



Coca-Cola SmileWorld

MMA CASE STUDY

Campaign Summary

Since its birth in 1886, Coca-Cola has been a catalyst for social interaction and the inspiration for inventiveness, particularly with regards to spreading brand awareness. The brand wanted to develop a mobile app to engage consumers in Spain and promote a friendly and communal environment.

Strategy and Execution

Smartphones represent 50 percent of the mobile market share in Spain. And because of the subsequent proliferation of mobile apps, Coca-Cola recognized the potential to develop mobile platforms that would enable the brand to engage with its customers. Social media proved to be the key, as online networks now constitute almost 25 percent of an individual's online experience. During the last year, the brand recorded a 24 percent increase in visits to social media, largely fueled by consumers' increased thirst for content sharing. Research also showed that users spend over 667 minutes (11 hours) per month using apps.

Coca-Cola developed the groundbreaking SmileWorld app that combined the features of a smartphone with the functionality of social networking to create the world's only brand-specific mobile social community.

SmileWorld was created specifically to give consumers a positive experience, with the clear intention of increasing consumer engagement and brand awareness. By offering a platform where creativity and communication can be enjoyed at any time, SmileWorld empowered the consumer and promoted customer loyalty.

Promotions were developed to appeal to specific demographics, including followers of the brand's Euro 2012 campaign and Music Experience Promo, encouraging involvement through the use of cross-media integration that combined mobiles, pin codes, and QR codes.

To ensure that this unique innovation received maximum exposure, the marketing campaign took advantage of publicity opportunities across the full media spectrum. Users were inspired to participate in a community and given incentives to share stories, pictures, and comments. Memorable, emotional experiences were encouraged, which ultimately resulted in the brand being associated with happiness.

Results

Coca-Cola SmileWorld reached the No. 1 spot in the Apple Store app charts on several occasions. This was no small feat, given the vast number of apps created daily.

Using customer relationship management variables and user metrics, Coca-Cola documented how the app was being used and with whom it was resonating. Within a short period of time, SmileWorld was downloaded 70,000 times and generated 50,000 comments, 30,000 photo uploads, and 170,000 "likes." This valuable data allows the brand to re-direct its strategy and create more customer engagement and retention, thus ensuring that SmileWorld continues to evolve.

By learning from its users, Coca-Cola's interactive experience can be tailored to its audience, and new ways can be found to appeal to other demographics, thus directly improving global brand awareness.

Coca-Cola received extremely positive feedback from vendors, and SmileWorld is growing at an impressive speed. These are all clear signs of a powerful and effective marketing solution that responded to the public's demand for innovation and social interaction through mobile technology. They are testament to a brand's determination to remain an integral, valued part of modern day life and the most recognized brand in the world.

Source

"Coca-Cola SmileWorld." 2012 MMA Smarties Submission Brand Awareness; Relationship Building/CRM; Mobile App. Brand: TD Ameritrade Careers. Lead Agency: GIGIGO.