

SHARE-A-COKE



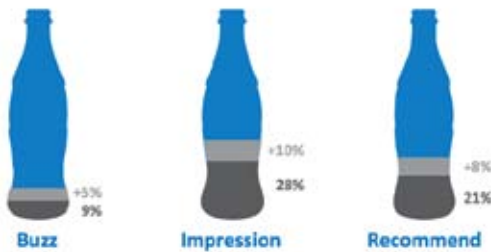
Campaign overview: Replaced usual branding with 150 of the UK's most popular names

Dates: April 29 to end summer

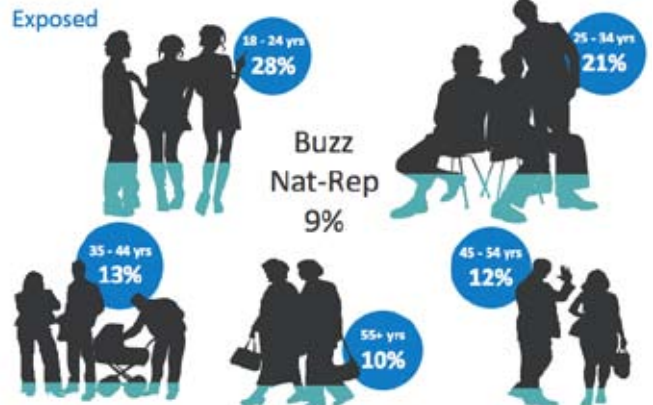
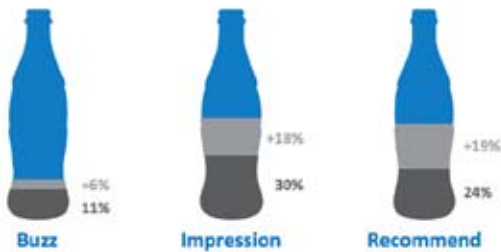
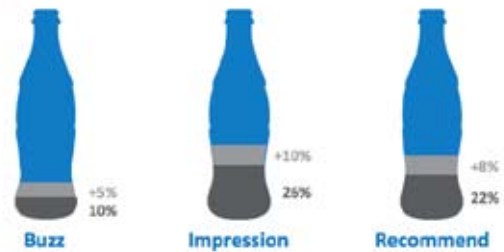
Media analysed: TV and social media

RESULTS

- It was a very successful campaign.
- Facebook was the best performing channel.



#shareacoke



OBSERVATIONS

- Created unique and individual moments & interactions where consumers feel personally connected
- Whilst there was disappointment if someone couldn't find their name the campaign still created a community feel
- Responses from our social media analysis tool – SoMA
 - Wow! Never thought my name would be one of the 150 bottles! @CocaCola_UK #shareacoke #cocapreela
 - #shareacoke Steven spelt properly too!
 - Share a coke with me #coke#me #danny #amazeballs
 - Well that's fantastic! Shame I don't like coke... Can I sell this on Antiques Roadshow in sixty years? #ShareACoke
- Also made individuals interact with other people in their own network through social media
- Campaign crossed all demographics including not only those under 30 but families creating their coke family.

