

2012 iPG Awards UK SUBMISSION



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iProspect ^{iP}

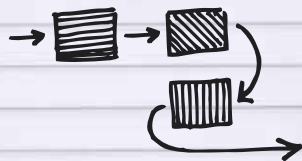
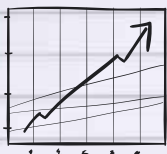
Coca-Cola

“ Delivering Digital Performance on a Global Scale. ”

The Challenge

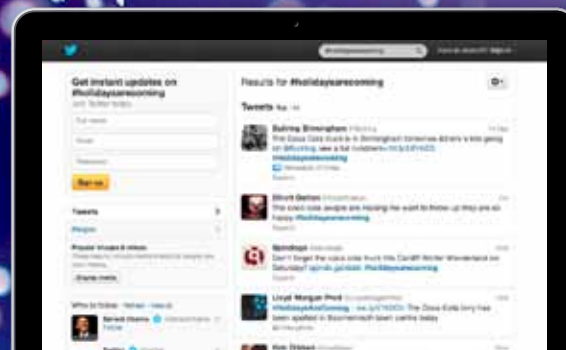
BRIEF:

Our objective was to successfully amplify the multichannel comms campaign in the run-up to and around Coca Colas Christmas truck TV advert airing.



The Strategy

Making the advert itself an event



The Results

225,028
actions at CPA
of £0.04

67,000
Likes

6,250
Post shares