

Coca-Cola Active at Retail

Holiday and football activity blankets stores from Walmart to Best Buy and beyond

By Institute Staff

Coca-Cola Co. stayed at the top of shoppers' minds in recent months by activating account-specific holiday and football programs at an array of retailers across various channels.

As part of its holiday plan, the manufacturer made a rare promotional appearance at **Best Buy** by offering a collectible holiday plush of its polar bear mascot and a 20-ounce bottle of its flagship drink with a \$29.99 purchase of any gaming product, toy or collectible. A shelf tray positioned on an endcap in the video game department stocked both freebies below a sign announcing the incentive and promising deals on select Wii U and 3DS games from Nintendo. A Nov. 11, 2016, circular feature supported the promotion.

At warehouse club chains **Sam's Club** and **BJ's Wholesale Club**, Coca-Cola deployed exclusive 24-count holiday cases of 7.5-ounce mini-cans that contained a free collectible polar bear ornament. The packaging mimicked a delivery truck driven by two polar bears. At Sam's Club, account-specific pallet displays stocked the "holiday trucks" with a declaration of "Cheer Worth Sharing."

The truck-shaped cases were a nod to Coca-Cola's 19-year-old "Holiday Caravan," which sends six brightly lit trucks stocked with Coke beverages across U.S. cities each December.

All the aforementioned efforts additionally reflected Coca-Cola's national holiday campaign, which brought back the polar bear mascot after a three-year hiatus.

Coca-Cola took a different approach at **Walmart**, activating a cause marketing program supporting One Warm Coat, a nonprofit that provides free coats to people in need. The "Layer On Love" effort ran from Oct. 24, 2016, to Jan. 22, during which time the manufacturer supplied a half-million people with coats.

In Action Alley, pallet displays merchandising two-liter Coca-Cola beverages were outfitted with base signs promoting the cause and a "five for \$5" price point. In the beverage aisle, shelf strips directed shoppers to a promotional Coca-Cola web page.

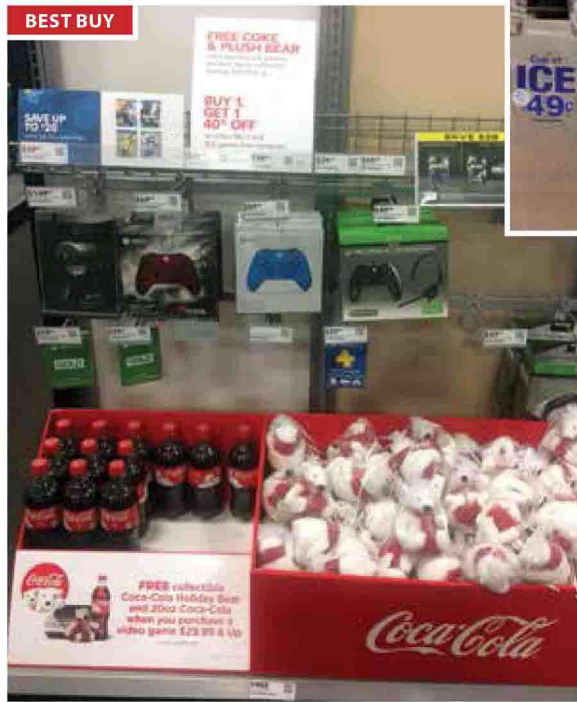
Coca-Cola also encouraged shoppers to share how they were helping the needy during the holiday season by using the campaign's #LayerOnLove hashtag. Twitter and Instagram posts using the hashtag were aggregated on the promotional web page. Pleasant Ridge, Michigan-based **HelloWorld** handled the activity. Social media posts from One Warm Coat and blog posts seeded by **Collective Bias** supported the effort.

Also at Walmart, the manufacturer separately deployed Santa standees and fireplace spectaculars.

Among other holiday P-O-P activity, Coca-Cola also deployed:

- "Share the Magic" pole toppers at **Dollar General**.
- "Santa's Favorite" floorstands at **Albertsons Cos.**
- Christmas Tree spectaculars at **Target**.

To tie in to the college football season, **Speedway** lev-



eraged Coca-Cola Co.'s sponsorship of ESPN's "College GameDay" program to host a social media sweepstakes awarding a trip to Baltimore to meet co-host Kirk Herbstreit and watch the Army vs. Navy football game on Dec. 10, 2016.

Consumers entered from Sept. 12 to Oct. 31, 2016, by sharing a selfie with a custom Speedway cup or the "Herbstreit Mobile," a branded Chevrolet Suburban that concurrently traveled to Speedway locations in college towns. HelloWorld handled the activity.

Speedy Rewards cardholders earned 500 Speedy Re-



wards points with purchase of select Coca-Cola products and fountain drinks. Clings touted the incentive. TV spots (starring Herbstreit), Facebook, Twitter and Instagram updates, and a carousel ad on Speedway.com supported the effort.

The manufacturer also activated its ESPN sponsorship at Walmart for a co-marketing program deploying spectaculars, endcap signage kits and pallets using a "Not So Fast Mom" message. An account-specific promotional web page run by Collective Bias supported the effort.

In another partnership, Coca-Cola teamed with Dollar General to co-sponsor the first-ever Dollar General Bowl, a college football game played on Dec. 23, 2016, in Mobile, Alabama. In stores, pole toppers plugged the event along with discounts on six-packs from Coca-Cola Co.

Earlier in the season, Dollar General also offered a \$1 digital coupon for the joint purchase of Coca-Cola Co.'s flagship brand and **Kellogg Co.'s** Pringles, which it billed as a "blitz pack," that was valid from Aug. 22 to Sept. 25, 2016. Coke products continued to enjoy an in-store presence after the promotion ended with case stackers accompanied by football-themed wraps and pole toppers.

At **Kroger** chains, pallet trains merchandising product from CPGs including Coca-Cola were outfitted with account-specific case toppers from the manufacturer.

Additionally, at least one Target store in Wisconsin hosted a Green Bay Packers tribute created from Coca-Cola cases.

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