



Dec 07 – Coca-Cola’s water brands repositioned in South America



London-based, brand development company, Headmint, has completed a strategic project for Coca-Cola, to unify the brand positioning of its various brands of purified and enhanced water in South America.

A number of new perspectives on the category were identified that has enabled Coca-Cola to consider a completely different positioning area to those of other established brands, and has provided the evidence to underpin a common approach across the continent.

“South America is one of our most important growth markets for hydration brands,” comments Felipe Burgaz, Vice President of Marketing for Coca-Cola, Mexico. “Headmint has helped us to look at water and its benefits within a broader cultural context, enabling the project to step out of the conventions of the competitive brands. We gained new perspectives on new category communication behavior that has made it possible for us to find a long-term, competitive and differentiated brand positioning in a highly crowded marketplace.”

The brand repositioning project was designed by Headmint, who worked closely with Coca-Cola in Argentina, Brazil, Columbia and Mexico to deliver the new portfolio strategy.