

# ANA Multicultural & Inclusive Marketing @ Coca-Cola Presented by Pandora

As the fastest growing demographic, Multicultural and Inclusive segments have been identified as key drivers of business growth. How are brands connect with this growing consumer segment? Traditionally segmented by race/ethnicity and language, which are still important, marketers are also evolving their approach as identifies are becoming more fluid and shift and change. Culture, which is inclusive of race, ethnicity, identity, language and lifestyle is equally critical to creating authentic and meaningful impact with consumers.

Join us for a fun and informative day, hosted by The Coca-Cola Company and hear from brands deploying successful multicultural, inclusive and culturally-relevant campaigns...

## When:

**Start:** Wednesday, February 6, 2019 at 8:15am

**End:** Wednesday, February 6, 2019 at 2:00pm

## Where:

Coca-Cola

1 Coca-Cola Plaza

Atlanta, GA 30313

## Agenda

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TIME	EVENT DETAILS
8:15am	<b>Breakfast</b>
9:00am	<b>Opening Remarks</b>  <b>JOHNNIE WALKER – HOW PROGRESS WITH PURPOSE REIGNITED THE BRAND</b>  Johnnie Walker is the number one Scotch whisky in the world. The brand’s famous “Keep Walking” campaign – designed to inspire personal progress – ushered in over a decade of growth and helped Johnnie Walker become the most valuable spirits brand in the world. But in recent years Johnnie Walker’s growth

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had slowed. To refresh the brand’s foundations, we sharpened our insight by applying a new lens – ‘progress with purpose’ and developed the ‘Keep Walking America’ platform in the United States. We launched on Election Night in 2016 focused on celebrating the beautiful diversity, purpose, and character that defines progress in the United States (even in difficult, divisive times). This included new audience definition to recruit new whiskey drinkers into the portfolio, specifically leveraging a connection to the Hispanic audience in the United States. The brand reignited volume sales, saw transformative growth in both Value & Volume Share, drove incredible shifts in brand equity and powerfully staked its place in culture.

**Sophie Kelly**

Senior Vice President, North American Whiskeys Portfolio Diageo

**Franke Rodriguez**

Chief Executive Officer Anomaly

**NASCAR’S EL CORREDOR: ATTRACTING LATINOS TO THE SPORT THROUGH AUTHENTIC STORYTELLING**

Overcoming cultural barriers to NASCAR fandom requires more than just traditional advertising, especially when your target audience is young Latinos. Knowing that this segment is drawn to learning and celebrating their heritage, NASCAR’s story-telling campaign focused on the journey of Aric Almirola, a Cuban-American NASCAR driver, as he explored his roots and visited Cuba for the first time. During this session, Edwin Gotay, Sr. Director of Growth Segments Marketing at NASCAR will explain this approach to authentic storytelling and how to leverage cultural cues to help your brand connect with Latinos.

**Edwin Gotay**

Senior Director, Growth Segments Marketing NASCAR

**MINOR LEAGUE BASEBALL’S “COPA DE LA DIVERSIÓN”**

“Copa de la Diversión” or “Fun Cup” is the cornerstone of Minor League Baseball’s (MiLB) new national U.S. Hispanic/Latino fan engagement initiative, MiLB Es Divertido Ser Un Fan®. Copa marries on-field competition with in-

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	<p>community outreach to engage, entertain, and delight U.S. Hispanics/Latinos in select markets throughout MiLB's U.S. footprint. MiLB and its teams communicated a consistent theme of culturally-relevant content across all marketing applications to reflect the unique characteristics of their respective fan bases. All participating teams adopted a Spanish-language moniker that accurately reflected its unique community: from the Las Vegas Reyes de Plata to the Mariachis de Nuevo México. Hear from Kurt Hunzeker, Vice President, Marketing Strategy &amp; Research at the Minor League Baseball, as he shares insight behind and results from this fun and engaging initiative.</p> <p><b>Kurt Hunzeker</b> Vice President, Marketing Strategy and Research Minor League Baseball</p> <p>TBD</p> <p><b>Nidia Serrano</b> Director, Multicultural Marketing Pandora Media, Inc.</p> <p>And more to come!</p>
2:00pm	<b>Conference Adjourns</b>