



Coca-Cola

Royal Kensington &
Johannesburg

Coca-Cola

Joburg

a world class African city

Jan 2011



Coca-Cola



The Coca-Cola Company

Joburg Open 2011



Date: 13-16/01/2011

Times: 06:00-14:00

Promoter: Sohini, Jabu, Erin, Cassandra, Bongi Sam, Tanya, Shoneez, Carlien, Suezelle, Carla, Silvia, Gina, Lauren, Shandini,

Brand Promoted:

Coca-Cola



POWERADE

Promotional mechanics: Refresh International Golfers with the Crisp taste of South Africa's Best.

Feedback on promotion: *Appreciation was in abandons, and not just for the hydration!*

The Coca-Cola Company



Joburg

Joburg Open 2011



Joburg Open

The Coca-Cola Company



Your VanElli Team

The Coca-Cola Company



Representing...

The Coca-Cola Company



The Coca-Cola Company



Still Representing... *The Coca-Cola Company*



The Coca-Cola Company



The Coca-Cola Company



The Coca-Cola Company



MISSION
ACCOMPLISHED

Coca-Cola