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FOR REVIEW AND APPROVAL

Coca-Cola

Case Study Draft

The QRStuff State of QR Codes Report 2026

June 2026

QR codes in use: Coca-Cola

Coca-Cola — The Shelf That Explains Itself

The world's largest beverage company has quietly wired QR codes into the unglamorous heart of retail execution: the planogram. Across eight accounts, three continents, and more than a quarter of a million codes, the Coca-Cola system has turned the shelf-reset diagram into something a field rep can summon at the fixture — and the scan log shows it happening every single day.

AT A GLANCE

Industry	Beverages (CPG) — retail execution & merchandising
Country	Accounts registered in the US, Australia, and India; store references span North America, Latin America, and Asia-Pacific
Platform since	2017 (earliest bottler account); corporate deployments from 2021
QR codes created	~285,000 across the system (gross); ~223,000 live after pruning
2025 scans	~41,100 across identified corporate accounts (full-year 2025); 365 active days
Primary use case	Store-specific planogram delivery to field teams and retail partners (CVS, Walmart and other major banners), plus custom landing pages for channel merchandising standards
Content type mix	Dominated by PDF and multi-PDF codes (planogram documents); a distinct custom landing-page (form-submission) estate; minor Dynamic URL

The context

The Coca-Cola Company sells in more than 200 countries through "the Coca-Cola system" — the company plus its network of independent bottling partners — into tens of millions of retail outlets.

At that scale, the competitive battle is not fought in advertising but at the fixture: whether the right products, in the right order, at the right facings, are actually on the shelf of store #4376. Coca-Cola's own discipline for this is famous in the trade — Right Execution Daily (RED), one of CPG's most sophisticated "perfect store" programmes — and the industry literature is blunt about the weakest link: the last mile between a planogram approved at headquarters and a shelf that matches it, in every store, after every reset.

The traditional failure mode is well documented. Planograms travel as PDFs buried in portals or attached to emails; the rep executing a 6 a.m. reset works from a printout that may already be superseded. Coca-Cola pioneered store-level planogram automation in the late 2000s, generating store-specific plans for thousands of stores, which multiplies the document-distribution problem by the size of the estate.

That's the problem visible, solved, in this account cluster: put a QR code on the fixture paperwork, and the diagram for this store, this fixture, this reset is one scan away — always the current version.

The QR strategy

Platform data shows at least eight active Coca-Cola system accounts, opened between 2017 and 2025, operated by different teams solving the same problem with the same data type — which is itself the finding. This is not one campaign but a solution pattern that has spread across the organisation: corporate merchandising teams in the US, a team in Australia, a globally focused team registered in India, and independent US bottlers (one since 2017, making it the system's earliest adopter on the platform). The estate divides into three patterns, all platform-measured:

1. Store-level planogram libraries for major retail partners. The largest account is built around one named code per store of a national US drugstore chain — codes named for individual CVS store numbers, twelve codes per store, each resolving to PDF and multi-PDF planogram sets. It created 82,414 codes in a single month (January 2022) — a chain-wide deployment in one burst — and has since been refreshed at scale, with roughly 27,900 new codes created in December 2025 alone. A parallel account holds store-numbered planograms for grocery and mass retail — "Store 4376 – CSD – Gondola", "Warehouse fixture", cooler assortment recommendations — with store names referencing bottler territories (Reyes, United) and Latin American banners (Paiz in Central America, Carulla in Colombia). Walmart-related planogram work sits within this relationship per the account teams; retailer naming requires their sign-off. Taken together, the corporate accounts recorded scans on every day of 2025 — the drugstore planogram account alone was active 362 days of the year — a workforce cadence, not a consumer one.

2. Custom landing pages for channel merchandising standards. A separate corporate account holds just 284 codes — but they are form-submission codes (QRStuff-hosted custom landing pages, built with QRStuff's account team) encoding Coca-Cola's channel "picture of success" library: cooler and shelf standards by channel (Campus, Healthcare), tier (Value / Mainstream / Premium), pour rights (dual-pour vs Coke-exclusive), and fixture type (branded cooler, generic cooler, open-air shelving, by door-count and footage). These 284 pages have taken roughly 48,600 scans — approximately 170 scans per code — and scan continuously, peaking with the spring and autumn reset seasons.

3. Bottler self-service. Independent bottlers run their own smaller estates on the same pattern — one since 2017, and one regional bottler whose 40-odd codes have logged roughly 25,700 scans (over 600 per code) at a steady 400–600 a month for four years: a small, permanent piece of field infrastructure.

Across all three patterns the content type is the tell: this estate is overwhelmingly **PDF-class codes** —

documents, not links. The QR code is being used as a document-distribution system for the field, with the scan replacing the email attachment, the binder, and the portal login at the moment of execution.

The numbers

~285,000 codes, daily scanning throughout 2025, and a spring reset surge every April. The operational rhythm of a retail execution programme, not a consumer campaign.

- **An operational scan profile:** these are utility scans by field teams, not consumer impressions — and the platform benchmarks make the engagement remarkable in context. The median ever-scanned PDF code platform-wide earns 3 scans in its first year (p90: 46). Coca-Cola's custom landing pages average roughly 170 scans per code — 28x the form-submission median of 6 — and the bottler's field codes exceed 600, because the same rep returns to the same code across every visit and reset cycle.
- **Evergreen by design:** platform-wide, PDF codes are 2.2x more likely than image codes to become evergreen workhorses, and evergreen codes (30.6% of the scanned population) earn 74% of all first-year scans. A planogram code attached to a store fixture is structurally evergreen — the data here shows accounts still scanning daily on codes years old.
- **Seasonal signature:** scan volume on the planogram accounts surges in the reset windows. April 2025 was the year's peak month, recording approximately 4,400 scans across identified corporate accounts — more than double the December trough — consistent with the spring reset season. The weekday pattern matches the platform-wide finding (weekdays run 17.3% above weekends): a workforce cadence, not a consumer one.
- **Creation in bursts, usage in steady state:** single-month creation spikes of 82,414 (January 2022) and 50,302 codes (July 2022, the Australian account) mark chain-wide rollouts; the years between show continuous daily scanning. December 2025 saw roughly 27,900 new codes on the drugstore account — demonstrating the programme being re-upped at scale four years in — and active estate hygiene (tens of thousands of superseded codes deleted) shows it's managed, not abandoned.
- **System breadth:** eight accounts, three registration countries, store references across North America, Central and South America, and Asia-Pacific — adoption that spread organisationally, team by team, between 2017 and 2025.

What this tells the industry

The most instructive thing about Coca-Cola's QR estate is what it is not. There are no consumer campaigns here, no packaging codes, no sweepstakes — the world's most famous consumer brand uses this platform almost entirely **behind the shelf**. QR's deepest enterprise value, on this evidence, is as the connective tissue of retail execution: the cheapest possible bridge between a field worker standing at a fixture and the exact, current document that tells them what that fixture should look like.

For CPG leaders, the pattern generalises directly. Every "perfect store" programme — RED included — ultimately fails or succeeds at the last mile, where strategy meets a rep with fifteen minutes and a stack of paperwork. A store-specific dynamic QR code collapses that last mile: the document is always current (planograms behind the code can be replaced without re-issuing anything in the field), always store-specific, and every scan is a timestamped signal that execution materials were actually consulted — a compliance telemetry layer that emailed PDFs can never provide. The multi-account, multi-team adoption pattern is the second lesson: infrastructure spreads inside an enterprise when each team can self-serve, and the bottler accounts show the model crossing company boundaries

within the wider system.

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”A planogram is only worth anything if the person resetting the shelf is looking at the right version. Putting a QR code at the fixture means the field never works from a stale document — and we can see, store by store, that the standard is actually being used.”
— [Title], The Coca-Cola Company

Looking ahead

Retail execution is converging with the broader 2D-barcode shift. As GS1’s Sunrise 2027 transition puts QR-class codes on packaging and point-of-sale systems worldwide, the scanning habit Coca-Cola has built into its field operations becomes the front end for richer tooling: planogram codes that open image-recognition compliance checks rather than static PDFs, landing pages that capture reset confirmations and shelf photos, and AI-generated store-specific standards published to the field the moment they are approved. The custom landing-page estate — already interactive, already form-capable — is the natural beachhead. The companies that taught their field force to scan for documents will find it a short step to scanning for verification, and Coca-Cola’s years of daily scan logs suggest that habit is already fully formed.

Platform figures are QRStuff internal measurements aggregated across identified Coca-Cola system accounts (code counts from the qrcode table, gross and net of deletions; scans from shorturl_log, full-year 2025 window; identified accounts are those registered with coca-cola.com email addresses — independent bottler accounts are not included in the 2025 scan total). Account-to-entity mapping is held privately. Company and industry background is from public sources (coca-colacompany.com, Consumer Goods Technology, Vision Group Retail, Salsify/Digital Shelf Summit). Retailer references derive from code naming data and account-team knowledge; naming CVS, Walmart, or any banner in published material requires Coca-Cola’s review. Business outcomes (compliance rates, reset productivity, sales lift) are not measured by QRStuff and would require customer confirmation. No raw destination URLs are published; planogram documents are QRStuff-hosted PDFs and custom landing pages.

Permission and Approval

What you are being asked to review

QRStuff (qrstuff.com), operated by QR Code Generator Inc., has prepared this case study as part of **The QRStuff State of QR Codes Report 2026** — a free market-facing industry report built from QRStuff's first-party platform data.

This document contains a draft profile of **Coca-Cola** drawn from:

- **QRStuff platform measurements** — aggregate code creation and scan data at domain/category level only. No raw URLs, personal data, or account credentials are included or will be published.
- **Publicly available sources** — company website, press releases, and industry coverage, cited in the case study footer.

The draft quote marked [QUOTE PLACEHOLDER — DRAFT ONLY] is **entirely fictional** and has not been said by anyone at your organisation. It will be removed or replaced with an approved quote from your team before publication.

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3. **Your individual case study page** (qrstuff.com/scan-report/case-studies/coca-cola/)
4. **Associated marketing and social content** — LinkedIn, Twitter/X, and social cards, all referencing this case study and linking back to the report

We will share the final version with you before publication and remove or amend any detail you flag.

Permission and approval process

Approved permissions are logged in QRStuff's internal permission register. The process:

1. **Review this draft** — read the case study carefully. Flag any factual errors, figures you cannot confirm, or wording you object to by replying to the outreach email.
2. **Request changes if needed** — we will revise and resend within 5 business days.
3. **Grant approval** — sign below (or reply by email to declan@qrstuff.com) to confirm approval.

There is no payment involved. QRStuff will provide a link to the published report once live, and you are welcome to share it.

Approval block

Approval for publication

Organisation: Coca-Cola

[ ] We approve this case study for publication in the QRStuff State of QR Codes Report 2026 and associated marketing materials.

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Questions? Contact Declan at declan@qrstuff.com. We are happy to arrange a call to walk through the draft, discuss any concerns, or discuss how QRStuff can support your team's story.

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