

alpine M E D I A

TAKING YOUR NAME TO THE TOP



BACKGROUND: Coca Cola launched Coca Cola Zero to the New Zealand market in 2008. Coca Cola wanted to drive brand awareness and the sampling of new product to its target market – skiers & snowboarders.

Alpine Media in conjunction with Pocket Vouchers, an Auckland based mobile voucher solution provider, were engaged by Coca Cola to deliver a winter product sampling & brand awareness campaign.

CAMPAIGN OBJECTIVES: Drive product trial and brand awareness with a txt based adbloc sampling campaign at selected ski areas for the 2008 winter.

LOCATION: Turoa, Whakapapa & Cardona Ski Areas



CAMPAIGN STRATEGY: Alpine Media adblocs were used to communicate the txt based sampling campaign – skiers and snowboarders simply txt TUROA, WHAKA or CARDRONA to 393 and vouchers were sent to cell phones upon reply for redemption at ski area cafes.

ADBLOC CAMPAIGN DELIVERED FREQUENCY:

The Campaign was exposed to 650,000 skiers & snowboarders from mid June to early October. The proximity and lengthy exposure adblocs offered Coca Cola were an exceptional medium to employ text based sampling campaign to their target market in an idyllic setting, doing something they love.



We had to suspend the campaign at Cardrona Ski Area during the school holidays due to the cafe being inundated with ski area guests and a high demand for campaign redemption.

CAMPAIGN DROVE STRONG RESULTS:

Over 8,000 txt with 65% redemption

CONCLUSION: This campaign was deemed extremely successful and delivered high redemption rate which showed the power of this targeted promotion. The campaign was limited to 100 x 390ml cokes per day per ski area and the limit was redeemed most fine days of the season.

Combining adbloc advertising & Pocket Vouchers mobile technology allowed not only an effective sampling campaign but also strong brand awareness for Coca Cola Zero.



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