

THE 2013 SHARE A COKE CAMPAIGN

Jane Carn, Qualitative Research Director
Harris MacLeod, PR Executive
Louise Vacher, Consulting Director



THE CAMPAIGN

The 2013 Share a Coke campaign was launched in Britain on April 29th and ran until the end of the summer. The soft-drink giant replaced its usual branding with 150 of the UK's most popular names. It was a multi-media effort, with TV adverts, billboards, and experiential marketing in the form of Coca-Cola "tours" where participants could get their own custom-made bottle. Each bottle also carried the hashtag #shareacoke to encourage users to share images using social media. Share a Coke was originally trialled in Australia in 2011, and produced some impressive results in terms of sales and online engagement with the brand. Because of its success in Australia and Britain, Coca-Cola plans to roll-out the campaign in 20 markets around the world, including major emerging markets, Brazil and China.

We decided to study its progression and impact with UK consumers for a number of reasons.

- *Firstly, we were already tracking Coca-Cola as well as its sub-brands, Diet Coke and Coke Zero, using our consumer perception tool, BrandIndex, and so we had a wealth of historical data going back several years to inform our analysis.*
- *Second, we were drawn by the dynamic nature of the campaign, and how it cut across multiple mutually-reinforcing mediums, including TV, Twitter and Facebook. We were interested in knowing which of these mediums would have the biggest impact with consumers, and how the different channels would interact to encourage participation and engagement with the brand. Our social media analysis tool, SoMA, was instrumental in enabling us to identify those who had been exposed to Share a Coke on Twitter and Facebook.*
- *Finally, Share a Coke's uniqueness and innovative approach to personalisation made it a fascinating prospect. So much of what we do at YouGov centres around providing our clients with insight so that they can communicate more directly with their target audiences, and here was a campaign that was replacing its own brand with the names of ordinary people.*



WHAT WE DID

We used connected data to combine actual (rather than claimed) advertising exposure with daily brand perception data to understand the impact of the advertising campaign, and which elements were most effective. By using actual exposure we were able to be more accurate and granular than ever before – truly getting at which elements of the campaign worked best.

Actual exposure comes from panellists who complete daily media consumption surveys, allow us access to their social media feeds and let us track their web behaviour. Brand perception comes from our daily BrandIndex survey – monitoring views on over 900 UK brands across 15 metrics each day.

Combining the two means we can accurately assess the impact of a campaign and understand the effect of each element. In this case, we looked at the impact of TV, Twitter and Facebook by taking those exposed on each platform and assessing how their perceptions of Coca-Cola compare to matched samples who were not exposed.

For this study we focussed on three measures that are most relevant to the aims of the Share-a-Coke campaign.

- **Buzz:** Over the PAST TWO WEEKS, which of the following brands have you heard something POSITIVE/NEGATIVE about (whether in the news, through advertising, or talking to friends and family)?
- **Impression:** Which of the following brands do you have a generally POSITIVE/NEGATIVE feeling about?
- **Recommend:** Which of the following brands would you RECOMMEND/tell a friend to AVOID?

In addition to measuring the quantitative effectiveness of the campaign, we also conducted online focus groups to gain a deeper understanding of how Share a Coke connected with its consumers. We convened two groups, one that had been exposed to the TV adverts and another who had been exposed to social media.

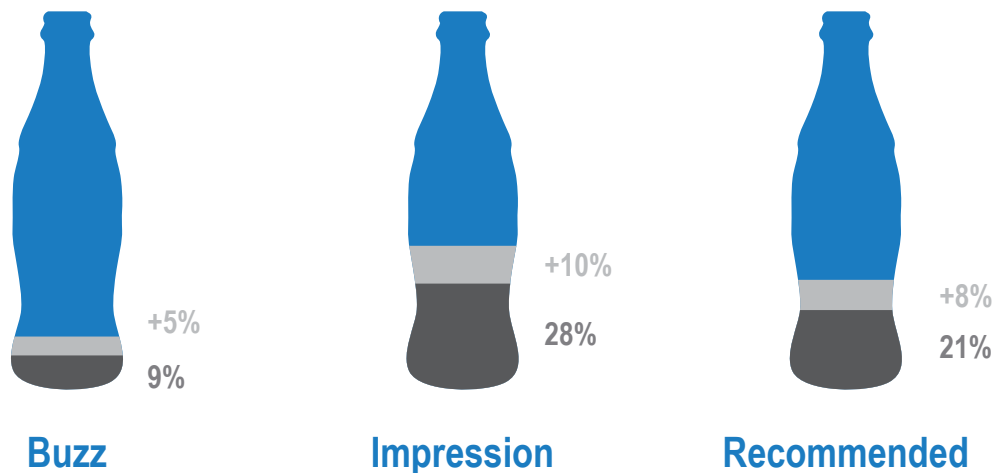


TV EXPOSED

Consumer perception of Coca-Cola, Diet Coke and Coke Zero improved substantially on virtually every measure for those who were exposed to Share-a-Coke TV adverts. The uplift in perception for Diet Coke and Coke Zero was slightly more modest than for Coca-Cola, but still impressive. The data also shows that 18-24-year-olds who were exposed to the campaign view the brand much more positively than those who were not exposed to the adverts.

● TV Exposed

● Nat-Rep



“ I rarely see a brand so strong they can remove their own name from the product and come out stronger ”
John D, 48-year-old salesman from Liverpool

“ I would usually buy diet coke anyway, but it has encouraged me to buy more of it! ”
Alexandra H, 22-year-old student from Stockport

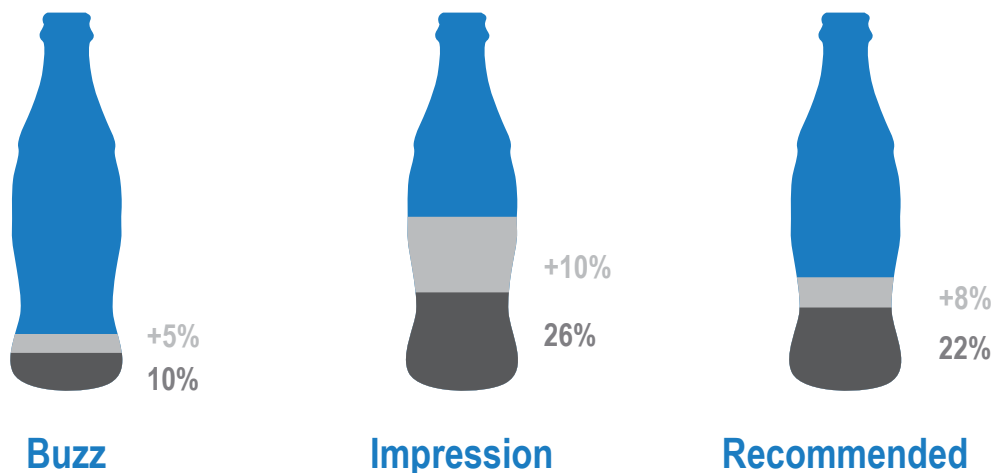
“ Makes Coke seem warmer as a brand, more personable ”
Michael R



SOCIAL MEDIA EXPOSED

As with those who had seen the TV-adverts, respondents who were exposed to the campaign on social media had a substantially better view of Coca-Cola than the nat rep sample. Consumers who had seen the TV adverts and those exposed to #shareacoke on Twitter experienced a similar uplift in consumer perception. The consumers who were exposed to the campaign on Facebook showed the most dramatic improvement in how they perceive Coca-Cola, Diet Coke and Coke Zero.

● Twitter Exposed
● Twitter Population
#shareacoke



“ Everyone suddenly tried to find uses for [the Share a Coke bottles], talking about them and posting pictures all over Twitter, Facebook and Instagram ”

Robert F, 20-year-old music student from Manchester

“ People share more on social media than in person as it's a spur of the moment share rather than just a thing I must tell so and so later, but then forgetting by the time you see them ”

Rebecca W, 31-year-old mother of two, administrator from Swindon

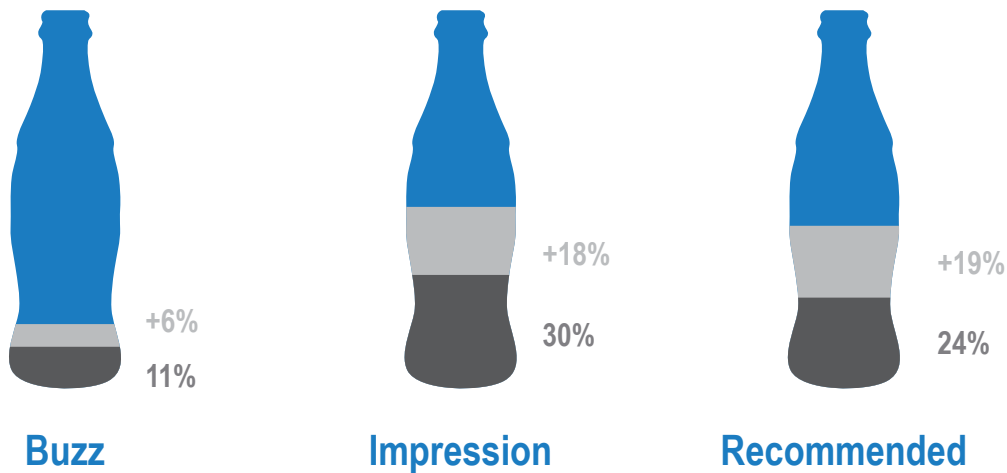
“ If I see a bottle with one of my friends' names on it I'll tweet it to them ”

Lizzie C, 17-year-old student



FACEBOOK WAS THE MOST EFFECTIVE MEDIUM

- Facebook Exposed
- Facebook Population

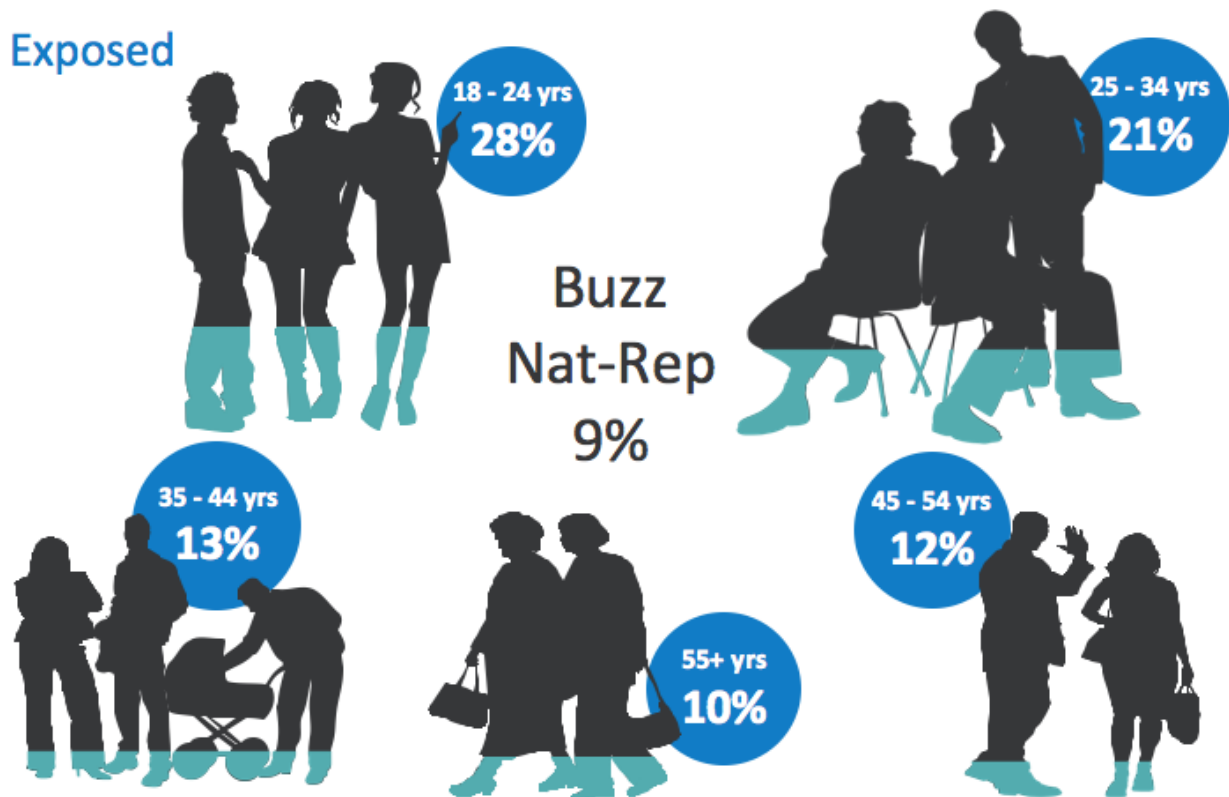


- “ I actually took a picture of myself with the billboard with my name on it and put it on Facebook ”
Emma E, 27-year-old operations manager from Manchester
- “ People want to share little things that they like the look of, and they use it as an extension of their personality, as if Coke made that bottle specifically for them ”
Robert F, 20-year-old music student from Manchester
- “ My best friend had been searching for one for her partner, and like me her Facebook is linked to her phone so I took a picture of his named bottle, tagged her in the post with the victory dance that I'd found it first and asked did she want me to buy it ”
Rebecca W, 31-year-old mother of two, administrator from Swindon



18-24 YEAR OLD'S MOST IMPACTED GROUPS, WITH EFFECTIVENESS DECREASING WITH AGE

Exposed



LESSONS

What are the key themes of this campaign.

Share a Coke has emerged as one of the most compelling campaigns in recent memory. The overarching theme that gave Share a Coke its edge is the way a brand that is so ubiquitous it can replace its logo with individual names reached out to consumers and spoke to people as individuals.

“Unusual, as I rarely see a brand so strong they can remove their own name from the product and come out stronger.”

‘Clever’ is a key theme for consumers, and it is key that they feel included by its success. It is also seen as unique and innovative, and boosts Coke’s credibility as a brand that can deploy a campaign that is truly dynamic in that it crosses over multiple mutually-reinforcing media (TV, physical/outdoor, social media and word of mouth).

“It’s a different campaign; I’ve never seen anything like it.”

For many it represented a first – the first time a “massed produced product has really felt so personal.”

How and why Share a Coke worked so well.

The campaign was so effective because it created unique and individual moments and interactions where consumers feel they have personally connected with the Coca-Cola brand – “*It makes the drink yours and yours alone*” – and at the same time it gave them a reason to reach out to other people within their own personal network through social media. It was fun and interactive, and there are a multitude of different ways in which consumers can use it to create individual experiences – finding their own name, finding the names of friends, family, partners, even enemies.

*“You would keep on buying as it’s a little **ego boost** every time to see your name on the bottle!”*

“I had a great moment at work a couple of months ago, I bought a diet coke from the vending machine and when it came out I noticed it said ‘Share a coke with Jordan’ which is my boyfriend’s name :D “

*“At work there has been **loads of office banter**, mainly mothers collecting the names of their kids. Seems really popular.”*

“It’s been a massive talking point. Me and people from work try and get each other’s names. My husband and I have a joke ‘today I am drinking’...”

Another key reason why it works so well is that it marries the digital campaign around sharing and finding with owning a tangible product. Consumers were interested in finding and holding the can but less interested in creating a virtual Coke with their name on, which can be fun but for them lacked the tangible experience of the real thing.



What could have been better?

There has been some disappointment when consumers have not found their own name or the name of other family members.

"Had a few people at work threatening to never buy coke again cuz their name wasn't included."

"My daughter cried because her name wasn't included."

However, those whose names was not available could still get excited by the campaign, and the **Share a Coke tour popular with many respondents.**

"It did get me excited, even though it didn't have my name - but I did get one on the Share a Coke tour. That made me excited, and the fact I could get bottles for my partner and his children too."

What impact did the different mediums (TV, Facebook, Twitter) have on how consumers engaged with the campaign?

Social media has been integral to this campaign; it facilitated and encouraged consumers to advertise for Coca-Cola by sharing with one another, and as we've seen with the consumer perception scores for those exposed via Facebook this has paid off massively for the brand.

"Social media has spread the desire to join in."

"Shared it with my hundred or so followers to show off"

"You can instantly share and comment with lots of other people on FB - with TV it's just the people in the room."

"Social media definitely played a bigger part for me as I tend to record all the programs I watch and fast forward through the adverts."

How did different demographics engage with the campaign?

This campaign cut across demographics including not only the under 30s but families creating their Coke family. However, the campaign appealed most strongly to social media users (particularly Facebook) especially younger users and it then decreased with age.



What can other brands learn from this? And what elements could be adopted by others?

Other brands can certainly learn from this that when personalisation works it can be highly engaging and effective. However, consumers were also cautious with warnings that when personalisation is attempted it can backfire if it doesn't deliver. Examples were the Starbucks 'name' on cups campaign that can be a source of irritation when well-meaning staff members make mistakes – something so personal appears very impersonal or contrived when a name is misspelt.

"Someone I follow on Twitter posts them (Starbucks cups) as a laugh as nobody gets his name right."

There are also risks if the personalised approach is limited or seen as 'one time' gimmick– the beauty of Share a Coke is that it can keep running. New names can be added, more moments created and activities shared.

Another element for marketers to consider is that, in the world of social media, personalisation only works if it is something that can be shared and enjoyed with the wider community. This campaign provides a reason to share, but one that users can choose to do in their own way – there is a choice, it is customised and left up to individuals to be creative in how and when they use it.

Other brands can learn from the success of this campaign, but they should be mindful that getting personalisation wrong can hurt.

CONCLUSION

Share a Coke's unique combination of personalisation and mass-marketing is what made it such a success. It reached out to consumers as individuals, but at the same time didn't exclude anyone. Some participants expressed disappointment at not finding their names, but they could still get excited about the campaign by finding the names of their friends and family. If Coca-Cola wants to broaden the tent going forward, they need simply to add new names and new markets.

The fact that the Share a Coke message was communicated through multiple different modes of media also contributed to its inclusivity. While the social media elements worked best with younger consumers, older people still had a positive reaction to the TV and physical elements of the campaign. The bottom line for other brands hoping to emulate Share a Coke's success is that in the age of social media a campaign only works if it can be shared, enjoyed and interpreted by consumers in their own way.



CAMPAIGNINDEX

Measuring advertising effectiveness but not relying on recall – we use real exposure to your media plan.

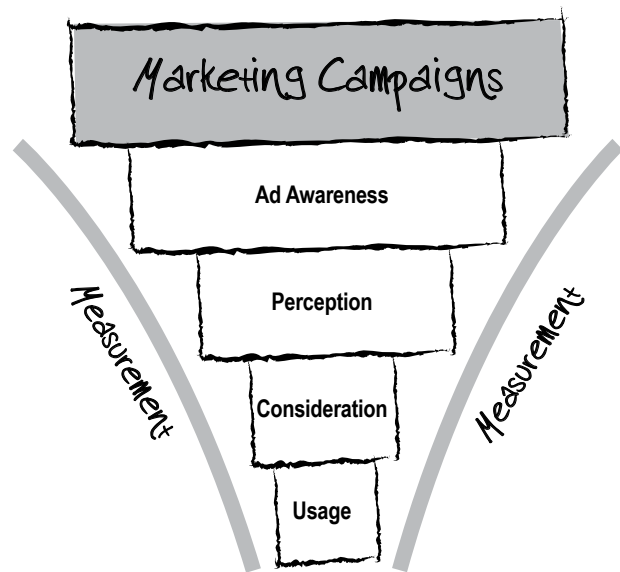
CONNECTED DATA

YouGovCampaignIndex connects the data we collect on our panel and overlays that onto your media plan.

We collect our data from

- TV Consumption
- Print readership
- Radio listenership
- Digital usage
- Social interaction

This is done using our daily media consumption survey, our social media analysis tool, SoMA and our digital tracking tool, Pulse.

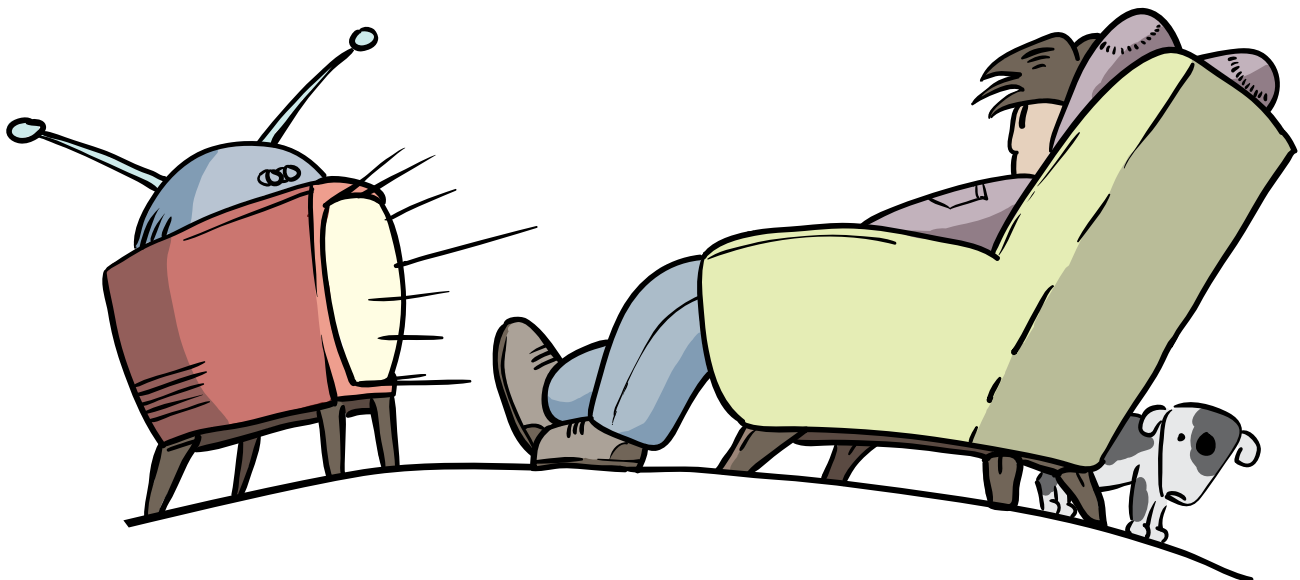


WHAT IT MEANS FOR YOU

- Media consumption is collected on an episode and edition basis
- Data is connected between the demographic variables we regularly collect and your media campaign
- We know what our panel have been exposed to rather than relying on recall
- Analysis
 - Look at changes in brand perception
 - Look at changes in behaviours
 - By looking at those that have been exposed to the campaign and those that were not
 - Analysing by each channel & execution of the campaign
- Outcome - the ability to adapt creative and media plan to fulfill the campaign objective for the target audience, sales and revenue

EXPOSURE

Traditional research relies on individuals recalling if they have seen or been exposed to a campaign. Through our connected data we KNOW if they have been exposed so can really tell you if your campaign has impacted the people you want to get it to.



T +44 (0)20 7012 6000

E info@yougov.com

W yougov.com

