

GLOBAL

InMobi and Mediacom's Innovative Ad Experience Delivers Over 6.3M Impressions



Solution
Identifying Target Audience, Engaging with Customers, Acquiring New Users



About The Coca-Cola Company

The Coca-Cola Company is a multi-billion-dollar legacy beverage company with products sold in more than 200 countries and territories.

The Highlights

1.95x

Engagement rate - global benchmark

45 seconds

Average time spent by user interacting with creative



Coca-Cola knew that they needed to reach younger consumers on mobile, and InMobi was an ideal partner for this campaign. Their creative work here was crucial to helping Coke engage GenZ, and the results of the campaign itself and the brand lift study show the benefits of this approach.



Tsholofelo Sisulu
Client Director for Coca-Cola at Mediacom South Africa

The Brand Objective

Key performance indicators included people reached, total impressions, engagement and click-through rate based on global benchmarks. Coca-Cola has always been about music and connecting people through the power of refreshment. This time around, they wanted to take the music out of the booth and put it in the customer's hands. For this campaign, they looked at driving engagement among teens in South Africa who are foodies and into gaming and sports.



The Solution

The team used their existing Beat Can campaign to come up with a unique rich media interstitial ad experience. Ads included four beats, four melodies and four effects that people can chose from on their mobile device to create a Coke Beat. This beat could then be shared on social channels. The campaign targeted teens in South Africa. More specifically, the campaign sought to reach different app demographics, such as audio and video streamers: users who have multiple audio-video apps, are usually between 18-45 years old, and 55% male, 45% female; entertainment app users: users who have multiple entertainment apps, are usually between 18-45 years old, and 46% male, 54% female; and avid gamers: gaming enthusiasts involved in tablet and mobile, are usually between 18-32 years old, and 66% male, 34% female.



The Results

The campaign was a huge success, with over 130,000 Play Now clicks. Close to 17,000 people created a beat. The campaign delivered over 6.3 million impressions, reaching 1.8 million unique users. The engagement rate was over 95% above global benchmarks, while the overall click-through rate was more than 103% above global benchmarks. The Beat Can campaign performed particularly well with teens, entertainment enthusiasts, Millennials, avid gamers and foodies. To further highlight the success of the campaign, InMobi ran a brand lift study using InMobi Pulse. The brand lift study showed that the ads significantly boosted brand awareness and consideration of Coca-Cola, especially among younger consumers. Overall, 58% of customers were able to recall the ad. And more significantly, the brand lift study found that the mobile ad campaign increased purchase intent by close to 18% overall and 29% among women.



Engagement rate
1.95x global benchmark



Average time spent by user interacting with creative is **45 seconds**

