

Coca Cola's Honest Tea

Problem

How does Coca Cola raise awareness of its pouched Honest Kids juices?

Solution

By posting OOH in specific locations to hit the brand's target audience with fun, kid-friendly creative.

Background

The brand wanted to broaden its approach beyond the most affluent consumers and get into their everyday lives. It needed to raise awareness that it not only provided bottled teas, but also pouched Honest Kids juices and other products.

Objective

The brand hoped to reach past elitist areas, where it previously concentrated ads, with vibrant and more playful creative. It wanted to be viewed as approachable and focused on utilizing humor to connect with a wider consumer base.

Strategy

The media agency was able to recommend locations to hit the brand's target audience, as well as assist it in executing a creative campaign to achieve key goals.

Plan Details

Markets: Boston, New York, Denver, and Philadelphia

Flight Dates: June 5 - September 17, 2017

OOH Formats Used: Billboards, digital, transit, and street furniture

