Case Study: Next wave of portfolio growth for Coca-Cola Company

BACKGROUND PROBLEM

A Fortune 100 global beverage company was looking for the next wave of growth across its beverage portfolio

WORK DONE

- Identified untapped growth potential in meal occasions and needed a clearer strategy for making its flagship brand more relevant during everyday meals and social connection moments.
- Identified key meal micro moments as priority moments for growth.
- Defined the consumer needs and barriers, brand role, and commercial implications needed to win across each occasion.
- Translated the insights into guidance across messaging, portfolio, pack formats, channels, and at-home activation

RESULTS

- **Elevated meals into a key pillar of the client's global brand strategy**, shifting the organization toward a more deliberate focus on winning in key at-home Micro-Meal consumption occasions.
- Created an actionable communication and **commercial playbook for key at-home micro meals**, spanning grocery, e-commerce, food delivery, multipacks, and larger sharing formats.

