

STROSSLE



CASE STUDY:

Coca-Cola

THE POWER OF CONTEXT



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"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

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COCA-COLA CASE STUDY

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 preferred Coca-Cola compared to competing beverage brands increased with 100%.

KEY PERFORMANCE INDICATORS

ALL CHANGES ARE RELATIVE CHANGE.

+70%

RESPONDENTS THAT HAD SEEN THE CAMPAIGN AND HAD COCA-COLA **TOPOF MIND** WERE 70% MORE LIKELY TO REMEMBER THAT THEY HAD SEEN COCA-COLA WHEN SURFING THE WEB.

+100%

RESPONDENTS THAT HAD SEEN THE CAMPAIGN WERE 100% MORE LIKELY TO PICK COCA-COLA WHEN THEY 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%

RESPONDENTS THAT HAD SEEN THE CAMPAIGN WERE 800% MORE LIKELY TO BE FAMILIAR WITH 'THE COCA-COLA JOURNEY'. (THE SPECIFIC STORY THAT COCA-COLA PROMOTING THROUGH STROSSLE)