

Customer

Coca-Cola SA (Pty) Ltd

Laurence Morris - Customer Marketing Director

Industry

FMCG - Macro Beverages (non-alcoholic)

Challenge

1. Define the brand's shopper and customer value proposition
2. Determine a brand differentiator for this follow-strategy
3. Develop a unique 'Take it to market' proposition

Solution

→ Strategic Intervention Solutions

- ✓ People capability: innovation benchmark assessments
- ✓ Ideation
- ✓ WBS
- ✓ CPS
- ✓ Project blueprint
- ✓ Hand over with client

