Coca-Cola Classic

Problem

How does a brand engage with a new generation of tech savvy and Twitter-addicted consumers?

Solution

Use a Time Square OOH location to amplify a social media campaign.

Background

In 2015, Coca-Cola faced a big challenge. After the highly successful Share a Coke campaign, it needed to find new ways to stay relevant to Gen Z's who were drinking less soda than ever before.

Objective

Coca Cola's communications objective was to engage with a new generation of tech savvy and Twitter-addicted consumers. It needed an advertising campaign with the power to cut through the crowd of competitors and encourage social participation, particularly among Gen Z's (ages 11-19).

Strategy

The goal was to design a strategy that combined three (well known) insights about Gen Z's validated by a Outdoor Consumer Survey:

1. Gen Z's are addicted to their smartphones, primarily using them for social media (158 index) and taking photos (125 index)
2. They are eager to interact with brands where possible (152 index) and expect much more from advertising than their predecessors (167 index)
3. This new generation of consumers is increasingly narcissistic, wanting their 15 seconds of fame they can share with their social following (166 index)

The vendor team worked with Coca-Cola to develop a web experience called "What's in a Name" that celebrates the stories behind a variety of names.

There is something pretty powerful and emotional when people find out something unexpected about themselves.
What's in a Name allowed consumers to directly input their first name into the http://name.shareacoke.com website and discover fun facts and trivia associated with their name.

The planning team developed and broadcasted an OOH version of What's In a Name on the biggest stage in the world, Times Square, with supporting media on digital screens across the nation.

Times Square visitors could Tweet in their first name with the hashtag #CokeMyName to see a personalized story about their name broadcast on the screen above McDonalds in Times Square.

Once a name is tweeted, it was automatically submitted to the Share a Coke API. If there was a direct match with one of the 160,000 Share a Coke names, the API output factoids to the server. Factoids were based on historical Google data and ren-

dered as static cards. Every step after the tweet from the con-
sumer was fully automated...and the entire process took less than
one minute.

Every consumer who tweeted to the hashtag received a real-time
response from the @CocaCola Twitter account, thanking them for
their participation, written by a real human to ensure authenticity.

As insights revealed that Gen Z's desired their 15 seconds of
fame, Coca-Cola displayed each individual name fact on the Times
Square digital billboard for 15 seconds.

A camera on a nearby opposite building automatically snapped
a photo of each story on the digital billboard. These photos were
then Tweeted back to the consumer.

All social mentions included the *What's in a Name* web URL, to fur-
ther close the loop between the various screens – large and small
– on which the experience occurred.

Plan Details
Markets: New York (Times Square)
Flight Dates: 6/22 – 7/12
OOH Formats: Digital Bulletin
Ratings data: 5.4MM audience impressions in Times Square (TAB)

Results
The results of the campaign were phenomenal. The board delivered 5.4MM audience impressions in Times Square over the
3-week period (per TAB).

ICUC social monitoring stats further revealed the following:

- The campaign generated 42,000 social posts with #coke
  myname during that period. Note that posts from
  @Coca Cola, responding to submissions, were only 9,800 of these; this reveals that consumers were heavily engaged
  throughout the campaign.

- The extrapolated reach of these posts i.e. the total number of followers for each #cokemyname mention: 350 million social
  impressions (of which 209MM are attributable to @CocaCola and 141MM are attributable to the followers of
  other Tweeters)

- What started in Times Square didn't stay in Times Square. Tweets with #cokemyname were mentioned in 110 countries.
  The US represented 49% of exposure. Within the US, Times Square was most popular, but exposure covered key metropoli-
  tan areas including Chicago, Boston, Atlanta, Houston, Los Angeles, San Francisco, Philadelphia, Miami and DC.

- The campaign skewed young and female and directly connected with Gen Z's:
    - Overall: 69% F // 58% A17 or younger // 11% A18-24
    - USA: 70% F // 46% A17 or younger // 16% A18-24

The campaign was picked up by industry trade media in the US. Additionally, Coca-Cola saw press exposure from other markets
as far away as Latin America, Eastern Europe and Japan.

"This highly collaborative campaign brought our *Share a Coke* content experience to life on the biggest stage possible in Time
Square, seamlessly bridging the gap the between the physical and digital world to engage our target audience in a personal and
meaningful way." Adam LaHaie – Manager, Connections Planning, Coca Cola

https://www.youtube.com/watch?v=MGL-baNy7II&feature=youtu.be