

Coca-Cola
partnership with
NHS Charities
Together

#ComeTogetherWithCocaCola



Coca-Cola



NHS

The Campaign

- The partnership between the Coca-Cola Company and NHS Charities Together will be a charitable campaign where a donation from Coca-Cola products sales will be made.





The goals for this campaign

- To raise money for NHS Charities Together to help support the NHS after the COVID-19 pandemic.
- Our aim is to raise £15,000 for NHS Charities Together during the months of March, April and May by donating 80p from every Coca-Cola purchased.
- To help boost the image of Coca-Cola as a brand that is helping services and charities

Target Audience

- This campaign is targeted at regular Coca-Cola drinkers and also people who will chose to buy Coca-Cola products as a way to support the NHS.



How will the campaign achieve success?

- We will be running advertisements on television and have a social media campaign that will be monitored to help raise awareness of the campaign.



Social Media Campaign

- To look at the strategy for our social media campaign, click on the link below -

<http://stephanieliney.coventry.domains/uncategorized/social-media-campaign-plan/>

Highlights from the Social Media Campaign strategy -

- Use of the #ComeTogetherWithCocaCola hashtag.
- Instagram and Facebook will be the social media platforms that our campaign is focused on.
- These accounts will be monitored to check the success of each post

Press Release

PRESS RELEASE



Come Together with Coca-Cola

Immediate Release –2nd February 2021

Coca-Cola partnership with NHS Charities Together

The Coca-Cola Company will be partnering with NHS charities to help support funding due to the crisis caused by the Covid-19 pandemic throughout the months of March, April and May. For every Coca-Cola product that is sold between these months, an 80 pence donation will be made to support NHS Charities Together which will help to support doctors and nurses who have worked throughout the Covid-19 pandemic.

“The Coca-Cola company is looking forward to supporting NHS Charities Together. We believe that our campaign and donations will have a large and positive impact on supporting our NHS staff who have worked tirelessly to help save lives and support the well-being of the people through these tough times” said Jon Woods, general manager of the Coca-Cola Company in Great Britain, Ireland and Northern Europe.

The Coca-Cola company is aiming to reach its goal of raising £15,000 for NHS Charities Together and is looking forward to seeing to help that our donation will provide to our chosen foundation.

Contacts

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Fact sheet



Company Profile - The Coca-Cola Company

Founded - The Coca-Cola Company was founded in 1892 in Atlanta, Georgia, United States of America.

Background - The Coca-Cola Company is an international drinks company aiming to create a better future for the world.

Company Mission - **'Refresh the world. Make a difference. (Coca-Cola, 2021).** To provide the world with the best quality refreshments while creating a more sustainable world for everyone.

Services - The Coca-Cola Company provides soft drinks, syrups and concentrated drinks.

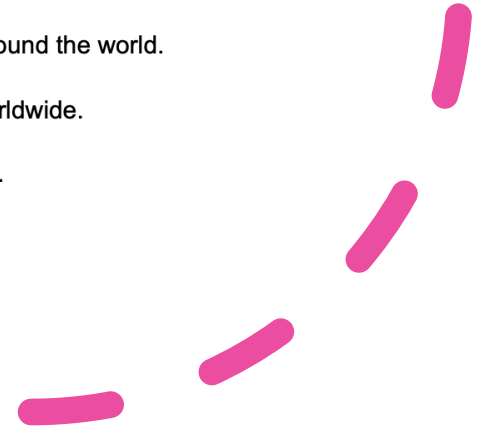
Headquarters - One Coca Cola Plaza, Northwest Atlanta, GA 30313, USA

Service locations - Coca-Cola products are sold in over 200 countries around the world.

Employees - The Coca-Cola Company employs over 700,000 people worldwide.

Revenue - Approximately 33.01 billion US Dollars in 2020 (Statista, 2021).

Contacts - Coca-Cola UK - 0208 8237 3000





Thank You

Feel free to ask any other questions
or contact us



Coca-Cola



NHS

Bibliography

- Coca-Cola Company. (2021). *Our Company*. <https://www.coca-colacompany.com/company>