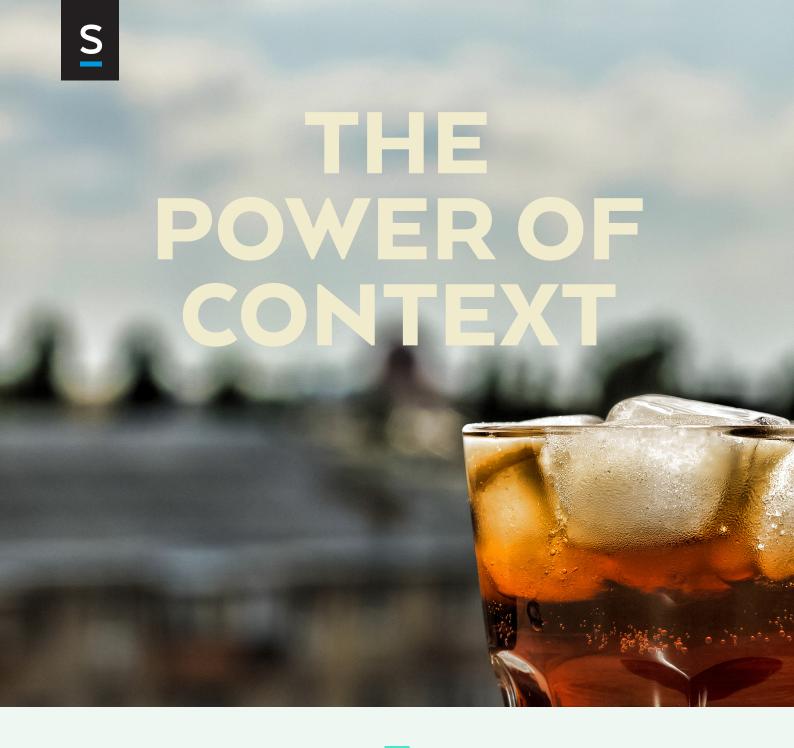


CASE STUDY:





"WITH STROSSLE, COCA-COLA HAS THE POSSIBILITY
TO DISTRIBUTE CONTENT IN AN EDITORIAL CONTEXT.
THE CONDUCTED ANALYSIS SHOWED GREAT QUALITY
WITH REGARDS TO BOTH CONTEXT AND READERS.
RESPONDENTS DISPLAYED TO THE CAMPAIGN,
SHOWED A POSITIVE INCREASE ON SEVERAL OF THE
KPI'S THAT WAS SET FOR THE CAMPAIGN. ALL IN
ALL A GREAT EXECUTION."

JAKOB MØLMANN NORDIC DIGITAL MANAGER, COCA-COLA



At Strossle, we believe in the power of great content. Great content communicates to consumers in a non-intrusive way and helps brands to build sustainable relationships with their consumers. Our goal is to let quality journalism from digital publishers attract the right users with the right content. This creates engagement, builds media brands and puts the user first.

Strossle teamed up with Coca-Cola to take on a tough mission: To make an impact on the Coca-Cola brand recognition. People in marketing know that this is tough when you work with one of the most famous brands in the world.

GREAT IMPACT THROUGH NATIVE DISTRIBUTION

Coca-Cola had published great content on the page 'Coca-Cola journey'. Strossle and Carat decided to distribute the content throughout Strossle's premium network of publishers across Denmark. Strossle's recommendations are always distributed as native recommendations in widgets mixed with true editorial content on the publishers' sites. This puts great content where it belongs: In the context of quality journalism.

The campaign was running for three months and generated 25,000 unique visitors. As the goal was to achieve an uplift in brand recognition, a survey was carried out after the campaign period to compare those who had visited one of the articles that Strossle recommended with those who had not. This was done through a third-party company to make sure that the data was correct — and the numbers speak for themselves:

A relative campaign recognition uplift of 70% could be measured amongst respondents with Coca-Cola top of mind. Respondents with Coca-cola in mind reported having a relative campaign uplift of 100%. Respondents that had visited the campaign were 10 times as likely to buy a Coca-Cola, and the proportion of respondents that prefered Coca-Cola compared to competing beverage brands increased with 100%.



KEY PERFORMANCE INDICATORS

ALL CHANGES ARE RELATIVE CHANGE.

+70%

MENICAL AND THE COCA COLA TOP C

CAMPAIGN AND HAD COCA-COLA **TOP OF**

MIND WERE 70% MORE LIKELY TO

DEMEMBER THAT THEY HAD SEEN

COCA-COLA WHEN SURFING

THEWE

+100%

RESPONDENTS THAT HAD SEEN THE

CAMPAIGN WERE 100% MORE LIKELY TO
PICK COCA-COLA WHEN THEY

PICK COCA-COLA WHEN THE I

COULD CHOOSE BETWEEN A

NUMBER OF COMPETING

BEVERAGE BRANDS.

+1000%

RESPONDENTS THAT HAD SEEN
THE CAMPAIGN WERE 10 TIMES AS
LIKELY TO BUY COCA-COLA

+50%

RESPONDENTS THAT HAD SEEN
THE CAMPAIGN WERE 50% MORE LIKELY
TO CLAIM THAT THEY LIKE THE COCA-COLA
BRAND VERY MUCH,

+100%

RESPONDENTS THAT HAD SEEN THE
CAMPAIGN AND HAD COCA-COLA **IN MIND**WERE 100% MORE LIKELY TO REMEMBER
THAT THEY HAD SEEN COCA-COLA WHEN
SURFING THE WEB.

+800%

CAMPAIGN WERE 800% MORE LIKELY TO BE FAMILIAR WITH 'THE COCA-COLA JOURNEY (THE SPECIFIC STORY THAT COCA-COLA PROMOTING THROUGH STROSSI F)