



Team Positioning & Alignment

Change Marketing™
at work



The Challenge

Post re-organization, re-establish the value of marketing analytics and the team behind it across the global system.



Our Audience

15,000 marketing professionals across the Coca-Cola system.



Key Insight

Marketers crave insights, but after the shift to shared services are weary of releasing control of the numbers - and the narrative - to the Analytics Team.



Our Story

We illuminate the stories behind the numbers. We extract stories from data.



Creative Craft

Team branding, world-class copywriting, and clear, concise positioning packaged into a portable playbook.

Our journey

We're at the beginning of a long journey, from descriptive to prescriptive to predictive analytics.

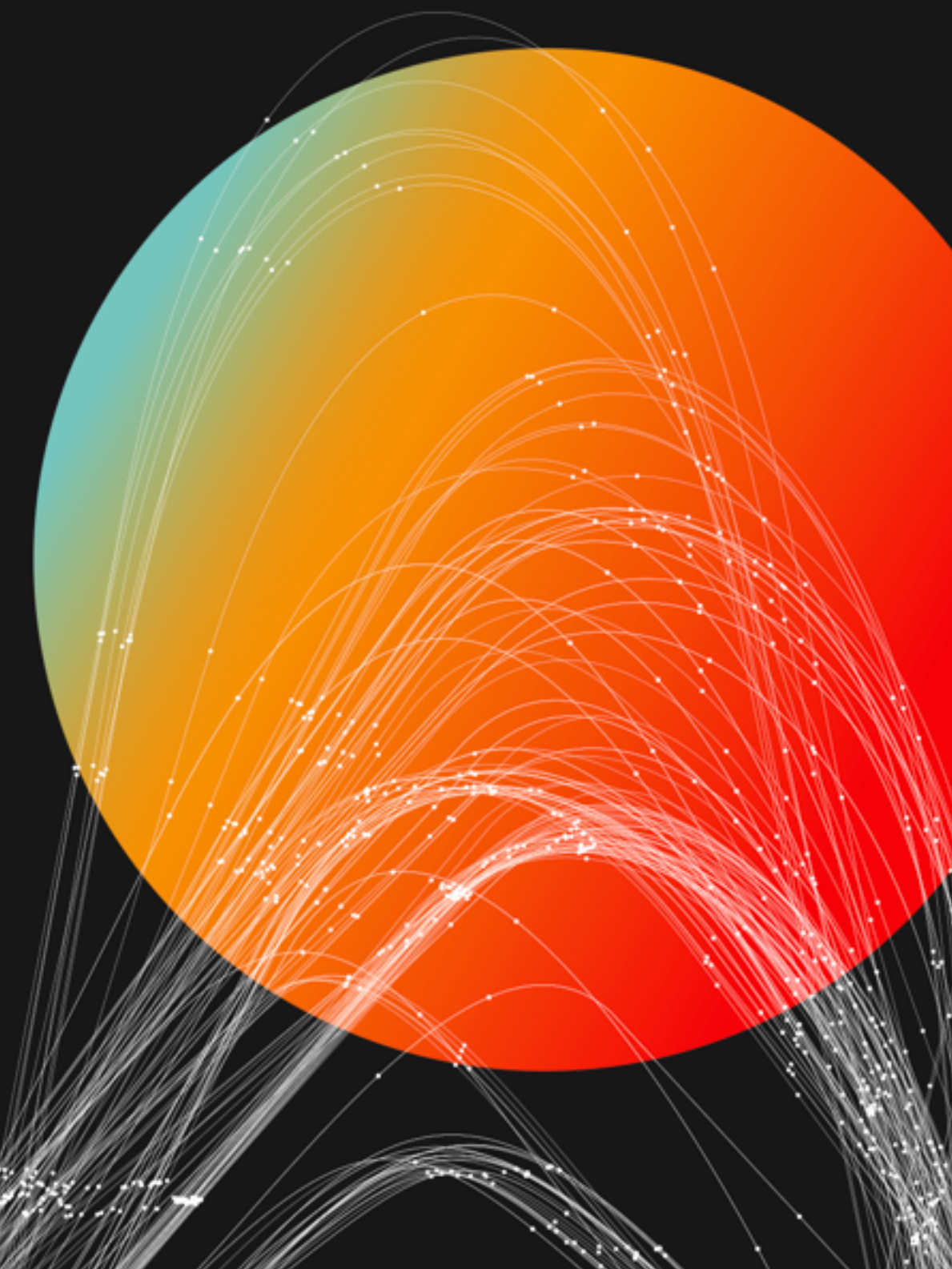
Today, we are working with the data and tools available to answer marketers' most critical business needs.

We are working closely with our friends in the Data team to gather and organize the data we need to develop predictive stories.

We're releasing more real-time dashboards, so our partners don't have to wait for answers.

We're developing helpful tools and resources to up our analytics game across the organization.

Classified - Confidential





**Intelligent communication material
that earns attention**