The Coca-Cola Company

The Coca-Cola Company needed to reinforce and leverage its significant and broadly defined sustainability initiatives and efforts to address health and wellness issues that were impacting Coca-Cola's reputation in the highly competitive beverage market, and around the world.

FD provided Coca-Cola with strategic counsel on how to effectively position its sustainability achievements under public scrutiny of its efforts and, in particular, to reinforce its "Live Positively" message. FD also provided Coca-Cola with sustainability communication reports, counsel and web copy for the sustainability section of the company's website. The project also evolved to include counsel on how Coca-Cola could launch its sustainability report.

The sustainability report counsel, report launch plan and web copy provided Coca-Cola with strong
messaging frameworks on which to base its communication about its commitment to sustainability and health and wellness issues, in order to mitigate potential negative public criticisms about its achievements in sustainability. The report launch plan allowed Coca-Cola to achieve a much greater return on its sustainability investments, especially amongst key stakeholders.

Sustainability Audit
Strategy and positioning
Report counsel and editing
Copywriting
Communications launch plan
Video production
Project management

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