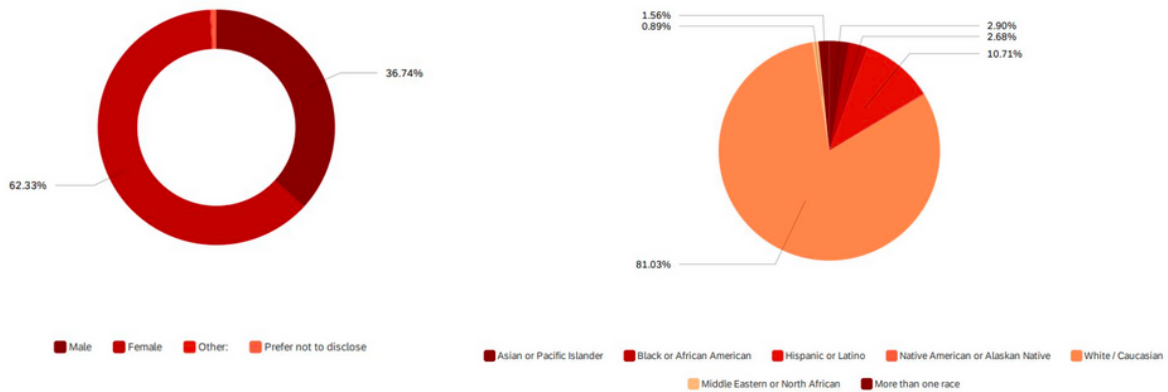


# RESEARCH

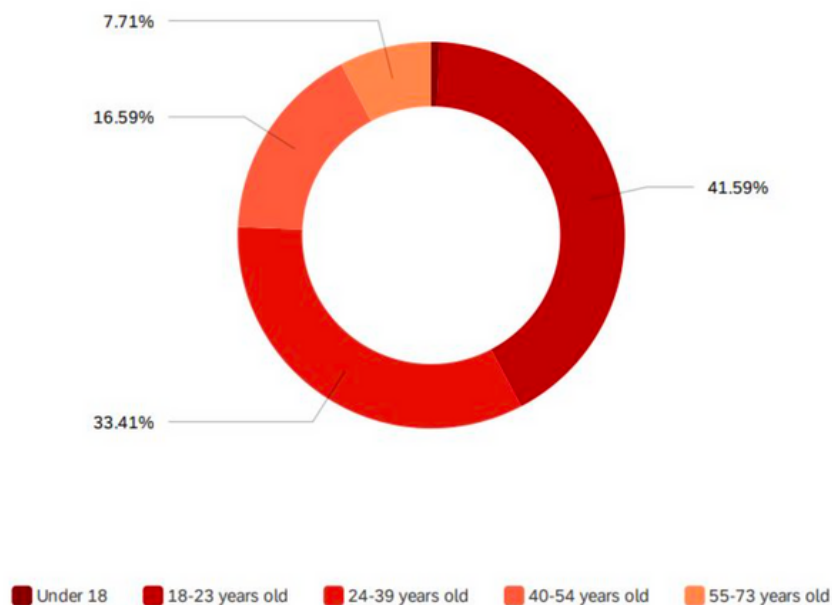
## PRIMARY RESEARCH RESULTS

### Demographics

About 62% of respondents were female and 37% were male. In regard to ethnicity, 88% of the total respondents were Caucasian.



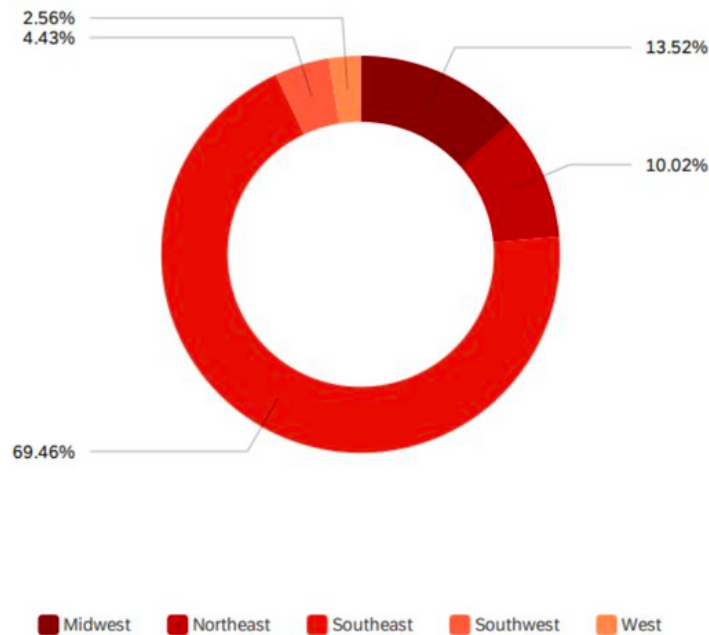
We further broke it down by age group to inform us of which generation the respondents belonged to. With that we found 41% were in the age range of 18 to 23 (Gen Z), 33% were between 24 to 39 (Millennials), 16% were between 40 to 54 (Gen X) and 7% were between 55 to 73 (Baby Boomers).



# RESEARCH

## PRIMARY RESEARCH RESULTS

A majority of respondents, 69%, are located in the Southeast region of the United States. The second majority are located in the Midwest.



### Tailgate Habits

To gauge the respondent's interest and habits surrounding college football and tailgating, we had a Likert scale of statements pertaining to tailgate habits prior to COVID-19. Respondents had to choose between a spectrum ranging from strongly disagree to strongly agree.

We found that both alumni and college students strongly agreed on the following statements:

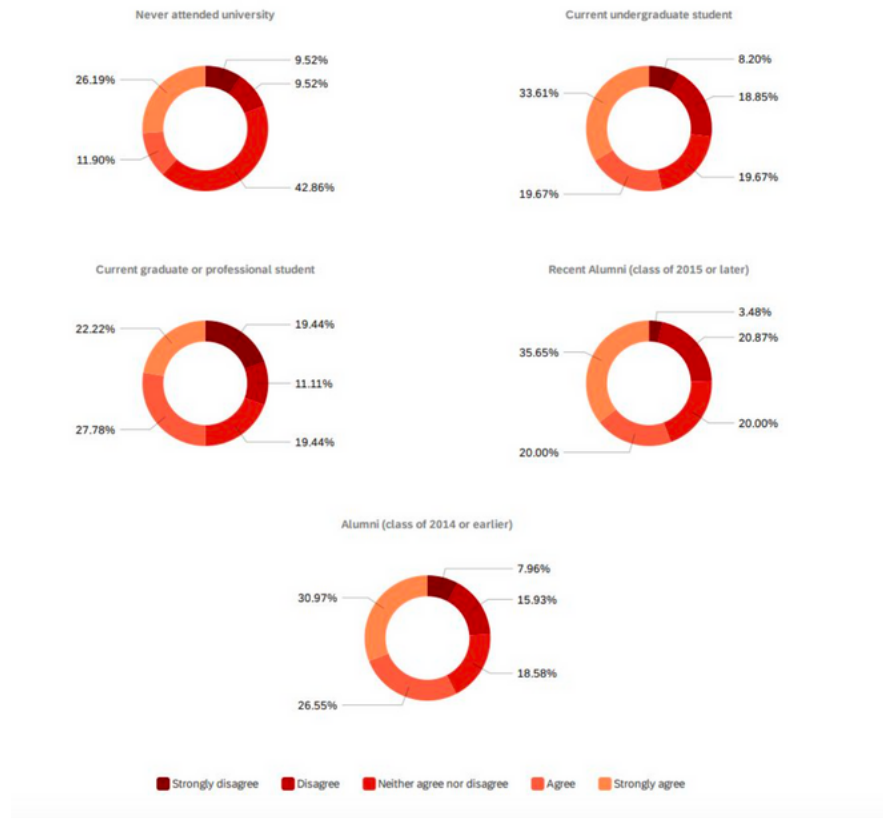
- I enjoyed attending college football games in person.
- I enjoyed watching college football games on TV.
- I enjoyed tailgating during each college football season with food and drink.
- I purchased food and beverage items specifically for college football tailgates.

In regard to food traditions around college football and tailgating, we noted that alumni tend to have traditions more than current college students.

# RESEARCH

## PRIMARY RESEARCH RESULTS

Another differentiator between alumni and college students was how often they attended college football tailgate events. Alumni attended tailgate events for less than 50% of football games as college students attended tailgate events for 75% plus of football games.



To get a better understanding on what our respondents find most important regarding their tailgate habits, we asked them to rank the importance of the following on a scale of 1 to 5 (1 being most important and 5 being least important):

- Food
- Beverage
- Tailgate games
- Spending time with friends/family
- Ambiance of football games

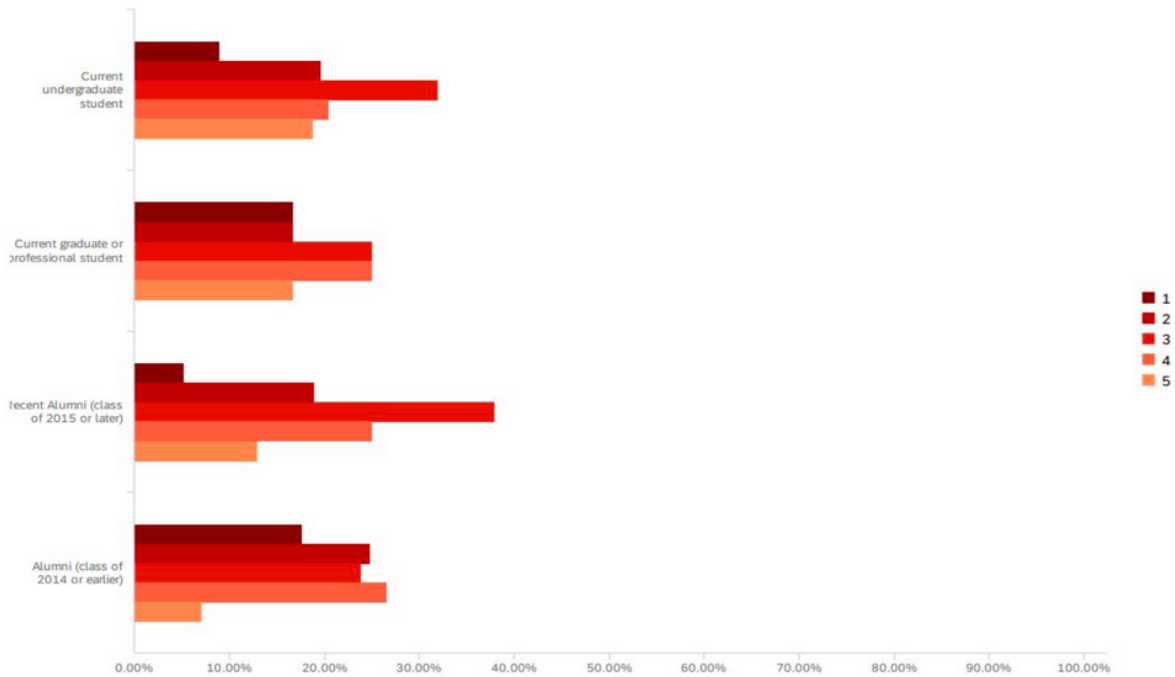


# RESEARCH

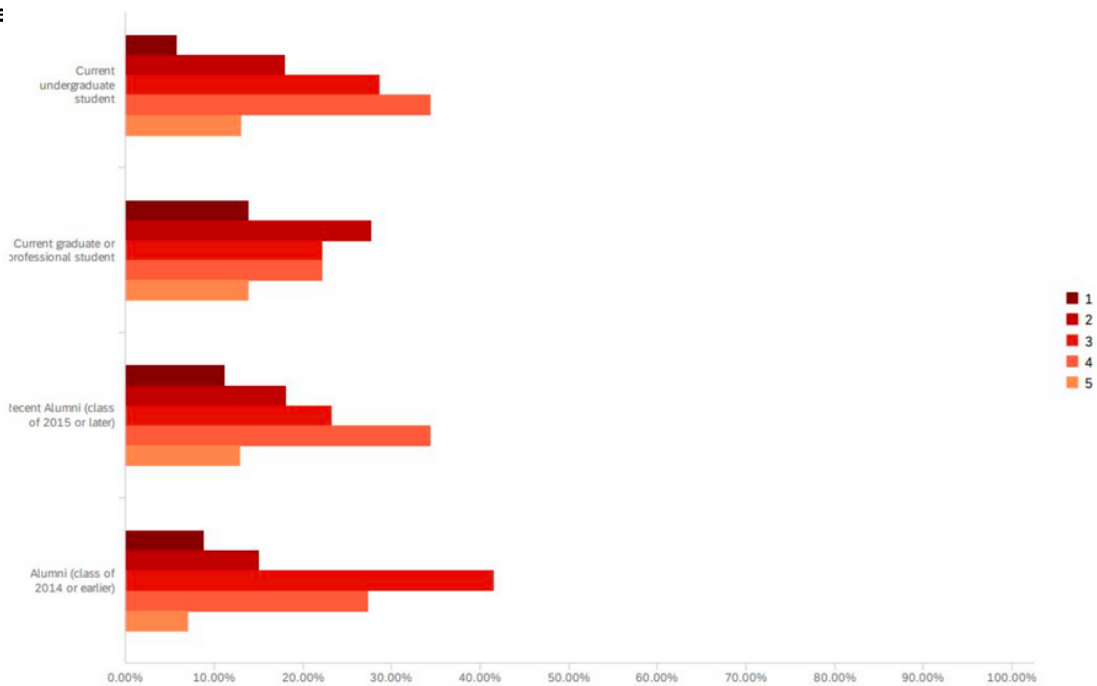
## PRIMARY RESEARCH RESULTS

The results from each category and group are categorized below.

### Food



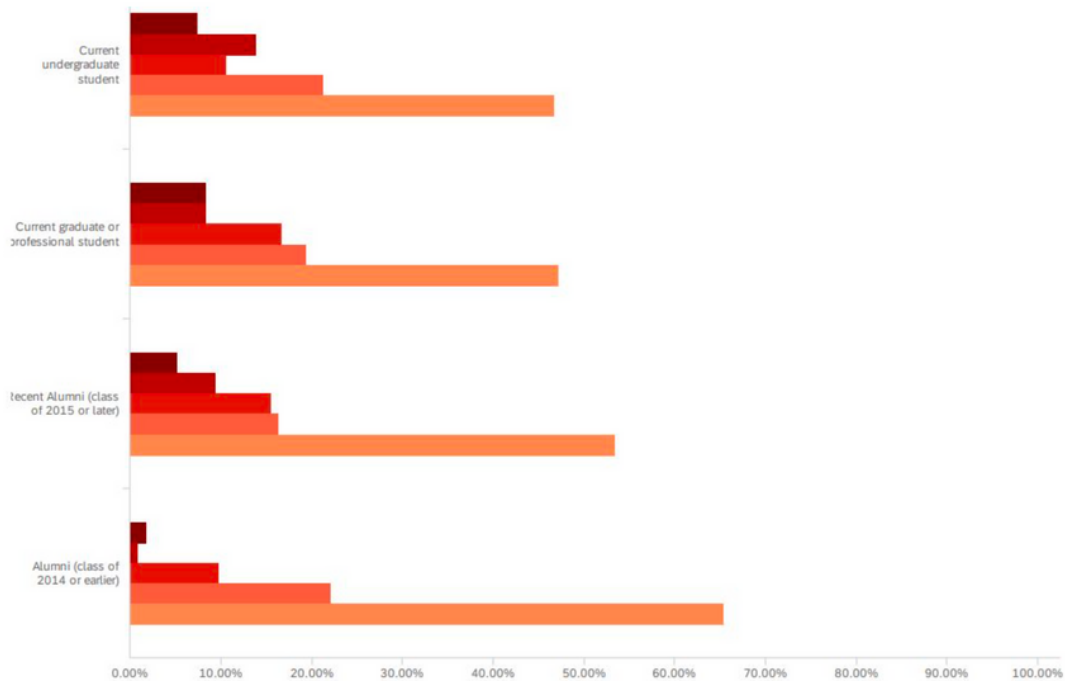
### Beverage



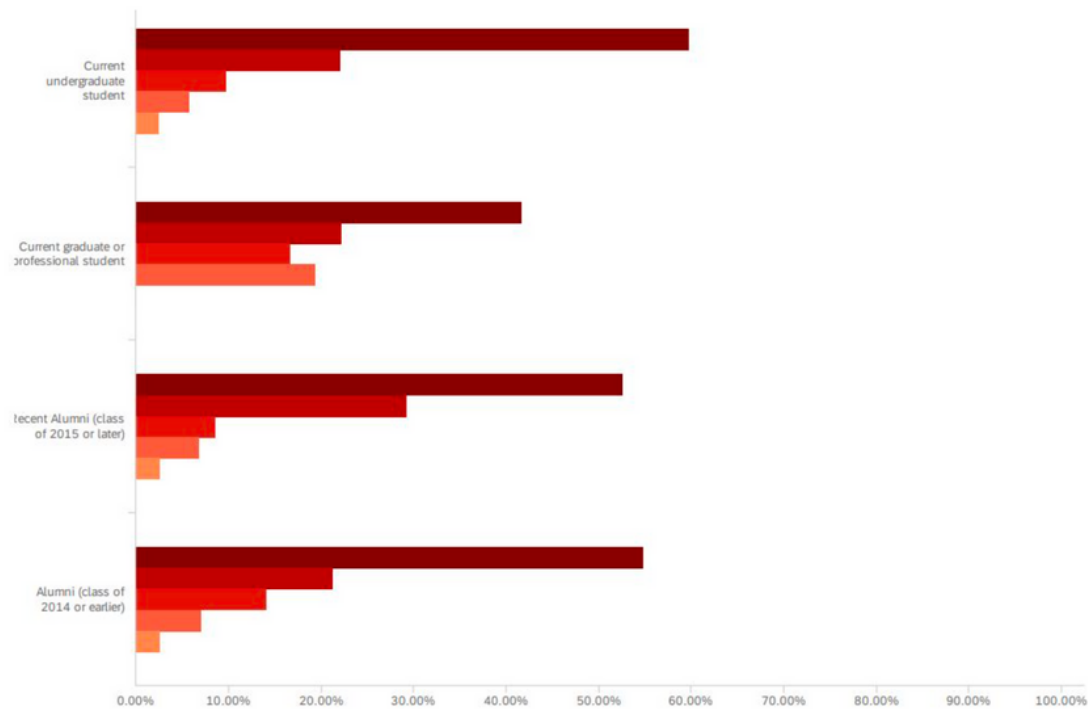
# RESEARCH

## PRIMARY RESEARCH RESULTS

### Tailgate Games



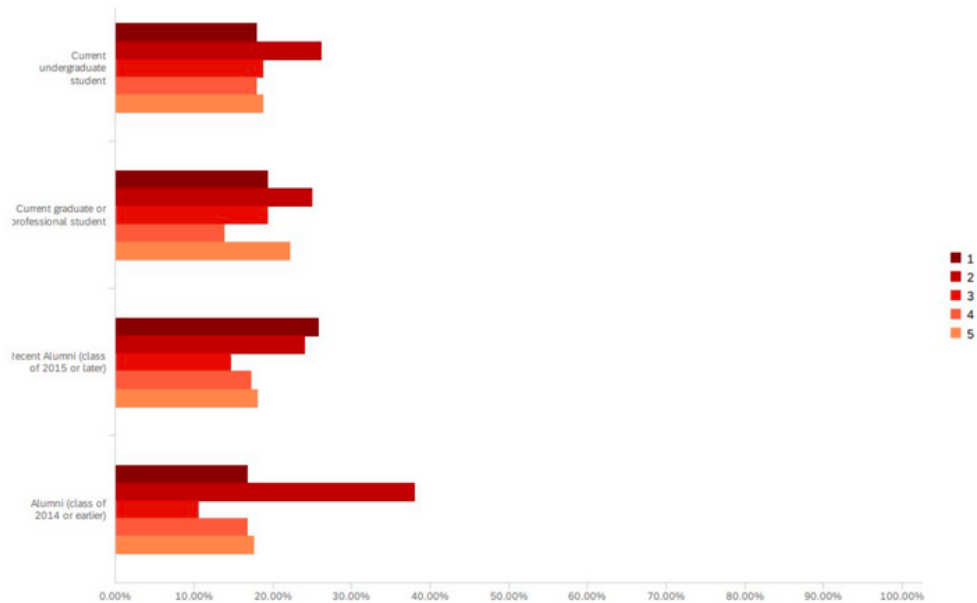
### Spending Time with Friends or Family



# RESEARCH

## PRIMARY RESEARCH RESULTS

### Ambience of Football Games



Across the board both alumni and college students ranked spending time with family/friends as the most important, followed by ambience of football games as second important. In regard to beverages and food those were ranked among third and fourth for both alumni and college students.

When asked about tailgate game preferences during tailgate events, we noted that alumni are more likely to play cornhole whereas college students are more likely to play cup pong.

		Total	Never attended university	Current undergraduate student	Current graduate or professional student	Recent Alumni (class of 2015 or later)	Alumni's (class of 2015 or earlier)
Q23: If you take part in tailgate games, which of the following are you most likely to play? - Selected Choice	Cornhole	50.70%	64.30%	37.70%	33.30%	58.30%	57.50%
	Spikeball	1.90%	0.00%	4.10%	0.00%	0.90%	1.80%
	Ladder ball	0.50%	0.00%	0.00%	2.80%	0.00%	0.90%
	Cup Pong	30.60%	14.30%	42.60%	50.00%	33.90%	14.20%
	I do not take part in tailgate games	14.00%	21.40%	13.10%	13.90%	5.20%	21.20%
	Other:	2.30%	0.00%	2.50%	0.00%	1.70%	4.40%

# RESEARCH

## PRIMARY RESEARCH RESULTS

When asked about music genre preferences during tailgate events, we noted that alumni like to listen to country music whereas college students enjoy a mix of country, hip-hop and rock.

	Total	Never attended university	Current undergraduate student	Current graduate or professional student	Recent Alumni (class of 2015 or later)	Alumni's (class of 2015 or earlier)
Q25: What genre of music do you like to listen to at tailgating events? - Selected Choice						
Country	32.50%	50.00%	25.40%	11.10%	33.00%	39.80%
Rap	7.90%	2.40%	14.80%	16.70%	6.10%	1.80%
Hip-Hop	14.70%	9.50%	18.00%	25.00%	16.50%	8.00%
Pop	15.40%	7.10%	22.10%	11.10%	16.50%	11.50%
Techno	2.10%	0.00%	4.90%	2.80%	1.70%	0.00%
Rock	17.50%	23.80%	6.60%	25.00%	15.70%	26.50%
Latin	2.60%	4.80%	4.10%	2.80%	1.70%	0.90%
Other:	7.20%	2.40%	4.10%	5.60%	8.70%	11.50%

## Attitude | Attendance

Majority of the survey's respondents indicated they enjoy attending college football games in person. Overall, 57.8% of people strongly agreed with the statement, "Prior to COVID-19, I enjoyed attending college in person," and 23.1% agreed with the statement. Current graduate students and recent alumni from the class of 2015 had the highest percentage of people who strongly agreed at 69.44% and 63.79% respectively.

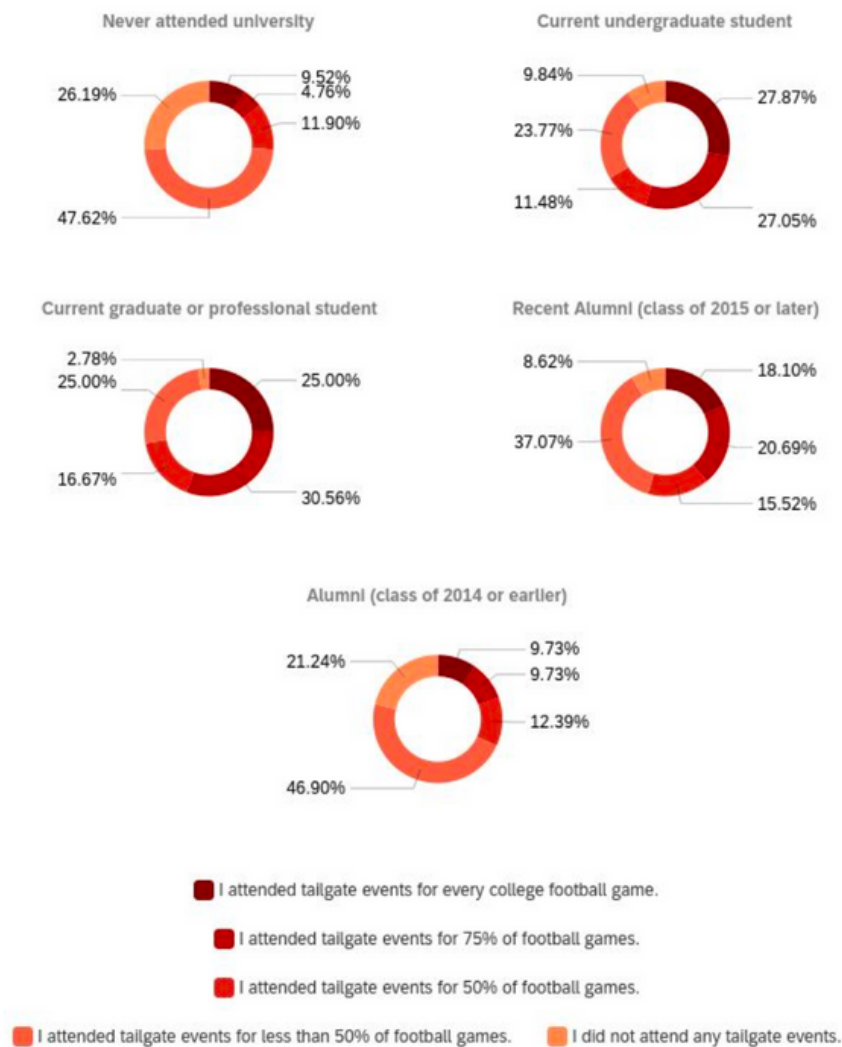


# RESEARCH

## PRIMARY RESEARCH RESULTS

Additionally, those who strongly agreed with the aforementioned statement are more likely to attend tailgates for college football games. The survey showed that 27.87% of people who strongly agreed have attended tailgates for every college football game as opposed to the 9.52% of people who disagreed with the statement and also attended every tailgate, which was the second highest percentage.

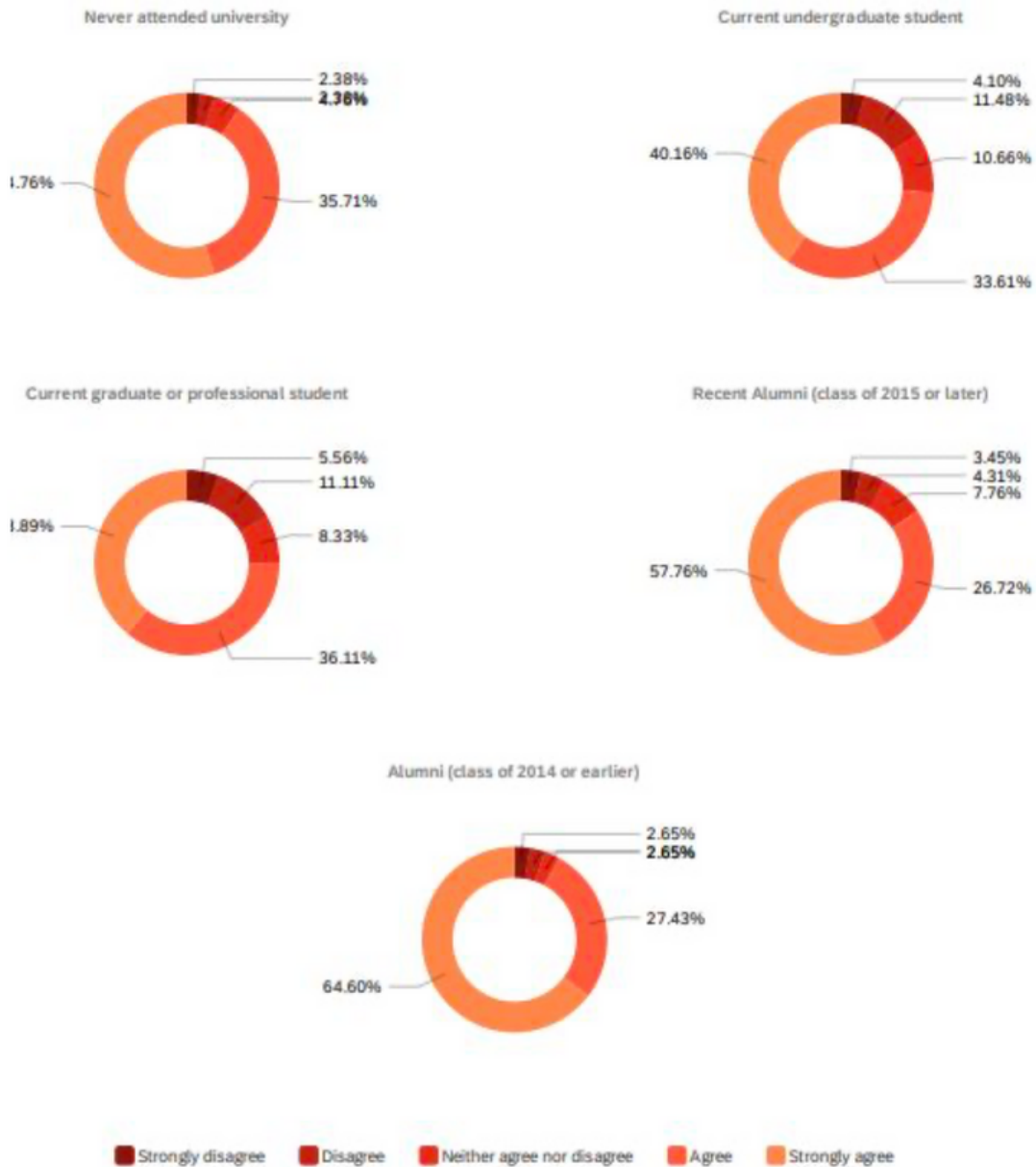
Aside from those who never attended university, college alumni from the class of 2014 and earlier are least likely to attend a tailgate for football games. When asked how often they attend tailgates for football games, 46.9% of alumni (class of 2014 or earlier) indicated they attended less than half and 21.24% did not attend any.



# RESEARCH

## PRIMARY RESEARCH RESULTS

To add to this finding, alumni from the class of 2014 and earlier had the highest percentage of agreement with the statement, "Prior to COVID-19, I enjoyed watching college football games on TV," with 64.6% who strongly agreed and 27.43% who agreed.



# RESEARCH

## PRIMARY RESEARCH RESULTS

### Drink and Food

The survey showed a decline of soda consumption. This supports findings from our secondary research that Gen Z's purchasing decisions are heavily influenced by health concerns. However, a large percentage of both college alumni and students drink less than one soft drink per week according to our survey. Over 40% of undergraduate students, graduate students and recent alumni as of 2015 or later said they do not drink sodas, and 34.9% of alumni as of 2014 or earlier do not drink soda.



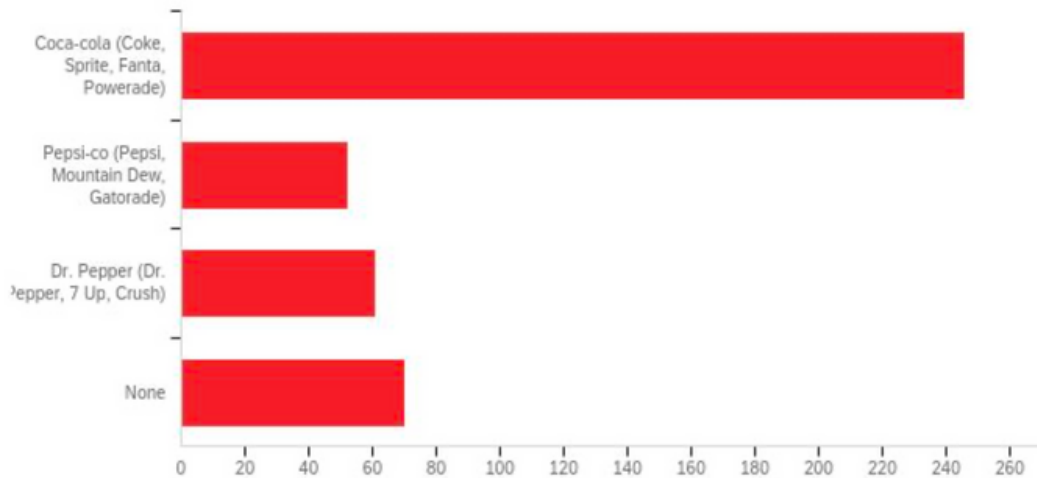
In addition, females are less inclined to drink soda than males. The survey showed 45.3% of females do not drink soda as opposed to 31% among males.

If respondents were to drink soda, their beverage of choice is more than likely to be Coca-Cola products. In fact, 57.3% of respondents prefer Coca-Cola products. Even 33.7% of people who say they do not regularly drink soda each week indicate they are more likely to purchase Coca-Cola as opposed to 25% and 21.3% for Pepsi-Co and Dr. Pepper products respectively.

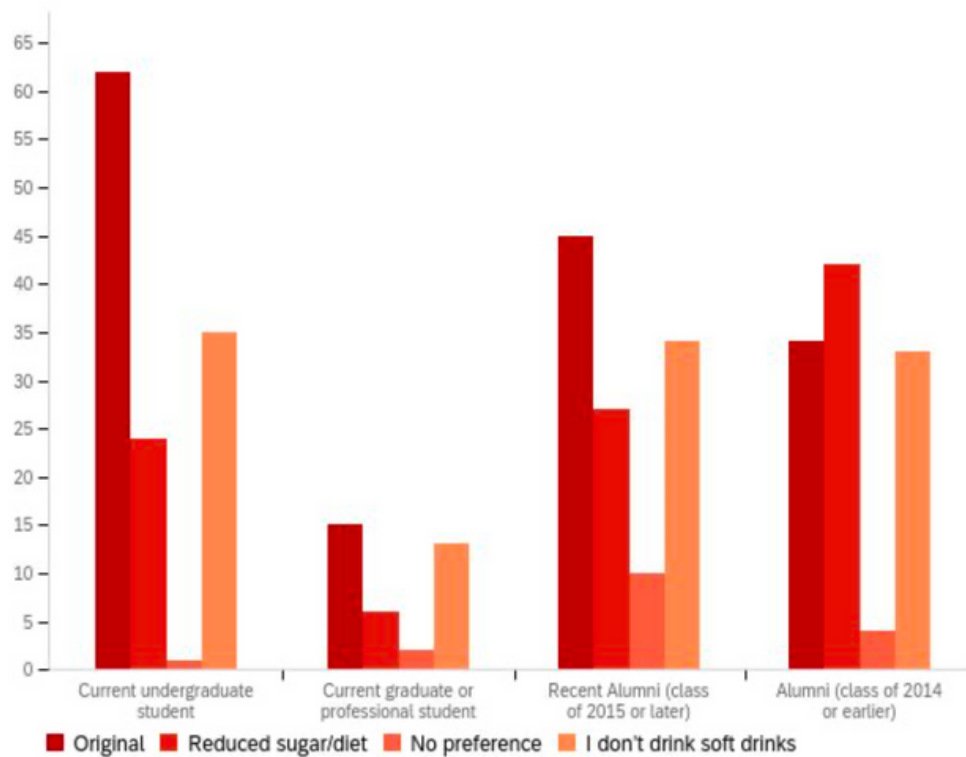


# RESEARCH

## PRIMARY RESEARCH RESULTS



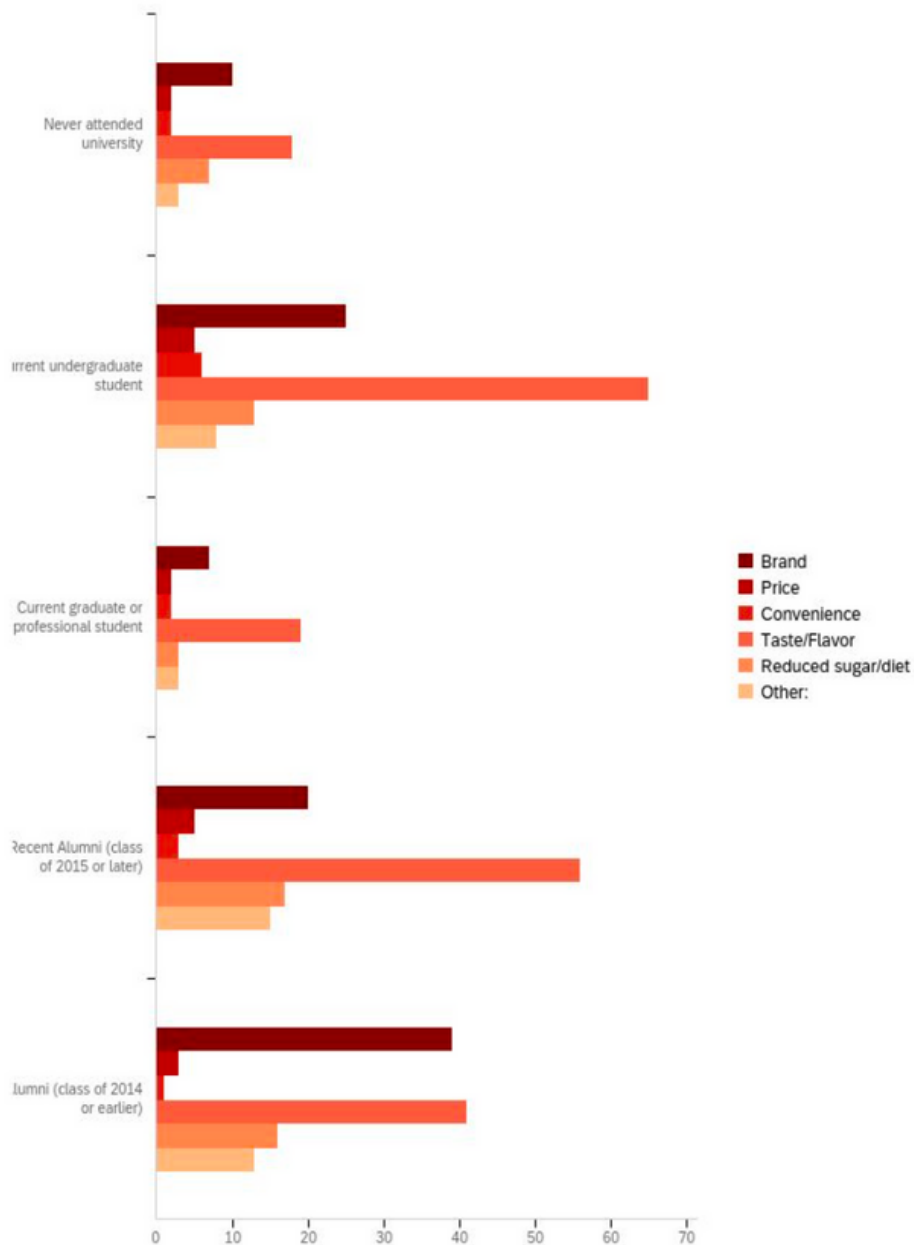
The types of soft drinks consumers prefer are the original instead of diet or reduced sugar. However, the majority of alumni from the class of 2014 or earlier prefer reduced sugar/diet to the original flavor of soft drinks at 37.2%.



# RESEARCH

## PRIMARY RESEARCH RESULTS

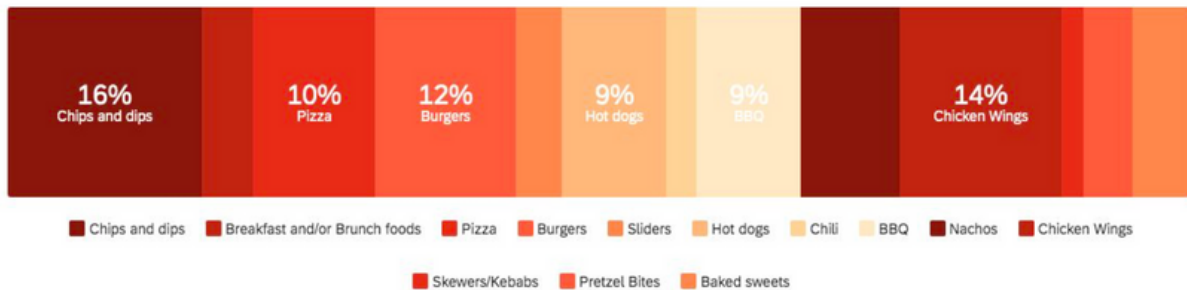
Another interesting result of alumni from the class of 2014 or earlier is they had a split opinion on the most important factor when purchasing a soft drink between taste/brand and brand at 36.3% and 34.5% respectively. The majority of graduate and undergraduate students indicated they consider taste/brand the most important factor at a rate above 50%.



# RESEARCH

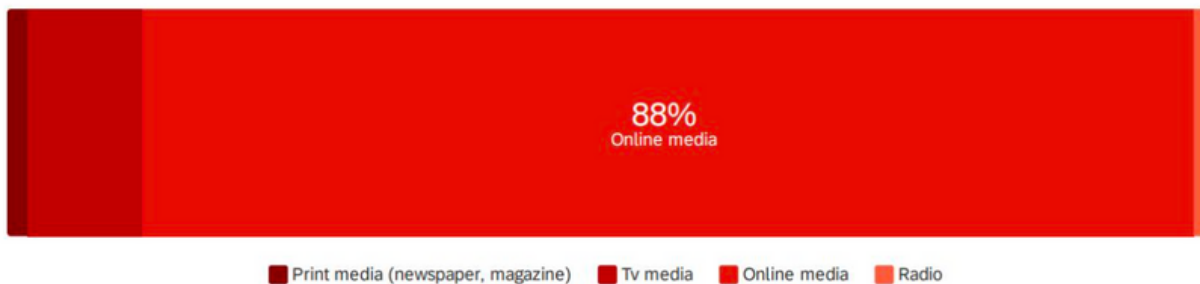
## PRIMARY RESEARCH RESULTS

As for food, the majority of our surveyed audience indicated that chips and dip were among their top 5 favorite tailgating foods. Chips and dip were followed by chicken wings, burgers, pizza, BBQ and hotdogs respectively. This trend was also true for our sample of Alumni (class of 2014 or earlier).



## Media and Social Media Habits

This survey shows that our primary and secondary audience consume media mainly online with a 92.60% response rate from current undergraduate students, 94.40% from current graduate or professional students, 91.30% from recent alumni, and 83.20% from alumni. Overall, online media will be the best platform to engage and reach the target audience.

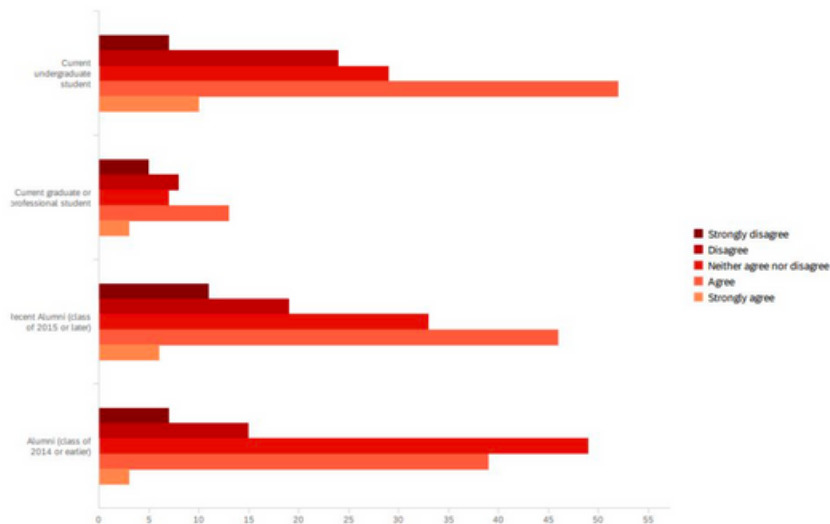


# RESEARCH

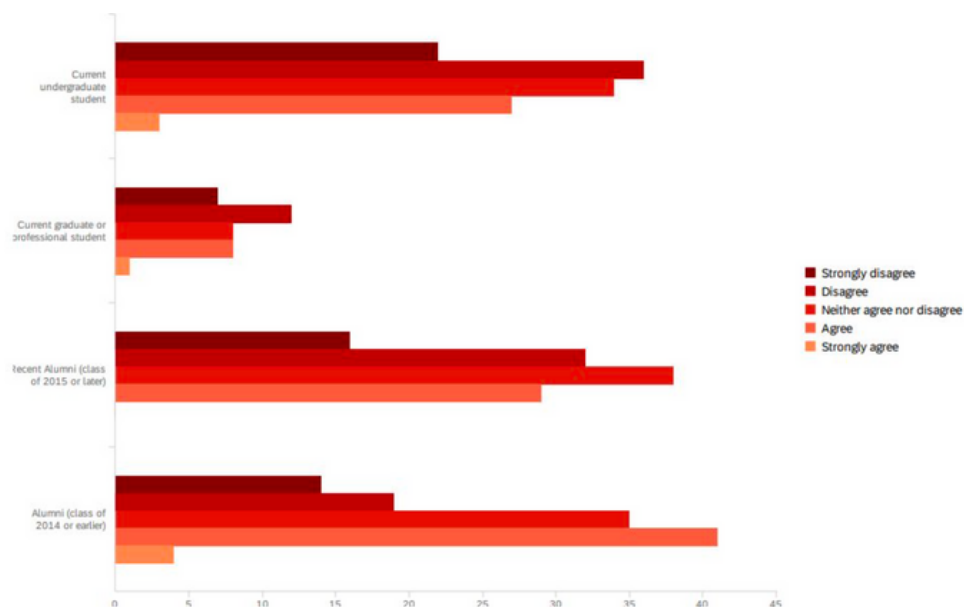
## PRIMARY RESEARCH RESULTS

We asked our respondents to rank how much they agree on how likely they are to purchase products based on social media and television ads. The graph below shows the response from both alumni and college students.

The likelihood of respondents to purchase products seen on social media:



The likelihood of respondents to purchase products seen on television ads:



# RESEARCH

## PRIMARY RESEARCH RESULTS

Overall, these results may not be summarized across all audiences due to the limited nature of this research. Outside of these results, they may not be transferable to the general population. However, based on the findings of this survey, social media can be a vital source to push out media and content to expose the beverages, especially Facebook for our primary audience. TV ads can also be used to reach our primary audience based on their response rates and now that TV is preferred due to COVID-19.

## FINAL CONCLUSION

Overall we can conclude that tailgating is a special component to our respondents college football experience. It is the chance for fans to come together and spend time with their loved ones through traditions, food and activities. This survey gave us the opportunity to obtain insight on the specific habits from each demographic.

Based on the survey findings, we found that alumni attended less than 50% of football games as current college students attend tailgate events for 75% or more of football games. However, we found out that alumni tend to have tailgate traditions more than current college students. Specifically, alumni and college students favor spending time with family and friends as opposed to all other tailgate traditions, followed by ambiance of football games as second most important. We also noted that alumni are more likely to play corn hole when it comes to tailgate traditions, while college students are more likely to play cup pong. We think this is important to note because of the age factor. Cup pong seems to center around beer typically, so it makes sense that undergraduate/ current students favor playing cup pong.

Majority of the survey's respondents tailgate habits include attending football in person, prior to COVID-19. Current graduate students and recent alumni from the class of 2015 also strongly agreed with this statement. Additionally, those who strongly agreed with attending football games in person, also are more likely to attend tailgates. The survey showed that those who strongly agreed with watching football games in person, also liked to attend tailgates. However, those who disagreed with attending football games in person, also attended every tailgate. The survey's findings also include college alumni from the class of 2014/ earlier, which found that they are least likely to attend a tailgate but agreed with the statement that they enjoyed watching college football games on TV. This is important to note the differences in tailgate habits and how people traditionally spend their game days.

# RESEARCH

## FINAL CONCLUSION

Respondents do not consider TV ads to be an important influence on their purchasing habits but are likely to purchase a product they see on social media. The responses ranged around 40% for each audience, and very few people disagreed with the statement “TV ads have an influence on the products they purchase.” About 30% of our secondary audience disagree with this statement, 33% of our recent alumni neither agree nor disagree and about 36% of alumni agree with this statement. Overall, we can see in our primary audience that they are more in agreement with TV ads influencing them to purchase a product rather than our secondary audience. Looking over the data, this can be explained due to the higher response rates in our primary audience when it comes to watching college football games on TV. Around 60% of our primary audience prefers to watch college football games on TV rather than in person. On the contrary, around 80% of our secondary audience prefers to watch college football games in person. It is no secret that the younger generations are consuming less TV and more social media.

However, the majority of our primary and secondary audiences consume their media online meaning that placing ads on social media platforms may help with awareness, consideration, and eventually conversion of purchasing a product. When asked if they are likely to purchase something they saw on social media there were higher responses in agreement with that statement within the secondary audience. Overall, Twitter and Instagram had a high response rate of usage throughout both our primary and secondary audiences. However, Facebook was most used within our primary audience. On these social media platforms, both our primary and secondary audience are following their alma mater, somewhat likely to post their reactions after a football game has ended, tag their location during a football game, and extremely unlikely to participate in viral trends.

Moreover, due to COVID-19, more people are opting out of attending games in person and instead of watching it on TV. The influence of TV ads may increase during these times given the higher volume of people that are resorting to watching college football on TV. Something else to consider is the response bias that may be present with social media influence. Oftentimes we are influenced to purchase something we see online subconsciously. The Coca-Cola Company can use these times to put out some TV ads mainly for our primary audience and utilize social media platform ads for our secondary audience instead. For our primary audience, ads on Facebook will definitely be the most effective.

# RESEARCH

## FINAL CONCLUSION

Among spending time with family and games, food was indicated as part of the tailgating experience. Although food was not ranked as highly as other tailgating habits, there was a considerable portion of responses who shared favorite game day foods, which shows a pattern and tradition. The top trending ones were chips and dip, chicken wings and burgers.

Our respondents showed two inclinations for their purchasing habits for drinks: As a health conscious population, they are not likely to drink soda, but their soda of choice would be Coca-Cola. Although the majority of people do prefer to purchase the original flavor of their beverage of choice, a significant portion of the campaign's target audience - college alumni - do have a preference for reduced sugar/diet beverages as well. Moreover, taste and flavor is the most important factor for our surveyed audience when purchasing drinks as compared to brand, price, convenience and reduced sugar options. Those who are alumni from the class of 2014 and earlier responded that brand is also an important factor when making purchasing decisions. These findings highlight risks to avoid and many opportunities for the Coca-Cola Company to take advantage of in its campaign for Coca-Cola Zero.

Lastly, the Coca-Cola Company can use the popularity of the zero-sugar beverage mindset to market their Coke Zero product. College alumni and current college students are groups of audiences that are quite health conscious which makes them the perfect candidate for this product. In addition, college alumni are already inclined to stay at home and watch the game on TV as well as tailgate with friends and eat tailgate meals. This offers an opportunity for Coca-Cola to develop a campaign centered around the togetherness of tailgates, specifically the food and companionship part of a college football tailgate party.



# RESEARCH

## KEY TAKEAWAYS (10)

1. Alumni and currently college students alike enjoy attending football games in person
2. Alumni find spending time with family and friends to be one of the most important elements of the college football season. This poses as a great opportunity for shared fooding moments around the return of college football.
3. The popularity for zero sugar drinks among alumni and current college students will increase the interest in Coke Zero products.
4. Alumni are more likely to play corn hole while current undergraduate or graduate students prefer playing cup pong during tailgates. This has to do with the age-group as cup pong incorporates beer rather than a soft drink, as well as more family friendly activity.
5. Alumni attended tailgate events for less than 50% of football games as college students attended tailgate events for 75% plus of football games. This could be an opportunity to figure out what incentive would help increase alumni turnout.
6. Taste and flavor is the most important factor for the sample audience when purchasing drinks as compared to brand, price, convenience and reduced sugar options.
7. Chips and dips are a fan favorite when it comes to tailgate food purchases followed by chicken wings, burgers, pizza, BBQ and hotdogs respectively.
8. The trend for chips and dip, chicken wings and burgers as a favorite game day food shows strong tailgating traditions which Coke Zero products can intercept.
9. Online, primarily social, is the place where alumni consume most of their media. This outlet will be the best way for Coca-Cola to reach their target audiences.
10. College alumni favor watching college football on TV more than any other category, which is advantageous to Coca-Cola for targeting primary audience segmentation.

# GOALS AND OBJECTIVES

Based on the research results from our survey, ONE OF A K!ND created goals and objectives that will utilize Coke Zero Sugar to enhance the experience of college alumni coming together again to celebrate NCAA Fall 2021 Football game days. The two goals are to amplify the gameday experience with the addition of Coke Zero Sugar and to increase brand loyalty. There is an opportunity for the Fall 2021 NCAA football season to renew football fans' sense of community after a period of isolation and unfamiliarity. The following goals and objectives will place Coke Zero Sugar at the heart of NCAA Fall 2021 Football gameday camaraderie and take full advantage of this partnership.

## GOAL ONE

Uplift the ability of college alumni to enjoy gathering in large events for NCAA Fall 2021 Football College game days. Our campaign will ignite their senses with the addition of Coke Zero Sugar at game day events.

The first goal ONE OF A K!ND has for the Coca-Cola and NCAA Fall 2021 Football Season partnership is to uplift the ability of college alumni to enjoy gathering in large events for NCAA Fall 2021 Football College game days. Our campaign will ignite their senses with the addition of Coke Zero Sugar at game day events.

## OBJECTIVE ONE

The first objective our team set is to increase college alumni's awareness of Coke Zero Sugar at NCAA Fall 2021 College Football Game Days by December 5, 2021. We will conduct pre- and post-surveys to determine the necessary percentage increase to measure this objective. To meet this objective, we will share a QR code that links to a map where Coke Zero Sugar can be found in each unique stadium from Coca-Cola's social media platforms in 75 different NCAA college alumni Facebook groups every game day. The 75 alumni association groups will be different each game day according to which teams are playing at their home stadium and to ensure that all 130 NCAA college football schools are accounted for. Another tactic will be to partner with snow cone vendors at five NCAA football colleges to create Coke Zero Sugar snow cones. These Coke Zero Sugar snow cones will be available only on home game days at the stadiums of the following five NCAA, Coke-product schools: the University of Georgia, University of Alabama, Clemson University, Ohio State University and Iowa State University.

# GOALS AND OBJECTIVES

## OBJECTIVE TWO

The second objective our team set is to increase the number of NCAA Fall 2021 College Football Coca-Cola tailgate recipes that are available on the “Coca-Cola Tailgate Recipes” website page by 50% by December 5, 2021. To meet this objective, we will share two recipes that have been deliciously crafted by Robert Irvine every month during the college football season on social media. Currently, four recipes are available on the Coca-Cola Tailgate website page. We plan to increase this number to six by adding two recipes that use Coke Zero Sugar. We will share two recipes per month until December 5, 2021. Additionally, we will create a submission section on this page of the Coca-Cola website and use the hashtag #CokeTailgateRecipes to allow consumers to submit their own tailgate recipes. The hashtag allows Coke fans to share their favorite game day recipes that use Coke or Coke Zero Sugar as an ingredient. This submission would give them the chance to be flown to the Coca-Cola Kitchen to film a video of them making their recipe to be shared on the Coca-Cola website and social media channels.

## GOAL TWO

The second goal that ONE OF A K!ND has for the Coca-Cola and NCAA Fall 2021 Football Season partnership is to connect Coke Zero Sugar to NCAA Fall 2021 College Football events and rituals that bring football fans together by engaging in opportunities to promote loyalty and brand love. Our campaign will unite family and friends after a long, socially distanced time apart.

# GOALS AND OBJECTIVES

## OBJECTIVE ONE

The first objective our team set for goal two is to promote the camaraderie of tailgating and “togetherness” of individual teams by featuring Coke Zero Sugar as an inclusive celebration by increasing competition between NCAA football teams by December 5, 2021. We will conduct pre- and post-surveys measuring awareness levels of current competition between NCAA football teams’ alumni associations to determine the necessary percentage increase to measure this objective. To meet this objective, ONE OF A K!ND will create an online competition, called Coke Zero Sugar Alumni Bowl, between NCAA College Football teams by placing a QR code on all Coke Zero Sugar bottles and cans sold between the first week of August and the last week of November that links to a form where purchasers can select the school they are rooting for. At the end of the season, the team with the most votes will have a Coke Zero Sugar Tailgate Lounge set up at their first game in December where a limited quantity of Coke Zero Sugar and Coke Zero Sugar cocktails will be handed out for free and NCAA Fall 2021 branded Coke merchandise will be for sale. With every alumni section ticket purchased for this game, the alumni will receive a raffle ticket for free Coke Zero for a year. Additionally, all three teams with the most votes during the Coke Zero Sugar Alumni Bowl will have \$5,000 donated to their alumni associations. This tactic will not only bring people together by encouraging healthy competition, but it will also create further exposure to Coke Zero Sugar. Another tactic ONE OF A K!ND that will be used to meet this objective is to create a filter on Instagram and a Facebook frame that is unlocked from scanning the QR code on all Coke Zero Sugar cans and bottles. The filter and frame will encourage participants to share their tailgate parties and promote togetherness.

## OBJECTIVE TWO

The second objective our team set for goal two is to use the line “Together Tastes Better” to increase the acceptance of Coke Zero Sugar as a unifying addition to food by increasing the use of the #TogetherTastesBetter on social media channels by 30% by December 5, 2021. To meet this objective, ONE OF A K!ND will use #TogetherTastesBetter on all social media platforms and on cross-promotional content with NCAA FCS College Football social media channels. To additionally promote the hashtag #TogetherTastesBetter during NCAA Fall 2021 College Football game days we will conduct a game day roll call on Coca-Cola social media channels. These roll calls will include questions such as, “Who are you sharing a Coke with while watching your favorite NCAA football team” and “What NCAA football team do you think #TogetherTastesBetter with Coke?”

# IMPLEMENTATION

Create a filter on Instagram and a frame on Facebook that is based on the location and date of selected game days that encourage participants to share their tailgate parties.



Facebook Filter



Instagram Story Filter



# IMPLEMENTATION

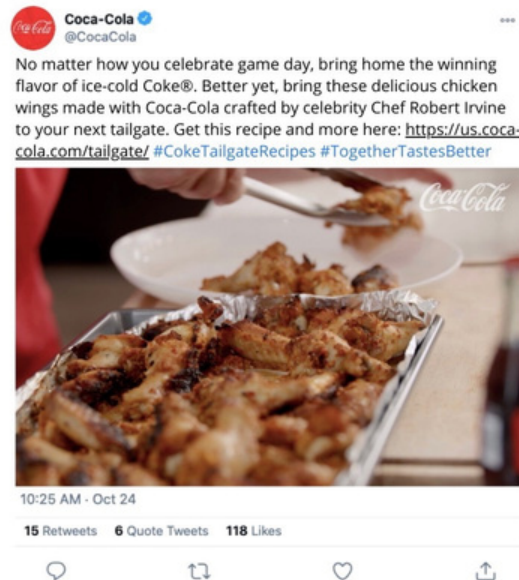
Promote #TogetherTastesBetter during the NCAA Fall 2021 College Football games by doing a game day roll call on Coca-Cola social media channels.





# IMPLEMENTATION

Share two featured recipe that have been deliciously crafted by Robert Irvine every month during the college football season on social media.





# TIMELINE

## Pre-Launch: February 22 – August 31, 2021



### February 22

- Create a branded form where purchasers can select the NCAA university that they are rooting for during the NCAA Fall 2021 football season that links to the QR code to be printed on all Coke Zero Sugar cans and bottles.
- Create a linked tracking spreadsheet to collect the responses and keep track of votes per school/alumni association.
- Create the linked QR to be printed on all Coke Zero Sugar bottles and cans sold during the NCAA football season that links to the form for the Coke Zero Sugar Alumni Bowl.

### February 23

Send QR code to production plants so it can be printed on all Coke Zero Sugar bottles and cans that are sold between the first week of September and the last week of November.



### June 25

- Create a pre-survey to determine the necessary percentage increase to measure college alumni's awareness of Coke Zero Sugar at NCAA college football gameday events.
- Create a pre-survey to measure college alumni's awareness levels of current competition between NCAA football teams' alumni associations to determine the necessary percentage increase to measure this objective.

### June 28 – July 12

- Conduct pre-survey to measure college alumni's awareness of Coke Zero at NCAA college football events to determine the necessary percentage increase. Share via college alumni groups.
- Conduct pre-survey to measure college alumni's awareness levels of current competition between NCAA football teams to determine the necessary percentage increase. Share via college alumni groups.



### July 15

Create a list of all snow cone vendors to potentially partner with to create a Coke Zero Sugar snow cone on home game days at the stadiums of the following five NCAA, Coke-product schools: the University of Georgia, University of Alabama, Clemson University, Ohio State University, and Iowa State University.

# TIMELINE



## July 14 - July 16

Contact all potential vendors and secure one per school. Discuss the details of the partnership and determine how much Coke Zero Sugar each vendor would need. Request Coke Zero to be provided to the vendors for these partnerships.

## July 19

Create a filter on Instagram and a Facebook frame that will encourage participants to share their tailgate parties and togetherness.



## July 20 - July 27

- Create 130 unique QR codes for each NCAA football team that link to a map of each NCAA stadium. The maps will have branded icons showing where alumni can find Coke Zero Sugar within each stadium.
- Plan a schedule for posts in 75 NCAA college alumni associations' Facebook groups every week according to when teams play in their home stadiums.
  - \*Cannot be done until all 130 NCAA teams' schedules are out and finalized.

## July 28-29

- Work with the five selected vendors to finalize the Coke Zero Sugar snow cone.
- Set a plan for game day execution.



## July 30

Work with Robert Irvine and the Coca-Cola Kitchen to brainstorm, research, prep and finalize two game day recipes using Coke Zero Sugar and the accompanying videos.

# TIMELINE



## August 2-9

Record and receive the final versions of the two new Robert Irvine and the Coca-Cola Kitchen recipes' videos.



## August 10-13

Plan out all aspects possible at this time of Coke Zero Sugar Tailgate Lounge logistics and set up for the winner of the Coke Zero Sugar Alumni Bowl.



## August 17-31

- Craft and draft all language and graphics for campaign social media posts and Coca-Cola Tailgate webpage update including the addition of a submission feature.
- Contact all 130 NCAA college football team alumni associations about the Coke Zero Sugar Alumni Bowl, its prizes and the Coke Zero Sugar stadium maps.
- Connect with a person who can approve posts in each alumni associations' Facebook group.

**Campaign:** September 1 – December 5, 2021\* Assuming Sept 18, 2021 to be the first game day



## September 1

Update Coca-Cola Tailgate webpage to include a submission section to allow Coke fans to share their favorite game day recipes that use Coke or Coke Zero Sugar as an ingredient.



## September 2-3

Confirm all Coke Zero Sugar product and vendor partners' locations within each NCAA stadium and ensure the correct locations are reflected in the unique QR codes linking to stadium maps.

# TIMELINE



## September 10

- Introduce the #CokeTailgateRecipes and explain the submission process and prize via all social media channels.
- Share the first Robert Irvine and Coca-Cola Kitchen gameday recipe.

## September 13

- Announce the Coke Zero Sugar Alumni Bowl and its prizes on all social media channels.
- Cross post with NCAA FCS football social media about the partnership and the Coke Zero Sugar Alumni Bowl using #TogetherTastesBetter.



## September 17

Promote Instagram filter and Facebook frame to encourage participants to share their tailgate parties and togetherness.

## September 18

- Game day roll call
- Share unique QR code that links to a map of each NCAA stadium in 75 of the 130 alumni association Facebook groups. The maps will have branded icons showing where alumni can find Coke Zero Sugar within each stadium.



## September 23

- Promote Coke Zero Sugar Alumni Bowl and prizes on all social media channels.
- Cross post with NCAA FCS football social media about the partnership and the Coke Zero Sugar Alumni Bowl using #TogetherTastesBetter.

# TIMELINE



## September 24

Share a Robert Irvine and Coca-Cola Kitchen gameday recipe.

## September 25

- Gameday roll call.
- Share unique QR code that links to a map of each NCAA stadium in 75 of the 130 alumni association Facebook groups. The maps will have branded icons showing where alumni can find Coke Zero Sugar within each stadium.



## October 1

Promote Instagram filter and Facebook frame to encourage participants to share their tailgate parties and togetherness.

## October 2

- Gameday roll call
- Share unique QR code that links to a map of each NCAA stadium in 75 of the 130 alumni association Facebook groups. The maps will have branded icons showing where alumni can find Coke Zero Sugar within each stadium



## October 8

- Promote Coke Zero Sugar Alumni Bowl and prizes on all social media channels.
- Cross post with NCAA FCS football social media about the partnership and the Coke Zero Sugar Alumni Bowl using #TogetherTastesBetter.

# TIMELINE



## October 9

- Game day roll call
- Share unique QR code that links to a map of each NCAA stadium in 75 of the 130 alumni association Facebook groups. The maps will have branded icons showing where alumni can find Coke Zero Sugar within each stadium.

## October 13

Promote Instagram filter and Facebook frame to encourage participants to share their tailgate parties and togetherness.



## October 15

Share a Robert Irvine and Coca-Cola Kitchen gameday recipe.

## October 16

- Game day roll call
- Share unique QR code that links to a map of each NCAA stadium in 75 of the 130 alumni association Facebook groups. The maps will have branded icons showing where alumni can find Coke Zero Sugar within each stadium.



## October 22

- Promote Coke Zero Sugar Alumni Bowl and prizes on all social media channels.
- Cross post with NCAA FCS football social media about the partnership and the Coke Zero Sugar Alumni Bowl using #TogetherTastesBetter.

# TIMELINE



## October 23

- Game day roll call
- Share unique QR code that links to a map of each NCAA stadium in 75 of the 130 alumni association Facebook groups. The maps will have branded icons showing where alumni can find Coke Zero Sugar within each stadium.

## October 28

Promote Instagram filter and Facebook frame to encourage participants to share their tailgate parties and togetherness.



## October 29

Share a Robert Irvine and Coca-Cola Kitchen game day recipe.

## October 30

- Game day roll call
- Share unique QR code that links to a map of each NCAA stadium in 75 of the 130 alumni association Facebook groups. The maps will have branded icons showing where alumni can find Coke Zero Sugar within each stadium.



## November 5

- Promote Coke Zero Sugar Alumni Bowl and prizes on all social media channels.
- Cross post with NCAA FCS football social media about the partnership and the Coke Zero Sugar Alumni Bowl using #TogetherTastesBetter.



# TIMELINE



## November 6

- Game day roll call
- Share unique QR code that links to a map of each NCAA stadium in 75 of the 130 alumni association Facebook groups. The maps will have branded icons showing where alumni can find Coke Zero Sugar within each stadium.

## November 18

Promote Instagram filter and Facebook frame to encourage participants to share their tailgate parties and togetherness.



## November 19

Close website submission and select the best submitted game day recipes that use Coke as an ingredient. Begin working with the Coca-Cola Kitchen to test the recipe. If approved, move forward with recording the video with the winner. Share a Robert Irvine and Coca-Cola Kitchen gameday recipe.

## November 20

- Game day roll call
- Share unique QR code that links to a map of each NCAA stadium in 75 of the 130 alumni association Facebook groups. The maps will have branded icons showing where alumni can find Coke Zero Sugar within each stadium.



## November 22-29

Record and receive the final recipe video made the winner and the Coca-Cola Kitchen.

# TIMELINE



## November 26

Promote Instagram filter and Facebook frame to encourage participants to share their tailgate parties and togetherness.

## November 27

- Game day roll call
- Share unique QR code that links to a map of each NCAA stadium in 75 of the 130 alumni association Facebook groups. The maps will have branded icons showing where alumni can find Coke Zero Sugar within each stadium.



## December 1-4

- Determine winner of the Coke Zero Sugar Alumni Bowl.
- Begin prepping for Coca-Cola Tailgate Lounge set up at the first game in December where Coke Zero Sugar and Coke Zero Sugar cocktails will be handed out for free and NCAA Fall 2021 branded Coke merchandise will be for sale.
- Work with the alumni association of the winning team to promote game ticket sales and the chance to win free Coke Zero Sugar for a year.

## December 3

Share the video of the winning user-submitted game day recipe made by the winner and Coca-Cola Kitchen.



## December 4

- Work with stadium contact to get updated lists of all alumni who have purchased tickets to the winning team's first game in December. Allocate one entry per ticket into a drawing for free Coke Zero Sugar for a year.
- Donate \$5,000 to the top three alumni associations that scanned the QR code most during the Coke Zero Sugar Alumni Bowl.

# TIMELINE



## **December 5 \*or first game in December of winning team**

Host the Coke Zero Sugar Tailgate Lounge.

Draw the winner of free Coke Zero Sugar at the Coke Zero Sugar Tailgate Lounge.

## **Post-Launch Evaluation:** December 6, 2021 – December 17, 2021

### **December 6-17**

- Conduct two post-surveys and share them via alumni association Facebook groups and/or email lists. One to measure the percentage increase of college alumni's awareness of Coke Zero Sugar at NCAA college football events. A second to measure college alumni's awareness levels of current competition between NCAA football teams' alumni associations.
- Count number of videos on the Coca-Cola Tailgate Recipes website page
- Count the number of posts using #TogetherTastesBetter on Instagram, Twitter and Facebook.
- Write an evaluation summary to see if we met our campaign objectives.



# BUDGET

## COKE ZERO SUGAR: NCAA 2021 FOOTBALL SEASON CAMPAIGN BUDGET

COMPONENT	COST	DESCRIPTION
- PRE-LAUNCH -		
<b>PRE-SURVEYS</b>		
Creation of Survey	\$0	Survey will be created by an in-house team
Distribution of Survey	\$0	Survey will be distributed through online alumni groups by an in-house team
- CAMPAIGN -		
<b>CREATION AND DISTRIBUTION OF QR CODES IN ALUMNI FACEBOOK GROUPS</b>		
Creation of QR code	\$0	QR code will be created by an in-house team
Distribution of QR codes through alumni Facebook pages	\$0	QR code will be posted in Facebook groups by an in-house team
<b>PARTNERSHIP WITH SELECT VENDORS TO PROMOTE COKE ZERO SUGAR THROUGH SLUSHIES</b>		
Unpaid partnership with select vendors	\$0	Vendors will already have access to slushie machines, ice, and Coke Zero Sugar because of other products the selected vendors usually sell
<b>TWO MORE CELEBRITY COCA-COLA TAILGATE RECIPE VIDEOS</b>		
Creation of 2 Coke Zero Sugar recipe videos with Robert Irvine	\$50,000	(Celebrity Speakers Bureau, 2020)

# BUDGET

## COKE ZERO SUGAR: NCAA 2021 FOOTBALL SEASON CAMPAIGN BUDGET

### VIDEO OF THE #COKETAILGATERECIPE WINNER

Bring Recipe Winner to Coca-Cola Kitchen	\$3,000	Airfare, hotel, transportation Conservative estimate, more accurate cost can be calculated once the winner is chosen
Ingredients	\$200	Conservative estimate, more accurate cost can be calculated once the winning recipe is chosen
Record and produce new Coca-Cola Kitchen recipe videos	\$0	Videos will be created by an in-house team in partnership with Coca-Cola Kitchen

### QR CODE ON COKE ZERO SUGAR PRODUCTS

Creation of QR code	\$0	QR code will be created by an in-house team
Altering label in print	\$0	Changing label does not increase costs

### COKE ZERO SUGAR TAILGATE LOUNGE

Location	\$7,000	Rent event space within or near the Coke Zero Sugar Alumni Bowl winner's football stadium (UGA Botanical Garden, 2020) (Clemson, 2020)
Coke Zero Sugar Handouts	\$6,100	10,000 cans x \$.61 (Garfield, 2018)
Coke Zero Sugar Cocktails	\$12,140	12 bartenders (1 bartender per 60 guests) x each bartender costs \$40 per hour x 3 hours = \$1,440 in bar labor (Shake Up ATL, 2019) 10,000 cans x \$.61 = \$6,100 in Coke Zero Sugar production costs (Garfield, 2018) \$80 for 1,000 cups x 10 = \$800 in cup costs (Uline, 2020) \$3,000 for 270 gallons of rum (Ultrapure, 2020) \$4 per 20 pound bag of ice x 200 = \$800 in ice costs (Kernin, 2020)

# BUDGET

## COKE ZERO SUGAR: NCAA 2021 FOOTBALL SEASON CAMPAIGN BUDGET

### DONATION TO ALUMNI ASSOCIATION OF TOP 3 SCHOOLS

Donation to winning schools' alumni associations	\$15,000	\$5,000 to the top three alumni groups of the Coke Zero Sugar Alumni Bowl
--	----------	---

### YEAR SUPPLY OF COKE ZERO SUGAR FOR RAFFLE WINNER

Production of Coke Zero Sugar	\$116.8	\$.16 (Garfield, 2018) x 2 cans a day x 365 days = \$116.80
-------------------------------	---------	---

### INSTAGRAM FILTER AND FACEBOOK FRAME

Design and creation of Instagram filter and Facebook frame	\$0	Designed and created by an in-house team
Publishing of Instagram filter and Facebook frame	\$0	Published by an in-house team (Spark AR, 2020)

- POST LAUNCH -

### POST-SURVEYS

Creation of Surveys	\$0	Survey will be created by an in-house team
Distribution of Surveys	\$0	Survey will be distributed through online alumni groups
Evaluation	\$0	Data will be evaluated by in-house team

**TOTAL** \$93,556.80

# EVALUATION

To evaluate the effectiveness of our campaign, we will administer pre- and post-tests as well as physically count hashtag usage and video posts to monitor the effects of our campaign on alumni after a year of disconnect. To conduct our two surveys, we will share them with alumni Facebook group pages. We will share the pre-test at the end of June before the season begins and conclude with a post-test after the end of the season in December 2021.

## Goal One:

**Objective 1: To increase college alumni's awareness of Coke Zero Sugar at NCAA Fall 2021 College Football Game Days by December 5, 2021.** We will have conducted a pre-survey to measure college alumni's awareness of Coke Zero Sugar at NCAA college football gameday events and to determine the necessary percentage increase to measure this objective. When the campaign ends in December 2021, the same survey will be administered to college alumni to determine if awareness of Coke Zero Sugar at NCAA College Football Game Days has increased by the desired objective that will be decided upon based on the pre-survey before the launch of the campaign.

**Objective 2: To increase the number of NCAA Fall 2021 College Football Coca-Cola tailgate recipes that are available on the "Coca-Cola Tailgate Recipes" website page by 50% by December 5, 2021.** As of December 7, 2020 there are four recipe videos on the webpage. We plan to record and publish two more videos made by Robert Irvine and the Coca-Cola Kitchen before the launch of our campaign. When the campaign ends, we will count the number of videos on the "Coca-Cola Tailgate Recipes" website page to determine if it has increased by 50%, or two videos.

# EVALUATION

## Goal 2:

**Objective 1: To promote the camaraderie of tailgating and “togetherness” of individual teams by featuring Coke Zero Sugar as an inclusive celebration by increasing competition between NCAA football teams by December 5, 2021.** We will conduct a pre-survey to measure college alumni’s awareness levels of current competition between NCAA football teams’ alumni associations to determine the necessary percentage increase for this objective. After the Coke Zero Sugar Alumni Bowl, we will administer the same survey to college alumni to measure college alumni’s awareness levels of competition between NCAA football teams’ alumni associations in December 2021.

**Objective 2: To use the line “Together Tastes Better” to increase the acceptance of Coke Zero Sugar as a unifying addition to food by increasing the use of the #TogetherTastesBetter on social media channels by 30% by December 5, 2021.** Up to December 7, 2020 there have been 307 posts using the hashtag on Instagram, 71 posts on Facebook and 66 posts on Twitter. When the campaign ends on December 5, 2021, we will recount the number of posts using the hashtag on each platform and see if we increased its usage by 30%.



# APPENDIX

"33 Years of Giving Wiings." *History of Red Bull :: Energy Drink :: Red Bull US*,  
[www.redbull.com/us-en/energydrink/history-of-red-bull](http://www.redbull.com/us-en/energydrink/history-of-red-bull)

"Coca-Cola Demographics and Consumer Insights." *Numerator*,  
[snapshot.numerator.com/brand/cocacola](http://snapshot.numerator.com/brand/cocacola).

"Coke vs. Pepsi: Why Coke Is Winning the Cola Wars." *CNNMoney*, Cable News Network,  
[money.cnn.com/2018/02/20/news/companies/cola-wars-coke-pepsi/index.html](http://money.cnn.com/2018/02/20/news/companies/cola-wars-coke-pepsi/index.html).

"Consumer Insight: Generation X." *FONA International*, 1 Apr. 2019, [www.fona.com/genx0419/](http://www.fona.com/genx0419/).

"Diet Coke®." *CokeSolutions*, [www.cokesolutions.com/products/brands/diet-coke/diet-coke.html](http://www.cokesolutions.com/products/brands/diet-coke/diet-coke.html).

"Fanta®." *CokeSolutions*, [www.cokesolutions.com/products/brands/fanta/fanta.html](http://www.cokesolutions.com/products/brands/fanta/fanta.html).

"Pepsi Demographics and Consumer Insights." *Numerator*,  
[snapshot.numerator.com/brand/pepsi](http://snapshot.numerator.com/brand/pepsi).

"Sprite®." *CokeSolutions*, [www.cokesolutions.com/products/brands/sprite/sprite.html](http://www.cokesolutions.com/products/brands/sprite/sprite.html).

"Top Coca-Cola Competitors in 2019 / Datantify." *Datantify*, 5 Nov. 2019,  
[datantify.com/knowledge/top-coca-cola-competitors/](http://datantify.com/knowledge/top-coca-cola-competitors/).

Ayyar, Rohan. "Red Bull on Content Marketing." *Target Marketing*, 29 Jan. 2015,  
[www.targetmarketingmag.com/article/case-study-red-bull-content-marketing/all/](http://www.targetmarketingmag.com/article/case-study-red-bull-content-marketing/all/).

Bedford, E. (2020, September 18). Leading carbonated soft drink (CSD) companies in the U.S. 2019. Retrieved October 13, 2020, from  
<https://www.statista.com/statistics/225504/leading-carbonated-soft-drink-companies-in-the-us/>

brandfinance.com. (n.d.). Always Coca-Cola: World's Favourite Soda Tops Brand Ranking. Retrieved October, 2020, from

Burrow, G. (2020, May 28). The Economic Impact of COVID-19 on US Sports. Retrieved October 13, 2020, from <https://www.economicmodeling.com/2020/05/28/the-economic-impact-of-covid-19-on-us-sports-up-to-92-6k-lost-every-minute/>

# APPENDIX

- Carp. (2020, August 5). Study: Sport must adopt 'hybrid media model' as Covid-19 accelerates pay-TV decline. Retrieved from <https://www.sportspromedia.com/news/sports-media-rights-revenues-covid-19-pay-tv-model-two-circles>
- Coster, J. (2020, October 13). ." Dictionary of American History. . Encyclopedia.com. 30 Sep. 2020 . Retrieved October, from <https://www.encyclopedia.com/history/dictionaries-thesauruses-pictures-and-press-releases/soft-drink-industry>
- Fabiano, Kyle Schnitzer and Jennifer. "These Are the 5 Main Generation X Characteristics You See in the Workplace." *Ladders*, Ladders, 14 Aug. 2020, [www.theladders.com/career-advice/these-are-generation-x-characteristics-in-the-office-and-their-new-label](http://www.theladders.com/career-advice/these-are-generation-x-characteristics-in-the-office-and-their-new-label).
- Fetco. (2018, December 11). What's Gen Z Sipping On? Retrieved October 06, 2020, from <https://www.cspdailynews.com/foodservice/whats-gen-z-sipping>
- Food Insight. "Food, Health and the Gen X-Factor: A Generation Concerned About Weight and Relationships Between Diet and Disease." *Food Insight*, 15 Oct. 2019, [foodinsight.org/generation-x-consumer-habits/](http://foodinsight.org/generation-x-consumer-habits/).
- Francis, T., & Hoefel, F. (2020, July 07). 'True Gen': Generation Z and its implications for companies. Retrieved October 13, 2020, from <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-companies>
- Fry, C., Spector, C., Arroyo Williamson, K., & Mujeeb, A. (2011). *Breaking Down the Chain: A Guide to the soft drink Industry* [PDF]. Newark: Public Health and Law Policy.
- GEN Z AND MILLENNIALS: THIRSTY FOR MORE. (2019, October 16). Retrieved October 06, 2020, from <https://sdcoffeetea.com/knowledge-center/article/gen-z-and-millennials-thirsty-for-more>
- Global Flavoring Syrup and Concentrate Manufacturing Market Report 2019 - ResearchAndMarkets.com. (2019, September 11). Retrieved October 13, 2020, from <https://www.businesswire.com/news/home/20190911005318/en/Global-Flavoring-Syrup-and-Concentrate-Manufacturing-Market-Report-2019---ResearchAndMarkets.com>
- Gordon Food Service Contributors. (2020). Gen Z Food Preferences. Retrieved October 13, 2020, from <https://www.gfs.com/en-us/ideas/gen-z-food-preferences>

# APPENDIX

- Hall. (2020, April 9). This is how coronavirus is affecting sports. Retrieved from <https://www.weforum.org/agenda/2020/04/sports-covid19-coronavirus-exercise-spectators-media-coverage/>
- <https://brandfinance.com/news/always-coca-cola-worlds-favourite-soda-tops-brand-ranking/>  
*2019 Business and Sustainability Report* (Rep.). (2019). Coca-Cola.
- Kagan, Julia. "Generation X (Gen X)." *Investopedia*, Investopedia, 28 Aug. 2020, [www.investopedia.com/terms/g/generation-x-genx.asp](http://www.investopedia.com/terms/g/generation-x-genx.asp).
- Leonhardt, Megan. "Americans in This Generation Carry the Highest Levels of Debt." *CNBC*, CNBC, 17 Sept. 2019, [www.cnbc.com/2019/09/17/americans-in-gen-x-carry-the-highest-levels-of-debt.html](http://www.cnbc.com/2019/09/17/americans-in-gen-x-carry-the-highest-levels-of-debt.html).
- Little, Becky. "How the 'Blood Feud' Between Coke and Pepsi Escalated During the 1980s Cola Wars." *History.com*, A&E Television Networks, 11 June 2019, [www.history.com/news/cola-wars-pepsi-new-coke-failure](http://www.history.com/news/cola-wars-pepsi-new-coke-failure).
- Majumdar & Naha. (2020, June 12). Live sport during the COVID-19 crisis: fans as creative broadcasters. Retrieved from <https://www.tandfonline.com/doi/full/10.1080/17430437.2020.1776972>
- Malanga. (2020, September 17). The Covid Story That Sports Media Won't Tell. Retrieved from <https://www.city-journal.org/covid-story-sports-media-wont-tell>
- Maverick, J. (2020, August 28). Much of the Global Beverage Industry Is Controlled by Coca Cola and Pepsi. Retrieved October 13, 2020, from <https://www.investopedia.com/ask/answers/060415/how-much-global-beverage-industry-controlled-coca-cola-and-pepsi.asp>
- Sandison, Nikki. "Diet Coke Plus to Target Health-Conscious Consumers." *Campaign*, CampaignUK, 21 June 2010, [www.campaignlive.co.uk/article/diet-coke-plus-target-health-conscious-consumers/67434](http://www.campaignlive.co.uk/article/diet-coke-plus-target-health-conscious-consumers/67434)
- Seton Hall University. (2020, April 1). The Impact of COVID-19 on Sports Media. Retrieved from <https://www.shu.edu/communication-arts/news/the-impact-of-covid-19-on-sports-media.cfm>
- Shoup, M. (2018, July 17). Move over millennials, Gen Z is now shaping the food and beverage landscape. Retrieved October, 2020, from <https://www.foodnavigator->

# APPENDIX

usa.com/Article/2018/07/17/Move-over-millennials-Gen-Z-is-now-shaping-the-food-and-beverage-landscape

Siegner, C. (2018, July 19). Influential Gen Zers having big impact on food and beverage trends. Retrieved October 13, 2020, from <https://www.fooddive.com/news/influential-gen-zers-having-big-impact-on-food-and-beverage-trends/528107/>

Soft Drinks - worldwide: Statista Market Forecast. (n.d.). Retrieved October 13, 2020, from <https://www.statista.com/outlook/20020000/100/soft-drinks/worldwide>

Sudden vanishing of sports due to coronavirus will cost at least \$12 billion, analysis says. (2020, May 1). Retrieved October 13, 2020, from [https://www.espn.com/espn/otl/story/\\_/id/29110487/sudden-vanishing-sports-due-coronavirus-cost-least-12-billion-analysis-say](https://www.espn.com/espn/otl/story/_/id/29110487/sudden-vanishing-sports-due-coronavirus-cost-least-12-billion-analysis-say)

*Untitled Document*, [www.valueoptions.com/spotlight\\_YIW/gen\\_x.htm](http://www.valueoptions.com/spotlight_YIW/gen_x.htm).

Value Line - The Most Trusted Name in Investment Research. (2015, October 16). Retrieved October 13, 2020, from [https://www.valueline.com/Stocks/Industries/Industry\\_Analysis\\_\\_Beverage.aspx](https://www.valueline.com/Stocks/Industries/Industry_Analysis__Beverage.aspx)

Williams, R. (2019, September 17). Gen Z's worries about emotional health affect shopping habits, study says. Retrieved October 13, 2020, from <https://www.marketingdive.com/news/gen-zs-worries-about-emotional-health-affect-shopping-habits-study-says/563055/>

Zimmerman, L. (2019, October 14). A Closer Look At What Generation Z Is Drinking Part I. Retrieved October 06, 2020, from <https://www.forbes.com/sites/lizazimmerman/2019/10/14/a-closer-look-at-what-generation-z-is-drinking-part-i/>

# ONE OF A K!ND

PUBLIC RELATIONS AGENCY