

Building Immersive Campaigns with Coca-Cola

CROSS-CULTURAL INDUSTRY WINNER

ADVERTISER: The Coca-Cola Company

AGENCY: Ogilvy & Mather

MEDIA: Starcom MediaVest Group

RESEARCH: BMC Innovation, Millward Brown

EXECUTIVE SUMMARY

As companies like the The Coca-Cola Company continue to push the envelope on creating immersive campaign experiences, the way research influences and measures these experiences must evolve. Latin America's "Let's Go Crazy!" campaign for brand Coke presented new questions—and answers—illustrating how research

- helps brands move beyond associations to become true change agents in consumers' lives;
- helps to build and adapt regional campaigns to transcend international borders; and
- uncovers the push-pull relationships between media to highlight the best exposure paths for more meaningful consumer connections.

The campaign's success proved that—even in today's media landscape—the relationship between research and creative is more important than ever before.

BUSINESS SITUATION AND CAMPAIGN OBJECTIVES

The "Let's Go Crazy!" campaign was the third iteration of The Coca-Cola Co.'s larger "Cultural Relevance" initiative, which drives a highly emotional brand-consumer objective designed to increase brand love. Although Coca-Cola's central brand message of "Happiness" has streamed across multiple campaigns and promotional activities for decades, "Cultural Relevance" specifically looks to tap into universal values to deepen the connection between the happiness message and the brand.

"Cultural Relevance" seeks to portray Coca-Cola as a brand that not only is associated with happiness but is an actual proponent of these emotions. Through the interactive elements of the campaign, the

brand also looks to further differentiate itself and heighten its image and attractiveness to the consumer audience, particularly teens and moms in Latin America.

"Cultural Relevance":

The Happy Side of Life

"Let's Go Crazy!" advanced the foundation of the first two iterations of the "Cultural Relevance" initiative:

- In the first stages of the strategy, Coca-Cola's highly regarded television spot, "Chorus," which received honors at Cannes Lions in 2011, had laid the framework for the reasons to be happy, focusing on highly relatable happy moments that could counter the negative issues of the world. In this case, Coca-Cola had presented a counter to negativity through the belief that although there are many reasons in this world to be sad, afraid, or angry, there are just as many reasons to be happy, joyful, and thankful each day.
- In the second stages, the brand had looked to bring its message closer to everyday experiences, with a campaign centered on the inner-kindness of people around the world and the strength of everyday "heroes"—like parents. In the campaign, Coca-Cola sought out these examples existing in the world and brought them to light.

"Let's Go Crazy!": The Real-Life Connection

What was missing from the initiative, however, was accessibility—an avenue for the consumer to create and share personal examples. "Let's Go Crazy!" provided the missing link: Through a three-phased approach, the campaign built interest with its own illustration of simple, happy moments, and behaviors. The brand then invited consumers to share, through different media-platforms, examples of their creating happiness in a certain community.

This latest iteration gave consumers a reason why Coca-Cola equals happiness, by showing how the brand provokes positive emotions through real-life experiences. As a further step, the brand then gave consumers an avenue for sharing and creating their own examples, allowing for a shared journey with the brand.

The “Let’s Go Crazy!” campaign represented a new generation of the company’s “Cultural Relevance” strategy, creating a more accessible route for consumers to connect happiness with Coca-Cola.

Fostering Emotional Attachment

The platform struck an emotional chord by directly addressing the “social fears” of consumers today. As The Coca-Cola Co. expresses in the “Cultural Relevance” initiative: “Brands like Coca-Cola *are* culture. Giving a social point of view is not an option; it is a responsibility.” By continuing its focus on “Cultural Relevance” and providing a counter-point of view to the issues of today, the company seeks to serve as a change agent in consumers’ lives.

Building this deep, emotional relationship plays into an ultimate business objective—maintaining the steady growth seen in key performance metrics (volume, transactions, revenue, operating profit, and “share of mouth”) since the induction of the “Cultural Relevance” platform in 2011. Likewise, since the inception of the initiative, the company has seen increases in specific equity attributes, which correlate with strengthening brand love. Continuing that momentum with a refreshed campaign (*i.e.*, “Let’s Go Crazy!”) was a top priority for the flagship brand.

THE RESEARCH STORY

A Three-Part Process

Three key areas of research fueled the campaign’s development process, from start to “launch”:

- **Qualitative research** uncovered the foundation for later story development, tapping into the conceptual “universal truths” on which to build a globally relevant platform.
- **Facial coding, combined with quantitative copy testing**, highlighted the scenes and images that delivered the strongest emotional impact; these components then were amplified as key creative elements across the campaign. Diagnostics from copy testing also were used to guide local adaptations as the campaign moved beyond Latin America.
- “Let’s Go Crazy!”’s new three-phase approach shed light on the **potential relationships between media** across channels, giving Coca-Cola a first-time look at the interplay within the brand’s existing “Liquid and Linked” campaign strategy and diagnosing the campaign’s strengths and challenges across the company’s existing “Pick It Up, Play With It, Pass It On” framework.

THE DETAILS

Uncovering “Universal Truths” through Qualitative Research

As a first step, qualitative exploration provided by BMC in Argentina helped “unlock” the accessibility of “Happiness”—bringing the campaign to the consumer level. This was key in surpassing the previous work’s more utopian, global feel. From this research, Coca-Cola then built brand-inspired stories to illustrate the universal values of happiness, sharing, kindness, and the like via individually relevant examples.

These stories then were spread across a variety of media and representations, including television, digital activations, and mobile apps, out-of-home, retail and package, radio, journals and documentaries, social initiatives, and special events.

Capturing Smiles through Facial Coding And Copy Testing

As the campaign evolved, research contributed most strongly to the completion of the flagship television spot, which served as the anchor point of the campaign. Link, Millward Brown’s enhanced copy-testing solution that included the implicit monitoring of emotional expressions via Affectiva’s facial-coding technology, helped fine-tune the creative and dialed up the most relevant representations of happiness (initially completed in Mexico and later used globally for advertising revisions).

This research pinpointed moments within the advertising that most strongly resonated with consumers (eliciting smiles that grew with each advertising viewing). From there, the research team assessed the advertisement’s ability to connect these critical emotive scenes with the brand and provided recommendations on how to optimize this connection. Copy-testing results influenced final production, scene revisions for shortened versions, and local adaptations.

In Latin America, where the advertising originated, results for the tested spot placed it within the top 5 percent of all advertisements ever tested for Coke. As Millward Brown evaluated the “Let’s Go Crazy!” television spots around the world, scores consistently hit within the top 15 percent of the global Coca-Cola database—a difficult feat for a regionally developed spot as it traveled beyond its borders. Copy-testing diagnostics illustrated how the “universal truths” on which the concept is built contributed to this success, leading to a highly enjoyable, engaging, and *relevant* creative experience.

The most relevant scenes identified in the copy-testing work also were amplified in other media and became cornerstones for non-traditional/interactive elements. As a prime example, the television spot

featured swings tied to various structures in a city; as this element elicited a strong emotional response, actual swings were placed throughout communities as a physical (and branded) reminder of the activation. These swings naturally inspired viral activity and served as a key illustration of how Coca-Cola provokes happy moments.

Discovering How Media Play Together

As the campaign featured an intertwined media strategy building across three phases and multiple touch points, the need to understand the synergies between the elements was paramount.

As such, campaign pre-testing that looked only at performance of the campaign when seen in total simply would not work. The campaign called for a test that could evaluate the strength of different media combinations. What happened when consumers saw only the television spot? What if the television advertising was missed altogether? How did the out-of-home and app-based elements work together?

Coca-Cola and Millward Brown utilized an innovative research approach that allowed for the efficient modeling of hundreds of potential exposure combinations via a factorial sample design. The analysis demonstrated the incremental contribution (or loss) as each campaign element layered with another. When paired with known factors like reach or channel quality by target, this type of learning led to more efficient media strategies and more meaningful consumer connections.

Additionally, the method produced a mathematical model for diagnosing the campaign's potential drive "Pick It Up," "Play With It," and "Pass It On" objectives—when seen both in total and in fragmentation.

Millward Brown's research approach provided insight on the interaction

between different media, allowing the identification of the elements best suited to drive each objective. The results uncovered strengths in the initial "Pick It Up" phase and a need to amplify more elements in the later "Play With It" and "Pass It On" phases.

A key learning from the research illustrated how the television spot contributed to all three objectives, particularly when paired with media from other channels. As a result, the initial media plan (in which the television spot appeared only in the campaign's first few months) was adapted to keep the film in rotation throughout the year, ultimately driving higher awareness and engagement with supporting elements.

Tracking Success

After launch, in-market advertising tracking data illustrated the ultimate strength of the campaign in driving awareness and lifting brand love. The total campaign—and especially the television spot—exceeded Coca-Cola and Millward Brown tracking benchmarks across targets. Additionally, consumers recalled the quality of the campaign, remembering it as highly enjoyable, engaging, appealing, different, and persuasive (tracking data significantly above Coca-Cola and Millward Brown databases).

CAMPAIGN DESCRIPTION

Initially developed and aired in Mexico, the "Let's Go Crazy!" campaign covered the full scope of 2013, utilizing a unique three-phased launch approach crossing multiple channels and targeting teens, moms, and a general population audience. The campaign, which featured "people doing crazy things" in an effort to bring happiness to others, was aired in 2013–2014 across the globe as one of the company's key communication platforms for the Coca-Cola brand.

Introducing a New Framework

Building off The Coca-Cola Co.'s "Liquid and Linked" media philosophy, the media strategy focused on layering consumer outcomes as the campaign built over time. The campaign's three phases spoke directly to the company's three-pronged approach to building immersive campaign experiences—with each piece of the work inspiring consumers to "Pick It Up," "Play With It," and "Pass It On."

- **Phase I:** In the initial phases of the campaign (primarily spanning the end of December 2012 through March 2013), initiatives focused heavily on inspiring consumer interest (*i.e.*, to "Pick It Up") with highly engaging brand-centric material including the anthem television spot that laid the foundation for the rest of the campaign. Multiple out-of-home elements and the initial launch of digital and application-based components rounded out the first phase.
- **Phase II:** Second-phase media (which covered the later spring and summer months of the year) pushed to inspire a deeper connection with the consumer and the call to action, provoking personal exploration and engagement (*i.e.*, "Play With It"). The continued focus on the digital application (which invited consumers to share their example moments of happiness and connection) laid the framework for a continued brand message built off consumer inputs. In addition to these documented stories shared by consumers (and later pushed by the brand), traditional branded elements and other interactive components helped to build campaign awareness, funneling more consumers into the "Let's Go Crazy!" journey.
- **Phase III:** Last, the third phase (which covered the remaining autumn and

winter months) sought to inspire viral behavior—a method of celebrating happy moments and sharing the message with others (*i.e.*, “Pass It On”). This phase centered on digital material—primarily Web films or “documentaries”—highlighting the most memorable consumer and brand-led activity and “Special Days” for community-based activations (spanning both phases two and three).

Global Spread

From its initial launch in Mexico and Argentina, the campaign spread across multiple regions for more than a year. The overarching creative approach and key engagement elements (like the swings featured in the television spot) were used across the globe, with copy-testing data contributing to local adaptations to boost relevance.

CAMPAIGN BUSINESS RESULTS

“Let’s Go Crazy!” performed along the same high benchmark as other activations within the “Cultural Relevance” campaign strategy, which, on average, have outperformed consistently other Coca-Cola advertising worldwide.

On average, the campaign consistently fell within the top percentiles (top 5 percent to 15 percent of all Coke advertisements tested globally) and, as such, was highly recalled among targets, with campaign recall exceeding both Coca-Cola and Millward Brown tracking benchmarks.

The television spot constituted the most relevant and memorable touch point across audiences (recall of this specific element in tracking significantly outperformed Millward Brown and Coca-Cola benchmarks across targets), inspiring further engagement with the campaign and viral behavior via the campaign’s digital

“Let’s Go Crazy!” app, Facebook, and Twitter feeds. Diagnostics from copy testing allowed for multiple advertisement lengths and local adaptations, leading to a rich video library for use across channels and regions.

The campaign aired globally with strong results. In-market tracking of the creative showed the campaign’s ability to drive its key message: Coca-Cola is a brand that provokes happiness, with at least 65 percent associating the brand with this message. Results showed lifts in the brand’s attractiveness and differentiation among targets (teens, moms, and general population).

Purchase consideration and consumption over time increased significantly among recallers (over non-recallers). Most important, the campaign drove increases in brand love for Coca-Cola—a key business objective of the campaign.