

Mobile Marketing Case Study

Mobile Marketing

Mobile marketing provides a wealth of opportunities and channels for brands to reach and target their audiences. As Mobile marketing is still relatively new (compared to other media) there is still huge experimentation and variation in approaches by brands and agencies to mobile marketing. This, coupled with the global nature of mobile, and different mobile adoption rates in different territories means that brands use a multitude of approaches on mobile depending on the campaign goals and outcomes.

Below, by way of illustration are a number a case studies from a single global company - the global drink brand Coca Cola - for different campaigns and in different territories over the past couple of years. In these - we've tried to cover the key areas discussed -

- Mobile Sites
- Mobile Apps
- Mobile Ads
- Proximity & Location based
- SMS

Some campaign case studies cover only one channel, others have a full range of approaches covering multiple mobile areas as well as social media and more traditional media too.

“Mobile is at the core of everything we're doing. If we can't make a story work on a 4-inch-by-2-inch screen, then it doesn't work, and it doesn't go further.”

Wendy Clark

President, Sparkling Brands & Strategic Marketing for Coca-Cola North America

See Video here - <https://youtu.be/ecMDWq30dq4>

Case Study 1

Coca-Cola: Move to the Beat

Year: 2012

Video: <https://vimeo.com/84366241>

Campaign platforms : SMS, Mobile Web, App

CAMPAIGN SUMMARY

As a key sponsor of the London 2012 Olympic Games, Coca-Cola wanted to become more relevant with a core teen audience in order to drive an increase in both awareness and purchase globally. To reach teens, Coca-Cola tapped into a key consumer passion — music — and showed their social side by creating an anthem out of the sounds of sport.

STRATEGY AND EXECUTION

The major challenge facing the mobile-led campaign was that across the global landscape, devices vary greatly, as do the way in which consumers use their mobiles to communicate. A one-size-fits-all solution wouldn't work: it needed to be flexible and innovative without alienating users with a too-sophisticated use of technology.

Coca-Cola embraced mobile technology to engage with teens through the My Beat Maker app, which literally put creativity in the hands of consumers by giving teens the chance to create their own beat-worthy tracks by offering a library of sounds from athletic events (the thump of a basketball against the court, grunts from a tennis player, the sound of spikes on the track) to create their own unique mashup.

Simply put, once inside the app, teens selected background rhythms by moving their phones. Holding the record button added their sound to a 16-beat loop. Teens could layer and mix up to six sport sounds, synths, and vocals. For more creative possibilities, turning the phone on its X and Y axis added delays or phaser effects. The musical algorithm ensured the loop always sounded tight and on beat. Once complete, the masterpiece was loaded online to the Global Beat — the biggest musical collaboration in history!

For those teens without higher-end devices, the Create My Beat experience on mobile web gave users the ability to answer a set of questions which, based on their answers, presented them with a personal ringtone that was then shared on the Global Beat desktop experience.

World-famous British music producer Mark Ronson got in on the fun too. He travelled the world remixing tracks as part of a documentary film broadcast that went viral in a run-up to the Games.

Since mobile marketing on a large scale is still fairly unique, this was one of the first fully integrated mobile marketing campaigns run on a global level. To ensure compliance, a best practices guideline was written, covering a range of facts, updates, content links, quizzes, and content giveaways that each market used as the foundation for its own campaign, adopting and localizing as needed.

RESULTS

The campaign's all-inclusive approach to engaging a broader audience was vital when it came to market buy-in. During the 2008 Olympics, only one market activated a Coca-Cola app. In 2012, more than 45 markets did, nine of which ran the full SMS program.

Of the nearly 25 percent of all Coca-Cola global markets running mobile as part of their Olympic campaign, 96 percent activated mobile web, 97 percent the app, and 22 percent the SMS program. Early results show that SMS already has over 186,000 registered global subscriptions for mobile campaign alerts, with 40 percent of the world now able to subscribe via SMS to the campaign. 911,185 impressions with a 45 percent response rate to daily quizzes and digital content prizes. Mobile web converted the highest number of teens who created a beat and then shared to the desktop experience, with the iOS version of the app driving the highest number of beats created.

Case Study 2

Coca-Cola: Coke PLAY

Year: 2013

Video: <https://vimeo.com/83357898>

Campaign Platforms: App and Multiple Media

CAMPAIGN SUMMARY

When a study revealed 2.7 million Korean youths were Coke "brand neglectors," Coca-Cola Korea teamed up with The Slate to create a mobile campaign that would convert teens by reinforcing Coke's brand image as an energizing refreshment. Coke PLAY is a real and virtual playground for young people ages 12 to 29 to connect using mobile devices that incorporate voice recognition and location- and motion-detecting technologies for games and activities. Because 80 percent of Korean teens exceed their wireless data capacity each month, Coke PLAY awards

additional data as prizes.

STRATEGY AND EXECUTION

Coca-Cola Korea faced two main challenges. First, Korean youth and teens who enjoyed sparkling beverages weekly preferred a cider to Coke as the more refreshing, energizing, and uplifting drink. Second, affordability was identified as a barrier to trying Coke. Therefore a promotion needed to promote Coke's energizing brand and value to young consumers.

Coke PLAY is an outgrowth of teens' desire to avoid emotional boredom through energizing refreshment. Mobile devices, especially smartphones, are the center of teen activities, from apps and chatting to surfing, games, and music.

The creative strategy involved designing a virtual and real-life playground and reward platform called Coke PLAY where teens could connect with each other, play with friends, and recharge their "social energy." Using the Coke PLAY app or entering a PIN code from Coke packaging accrued points for customers, who could win:

A popular paid app
The latest smartphone
Coupons
Cinema tickets
Free wireless data
An overnight stay at Happy Energy Camp
Awarding additional wireless data capacity is a first in Korea, where purchasing more data is legally restricted.

The media strategy focused on establishing badge value by encouraging teens to celebrate life's everyday routines as energizing Coke moments. Owned, earned, shared, and paid media were all incorporated in the plan, especially mobile owned media. Traditional media supported awareness of the campaign among a wider generation.

Fifty percent of the overall campaign budget was allocated to mobile.

RESULTS

Business results for the year to date as of June 2013 were:

Volume: +6.8 percentage points
Favorite Brand: +4.7 percentage

points Uplifting: +8.6 percentage points IC transaction: +7.3 percentage points vs. last year Campaign results were:

App Download: 1.06 million Users: 933,000 (ages 10–19: 65 percent, 20–29: 24 percent, other: 11 percent) Service Usages: Wireless data 84 percent Social Conversation: [Total Buzz] 900,000/[Total view of content] 2.3 million

Cast Study 3

Coca-Cola: Coca-Cola Happiness Flag

Year: 2014

Video: <https://vimeo.com/111237471>

Campaign Platforms: Mobile Social Media & Mobile Web

CAMPAIGN SUMMARY

Coca-Cola wanted to help the 2014 FIFA World Cup to be the most inclusive in the history of the event. The brand developed a “Happiness Flag” campaign, where users were encouraged to submit photos that would all become part of one massive mosaic in the form of a flag, to be debuted at the beginning of the World Cup.

STRATEGY

Objective and Context:

Coca-Cola, a major sponsor of the 2014 FIFA World Cup, wanted to inspire global participation for the most inclusive FIFA World Cup ever. From a business perspective, the campaign addressed recruitment and retention of the brand’s global consumer base by connecting the world’s most popular soft drink, Coca-Cola, with the world’s most popular sport, football (soccer). For years, however, the perception among football’s fan base was that the World Cup was no longer an event

for the people, but rather for corporations. Coca-Cola’s Happiness Flag

campaign set out to do its part to change this perception. The FIFA campaign was one of Coca-Cola's largest ever, as the brand launched a digital- and mobile-optimized initiative in 175 global markets. The key performance areas measured were reach and engagement across all channels, as well as which messaging and placement resulted in the lowest cost per selfie. The company also tracked total photos by country, date, and channel at all the various states of submission in order to optimize.

Target Audience:

The targeting for Coca-Cola's FIFA campaign was quite broad. Coca-Cola first focused on football fans and Coca-Cola fans, and gradually dove deeper into interests of the audience, including photography, social games, and creative propensity.

Creative Strategy:

The creative strategy revolved around the idea of the 2014 Brazil World Cup being the most participatory and inclusive World Cup ever. All creative executions, from film to social, reflected the belief that football bridges all geographical, socio-economic, ethnic, gender, age, and religious divides. The Happiness Flag was the most tangible creative expression of this belief, created by bringing photos of over 220,000 fans from every nation together on the opening pitch in Brazil.

EXECUTION

Overall Campaign Execution:

The campaign invited consumers from 207 countries around the world to submit selfie photos through Facebook, Twitter, Instagram, email, the Coca-Cola mobile website, and even text. The brand received hundreds of thousands of submissions and used them to create the largest digitally produced photomosaic ever, dubbed the "Happiness Flag." Mobile was the ideal channel to lead the campaign, as over 90 percent of social activity occurs on mobile, and selfies are a phenomenon made broadly popular by the smartphone. Coca-Cola used traditional media like TV and live events to create reach and awareness of the participatory nature of the campaign while leveraging its social spaces to create engagement with consumers and encourage them to make the Happiness Flag their own. To get around some of the legal implications that come with user-

generated content, the brand developed a solution involving two-way communication that solved all compliance issues.

Mobile Execution:

Mobile was at the heart of the marketing strategy from the very beginning. Every component was as optimized as possible for mobile, including the ability to submit entries through popular smartphone apps such as Facebook and Twitter, through mobile web, and even via SMS (text-based submissions would generate a custom, branded badge that became an image in the photomosaic). In addition to a responsive desktop design, Coca-Cola leveraged a mobile-specific site to ensure the optimal experience across a wide variety of devices.

RESULTS

(INCLUDING CONTEXT, EVALUATION, AND MARKET IMPACT)

The World Cup ambition was to make the 2014 FIFA World Cup the most participatory in event history. By providing a wide variety of ways to engage, from social apps to SMS to mobile web, Coca-Cola was able to invite all consumers to be a part of it. The Happiness Flag campaign achieved overall marketing goals. Coca-Cola received a record-breaking number of submissions for a digitally produced photomosaic (more than 220,000; the previous record was 176,000), and submissions were received from every country that was engaged in the campaign. The success inspired Coca-Cola to identify ways to replicate certain campaign aspects within the Coca-Cola marketing system, implementing a similar premise that uses photos as social currency and invites consumers to have a shared purpose in an influential, global campaign.