



Coca-Cola Brazil - Campaigns 2013

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Mobile RTB Exchange

1 REAL CAMPAIGN



Campaign Objectives

Show that mini Cokes are again being sold at R\$1, informing consumers that the R\$1 Coke exists.

Specifications

What? CPM

When? October and November 2013.

Where? Belo Horizonte, São Paulo

Landing site: www.cocacola.com.br

Challenge

Increase sales of this product.

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VALUES CAMPAIGN

Campaign Objectives

Communicate Coca-Cola's call during the year-end season for everyone to share positive values, actions and moments of kindness and smiles, celebration and holiday greetings.

The campaign also reinforces classic Coca-Cola attributes, such as the "refreshing" quality of the beverage and the curvaceous shape of the famous Contour bottle.

Challenge

Get consumers to learn about and explore the <http://www.cocacola.com.br> website where they can learn more about the world of Coca Cola and ask any questions they may have about the product.



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1, 2, 3 CAMPAIGN



Campaign Objectives

Submit Coca-Cola product launches to the consumer, presenting them with a strong portfolio, showing that a Coca-Cola exists for every taste and budget.

Challenge

Not yet defined.

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“We have found StartMeApp to be an easy, quick and effective solution for our digital media needs. One of the factors responsible for the great results we are getting with our campaigns has been the quality of care and service, without a doubt. From the very start of our discussions, I have been advised on how to obtain the best results and achieve the most effective way to reach the target audience for our campaigns.”

Cássio Magnavita,

Marketing Coordinator - Promotions, Advertising & Projects,
Coca-Cola FEMSA.



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