

Objective of Nestle Campaign

2 Pillars

1. Coffee beans quality and helping farmers
2. The new environmental packaging



Introducing of Origin Production

- New Series with a concept to finding the most sustainability coffee sources.
- Building the selection story by show casing the winning beans in all key communications
- Offering special taste and unique aroma for a premium coffee experience

Key deliverable

1. Core creative idea

2. Provide total IMC

: (based on consumer media consumption behaviors) (ATL & BLT 360 degree)

: (total campaign May-Dec'23)

: (Digital plan need to think as digital first)

3. Product Key visual

: Product centric KV

Coca-Cola "Share a Coke" Campaign

Objectives

• Increase brand awareness and sales
• Increase social media engagement
• Increase customer loyalty



Strategy

• Use social media to create buzz
• Partner with influencers and celebrities
• Create personalized bottles
• Encourage sharing and tagging

Results

All objectives accomplished within the first three months. Millions of Aussies connected virtually or in person to "Share a Coke."



Challenges

• Limited budget
• Competition from other brands
• Negative social media feedback



Tactics

• Create shareable content
• Use influencers and celebrities
• Encourage user-generated content



The success of the "Share a Coke" campaign in Australia led the company to launch it in several countries.



Key Points

• Personalization is key
• Social media is essential
• Influencers can drive engagement



Share a **Coke.** with...



SHARE A COKE CAMPAIGN

Lessons learned

By Ajarn Suwalya K.

Objectives of campaign

2 Pillars:

1. Create more personal relationship
2. Inspired shared moments of happiness

Core Creative Idea:

Personalize Name & Share a Coke



The '**Share a Coke**' campaign first launched in Australia in 2011, and involved changing the traditional wrapping around the Coca-Cola bottle to say 'Share a Coke with...' and a popular name. The purpose of the campaign was **to create a more personal relationship with consumers and inspire shared moments of happiness.**



The brand connected emotionally with their audience and they did this through personalisation. Instead of buying a bottle of Coke for themselves, people bought it for friends and loved ones, sharing special moments of happiness with those they cared for.

Coca-Cola says the reason its 'Share a Coke' campaign has been so successful is because **it is communicating effectively with its consumers**. Following the unexpected success of the campaign, the beverage giant extended the campaign through Christmas, with some holiday-inspired names printed on cans.



Touchpoints

Share a Coke



If you're holding a Coke, take a closer look.
Because this summer we're doing something
special and swapping our name...
For yours.

Share a
Coke with...

We'll reveal all soon but until we do, keep
your eyes peeled and spread the word.



Chat with us
on Twitter
#shareacoke



Like us
on Facebook

Open happiness™



Share a Coke

with



Coca-Cola



Crowdsourced TVCs featuring our fans.

Custom cans.



Voting stage. 50 new names.



Custom can printing kiosks toured nationwide.

Brief:

Despite healthy brand tracking data, 50% of Teens and Young Adults hadn't even enjoyed a 'Coca-Cola' in the previous month alone.

So we set out to do two things:

INCREASE CONSUMPTION

We wanted our target to consume the product, not just the brand. The idea needed mass appeal (teens, young adults, household shoppers) but still target our bull's eye of 24 year-olds who have not had a 'Coke' in over a year.

GET PEOPLE TALKING ABOUT 'COKE' AGAIN

We wanted people to sit up and notice 'Coke' with a shareable idea that makes a big splash, gets in the papers, disrupts, and excites.

Solution:

'Coca-Cola' has always been an integral part of people coming together. But in our new digital world, how we connect has changed. It seems the more friends we gather online, the fewer we see in real life.

So we printed the 150 most popular Australian names on 'Coke' bottles and invited the nation to 'Share a Coke' with one another with the best conversation starter of all - a first name.

Each phase of the campaign either initiated - or was a result of - a direct response from the public:

- We released these never-before-seen bottles before any communications, creating buzz and curiosity amongst consumers.
- In anticipation of demand for customized cans, we created 'Coke' kiosks where anybody could get a 'Coke' can personalized with their desired name.
- As requests poured in for additional names, we invited Australians to have their say by nominating and voting for the next 50 names to be released.
- All our social and online activity was positioned to be shared, driving the same behaviour in individuals.

The personalized nature of the 'Share a Coke' campaign meant our whole spectrum of communications was not only targeted, but effectively a talking point - jump-starting conversations amongst Australians.

The results:

- Sales transactions grew by 3%, volume increased by 4%.
- 5% of Aussies have started to enjoy 'Coke' again.
- 12,020,000 earned media impressions.
- Traffic on Facebook increased by 870%.
- Locally, we were the number one most talked about Facebook page.
- 76,000 virtual 'Coke' cans were shared.
- 378,000 custom 'Coke' cans were printed at local Westfield Malls.
- Young adult consumption increased 7%.
- 1 country painted red.

Touchpoints

ร้อนนี้ อยากส่ง **โค้ก** ให้ใคร?
ส่งเลยวันนี้ กับแพ็คเกจพิเศษ **สั่งซื้อได้**

Share a **Coke**
#ร้อนนี้ส่งโค้กให้

เริ่มแล้ววันนี้ที่
ห้างสรรพสินค้า ซูเปอร์มาร์เก็ต
ร้านสะดวกซื้อ ร้านค้าปลีก
ชั้นนำทั่วประเทศ



Touchpoints

Touchpoints



Touchpoints



Celebrate the
Heroes in Your Life

and Share the Magic of Coke®
this Holiday Season.



Touchpoints



The image shows a Facebook page for Coca-Cola Australia. The page header includes the brand name and a 'Like' button. Below the header is a navigation bar with four red buttons: a home icon, 'Share a virtual can', '150 Names & Songs', and 'Create a custom can'. The main content area features a large text prompt: 'Create a **Coke** can especially for a friend'. Below this is a large image of a red Coca-Cola can with the name 'Mate' printed on it. A circular callout at the bottom left of the can image says 'Step 1 Select a Friend'. On the left side of the page, there is a vertical sidebar with the Coca-Cola logo and a photo of a plastic bottle with the name 'Alana' on the label. At the bottom of the sidebar is a navigation menu with icons for Wall, Info, Friend activity, House Rules, and 'Share a Virtual Coke'.

Coca-Cola Australia ▶ Share a Virtual Coke Like

Food/Beverages

Home Share a virtual can 150 Names & Songs Create a custom can

Create a **Coke** can especially for a friend

Share a **Coke** with your **Mate**

Step 1 Select a Friend

Wall
Info
Friend activity
House Rules
Share a Virtual Coke

Share a Coke with



The idea:

In September 2011, we printed and released the 150 most popular Australian names on 'Coke' bottles and invited Australians to 'Share a Coke' with one another.

While our campaign goal was to achieve mass sharing, production and cost logistics meant that only 150 names could make it on-pack for the campaign's launch. This led to a key creative challenge: What about everyone else?

So we created the 'Coca-Cola' 'Share a Coke' Experience, a nationwide touring experiential activation that gave people the opportunity to take home a personalized 200ml can of 'Coke' to share with friends and family.

With immediate and unprecedented popularity for an experiential activation, these 'Coke' kiosks became a destination for people of all ages.

The results:

- 378,800 custom 'Coke' cans printed at kiosks, 349% over target.

- Delivered over 1,544 hours of activation, garnering 4,138,559 impressions.

- Demand exceeded supply with over 1.5 hour wait times.

- 1 marriage proposal at Westfield Sydney.

And the campaign results in three short months:

- Sales transactions grew by 3% and volume increased by 4%.

- A 7% increase in Young Adult consumption.

- 5% of Aussies start enjoying 'Coke' again.

- 12,020,000 earned media impressions.

- Traffic on Facebook increased by 870%.

- Locally, we were the number 1 most talked about Facebook page.

- 76,000 virtual 'Coke' cans were shared.

- Due to popular demand, 50 new names were added to bottles after public nomination and voting.

- 1 country painted red.



Touchpoints



Coca-Cola
open happiness™

If you
have a crush on /
want to meet /
haven't seen /
miss /
love /
like
a Liam,
share a **Coke** with **Liam**



shareacoke.com.au

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Touchpoints

Share a **Coke**® Share a





Coca Cola

Brand Activation Campaigns

Coke: Share a Coke Campaign

Global initiative into South East Asia

Share a 'Coke' with name here

Andrew

Challenge
With 90% of teens and young adults having not engaged a 'Coca-Cola' in the previous month alone, we had to re-engage with Australians.

Idea
We printed the 100 most popular Australian names on 'Coke' bottles and invited Australians to 'Share a Coke' with each other as a fun language-driven challenge in response to our consumers' reaction. 'Coke' once again became a part of Australians coming together.

Results
In three months:
 - Young Adult consumption increased 7%
 - Volume increased 4%
 - 25 more Aussies enjoying 'Coke'

12 MILLION EARNED IMPRESSIONS

Facebook
 12M earned impressions on Facebook
 Number 1 most talked about Facebook page in Australia
 470% increase in Facebook traffic

Interactive Billboard
 1,001 unique names displayed over 12 weeks

Custom Can Kiosks
 378,000 views from 12 kiosks

Crowdsourced TVCs
 28 unique crowdsourced TVCs featuring photos from fans

Media Partners: Herald Sun, Daily Telegraph, The Australian, ABC, SBS, 7 News, 9 News, 10 News, 11 News, 12 News, 13 News, 14 News, 15 News, 16 News, 17 News, 18 News, 19 News, 20 News, 21 News, 22 News, 23 News, 24 News, 25 News, 26 News, 27 News, 28 News, 29 News, 30 News.



'Share A Coke' campaign ...Coca Cola, a marketing genius!!!



rahul ingole · 760K views · 9 years ago



Share a Coke



- Coca Cola is all set to spread the message of happiness in the tropical contours of the coconut country Thailand. This time, the leading cola brand is asking you to "Be Fizzy, Be Bold, Share a Coke".
- Investing an outstanding 140 million Baht, the entire Thailand will be flooded with 250 million Coke cans, having people's nicknames and their expressions printed on them.

"We know that Thai people are positive and happy ... But they are also very reserved about expressing how they feel about other people, especially when those feelings are mixed with special emotions or are particularly complimentary," Konstantinos Delialis, marketing director of Coca-Cola (Thailand), said in his first interview with local media.

'Share a Coke' campaign is a marketing initiative by Coca Cola that started from Australia, and then went on to the UK, Italy, France, Brazil, Austria, Germany, Greece and Israel.

The summer campaign invited consumers to share a moment of happiness with friends, family and loved ones by swapping the iconic logo on the Coke bottles with personalized names. From user generated print names to social media sharing, the campaign has it all.



■ YES, IT'S A HIT!

With the outstanding results on board, it would not be wrong to say that Coca Cola's **'Share a Coke' campaign is one of the most successful global campaigns by the company till date.**

Australian statistics of the campaign reveal that Young adult consumption increased significantly by 7%. The campaign also earned a total of 18,300,000-plus media impressions, and traffic on the Coke Facebook site increased by 870%, with page likes growing by 39%.



Share a Coke®. Taste summer adventure. ⋮

Coca-Cola · 29K views · 3 years ago



What about the Thai Market?



Coca Cola launched a campaign to **collect 1 million reasons why Thai people believe in a better future for their country**. These reasons will all be compiled into a book called the One Million Reasons, Believe in Thailand.

Users can send **their message through many media platforms such as Facebook, Twitter, YouTube and Instagram. You can use the hashtag #COKE1M**. This is a great way to get the people of Thailand inspired to live a better life and make a better future for their country (Palsingh, 2012).

In Thailand the soft drink market is very competitive, with Coke coming in at 24% and Pepsi at 40%. **Coke's sales have been affected dramatically due to Thailand's heavy rainfall and monsoons that have isolated two-thirds of the population.**

After the country had been in critical condition from the floods, social media sites were spread with many depressing messages of the state that the country was in. Coke, seeing this advantage to start a new campaign that would benefit the morale of the country and Coca Cola (Cream, n.d).

What about the Thai Market?



People were encouraged to write in their stories of hope and this received attention from people all over the world. 137 million messages made it on Coke's Facebook page and this brought happiness to Thailand (Facebook, 2013).

The campaign also brought awareness to 92% of Thai people, coke sales went up to 29 million unit cases and market share increased from 24% to 30%.

This was a win win campaign for Coke and Thailand. This campaign was **really inspirational, in that it showed a country that had nothing and was depressed to reaching out and helping many Thai people achieve happiness for their country.**



THAILAND



Share a Coke ร้อนนี้ส่งไค้กให้

Coca-Cola Thailand · 2.1M views · 1 year ago



Share a Coke Day
ร่วมส่ง *ทีใจ* ให้กันผ่าน



#ShareACokeChallenge

ผ่านเพลงจาก URBOYTJ
กระหึ่มทั้งโซเชียล

วันนี้



Share a Coke Day

Coca-Cola Thailand · 5.5M views · 1 year ago





Share A Coke Singapore: Case Study



Andrea Leong · 4.2K views · 5 years ago



What about the Vietnam Market?



Over the last two years, Vietnam has been one of the world's fastest-growing markets for brand Coca-Cola across. **Coke's brand love scores are also growing fast in Vietnam. The country's first "Share a Coke" campaign in 2014 helped drive a lot of that success.** This year, there was a new challenge: Maintain strong momentum for the brand, especially with teens, where the market competition is intense.

To take "Share a Coke" to the next level, the Vietnam team looked to the now-universal language of emoticons. In Vietnam – as in much of the world – young people use emoticons to share how they feel. Coca-Cola Vietnam introduced 41 emoticons. “Emoticons have become a perfect sharing platform, a sharing of human feelings,” said Pratik Thakar, integrated marketing communications director for Coca-Cola’s ASEAN business unit, which includes Vietnam. “It transcends language barriers and has pretty much become a part of popular culture across most ASEAN markets.”

Vietnam kicked off the first phase of the campaign to build awareness. Beyond traditional media, a “social invasion” entailed bloggers and local celebrities introducing Coke’s new emoticons. Special partnerships with Facebook and the country's largest local messaging platform, Zalo, helped spread the word.



What about the Vietnam Market?

In the second phase, the team is focused on inspiring teens to share their own stories. Consumers will be able to personalize cans at retail outlets and customize stickers on Zalo. Within four days of the phase two launch, consumers had downloaded 1.3 million stickers.

"Share a Coke emoticons are, once again, proving our way of doing marketing with the consumer at heart," said Uyen Pham Na, marketing director, Coca-Cola Vietnam. "I believe Coke emoticons will be a new way for Vietnamese teens to communicate their feelings. This campaign not only brings Coca-Cola closer to our consumer but also benefits our business with promising volume increase."

Basil Sidky, general manager for Coca-Cola in Indochina, added, **"I am very excited about the Coke emoticon campaign. It's smart to leverage the youth's social currency to boost the brand's relevance in this mobile and digital era, giving us a much richer ground to engage with our consumers."**

The campaign is scheduled to roll out across Thailand later this year and in the Philippines in the summer of 2016.

What about the Vietnam Market?



Share a **Coke**® Share a



TVC : Coca Cola: Share A Coke

Vietnam



Brands Vietnam | Coca cola Vietnam
"Share a coke" Campaign



Brands Vietnam · 8.2K views · 6 years ago



TVC : Coca Cola: The Happiest Thank You

Philippines





2:04



One Coke Away From Each Other - Real Magic (Extended Version)



Coca-Cola · 787K views · 1 month ago



