

Hello and thank you for joining us today. We are here today to introduce our pitch for the Coca-Cola Company and NHS Charities Together campaign - Come Together with Coca-Cola. In today's pitch, we are going to be talking through the points of the goals of our campaign, the social media campaign and what the benefits of this campaign will include.

So, firstly, let's talk about our campaign. Come Together with Coca-Cola is a campaign that involves a partnership between the Coca-Cola Company and NHS Charities Together.

So why have we chosen to partner with NHS Charities Together for this campaign? As we all know, the past year has been a struggle for all of us. The COVID-19 pandemic has caused many of us to be apart for months at a time. During this time, we've all had to come together to help each other through. However, right now, the doctors and nurses who have worked tirelessly throughout this pandemic to save lives need our help more than ever. The intense strain that our health services have been under has left them in need of a great deal of help.

Our campaign aims to raise £15,000 for the NHS Charities Together by donating 80 pence from every Coca-Cola product that is purchased throughout the months of March, April and May of 2021. This money will be donated directly to NHS Charities Together at the end of our campaign where the money raised will then be split between the different NHS sectors that need funding.

The goals that we hope to achieve with this campaign are: raising money for NHS Charities Together to help with the effects of the COVID -19 pandemic through the sales of Coca-Cola products during March, April and May. Our goal is to also boost the image of Coca-Cola as a brand that is helping services and charities in need - thus encouraging buyers to choose Coca-Cola over other brands.

The target audience for our campaign includes regular Coca-Cola drinkers as well as consumers who will choose to buy Coca-Cola drinks over other competitors as they want to support the NHS through their purchases.

To gain public awareness of the campaign, we will be running advertisements through television channels as well as a social media campaign. The television advertisement for this campaign will show short clips of doctors and nurses working hard during the pandemic. It then shows longer clips that will display the exhaustion and emotions that the NHS staff are facing. The advertisement will end with the Coca-Cola red background, the Coca-Cola logo and the hashtag #ComeTogetherWithCocaCola, as well as a brief explanation of how audiences can get involved with our campaign. The social media platforms that we have chosen to focus on promoting our campaign on our Instagram and Facebook. We will be creating content specific to each of the social media platforms and their individual features, such as Instagram Stories and Highlights. On these platforms, we will be making use of the #ComeTogetherWithCocaCola to aid with the promotion of the campaign. The posts that will be made to the Instagram page will involve short one-minute videos of nurses and doctors telling their story of how their lives have been affected by the pandemic and the post will end with the Coca-Cola red background as well as the logo and the hashtag #ComeTogetherWithCocaCola. Posts on

Instagram stories will include shortened versions of these posts that fit into two story posts lasting 30 seconds. All posts made to social media during this time will use Coca-Cola red and the NHS Blue (Pantone® 300) as the main colours. The posts for our campaign on social media will be monitored to check on the success of each post so that we are able to see what style of posts are working well and those that may need amending to achieve a higher level of success.

Now we will look at a copy of the press release that has been created to be published with the campaign. This press release outlines the goals of the campaign and how we are going to achieve our goal of raising money for NHS Charities Together. The press release also includes a quote from the general manager of the Coca-Cola Company in Great Britain, Ireland and Northern Europe to help show that the whole Coca-Cola team is behind this campaign and supporting it.

Alongside the Press Release, a fact sheet about the Coca-Cola Company will also be released to provide information about the company to ensure that journalists and other readers can see how the Coca-Cola Company differentiates itself from competitors.

That is the end of our presentation. Thank you for taking the time to listen to our ideas for the Come Together with Coca-Cola campaign. Please feel free to ask us any questions that you may have concerning our campaign, or feel free to get in contact with us at another time.