

design

illustration

pre-press

production

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point-of-sale

Stouffer's CORNER BISTRO™ panini & Coca-Cola

When eating in feels like eating out

SAVE \$2.00 Buy 1 Stouffer's CORNER BISTRO panini and 1 Coca-Cola bottle or can. Limit one per customer. See store for details.

PRICE

A tasty holiday is just minutes away.

SAVE \$2.00 Buy 1 Kellogg's Rice Krispies Treats and 1 Coca-Cola bottle or can. Limit one per customer. See store for details.

PRICE

佳厨 Asian Home Gourmet

Naturally Tantalizing
true natural goodness in every pack

made from fresh herbs and spices

fresh herbs and spices are slowly steamed to release the essential oils and flavors

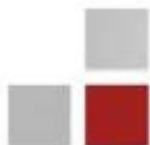
INDONESIAN Satay

Quick & Easy • No Added MSG • No Preservatives • No Artificial Colors

SAVE \$2.00

Buy 2 Red Baron or any 12 pack of Minute Maid® Lemonade, NESTLE COOL® and 1 Coca-Cola product when you buy any two RED BARON® Pizza Style, RED BARON® Thin Crust or FRESHETTA® 12" Hand Tossed Style Pizzas.

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displays





marketing



YOU MAKE THE GAME™

Kick off 2004 with big gains

January is football party month, which means consumers will be shopping for snacks and soft drinks. How can you profit from what they want?

Winning game plan

- \$2.8 million in "Charge IT" bags 1/14/04
- Save \$2.88 when you buy any two 3-packs or larger packages of Orville Redenbacher's® Microwave Popcorn plus any two 9-liter bottles of Coca-Cola® (Coke, Cherry Coke®, Vanilla Coke®, or caffeine free Diet Coke®) drinks
- 3 million WTCs to be distributed by Orville Redenbacher's popcorn
- Receive your instant rebate and next major rebate to help purchase
- Receive paid incentive PDS
- Multiple consumer rebate offer

A partnership they'll eat up

- 48% of microwave popcorn is consumed with soft drinks in just 30% higher than average in general this early into season
- 42% of Coca-Cola is consumed with meals per day
- Coca-Cola is the #1 soft drink sold consumed in "Party and Family" meal situations (Source: NPD)

High scoring brands

- Orville Redenbacher's® is the top selling popcorn brand with a 43.8% dollar share (Source: Kantar Audit) in early 2004
- Coca-Cola® soft drink brands lead the category (Source: NPD, 20.2% of the volume and 38.1% of dollar share, in-house business system 2004 to 2003)
- In January 2004, Coca-Cola brand grew volume by 8.2% and dollar sales by 3.3% during 45% of category volume growth and nearly all of the category dollar growth (all other brands: -10% to -20%)

Be for the 3 point conversion: Authorize Displays and Ads today!

The good you will:
Save \$2.88 when you buy two 3-packs or larger packages of Orville Redenbacher's® Microwave Popcorn plus any two 9-liter bottles of Coca-Cola® (Coke, Cherry Coke®, Vanilla Coke®, or caffeine free Diet Coke®) drinks

Save more for others:
As a partner, you'll be able to offer your partner, too

Refreshing Innovative

ONE DAY

Free DAIANI Program Builds Vitamin Traffic and Sales 4 Ways!

1 THE BRANDS:

DAIANI is the #1 National Brand of bottled water, and a product of The Coca-Cola Company. With its crisp, fresh taste, DAIANI is "the water that makes your mouth water."

2 THE OFFER:

FREE DAIANI 1-liter or 33.3oz off any two DAIANI 5-packs*

*Offer requires 1 DAIANI 5-pack up (3-packs, 6-packs, and 9-packs) and one 1-liter bottle to match (up and over) more than one 5-pack

3 FSI

APRIL 30, 2004

- 14 million coupons
- One coupon for \$2.00 off any DAIANI 5-pack multi-pack purchase
- One coupon is good for a free DAIANI 1-liter up to \$1.50 value (up to 10% off any DAIANI 5-pack with purchase of any DAIANI 5-pack multi-pack purchase (DAIANI or target)

4 FLOOR DISPLAYS

- Free DAIANI Offer
- Take One 1-liter 4C Pack attached
- Displays containing 12 or 24 packages of DAIANI 5-packs

5 IRC TEARPADS

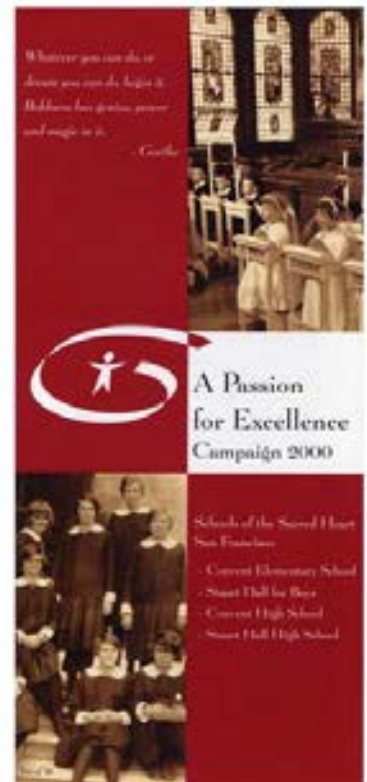
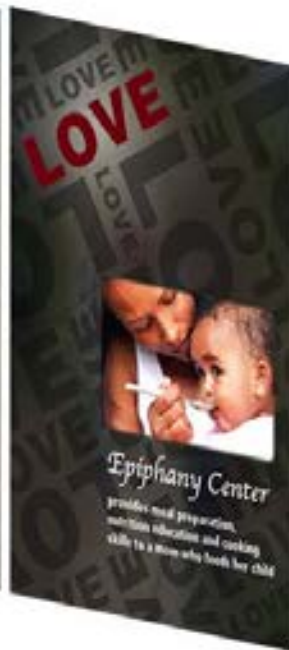
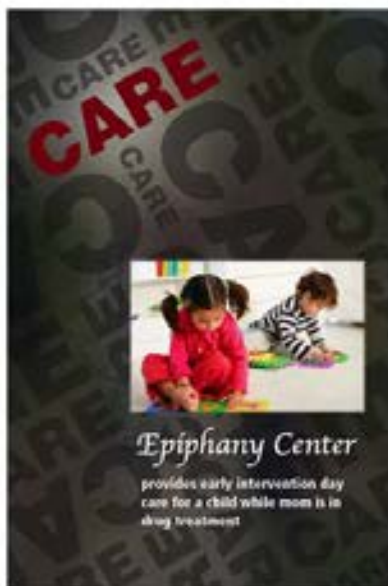
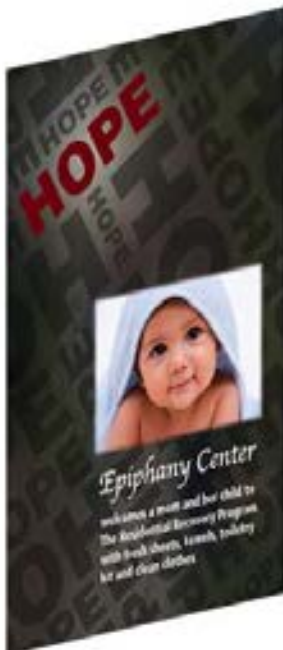
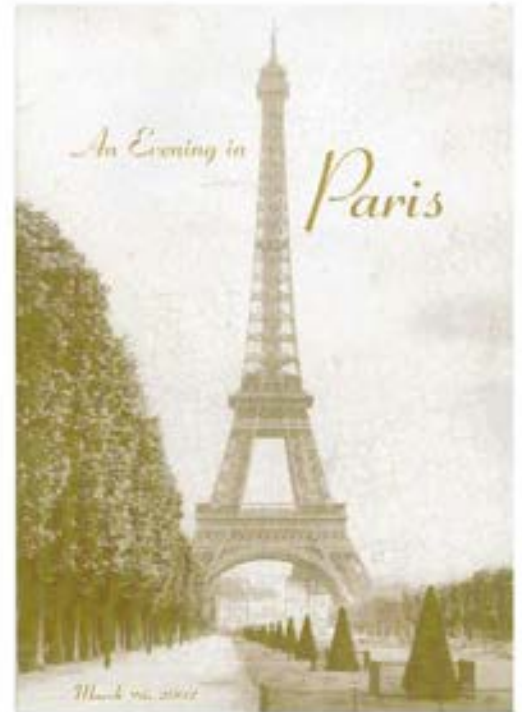
- Promote cross-category purchase
- Offer free DAIANI 1-liter 4C 33.3oz savings off two DAIANI 5-packs with purchase of any DAIANI 5-pack multi-pack purchase (DAIANI or target)
- Free on display only

6 BOTTLE-NECK HANGER IRCs

- Promote cross-category purchase
- Offer free DAIANI 1-liter 4C 33.3oz savings off two DAIANI 5-packs with purchase of any DAIANI 5-pack multi-pack purchase (DAIANI or target)

brochures

posters





design

