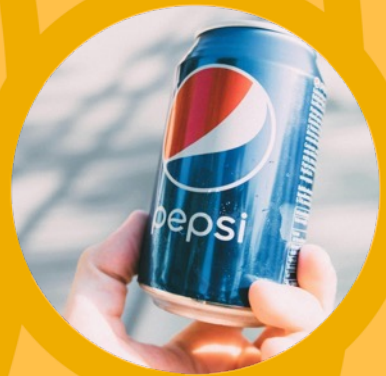
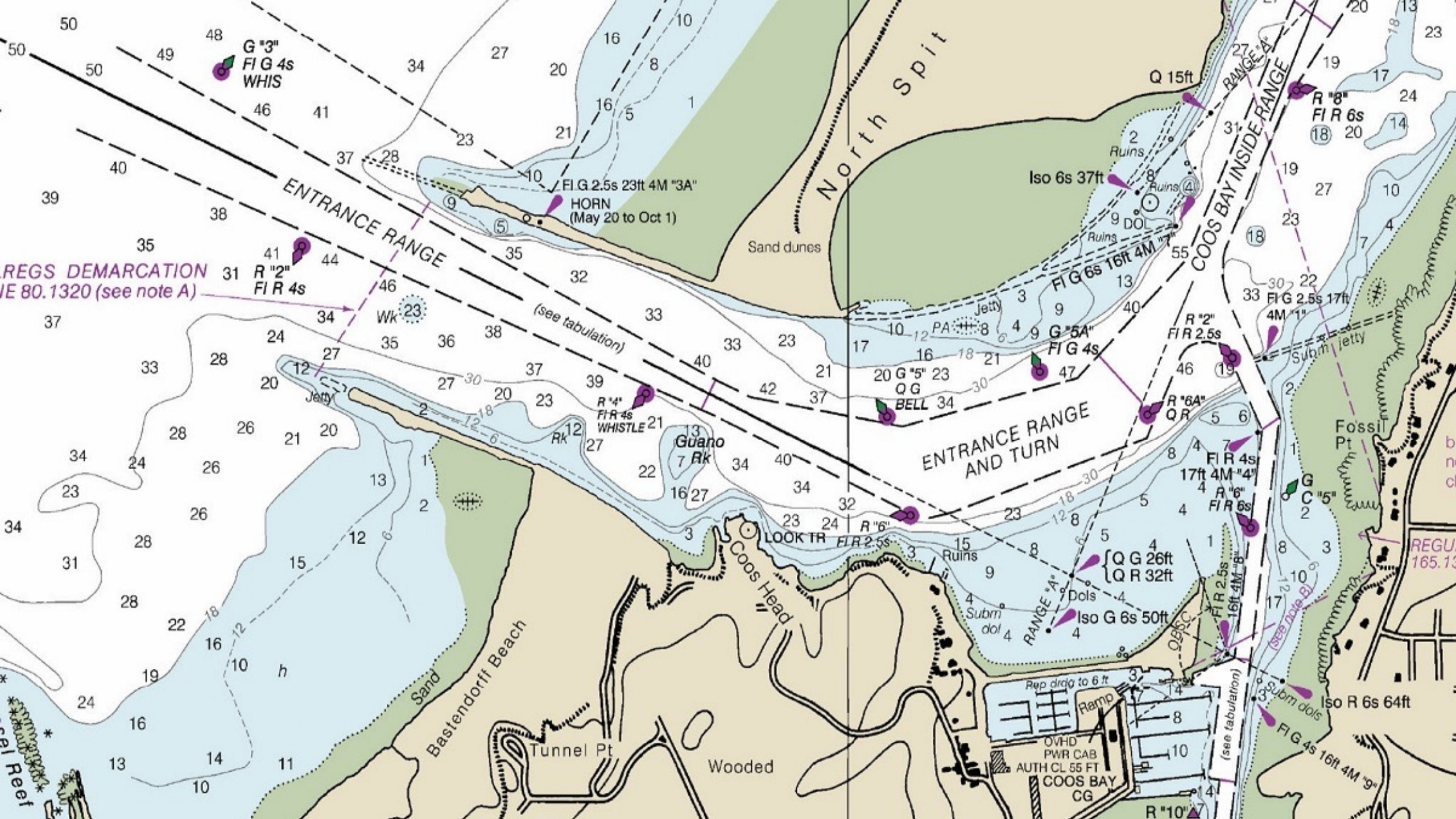
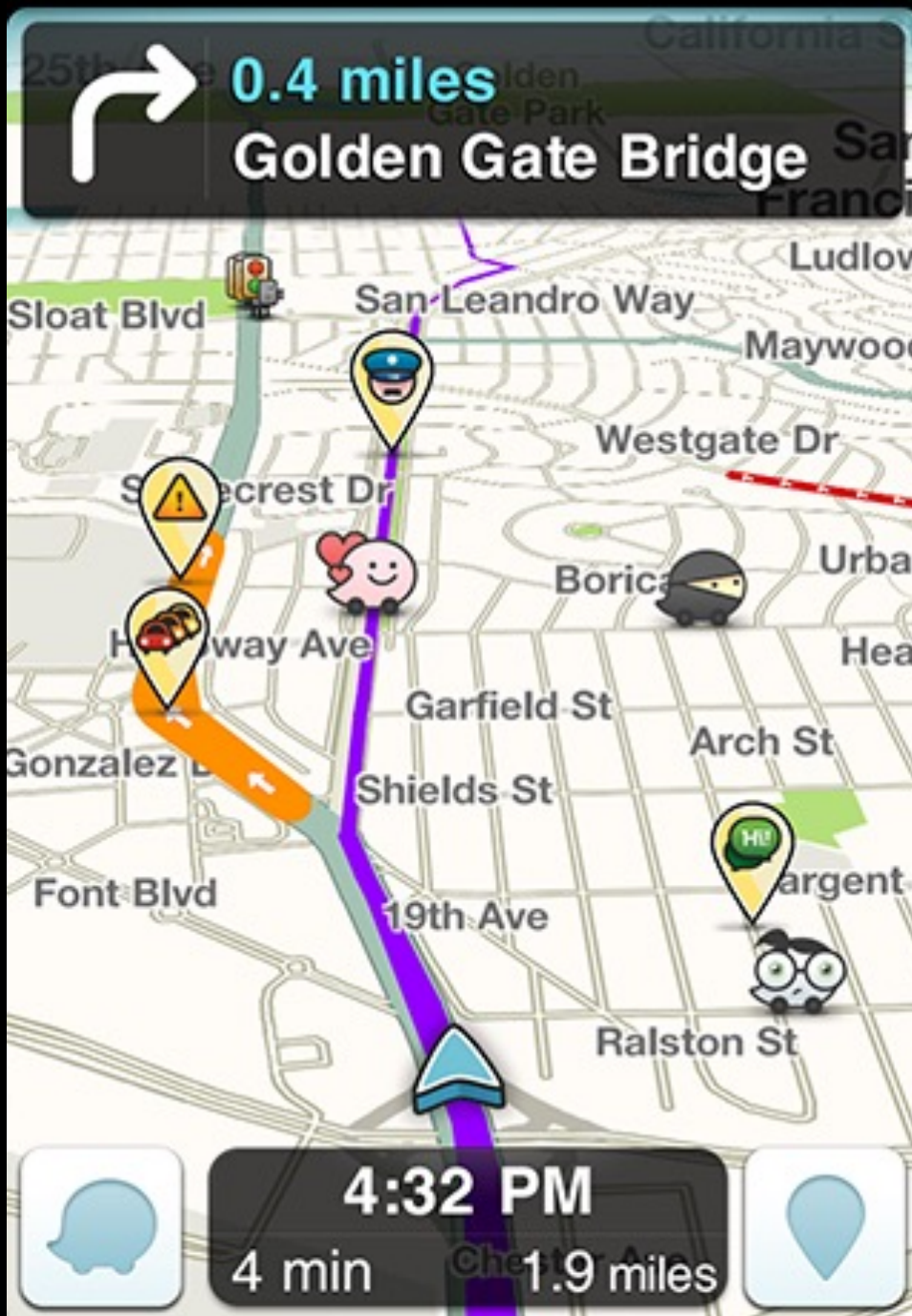


***Hey Siri...
Take me to
sustained growth.***









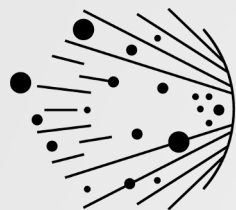
ALPHA
DIVER

For **today**:

- ✓ If you're a founder / marketer: assess your brand's situation, and the key things to focus on to grow.
- ✓ If you're an investor, wholesaler, or retailer: where the puck is going, and how to evaluate investments, acquisitions, and opportunities.

THE BEV™ 50





PSYCHPULSE™
MEASURE AND DATABASE

**This represents the U.S.
general population.**

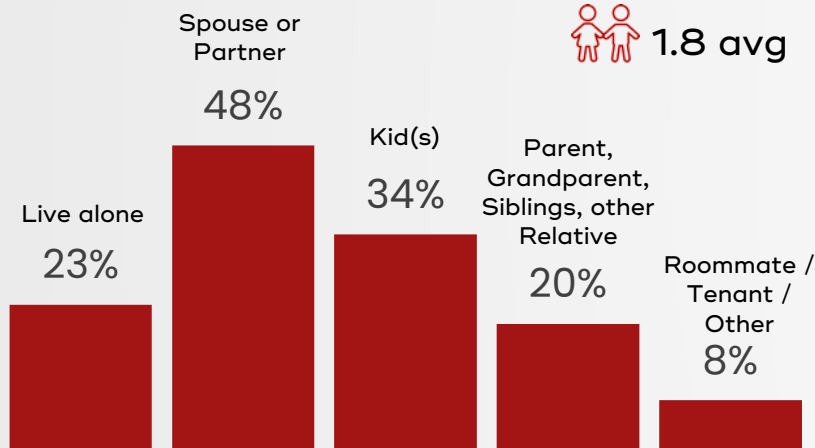
'24 n = 1,500,
total database ~45,000

HH Composition (Avg 2.8 people)

of kids in HH



1.8 avg



Gender



Female
52%



Male
48%



Locality



Suburb
45%



Rural
24%



City
31%



Avg Age



44 Years Old

Med HH Income



\$50,000

Avg SES Self-Perception



5.5 / 10

Ethnicity (Select all)

Caucasian /
White (non-Hispanic)

68%

Hispanic /
Latino(a)

13%

African
American / Black

16%

Asian / Pacific
Islander

5%

Native American /
Multi / Other

4%

Generation

Gen Z (18-27)

19%

Young Millennials
(28 - 33)

12%

Older Millennials
(34 - 43)

21%

Gen X (44 - 59)

26%

Boomers (60 - 75)

23%

We measure
psychology.

Click on the word cloud that fits best.



Learning
Information
Knowledge
Truth Seeking

Innovation
Creativity
Improvement
Optimization

Accomplishment
Results
Determination
Make it happen

Precision
Details
Organized
Process

Thinking about brands like this...

What bothers you most?



Mentally taxing
Complicated
Confusing
Choice overload
Attention demanding
Mentally stressful
Disappointing

Physically difficult
Physically tiring
Uncomfortable
Unsafe
Unhealthy
Feel unwell

Social pressure
Judgment
Ridicule
Conforming
Being imposed upon
Crowds
Rudeness

Being rushed
Not enough time
Takes too long
Delays
Waiting
Bad time management
Scheduling difficulties

High prices
Bad money management
Hidden expenses
Bad deals
Unfair prices
Not enough money
Price shopping
Inconsistent prices





**Our job as Human Insights
at The Coca-Cola Company
is to help answer questions
we know our consumers
can't directly answer...**

**because they don't know
the answer themselves.**



**We can measure what we
already know, but how
can we uncover what we
might be missing?**



**We were looking for
deeper insights across
our key markets to
accelerate growth...**



INTEREST

&

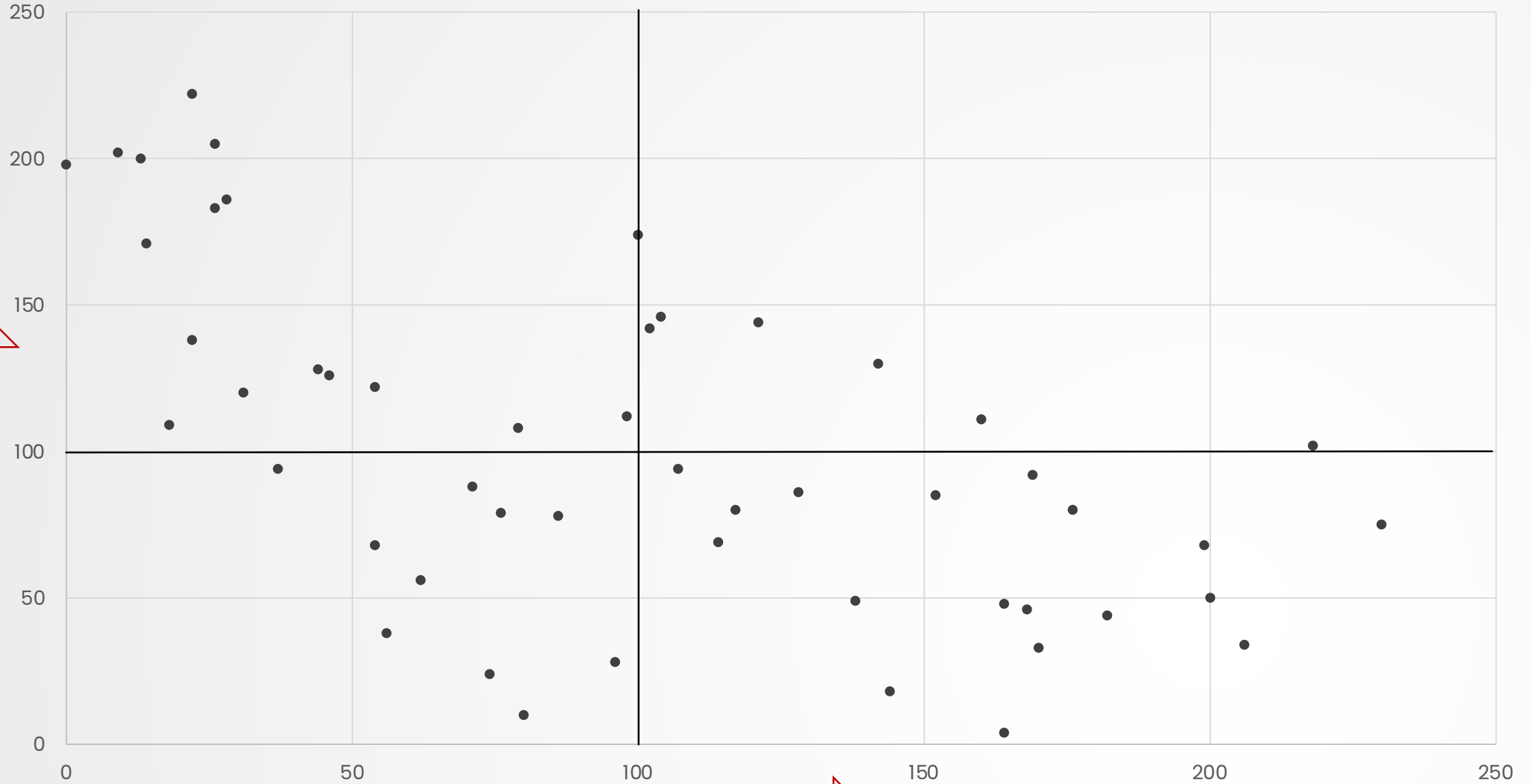
ACTION



Exploration

BEV50 BRANDS

Promised Land



INTEREST



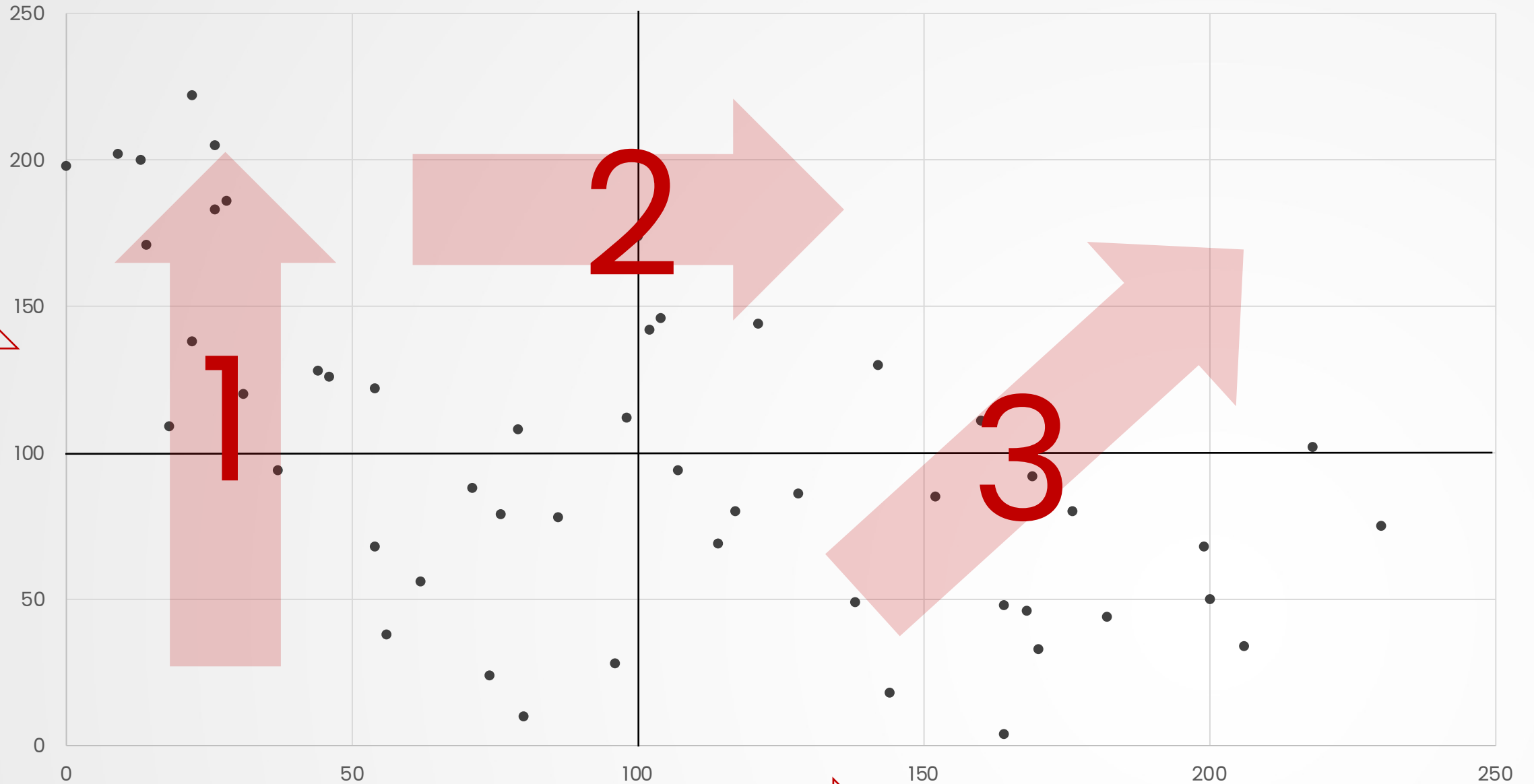
ACTION

No-Man's Land

Routine

Exploration

Promised Land



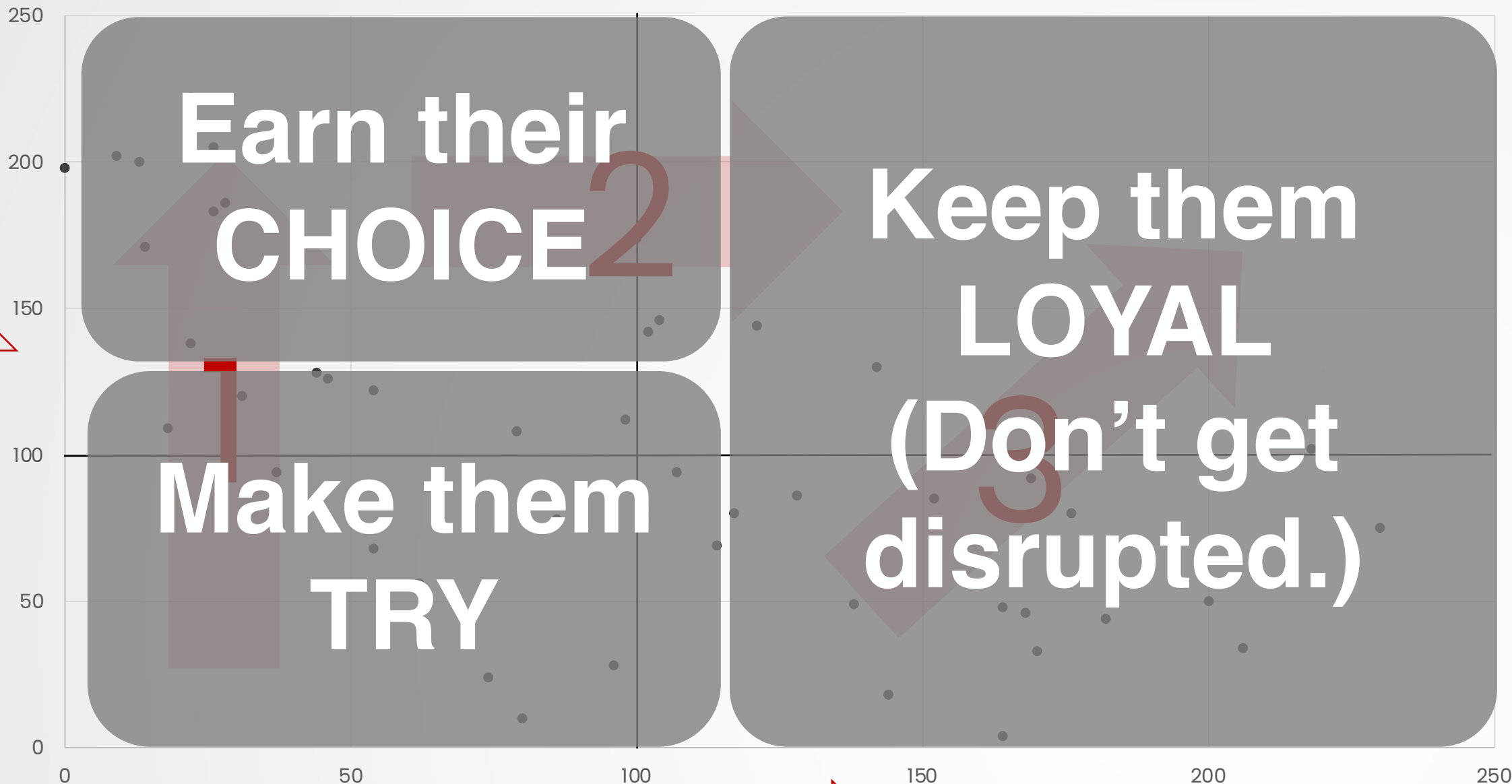
No-Man's Land

ACTION

Routine

Exploration

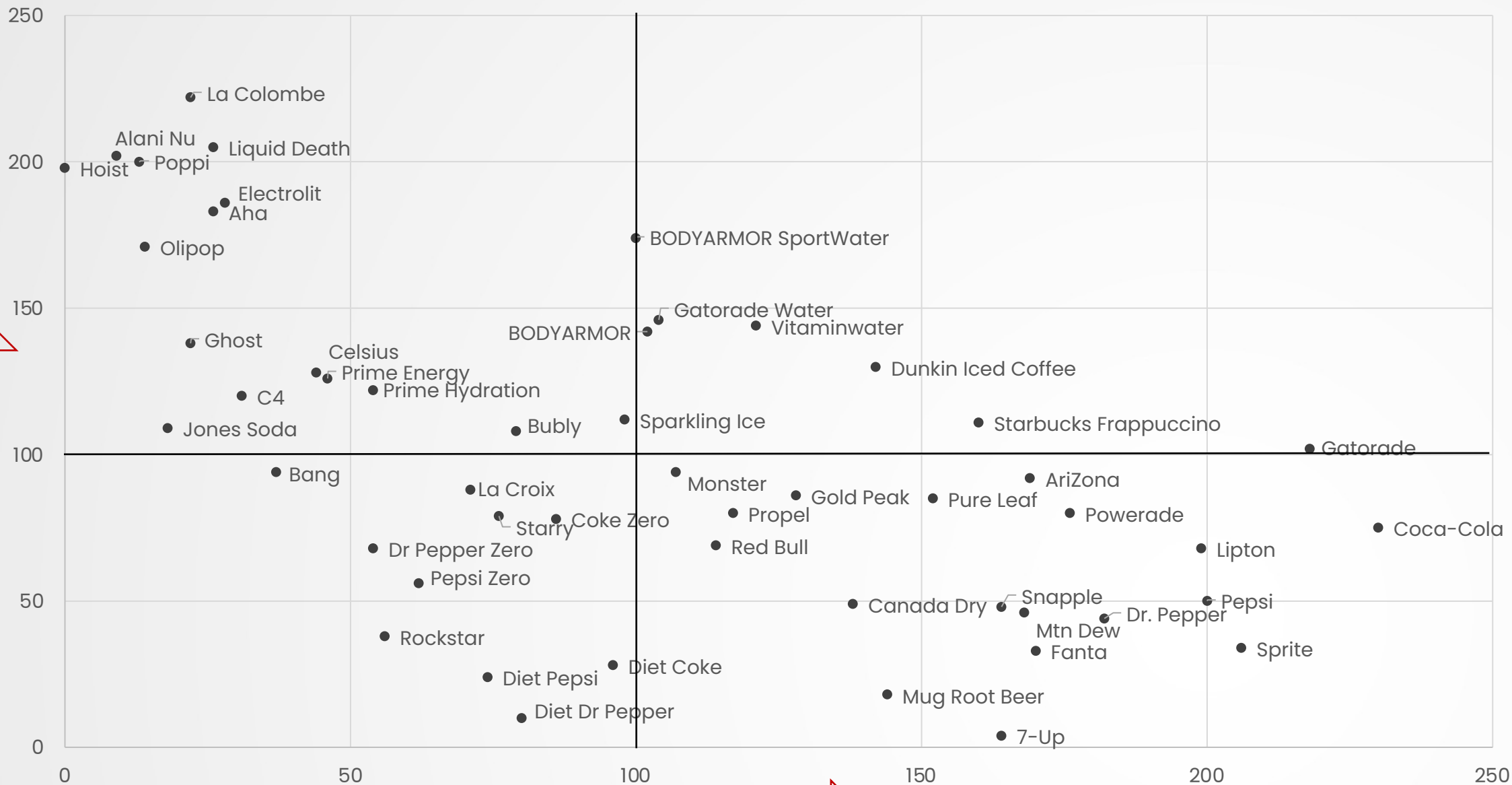
Promised Land



Exploration

BEV50 BRANDS

Promised Land



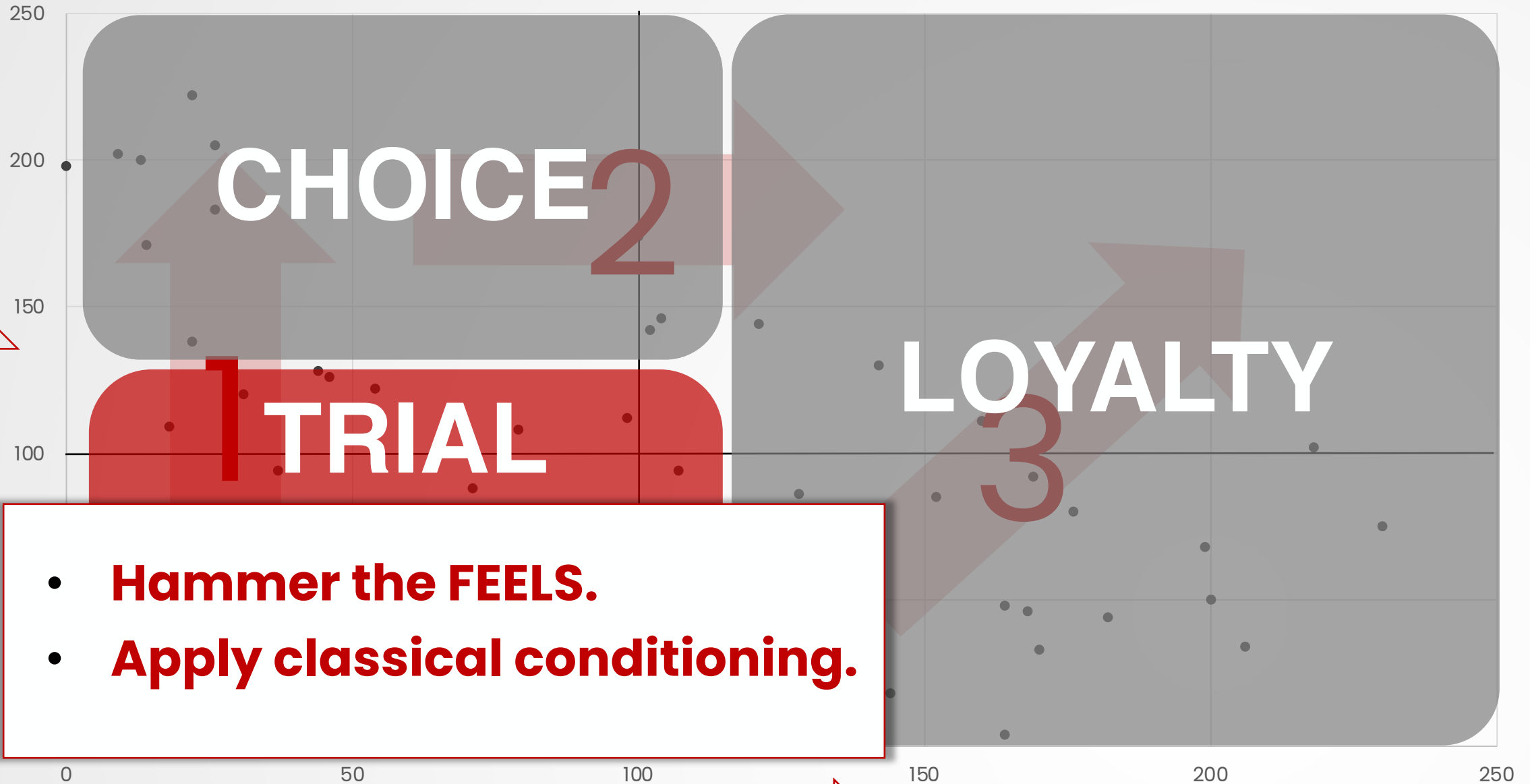
No-Man's Land

ACTION

Routine

Exploration

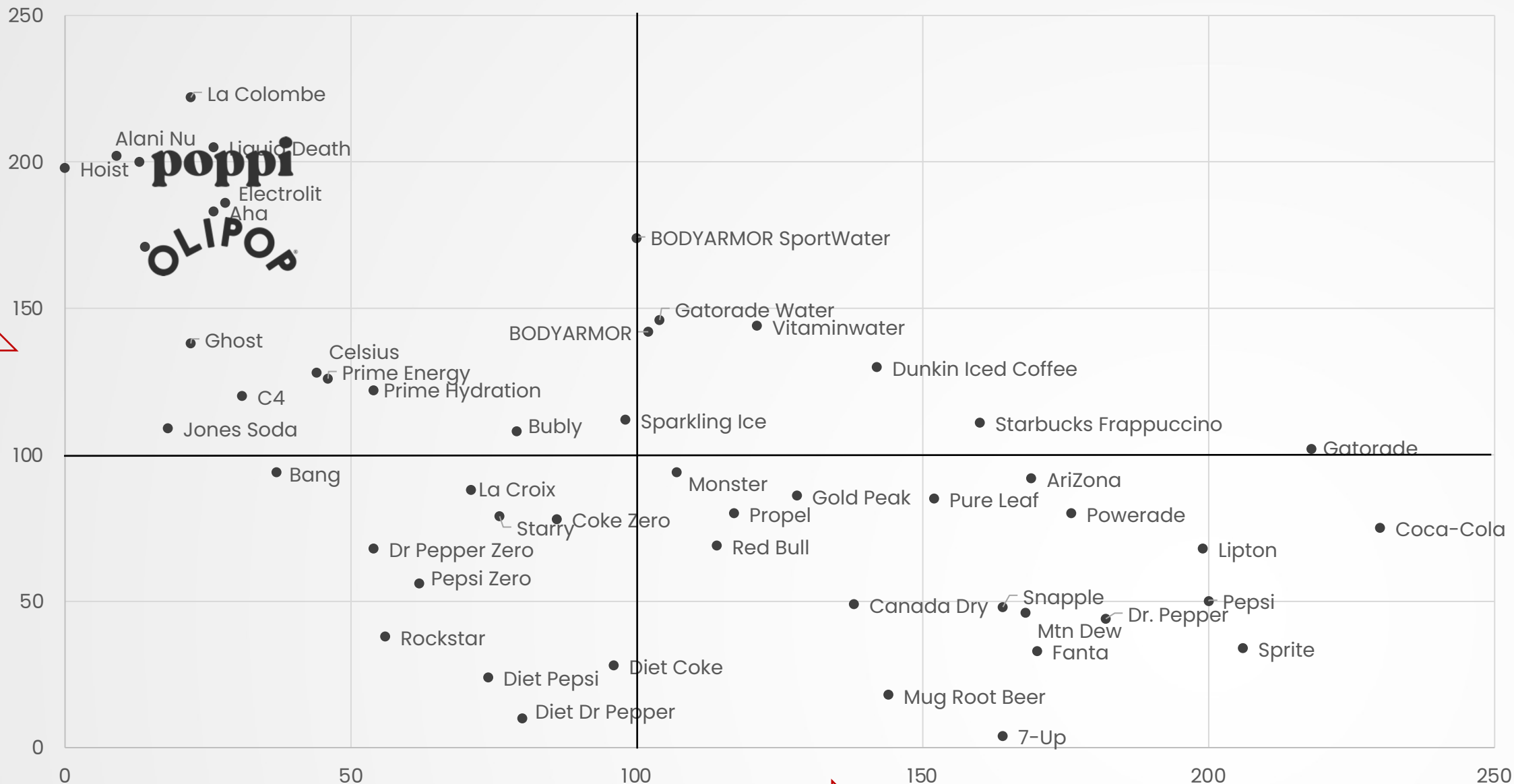
Promised Land



Exploration

BEV50 BRANDS

Promised Land



No-Man's Land



Routine

TRIAL:

Hammer the FEELS.

⚙️ **Function**

⚡️ **Experience**

🔄 **Conformity**

⚡️ **Impulse**

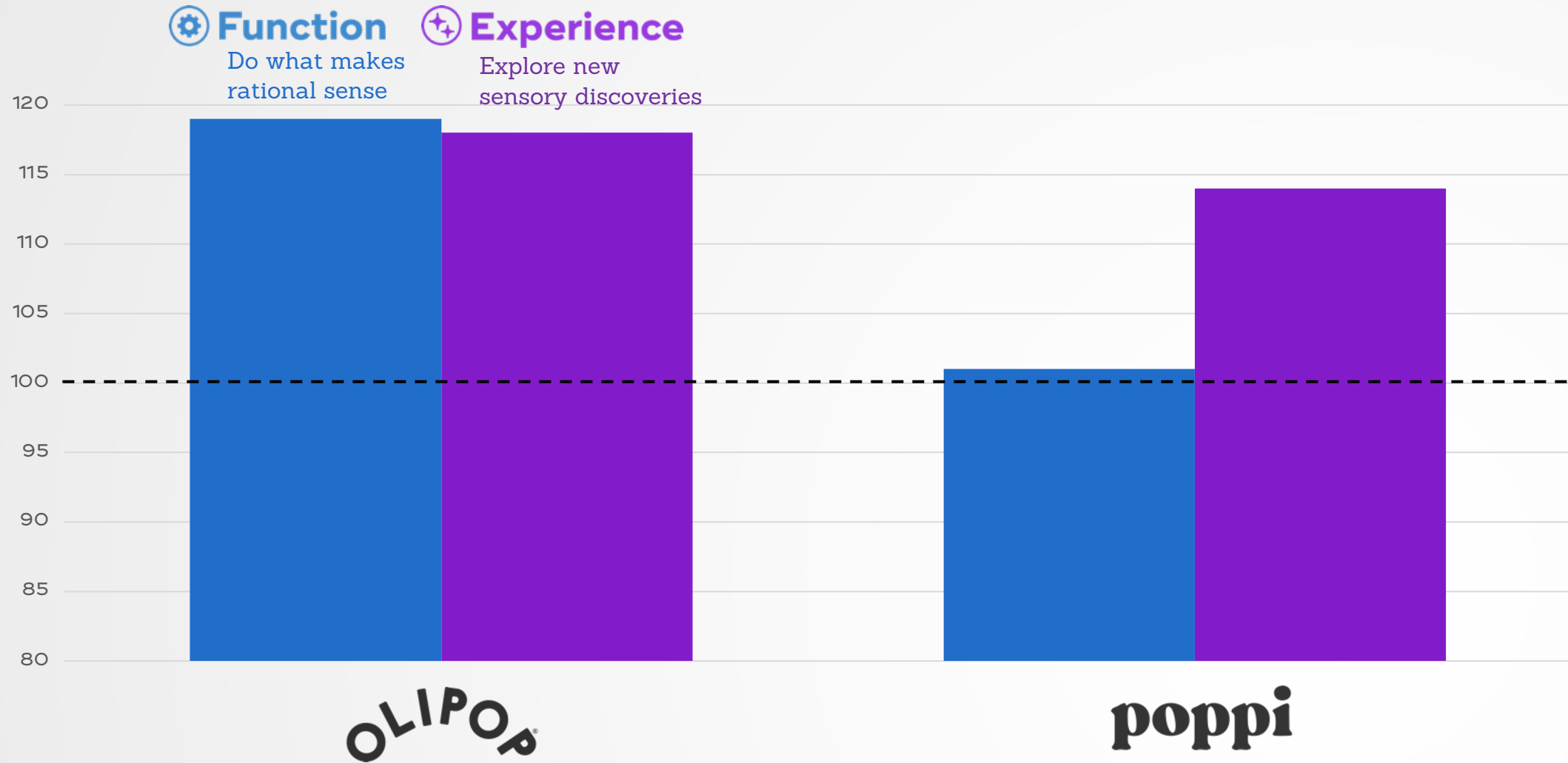
The growing US thirst for functional soda

US demand for healthier sodas is buoyant. Simon Creasey looks at what's driving the category and weighs up its prospects.



just-drinks.com

How it FEELS is just as – or more – important than what it does.



⚙️ Function



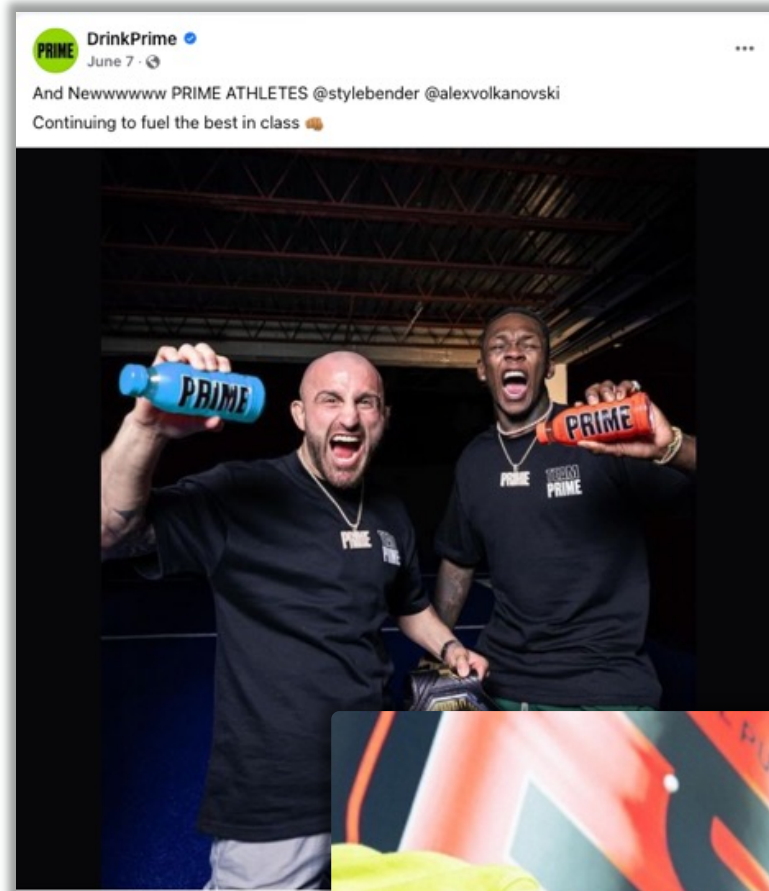
✨ Experience



+15% Interest

vs. Olipop

TRIAL: Apply classical conditioning.



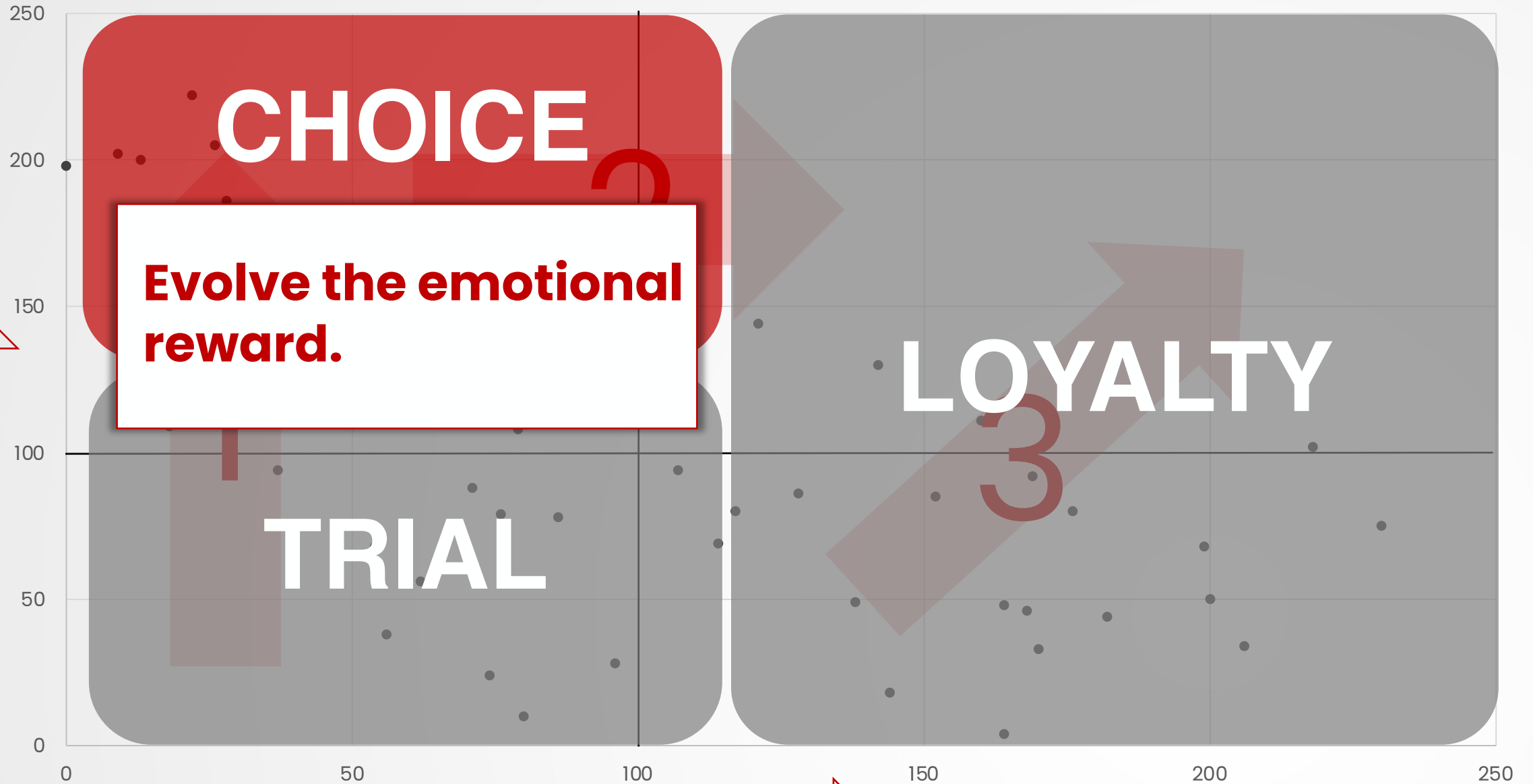
TRIAL:
**Apply classical
conditioning.**

But then...



Exploration

Promised Land



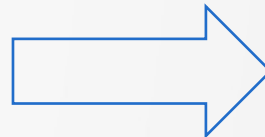
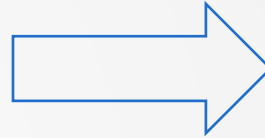
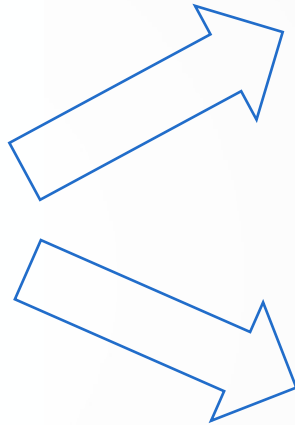
No-Man's Land

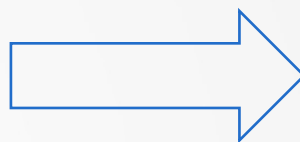
ACTION

Routine


CHOICE:
Evolve the
emotional reward.







CHOICE:
Evolve the
emotional reward.



YOUR PARTNER IN AN ACTIVE LIFESTYLE

CLINICALLY PROVEN TO FUNCTION

Stay active and energized all day long with CELSIUS by your side. CELSIUS powers active lives every day with essential, functional energy. We're different from other energy drinks because we focus on movement. When combined with exercise, our formula is clinically proven to boost your

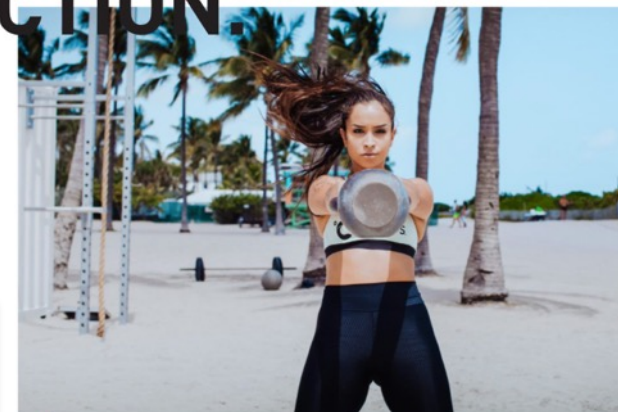
A FITNESS DRINK THAT IS CLINICALLY

PROVEN TO FUNCTION



BURNS CALORIES

A study conducted by the Division of Exercise
Science and Sports Nutrition at the Ohio



OUR PRODUCTS

THE ORIGINAL CELSIUS

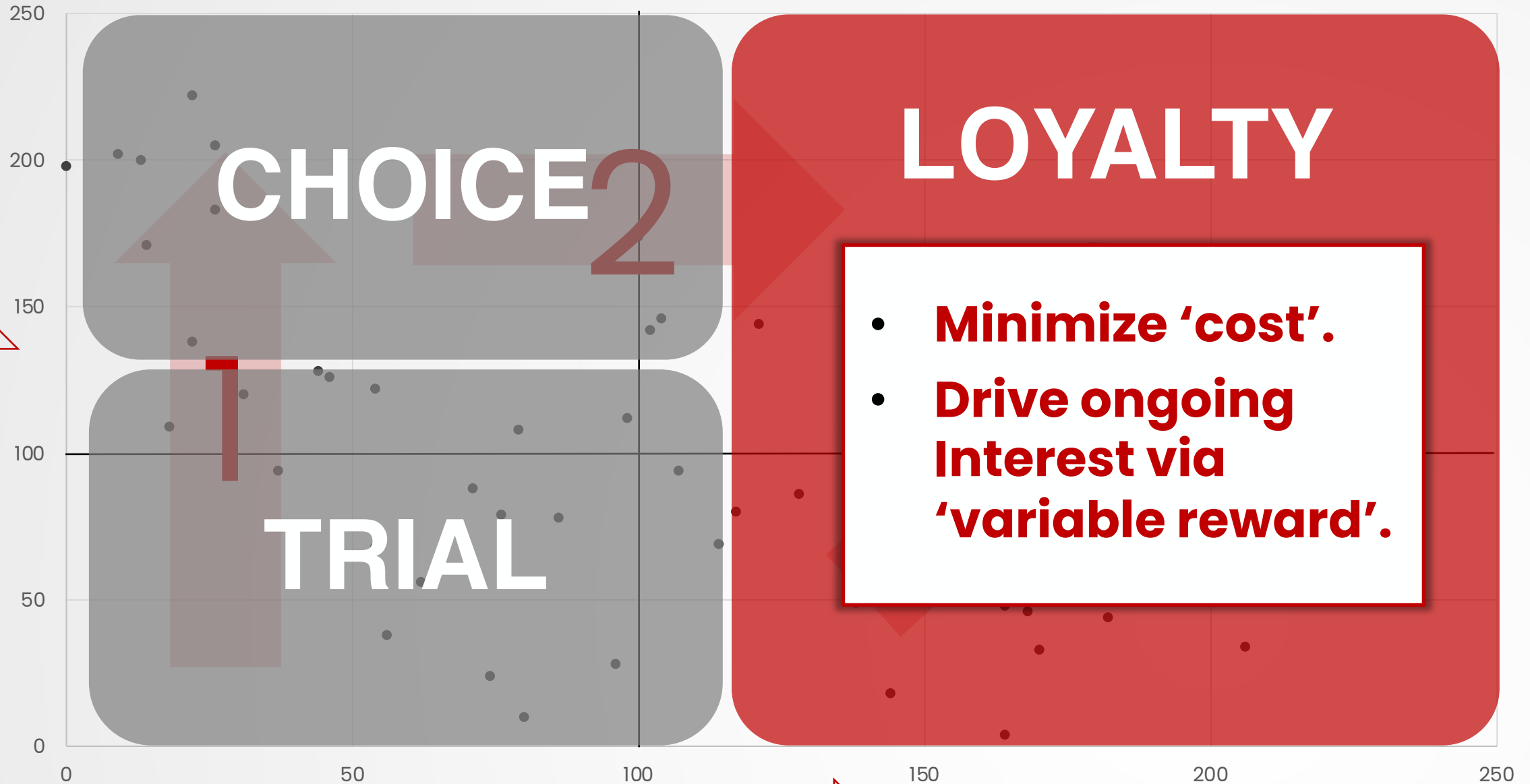
CELSIUS is clinically proven to accelerate your metabolism and provide essential energy. Transform your workouts with our delicious range of sparkling and non-carbonated flavors.

LEARN MORE +



Exploration

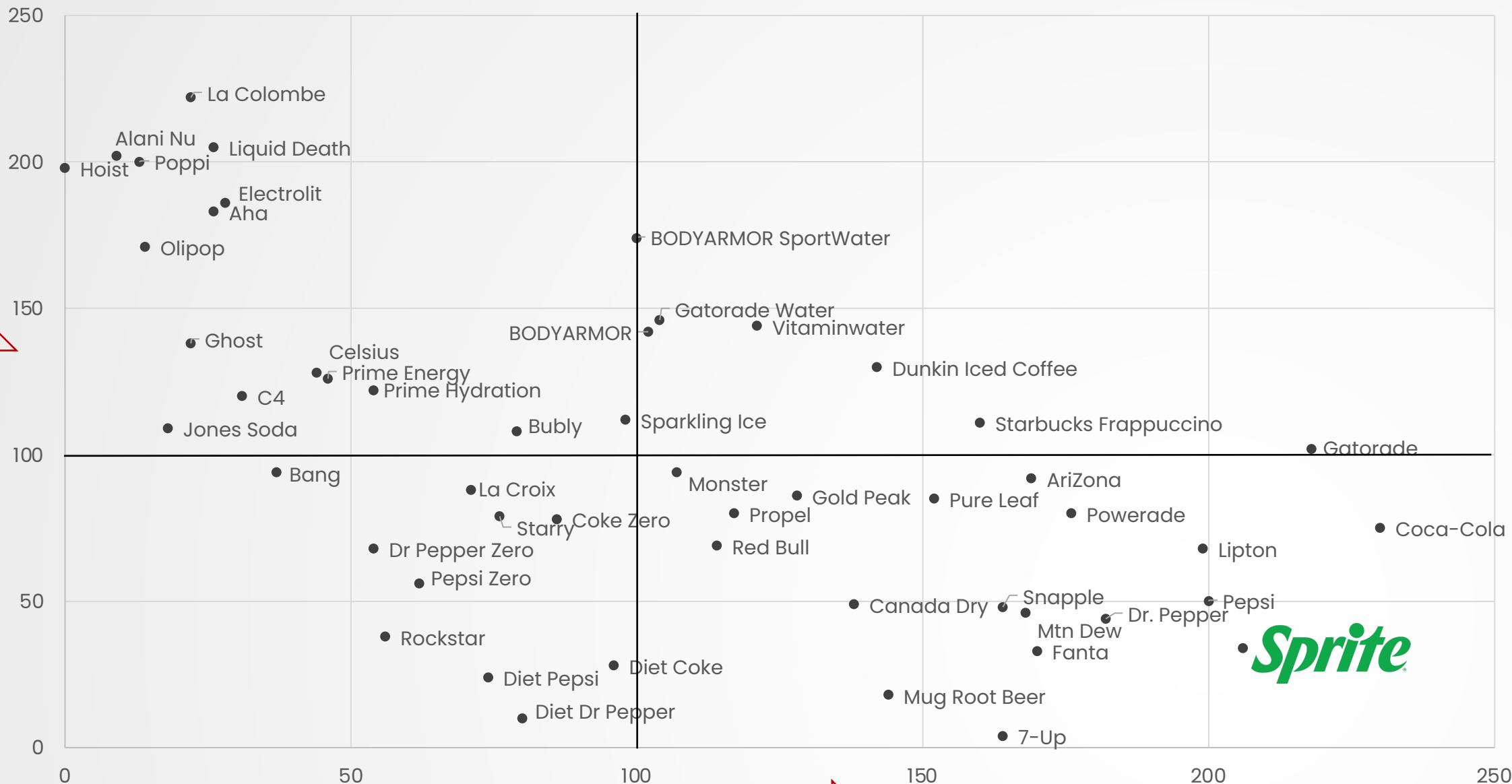
Promised Land



Exploration

BEV50 BRANDS

Promised Land



No Man's Land



Routine

LOYALTY:
Minimize 'cost'.



Sprite

♥ **Emotional**

⊕ **Physical**

👥 **Social**

🕒 **Time**

💰 **Price**

LOYALTY: Minimize 'cost'.

① Emotional

② Physical

③ Social

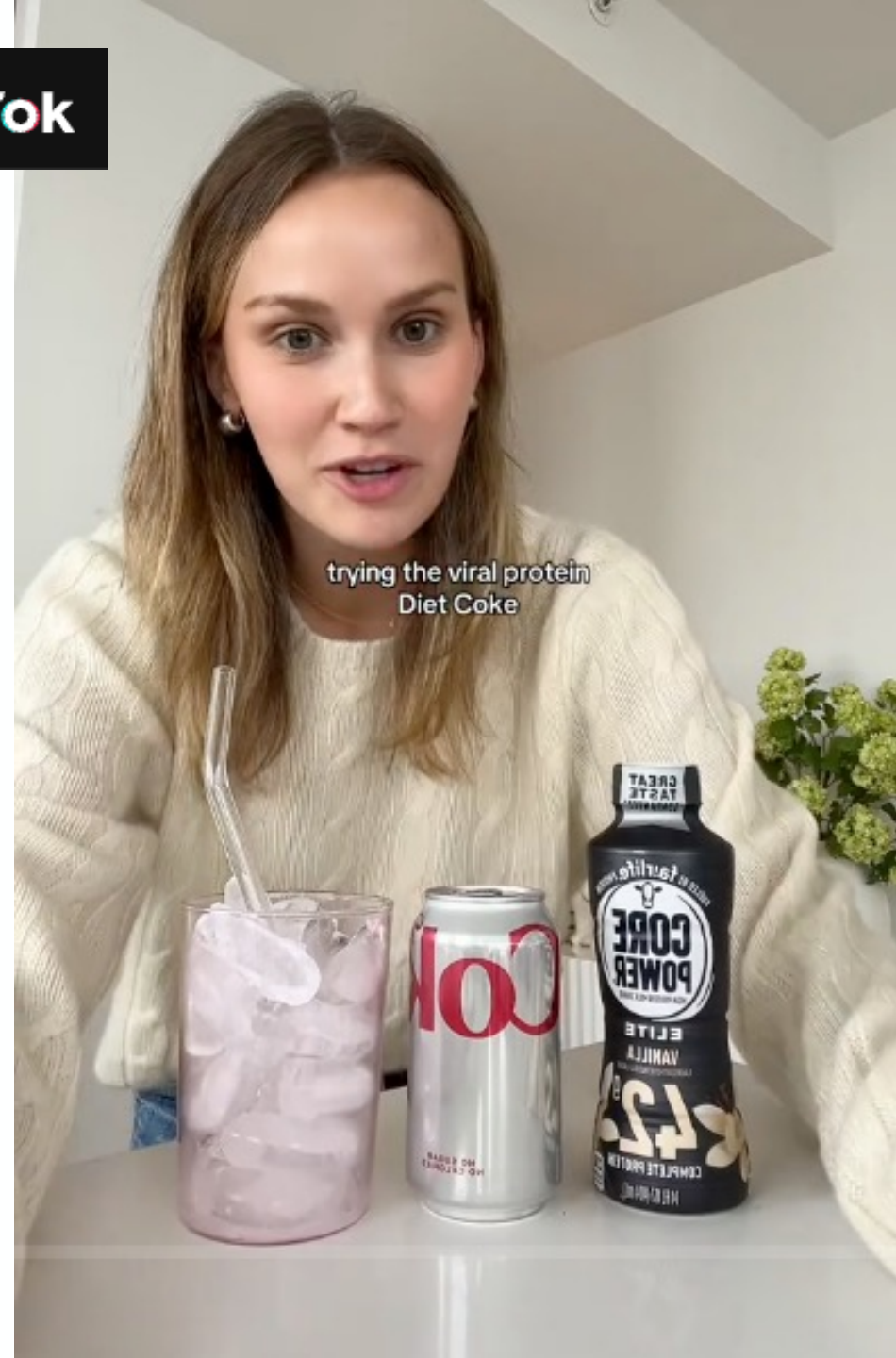
④ Time

⑤ Price



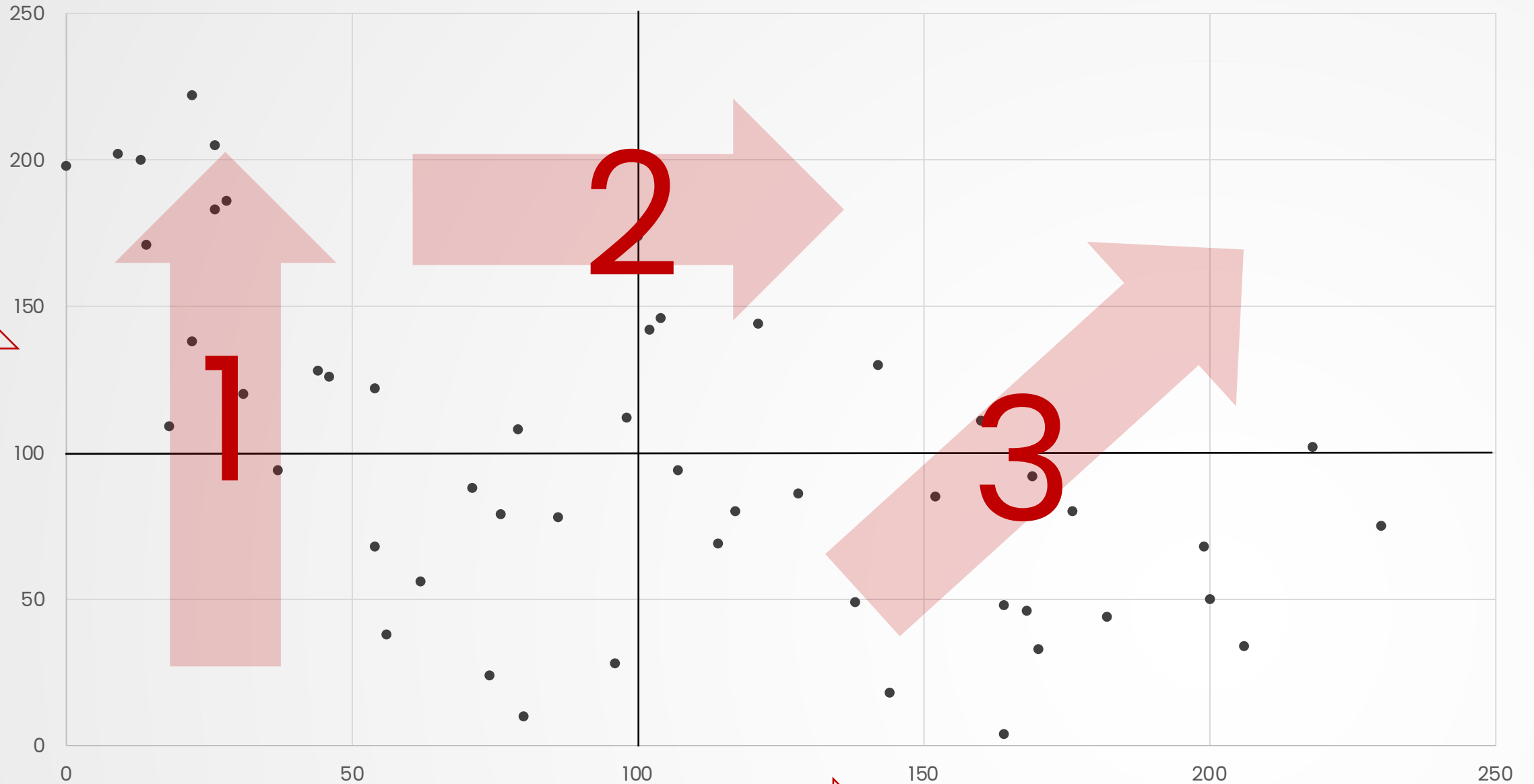
Discovery: Infrequent users feel more **time pressure.**

LOYALTY:
Drive ongoing
interest via
'variable reward.'



Exploration

Promised Land



ACTION

Routine

No-Man's Land



1. Make them TRY

- Hammer the FEELS.
- Mean one thing, everywhere.

2. Earn their CHOICE

- Evolve the emotional reward.

3. Keep them LOYAL

- Minimize 'cost'.
- Drive ongoing Interest via 'variable reward'.