



# Staying in the Game: What Your Business Must Do to Survive in the Digital Age

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An Advertiser's Perspective

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## Some important questions:

- Q **Why** should an advertiser get involved in the digital space?
- Q **How** should an advertiser get involved in the digital space?
- Q **What** can an advertiser do itself, and what should it seek partners for?

## Q: What potential pitfalls are out there?

- Traditional IP: copyright, trademark, and patent infringement
- Right of publicity/false endorsement
- Music issues
- Data collection/privacy
- COPPA
- CAN-SPAM
- Labeling issues
- SAG/AFTRA
- Public Relations
- The First Amendment



Some examples of how Coca-Cola is engaged in the digital space:

1. *My Coke Rewards*
2. *The Yard*
3. *Second Life*
4. *MySpace*
5. *Interactive/User-Generated Content*