

Coca-Cola Enterprises Broadcasts Secure Messages to Employees Around the World

Multicast delivers an end-to-end solution for live internet broadcasting with synchronized slides and interactive audience features.

Challenge

Coca-Cola Enterprises approached Multicast to find new and effective methods of using Internet media to aid in their corporate communications. CCE needed to securely broadcast its marketing strategies to a global employee audience of over 400 people in 18 different satellite locations in a timely and cost effective manner.

Solution

Coca-Cola Enterprises contracted with Multicast to deliver an end-to-end solution for live Internet broadcasting with synchronized slides and interactive audience features. Using the Digital Media Management System™ and Vidego™ platforms, which are built on the industry's most robust and expansive media distribution platform supporting their international reach.

Result

Coca-Cola Enterprises leverages Internet video to deliver key messaging and communication on a regular basis to a geographically-dispersed employee population, saving both time and money while increasing productivity.

Coca-Cola Enterprises

Company Profile

Coca-Cola Enterprises' growing product portfolio includes the world's greatest brands and beverages. Delivering them to the right place at the right moment with the industry's most effective marketplace execution. CCE is the largest nonalcoholic bottler in the world, and their total volume represents 19 percent of The Coca-Cola Company's total global volume. They also distribute Dr. Pepper and other notable brands.

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