

Coca-Cola's vitaminwater

Problem

How does a flavored-water company maintain its customer base, while at the same time recruiting more drinkers?

Solution

By creating an interactive OOH campaign that showcases the colorful, witty taste of the product.

Background

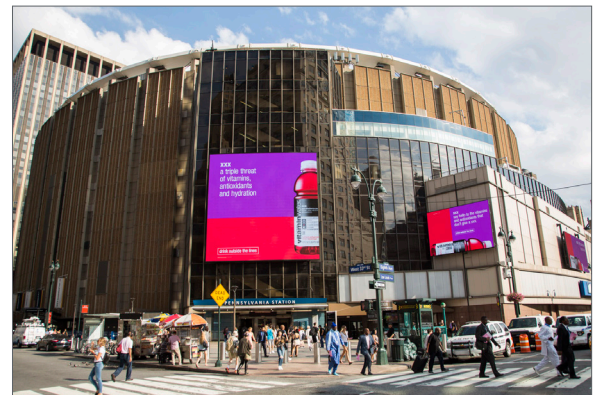
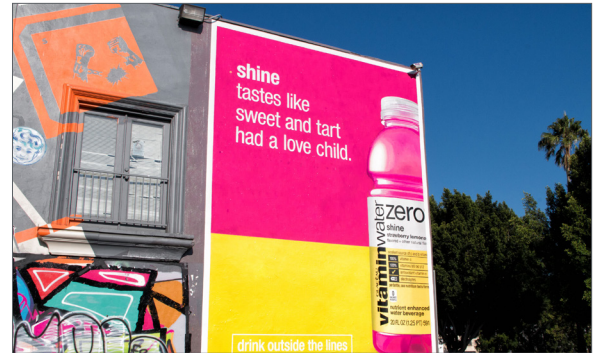
In 2017, vitaminwater recognized that it needed to maintain its current customer base and recruit more drinkers. Its belief of “drinking outside the lines” had to be reinforced through a solid media plan. It wanted to encourage consumers to internalize that mindset and apply it to their every-day lives. Vitaminwater faced competition from newer products entering the market and there was a clear need to differentiate itself from other brands.

Objective

Vitaminwater's specific demographic target, adults 18 to 34, was fondly referred to as Generation Shuffle. Their tastes were constantly changing and they truly embraced choice, wanting to try everything and miss nothing. They liked embracing the moment and craved abnormality as it gave them a story to tell. All of this was encompassed within the brand's passion points of seeing, moving, grooving, and playing. The overall objective across all media channels was to re-establish vitaminwater's brand cache and product purpose with the next generation of consumers in mind. For OOH specifically, communications goals were to achieve a minimum of 50 percent reach within each leadership market. The brand's values were brought to life through unique OOH formats and placement, encouraging people to “drink outside the lines.” The advertising objectives were to communicate product benefits, boost the use of zero, highlight different flavors, and build overall awareness.

Strategy

Across the seven leadership markets, the agency utilized bold, eye-catching, intrinsic placements to showcase the witty taste cues of vitaminwater. The strategy was not just about basic static billboards, but OOH that brought color to life. 60 percent of the budget went towards frequency coverage, inclusive of various street furniture formats, to serve as the brand's main reach. 40 percent was used to cover high-impact wallscapes, painted walls, and an experiential activation that spanned three locations. OOH placement was determined based off of average foot traffic and the area's potential exposure to Generation Shuffle. There were interactive vending machines installed at a painted wall in Los Angeles and two storefronts in New York City, allowing users to play a game to win



a free bottle of vitaminwater. The players would select their flavor, then music began playing and vitaminwater bottles lit up to the beat of the song. They were instructed to watch the order in which the bottles lit up and asked to repeat the same pattern back. If done correctly, they would move onto the second level. The music element, inclusive of indie vibes, was thoughtfully chosen to highlight vitaminwater's passion points. Generation Shuffle was given the opportunity to have some fun, while being challenged to try something new and engaging. Users were prompted to share their experience on social media to amplify the message. This was a first-to-market execution that brought many different partners together to successfully execute vitaminwater's vision.



Plan Details

Markets: Boston, Chicago, Denver, Los Angeles, New York, New Orleans, and Philadelphia

Flight Dates: June 25 to September 10, 2017

OOH Formats Used: Bulletins, bus kings, bus shelters, spectaculars, station dominations, urban panels, painted walls

Additional Formats: Print, social, and video

Target Audiences: Generation Shuffle (adults 18 to 34)

Budget: \$569,000

Results

As a benchmark, the brand saw 2,000 interactions per month in separate interactive campaigns in New York City. Its vending machine metrics greatly surpassed this threshold, which is a clear indicator of how well the program performed. The team was very pleased with the results and how efficiently OOH got the product into consumers' hands. There was significant chatter on social media after the interactive machines were discovered - people were surprised and delighted. The entire campaign was considered a huge success and will be replicated or built upon in 2018. In just over two months (June 25 - August 31, 2017), the interactive vending machines saw 30,000+ interactions with 18,000+ bottles vended across the three locations. Generation Shuffle brought the "drink outside the lines" mantra to life through their interaction with OOH ads.

Audience Metrics

Target Audience TRPs: 420 - 588 (ranges per market per month)

Target Audience Reach: 50 to 70 percent (ranges per market per month)

Target Audience Frequency: 8.4 (average per market per month)

Additional Relevant Metrics: To date, the interactive vending machines have seen 30,000+ interactions with 18,000+ bottles vended across the three locations