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Poster – Marketing Strategy
Pitch

Term

Coca-Cola

COCA-COLA ECOREFILL

REFRESHING TODAY, SUSTAINABLE TOMORROW

A SUSTAINABLE BRAND EXTENSION FOR A BETTER FUTURE

CHOOSE TO
REFILL.
CHOOSE TO
CARE.



1. INTRODUCTION

The Coca-Cola Company is one of the world's most recognized and trusted beverage brands, operating in more than 200 countries. With a vision of "A World Without Waste", Coca-Cola is committed to reducing its environmental impact and creating a sustainable future for generations to come.



2. BRAND EXTENSION

Coca-Cola EcoRefill

A reusable aluminium bottle with a smart refill system.

- ✓ Durable & stylish bottle
- ✓ Refill stations in key locations
- ✓ Easy, affordable & convenient
- ✓ Encourages reuse over single-use plastic



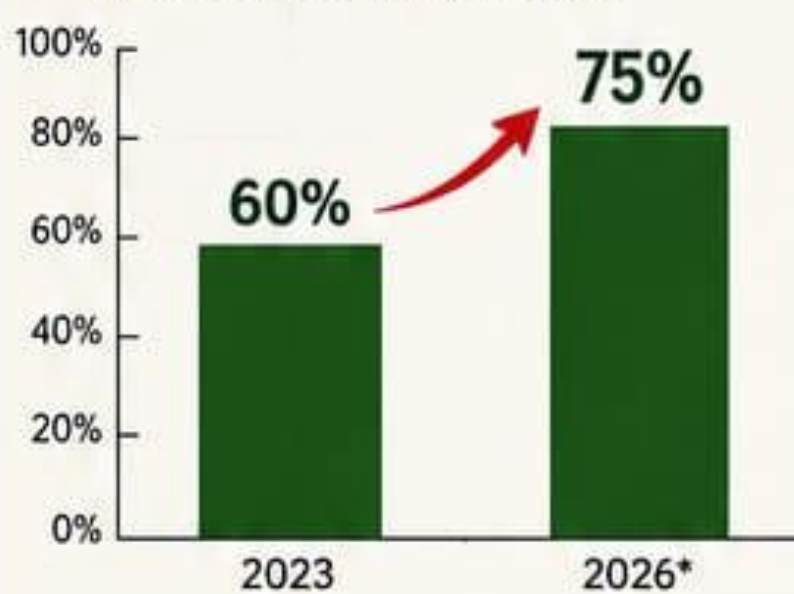
REFILL.
REDUCE.
REFRESH.



3. BRAND EXTENSION & CURRENT TRENDS

CONSUMER DEMAND FOR SUSTAINABLE PRODUCTS IS GROWING RAPIDLY.

% of Global Consumers who prefer to buy sustainable products



* Source: Deloitte Global 2023 Sustainability Report



Consumers prefer brands that care for the planet.



Reusable & refillable packaging is the new expectation.



Businesses are under pressure to reduce plastic pollution.



4. BRAND EXTENSION & SUSTAINABILITY



REDUCES SINGLE-USE PLASTIC

Significantly cuts down plastic waste and helps clean our environment.



ENCOURAGES REUSE & RECYCLING

Durable bottles and refill stations promote a circular economy.



LOWERS CARBON EMISSIONS

Less energy and resources used in producing and transporting packaging.



SUPPORTS COCA-COLA'S GOALS

Strengthens our commitment to the vision of "A World Without Waste".



5. CONCLUSION



Coca-Cola EcoRefill is more than a bottle – it is a movement towards a sustainable tomorrow.

By combining convenience, innovation and environmental responsibility, Coca-Cola continues to refresh the world while protecting it.

**REFILL TODAY FOR
A BETTER TOMORROW.**



6. REFERENCES



The Coca-Cola Company. (2023). Sustainability Report 2023. <https://www.coca-colacompany.com/sustainability>



The Coca-Cola Company. (2024). Our Company Overview. <https://www.coca-colacompany.com>



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**TOGETHER
WE CAN
MAKE EVERY
REFILL COUNT.**

"Great taste. No waste. Better future."

Coca-Cola EcoRefill