



Advocacy Begins With Pride

Change Marketing™
at work



The Challenge

How do you restore pride after leadership, strategy, and internal re-organization?



Our Audience

150,000 employees across The Coca-Cola Company system.



Key Insight

Advocacy is voluntary, you can't force people to care. And fueling pride requires more than facts.



Our Story

Finding where employees' passions and company values intersect, we develop a 365-day narrative - The Year of Ambassador - with daily opportunities to show your pride.



Creative Craft

Create a new story platform - #IamCocaCola - featuring thousands of stories from real employees, resulting in 15 million organic impressions in the first year.

Before engagement
Before ambassadorship
Before advocacy

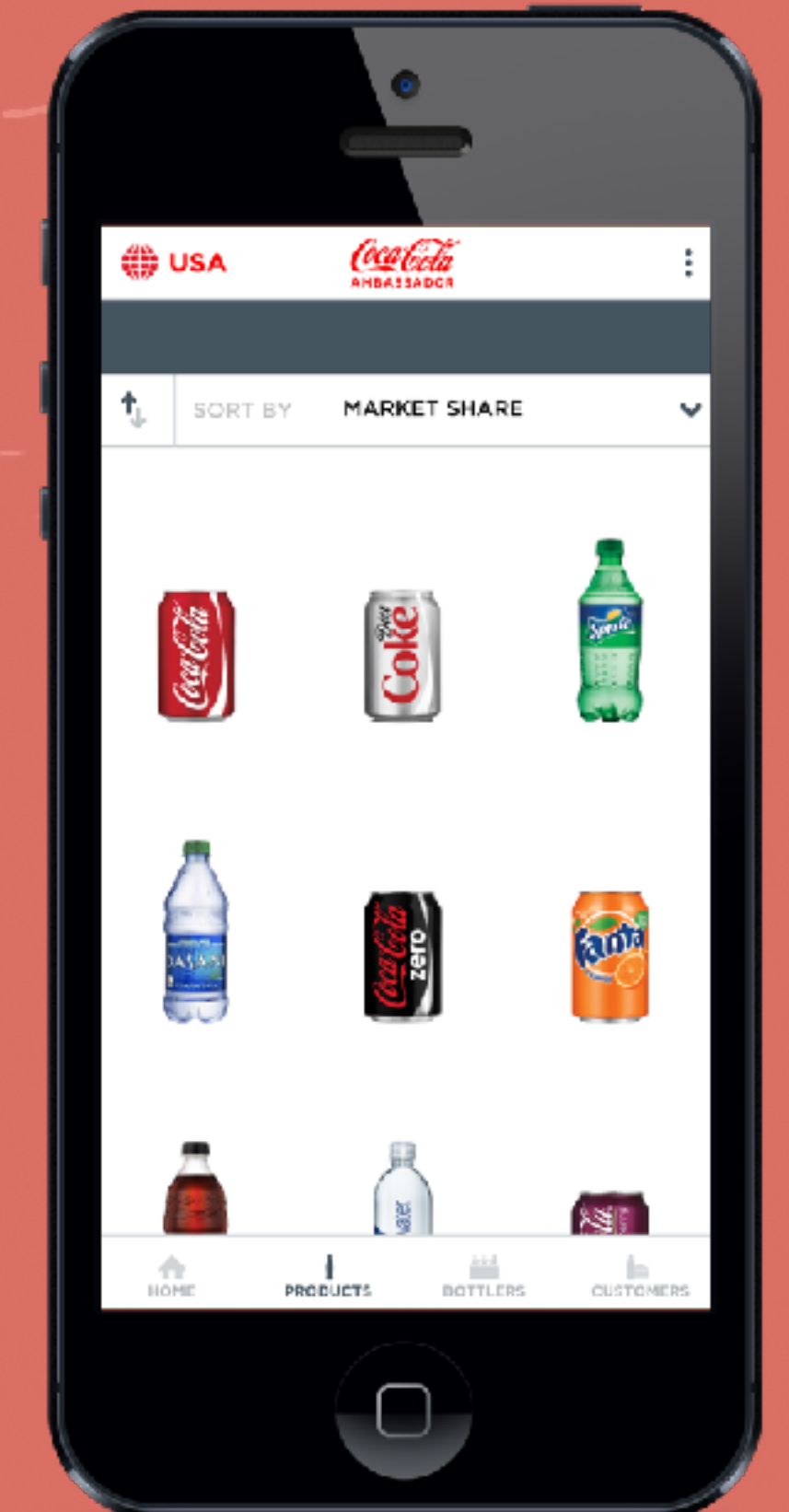
PRIDE.

Pride can't be forced.
Pride comes from knowing that
what you do matters.



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1000's of employees self-selected as Ambassadors, lending their smiles and hearts to positive stories across the company.

Employee app put Ambassador content in their pocket.