

INNOVATION

Nov, 2019

COCA-COLA BRASIL

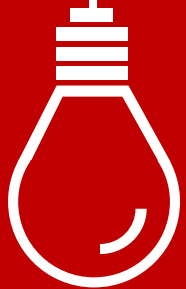




“**Inovação disruptiva** é o fenômeno pelo qual uma inovação transforma um mercado ou setor existente através da introdução de simplicidade, conveniência e acessibilidade em empresas onde a complicação e o alto custo são o status quo.”

Clayton M. Christensen, de Harvard

Coca-Cola



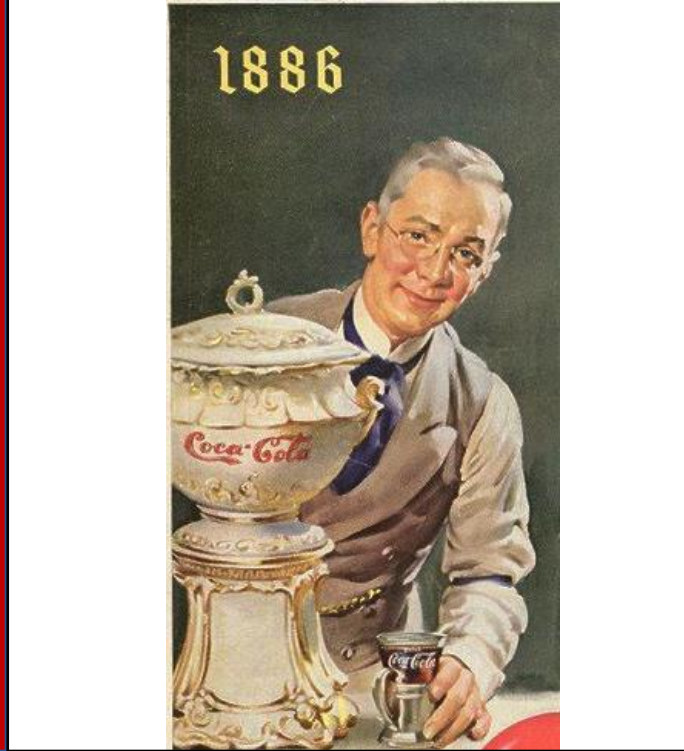
Qual foi a primeira Inovação transformacional da Coca-Cola?

Coca-Cola

1899



FOUNTAIN SERVICE



INOVAÇÃO
MODELO DE NEGÓCIO
Bebida engarrafada





Fountain



**Garrafa
Início das
franquias**



**Countour
força de
marca**



**Empresa
total de bebidas
aquisições**



**THE COCA-COLA COMPANY
beverages for life**

1886

1899

1915

1919 > 2000

2001 > 2016

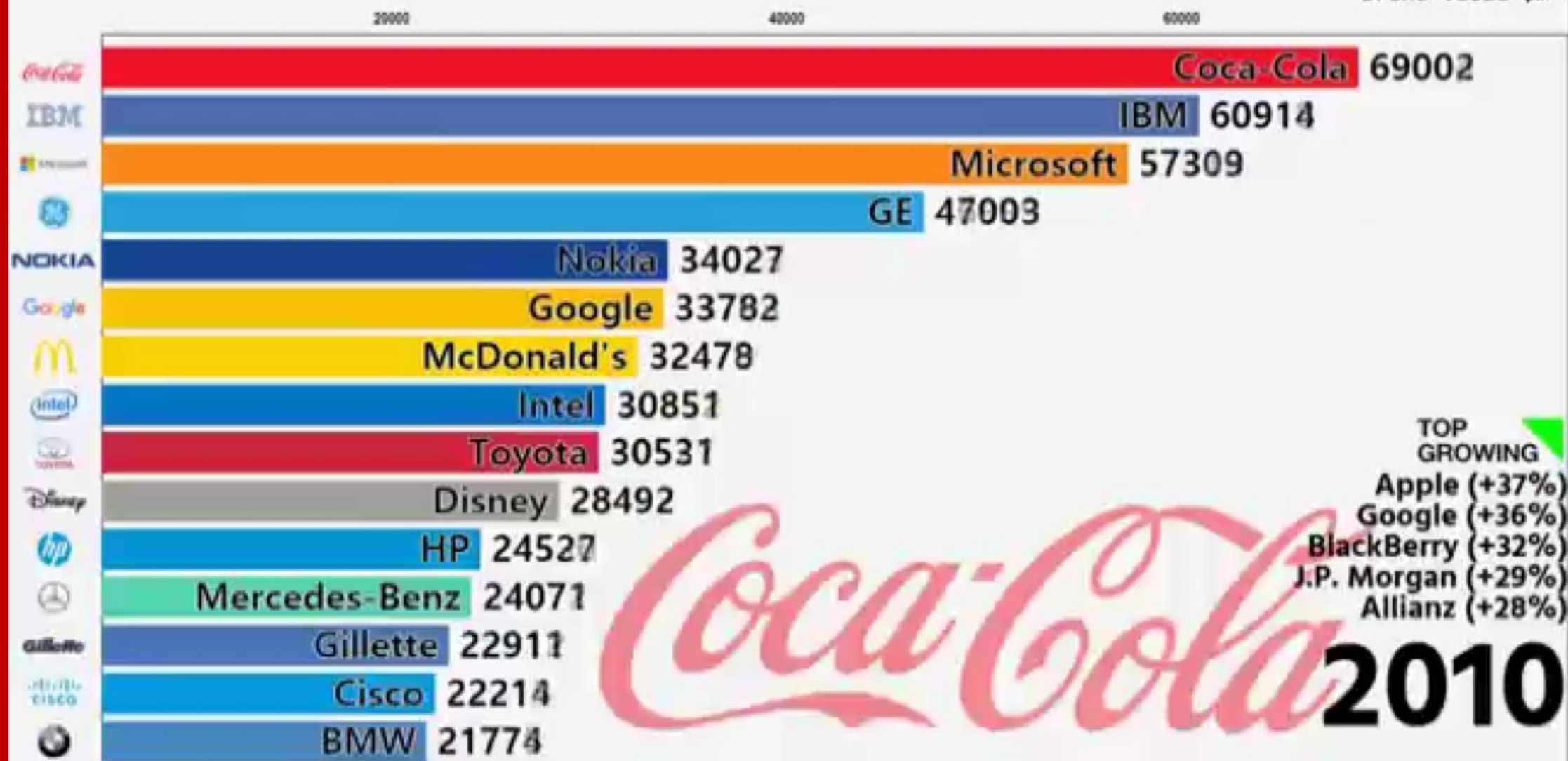
2017 >

1942



Top 15 Best Global Brands Ranking

Brand Value \$m





TEA



BEER



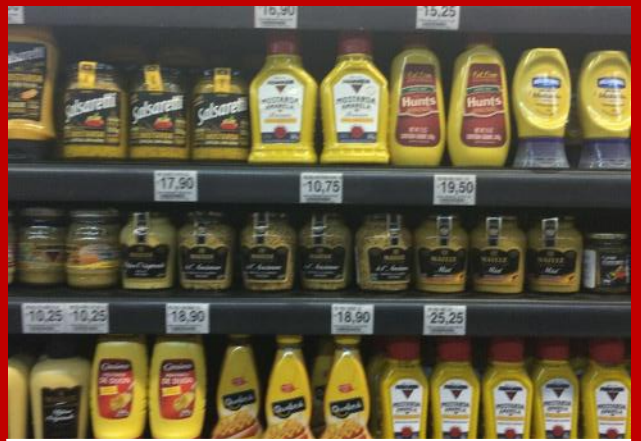
COFFEE



OLIVE OIL



RICE

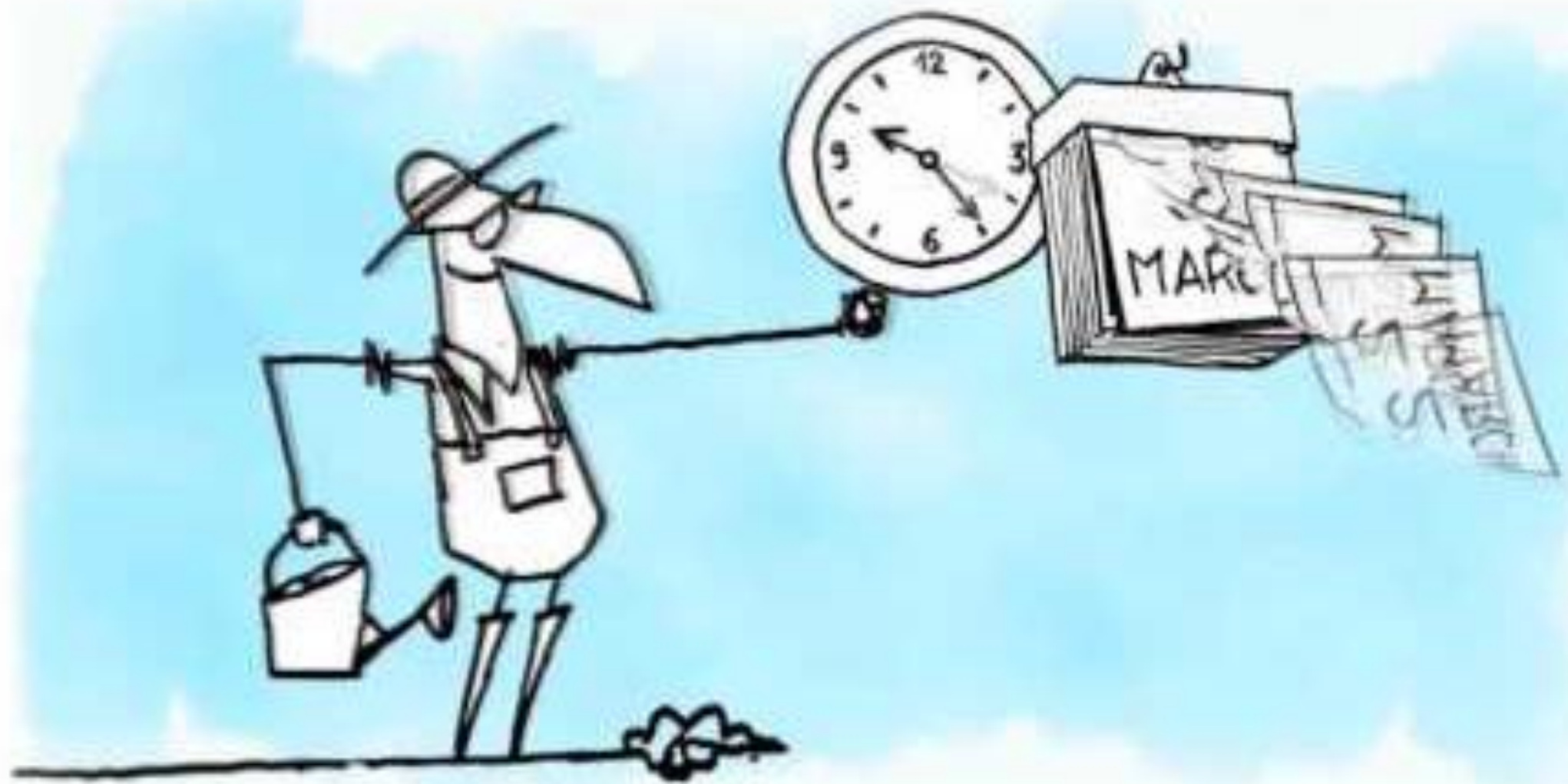


MUSTARD



CHEESE





1. Solve Problems Easily

2. Increase Your Productivity

3. Market Your Business

4. Beat Your Competitors

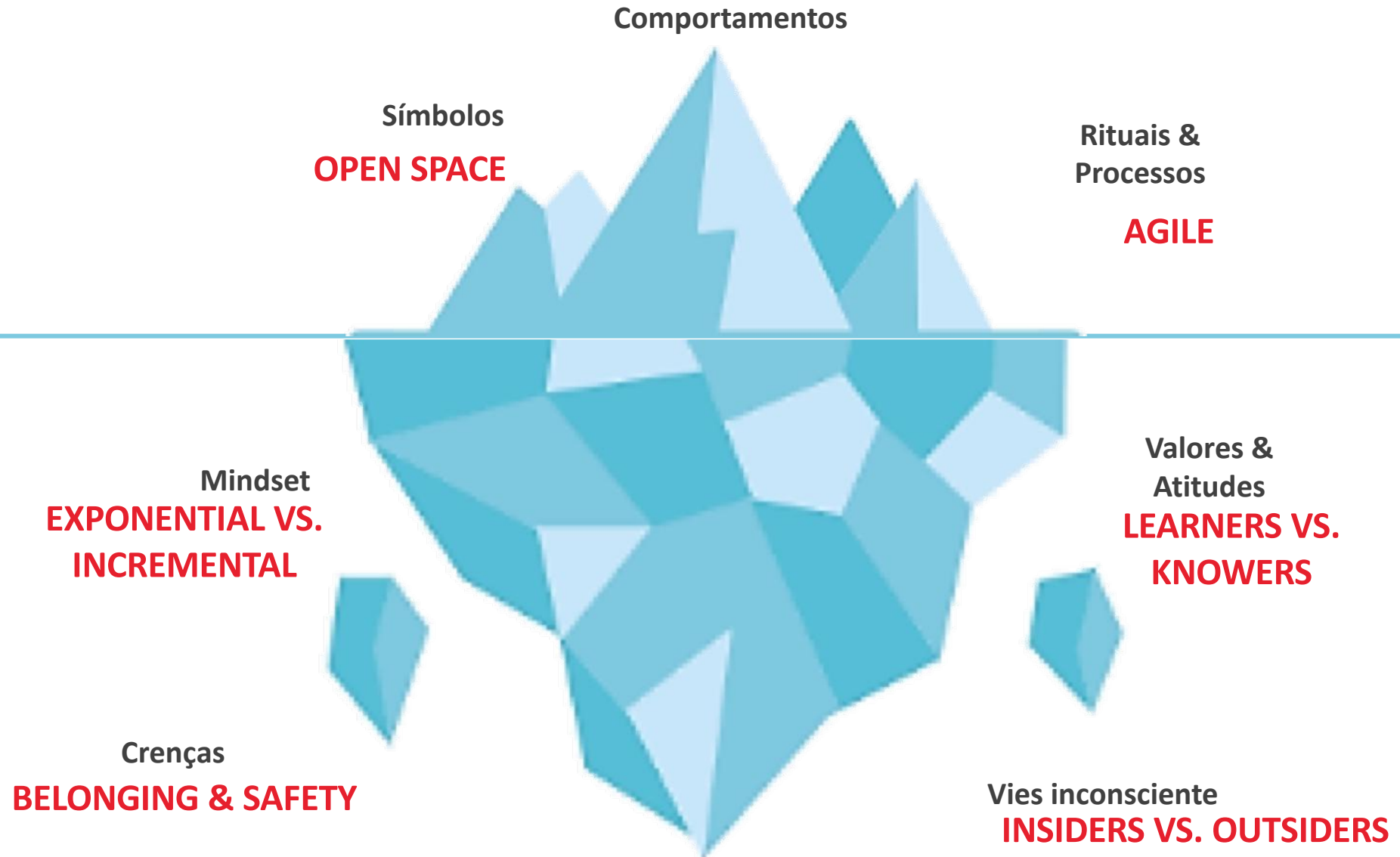
5. Attract the Best Talent



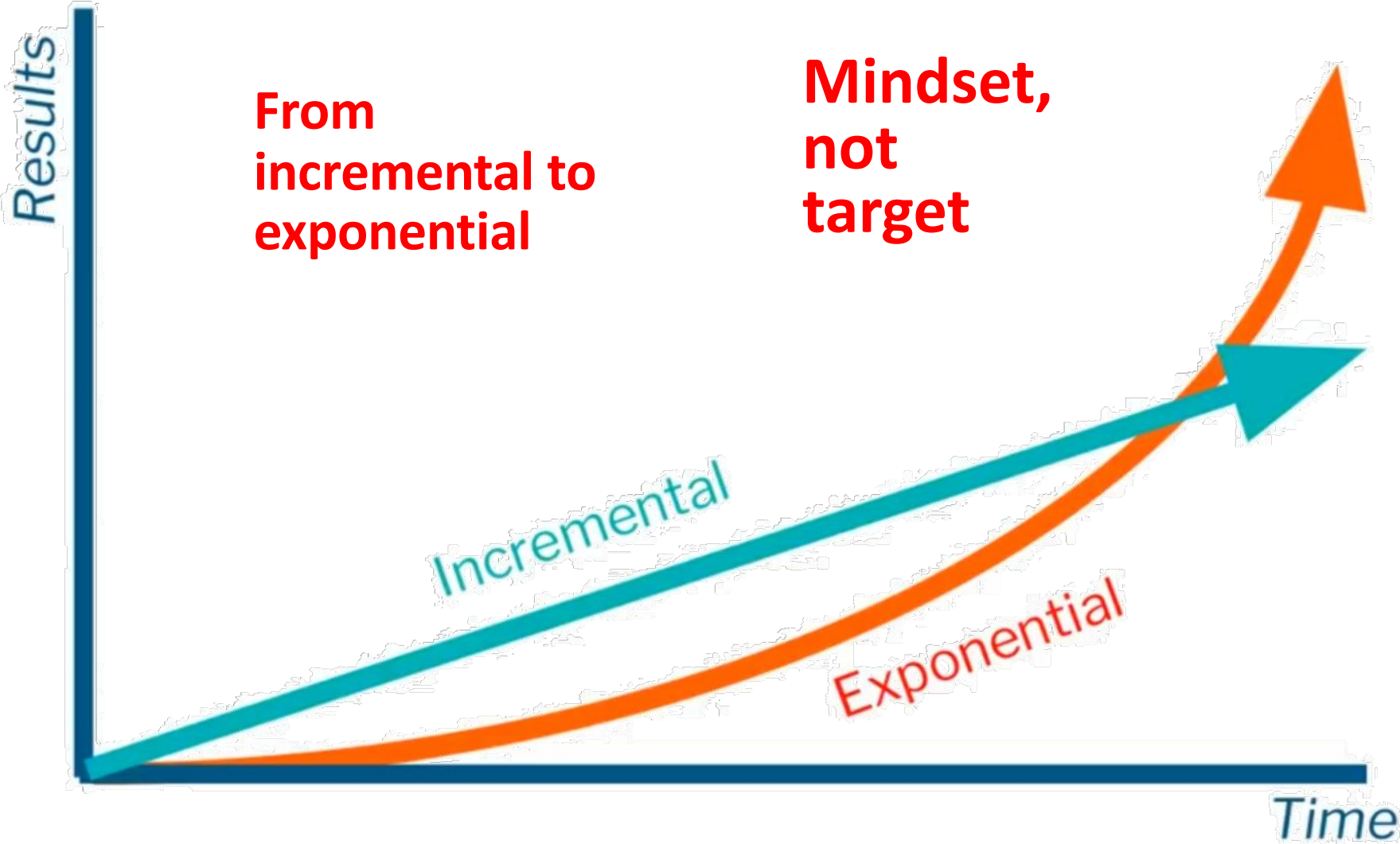
DIGITAL TRANSFORMATION

Coca-Cola

CULTURA 10X



10 X GROWTH



Not like this....



1



2



3



4



Like this!



1



2



3



4



5



by Henrik Kniberg

GOOGLE'S 9 PRINCIPLES OF INNOVATION

Innovation comes from everywhere

It is the job of everyone to innovate, from top to bottom and many times, by allowing each employee the opportunity to contribute to big innovative ideas, you will get some surprising results.

Focus on the User

Solve customer problems. Design a beautiful and useful user experience, and the revenue will follow.

Bet on Technical Insights

Think about whether your business has any unique insights or information assets that can be used and combined to innovate something new

Launch and Iterate

Ship your products out to market early and often rather than waiting until they are absolutely perfect to take them to market. The most important button on any product is the feedback button.

Think 10X

If you improve your process a little each day, you only achieve incremental progress. Innovative change means you need to think about how to change things by 10X

Default to open

By opening up your development to the world, you are tapping into a huge community of all the top 1% minds in the world.

Fail Well

If you don't fail often, you're not pushing the boundaries of innovation. Failure is a badge of honor. Be honest about it and fail with pride.

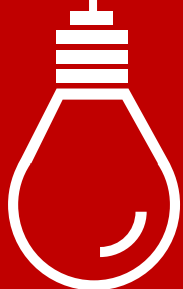
Have a Mission that Matters

The most important principle for innovation in your organization is having a mission that people can believe in. Having a sense of mission and purpose gets people in the door every day with the need to be innovative.

20% Time

Give your employees 20% of their time to focus on the items they are most passionate about. This truly allows everyone in the organization the time to act on their innovative spirit.

Como fazemos Inovação?



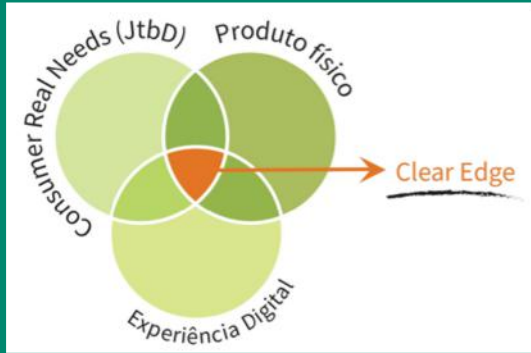
Coca-Cola

Consumer Centric Culture



We have created a startup within CCIL to launch solutions (physical and digital)

Scope



Structure

- Time 100% dedicated
- Authonomy (decision)
- Agile Methodology



P1 Healthiness



- Isabel:
HEC / 30-35 - Mãe - Casada, A/B

P2 Cool Matters





Recipe co-created with the consumer in a new brand

YAS - exalts soda positives and celebrates permissibility



100% NATURAL
INGREDIENTS

SUGARED ONLY
WITH FRUIT

NO
PRESERVATIVES

ECOSYSTEM



Givaudan®



IFF
International Flavors & Fragrances

EXPERIMENT TO EVALUATE LABEL CHANGE

Investment: R\$ 240

Answers : 3.000

Time: 3 days



YAS criou uma enquete.

Ontem às 11:15 · 🌐

Estamos pensando na nova embalagem para o nosso refri 100% natural. O que vocês preferem?
#SAYYAS



Transparente



Colorido

Continuous Dialogue with Consumer





THE COCA-COLA COMPANY

beverages for life

