HOW WE OPENED LIKE NEVER BEFORE
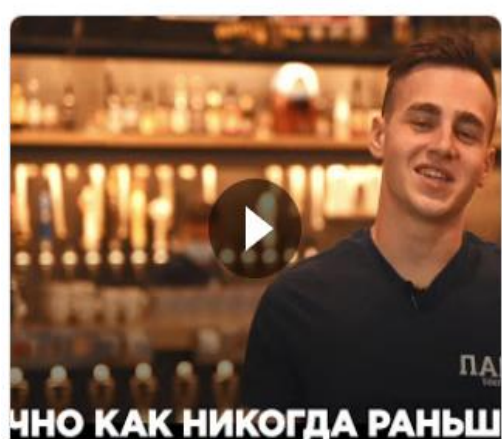
Olga Gavrilova
Brand Manager
TCCC

Vadim Kukharskiy
Digital Planning Lead
MediaCom

OPEN

IT'S NOT JUST PHYSICAL, IT'S A STATE OF MIND

FOR THOSE WHO NEED HELP (CUSTOMERS AND CONSUMERS)

FOR NEW AND OLD RESOLUTIONS

FOR ALL OF US: WE NEED TO BE OPEN MORE THAN EVER
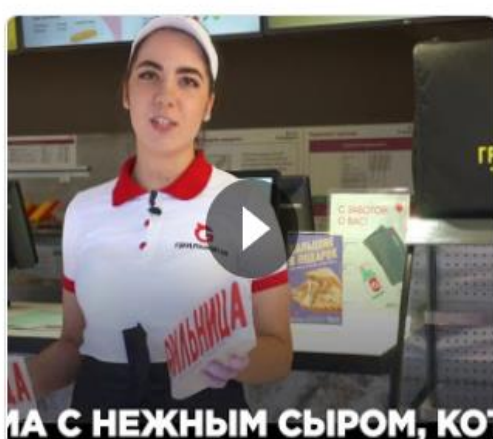
FOR WHAT WE NEED TO CHANGE TO BE BETTER

THIS COKE IS ON US
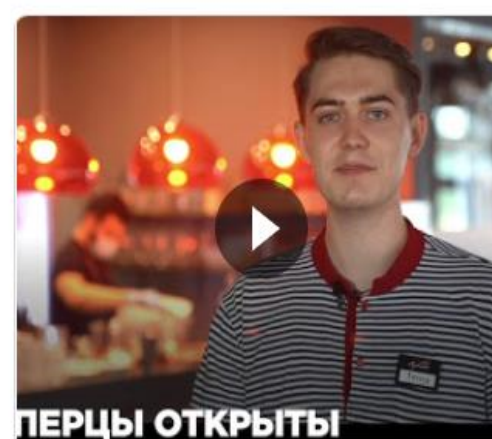
CUSTOMER's OLV & banners
108 customers

Coca-Cola за наш счёт

Получить

БЕЗ САХАРА
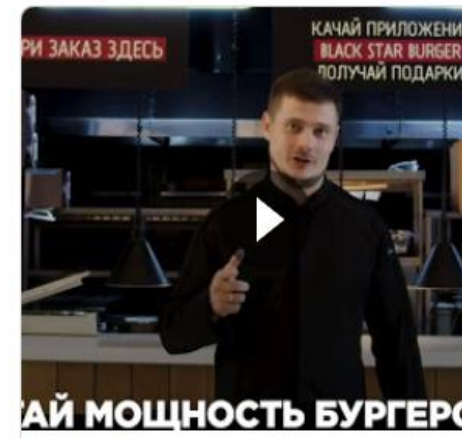
Coca-Cola

Срок проведения акции: с 5 по 23 августа 2020 г. Информация об организаторе акции, ее правилах, количестве призов, сроке, месте и порядке их получения размещена на сайте coca-cola.ru

Offline + online weekends

650 outlets

108 customers

379k samples

Coca-Cola X MEALS
Like never before

WE HAD
2 Briefs
10 partners
12 food pairings and **15** occasions to cover....

THE COCA-COLA COMPANY **X** MEDIACOM

OUR NEED was to create scalable signal-based segments, which could contain multiple food pairings, which were connected to TCCC clients' offers

Signal > **Targeting/Segment** > **Food pairing** > **Client's offer**

A strategic guideline (typically in the form of a DCO MATRIX) is developed to determine who we are talking to, what we are showing them and what ad variations to build.

	Romantic			Activities at Home				QSR	Diet	Isolation		
Segment name	**RA**	**RB**	**RC**	**HA**	**HB**	**HC**	**HD**	**QSR**	**DT**	**COV1**	**COV2**	**COV3**
Consumer Segment	Women looking for romantic idea	Men looking for romantic idea	Looking for romatic dinner	Looking for reciepe	Movie-series buff	Big game evening	Regional Specific + Relegion	Only McDonalds	Who is on diet	Home office lunch	Isolation games	Isolation study
Signals	Audience, Media, Environment	Audience, Media, Environment	Audience, Media, Environment	Audience, Media, Environment	Audience, Media, Environment	Audience, Media, Environment	Audience, Media, Environment	Purchase / Service History	Purchase / Service History	Purchase / Service History	Purchase / Service History	Purchase / Service History
	Girl Searching for romantic dinner idea	Man Searching for romantic dinner idea	Romantic mood	Searching for recipies	Searching for series\movie related content, watching movies and series	Interest in popular sports	Regional	Geo-list of restaraunts + interest in fast-food	Healthy living and food + search requests (diet related)	Home office orders	Being a gamer	Additional Study + study at Home

IT ONLY LOOKS LIKE SEVERAL STEPS. But it's actually "Neil Armstrong's steps" to make it work…

Naming and connection each image and line of text into digestible experience for end-user

MULTIPLE **PAIRING** OPTIONS FOR EACH OCCASION

PAIRING FRAME WAS DUPLICATED TO ENSURE OCCASION CONNECTION

THE COCA-COLA COMPANY X MEDIACOM

DCO had medium ad recognition, but outstand iconic bottle. Creatives were pleasant, motivating and impro

	Salad 1	Salad 2	Pizza 1	Pizza 2
Ad recognition	17%	18%	34%	29%
Correct Brand link CC Classic	90%	91%	88%	89%
Incorrect Bran link				
Misattributing				

This ad is nice
This ad is very
I learned some
This ad encour advertised drin
This ad create about the bra
I'm tired of this

Brand awareness significantly grew

Coca-Cola TOM awareness significantly higher (+8%) among those who saw advertising

Coca-Cola's media campaign didn't influence other brands awareness growth

Coca-Cola Zero Added brand Awareness demonstrated increase +7pp

As there was still a room for increase unlike CC Classic that had already high ABA

Top Of Mind Awareness

Coca Cola 45% / 53%
Pepsi 12% 12%
Fanta 7% 7%
Chemogolovka 6% 6%
■ Not seen ■ Seen DCO

Added Brand Awareness

Coca-Cola Classic 96% 97%
Coca-Cola Zero 88% 94%
Pepsi Cola 97% 96%
Pepsi Max 69% 74%
Baikal 87% 90%
Dr Pepper 78% 76%
Coffee Cola 33% 41%
■ Not seen ■ Seen DCO

Co			43%	42%	50%	44%	
Coca-Cola is suitable for a daily home dinner	31%	**41%**	**40%**	33%	33%	36%	35%
Coca-Cola is suitable for a daily home lunch	29%	**38%**	**38%**	31%	32%	34%	33%
Coca-Cola lifts the mood during home isolation	66%	**72%**	69%	66%	66%	66%	65%
Coca-Cola is suitable for watching movies and TV series at home	80%	**87%**	85%	82%	81%	80%	78%
Coca-Cola is suitable for video \ computer games	69%	75%	73%	70%	72%	64%	69%
To watch my figure tastes better with Coca-Cola Zero	**39%**	20%	**19%**	29%	27%	25%	27%	25%

D4. Indicate how much you agree with the following statements.

DCO works better on building link with food occasions.
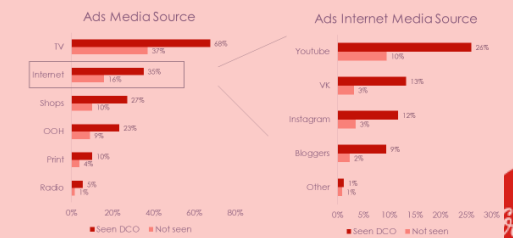Higher reach & frequency showed better uplifts → more continuous and bigger media support for DCO are justified

	Salad 1	Salad 2	Pizza 1	Pizza 2	Pasta
	Онлайн обучение	Следить за фигурой	Домашний просмотр	Кино дома	Готовить дома
Impressions	2,6	2,5	1,6	2,4	0,9
Frequency	2,8	2,8	2,5	2,6	2,1
After this ad, you immediately want to drink Cola	69%	64%	61%	62%	63%
Cola is suitable for a romantic dinner	52%	53%	43%	42%	50%
Cola is suitable for a daily home	41%	40%			
Cola is suitable for a daily home lunch	38%	38%			
Cola lifts the mood during home					
...rola is suitable for video \ computer				75%	73%
...ch my figure tastes better with Coca-...ero	20%	19			

Best meal for CC was communication), Sal associations, Pasta cr

Brand perception CC Classic

The campaign improved brand image

And decreased brand perception as harmful drink

— Classic Not seen
— Classic Seen DCO

D4. Indicate how much you agree with each of the following statements.

Ads Media Source. CC Classic

Ads Media Source

TV 68% 57%
Internet 16% 10%
Shops 27% 10%
OOH 23%
Print 10%
Radio 5%

Ads Internet Media Source

Youtube 26% 10%
VK 13% 3%
Instagram 12% 3%
Bloggers 9% 2%
Other 1%

■ Seen DCO ■ Not seen

	Pizza 2	Pasta	Romantic 1	Romantic 2
	71%	69%	71%	70%
	71%	66%	72%	68%
	41%	39%	37%	40%
	19%	20%	20%	17%
	15%	16%	15%	17%
	12%	13%	14%	12%
	13%	11%	12%	14%
	9%	10%	7%	10%
	10%	10%	7%	11%
	6%	9%	7%	7%
	3%	4%	3%	3%
	3%	3%	2%	1%

D5. Mark which serves, in your opinion, best combined with Coca-Cola? Choose up to 3 options
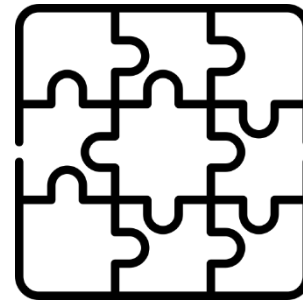
LARGE NUMBERS, LOTS OF SLIDES!

HIGH-LEVEL GUIDE TO CREATE SUCCESSFUL DCO

Understand **what objectives are solved by DCO** & could it be solved by something less complicated

Process needs to be setup as a project with due dates, deliverables and approvals linked to team members. DCO is a connected project between Performance, Strategists, Digital planning and client

Connected creativity all the way. Creative vision should be connected to data and campaign objective through every step of process
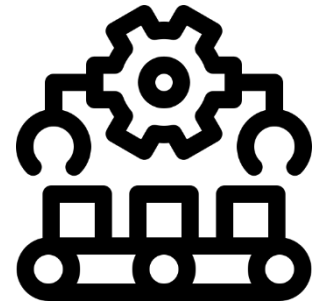
Project should be strictly managed with 100% accordance to plan and early alerts on every step.

THE COCA-COLA COMPANY X MEDIACOM