

Case Study: Coca-Cola

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 2,800 products. Globally it is the No.1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the company's beverages at a rate of 1.5 billion servings per day.

The Challenge

Coca-Cola Zero offers Coca-Cola taste with zero calories. Brazil has become one of its most important markets, and Coke Zero was looking for ways to reinforce its position as a leading low-calorie soft drink. To extend its relationship with young audiences it launched Coca-Cola Zero Studio, a project that fuses different types of music together. Two Brazilian artists recorded a show mixing their musical styles in association with a major music broadcaster, so Coca-Cola was seeking a way to share this content with consumers, and raise awareness of the recently launched Coca-Cola Zero brand.

The Solution

Coca-Cola worked with Nokia to launch a special edition mobile phone brand 'Coca-Cola Studio' to put their brand directly into the hands of consumers. The exclusive music content was bundled on device and acted as a real incentive to consumers to buy the Nokia 5310 Xpress Music Special edition, a handset that was designed by Nokia with music in mind.

The device were sold through retail stores, the Nokia flagship store and online, and came bundled with:

- 4 songs from the Coca-Cola Zero Studio.
- Coca-Cola Zero branding on the box, sleeve, phone jewellery and headset.
- 4 themes so that branding was even present on the user interface.

The TV show itself and participation of high-profile Brazilian bands resulted in a lot of interest from national median Brazil, and therefore there was a real buzz around the handset, which became hot property with Coca-Cola Zero target demographic of young adults.

The Results

- 30,000 special editions were sold through retail stores.
- Buzz and publicity around the project in national press.
- Coca-Cola Zero reinforced its music credentials by pioneering 'on-device media' with Nokia.

"We work with Nokia because it offers so much more than traditional mobile advertising. The synergy between Nokia and Coca-Cola's brands was very important for success, and presented us with something it's hard to find elsewhere. What other branding medium can work harder than something you interact with on an hourly basis?"

Luciana Feres, Marketing Execution Director, Coca-Cola Brazil

Nokia Interactive Advertising allows brands to create more valuable relationships with the world's four billion mobile consumers. It offers more effective mobile advertising by matching brand objectives with consumer behaviour and their use of the device. Advertising is available on a range of Nokia services that are embedded on millions of devices, as well as on some of the world's biggest mobile publishers and operators.