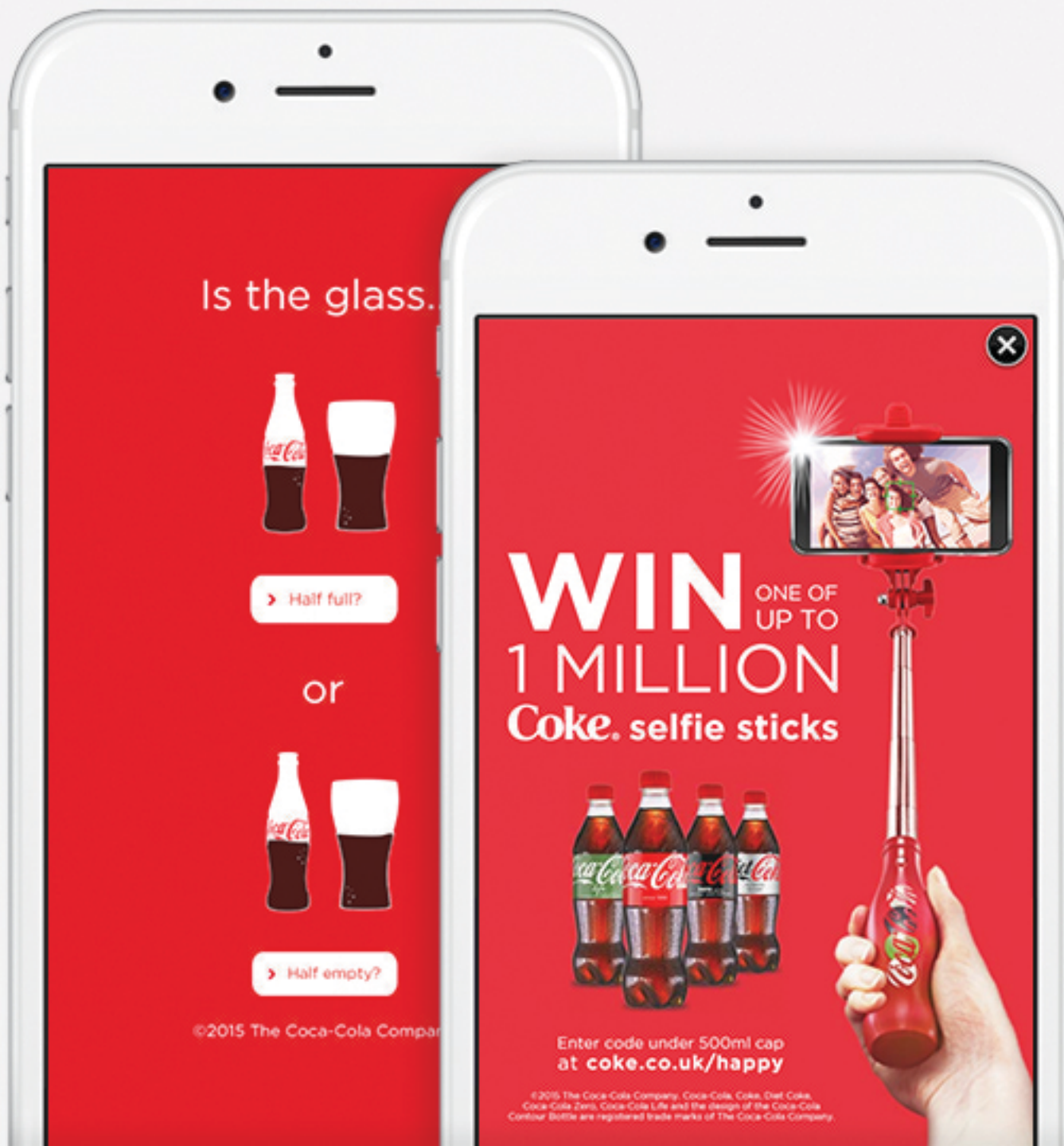
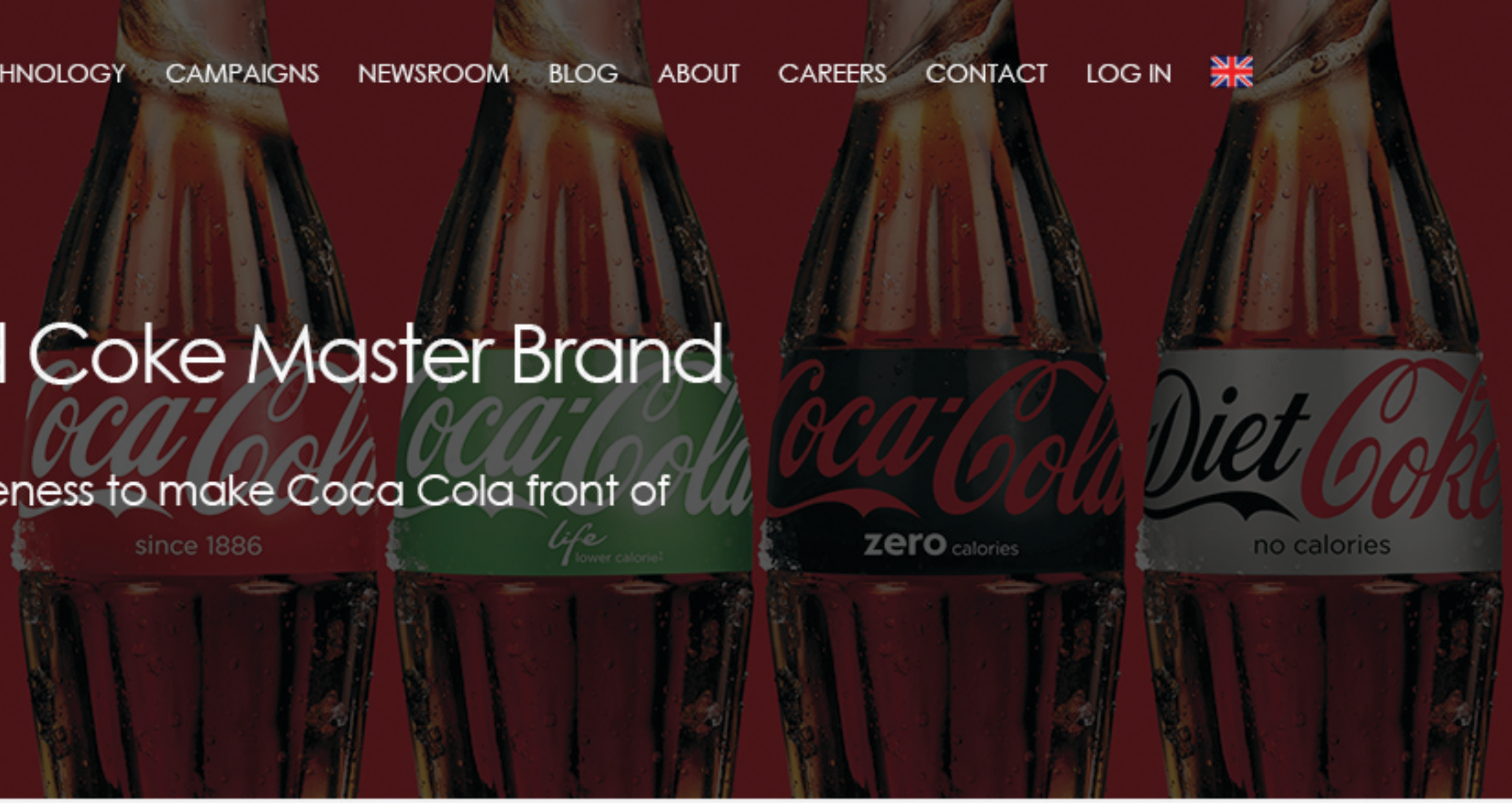


# Coca-Cola : Red Coke Master Brand

Coca Cola worked with Blis to drive brand awareness to make Coca Cola front of mind for shoppers.



## Strategy.

**Products:** Audience / Path

Align targeting with Coca Cola's Out of Home and experimental activity collect devices in proximity to these locations and used targeted mobile adverts to be able to amplify the OOH and experimental activity



## Targeting.

**Locations:** OOH Public Transport Locations, Experimental Events

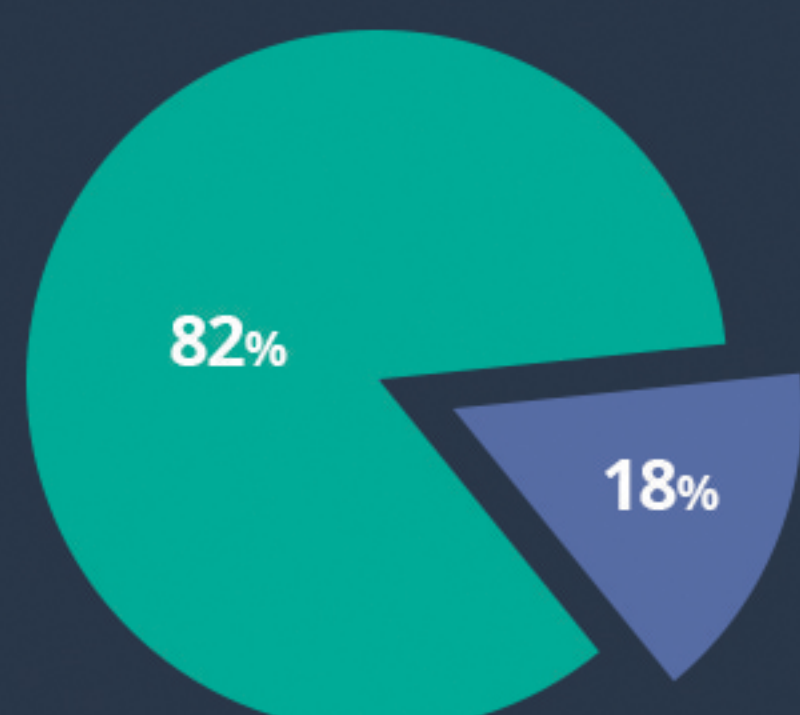
**Retargeting:** Residential IP and Stores stocked with Coca Cola

**Timing:** Summer 2015



## Volume Split by Creative

- Interstitial
- Expandable

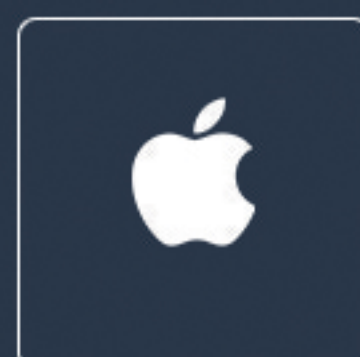


## Results.

**Best performing content:** Personal finance, hobbies & interests

**Best performing creative message:** Selfie Stick CTR 3.26%

**Best performing day of week:** Saturday



Best performing operating system

9pm

Most engaged time of day

15.1%

Interstitial engagement rate