

SOCIAL

Coca-Cola's Mobilized Billboard Engaged Gen Z, Delivered 350M Social Impressions

Campaign Objective:

To engage younger generation, and bridge gap between real world and digital world with out-of-home version of "What's In a Name" trivia game

Solution:

Times Square visitors tweeted #CokeMyName to see personalized story featuring their name on a digital billboard; Photos of namesake display were tweeted back to fuel social sharing



Results*:

- 5.4MM audience impressions in Times Square over 3-week period
- 42K social posts with #CokeMyName during this period
- 350MM social impressions
- Tweets with #CokeMyName were mentioned in 110 countries with the US representing 49% of exposure (across multiple metros)

Winner of "Best Integration with Social Media," 2015 MediaPost Digital Out-of-Home Awards



*Source: Mobile Marketer 8/21/2015

<http://www.mobilemarketer.com/cms/news/advertising/21138.html>