

Blogging to Communicate

COCA COLA UNBOTTLED – THE COCA COLA COMPANY CORPORATE BLOG

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Introduction

Blogs are incredible content marketing tools for any company if used correctly. They are an excellent way for a company to create awareness on projects and allow for organic engagement with customers. Effectively used blogs can be incredible tools to improve a company's performance by increasing sales, customer loyalty, reputation, and brand awareness. The following is a list of blog posts structured to fit the Coca-Cola Unbottled blog. Coca-Cola's Unbottled Blog is one of the most successful consumers engaging corporate blogs in the beverage and soft drink industry and perhaps even the entire consumer market. The blog addresses various consumer marketing concepts incorporates numerous marketing theories, identifies and illustrates seven different marketing elements, including price, people, product, and promotion (Kotler and Armstrong, 2017). These concepts are all backed by reliable sources.

3 Incredible Ways You Can Enjoy Your Coca Cola Beverage

We have you, the customer, in mind when we make each batch. We try to match your mood to cement a feeling and elevate an experience. It is scientifically proven that unique tastes can trigger memories (Locker, 2021). With our beverage, you can keep and remember that special occasion when you enjoyed your Coca-Cola, perhaps a day out in town with friends, a day at the beach, your family dinner, or a date. The following are three ways you can pair and have your Coca-Cola to ensure maximum enjoyment of this beautiful beverage.

Pair it a nice lunch or dinner

Coca-Cola's wonderful aroma and incredible taste pair nicely with almost every meal. Whether it's dinner, lunch, or even breakfast on the go, we got you covered. Enjoy your Coke with some fish and chips, pizza, or even a nice kale salad, Coca-Cola's taste will certainly complement almost every meal you have at any time. It is a wonderful accompaniment that will always be enjoyable. If you are watching your calorie intake, then no need to worry; our Coke Zero has zero sugar and no calories; it is the perfect beverage in a bottle (Can Coke Zero make you gain weight? | The Coca-Cola Company, 2021). So, you can enjoy it with your measured portions without having to worry about ruining your diet.

Get a refreshing taste of a cold Coke over ice on that hot day

We know those summer days can get unbearably hot, especially if you have to work out in the sun or when the AC decides it's taking a break from work. Grab some ice and your Coke, and you are good to go. Whether you prefer it chilled or over ice-cold is the best way to enjoy that Coke on a hot summer day. It will quench your thirst, refresh your taste buds and rehydrate you all at the same time. With a cold Coca-Cola drink, you can easily push through those hot days. Enjoy your summer days regardless of your thermometer's readings. Try it now, and you will not regret the feeling.

How do you currently take your Coca-Cola? We would love to read all about it; you can share your comments right under this post. We will be sure to answer as many as we can as fast as possible.

Enjoy a coke you unwind and relax

After that long day at work or in school, it is essential to relax, recollect and reward yourself for the job done and, significantly, your effort. Enjoy a coke while you read a book or watch a movie. Relaxation is essential to your mental health (Relaxation and mental health, 2021). It will allow you to rejuvenate and plan better in preparation for the next day. Reward yourself with a Coca-Cola at the end of it all; you deserve it, Champ! We at Coca-Cola believe and root for you in everything you are a part of.

Did you know...? Four Interesting facts about Coca-Cola just for you!

Did you know Coca-Cola was created way back in 1886? Initially, *John Stith Pemberton*, a pharmacist, made it as medicine. It's interesting how it started and how it is all going today. We are glad we get to share our history with you. The following are some interesting facts you need to know about Coca-Cola.

Coca Cola is the first soft drink to get to space

In 1985 Coca Cola took part in a space-related scientific experiment that saw it become the first soft drink to get to space. Incredibly, astronauts enjoyed the beverage in zero gravity conditions on the challenger space shuttle (Hassan, Amos, and Abubakar, 2014). It marked an incredible milestone for the company as part of a great scientific mission.

Our secret recipe remains one of our most well-kept secrets to this day

We keep the recipe to every Coke ever made securely stored in vaults open only to the authorised few. We do this mainly because we value you as a customer, and we want to make sure you only get the product that we can vouch for because we made it ourselves. Openly sharing the recipe could result in a lot of substandard counterfeits. We do not want that because we, as Coca Cola believe you deserve the best.

Coca Cola has been the initiator of many industries firsts

Coca-Cola encourages its professional and talented team to be creative, innovative, and outside the box thinkers. For this reason, the company has had the opportunity and privilege to introduce incredible firsts that revolutionised consumerism. These include the six-pack invented in 1923 (De Maria, 2021). Although the six-pack has become synonymous with other beverages lately, it is the brainchild of the company's incredible teams. Secondly, the coupons we all use today are also a Coca-Cola creation. The company is proud of its contribution to the consumer sector, and we believe in innovation and creative problem-solving.

Coca Cola is one of the Longest Running Sponsors of the Olympics

It is incredible what people can do given a chance. As a company, we believe in nurturing and appreciating talent. We have been proud and grateful sponsors of the Olympics Games since 1928. As a company, it has been a great privilege to be part of the Olympics for so long (Coburn and McCafferty, 2017). Our partnership represents a collaboration created to last. We appreciate what the Olympics is doing for talent and how it has grown over the years. We intend to remain part of the Olympic movement as it continues to showcase the value of hard work, resilience, and patience through its competitions.

What was of the above was the most interesting fact to you? Please share with us; we would love to hear from you because you have been a significant part of our history. We will also clarify any facts-related questions you may have in the comment section.

How Coca Cola is contributing to Sustainability

Coca-Cola is committed to playing its part in environmental conservation as a company. We are committed to being world leaders when it comes to sustainable practices. A lot of our consumer-led operations are geared toward sustainable contribution and service because we understand the value of Sustainability to our consumers (Kotler and Armstrong, 2017). The following are a few ways to contribute to preserving our planet. We may not solve the whole problem, but we will try to be part of the solution.

Coca Cola is committed to a world without waste

We are committed to doing whatever we need to do to minimise and, with time, possibly eradicate our contribution to global waste. We aim to collect and recycle at least one plastic bottle or aluminium can in place of everyone we sell (Sustainable Business | The Coca-Cola Company, 2021). We hope to regulate the amount of waste in our ecosystem in doing so. We would appreciate your contribution to the project; it would be fantastic if every Coca-Cola customer joined the movement to preserve and protect our planet for our future generations. Secondly, we also aim to make our packaging 100% recyclable to minimise one-time use of products such as plastic wrappers. The new 100% plant-based bottle is an incredible milestone that indicates an auspicious future for conservation (Bottles Made From 100% Plant Plastic | The Coca-Cola Company, 2021). Our contribution alone may seek minor, but we can make the needed changes together.

Coca Cola is committed to water security and safety

Our conservation measures are geared toward increasing the availability of safe-to-drink water to those that may need it, especially in areas we operate. Our water-balanced strategy ensures that we return the water we use to process and create our drinks. We intend to create a world with incredible water safety levels. For this reason, we go out of our way to ensure every step in our processing is sparing and conservative with water usage.

Coca Cola is committed to minimising its Carbon Footprint

As a company, we understand the importance of reducing carbon emissions. We have invested in measures intended to reduce our carbon emissions by as much as 25% by the year 2030, a commitment made in 2015. The reduction translates to roughly one per cent each year, which may not sound like much, but the difference would be incredible cumulatively. We understand that it is part of our environmental and social responsibility (Kotler and Armstrong, 2017). Our commitment is to preserve the planet by contributing; however, we can, no matter how little.

It would be awesome to join our campaigns and projects geared toward a sustainable future. To join us, visit our website (links will be provided below) and participate, like, share and comment on our social media posts on Sustainability. Let us keep the conversation going.

The Coca-Cola Foundation – What you should know!

As a company, we are committed to developing the local communities and regions in which we operate. We have created various projects, initiatives, and foundations to facilitate the development and growth of these communities, especially in marginalised areas. The Coca-Cola Foundation is part of the company's efforts to give back in whatever way we can. It forms the company's philanthropic arm that cares for the well-being of others and understands the positive impact that community-driven initiatives may have on the lives of

the community members since 1984 (The Coca-Cola Foundation | The Coca-Cola Company, 2021). The following are some of the foundation's initiatives and contributions to the cause.

Grants and contributions to support sustainable community initiatives

The foundation has fairly awarded numerous grants since its inception in 1984. A quick summation of all the grants awarded brings the total to over \$1 billion US dollars (The Coca-Cola Foundation | The Coca-Cola Company, 2021). Each grant is awarded purely on either merit or the qualification of pre-set criteria. The foundation also made contributions geared toward providing relief funds because of the pandemic.

Apart from the contributions made by the Coca-Cola Foundation, the company itself is also committed to giving back 1% of its yearly operating income. In 2020 alone, we contributed from the commitment to 432 organisations from both the Coca-Cola Foundation and the Coca-Cola company (2020 Business & Environmental, Social and Governance Report, 2020). These contributions are structured and designed to help local communities.

Have you had the chance to look at the Coca-Cola company's 2020 Environmental, Social, and Governance (ESG) report? It provides excellent insight into our company's commitment to philanthropy and direct contributions to community development. What more do you think we could do as a company? We would love to get your thoughts and suggestions.

Coca Cola on Human Rights- Our Efforts Toward a better society

As a company dedicated to positively contributing to the society in which we operate, we are committed to appreciating and promoting human rights. We strongly advocate for diversity, inclusion, and equality in ethnicities, races, and gender-based selections. We believe that we should lead by example, which is why we have revised and improved our inclusivity policies on both gender and racial diversity. Our ratios and minimum quotas are some of the industry's best.

Our proactive efforts include:

- We are committed to streamlining our US workforce to meet the consensus data by 2030.
- Increasing transparency on our diversity metrics (both race and gender-based) would act as a motivating example to others.
- The company's commitment to incorporating diverse suppliers within its supply chain.
- The company's initiative to empower 5 million women by 2020, established in 2010, was achieved and surpassed (2020 Business & Environmental, Social and Governance Report, 2020).

We hope that our contributions will go a long way toward increasing diversity and inclusion worldwide. What can Coca-Cola do better in diversity and inclusion in your area? You can reach our team through our social media handles. We would love to build on your ideas and suggestions.

How Coca Cola is contributing to Mental Health awareness

A partnership with The Mental Health Foundation

One in every four people has a mental illness. We believe it is vital to create awareness of this fundamental social issue. We think we can use our position in society to make a

difference by facilitating the eradication or, at the very least, the minimisation of social stigma toward mental health illnesses. The brave men and women suffering from these diseases deserve our support, love, and care. Our partnership with The Mental Health Organization is geared toward awareness creation through various campaigns and projects such as posters equipped with motions sensors (O'Hara, 2014). The posters triggered by a person's movement then relay a message on mental illness that is meant to instigate a conversation on the same. We believe that this is just simply just the beginning. We plan to do a lot more in the future.

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