

Hello, My Name is **Doug Busk**

Group Director
Digital Communications + Social Media
The Coca-Cola Company



@dbusk | @cocacolaco

General Session:
Creating a Powerful Narrative Through Storytelling

#PRNEWS | #ShakeUpShow



Coca-Cola Journey™

Who We Are:

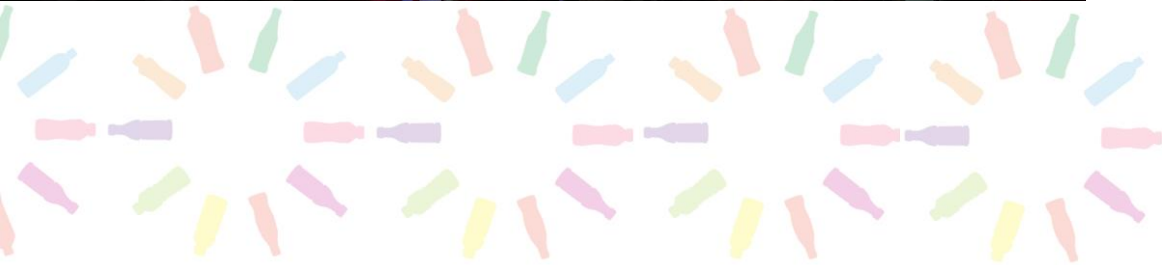
Coca-Cola Journey is the company's digital magazine, featuring unique and human-centered content about our business, our brands and our people

What We Do:

Make, break, syndicate & amplify Coca-Cola news; tell the share-worthy stories behind our business, brands, people & priorities; proactively & reactively address challenges

Why We Do It:

Build brand love & corporate trust



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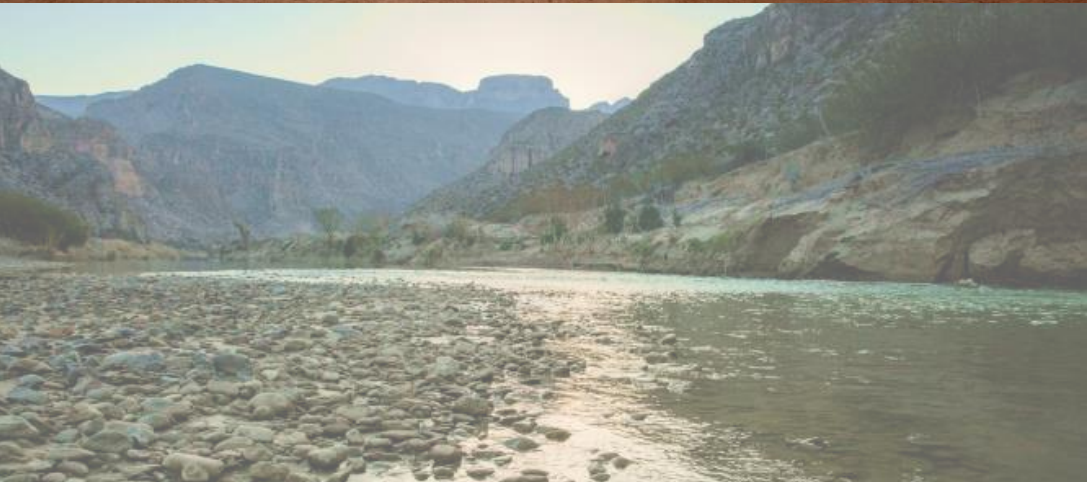
Our Way Forward

Focusing on our new CEO's vision for transforming the company, this package enjoyed 3x click-through than any other brand-centered story on our advertising partner's network.



MLB Announcement

Teaming with our North American marketing and public affairs partners, we announced the reunion of Coca-Cola and MLB. Organic reach immediately outstripped paid.



Watershed Milestone

Robust coverage of the company's ahead-of-schedule achievement of water replenishment targets. Earned media pick-ups were multiple, including Mashable and CNN / Money.



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READERSHIP

Monthly Visits



BRAND LOVE & CORPORATE REPUTATION

Reader Surveys



ENGAGEMENT

The multiplier on social and beyond



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