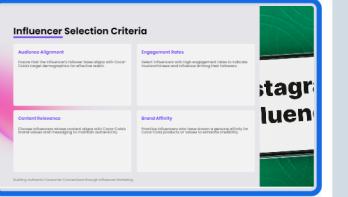




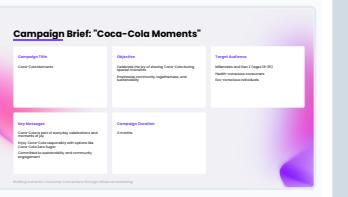
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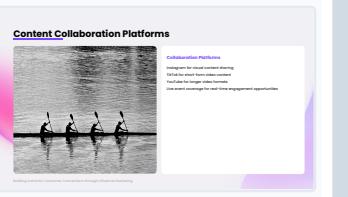
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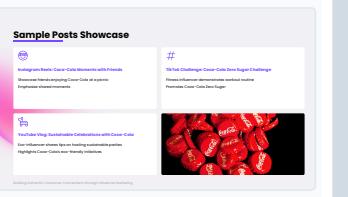
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5



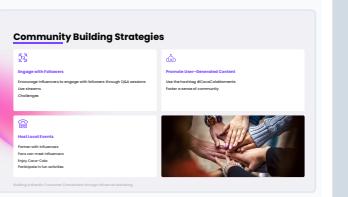
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7



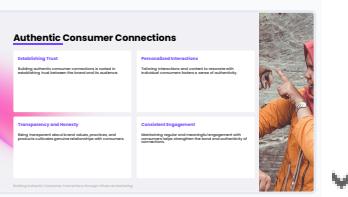
8



9



10



# Influencer Selection Criteria

## Audience Alignment

Ensure that the influencer's follower base aligns with Coca-Cola's target demographics for effective reach.

## Engagement Rates

Select influencers with high engagement rates to indicate trustworthiness and influence among their followers.

## Content Relevance

Choose influencers whose content aligns with Coca-Cola's brand values and messaging to maintain authenticity.

## Brand Affinity

Prioritize influencers who have shown a genuine affinity for Coca-Cola products or values to enhance credibility.

