



Coca-Cola And MSN Innovatively Quenches Thirst For Online Excitement

Background

Founded in 1886, The Coca-Cola Company is the world's leading manufacturer, marketer, and distributor of nonalcoholic beverage concentrates and syrups used to produce nearly 300 beverage brands. In Malaysia, Coca-Cola Far East Limited came together with MSN for the biggest event of the year. Leveraging on the hype for the highly anticipated launch of Windows XP (WinXP) and the reputation of Microsoft and the MSN brand, Coca-Cola was the launch event's official drink sponsor.

Challenge

While Coca-Cola has an impeccable distribution network for its products and brand awareness, the number one soft drink company wanted to test the effectiveness of branding on the Internet, as well as gather a solid demographic profile and database. Moreover, Coca-Cola wanted to connect with teenagers and communicate a specific image to the local market. Thus, the company needed a creative campaign that would capture its involvement and unique position as a drink to be enjoyed at Malaysian food stalls. Coca-Cola partnered with MSN and together, the two companies shared in the strength of merging two leading brands to execute a memorable campaign.

Target

- Males and females, aged 15-29

Goals

- Use technology to reach out and connect with teens
- Communicate that Coca-Cola is a drink to be enjoyed at local Malaysian food "mamak" stalls
- Leverage on the biggest IT event of the year
- Gain market intelligence and audience profiles for future online marketing efforts



Result

- Awareness of online promotion was heightened through branding on 2.8 million 500 ml bottles of Coke
- Distribution of over 30,000 branded postcards at colleges, universities and major shopping malls to announce promotion
- Online "Serve-a-Coke" game showcased at the MSN booth of the WinXP launch event was played by over 17,000 people
- Over 2,800 names collected in database
- Over 3 million Hotmail banner impressions
- Generated over 100,000 impressions on the game microsite

"It's about integrating online and offline vehicles. We knew WinXP would be big and we wanted to connect with teens. Technology and MSN is one of the best icons to do this."

Tay Ai Leen,
Region Media Manager,
Coca-Cola Far East Limited (Malaysia)

The MSN Advantage

Coca-Cola worked with MSN to execute a successful seven-week long campaign that was featured throughout MSN Malaysia homepages and network services, including Hotmail and its member newsletter, Messenger Service, as well as links to Coca-Cola's innovatively fun microsite. Moreover, the online promotions received further visibility and emphasis through impactfully co-branded bottles of Coke.

Cool and Refreshing Creatives

MSN customized an innovative microsite and interactive online game for Coke to promote the leading soft drink company's strategic position at local Malaysian food stalls. The campaign featured an arcade-like "Serve-a-COKE" game that let players become food stall attendants who had to safely and quickly serve Cokes to thirsty patrons. Players could then submit scores for chances to win hot prizes, including the grand prize of an all-expenses paid trip to Los Angeles. To avoid burnout of creatives and to ensure top-of-mind "freshness", MSN continuously rotated new visuals. As a result, players were hooked...the online game alone received overwhelming feedback as users played for hours to improve their already high scores!

"Coke is a young brand and we work very quickly with short turnaround time. Integrating with MSN—dedicated, flexible and driven—worked well to the advantage of both parties."

"This was a high-end event and it meant bringing the news into homes. As it was very visible on our packaging, carefully selecting a partner was very important. With MSN, there was lots of synergy for both parties."

Teaming Up for Top Market Intelligence

The ultimate synergy of the world's leading brands: Coca-Cola, Microsoft and MSN worked to create a solid cross-brand promotion that merged the high profile launch of WinXP with the vast reach of Coca-Cola's distribution network. The innovative online campaign on MSN also integrated a viral marketing element, "Tell a Friend", where participants could recommend the interactive game contest to their friends and family. In the end, this method of creative data collection on MSN helped Coca-Cola garner strategic intelligence from its target audience that would become invaluable for future online marketing efforts.

Complementary Coordination

As the most useful and innovative online service today, the impressive network of MSN digital services presents its partners with the opportunity to enjoy all the benefits of marketing online. Unlike traditional media, digital marketing enables businesses to work complementary with offline efforts, including special promotions and events, thus resulting in an overall stronger, impactful message. Coca-Cola's campaign merged its online promotions with branding on 2.8 million 500 ml bottles of Coke distributed prior to the launch event to heighten awareness of the promotion. The online campaign with MSN also worked in conjunction with the distribution of direct marketing materials and traditional radio advertising for one week on two of the country's top stations. Coca-Cola further leveraged on special MSN events and promotions as the online game was demonstrated at a special WinXP launch event.

"The online game created high-awareness, but also interlinked back to our website. MSN ensured the creatives were in line with our desired image and positioning."



Microsoft