



Coca-Cola

SOCIAL CENTER

#ragancontent

What is SOCIAL CENTER?



Coke's in-house agency that integrates listening, analytics, creative, community management and media to deliver smarter, better, faster and more efficient real-time marketing across the portfolio.

[#ragancontent](#)



Why was it
created?

20 BRANDS

14 AGENCIES

How was it built?



5

*Agency
Partners*

4

*Social
Functions*

3

Squads

Is it improving Coke's social?

SMARTER

BETTER

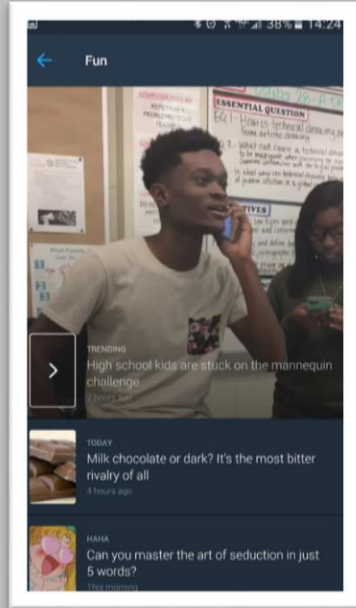
FASTER

MORE

EFFICIENT



The Mannequin Challenge



Friday 11:00am

Challenge



Friday 2:00pm



Saturday 8:00am