

# DESIGN THINKING USED BY

# Coca-Cola

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CHAHHEL GUPTA

## Taste the Empathy

Coca-Cola connects with customers emotionally by conducting research through surveys, focus groups, and social media monitoring.

Their "Share a Coke" campaign, which replaced logos on bottles with popular first names, was a huge success as it personalized the experience for customers based on the insight that people love seeing their name on things.

## Innovation That Refreshes

Coca-Cola's ideation process involves brainstorming, cross-functional collaboration, and feedback from customers and stakeholders.

The "Taste the Feeling" campaign was created to convey the emotional experience of drinking Coca-Cola globally, rather than focusing on the product itself.



## Coca-Cola's Secret Formula

Coca-Cola creates rough mock-ups of products and campaigns, tests them with a small group of customers, and gathers feedback.

For instance, the "Freestyle" soda fountain lets customers mix and match flavors to create a unique drink. Coca-Cola created prototypes, tested them with focus groups, and made improvements based on feedback. The "Freestyle" fountain is now available in over 50,000 locations globally.



## Iterating for the Perfect Sip

Coca-Cola's "Open Happiness" campaign aimed to create an emotional connection with customers, but faced criticism for its focus on individual happiness. Coca-Cola listened to feedback and relaunched the campaign with a new tagline, "Together is Beautiful," emphasizing the importance of community.

This iteration resonated with a wider audience and strengthened Coca-Cola's reputation as a brand that cares about its customers and their communities.



## Fizzing with Success

By applying design thinking principles to their packaging and supply chain processes, Coca-Cola has been able to reduce waste and minimize their environmental footprint.

For example, Coca-Cola developed a new bottle design that uses less plastic while still maintaining the same level of durability and functionality. This new design has led to a significant reduction in plastic waste and has helped Coca-Cola meet their sustainability goals.

