

Coca-Cola Indústrias Ltda in Soft Drinks (Brazil)

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Abstracts

Coca-Cola Indústrias continues to invest in added-value soft drinks as a strategy to overcome carbonates' slow performance. Superfruit juices under Del Valle Reserva are one example of this strategy, along with the facelift and repositioning of Leão Fuze in RTD tea. Through advertising and other marketing campaigns, the company restates the concept of happiness and wellbeing, associating the consumption of its products with inclusion.

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