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Ad Gully

February 9, 2015 Monday 6:30 AM EST

Coca-Cola's Facebook Story

LENGTH: 373 words

Coca-Cola is the leading beverage company in India, with an unmatched portfolio of beverages. It owns brands like Coca-Cola, Diet Coke, Thums Up, Fanta, Limca, Sprite, Maaza and Minute Maid. It distributes them through a network of over 2 million outlets in India.

Their Facebook Story

Coca-Cola India reached the right audience and drove consumption in key tier 2 and 3 markets during the summer months by targeting feature phone users on Facebook. The company wanted to increase brand awareness and purchase intent for Coke in select tier 2 and tier 3 towns in India. It wanted to address this predominantly tea- and coffee-drinking audience and position Coke as a refreshing drink of choice for the summer.

It was important to Coca-Cola to reach the right audience segment with its campaign. Facebook, using its Audience Insights, profiled the target group, and Coke used a combination of demographic, geographic and device-based targeting on Facebook to reach them. The brand targeted males and females ages 16-30 in 7 states across India on feature phones.

Facebook Insights revealed that this target audience had a great affinity for actor Deepika Padukone, the brand ambassador for Coke. Using this insight, Coke devised a creative strategy using Padukone in photo ads on mobile News Feed. The creative copy positioned Coke as a great-tasting and refreshing drink for the summer. Coke opted for a mix of English and Hindi ads.

Goals:

Build Awareness

Facebook Products used

Ads

Results:

Facebook helped Coca-Cola reach consumers previously considered 'unreachable' on digital. The brand saw a considerable lift in ad recall, purchase intent and message association, which was measured by Nielsen Brand Effect.

The Coke feature phone campaign ran for 5 weeks between May 26-June 30, 2014 and achieved:

11-point increase in purchase intent in English-speaking markets (Nielsen Brand Effect For Facebook)

16-point lift in message association in Hindi-speaking markets and 6-point lift in English-speaking markets (Nielsen Brand Effect For Facebook)

13-point lift in ad recall in English-speaking markets and 9-point lift in Hindi-speaking markets (Nielsen Brand Effect For Facebook)

Over 10 million Indians reached at a cost of 0.32 rupees per contact

LOAD-DATE: February 9, 2015

LANGUAGE: ENGLISH

PUBLICATION-TYPE: Web Publication

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