

Coca-Cola
EUROPACIFIC
PARTNERS



PRODUCT DEVELOPMENT SUCCESS

Joost Dijkstra
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Who am I?



- **Father of 2**
- **+17 years career in commercial**
- **Passion for innovation & doing business more sustainably**
- **Currently Associate Director Portfolio & Innovation for CCEP**



Coca-Cola
EUROPACIFIC
PARTNERS

Who we are



Coca-Cola EUROPACIFIC
PARTNERS

INTRODUCING COCA-COLA EUROPACIFIC PARTNERS

ONE OF THE
LEADING
CONSUMER GOODS
COMPANIES IN
THE WORLD.



MAKING MOVING
& SELLING SOME OF THE
WORLD'S MOST LOVED
BRANDS, HELPING
1.75M
CUSTOMERS GROW



A
GLOBAL
BUSINESS, WITH A
LOCAL
FOOTPRINT



GREAT
BEVERAGES
GREAT
PEOPLE
GREAT
SERVICE

We are a global business, with a broad and balanced geographic footprint, serving customers in

29 countries



CCEP has two shared services offices in Bulgaria but does not manufacture or distribute products there.

A close-up photograph of a bartender's hands pouring a golden-brown beverage from a dark glass bottle into a tall, clear glass filled with ice cubes. The background is a blurred bar setting with various bottles and lights. On the right side of the image, there are several overlapping, curved, semi-transparent purple and magenta shapes that create a sense of motion and depth.

In doing this, we help
delight the

**600
million**

People who can enjoy
our drinks every day

Coca-Cola
EUROPACIFIC
PARTNERS

What & where we sell



Our diverse portfolio is built on our core brands like Coca-Cola, Coca-Cola Zero Sugar, Fanta, Sprite and Monster with targeted expansion into categories like coffee and alcohol.





PRODUCT DEVELOPMENT SUCCESS



CCEP is no.1 innovator within non-alcoholic beverages driving +€391.8m of value from New Product Development (2022)



€ 391.8 M



€ 197.3 M



€ 154.5 M

PRIVATE LABEL*

€ 185.3 M



€ 101.4 M

**1. Innovation success;
well beyond product
development**



**2. Look for innovation
value at close range**



**3. Innovation success is about
active portfolio management**



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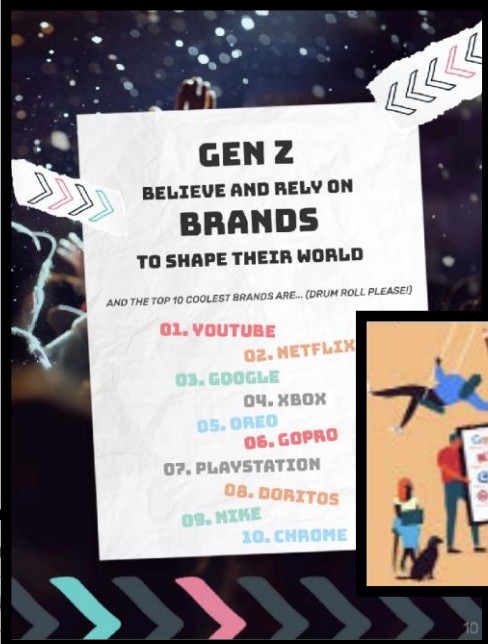




COCA-COLA CREATIONS



Though **Coca-Cola** is a globally loved teen beverage brand, **Coca-Cola** is not among the top brands viewed as cool or culturally-relevant by teens.



Gen Z's 25 Most Loved Brands

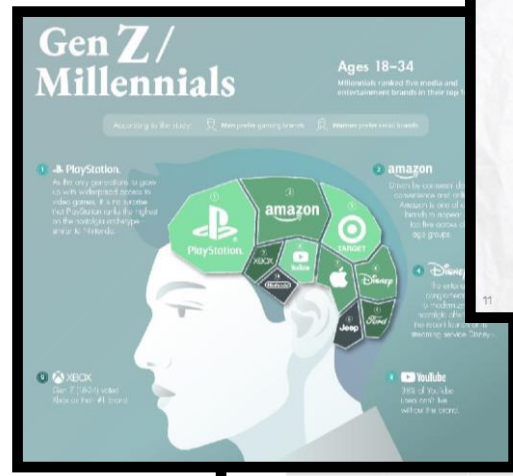
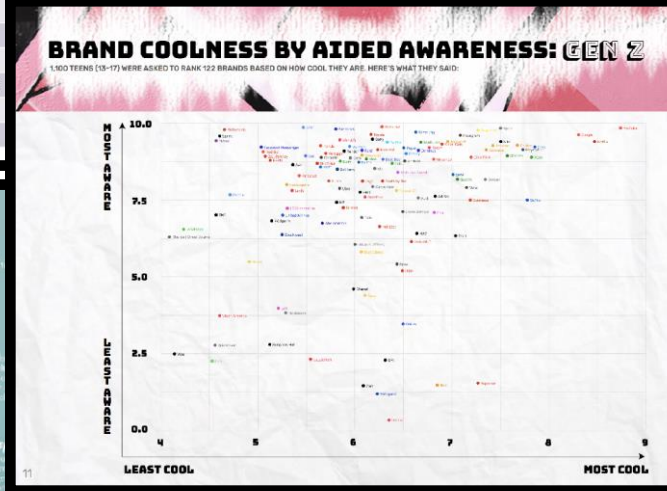
01 Google (Score: 294.7)	02 NETFLIX (291)	03 YouTube (285.6)	04 Amazon (259.5)	05 OREO (258.9)
06 PlayStation (247.6)	07 Walmart (247.5)	08 Target (245.6)	09 Doritos (245.3)	10 Nintendo (243.5)
11 Chick-Fil-A (241.3)	12 NIKE (240.4)	13 MARVEL STUDIOS (238.1)	14 Spotify (237.9)	15 Instagram (235.1)
16 Pizza Hut (234.7)	17 Sprite (234.2)	18 Dunkin' Donuts (233.3)	19 Dollar Tree (233)	20 Skittles (230.3)
21 SUBWAY (229.5)	22 Microsoft (228.9)	23 Dove (228.8)	24 Disney (227.4)	25 IHOP (227.2)

Top Cool Brands

Gen Z (13-18-year-olds)	Millennials (19-37-year-olds)
1. Nike	1. Nike
2. Netflix	2. Netflix
3. Savage x Fenty	3. Savage x Fenty
4. YouTube	4. YouTube
5. Fenty Beauty	5. Fenty Beauty
6. Apple	6. Apple
7. Instagram	7. Instagram
8. Adidas	8. Adidas
9. Jordan	9. Jordan
10. Snapchat	10. Snapchat
11. Doritos	11. Doritos
12. Playstation	12. Playstation
13. Jordan	13. Kylie Cosmetics
14. Adidas	14. Vans
15. Kylie Cosmetics	15. Under Armour

Rank	Brand	Category	2020 Love Index Score
1	Netflix	Television, Movies and Radio	285.6
2	YouTube	Social Media	281.7
3	Google	Internet Services	281.3
4	Amazon.com	Retailers	258.3
5	Amazon Prime	Consumer Electronics	256.6
6	Apple iPhone	Consumer Electronics	256.2
7	Target	Retailers	255.1
8	Spotify	Internet Services	252.2
9	Nintendo	Consumer Electronics	250.3
10	PlayStation	Consumer Electronics	247.0
11	Disney+	Television, Movies and Radio	246.7
12	Apple	Consumer Electronics	245.5
13	Kit Kat	Food and Beverage Products	239.3

Rank	Brand	Category	2020 Love Index Score
14	Nike	Footwear	237.4
15	Oreo	Food and Beverage Products	237.4
16	Hulu	Television, Movies and Radio	237.4
17	Doritos	Food and Beverage Products	233.1
18	Walmart	Retailers	232.2
19	Gatorade	Food and Beverage Products	231.9
20	Pixar	Television, Movies and Radio	231.5
21	Chips Ahoy!	Food and Beverage Products	230.9
22	M&M's	Food and Beverage Products	229.6
23	Disney	Television, Movies and Radio	229.0
24	Domino's	Restaurants	227.1
25	Marvel Entertainment	Television, Movies and Radio	225.7



9	Amazon
10	Oreo
	M&M's
	Target
	Google
	Netflix
	Adidas

Offering unexpected limited edition experiences that create a buzz and turn heads.



COCA-COLA CREATIONS TARGETED AT

THE HEART OF YOUTH CULTURE



CREATIONS GOES BEYOND LAUNCHING AN INNOVATION: LAUNCHING LONG-TERM PLATFORM AIMED AT TEEN EXPERIENCES

DO GOOD

Events encouraging infinite possibilities



PRODUCT INNOVATION



Coca-Cola
Starlight

CULTURE COLLAB

Ava MAX AR Concert

Licensing Collabs



DEEPER EXPERIENCE

VEVE NFT Series

ASMR Experiences





Coca-Cola



CREATIONS



VIEWED TOP 10 MOST INNOVATIVE BRANDS

FASTCOMPANY

CO.DESIGN TECH WORK LIFE NEWS IMPACT PODCASTS VIDEO INNOVATION FESTIVAL 360 SUBSCRIBE ▶

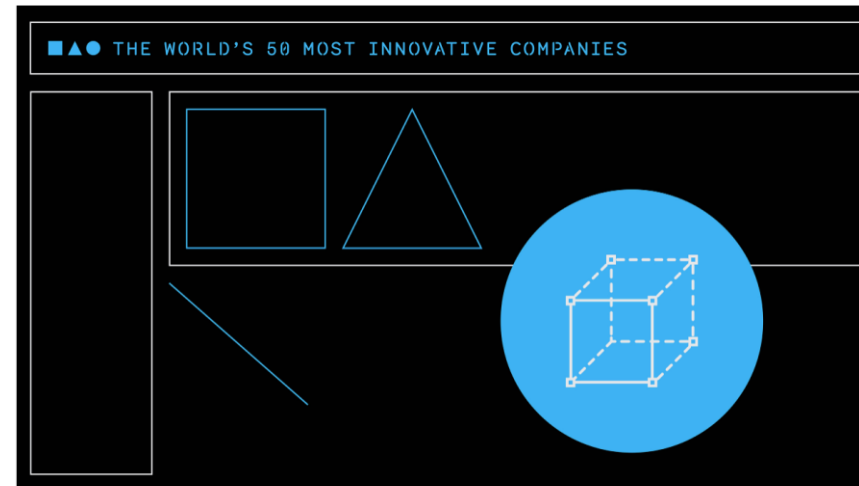
The 10 most innovative companies in augmented and virtual reality of 2023

These AR and VR advances from companies such as Unity, Meta, Google, Niantic, and Varjo—and even Coca Cola—are a preview of where the metaverse could take us.

2. COCA-COLA

For adding fizz to the cultural conversation with mysterious new flavors

Plenty of companies leveraged social media in an effort to stand out from the competition in 2022, but few (if any) kept people talking like Coke did with **Coca-Cola Creations**. Beginning in February 2022, the company released mysterious new flavors with elaborate (but comparatively low-cost) campaigns designed to generate social conversation. The first soda to roll out was Starlight, which the company claimed was space-flavored. It included an augmented-reality concert by singer-songwriter Ava Max that could be accessed only by scanning a QR code on a Starlight can. When a user did so, they could see the performance, which appeared to be on a translucent stage on a space station.

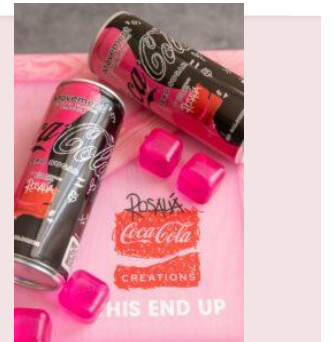


D Distrifood

NIEUWS FORMULES ASSORTIMENT FABRIKANTEN BRANCHE ONDERNEMEN MEER THEMA'S... Q

Gaan Frans Muller (Ahold) en Dolf van den Brink (Heineken) slagen voor de Rosalía-test?

Zouden Frans Muller (Ahold) en Dolf van den Brink (Heineken) slagen voor de Rosalía-test? vraagt hoofdredacteur Peter Garstenveld zich af. Wie denkt, waar gaat dit over, die is in ieder geval al gezakt.



CREATIONS HAVE A POSITIVE HALO EFFECT ON COCA-COLA BRAND

RECRUITMENT

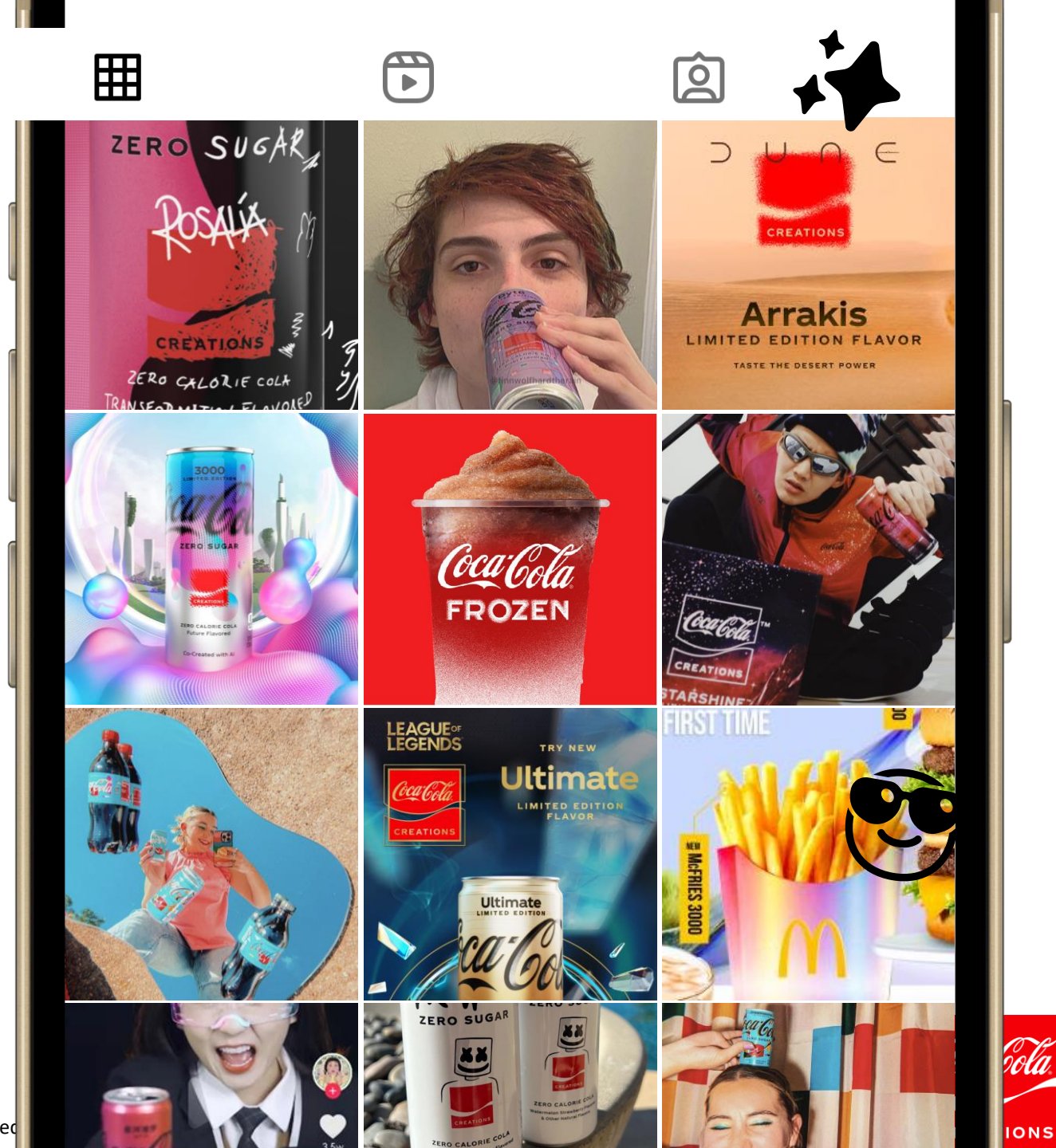
1. Turned shoppers into more frequent drinkers: > +1 Mio drinkers in EU that drink more frequently
2. New shoppers : 8% new to the category and 32% new to Coca-Cola

CULTURAL RELEVANCE & CONSUMER ENGAGEMENT

1. Improved Coke **Brand Edge** and **Relevance**. Likeability, Brand Appeal and Persuasion exceeded benchmark
2. Each Creation drove **incremental** relevance and coverage for the platform
3. Social media net **sentiment >77% positive**, well above norm
4. Consumers exposed to Coke Creations view Coke TM as more innovative, cool and relevant



Classified



1. Innovation success goes well beyond product development



2. Look for innovation value at close range first



3. Innovation success requires active portfolio management



What are some of the first examples that come to mind when you think about Product Development Success?



Apple iPhone?



NESPRESSO MACHINE?



BIG MAC?



Chat GPT?



COCA COLA BOTTLE?

Myth busting? 2022 Europe “Breakthrough” Innovations in FMCG...

96%

are brand or flavour extensions



25%

expand the brand to a new category segment



54%

are premium* to their category



*Premium=index 1.20 to average category/parent brand price

Even with the rapid growth of new brands entering the market, most of the value is coming through new variants from established players



New Distributors

28

€ 84.1 Mn

New Brands

123

€118.8 Mn

New Variants established players

2458

€ 648.2 Mn

German rap star Capital Bra collaborates with UniBev to launch BraTee ice tea brand in Elopak's Pure-Pak cartons € 57.1 Mn

RTD Tea new brand launch (Dirtea) in Germany pursue an irreverence marketing strategy - € 25.1 Mn

4Bro RTD Tea Launch in Germany, released in cardboard formatting and young marketing strategy - € 24.1 Mn

Eco-Friendly Energy Brand – Focus Drink launched in Netherlands & Belgium - € 2.8 Mn

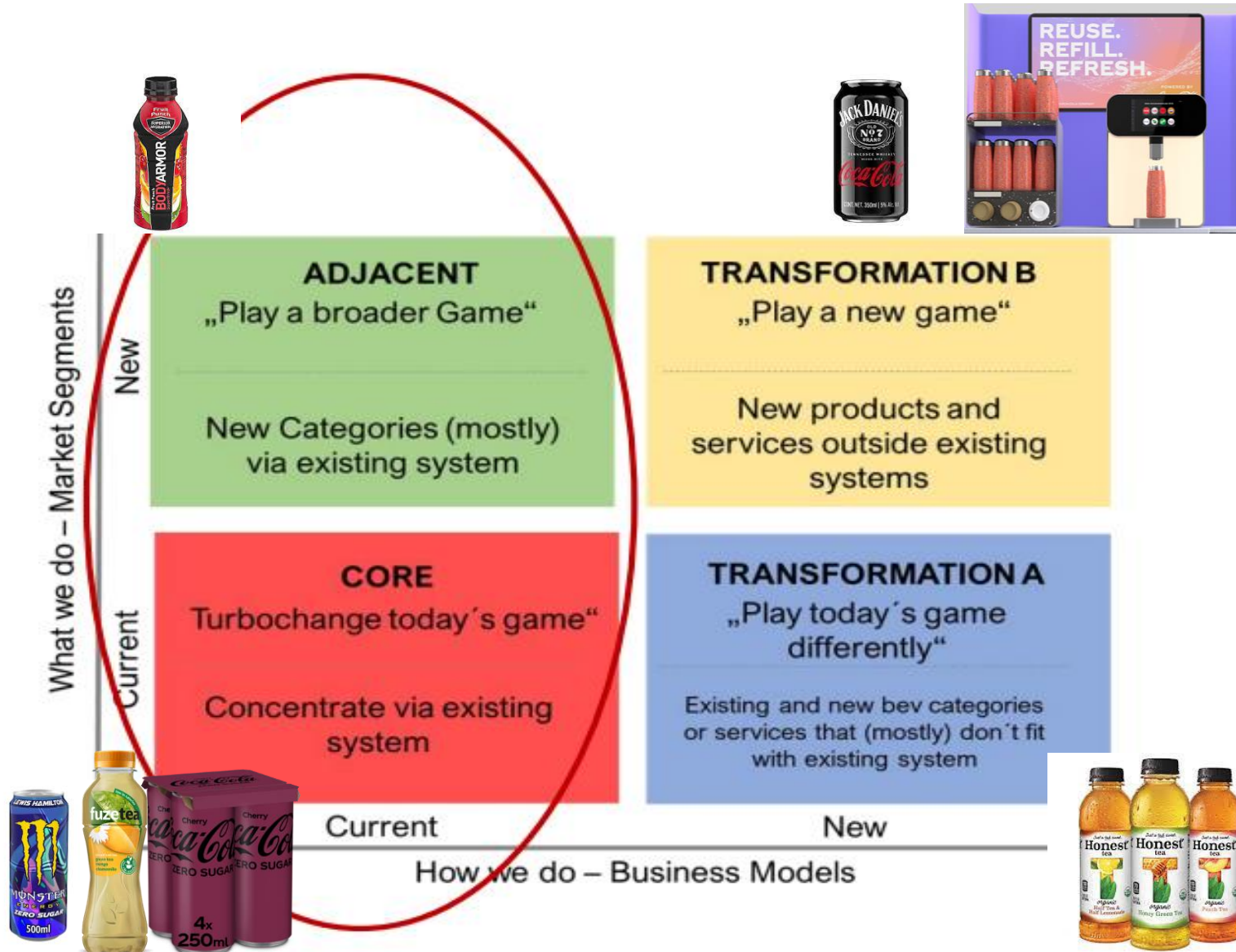
Summer Edition Cactus launched in DE, NO & SE - € 34.9 Mn

The new Red Bull Winter Edition features the taste of Pomegranate and it was launched in Germany and Nordics - € 27 Mn.

PepsiCo launched a lime-flavoured zero-sugar Pepsi in the GB less than a year after removing the flavour from its US range -€ 14.6 Mn

No Carbs Company NOCCO revealed new flavours within Soda Series, Cloudy Soda & Sunny Soda. Additionally, Grapefruit summer edition was also released

The way we look at innovation



Lot of our attention goes out to **TURBOCHARGING TODAY'S GAME** or **PLAYING A BROADER GAME**

Playing new games & playing today's game differently are extremely important, but deliver less of value on an ongoing basis.

1. Innovation success goes well beyond product development

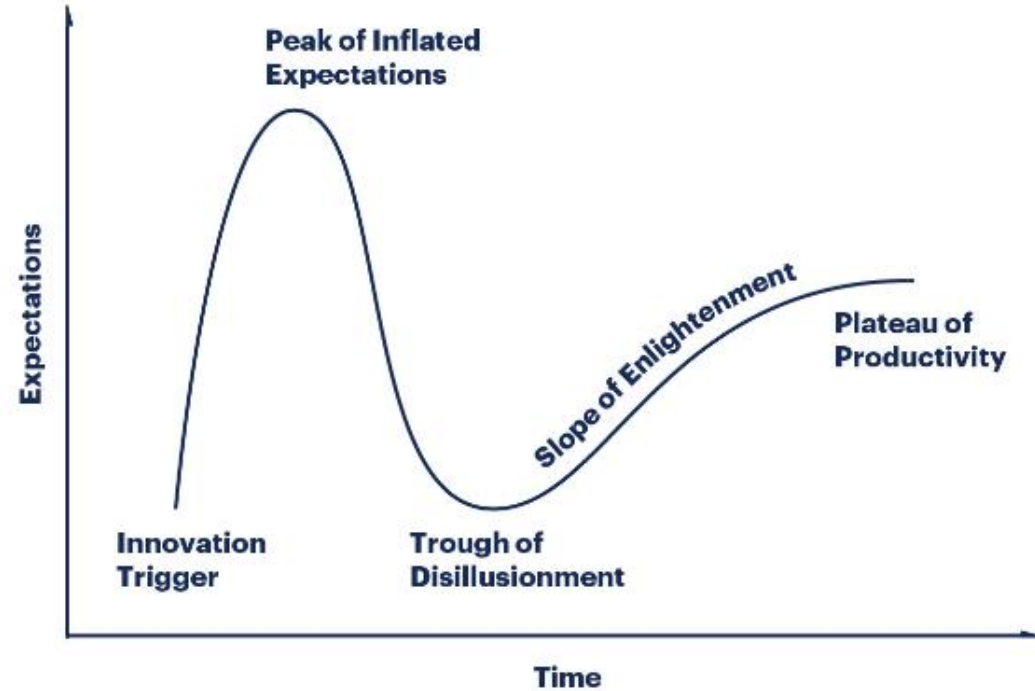


2. Look for innovation value at close range

3. Innovation success is about active portfolio management



Does this sound familiar?



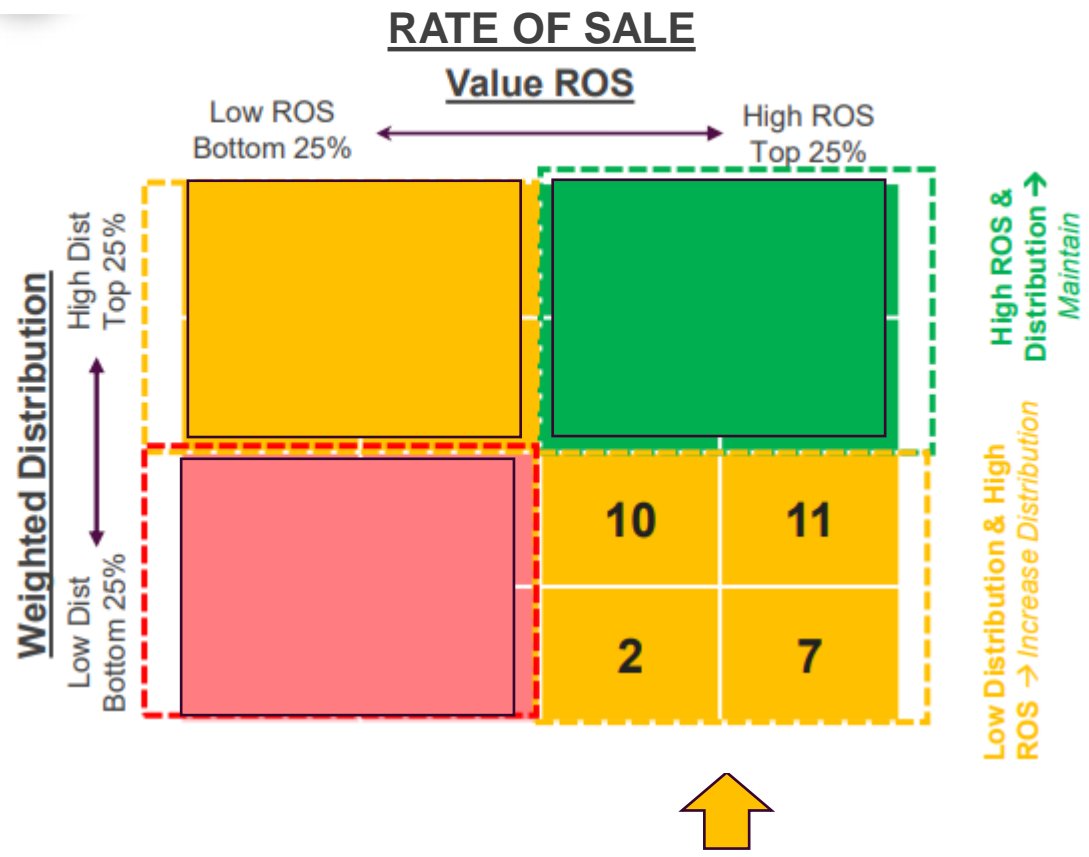
GIVE IT TIME!

NPD success is also about active portfolio management & use of data to make informed decisions



High Distribution & Low ROS → Increase ROS via Promos or allocate space to SKUs with higher ROS

Poor performers with low distribution → Review & rationalize



Usually there are quite a few innovations sitting in your assortment that deserve more distribution!

3 THINKS TO REMEMBER

START

Looking at **product innovation value at close range first** & use the power of line extensions

STOP

Thinking about product development as product innovation only- need to win hearts & minds of shoppers & consumers through passion points

NEVER FORGET

There is more to gain from looking at your existing assortment before investing money in new product development



Thank you