Title TBD



SOUND ON

MARCH MADNESS®

NASCAR

COKE VS COKE ZERO™

SUE-A-FRIEND

TASTE ACTIVISM

MY COKE REWARDS

NTACTUS TELL-A-EDIE

PRIVAC:

TERMS OF USE



Women's Heart Health

Learn more about the Diet Coke partnership with The Heart Truth >>









Reward Yourself

Exchange your My Coke Rewards points for an amazing designer red dress. **Go Now**.



Great Taste Has Its Benefits

Tune in to a video about the benefits of Diet Coke Plus

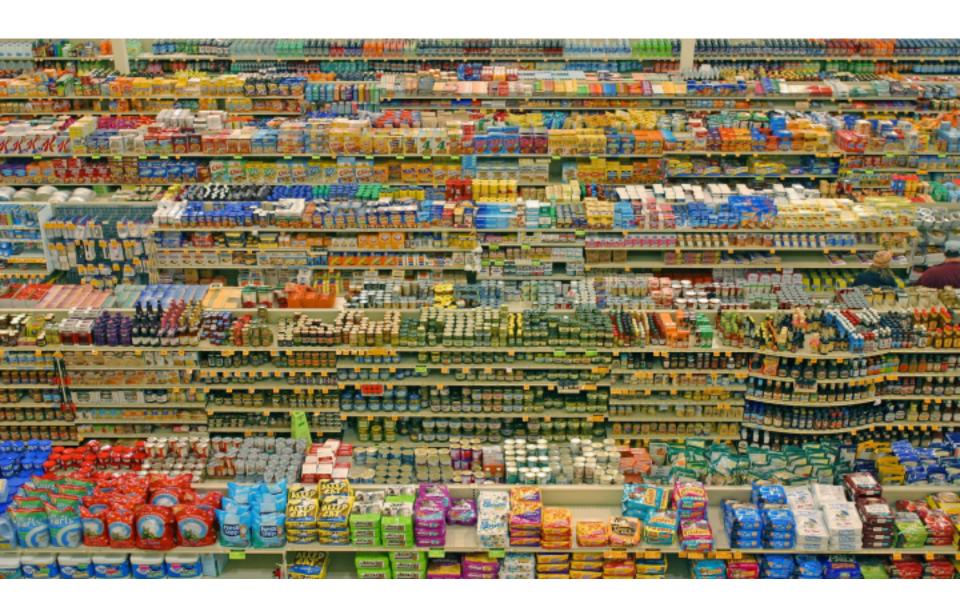
Watch Now

More Ads & Downloads



Send a Diet Coke e-Card

Share great taste with friends and family.



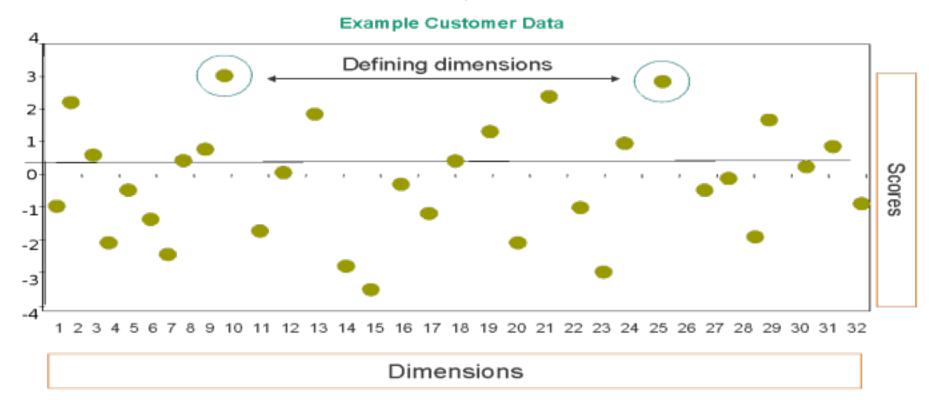
You Are What You Buy . . . But Not Everyone Understands That Yet

Model	AKA	Used by	Real Consumer
You are what you earn	Demographics/ social class	Mass market media buyers	I spend very differently from my "peer."
You are where you live	Geodemo- graphics	"Targeted" marketing industry	I can't eat at Jane's house: no organics!
You are what you say you are	Lifestyle questionnaires	Many CPGs and research firms	I try to tell the truth as best I recall it.
You are what you do	Behavior-based targeting	Some leading retailers and CPGs	OK now you've got me!

To deliver on this, we look at billions of transactions from 200 million households worldwide . . . something no one else can do.

Each Consumer's DNA Is Different

- Each dimension describes a particular element of a customer's needs and wants.
- Each customer has a different degree of involvement with each of these dimensions—which we capture with a dimension score.



When You Understand What Your Shopper Is Doing and Why, It Is Much Easier to Connect

This is a friend I know; she is . . .

- a busy young lady
- looks after her health
- loves fresh produce
- shops on Saturday mornings
- reads People magazine
- has a cat
- doesn't particularly care about price
- but does look out for promotions
- · pays by credit card
- only occasionally uses self-scanning

I know 50m+ people in the US as well as I know her.



Conclusion

- Segmentation is a popular technique in marketing analytics.
- It is a combination of the science and art of marketing.
- The value of segmentation depends on the criteria or questions as well as the technique.
- Success of segmentation depends on whether the segments are
 - identifiable, sustainable, accessible, actionable, and responsive