

# Coca-Cola



® Coca-Cola Ltd.

# Digital Marketing Campaigns :

## 1. Share A Coke :

- **Personalisation:-** Coca-Cola replaced its iconic logo with popular names and phrases on bottles and cans, encouraging consumers to find and share ones that resonated with them.
- **User Engagement :-** The encouraged consumers to search for bottles with their names or the names of friends and family, driving engagement both online and offline.

## **Social Media Integration:-**

- **Consumers**

were encouraged to share images of their personalized Coke bottles on social media platforms like Facebook, Instagram, and Twitter using the hashtag #ShareACoke.

- **Generation of User-Generated Content\*\*:** The campaign generated a wealth of user-generated content as people shared their Coke experiences online, effectively turning consumers into brand ambassadors.
- **Global Reach :-**Initially launched in Australia in 2011, the campaign expanded globally, reaching over 80 countries, and adapted to include

localized names and cultural references

- **Brand Connection:-** By associating the act of sharing a Coke with personal connections and special moments, the campaign reinforced Coca-Cola's brand values of happiness, togetherness, and personalization.
- **Success :-** "Share a Coke" was widely regarded as one of Coca-Cola's most successful marketing



- campaigns, boosting sales and brand engagement across various markets.

## 2. Taste the feeling:-

- **Emotional Connection** :- “Taste the Feeling” aimed to evoke emotions and create a personal connection between consumers and the Coca-Cola brand by

highlighting everyday moments of joy, refreshment, and togetherness.

- **Storytelling:** The campaign utilized storytelling to showcase diverse situations and emotions where Coca-Cola could be enjoyed, ranging from simple moments with friends to milestones in life.
- **User Generation Connection :** Like “Share a Coke,” “Taste the Feeling” encouraged consumers to share their own experiences and stories associated with Coca-Cola on social media platforms using the campaign hashtag.
- **Global Appeal:-** The campaign was launched globally across various media channels, including television, digital

platforms, outdoor advertising, and social media, to reach a wide audience.

- **Adaptability:-** “Taste the Feeling” was adaptable to different markets and demographics, allowing Coca-Cola to tailor the messaging and visuals to resonate with local audiences while maintaining a cohesive global brand image.
- **Celebrity Endorsements:-** Coca-Cola collaborated with celebrities and influencers to further amplify the campaign’s reach and engage with specific target demographics.
- **Integration of Music:** Music played a significant role in the campaign, with



**Coca-Cola partnering with artists to create original songs and soundtracks that captured the essence of the brand and its messaging.**



### **3. Small World Machine's:**

- **Interactive Vending Machines:** Special vending machines were installed in key locations in India and Pakistan, such as shopping malls and public spaces.



**These machines were equipped with video screens and cameras.**

- **Connection and Interaction:** People in India and Pakistan could see and interact with each other in real-time through the vending machines. They were encouraged to complete cooperative tasks together, such as drawing peace symbols or heart shapes.
- **Shared Experience:** campaign provided a platform for people from both countries to engage in positive and meaningful interactions, promoting a sense of unity and common humanity despite political tensions.

- **Digital Storytelling:** The campaign was accompanied by digital storytelling efforts, including videos and social media content, to amplify Its message and reach a wider audience.



- **Promotion of Peace:** By facilitating collaboration between individuals from India and Pakistan, the “Small World Machines” campaign aimed to promote peace, understanding, and empathy between the two nations.

