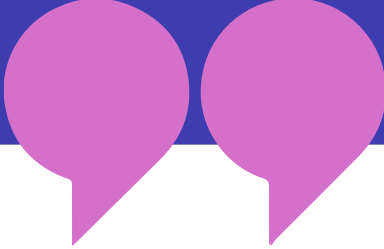


From [gate] 0 to 100:

What's the benefit of
'speed' in 2024?



Everyone voted (including senior management) that Upside is our biggest success of the year. It was my best experience working with an agency.

*- Senior Director, Human Insights
The Coca-Cola Company*

Thanks for joining us today



Billy Fletcher

Global Director of Human Insights
The Coca-Cola Company



Jess Gaedeke

Chief Revenue Officer
Dig Insights

**We help you move beyond
consumer-centric
to decision-centric**





Upsiiide is Coca-Cola's Gate Zero Global Protocol



168 Global Users



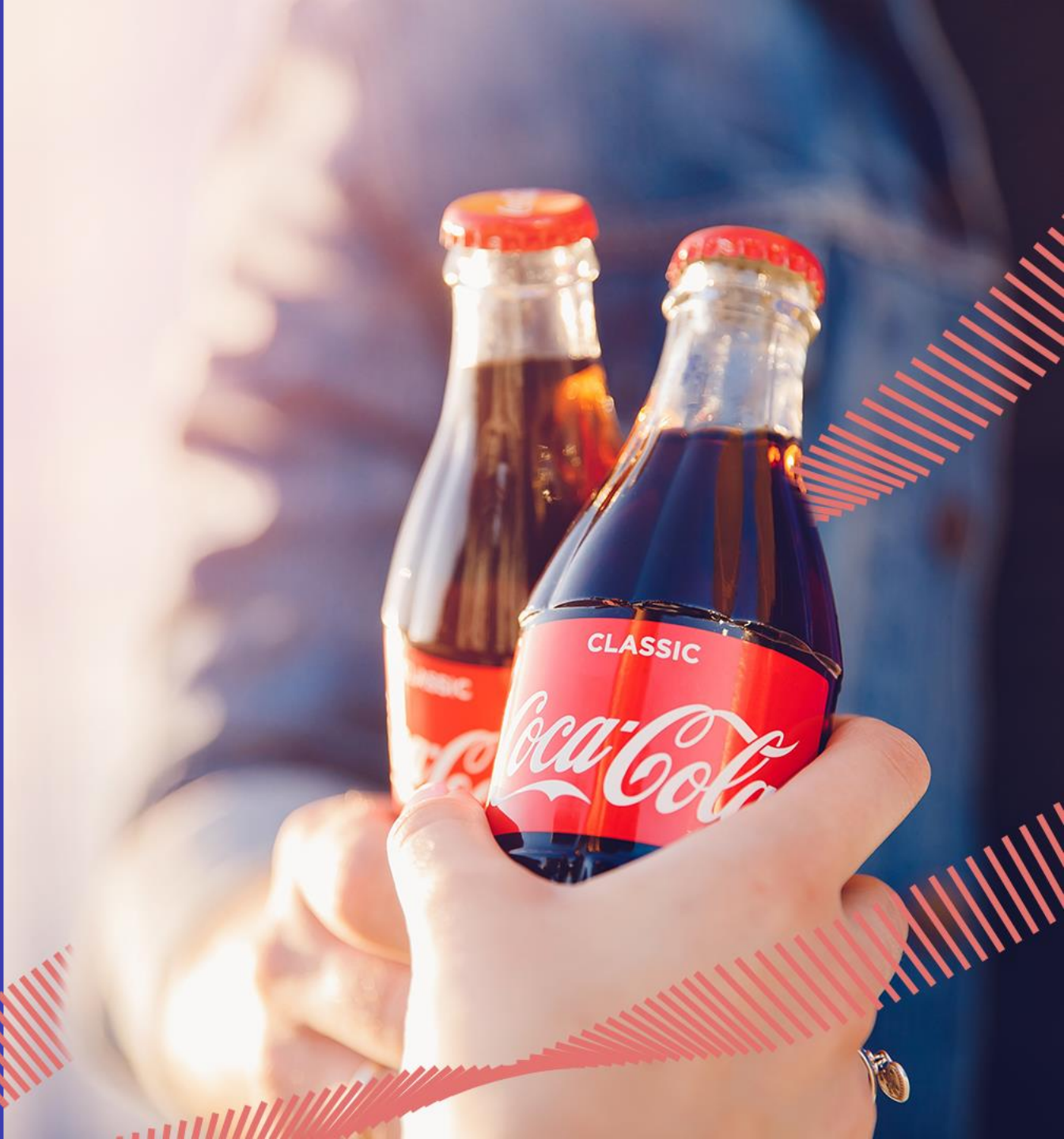
788 studies conducted to date



22,868 ideas tested to date

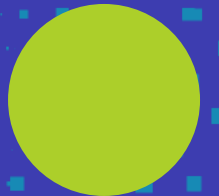


Studies fielded in 44 countries

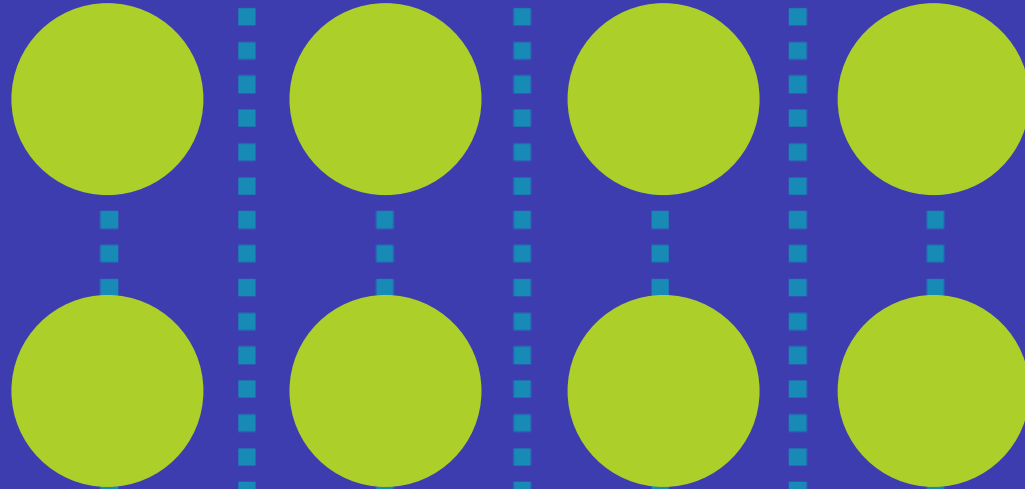


SPEED

Speed to...



...decision



What Winning Looks Like

High Potential
RTD Coffee
Innovation
Ideas

USA
UK
Japan
China

Research
Marketing
Commercial
Finance
SRA
Legal

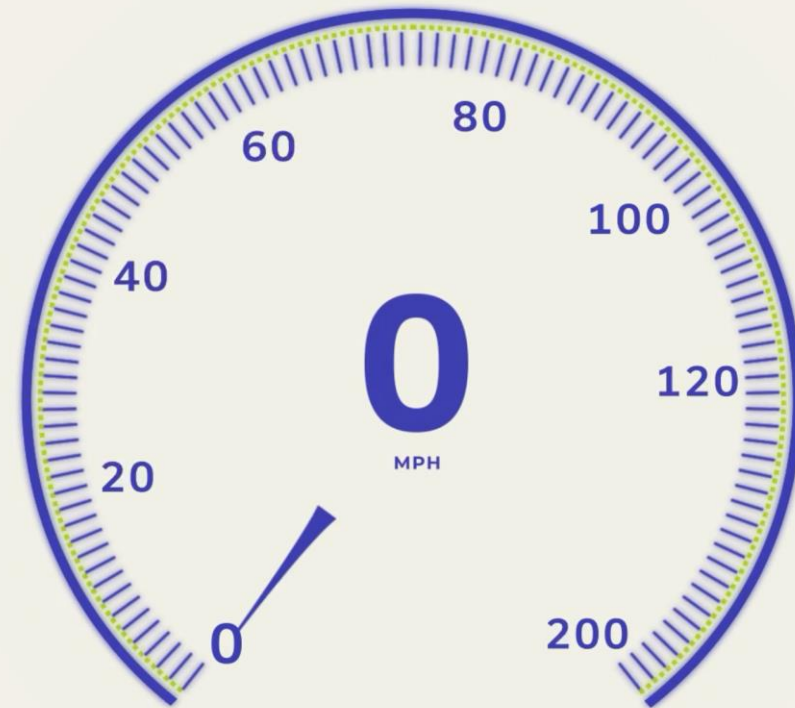
How do you generate ideas?



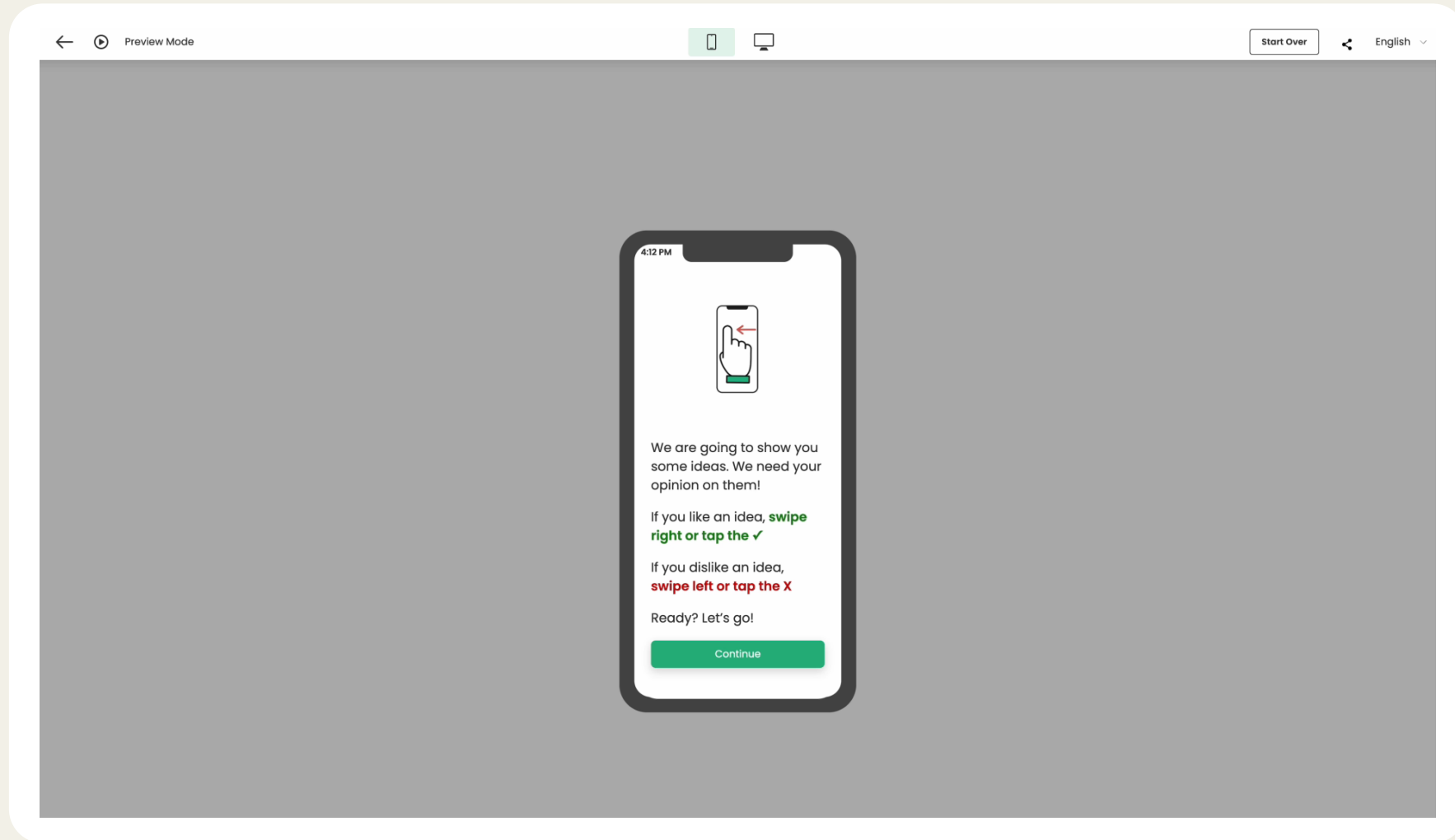
Starting in a Winning Position

The team submits their existing ideas prior to the session.

They are tested before the session begins.

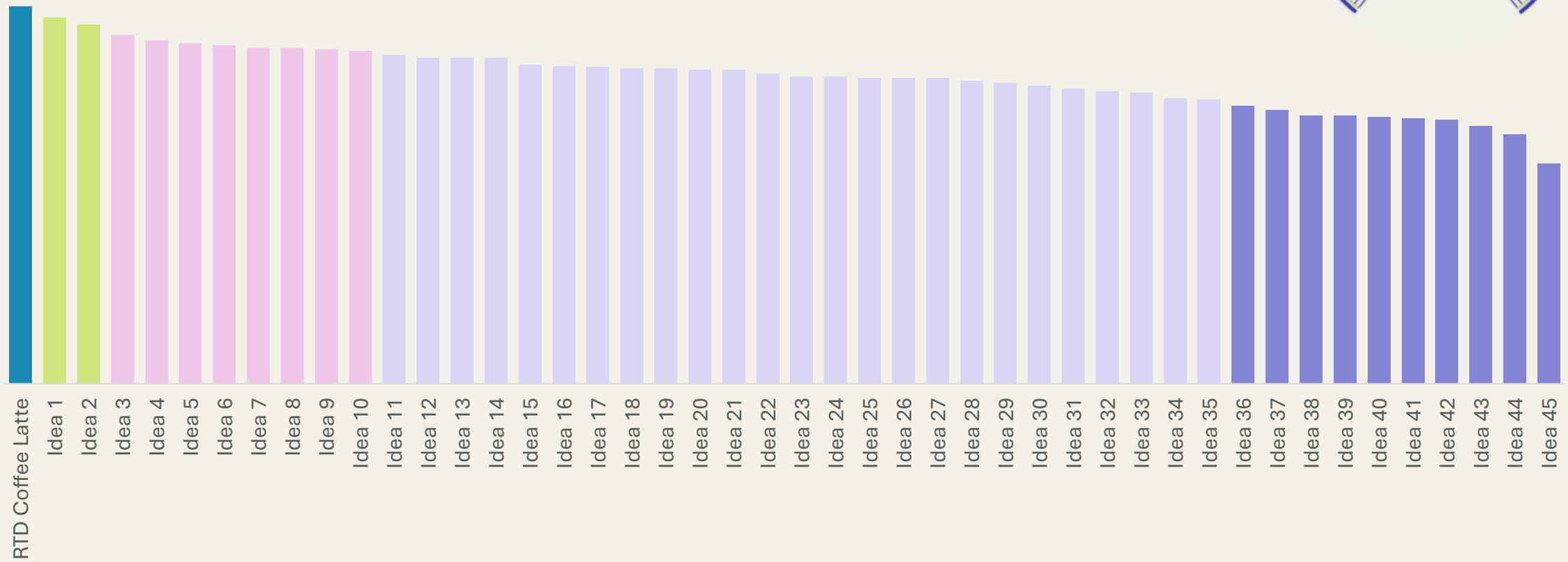
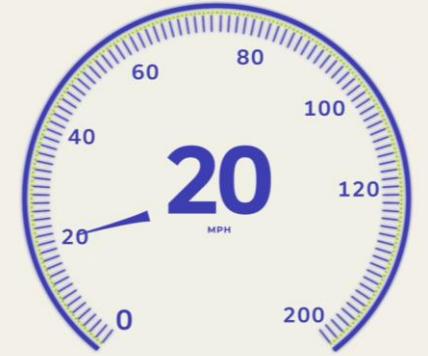


Agile Decision-Centricity



The Reality Check

We weren't starting with winning ideas

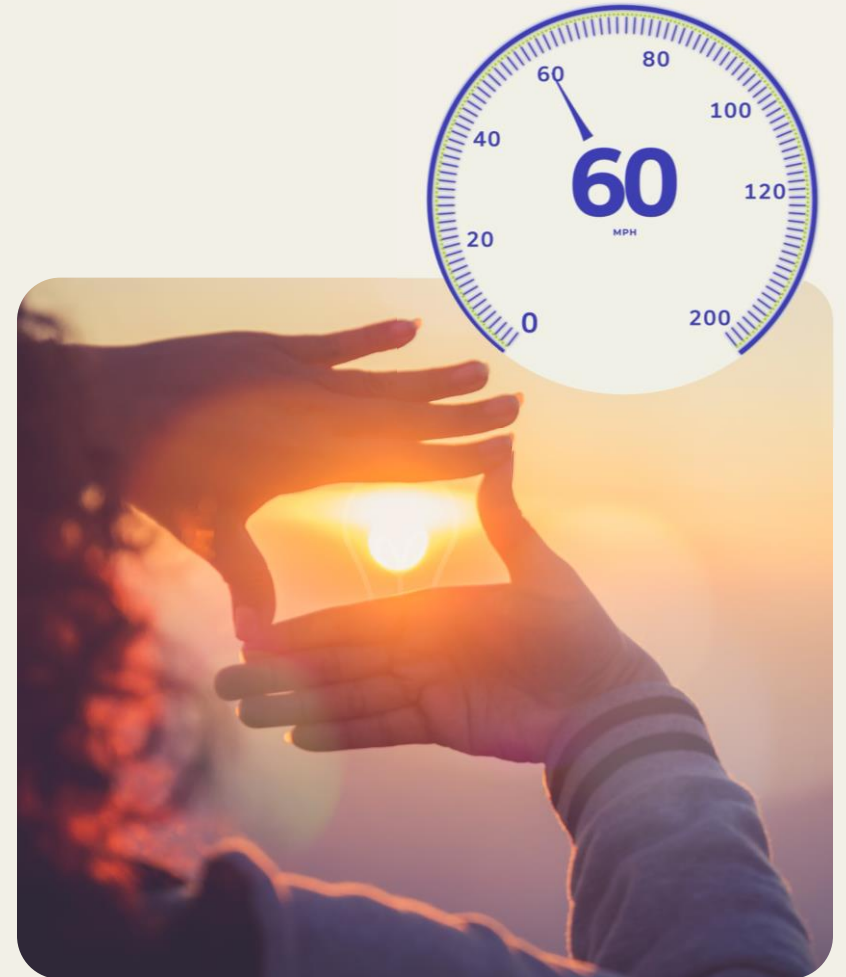


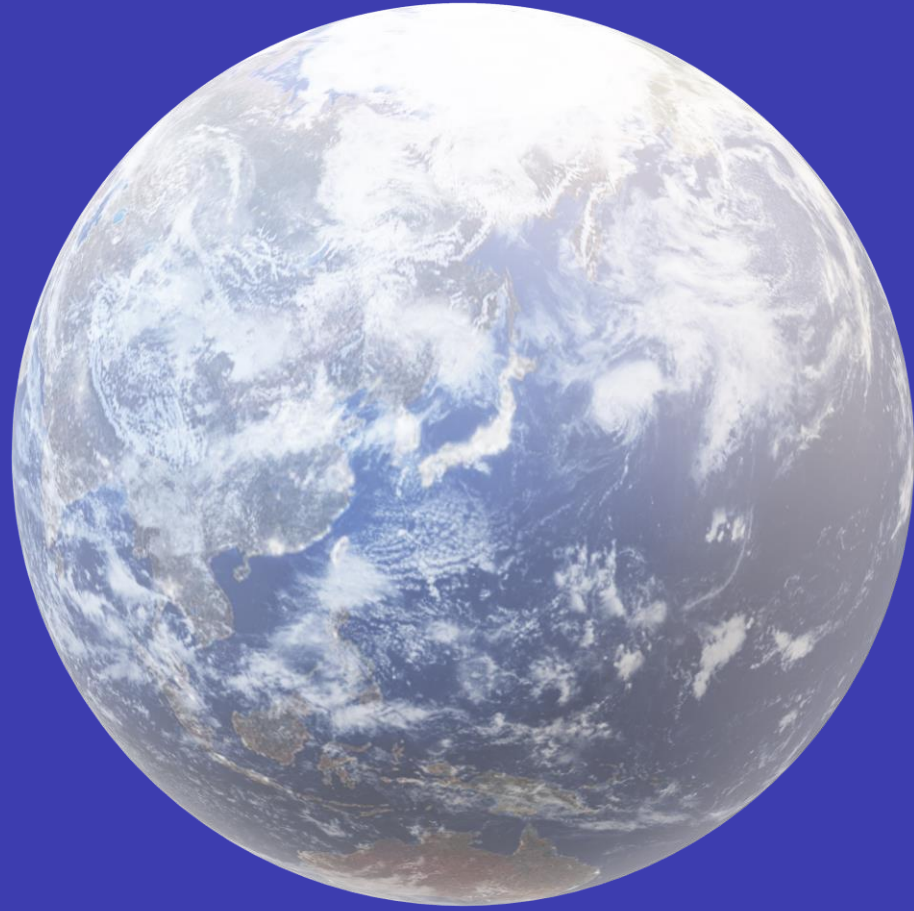
In The Room: Inspiration & Ideation

Leveraged eatbigfish's challenger brand philosophy

1. Does it contravene the codes of the category?
2. How will it make us famous?

Produced 34 ideas to test per market

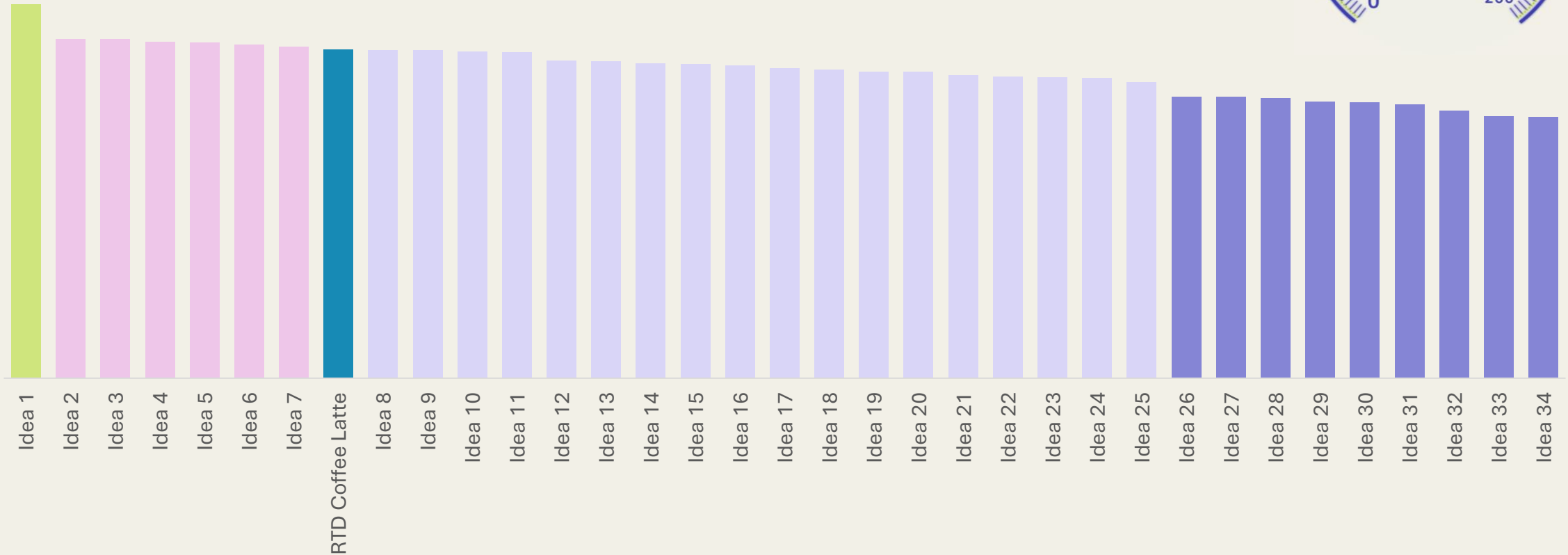




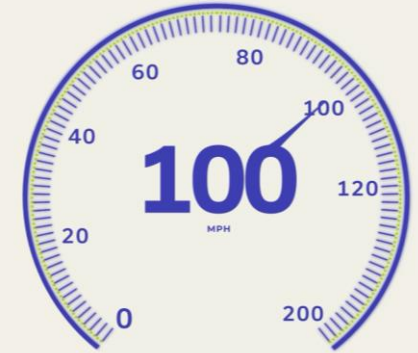


The Million Dollar Bar Chart

We developed some clear winners



We respected regional differences



US	UK	Japan	China
Idea 1	Idea 1	Idea 1	Idea 18
Idea 2	Idea 5	Idea 13	Idea 9
Idea 3	Idea 2	Idea 7	Idea 19
Idea 4	Idea 6	Idea 14	Idea 5
Idea 5	Idea 4	Idea 15	Idea 20
RTD Coffee Latte	Idea 3	Idea 16	Idea 1
Idea 6	Idea 12	Idea 2	Idea 6
Idea 7	Idea 13	Idea 17	RTD Coffee Latte
Idea 8	RTD Coffee Latte	Idea 12	
Idea 9	Idea 8	RTD Coffee Latte	
Idea 10			
Idea 11			
Idea 12			

Speed to Decision



Confidence

Upside reflects the dynamics that determine in-market success – the ability of an innovation to generate impulse demand and drive choice vs. appealing alternatives.



Alignment

Stakeholders left feeling true co-ownership over their charters and accountable for action.



Focus

Within 3 days, knowing we have some winning ideas and can set some existing ideas aside.





THE *Coca-Cola* COMPANY

Let's keep the
conversation going!

Visit us at Booth #601

Head to [upsiiide.com](https://www.upsiiide.com) to
request a demo

