



Coca-Cola Mexico

Alianza por la Protección de Empleos

Mexican officials passed the SSB tax which chose to ignore the voice of the people. Fortunately, the President of Mexico had recently overhauled a decades-old ban on second terms, which gave elected officials new incentives to do their jobs. This context provided a perfect window for the Gunster Team to help re-launch an alliance and place pressure on those seeking re-election.

In less than 30 days, the alliance demonstrated a number of important principles; chief among these was the idea that large numbers of individuals and consumers could be mobilized in Mexico in a short timeframe. Research indicated that when audiences were presented with messaging about the negative impact of this tax on small businesses and jobs, support for the tax dropped by 13 percent. We built on that momentum by leveraging current data with regard to job loss.

The campaign had a goal of building a credible and formidable business and citizen's alliance against current and future beverage taxes and proposals. Alianza por la Protección de Empleos gave retailers, independent storeowners, restaurant owners, business groups, and beverage industry employees a common goal to rally behind.

There was a great deal of misinformation resulting from the beverage tax. The campaign worked to refute misinformation and correct the public record. They also used credible third-party communications to demonstrate the impact of the tax on jobs and the economy. The campaign knew that the success of the campaign would be measured by the number of coalition members recruited.