

THE  
**Coke** *Diet* POP-UP KITCHEN

NYC DAILY RECAP

3 WEST 57<sup>th</sup> STREET, NYC

SEPTEMBER 24<sup>th</sup> – OCTOBER 4<sup>th</sup> 2009



# METRICS OVERVIEW

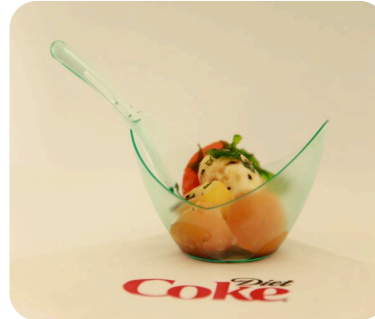
## NEW YORK CITY POP UP KITCHEN

TOTAL CONSUMER FOOT TRAFFIC	TOTAL DIET COKE UNITS SAMPLED	AVERAGE UNIT SAMPLED	TOTAL ALUMINUM CASES USED	TOTAL GLASS CASES USED	TOTAL UNITS OF FOOD CONSUMED	TOTAL MY DIET COKE PHOTO PARTICIPATION	TOTAL ONLINE SURVEYS COMPLETED
<b>13,023</b> PEOPLE VISITED THE NYC STORE	<b>16,824</b> BOTTLES WERE SAMPLED	<b>1.23</b> AVERAGE DKO SAMPLED PER PERSON	<b>357</b> ALUM CASES WERE SAMPLED	<b>344</b> GLASS CASES WERE SAMPLED	<b>12,700</b> PAIRINGS FROM THE AUTOMAT	<b>1,870</b> CONSENT FORM SIGNATURES	<b>1,233</b> CONSUMERS PROVIDED FEEDBACK

DATE	CONSUMER FOOT TRAFFIC	DIET COKE UNITS SAMPLED	AVERAGE UNIT PER PERSON	ALUMINUM CASES	GLASS CASES	AUTOMAT SAMPLES	PHOTO SIGNATURES	ONLINE SURVEYS COMPLETED
PRE & POST	N/A	936	N/A	25	14	N/A	N/A	313
FRI 9.25.09	1,466	1,536	1.05	24	40	2,200	153	22
SAT 9.26.09	1,122	1,320	1.18	50	5	1,100	250	46
SUN 9.27.09	648	936	1.44	37	2	850	192	81
MON 9.28.09	1,750	2,280	1.30	68	27	1,350	281	124
TUE 9.29.09	1,328	1,992	1.50	47	36	1,100	176	127
WED 9.30.09	1,311	1,848	1.41	41	36	1,250	143	110
THU 10.1.09	1,411	1,608	1.14	29	38	1,300	145	131
FRI 10.2.09	1,427	1,752	1.23	11	62	1,200	158	98
SAT 10.3.09	1,143	1,368	1.20	14	43	1,100	172	88
SUN 10.4.09	1,417	1,248	0.88	11	41	1,250	200	93

DAILY CONSUMER FOOT TRAFFIC	DIET COKE UNITS SAMPLED	AUTOMAT FOOD CONSUMED	MY DIET COKE PHOTO PARTICIPATION	ONLINE SURVEYS COMPLETED
1,466 attendees	1,536 bottles	2,200 pairings	153 signatures	19 surveys

The lines for a healthy snack were long on opening day of the Diet Coke Pop Up Kitchen! Thanks to a gourmet Automat Menu and Diet Coke Sorbet prepared fresh by esteemed Hilton Chefs Michael Campbell and Morand Dare, the Pop Up Kitchen opened to rave reviews!



DAILY CONSUMER FOOT TRAFFIC	DIET COKE UNITS SAMPLED	AUTOMAT FOOD CONSUMED	MY DIET COKE PHOTO PARTICIPATION	ONLINE SURVEYS COMPLETED
1,122 attendees	1,320 bottles	1,100 pairings	250 signatures	46 surveys

The Diet Coke Pop Up Kitchen was a buzz on this sunny Saturday! The My Diet Coke photo was a hit – even a freshly engaged couple stopped by to take their first photo as husband and wife to be!



All day consumers enjoyed healthy food pairings inspired by the recipes found on DietCoke.com and watched while their Diet Coke Photo rotated on the plasma screens throughout the store.



After the Diet Coke Kitchen closed, the Diet Coke street team headed inside and took a group shot to show consumers “how its done”!







## DAY THREE: NEW ORLEANS CVB PARTNER DAY

SUNDAY | SEPTEMBER 27<sup>TH</sup>

DAILY CONSUMER FOOT TRAFFIC	DIET COKE UNITS SAMPLED	AUTOMAT FOOD CONSUMED	MY DIET COKE PHOTO PARTICIPATION	ONLINE SURVEYS COMPLETED
648 attendees	936 bottles	850 pairings	192 signatures	81 surveys

The weather outside was frightful but mood in the Diet Coke Pop Up Kitchen was bright! Healthy snacks from the Automat and a chance to win a VIP Trip for 2 to New Orleans paired well with the no-calorie uplift of Diet Coke!

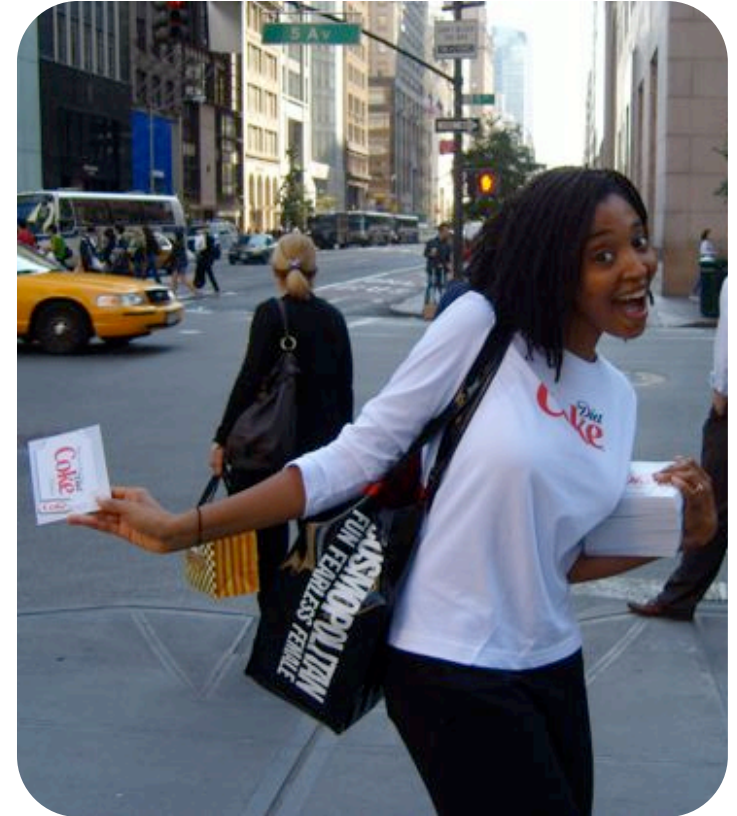




## DAY FOUR: COSMO MAGAZINE STREET TEAM MONDAY | SEPTEMBER 28<sup>TH</sup>

DAILY CONSUMER FOOT TRAFFIC	DIET COKE UNITS SAMPLED	AUTOMAT FOOD CONSUMED	MY DIET COKE PHOTO PARTICIPATION	ONLINE SURVEYS COMPLETED
1,750 attendees	2,280 bottles	1,350 pairings	281 signatures	124 surveys

“Food Femmes” from Cosmopolitan Magazine worked with the Diet Coke Brand Team to canvass upper Fifth Avenue, corralling consumers to the Diet Coke Pop Up Kitchen.



PREPARED BY MKG PRODUCTIONS

The “Food Femmes” distributed cards, urging consumers to enter to win the Ultimate Live Tastefully Prize Package and to visit DietCoke.com for tips on how living well can be simple, stylish and delicious!



The extra street team support helped secure the highest number of consumers that visited the NYC location in one day!



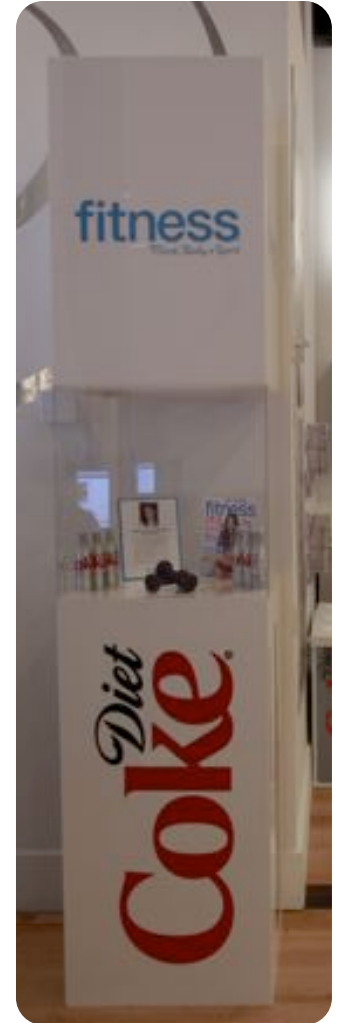
DAILY CONSUMER FOOT TRAFFIC	DIET COKE UNITS SAMPLED	AUTOMAT FOOD CONSUMED	MY DIET COKE PHOTO PARTICIPATION	ONLINE SURVEYS COMPLETED
1,328 attendees	1,992 bottles	1,100 pairings	176 signatures	80 surveys

New Yorkers enjoyed Subway sandwiches that were delivered fresh to the Automat every hour, bringing in crowds of hungry consumers looking for the perfect pairing to their refreshing Diet Coke!



DAILY CONSUMER FOOT TRAFFIC	DIET COKE UNITS SAMPLED	AUTOMAT FOOD CONSUMED	MY DIET COKE PHOTO PARTICIPATION	ONLINE SURVEYS COMPLETED
1,311 attendees	1,848 bottles	1,250 pairings	143 signatures	110 surveys

Fitness Magazine editor Mary Christ Anderson jumped behind the Diet Coke sampling bar and gave away fresh tips and sweatbands while expertly helping Carlos, the Diet Coke Pop Up Kitchen Bartender. As the crowds lined up, Mary didn't break while she showed Carlos how to "work it out" while educating consumers how to live tastefully and stay fit!





DAILY CONSUMER FOOT TRAFFIC	DIET COKE UNITS SAMPLED	AUTOMAT FOOD CONSUMED	MY DIET COKE PHOTO PARTICIPATION	ONLINE SURVEYS COMPLETED
1,411 attendees	1,608 bottles	1,300 pairings	145 signatures	124 surveys

Chef Francois took the Diet Coke Pop Up Kitchen by storm creating five carefully plated Automat food pairings and freshly prepared strawberries dipped in melted Omanhene dark chocolate, rich in antioxidants showing consumers how to eat tastefully while living tastefully.



Attendees entered to win a Omanhene prize package, on display in the Partner Kiosk at the entrance of the store.

Chef Francois' smile and culinary passion lit up the Diet Coke Pop Up Kitchen while his food (and the Omanhene chocolate) melted the hearts of all who entered the store!



DAILY CONSUMER FOOT TRAFFIC	DIET COKE UNITS SAMPLED	AUTOMAT FOOD CONSUMED	MY DIET COKE PHOTO PARTICIPATION	ONLINE SURVEYS COMPLETED
1,427 attendees	1,752 bottles	1,200 pairings	158 signatures	98 surveys

Delta Air Lines provided a day of dynamic programming that kicked off the weekend at the Diet Coke Pop Up Kitchen with an abundance of positive energy and attentive hospitality.

Celebrity Chef Michelle Bernstein signed her acclaimed cook book and created a gourmet menu for the Automat while Flight Attendants seamlessly worked with the Diet Coke Brand Ambassadors to deliver key messages that exude the principals that align Delta and Coca-cola, adding value to everyone who entered the store while solidifying the strong partnership in a strategic way.



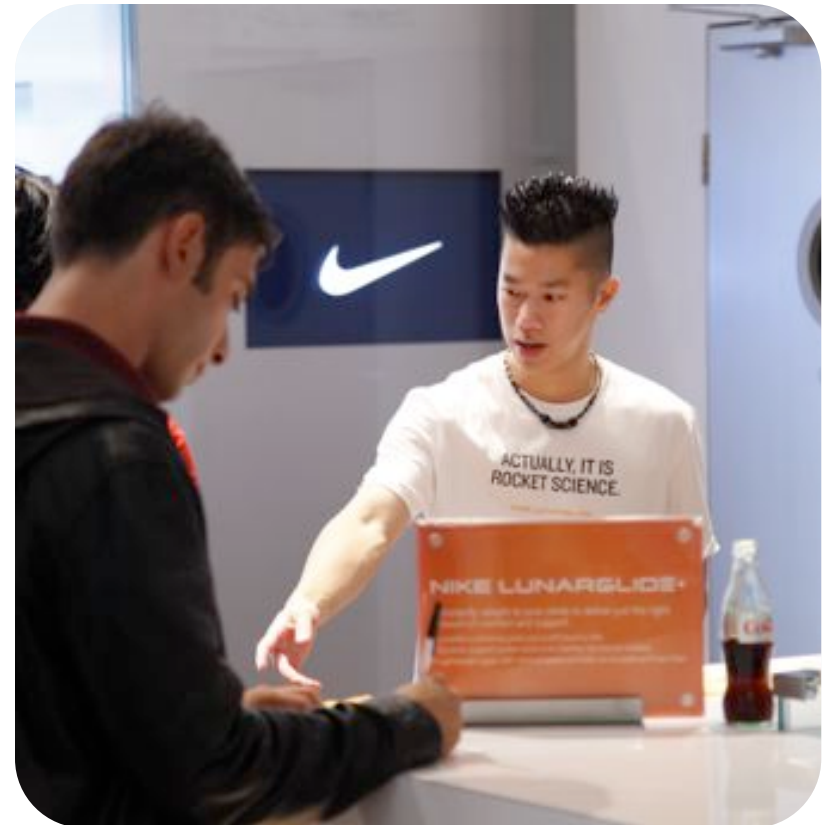
On top of the days activities, consumers entered to win a First Class trip to Palm Beach!





DAILY CONSUMER FOOT TRAFFIC	DIET COKE UNITS SAMPLED	AUTOMAT FOOD CONSUMED	MY DIET COKE PHOTO PARTICIPATION	ONLINE SURVEYS COMPLETED
1,143 attendees	1,368 bottles	1,100 pairings	172 signatures	88 surveys

Nike Fitness Experts (EKINS - Nike backwards) provided attendees of the Diet Coke Pop Up Kitchen with plentiful tips on how to live a healthy lifestyle during tech sessions that were conducted throughout the day in the lounge area. Consumers entered for a chance to win Nike + gear and were encouraged to sign up for the Nike Human Race on the My Diet Coke Photo website.



DAILY CONSUMER FOOT TRAFFIC	DIET COKE UNITS SAMPLED	AUTOMAT FOOD CONSUMED	MY DIET COKE PHOTO PARTICIPATION	ONLINE SURVEYS COMPLETED
1,417 attendees	1,248 bottles	1,250 pairings	200 signatures	93 surveys

On the final day of the NYC Diet Coke Pop Up Kitchen, Kraft provided consumers with a snack that paired perfectly with their complimentary Diet Coke and satisfied their want to snack, live and eat tastefully. Planters Peanuts and Nabisco 100 Calorie packs were handed out by six Kraft street teamers, driving traffic to the Diet Coke Pop Up Kitchen while delivering the key messages of the Live Tastefully campaign.

