

Coca-Cola performs well in sponsorship evaluation

Working with Demos, a UK-based think-tank, Coca-Cola issued a report entitled 'Measuring up - the social value of sponsorship', which was made possible thanks to a new tool developed in cooperation with each other. The innovative evaluation tool enables corporates sponsors to measures the social value of their sponsorship activities.

In the report covering Coca-Cola's sponsorship of the London 2012 Olympic Games, Coca-Cola's sponsorship activity was judged according to 20 key performance indicators including the positive impact on recycling, carbon emissions, healthy lifestyles and community cohesion. In the three areas that were assessed (infrastructure, behaviour and community) Coca-Cola received an 'A-grade' and two 'B-grades' for their activities.

The detailed report can be accessed here

<http://www.demos.co.uk/publications/measuringup>

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