**Digital Shift Is $8B Gift At Coca-Cola**

Coca-Cola's transition to digital-first marketing, which includes the debut of its Coke Studio music-focused platform and StudioX digital marketing ecosystem, has helped grow its brand value by $8 billion, said CEO James Quincey. "To recruit the next generation of drinkers, our marketing has shifted from a TV-centric model to a digital-first organization that balances local intimacy, scale, and flexibility," Quincey added.

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[*https://www.mediapost.com/publications/article/393548/coca-cola-touts-success-of-shift-to-dogital-market.html*](https://www.mediapost.com/publications/article/393548/coca-cola-touts-success-of-shift-to-dogital-market.html)

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