

# **COCA-COLA HEALTHY BEVERAGE STRATEGY**

## *DRIVING GROWTH IN INDONESIA'S HEALTH CONSCIOUS MARKET*

Marketing Strategy | **NOV / 2025**

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# TABLE OF *CONTENTS*

01

## Target

Marketing Target

02

## Market Validation

Market Comparison

03

## Market Context

Beverage Landscape

04

## Distribution Evolution

Traditional to Digital

05

## Our Strategic Approach

Investment Allocation

# EXECUTIVE SUMMARY

## The Opportunity

- US\$22B Market Growth (US\$61B → US\$83B)
- 18% health perception gap to close

## Our Solution

- 4 digital-first initiatives
- US\$10M investment over 5 years

## Expected Impact

- +15% healthy beverage sales
- Double digital share (13% → 22%)
- 2.5x ROI in 5 years

# CUSTOMER: WHO ARE WE TARGETING

## Health-Conscious Gen Z

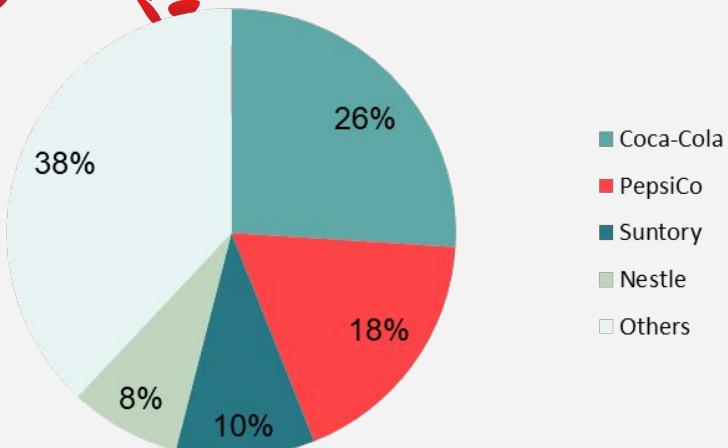
- **72% actively monitor sugar intake**
- **Rising digital influence: 82% discover brands via social media**
- **Willing to pay 10-15% premium for healthier options**

## Key Insight

- **Only 18% currently link Coca-Cola to health. Huge opportunity to reshape brand perception.**

*Target: Millennials & Gen Z (18-35) in Jakarta, Surabaya, Bandung*

# MARKET VALIDATION



Coca-Cola: 26% share ahead of  
PepsiCo of 18%

**Problem: Reposition  
Coca-Cola as a  
trusted health &  
wellness brand.**

**US\$83B**  
Market size by 2030

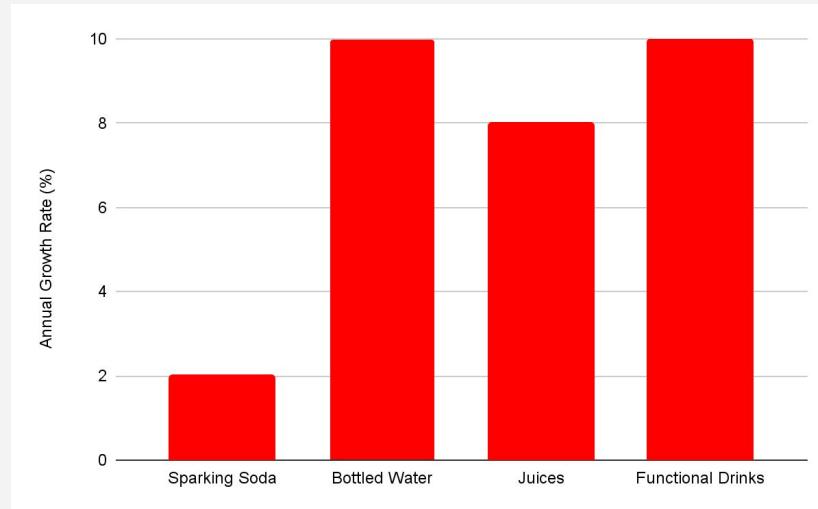
## Expected Outcomes

- 15% increase in healthy beverage sales
- Double digital share to 13% → 22%
- Improve brand perception by 30%
- ROI: 2.5x over 5 years

# MARKET CONTEXT: INDONESIA'S BEVERAGE LANDSCAPE

## Market Dynamics

- SE Asia NARTD Market: US\$61B (2024) to US\$83B (2030)
- Coca-Cola holds 26% market share regionally
- Growth slowdown in sparkling drinks (+2% annually)
- Functional beverages surging at 10% per year



# DISTRIBUTION EVOLUTION: *FROM TRADITIONAL TO DIGITAL*

55%



## General Trade

Small, independent,  
traditional stores

32%



## Modern Trade

Supermarkets,  
convenience stores

13%



## E-Commerce

Expected to  
reach USD27B  
by 2028

# OUR STRATEGIC APPROACH

1

Micro-Influencer  
Marketing on  
Tiktok/IG

- **Why:** 82% of target discovers brand via social, influencer marketing ROI = \$6.50 per \$1 spent
- **Budget:** 15% of total (\$1.5M over 5 years)
- **Action:** Partner with 50-100 fitness micro-influencers
- **Expected Result:** Reach 5M+ health-conscious youth in 3 months

Timeline

- **Month 1-2:** Strategy development, influencer identification & vetting
- **Month 2-3:** Outreach, contract negotiations, brief development
- **Month 3:** Content creation & approval
- **Month 4:** LAUNCH first wave of posts
- **Month 4-6:** Monthly campaigns with rotating influencers
- **REALITY CHECK:** Finding the right influencers, negotiating contracts, and ensuring brand alignment takes 3-4 minimum.

# OUR STRATEGIC APPROACH

2

## E-Commerce Flash Sales on Shopee/Lazada

- **Why:** E-commerce at 13% but growing by 2028. Low customer acquisition cost
- **Budget:** 20% of total (\$2M)
- **Action:** Launch official stores with monthly flash sales on healthy beverages
- **Expected Result:** Drive 10-15% of health beverage sales online within 12 months

## Timeline

- **Month 1:** Platform negotiations, seller account setup
- **Month 2:** Product listings, photography, copywriting, logistics setup
- **Month 3:** Test orders, payment integration, customer service training
- **Month 4: SOFT LAUNCH** with limited SKUs (Stock Keeping Unit)
- **Month 5-6:** Optimise listings, first flash sale
- **Month 7+:** Regular promotions and scaling
- **REALITY CHECK:** Platform onboarding, inventory systems, and logistics integration require 4-6 months.

# OUR STRATEGIC APPROACH

3

## Tiktok Short Video Campaign

- **Why:** Gen Z's primary discovery platform
- **Budget:** 10% of total (\$1M for content creation & boosting)
- **Action:** Create dance/lifestyle challenge around health living w/ Coca-Cola products
- **Expected Result:** 20M+ views, 30% brand perception lift

Timeline

- **Month 1-2:** Campaign concept development, legal clearance
- **Month 2-3:** Challenge design, music licensing, seed content creation
- **Month 3:** Influencer partnerships for challenge launch
- **Month 4:** **LAUNCH** challenge with seed videos
- **Month 4-5:** Paid amplification, monitoring, engagement
- **Month 6:** Analyse results, iterate for round 2
- **REALITY CHECK:** Viral campaigns need careful planning; rushing results to poor execution.

# OUR STRATEGIC APPROACH

4

## GrabMart/GoMart Commerce Partnerships

- **Why:** Convenience drives purchases, low implementation effort
- **Budget:** 5% of total (\$500K for platform fees + promotions)
- **Action:** Exclusive healthy beverage bundles on commerce platforms
- **Expected Result:** Capture impulse purchases, 5-8% sales contribution

Timeline

- **Month 1-3:** Platform negotiations, terms agreement
- **Month 3-4:** SKU selection, inventory planning, pricing strategy
- **Month 4-5:** Integration testing, delivery logistics setup
- **Month 6:** **LAUNCH** on platforms
- **Month 7+:** Promotional campaigns, optimization
- **REALITY CHECK:** Platform partnerships require legal reviews, technical integration, and pilot testing.

# THANK YOU!

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