COCA-COLA, THE OLYMPIC TORCH RELAY & BAUER MEDIA

To activate Coca-Cola’s sponsorship of the London 2012 Olympic Torch Relay, we created bespoke ad-funded programming supported by promotions, social media and our talented presenters.

THE COCA-COLA OLYMPIC TORCH RELAY ACTIVITY WAS A GROUNDBREAKING CAMPAIGN

HANNAH MCWILLIAM, PLANNING MANAGER, VIZEUM

Brand awareness/engagement • generate buzz • reinforce association
THE IDEA
We amplified Coca-Cola’s association with the London 2012 Olympic Games on KISS, Kerrang! and Bauer City Network stations (which the Olympic torch visited) using a combination of ad-funded programming, promotions and experiences, all with a strong music focus. Alongside this we provided support to 70 music events along the London 2012 Olympic Torch Relay route, with top UK artists bringing to life Coca-Cola’s music credentials. The core aim was to drive brand love and, ultimately, purchase.

OUR APPROACH
Our response was grounded in insight. When it comes to music, teens have a thirst for information and, once obtained, they share it with their friends via word of mouth. With a heritage firmly based in delivering groundbreaking music content – and on being the first to get information – we were able to devise the perfect solution.

EXECUTION
A series of bespoke ad-funded programming, ‘Behind the Beat with Coca-Cola’ allowed consumers to get behind the scenes of the Olympic Torch Relay. We provided our listeners not only with localised content that would appeal to the whole family, but also specialist content to really drive home the company’s musical credibility. We also gave away Olympic ticket VIP experiences courtesy of Coca-Cola. We got our presenters involved as torch bearers, allowing them to talk about their involvement and endorse Coca-Cola’s association with London 2012. Daily updates about the Torch Relay on Coca-Cola’s Facebook page allowed us to capture the excitement, to interview torch bearers and to build anticipation of the journey.

THE CHALLENGE
Bauer Radio’s role was to engage teens across the UK in a way that would let them feel part of Coca-Cola’s Olympic journey and inspire them to get involved and move to the beat of London 2012. Equal to this was the client’s desire to elevate a conversation around music by activating content in a teen-credible way while simultaneously supporting its on-pack Olympic ticket giveaway promotion.

The Coca-Cola Olympic Torch Relay activity was a groundbreaking campaign. It’s been deemed so successful internally that the dynamic delivery of topical, timely and quality copy is now a core planning principle across the Coca-Cola portfolio and we will be looking to work in this collaborative way throughout 2013 and beyond.

Hannah McWilliam, Planning Manager, Vizeum

RESULTS
Coca-Cola was independently measured as the most socially successful brand during the Olympics and ‘brand love’ (tracked by Millward Brown) increased by 10%

The brand statement ‘Coca-Cola is a cool brand’ increased by 12 points

By using teen credible stations and focusing on the music element of the Olympic Torch Relay, we helped to increase the association Coca-Cola had with music by 12%

The radio sponsorship added an incremental 374,000 likes, demonstrating how positive teens were to this campaign

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