

The Coca-Cola Company

news release

Coca-Cola wins again

Coca-Cola is not only South Africa's coolest brand in the cool drink category, but it is also South Africa's coolest brand. That is according to the Ipsos-Markinor/*Sunday Times* Top Brands survey, whose findings were released last on Wednesday, August 13.

Every year the *Sunday Times* Generation Next event brings together the top dogs in the youth marketing space to announce the year's coolest brands as polled in an extensive brand preference study of urban South African youths between the ages of eight and 22 years of age. The study is conducted by HDI Youth Marketeers in partnership with the *Sunday Times*, and with support from Monash South Africa.

The overall favourite brands in the country this year are Coca-Cola South Africa, SAB, Nike, Vodacom, Pick 'n Pay, Eskom, Nokia, MTN, Toyota and BMW, respectively.

Coca-Cola's cutting-edge marketing – with assets like My Coke Fest, Coca-Cola Soccer Zone – and world-class thematic marketing campaigns like Happiness Factory and its “Brrr” campaign are driving consumer equity. This has resulted in the brand scooping up three major awards at the August 13 Brands and Branding Awards Ceremony.

Coca-Cola's first place positioning is not surprising because it continues to reinvent and embrace the opportunities that advertising brings in new media. The “Brrrr” campaign earlier in the year was an example of this – the communication crossed all channels, including mobile, in a large way.

The victors of the Markinor/*Sunday Times* Top Brands Survey have historically come in two forms: the frontrunner of each of the industry categories and the leader of the Grand Prix questions. The Grand Prix questions are solo and spontaneous, such as “what is your favourite brand” or “who has done the most to uplift the community?” Category winners are awarded based on a composite metric called the Brand Relationship Score© (BRS), which is an assemblage of three factors: spontaneous awareness, level of trust and confidence, and commitment.

This year Coca-Cola topped the list as the Coolest brand in the cool drink and fruit juice category. Under the category for the Coolest Company, Coca-Cola South Africa came second, after BMW.

This year The Company also headed the list as:

- The Company that does the most for community upliftment, which is a Grand Prix.
- The overall Favourite Brand, which is also a Grand Prix.

The Markinor/*Sunday Times* Top Brands Survey is the only research-based, consumer-driven guide to brand royalty in South Africa. Marketers and brand managers know that this is an accurate reflection of what is happening at the consumer coalface and, in both the Consumer and Business modules, past and current usage questions have been added to enhance the usability of the 2008 results.

Awards of this nature are the result of every action by the hundreds of associates within the Coca-Cola system, so we thank and recognize all your hard work.

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