THE “5”’s

Objectives

Strategy

Insight

Target

Creative Showcase

Where will you see it?
OBJECTIVES

- Connect with Asian-American moms through cultural traditions
- Reignite Coca-Cola’s cultural relevance with Asian-Americans to build brand love
- Drive market share and shopping frequency among Asian segments
- Provide learning lab for both partners to test hypothesis and validate strategies/tactics that appeal to the Asian consumer segment
WE’RE TALKING TO...

- Chinese moms (bilingual, 25-49) with kids under 18
- All Chinese shoppers, plus moms from neighboring Asian countries, and non-Chinese shoppers

INSIGHT

- Asian-American moms are immersed in American culture but still strongly identify with their deeply-rooted Asian culture
- Savvy, health-conscious and price-conscious shoppers
- Enjoy entertaining their family and friends during holiday season
STRATEGY

- Lead brand/pack (Coke 8-pack, Diet Coke, Coke Zero, Sprite)
- Geographic market test
- Value message/Promotion (value pack + calendar)
- In-store messaging
- Media coverage, community-PR buzz
- Leverage strong emotional connection of holiday celebration, family togetherness and Coca-Cola
- Be culturally relevant in a way that allows mom to tie in her Asian traditions and modern everyday life
COUCH TO SHELF: PROGRAM ELEMENTS

1. Call for Asian Art
2. Exclusive Asian Artist Calendar
3. Community Reception Event Calendar Launch
4. Joint Public Relations
5. Social Media
6. In-Store Messaging
7. Frequency Coupons
CREATIVE
In-Store Merchandising
COMMUNITY RELATIONS

- Community Reception
- Hosted at Asian-American owned art gallery in SF
- 200+ guests including press and community leaders
- Corporate representatives from Coca-Cola and Target present
- Artists present
Media Coverage
- 16 media hits
- 201,046,683 gross impressions

PUBLIC RELATIONS

Broadcast

Online

Newspaper
SOCIAL MEDIA

LNY Calendar

214 fans
22 comments and user interactions
640 unique page views

1,426 combined followers
Listed 37 times
RESULTS

- 180% volume increase
- 27% swing in competitor
Year of the Tiger 2010