DIGITAL MEDIA SAMPLE CASE STUDY

QUESTION

Coca-Cola intends to launch their ambitious digital media campaign named 'Share a Coke'. The main focus of the digital campaign is to promote, each bottle mentioned the hashtag #shareacoke, in order to pursue users to share bottles with their names on social media.

Q. **Based on the above case answer the following questions:**

a. As a digital marketer explain what the key advertising objectives to promote this campaign are. 5
b. How would you use Facebook as a platform to promote the campaign? 5
c. How would you use Twitter as a medium to promote the campaign? 5

SOLUTIONS:

a. Objectives of Coca Cola 'Share A Coke' Campaign:

Expected solutions.

I. Two primary objectives
II. Two secondary objectives

Coca-Cola had two primary objectives to achieve out of the 'Share a Coke' campaign.

- The first primary objective is to increase the sales as it was the summer period.
- The second primary objective is engaging with its customers by talking to them.

This campaign would focus to create a platform where people won't just consume the product but moreover love the brand.

The secondary objectives of campaign are:

1. To create Brand Awareness
2. To generate potential leads through advertising
3. To increase engagement amongst the audience related to 'Share a Coke' campaign
4. Increasing customer satisfaction and brand loyalty.
5. Understanding consumers needs and connecting with them directly.
6. Increasing offline sales. This goal can be accomplished by promoting an in-store sale online through the use of a digital coupon or voucher.
7. Stressing brand message.

b. How would you use Facebook as a platform to promote the campaign?

Expected solutions.

I. Atleast four initiatives

1. **Include share buttons:** Share buttons will help spread the word of **'Share a Coke' campaign'** on Facebook.
2. **Include photos of the campaign in the promotions' banner image.** Seeing a visual of the **'Share a Coke' campaign'** is a great way to incentivize Facebook fans to participate and connect with the brand.
3. **Create a hashtag specifically for Share A Coke' Campaign promotion:** Coke will rolled out the 'Share a Coke' campaign. Through Facebook, users will participate in a large scale. Moreover, the campaign will achieved mass sharing, and customers could connect with each other. Basically, consumers had to SMS their friend's name which would be displayed live on the iconic Coca-Cola sign located at strategic locations. The user then would receive an MMS via which they could share their chosen friend's name lit up in lights through Facebook or send him/her mail.
4. **Encouraging participation creation of online media campaign:** A huge amount of social media content will be created by encouraging many consumers to participate. This will be establish by specifically targeting those consumers who are very active on facebook who will engage with their friends by sharing photo and posts on Facebook.
5. **Connecting with the consumers at a personal level**: Coca-Cola as a brand will be emotionally connecting with its customer through personalization. The new way to engage with its customers is through personalization and, therefore, the campaign will be designed in such a way that it encourages personalization in a prospective way. Consumers like to self-express themselves creatively through storytelling and staying in touch with its friends and as a result, the campaign will leveraged on this kind of consumer behavior. Moreover, Coca-Cola would launch initiatives to engage with its customers and at the same time promote its own brand name. For instance, when a consumer shares a name-branded Coke bottle with his father, he feels as he is honoring his father rather than promoting the Coca-Cola brand itself. Moreover, by taking and sharing photos with the #shareacoke hashtag on facebook, it will drive more personal online media content which leads to many shares across.

c. How would you use Twitter as a medium to promote the campaign?

Expected solutions.

I. Atleast four initiatives

1. As a **digital extension of the "Share a Coke" campaign**, Coca-Cola would enter into its social commerce foray with the introduction of a Twitter program that enables users to send a soft drink to their friends for Rs 5. Generous users gift a Coke using @TweetACoke, the word "enjoy" and their friend's Twitter handle.
2. **Join in the conversation to reinforce your message:** Because its message throughout the campaign was the value of friendship, #shareacoke hashtag. ensured that it closely monitored the conversation around it. This will helped it to respond quickly to any issues that arose with the campaign and keep track of changes in public perception of the brand.
3. **The coke will enlist popular influencers** to promote the contest using the #shareacoke hashtag. This helped the brand reach millions of people who follow the influencers.
4. **Continue the interaction**: Engagement is a constant, fluid, and ongoing process. This means that the marketer-creator relationship doesn't end after a creator posts. In fact, there's lots of work to be done: replying to comments, reposting and engaging with user-generated content, sharing on owned channels, and adjusting ad spend in near real time to activate around content that resonates.
5. **Promoted Tweets:** Promoted tweets are where brands really shine in terms of creativity, personality and ad performance. Through promoing specific tweets, you essentially push a bite-sized billboard to your target audience. The goal of these ads is to ultimately drive clicks that translate into followers and leads. Promoted tweets can also be presented in the form of a GIF, giving marketers the benefit of snazzy visuals without having to worry about sound editing.