

BUSINESS CASE

Coca Cola launched Coke Studio, a show that aims to create and distribute original music through fusion. Coke wanted to leverage this opportunity to create greater brand awareness among consumers through music and thus establish a unique brand experience.

Though coke wanted to bring together the music and happiness, there was a strong disconnect between the campaign and consumption points of brand. This, if integrated would have created a huge opportunity for the brand to strengthen the brand connect.

But challenges had to be addressed: 1) How would one achieve the scales of mass media in the digital age? 2) Can one compare the reach of mobile phones to that of Tv

SOLUTION

Consumers walking in to any of the coke partner locations would see a prompt asking them to download coke studio content. Users could select and download wallpapers, video and audio clips of their choice. The content delivered was customized for **1,500+ handsets** ensuring higher reach and great experience.

The solution not only ensured a location based content delivery but more importantly the availability of content at zero cost and an impulsive medium for engagement.

The catalogue was regularly updated to deliver fresh content to the users ensuring that each user would always see fresh content each time when they came on board. Appealing content catalogue and refreshed content every time, kept the consumers coming back for the content, thus helping the brand to retarget their consumers.

As consumers visited more often, they could download and engage more with the brand creating a positive cycle for brand connect with the consumers.



RESULTS

- Over 10 million ears refreshed
- On an average, each user engaged with at least 4 different content during the campaign
- Reached more than 70% NON GPRS users
- Nearly 40% of the consumers engaged multiple times during the same time
- Subsequently 45% of the consumers came back to network looking for coke studio content demonstrating the goodwill the brand has earned
- Integration of social media sites achieved higher brand awareness and invited more consumers to experience
- The Coke Studio @ MTV campaign ensured a strong connect between various stake holders – Coca Cola, the location partners and the consumers in an innovative way
- Brand expectation was exceeded by 100% while maintaining the investment to original projections

LEARNINGS

- Numbers delivered through mobile far exceeded the reach and connect through all other media put together
- Campaign set a unique model on how brands can leverage m-Entertainment and showcased how various business models can be created
- Campaign demonstrated how integrating mobile can deliver higher ROI for a brand in its media investments. Evident is the fact that season 2 is getting even bigger on mobile