



Refreshing the way forward

Inspiration for DCX
2026/2027



AGENDA

A refreshing new way forward

A moment to reflect & celebrate our relationship

A new vision on sharing the happiness.

Our strategic reflection on digital relevancy.

- *From big data to better data*
- *Platform and shopper experiences*

The power of +one

- *Thoughts on AI integrations*

LA28 Starter

Open brainstorm and strategy discussion





1

**A moment to reflect &
celebrate our relationship**

Celebrating our
relationship...

...that keeps
refreshing!





From strategic thinking based on a great brief...

...to a rich conceptual idea designed for more impact and longevity.

A clear example where solid co-creation stretched the creative boundaries and sparked fresh opportunities together.

A high-potential platform that aligns well with the internal strategies

- Possible +One integrations
- Expanded brand opportunities
- Other sports initiatives
- Platform / community building

We were given the chance
to be differentiating...

....let's make it real!

A collection of condensation-covered Coca-Cola glass bottles and a can, arranged in a row. The bottles are of various sizes and shapes, some with labels that say "Coca-Cola", "ORIGINAL TASTE", and "FRESCO". A red overlay with rounded corners is positioned in the lower center, containing the number "2" and the text "A new vision on sharing the happiness.".

2

**A new vision on
sharing the happiness.**

The prologue

With the years passing, generations, cultures, trends evolve. What's hot now, is not in the next.

Yet, Coca-Cola has always been here. And is here to stay.

Our relevancy doesn't come from new tech. It comes from continuously unifying "all" into one vision.

A story that feels authentic to all. The new and the old.





Real magic 'perfected'

A closer look at authenticity, for a changing demographic

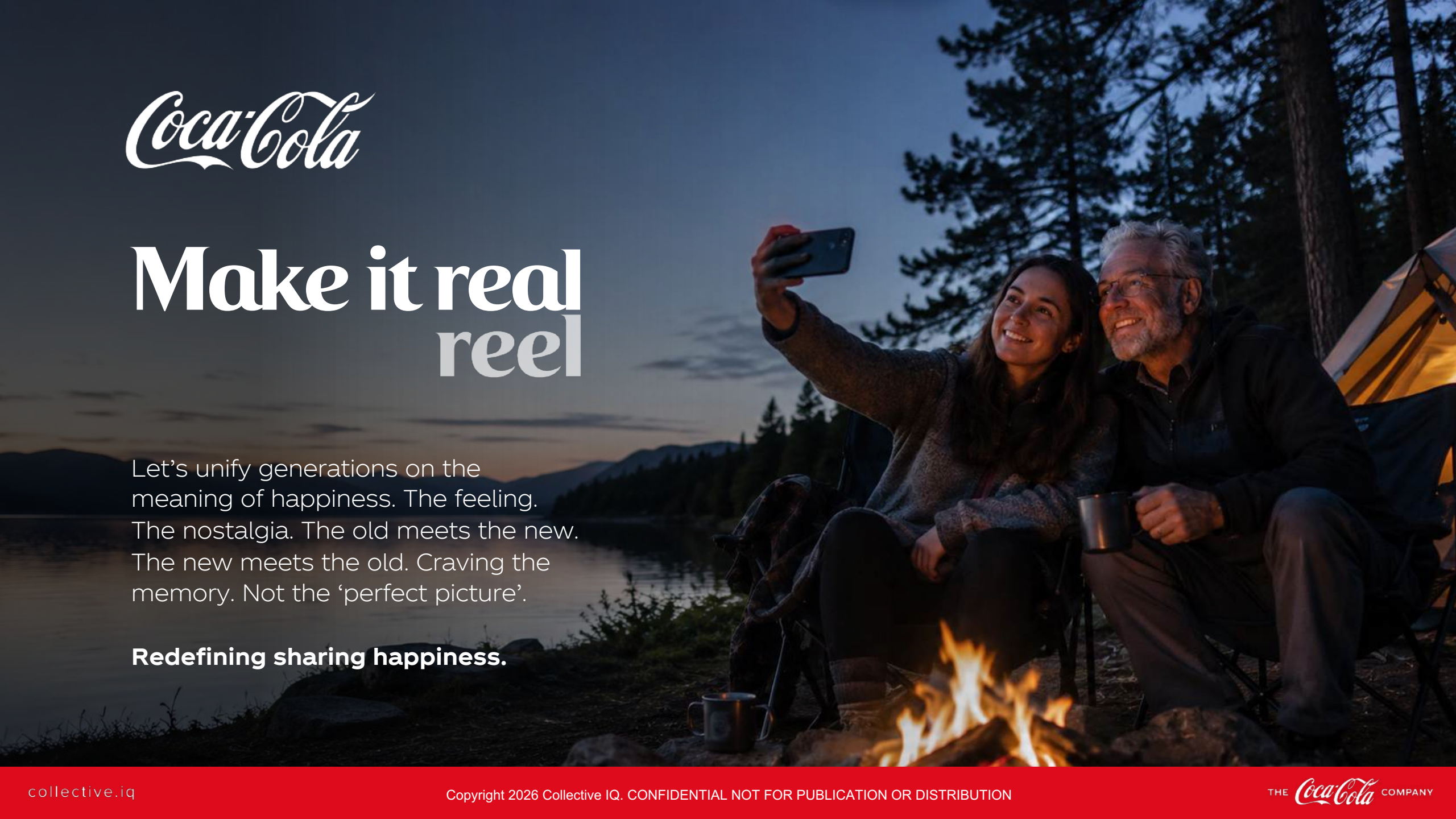
Different generations.

Different needs.

In message, feelings, and visuals.

In connection with
the world around us.



A man and a woman are sitting on folding chairs at a campsite during the "blue hour" of dusk. The woman, on the left, is holding a smartphone up to take a selfie of both of them. They are both smiling. In front of them is a small campfire with bright orange flames. The man is holding a metal mug. To the right, a portion of a yellow and white striped tent is visible. The background features a calm lake, dark silhouettes of evergreen trees, and distant mountains under a twilight sky.

Coca-Cola

Make it real reel

Let's unify generations on the meaning of happiness. The feeling. The nostalgia. The old meets the new. The new meets the old. Craving the memory. Not the 'perfect picture'.

Redefining sharing happiness.

Happiness Shared. Not Broadcasted.

Coca-Cola



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3

**Our strategic reflection on
digital relevancy.**

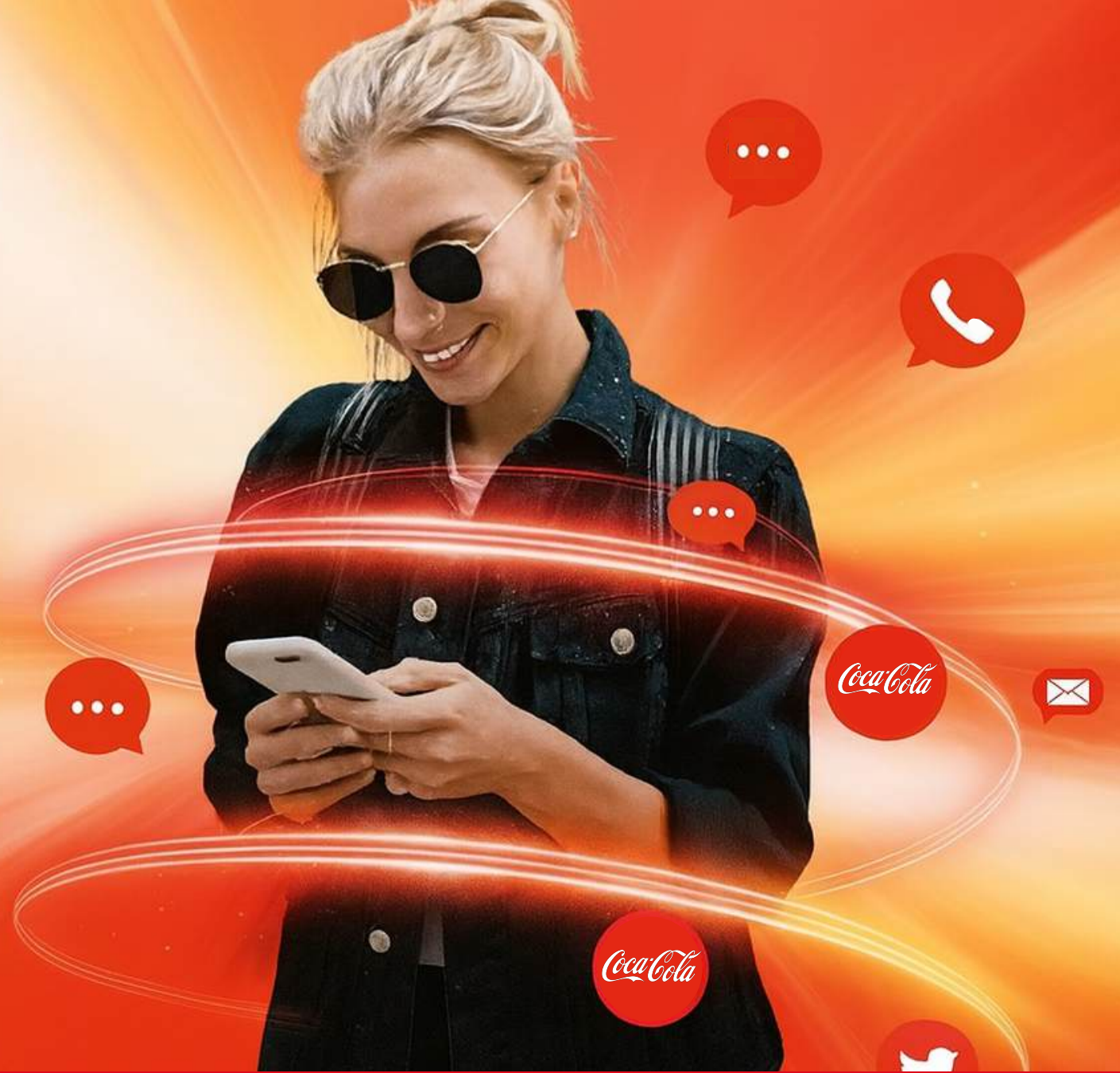
**The strategic
shift from
big data to
better data.**



The era of hyper personalization

From selecting your own sports, to sharing with friends, to being nudged with a new game in a new realm.

“The evolution in a customer journey becomes fluid, moves with consumers, and provides personal relevant engagement opportunities.”



The "Deep" Expansion

The Shift to Agentic Personalization

Personalization changes:

From **Customization**

To **Anticipation** (Agentic)

Evolve SEO with GEO

Generative Engine Optimization

GEO is becoming essential for visibility and brand authority in the age of AI answers (where users may never click through to a website).

- Create AI-Bait assets
- Provoking Partnerships

Expected GEO Impact:

By positioning Coca-Cola as the facilitator of shared happiness (practical guides, real stories, emotional evidence) rather than just a product pusher, the brand becomes more citable. AI responses to lifestyle queries ("What drink for a happy get-together?", "Ideas to cheer up friends") will naturally synthesize and reference Coca-Cola pages, influencing desire subtly and effectively.

The Shift to Agentic Personalization

Leverage Existing AI Experiments

Build on "Create Real Magic" and other generative campaigns by creating shareable, citable assets that reference back to official Coca-Cola facts and stories.

"How to create joyful moments with friends" (recipes, mocktails, non-alcoholic pairings, hosting guides)

Develop "Sharing Happiness" Hubs.

Not promotional landing pages, but practical, answer-oriented content.

Moment-Based Guides:

Content like "Simple ways to turn an ordinary evening into a happy gathering" featuring Coca-Cola as the natural companion (recipes, playlists, conversation starters). This influences desire indirectly by associating the product with desired outcomes (connection, joy).

Personalization & AI

Co-Creation: Expand tools like past "Create Real Magic" into happiness-focused experiences (e.g., "Generate a custom happy moment idea with Coca-Cola"). Shareable outputs that link back to official content increase citations.



Embracing “phygital” marketing

We should focus on stories that move people from screen to store, giving you the data to keep the conversation going.

- Connecting online behaviour to in-store triggers; or digital enhances in-home experiences
- Design physical touchpoints that feel human, not transactional (redefining POS to include mobile)
- How to use micro-experiences to earn consent and first-party data (on- and offline)
- Translate that into loyalty, repeat visits, and measurable revenue



Utilizing Near-Field Communication (NFC)

A quick-win to a phygital experience –use NFC technology in shopper experiences. Having an easy tap with a NFC compatible phone, provokes a digital experience.

Think collectibles, real-time incentives, something tailored to their ‘behaviours’ online.



Turn one-off game initiatives into platform that can expand to other user journeys.

With all the games and experiences, why wouldn't we leverage our current success and expand towards more opportunities.

Expanding our current game engine and set it up for:

- different branding
- community functionality
- incentive elements
- collectibles

Staying consistent and giving a more versatile personalized gaming experience, depending on the behavioral archetypes.



Coca-Cola as a CURRENCY! The mCard



Introducing the mCard: This would position Coca-Cola not just as a beverage company, but as a global rewards and marketing currency.

Our partners have built a breakthrough technology that transforms major global brands like Coca-Cola into their own universal currencies and member rewards programs.

Think of it as turning your brand's loyalty ecosystem (+One) into a Global rewards currency that works at more than 60 million merchants worldwide.

This technology acts like a universal rewards card: every time a consumer spends—anywhere in the world, the system automatically tracks and attributes that purchase back to the brand.

mCard enables Coca-Cola to deliver SKU-level rewards across virtually any retailer or merchant that sells Coca-Cola products. By combining payment intelligence with SKU-level purchase data, Coca-Cola can identify qualifying purchases and instantly deliver personalized rewards, offers, loyalty points, or digital experiences directly to the consumer—without requiring retailers to operate a proprietary loyalty program or issue a Coca-Cola payment card.

For consumers

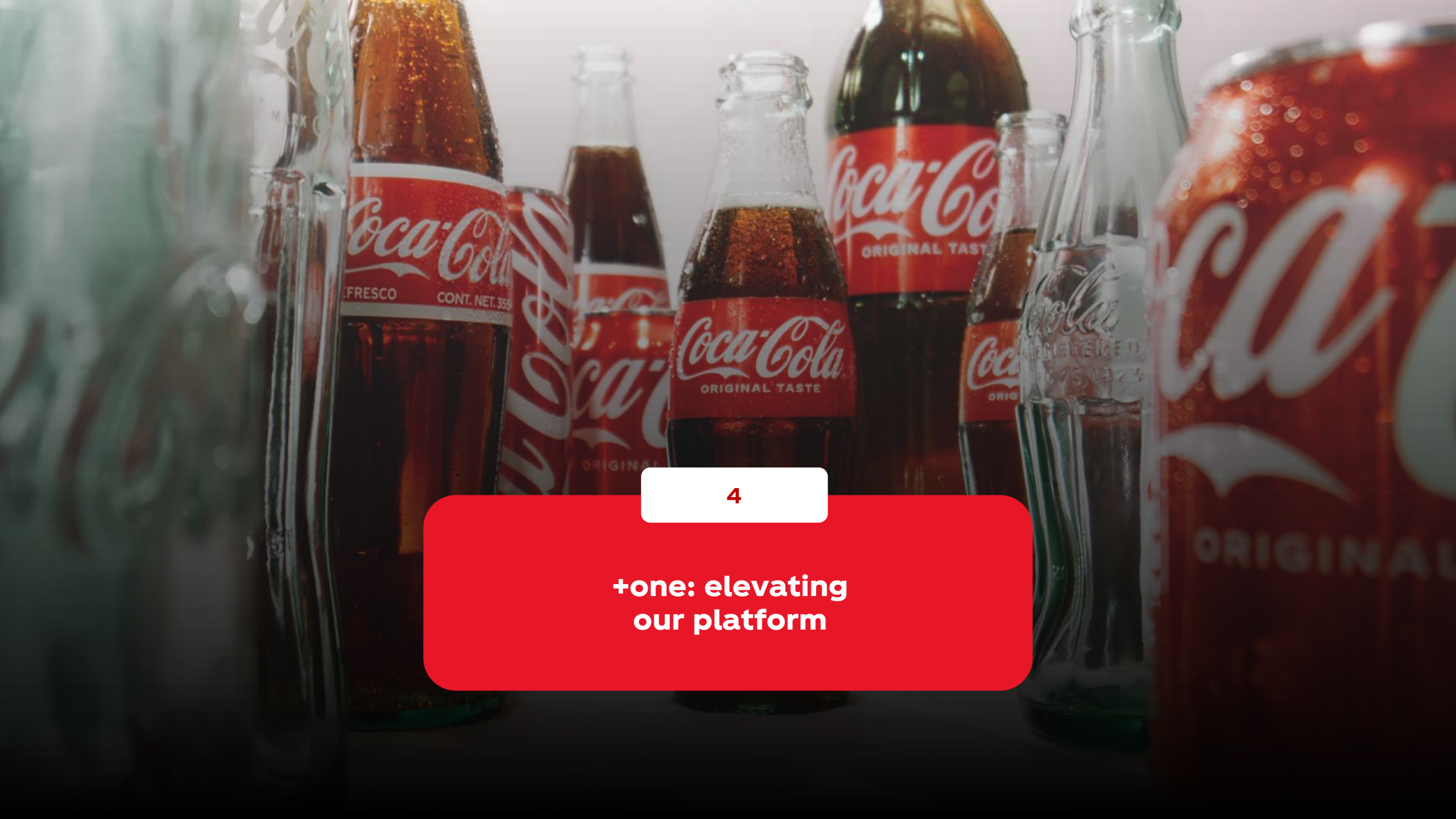
- **Rewards** - Every transaction members make with their mCard creates ongoing incremental rewards they can spend.
- **Free Money** - Participating brands offer “Coke Cash” as an incentive to drive more traffic or increase sales of products or services.
- **Deals** - consumers gain access to exclusive deals and offers that are only available to “Coke Cash” members.

For Coca-Cola

- **Revenue** - Every transaction members make drives increased revenue to Coca-Cola
- **Data** - All transactional data and spend is tracked, turning the card into a quantifiable marketing engine.
- **Partnership** - An opportunity to partner with aligned leading brands in cross promotions that drive real, quantifiable results.

For Partners

- **Revenue** - Every time a “Coke Cash” member card is used at participating merchants.
- **Data** - Data, analytics, marketing and more can be shared between participating merchants
- **Partnership** - Aligning their brand with Coca-Cola in cross promotions that track spend, visit frequency and more...

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4

**+one: elevating
our platform**

+one

Powered by — THE *Coca-Cola* COMPANY

The power of +one

+one has the potential to be much more than an app that stays maintained. It can stay useful, relevant and rewarding for every user and partner it serves.

With the right mix of technical care, campaign speed and creative thinking, **we can help Coca-Cola keep the platform stable, fresh and ready for what's next.**

Our role is simple: make updates smoother, launches sharper and the +one experience stronger with every release.

Potential AI integrations for the +one platform



AI-powered search to **help users quickly find relevant content**, rewards, promotions, or program information.

Personalized content and offer recommendations based on user interests, engagement patterns, and historical activity.



AI-generated audience personas based on user behavior, engagement patterns, and participation history to **help identify distinct customer segments**.



Enhanced customer insights that **provide a better understanding of how different user groups interact** with the platform, promotions, and rewards programs.



Enhanced reporting and dashboards that highlight engagement trends, campaign effectiveness, and user retention opportunities.



Analysis of user feedback and support inquiries to **identify trends, common pain points, and emerging opportunities**.

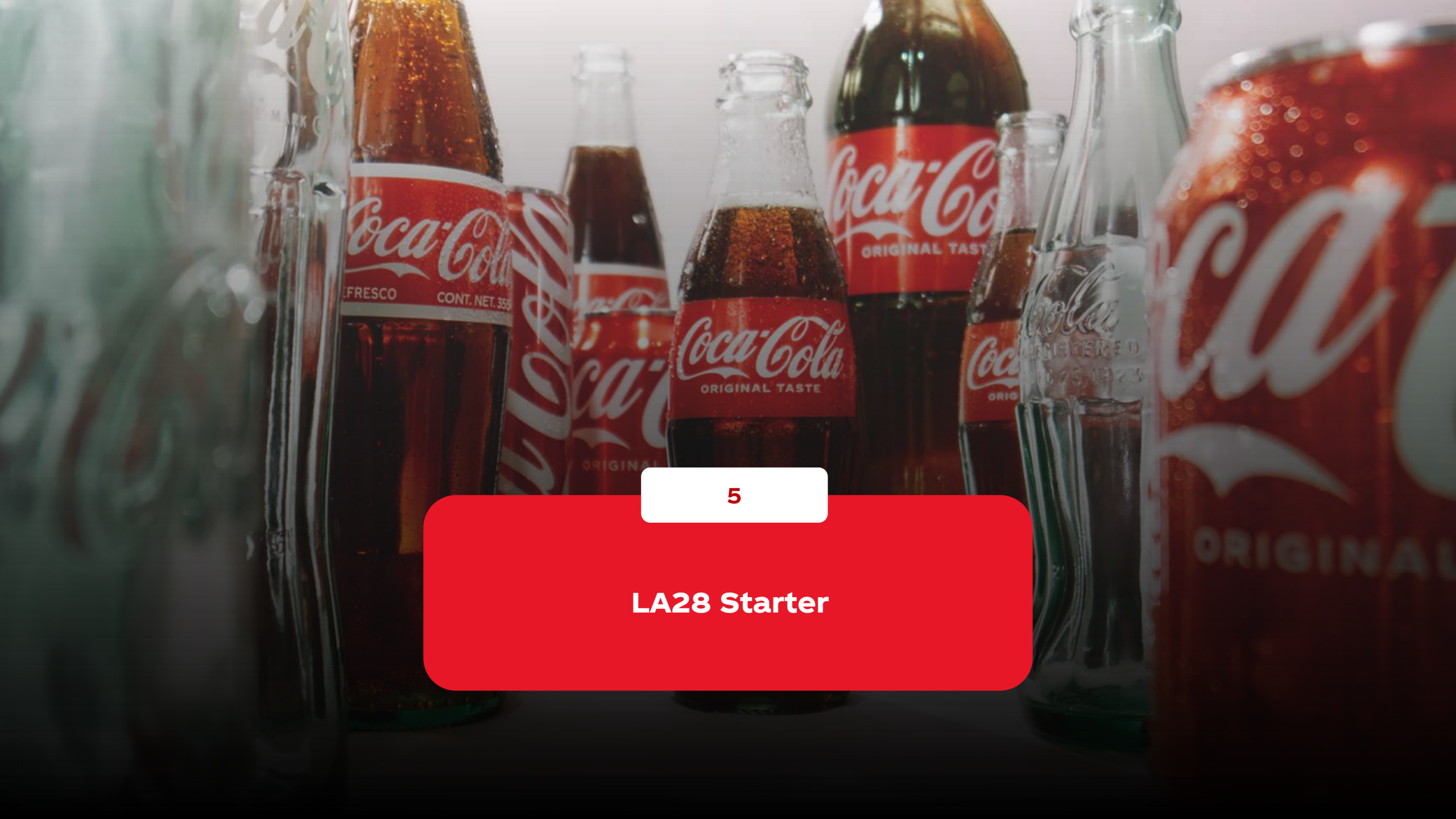
Any AI implementation will be aligned with Coca-Cola's data governance, privacy, and security requirements while delivering measurable value to both users and the business.

And the best part?
We've got the knowledge, systems, and expertise to explore this with you.

Our Value-Added AI Capabilities

- **AI-assisted QA and regression testing** to improve release confidence and efficiency.
- **AI-supported analysis of defects, crash reports, and maintenance requests** to accelerate troubleshooting.
- Experience identifying opportunities to streamline content operations, testing, and release workflows **through automation.**



A collection of Coca-Cola bottles and cans, some condensation-covered, with a red overlay at the bottom.

5

LA28 Starter



First look on LA28 for Coca-Cola





PROUD PARTNER



From the LA28 Olympics Website:

Discover how the Los Angeles Candidature Committee **describes their vision** for the Games and the legacy they plan to leave behind:

For centuries, people have been following the sun to California – to a coastal paradise of beautiful weather, inspiring landscapes and an ocean of possibilities. Since it was first settled, LA – the City of Angels – has built a culture of progress by harnessing creativity and imagination for reinvention.

Today, LA28 is inviting the world to follow the sun on a journey of sport and innovation destined to help transform the Games to:

- Deliver the **ultimate personalised experience for the Athletes**
- Maximise our existing sports infrastructure to ensure a sustainable long-term legacy
- Produce a fresh **blend of sport and entertainment** to help refresh the Olympic brand worldwide and capture **the imagination of youth**
- Reignite **America's passion for the Olympic Movement** for generations to come
- Embrace the principles of Olympic Agenda 2020 through fiscally prudent Games that deliver enduring benefits to the host city and the Olympic Movement

Celebrate art, sport, smiles and Coca-Cola







Imagine project-mapping selected content from 50 States showcasing different stories about athletes, sports, culture: **all that combines us as people.**

FOLLOW THE FLAME, SPONSOR THE SMILES

Coca-Cola is proud to celebrate the Olympic Torch Relay across America. Follow the flame. Share the joy. Support the journey.

Follow the Relay →

Learn More ▶



THE FLAME IS ON ITS WAY

365 Days. 50 States. Countless Stories.



12,345

Miles to go



50

States



10,000+

Torchbearers



Millions

Of Smiles



Route Map



Torchbearers



Events



Leaderboards



Fan Zone

Completed Upcoming



CHICAGO, IL



Marcus T.

Teacher. Mentor. Dreamer.

"Carrying the flame is more than a moment—it's for every kid who thinks greatness is out of reach."

Marcus has inspired hundreds of students through sport and education. Now, he carries the flame for them.

▶ Watch Marcus' Story

📌 Share Your Support



From flame to fame.

Real people. Real stories.
One flame moving a nation.

The Coca-Cola x LA28 Relay
amplifies the unsung heroes
who inspire us every day.



JOIN THE RELAY

THE FLAME'S JOURNEY



FOLLOW THE ROUTE



FEATURED EPISODE

Torch-Bearer / Creator

JORDAN THOMAS

Track & Field Sprinter



UNSUNG HERO

COACH MARLON REESE

Community Track Coach

“He showed up for kids
who had nowhere to go.”



WATCH EPISODE



Presented by

Coca-Cola

MORE STORIES



RELAY PINS COLLECTION

Complete tasks. Earn exclusive
digital pins that celebrate the
flame's journey.

COLLECT PINS



PIN + SUPPORT CARD

Support the movement and
unlock exclusive rewards.

LEARN MORE







LA28
Olympic rings logo

WORLDWIDE PARTNER

Your crew could carry the moment to LA.

Run together in-game.

Earn entries.

One crew wins a
Coke LA28 experience.

1 Assemble your crew



Rally 5 friends
to form your
dream crew.

2 Play together



Compete in
challenges and
events in-game.

3 Earn entries



The more you play
together, the more
entries you earn.

4 Win the LA28 experience



One crew wins
the ultimate
LA28 experience.



1 crew.
5 friends.
1 chance
to experience
LA28 with
Coca-Cola.

- ✈ Trip to Los Angeles
- 🎫 Access to LA28 events
- ★ Coke experiences
& exclusive access
- 📸 Memories with
your crew



More play.
More rewards.

Unlock fan rewards
as you earn entries:

- ✓ Coke digital collectibles
- ✓ Exclusive in-game items
- ✓ Early access & surprises
- ✓ More ways to win

JOIN THE RELAY →



Keep the flame alive

Assemble your crew. Add your miles. Share the people who keep you going.

Who would you run with?

Build your crew and run together across the U.S. Every mile counts.

INVITE YOUR CREW

YOUR CREW



Jordan
You



Maya



Chris



Ava



Ben



Add friend



Together, we're moving the flame.

Next milestone: 2,000 MI

SPOTLIGHT

SAN DIEGO, CA



Meet Taylor

Community swim coach and mentor

Taylor shows up every day for kids in her community. Let's carry her story forward.



SHARE HER STORY

COLLECT RELAY PINS

Earn digital pins for every city and sport your crew conquers.



PIN + SUPPORT CARD

The first 5,000 supporters earn an exclusive pin and digital support card.



FAN POWERED. STORY FUELED.

Expanding and exploring physical opportunities

Olympic Village presence

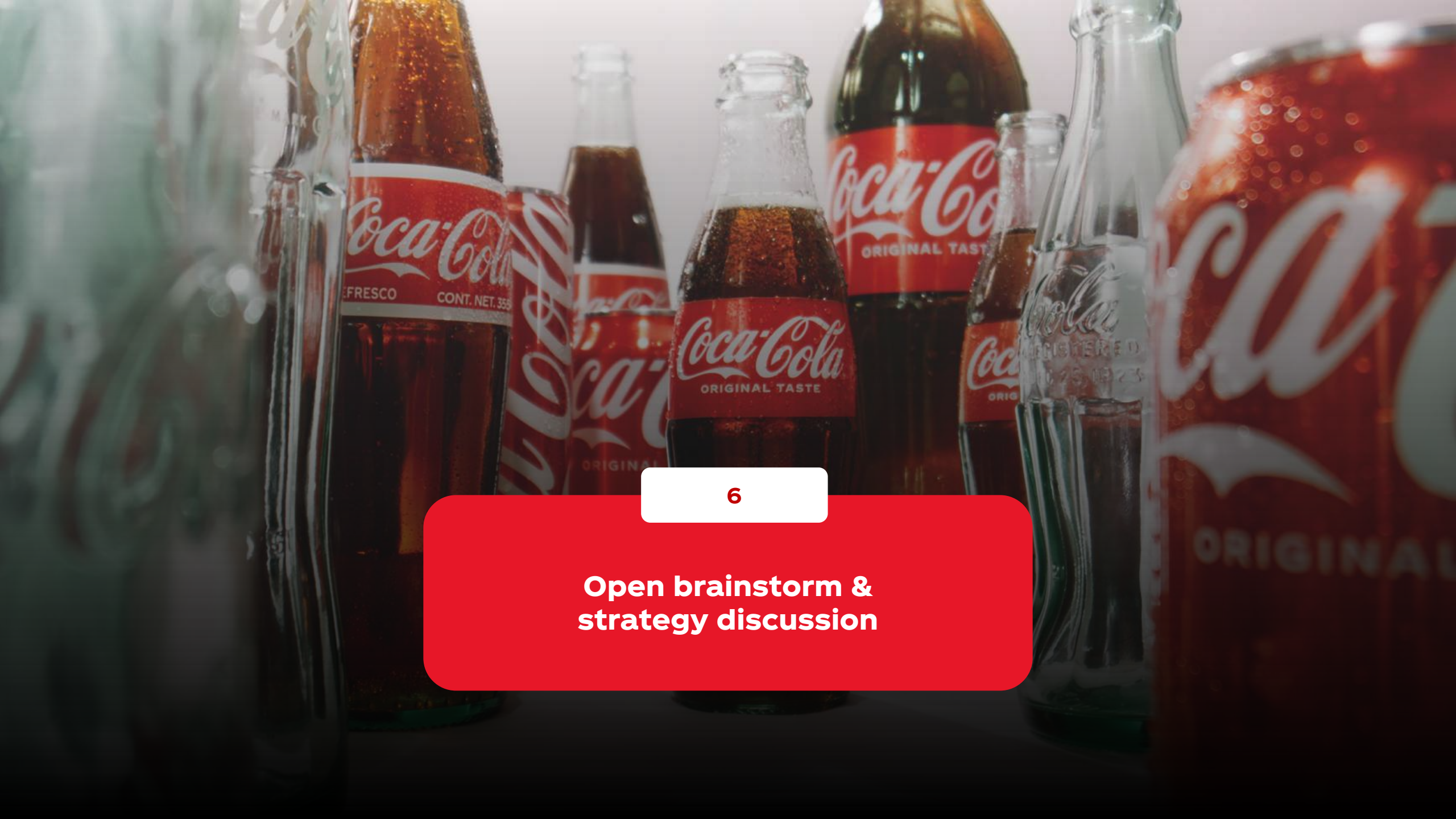
Coca-Cola fan zone

Coca-Cola Micro-Theme Park

Hospitality House

Pin Trading Centre

Coca-Cola Artists Park
spray paint (digital even?) your canvas

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6

**Open brainstorm &
strategy discussion**



This is not just our agency—it's yours. Designed specifically around your needs, challenges, and industry, our model makes you a key part of our 'collective.' Collaboration is at the heart of everything we do, both internally and with our clients, to generate the best ideas and deliver meaningful business results





Thank You!