



"COSÌ VICINA, COSÌ ITALIANA"

The campaign dedicated to Coca-Cola's impact throughout the country will launch on
Friday 29 September

Milan, 21 September 2023 – Coca-Cola launches "*Così vicina, così italiana*" (So Close, So Italian): a campaign to explain the data from the research carried out by **SDA Bocconi School of Management** on the socio-economic impact of **Coca-Cola Italia**, **Coca-Cola HBC Italia** and **Sibeg**, the three companies that represent Coca-Cola in Italy.

Starting from Friday 29 September, Coca-Cola will release a print campaign in national and local newspapers, as well as a 15-second video on the main national and local television stations, online and on social media.

The campaign follows the movements of the **Dynamic Ribbon**, highlighting one of the most iconic elements of the Coca-Cola brand. This tie binds the company to Italy, uniting everyone who has played an active role in Coca-Cola's relationship with the country since 1927: all those who care about Italian **ingredients**, like the 100% Italian citrus fruits used to make Fanta; **the people who work in Coca-Cola's offices and factories across 7 Italian regions** (Piedmont, Lombardy, Veneto, Abruzzo, Campania, Basilicata and Sicily); the **sales force who interact with bars, restaurants and other Coca-Cola distributors** on a daily basis; and finally the **consumers**, who love to enjoy and share Coca-Cola products. The stars of the campaign include Ivan, an entrepreneur in the Sicilian citrus supply chain; Arianna, the Plant Quality & Food Safety Manager for the Marcianise (Caserta) plant; Massimo, a business developer from Naples; and Margaus, a sales executive from Sicily.

Coca-Cola's bond with the community and relationship with its supply chain inspired the title of the SDA Bocconi study: "*Così vicina, così italiana*" (So Close, So Italian). This research can be consulted on the dedicated web page <https://impactosocioeconomico.coca-cola.it/>, where you can find the key figures and download the whole document.

The website can also be reached via the QR code that will be found on all press materials; on the 1-litre Coca-Cola and Coca-Cola Zero bottles; on the KeelClip packaging, an innovative 100% recyclable FSC paper system that completely eliminates the need for plastic wrapping on the multipacks of 150 ml cans; as well as on the communication materials created for the campaign, such as pizza boxes, delivery bags, banners and posters at selected points of sale.

Created by Connexia, the communication and marketing brand of the Martech company Retex, under the creative direction of Anna Vasta and Adriano Aricò, the campaign is implemented by EssenceMediacom, which formulated a multimedia plan including TV, press, digital and social media activities. The press office is managed by SEC Newgate Italia.

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