



Coca-Cola - Christmas 2015 Promotion

Food & Beverage | Partner | Philippines | 2015 NOV

CAMPAIGN OBJECTIVES

Preparation: Create and increase awareness for Coca-Cola Christmas event at "Araneta Center", Quezon City.

Footfall attribution: Create RSVPs for this event and drive attendees.

Social media remarketing: Bring visit to all Coca-Cola social media platforms with hashtag "#WishMoKayaKo".

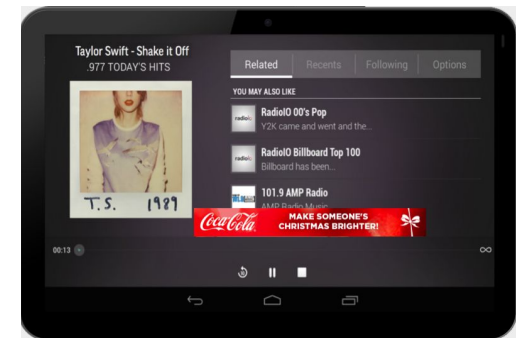
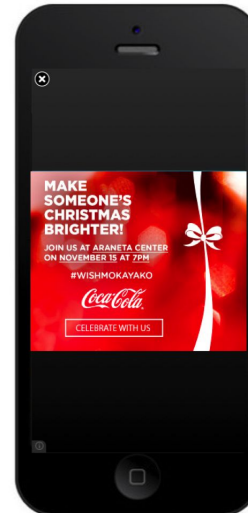
OUR SOLUTIONS

Multi screen, multi device approach for smartphones and tablets. Following Coca-Cola Corporate Identity guidance and approval resizing the banners for tablet. Mix of banner sizes between standards and interstitials to ensure best balance between views and clicks.

High definition geofences on 12 selected locations to ensure reach to the right audiences. Contextual apps and mobile web site targeting to further improve the audience definition.

RESULTS

- Overall the campaign achieved more than **1 million views in 3 days.**
- **CTR of 0.81%**, outperforming parallel campaign on Facebook and Google Ads.
- After event, agency confirmed full success, i.e. high number of attendees.



Beyond Location. Precise Audience

YOOSE