



CONNEXIA

Creativity in Love with Data and Technology

“COCA-COLA ITALIANA DI FATTO”

The campaign to describe the impact of the world of Coca-Cola in Italy

Milan, 27 September 2021 – Coca Cola has launched its **Coca-Cola Italiana di Fatto** campaign to present the data from the study carried out by the **SDA Bocconi School of Management**, which describes the economic, employment, and social impact of the Coca-Cola System in Italy, which includes **Coca-Cola Italia, Coca-Cola HBC Italia and Sibeg**.

The campaign will offer insight into the impact of these companies in our country, from which it is possible to gain an overview of the overall results achieved both at national level and in the regions where they have offices and plants: **Lombardy, Veneto, Abruzzo, Campania, Basilicata, Sicily**, and, with the acquisition of the Lurisia brand in 2019, **Piedmont**. This year the research takes on an even greater importance in light of the impact of Covid-19 on the entire supply chain, which has further highlighted the deep ties that have tied Coca-Cola to Italy **for over 90 years**.

Coca-Cola Italiana di Fatto will be presented through **different touchpoints**, divided into **media, web, and instore materials**. It will be **live** from **Friday 24 September**, with a **print campaign in national and local newspapers** and a **video in seven 15" versions** on the main national and local TV stations, on the web and on social media channels. The impact of Coca-Cola in Italy will be described by **Monica, Andrea, Lucrezia, Marcello, Giulia and Carlo, who are employees of Coca-Cola and the protagonists of the campaign**. Their smiles will accompany the most relevant data that highlights the leading role of Coca-Cola in the socio-economic fabric of the country, with a focus on the **Ho.Re.Ca channel**, which is among those

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most affected by the health emergency, and Veneto, Campania and Sicily, where some of the company's plants are located.

At the same time, <https://www.coca-colaitalia.it/in-italia/italiana-di-fatto/nazionale> will be launched. This **website is dedicated to the study, and visitors can consult the most important figures** and download the complete document and regional focuses. The site will also be accessible through the **QR code** that will be present on all press materials and on a limited edition of the 1-litre Coca-Cola bottle (on sale at the main distribution chains), in addition to dedicated in-store communication.

The Ho.Re.Ca channel will also play a fundamental role in the campaign. Coca-Cola wants to raise awareness of its initiatives to support one of the sectors most affected by the health emergency, conveying its messages through the materials most used by the channel, such as **delivery bags, pizza boxes, and supermarket pendulums**.

Conceived by the **creative direction of Anna Vasta and Adriano Aricò** of the **Connexia** communication agency, the campaign was planned by MediaCom, which has programmed a multimedia plan that includes TV, press, and digital materials. The press office is managed by SecNewgate.

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Connexia is creativity.

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values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

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