

Propelling growth

Building on the successes of the Coke Side of Life campaign, the *Coke with Meals* platform was launched this year with the aim of driving volume growth in the Coca-Cola East and Central Africa Business Unit.

The Coke Side of Life (CSoL) campaign aims to remind consumers why they love the brand Coca-Cola. The campaign's core idea, *Happiness in a bottle*, is built on the belief that Coke is physically and emotionally uplifting, and that happy people see life as a glass half full.

Following the launch of the CSoL campaign in the 22 countries within The Coca-Cola East and Central Africa Business Unit (ECABU) this year, the Company has seen strong growth in its Sparkling beverages category. To leverage and sustain this growth, the *Coke with Meals* campaign with a *Mealtimes on the Coke Side of Life* tagline, was first rolled out in Kenya in September 2007. *Coke with Meals* aims to communicate the message that Coca-Cola transforms ordinary food into an extraordinary meal occasion. It is through this campaign that the Company aims to promote the relevance of having its products with daily meals.

Over the next four years, the programme will be monitored to ensure that it drives up the frequency of people drinking Coke with meals and increases consumer brand loyalty. The campaign encompasses a broad range of marketing mediums including TV, radio, outdoor displays, enhanced packaging and in-store branding at numerous outlets. It is suitably tailored to meet the needs of various target audiences such as teens, mothers and blue collar workers.



For more information, please contact:

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