

MARKETING TO **FANS**

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MARKETING TO
~~CUSTOMERS~~

FANS

~~Rating~~

PASSION



~~Information~~

INSPIRATION



~~Engaging~~

BELONGING

Comunicado da Coca-Cola Portugal

Desde o ano 2000 que a Coca-Cola
a Portugal.

Key Take-aways

- ⚽ Sports is increasingly about lifestyle & entertainment
- ⚽ Sports has the human element and values
- ⚽ Sports is all about passion
- ⚽ Despite the rise of new media and devices, sports still has a massive reach on traditional television

THANK YOU

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