

BlaK Aug/Sept Re-Hit Activation Concepts – Revised



business background



- BlaK is still achieving a level of sales but things are starting to slow.
- Media supporting BlaK continues until end of August, but many of the in-store merchandising displays are now down.
- Omnibus study revealed that we still have an awareness challenge with BlaK, and of those who were aware – small percentage had tried the product.
- Merchandising take-rates were ok relative to other product launches, but retailers didn't support execution, or display was up for only short periods.
- Competitors seem to be getting better product placement, partly due to secondary display.
- Based on store checks in the Chicago area, product supply at retail seems limited, implying that re-stocking or inventory replenishment hasn't been particularly strong.
- BlaK has a competitive advantage in calorie content over main competitor – Starbucks Frappucino – an area to be leveraged.

what you asked us to do



- Develop activation concepts to support a re-hit/acceleration plan for BlaK.
- Plan should continue to build awareness, encourage consumer trial & purchase and provide substantial at-retail presence.
- To maximize both our efforts and budget, Blak support will focus on:
 - Updated media schedule
 - Creative refresh/communication – trial and competitive advantage against Starbucks
 - Integrated merchandising program (break-through in-store elements perhaps funded by Coca-Cola)
 - Retail activation – getting consumers in-store to try and buy
 - Revamp of the BlaK website

what we considered



- Staying true to brand core equities – *intriguing, sophisticated, alluring, daring, self-confident, tasteful and stylish*
- Leveraging “Stimulating Connection” platform
- Making trial key focus in messaging
- Store formats and paths consumers take – hitting multiple touchpoints at 200/20/2 ft level with varying messages
- Using merchandising with high bottler take-rates while ensuring we keep the bundled, integrated approach
- Competitive out-of-store retail activation for category & Starbucks
- Finding ways to capture the Starbucks drinker & encourage them to try BlaK
- Targeted approach to retail activation – against key market & key demos (still niche on a broader level)
- Offering trade support ideas that bottlers and CCNA channel teams can leverage with key customers



Concepts

concept highlights



- Concepts include:
 - StoreComm
 - Three (3) communication/messaging paths focused on trial, promoting flavor/product, and providing a Starbucks point-of-difference message where relevant
 - Point-of-sale/merchandising displays
 - Retail activation concepts to encourage trial & purchase of BlaK on next shopping trip
 - Trade program
 - Dealer Loaders
 - Account Specific options
 - Customized consumer incentives



StoreComm



Communication strategy

200ft

Awareness

20ft

Interest

2ft

Trial



Communication strategy

200ft

Awareness

20ft

Interest

2ft

Trial

Announce
Coca-Cola BlaK
is inside

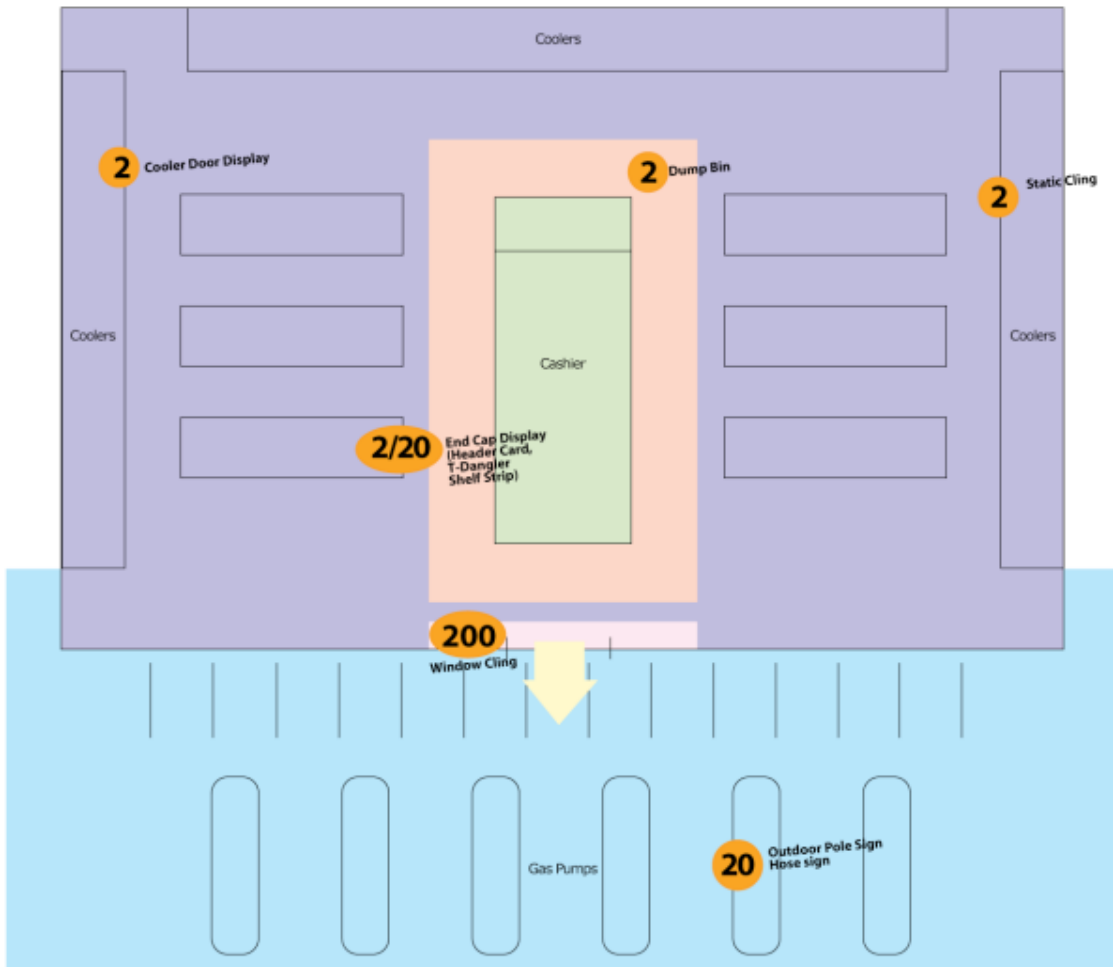
Direct consumers to
Coca-Cola BlaK

Incent consumers
to try BlaK

Grocery



C-Store



- NAME: **Awareness Zone**
SITUATION: **Busy in life**
- NAME: **Attraction Zone**
SITUATION: **Passing/Approaching store**
- NAME: **Power Alley Zone**
SITUATION: **Instance/incremental purchase**
- NAME: **Destination Zone**
SITUATION: **Popular vs purposeful**
- NAME: **Transaction Zone**
SITUATION: **Paying**
- NAME: **Residual Zone**
SITUATION: **Leaving**
- NAME: **Reinforcement Zone**
SITUATION: **Leaving/Back into their lives**

POS Concepts





Concept 1

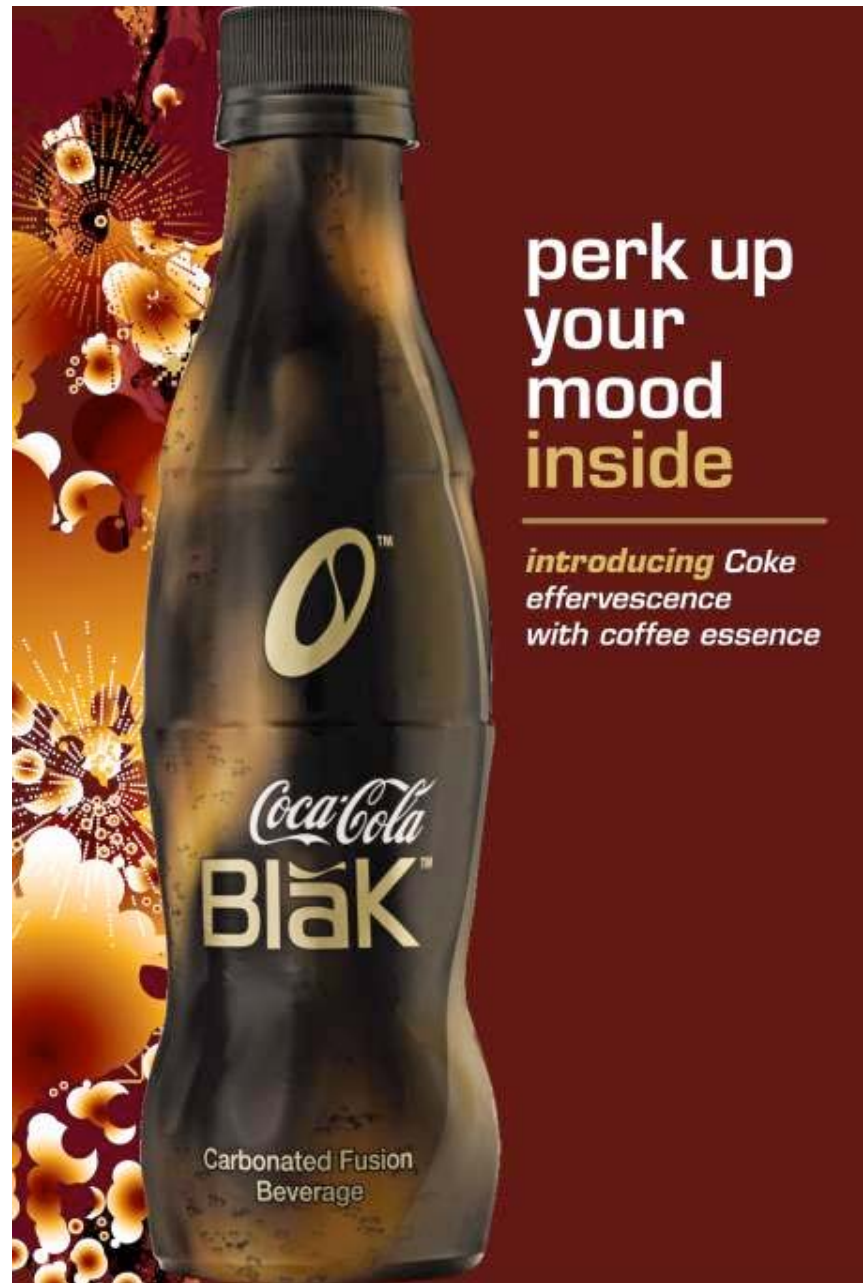
Visual Approach:

- Uses BlaK graphic style with richer brown tones to communicate flavor
- Layout variation allows us to emphasize different elements in different locations—keeping consumers engaged as they move through the store
- Includes lifestyle images when message is more experiential

Copy Approach

- Stimulating coffee language and a sophisticated tone
- Leads consumers through the store
- Start taglines with versatile call-to-action messages

Concept 1-
200 Feet



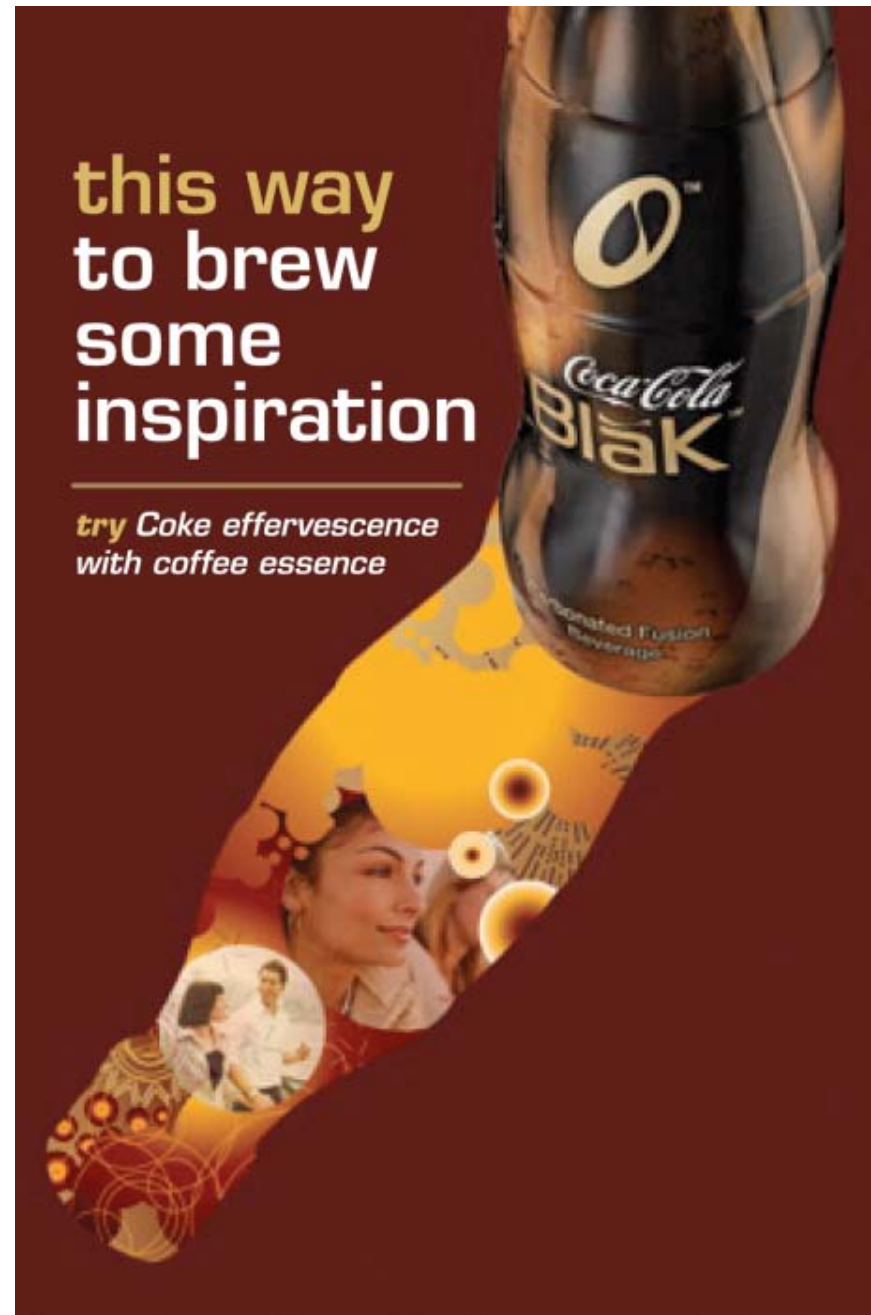
the
marketing
store™

perk up
your
mood
inside

*introducing Coke
effervescence
with coffee essence*

Carbonated Fusion
Beverage

Concept 1- 20 Feet



the
marketing
store™

Concept 1- 2 Feet



Concept 1-2 Feet (alt)



Coca-Cola
Blak

Color: Dark autumn-brown hue
Aroma: Sparkling roasted scent that gives way to alluring traces of creaminess.
Flavor: Each sip reveals a full-bodied brew of Coke effervescence with coffee essence that leads to an intriguing velvety sensation on the tongue.
Impressions: Creates a flavor experience that perks up your senses and inspires the mood.

experience **Coke effervescence with coffee essence**

Sophisticated tasting notes



Coca-Cola
Blak

**Get a shot of flavor
without the
calories.**

experience **Coke effervescence
with coffee essence**

Starbucks competitive message



Concept 2

Visual Approach

- Uses BlaK graphic style and richer brown hues to communicate flavor
- Bottle takes a prominent place at the center of the layout
- Bottle sits on a white field allowing copy/tagline to pop
- Flavor explosion graphics are in the background

Copy Approach

- Two word headlines have elegant simplicity and impact
- Headlines capture double meaning—inspiration/uplift and call to action
- Tagline enhanced with “+” that communicates fusion and intrigue
- Start taglines with versatile call-to-action messages

Concept 2-
200 Feet

the
marketing
store™



awaken. inside.

Coca-Cola
Blāk

Carbonated Fusion
Beverage

introducing
Coke effervescence + coffee essence

The advertisement features a central image of a dark glass bottle of Coca-Cola Blāk. The bottle is surrounded by a festive, golden-brown graphic design consisting of various shapes like circles, stars, and abstract patterns, resembling coffee beans and bubbles. The background is a deep red. The text 'awaken. inside.' is at the top in a white, italicized font. The Coca-Cola logo and 'Blāk' are on the bottle. At the bottom, the text 'introducing Coke effervescence + coffee essence' is written in a white, italicized font.

Concept 2-
20 Feet



find. uplift.

try
Coke effervescence + coffee essence

The advertisement features a central image of a dark glass bottle of Coca-Cola Blak. The bottle has a black cap and a label with the 'Coca-Cola' script logo and 'Blak' in a bold, sans-serif font. Below the bottle, the text 'Carbonated Fusion Beverage' is visible. The bottle is set against a dark red background with a white, curved base. Surrounding the bottle are various festive, golden and white decorative elements, including snowflakes, flowers, and abstract patterns. The overall aesthetic is warm and celebratory.

Concept 2- 2 Feet

the
marketing
store™

elevate. taste.

try

Coke effervescence + coffee essence

more inspiration. less calories.

than Starbucks Doubleshot and Frappuccino.

try

Coke effervescence + coffee essence



Copy concept #3

Approach

- Simple, uplifting language
- Speaks to afternoon break need-state—building toward BlaK 07 initiatives
- Leads consumers through store experience
- Tagline enhanced with “+” and versatile call-to-action messages



Copy concept #3

200:

**Awaken your afternoon
inside.**

Introducing
Coke effervescence + coffee essence

20:

Find afternoon inspiration.

Try
Coke effervescence + coffee essence

2:

Lift your mid-day mood.

Experience
Coke effervescence + coffee essence

Additional display ideas

Video Shelf Talker

- Adds impact to shelf area
- Motion activated
- Lights up to show BlaK image animations and text
- Great opportunity to communicate brand and sophistication



Mobile Merchandiser

- Upscale rack
- Can be placed in front of Starbucks (inside Safeway), coffee displays or gourmet snacks

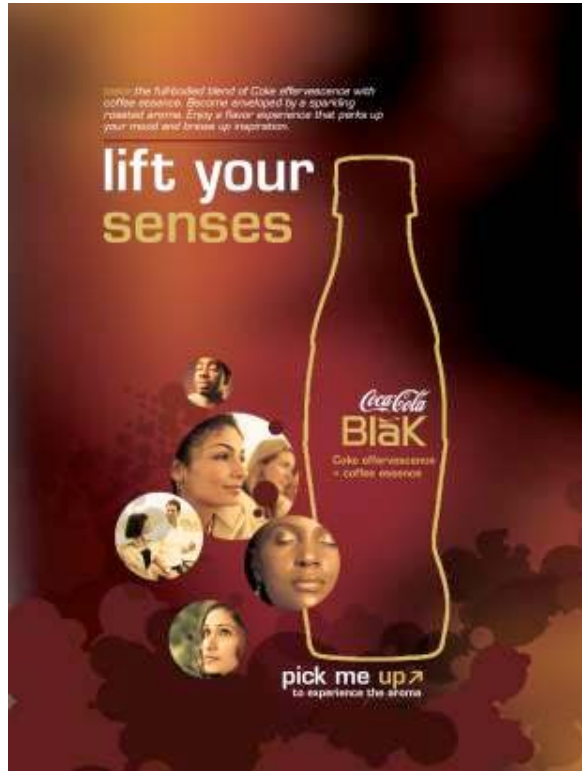


Retail Activation

Retail activation — Solo FSI



- Lift bottle to reveal coffee scented paper (like perfume ads)
- Captures a BlaK sensory experience and communicates flavor
- Peel-off delivers BlaK coupon
- Final offer TBD – could be a \$1.00 off 4-pack for grocery appeal
- Runs in highest-appeal demo markets – approx. 10-15MM circ

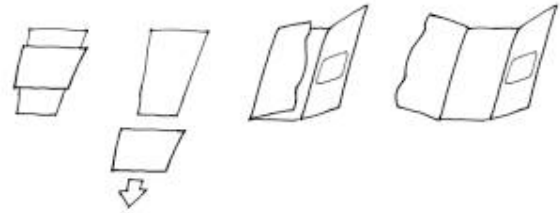


Front



Coupon

Retail activation — Solo FSI



- Starbucks-style coffee cup sleeve on cover
- Open to reveal a refreshing new alternative—Coca-Cola BlaK
- Reinforces coffee break experience
- Final offer TBD – could be a \$1.00 off 4-pack for grocery appeal
- Runs in highest-appeal demo markets – approx. 10-15MM circ





Retail activation

USA Today ad

- Runs in key markets – top 20 BlaK & Frappucino markets
- Extends momentum of BlaK refresh program and FSI – through pulse schedule; a series of 3 weekly ads may run
- Placed in Business or Life sections
- Delivers coupon on BlaK single serve - .55 cents off/single serve

Direct mail

- Utilize frequent shopper retailer databases to target Starbucks or RTD coffee/fusion drink consumers
- Deliver BlaK content and coupon – on both 4-pack and single-serve
- Special emphasis on calorie claim and Starbucks competitive message
- Target retailer chains in top Starbucks Frappucino markets



Trade programs

Trade program - loaders

Retailer/Lower End

- Contemporary jazz compilation CDs in custom BlaK wallet
- USB bottle chiller (\$35 retail price)



Bottler/Higher End

- BlaK WiFi hotspot finder (\$59)
- Sony Bean mp3 player (\$120)





Trade program - account-specific

Retailer-specific programs for retailers who fulfill display/feature requirements:

- Event
 - Bring the BlaK Box or BlaK Café to retailer store/parking lots
- Radio
 - Co-op radio sponsorship
 - Sponsor uplifting block of music on station appealing to our target
 - Promote BlaK savings at retailer

Trade program - customized offers



- Exclusive in-store offers
 - Delivered FREE near pack, mail-in or online
 - Customized for participating retailer

Coaster set

- BlaK branded designs
- Created by fashion designers



Cooler sleeve

- Starbucks-style sleeve design for BlaK
- Features materials designed to keep the bottle chilled



Trade program - customized offers



(continued)

Insulated 4-pack

- Put ice inside pack
- To keep BlaK cold for meetings, etc.



Metal bottle handle

- Sophisticated design
- To hold BlaK bottles and keep it cool



budgeting considerations



Retail Activation Tactics Comparison



Tactic	Results	CPM	Potential Costs
FSI/Solo Insert	Most effective at supporting new product launches – but mass audience; to better results we could target against high-performing markets	\$55/CPM	\$550,000 at 10MM circ in targeted markets
Catalina Coupon Direct or Checkout	Deliver relevant competitive offer to generate trial and purchase – at this re-hit stage we don't recommend this as it won't help in building the brand	----	
Solo direct mail (competitive/loyal)	Leverage retailer frequent shopper list. Stimulate purchase among buyers you know shop the category. Targeted messaging.	\$350-500/CPM	To reach 250,000 – 500,000 targeted consumers = \$125,000 - \$175K
In-store merchandising	At-shelf awareness & purchase generating.	cost/unit	\$350,000 estimate for 100K units
USA Today ad with coupon	Offers an opportunity to get national, high-quality circ levels (2MM) and give some pulse support to BlaK	\$79/CPM	\$200,000/ROIP for Fri edition

ballpark budgets for initial planning



Area	Potential budget
Merchandising (100K units subsidized for bottlers)	\$350,000 - \$500,000
Retail activation/primary – solo FSI (10MM targeted market circ)	\$550,000
Coupon redemption (2% average – higher with solo)	\$200,000
Retail activation/secondary – USA Today pulse repeat buy (2MM national circ)	\$150,000 - \$200,000 per insertion
Trade Program (retailer, bottler and customized consumer incentive – could support channel efforts)	TBD
Agency fees (estimate to be generated on approved plan and scope of work, but based on past programs)	\$150,000 - \$175,000

Next steps



- Coca-Cola to provide feedback to TMS – Mon, June 12
- TMS to provide revised concepts and plan – Mon, June 19
- Present ops plan to system – week of June 19
- Development in June - Aug
- Blak re-hit in market late Aug/September



appendix



brand background

Consumer Action Statement

(In the form of one succinct question, what do we want the target to do?)

How do we encourage consumers to try and buy new Coca-Cola Blak (especially when in-store) and motivate them to adopt it as their daily "Pick Me Up" drink ritual?

CONSUMER INSIGHT

(What is the one key thing we know about the consumer that we can leverage successfully?)

In this fast paced competitive world I need a moment of relief, a break in my hectic routine to find clarity.

Release me for a moment.. and then I can move on.

BRAND INSIGHT

(What is the one key thing we know about the brand that we can leverage successfully?)

Blak is a beverage that lifts my mind and mood. It's sophisticated, sexy and comes in that cool 8 oz bottle

Uplifting fusion that is stylish and sexy.

MARKETPLACE INSIGHT

(What is the one key thing we know about the marketplace that we can leverage successfully?)

Fusion beverages are designed for trendsetting consumers who appreciate both the physical and emotional benefits that these beverages provide.

Creative Inspiration

(Crashing the three insights above what is the inspiration point to drive creative thinking?)

Brand idea is " a Stimulating Connection" (FINAL)

competitive marketing activity



Based on competitive activity reviews conducted via NewsAmerica and Valassis, we found the following highlights for 2005/2006:

- Energy drink and shelf-stable coffee drink categories were fairly inactive until the end of 2005.
- Rumba Energy Juice and Rip It Energy Drink ran FSIs.
- Starbucks ran a traditional FSI as part of a scale effort by Pepsi supporting Starbucks Frappucino, Sobe Energy, Lipton Green Tea, Tropicana OrangeAde and Aquafina Flavorsplash on New Years Day.
- Starbucks had heavier activity behind ground coffee business at retail, and their consumer pieces were solo FSIs - sophisticated, in line with Blak's brand
- Starbucks also supported coffee with a newspaper polybag drop with "guide to coffees where you buy groceries" and a Tazo tea sample.
- Other category solo FSIs done are for Tazo and World Harvest Organic Coffees. All upscale and sophisticated.....not your standard FSI. This is the level of brand sophistication we'd look for for Blak.

fsi support



Why FSIs?

- Proven CPG programming drives increased volume and trial among consumers
- Encourages merchandising across retailers – secures additional feature or in-store display
- Provides marketing support to salesforce

Supporting new product launches

- Most successful new products that have sustained Year 2 have used FSIs to launch – multiple hit calendar in Year 1 (3 FSI events on average)
- 73% of consumers, age 18 and older find solo inserts appealing, compared to other advertising media; 70% said they would purchase the item advertised in the insert.

Sales lift potential

- Solo FSI events utilized for new product launches and innovations can see sales lifts of 14-30%.
- Starbucks factor – Starbucks Frappucino grocery users are almost 50% more likely to use a coupon to try a new product.

Differentiating for BlaK

- Solo FSI offers the brand sophistication and in line with what Starbucks & competitors are doing.
- Not a 40MM circ level plan – a targeted, more niche 10MM circ level plan

Sources:

- TNS Media/Marx Promotion Intelligence (Oct 2005)
- IRI Times & Trends, 2005 New Product Pacesetters (March 2006)
- Valassis Research (2006)

Top 20 BlaK markets



TOTAL U.S. > \$2MM

- Southern California BSA
- Midwest BSA
- Washington BSA
- New York BSA
- Chicago BSA
- Miami BSA
- Atlanta BSA
- Northern California BSA
- Desert Sun BSA
- East Texas BSA
- Mid-Atlantic North BSA
- Cincinnati/Southern OH BSA
- Great Plains BSA
- Detroit BSA
- Southwest Texas BSA
- Orlando BSA
- North Central Texas
- CCNNE BSA
- North Carolina BSA
- Outstate Michigan BSA

* Here are the top 20 BlaK markets in terms of weekly sales (based on the WE 5/13).

Top 20 BlaK markets



TOTAL U.S. > \$2MM

- Southern California BSA
- Midwest BSA
- Washington BSA
- New York BSA
- Chicago BSA
- Miami BSA
- Atlanta BSA
- Northern California BSA
- Desert Sun BSA
- East Texas BSA
- Mid-Atlantic North BSA
- Cincinnati/Southern OH BSA
- Great Plains BSA
- Detroit BSA
- Southwest Texas BSA
- Orlando BSA
- North Central Texas
- CCNNE BSA
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* Here are the top 20 BlaK markets in terms of weekly sales (based on the WE 5/13).

Top 20 Starbucks Frappuccino markets



TOTAL U.S. > \$2MM

- Southern California BSA
- Northern California BSA
- Washington BSA
- Desert Sun BSA
- Chicago BSA
- Miami BSA
- Rocky Mountain BSA
- Oregon BSA
- Swire BSA
- Mid-Atlantic North BSA
- North Carolina BSA
- Orlando BSA
- Wisconsin BSA
- East Texas BSA
- Cincinnati/Southern OH BSA
- Midwest BSA
- Sacramento BSA
- New York BSA
- West Independents BSA
- Las Vegas BSA

* Here are the top 20 Starbucks Frappuccino markets in terms of weekly sales (based on the WE 5/13).



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