

Social Media Marketing Winner

Coca-Cola "Share A COKE"

Agency: Ikon Communications with Ogilvy, Wunderman & Naked Communications
Client: Coca-Cola

Strategy

Coca-Cola has always been an integral part of people coming together. But with the world flocking to the digital space, how they connected needed to change: research showed Coca-Cola was losing relevance amongst their core target groups so they wanted an idea that would make a big splash and get people talking with a mass appeal.

Tactics

After 125 years of putting the same name on every bottle of Coke, 150 popular Australian names were added on the pack, inviting all Aussies to 'Share a COKE' with Matt, Sarah or Jess during Summer 2011.

The aim was to bring people together on a more personal level and acted as tool to find, connect and share with people they know; with the best conversation starter of all - a first name.

Communicating via social media, consumers were asked who they wanted to 'Share a COKE' with, with requests for names flooding in. Embedded sharing was also used throughout all touch points, including the ability to MMS and share an image of a friend's name up in lights at the iconic Coca-Cola sign in Kings Cross through Facebook.

Results

The campaign resulted in 230,000 new households buying into the Share a COKE campaign, with 40% of purchases driven by the campaign.

The Facebook page became the most talked about locally and 23rd globally, with an increased traffic of 870%, 121m impressions and 374,946 entries to a win \$50k to share with a mate. Young adult consumption increased significantly during the campaign, increasing 7% and 75,902 personalized virtual Coke cans were shared.

www.shareacoke.com.au/home.jsp

Share a Coke with **Matt**

Enjoy Coca-Cola Coke

Test a friend's name to 0400 807 807 and we'll send you a pic of it on the Coke sign.

facebook

Coca-Cola Australia • Share a Virtual Coke

Food/Beverages

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

If you know an Adrian, share a **Coke** with Adrian

Do you know a Matt, a Tayla, a Zoe, a Ben or an Adrian? Now you can share a real **Coke** with their name on it! **Coke** bottles with 150 different names on them are now on sale everywhere. To see them all, check out the list below. We've also had a team of songwriters record 150 individual songs - one for each name!

Click on any name to hear the song.

Aarav
Aaron
Adam
Adrian
Alana
Alex
Alice
Amanda
Amy

Please select a name to listen to its song

516,192 like this

Coca-Cola Zero
Coca-Cola Zero Australia

Create a Page
Add to my page's favourites
Get updates via RSS
Report Page
Share

iab.australia awards?