

# Visualizing a Coke and a Smile



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ASIA  
PACIFIC  
RESEARCH  
COMMITTEE

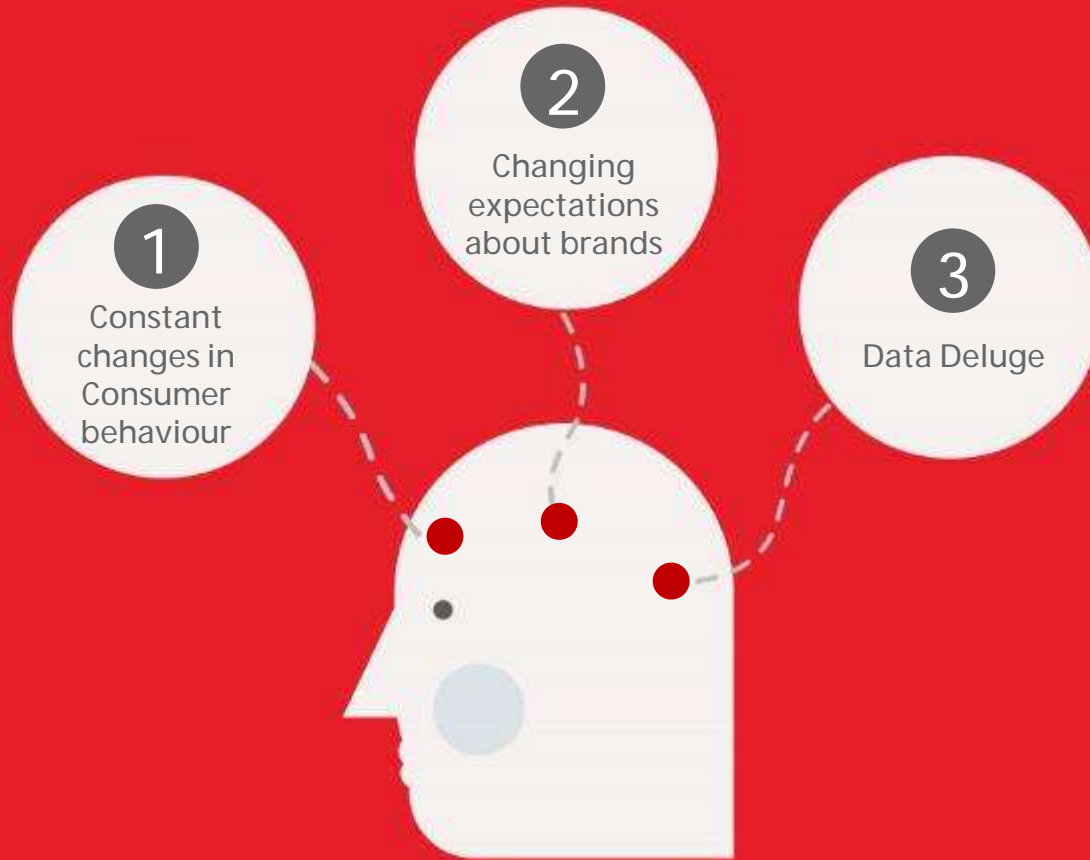




***They understand the need, dos and don'ts behind MR, while constantly pushing for new ways of doing things better and smarter.***


**Built to run  
fast (track) but  
gradually less  
prepared to innovate  
(cross-country)**





EVOLUTION & INNOVATION Table  
Stakes





Break the  
**'unbreakable'**  
through smart  
thinking, best-in-  
class requirements &  
challenging norms

# COCA-COLA'S

## BRAND GUIDANCE SYSTEM

DISAGGREGATED  
RESEARCH VALUE  
CHAIN

**GRIT 2015 report:**  
*They realized that it's  
best to use best-in-  
class providers for  
each step of the  
research chain,  
rather than stick with  
one or two big  
suppliers.*



The image features a large red circle on the left side, containing white text. The background consists of a network of grey pipes with several 90-degree turns. A red wrench is positioned at the bottom right, with its handle extending towards the red circle. The text inside the circle is as follows:

G.I.G.O...  
"Reloaded"

Fix what's  
**going in first ...**

... to get **better**  
**outcomes**

Upgrading our most important piece of research, the beverage tracker

1  
Low  
Flexibility

2  
Poor  
interconnection  
with other tools

3  
Opportunity  
of tracking  
volume  
performance  
better

4  
Insufficient  
diagnosis

5  
Repetitive  
and long

6  
Sub-  
optimal  
Market  
Coverage  
design

7  
Antiquated  
technology



Upgrading our most important piece of research, the beverage tracker

SHORTER

SMARTER

MODULAR

1

Low Flexibility

Core + Modular approach

2

Poor interconnection with other tools

Integrated System

3

Opportunity of tracking volume performance better

More accurate claimed consumption

4

Insufficient diagnosis

Track brand and category drivers/ barriers

5

Repetitive and long

Shorter questionnaire(s)

6

Sub-optimal Market Coverage design

Improved sample design

7

Antiquated technology

Tablet



## PULL

- ✗ Information requests for protocol compliance & changes
- ✗ Manual Data uploads to Infotools
- ✗ Manual Data base transfers to local markets
- ✗ Semi-automatic KPI reporting
- ✗ Brand managers asking queries from K&I team
- ✓ Detailed data interrogation via CCV (Coke's in-house analytics tool designed for K&I analysts)



## PUSH

- ✓ **Real-time interaction with Protocol Custodian App 24/7**
- ✓ **Automatic Data uploads, ideally with 'live' data links**
- ✓ **Automatic uploads to engaging dashboard solutions for reporting & sharing**
- ✓ **Results available everywhere on the go (via touch devices)**
- ✓ **Summary information via Newsletters and Infographics**
- ✓ **Customized Alerts & notifications**



# CREATING TRANSPARENCY - CONTINUOUS IMPROVEMENT



# CREATING TRANSPARENCY - FLEXIBILITY FOR CHANGE

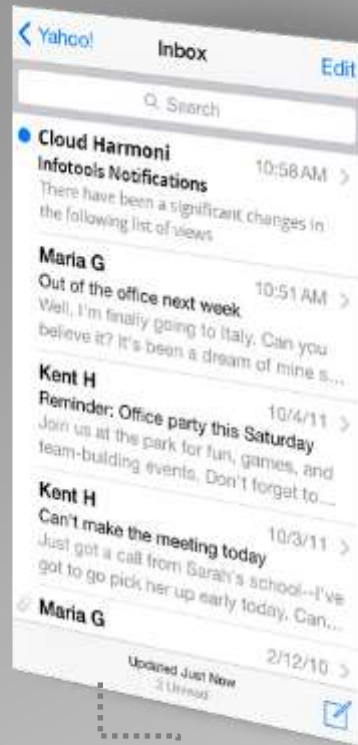








# ALERTS TO YOUR MOBILE



Get a notification  
either email or  
SMS



See metrics based  
on exception rules  
(e.g. sig change)

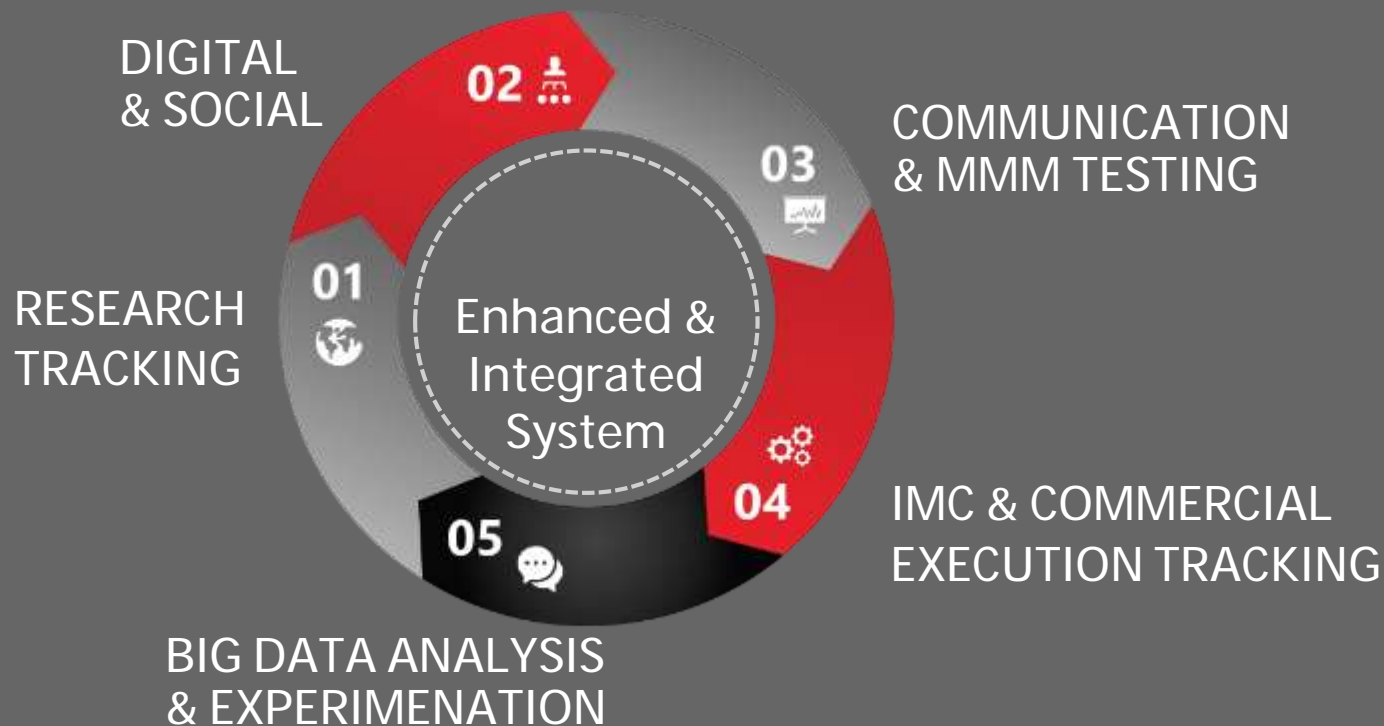


See a second level  
to understand brand  
changes

SEE IT IN YOUR PC OR TABLET



# Our Vision for tomorrow - an **Enhanced & Integrated** System



# UPGRADING TO CLOUD CCV



browse

navigate

stories



Start > Key New Features >



≡ browse

navigate

stories



Start > Key New Features > Browse Sources >







Start > Product Touchpoints > Visualisations > Stacked Bar Chart



## VISUALIZED & SHARED

Demo Report 📄



> saved stories

1. New Story\_4
2. New Story\_1
3. New Story\_3
4. Demo Report
5. New Story

export story as P X



## TEAM WORK



ASIA  
PACIFIC  
RESEARCH  
COMMITTEE



**THANK YOU!**

**Visualizing a Coke  
& a Smile**



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