

## Coca-Cola

Coca-Cola has long been seen as the ultimate experience brand reaching out to every corner of the globe. But the hard nose of the commercial world has sometimes seen the brand weakened in both its presentation and its delivery.

### The Brief:

'i-am' were asked by The Coca-Cola Company to put their thinking caps on and use the Innovation and Idea Generation process to create a series of initiatives and ideas that would bring the magic back to the Coca-Cola customer experience.

### The Solution:

The 'Insight, Creativity, Evaluation and Delivery' process developed by 'i-am' and tailored to fast food and quick service restaurants delivered a set of proposed concepts and new ideas ready to take advantage of new opportunities as yet not explored by The Coca-Cola Company.

### The Result:

125 strong marketing ideas generated and documented in 2 six-hour innovation workshops, 42 of which were further developed into fully illustrated concepts, the top 3 concepts in 2 sectors were then proposed for launch in the next 6 months.



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