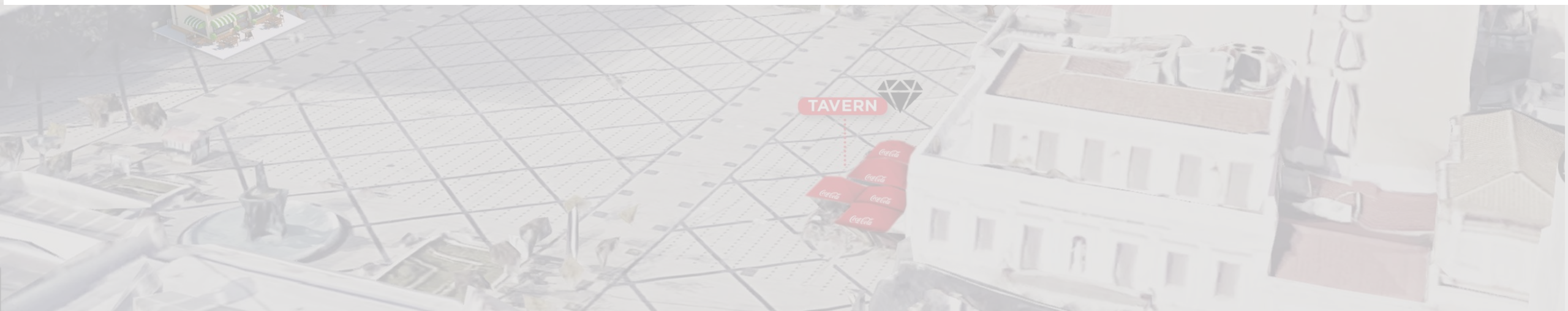




# PIAZZA PROJECT



Coca – Cola 3E is a  
Total Beverage Company with a  
variety of beloved brands



# THE INSIGHT: THE CONSUMPTION IS CONCENTRATED AT PIAZZAS, WHERE FAMILIES, ADULTS & TEENS HANG AROUND

## TIER 1



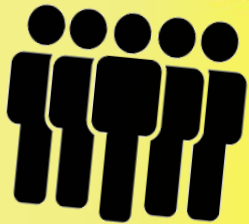
MODEL OUTLETS BEHIND  
PIAZZA PROJECT

## TIER 2



GD OUTLETS WITH FULL GENERIC  
ACTIVATION

## TIER 3



SL OUTLETS WITH ONE KIND OF  
ACTIVATION (BASIC POP ACTIVATION)



Piazza example @Patra

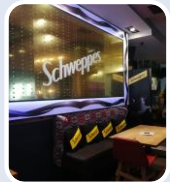


# THE STRATEGY: JOINT VALUE CREATION THROUGH E2E TAILOR MADE APPROACH

## Building HERO brand for relevant Outlets



In Tavernas/Restaurants,  
QSR Souvlaki



in All Day Café/Bars

VISIBILITY

EXPERIENCE



Tailor Made Menus



Tailored Coke  
App POP



Tailor Made E3 POP Materials



## 500 Promo Events in HORECA



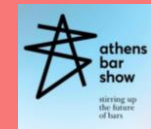
PROMO  
EVENTS

ADDITIONAL  
SERVICES

Offer know – how to Horeca Owners & Bartenders



5 Brand Ambassadors



Athens Bar Show

& the first Experience Center to share knowledge



## RTM and Capability Step Up to Support Bars-Cafes-Clubs (BaCaClu) with full 24/7 portfolio



RTM

- Increase coverage (@ HoReCa outlets)
- Revised Routings

CAPABILITIES

- Recruitment of relevant profiles with right experience
- New selling stories and differentiated priorities per trade channel

# THE AMPLIFICATION: ENHANCED LOOK OF SUCCESS FOR PIAZZAS OUTLETS AIMING IMPACTFUL ACTIVATIONS



# Thank You