

**COMPREHENSIVE EXAM:
COCA-COLA
SWOT & STRATEGIC INSIGHTS**

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COCA-COLA SWOT

Strength (Internal)

- **Global trust and legacy:** Coca-Cola already holds generations of brand loyalty and credibility, which makes consumers more open to trying something new under its name.
- **Built-in reach and resources:** With one of the strongest global distribution networks and marketing infrastructures, Coca-Cola can scale this product fast and effectively.
- **Strong storytelling foundation:** The brand has always led with emotion and connection, allowing this new narrative of calm and balance to feel like a natural next chapter.
- **Cultural fluency:** Coca-Cola has experience working with artists, athletes, and creators, which makes a potential partnership feel like a natural extension of its brand DNA.
- **Sustainability credibility:** Existing ESG and sustainability commitments help position Coca-Cola as a brand that takes wellness and environmental responsibility seriously.

Weakness (Internal)

- **Health perception gap:** Coca-Cola is still often associated with sugar, caffeine, and indulgence, which can make a wellness product feel unexpected or even conflicting.
Complex regulations: Inconsistent CBD laws across different regions may slow product rollout and complicate marketing claims.
- **Authenticity challenge:** A partnership must feel genuine to wellness-minded audiences or risk coming across as performative.
- **Authenticity concerns:** Wellness-focused consumers might question whether Coca-Cola's pivot into the CBD space is genuine or opportunistic.
- **Higher production costs:** Sourcing clean, traceable CBD and ensuring compliance with safety and quality standards can significantly raise production costs.

Opportunities (External)

- **Booming wellness culture:** The global focus on mindfulness, stress relief, and intentional living gives Coca-Cola a chance to meet consumers where they are.
- **Cultural credibility through collaboration:** Partnering with a public figure who embodies mindfulness and authenticity can bridge the brand's global image with personal connection.
- **Cultural emphasis on mental health:** Younger audiences value balance, rest, and brands that reflect those priorities in authentic ways.
- **ESG advantage:** Responsible hemp sourcing, sustainable packaging, and transparent communication can help position Coca-Cola as a leader in ethical wellness innovation.
- **Collaborations and partnerships:** Teaming up with wellness influencers, fitness platforms, or mindfulness brands could amplify credibility and visibility.

Threats (External)

- **Highly competitive category:** The wellness beverage space is already filling up with brands that dominate the “calm energy” niche.
- **Regulatory risks:** Changing CBD legislation could affect marketing, labeling, or international distribution efforts.
- **Economic sensitivity:** Wellness drinks often come at a premium price point, which may limit reach in times of financial uncertainty.
- **Reputation risks:** Any controversy tied to a potential partner could impact Coca-Cola's image.
- **Persistent stigma around CBD:** Misinformation or lingering hesitation about CBD products could slow adoption among mainstream consumers.

COCA-COLA STRATEGIC INSIGHTS

1. **Wellness is the new form of connection.**

People, especially Millennials and Gen Z, aren't chasing more energy anymore. They're chasing balance, peace, and clarity. Coca-Cola has the chance to redefine connection by showing that joy doesn't always have to be loud. Sometimes it's found in stillness, in quiet moments, and in simply taking care of yourself.

Success Metrics

- Increase social engagement by 30% within six months through content led by both Coca-Cola and the collaboration partner.
- Reach 3M+ video views across short-form content spotlighting the partner's role in everyday calm and balance.
- Grow positive sentiment by 15% toward Coca-Cola's wellness positioning and the collaboration itself.

2. **Legacy brands build trust by evolving, not starting over.**

Coca-Cola already has credibility and cultural reach. Entering the wellness space isn't about becoming something new, it's about expanding what the brand already stands for. Joy can look different for this generation, less about hype and more about harmony, presence, and care.

Success Metrics

- Earn coverage in at least 6 credible outlets such as *Ad Age*, *Fast Company*, or *Forbes* that position Coca-Cola as a brand growing with the times.
- Drive a 25% increase in engagement on content featuring the collaboration compared to core brand content.

3. **Personal wellness and planetary wellness go hand in hand.**

Consumers no longer separate how they feel from how the planet feels. Coca-Cola's focus on responsible sourcing, sustainable packaging, and ESG goals allows this product to represent both individual calm and collective care.

Success Metrics

- Generate 15M+ impressions on collaboration-led content across social, PR, and influencer channels.
- Earn at least 5 UGC collaborations that focus on mental wellness, balance, or calm lifestyles

4. **Calm is the new hype.**

In a culture obsessed with doing the most, slowing down is becoming the ultimate power move. People want brands that help them breathe, not burn out. Coca-Cola can make calm feel aspirational, giving people permission to rest and reset without guilt.

Success Metrics

- Drive a 10% rise in social conversation around “peace,” “balance,” and “Coca-Cola” tied to the collaboration.
- Secure 5–7 influencer creator reposts organically engaging with the partnership.
- Partner with 5 wellness and lifestyle creators who naturally align with calm culture to drive authentic storytelling and cross-platform reach.