



# Coca-Cola

## **Driving 10x more Customer Engagement with Coca-Cola AR Campaign**

### Case Study Summary:

- Coca-Cola wanted to do an AR campaign coinciding with Christmas known as the “Share More Happiness” campaign
- With the help of AugRay, they were able to create an engaging experiential AR campaign for their customers

Coca-Cola, the Multinational Beverage Corporation teamed up with AugRay to give away AR-enabled cards at this campaign, providing its users with an interactive experience using the AugRay app, almost delivering 10x the social interactions and cus-

### Client Details:

Coca-Cola and their agency Big Fish, approached Augray and we launched their first augmented reality event in India, called “Share More Happiness.” The six days stunning marketing stunt was set up at Forum Mall in Chennai (India) from 24 -29 Dec 2014.

## Challenges Faced:

- We had to make sure that the AR experience we provided is easily accessible as well as very effective
- Make sure that it is interactive and cool enough so that users will share it with their contacts
- Have in place a very compelling call to action to inform and educate customers

## Our Approach:

We brainstormed and collaborated with Coca-Cola to implement the idea of AR-enabled cards at our special AR campaign event. The key to delivering the AR experience was the card, thus ensuring that aside from the free coke to take home, they could also re-live the experience at home by using our AR app and the greeting card.

The card had a code on it, which when entered into our AR app, prompts the user to click a selfie providing an interactive and “augmented” AugRay experience. Our app could bring the card to life.

The interested audience could click a pic, and they were able to see themselves as a virtual Santa in North Pole on the giant digital screen, dancing and entertaining the crowd, thus sparking an instant emotional connection. Audience who interacted with the app also received a free coke.



Users were also allowed to share the picture with their family and friends, via social media, so that they could also enjoy the “augmented” experience. These contacts were also encouraged to click a selfie and share it, thus creating a more viral effect boosting the communicative and interactive value of the event, by also enabling these contacts to join in as a second virtual dancing Santa.

Meanwhile, hinging on the exciting capabilities of Augmented Reality of the card and our app, it was possible for users to create, personalise, share and enjoy.

We helped Coca-Cola to bond with their audience in the real world for an extended period, in an “augmented” environment, thus triggering increased interaction, customer engagements, higher user penetration, brand recall and longer term of association as compared to traditional medium of marketing.

## Results we delivered:

It took AugRay 14 days of planning to bring to life an interactive and colourful AR experience. With the help of AR enabled greeting cards and our AR app, we were able to deliver a vital consumer experience and business solution for the brand. We helped to create a massive social buzz and also permitted the customers to involve in the experience.

Over 1000 photos were taken at the campaign. The event helped Coca-Cola to reach out to more than 10,000 shoppers, selling over 2,100 Coca-Cola's in one of the locations. It also helped to create more than 2,250 Augray interactions.

With the FB friends averaged at 200 per person, the assumed event interaction is 10,000, while the social reach is estimated as 5, 00,000 and post-event offline inter-