



# Rethink how the world's biggest brands manage their identity.

## Driving Adoption and New Brand Governance Worldwide

### Objective

Build awareness and adoption / usage of Brand Standards across 200 markets. Create and implement new brand governance model across global brand management and regional counterparts (NA, Latin America, Asia-Pacific, Europe, Eurasia).

### Approach

Use best practices and common meeting platforms to role out standards and drive worldwide adoption. Define governance principles and create global and regional councils that balance design, brand management/marketing and legal trademark decision making.

### Results

All 200 markets aware of standards within first six months and implementing within the first year. Governance councils created at global and regional levels with balanced involvement from brand, design and legal. New process reinforced standards and 90% indicated the standards were improving quality and consistency in their markets within first year.



**Sustaining**

Red Disk	Bold and Simple Backgrounds	Distinctive Photography	Brand/Occasion Messaging

**Temporary**

Red Disk	Bold and Simple Campaign Backgrounds	Distinctive Character Illustration	Campaign/Occasion Messaging

Brand Standards direction and program led by Experience Rethink owner, Brian Regieniczuk & team while at The Coca-Cola Company

