

COMPREHENSIVE DIGITAL MARKETING PLAN



FOR THE
LOVE OF
COKE

MARCH 7, 2019

BY RAMIZ SAYANI

TABLE OF CONTENTS

EXECUTIVE SUMMARY:	3
MISSION STATEMENT	4
OBJECTIVE	5
GOALS	6
AUDIENCE	7
PERSONAS	8-11
DIGITAL COMPETITIVE REVIEW	12-20
STRATEGY	21-22
CAMPAIGN #1	23-24
CAMPAIGN #2	25-26
CAMPAIGN #3	27-28
CAMPAIGN #4	29-30
CHANNEL BREAKDOWN	31-32
CALENDAR	33-34
BUDGET	35
MONITORING AND OPTIMIZATION	36

EXECUTIVE SUMMARY:

Coca Cola is a company that emphasizes optimism and happiness in its mission statement, and its social media presence attempts to realize these values. This marketing plan outlines various campaigns that will assist in reinforcing the positioning of their social media presence. Additionally, this plan also outlines methods of how Coca Cola can alter the cadence of its current campaign to maximize its effectiveness. Overall, this plan aims to reposition Coca Cola's social media presence in the eyes of all consumers in the United States, and provides an estimated schedule and budget to realize this objective.





COCA COLA'S MISSION:

"To refresh the world in mind, body and spirit. To inspire moments of optimism and happiness through our brands and actions. To create value and make a difference"

OBJECTIVE:

REPOSITION COCA COLA'S SOCIAL MEDIA

- Incorporate consumer created content into social strategy
- Embrace Cultural Identity in social media marketing





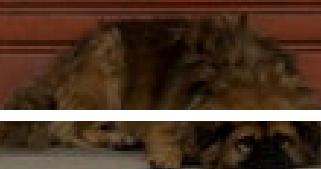
INCORPORATE USER GENERATED CONTENT INTO SOCIAL STRATEGY

- RUN CAMPAIGNS THAT WARRANT CUSTOMER RESPONSES
- INCENTIVIZE PARTICIPATION BY GIVING BACK
- RELEASE CAPTIVATING CONTENT

GOALS:

EMBRACE CULTURAL IDENTITY IN SOCIAL MEDIA MARKETING

- HIGHLIGHT COCA COLA'S CULTURAL IMPACT ON CONSUMERS
- COMMUNICATE COKE'S MISSION WITH CREATIVE CONTENT MARKETING
- RELEASE EMOTIONALLY APPEALING CONTENT



AUDIENCE:

EVERY SOCIAL MEDIA USER IN THE UNITED STATES

COCA COLA IS A PART OF AMERICAN CULTURE. WE WANT REFRESH AND UPLIFT EVERYONE WHO LIVES IN THE UNITED STATES



PERSONAS: THESE PERSONAS WILL HELP US IDENTIFY SEGMENTS OF OUR TARGET AUDIENCE

- Just your average Joe Fowler
- Amiable teen Alyssa Brown
- Experienced Maria García
- Opportunistic student Shreyas Laddha

PERSONA: JOE FOWLER



"I use social media often, but who doesn't? I include a healthy mix of many social media platforms, varying my preferences depending on my needs for the day. I often use Facebook, Instagram, and Twitter and YouTube. I know my wife uses Pinterest and my kids use Snapchat, but those platforms aren't my cup of tea. I'm starting to interact with brands on social media more and more but I often stick to just liking a brand on Facebook and rarely engaging with it rather than constantly sharing branded content. I watch some branded content on YouTube if it goes viral. For example, I've watched Super Bowl commercials and Pepsi's Uncle Drew campaign on YouTube. Simply put, I'm just your average Joe."

- Age: 30 years old
- Education: bachelors degree
- Income: \$60,000

- Brand Attachment: Joe doesn't have any strong attachment with Coca Cola but he does have a positive perception of the brand
- Soda Consumption: Joe drinks Coke product often when he dines out, at social events, and as a refresher at home. Joe usually drinks Coke products a few times every week.
- Social Media Engagement: Joe likes Coca Cola on Facebook but doesn't follow the brand in any other platform. Joe is open to following brands on social media but only follows brands he feels a strong attachment to or brands that release entertaining content

Goal: We want our video content to inspire moments of happiness in Joe's life. We also want him to come into contact with our optimistic posts and ultimately perceive Coca Cola as a brand that values global happiness.

PERSONA: ALYSSA BROWN



"Just started senior year! I know social media sugarcoats reality, but that's how everyone communicates. I use Snapchat more than any other platform, but I also frequent Instagram and Twitter. I'm used to interacting with brands on social media. I follow Nike on Instagram and watch hosted content on Snapchat. I love expressing myself and I believe that sometimes brands express who I am too. For example, I love Nike's new initiative to empower women. As a female athlete myself, that campaign means a lot to me and I try to share its content on my social media as often as I can."

- Age: 17 years old
- Education: High School
- Income: Dependent on Parents

- **Brand Attachment:** Alyssa doesn't have much knowledge of Coca Cola's focus on happiness and optimism. She views Coca Cola primarily as a soda company
- **Soda Consumption:** Alyssa attempts to stray away from soft drinks. She instead drinks sports drinks after school sports activities. Alyssa occasionally drinks soda at social gatherings and when dining out
- **Social Media Engagement:** Alyssa follows brands on social media, likes and shares many brand posts. For example, she follows Nike on Instagram and is a fan of their motivational messages

Goal: We want to reach Alyssa with our emotionally appealing social media presence. We want these messages to inspire positivity and introduce her to Coca Cola's optimistic tone. Ultimately, we want her to share these messages and become an avid fan of Coca Cola's marketing.

PERSONA: MARIA GARCÍA



"My family immigrated to the United States from Mexico when I was 5 years old. Coke was a huge part of my life growing up and I have so many memorable experiences involving Coca Cola. My father would often bring home a bottle of Coke after work and as a child I was always so excited to share the bottle with him. Growing up as an immigrant, the world was often an unfamiliar place, but Coca Cola was a product that made me feel a little bit more at home. I'm a little more tech savvy than most people my age, but the only social media I use is Facebook and occasionally YouTube when there is a popular video I want to watch. I don't follow brands on social media. I mostly use Facebook to keep up with old friends and post family pictures."

- Age: 56 Years Old
- Education: Bachelors degree
- Income: \$70,000

- **Brand Attachment:** Maria has high brand attachment. She grew up drinking only Coke products. She remembers her dad coming home late from work with a bottle of Coca Cola he brought from the store. To her, Coca Cola is more than just a soda company.
- **Soda Consumption:** Maria's age group slightly over indexes on Coca Cola consumption. Maria has Coca Cola very often and usually has cans of Coca Cola stacked at home.
- **Social Media Engagement:** Maria uses Facebook often. She mostly views it through her desktop but logs on through her smartphone from time to time. She loves posting pictures of her grandchildren and getting updates from her old friends

Goal: We want push Maria to interact with Coca Cola on social media to fulfill our objective to enhance two way communication. We want her to contribute to our goal of using consumer created content by sharing her stories of what Coca Cola means to her.

PERSONA: SHREYAS LADDHA



"I'm a film major at the Savannah College of Art and Design. I grew up in Atlanta so I'm very familiar with Coke products, but don't have any attachment to Coca Cola's brand message. I'm very passionate about film and I want to make it big so I undertake as many film projects as I can to get my name out there. I'm always looking for the next big opportunity that can be a breakthrough for my career. I'm very active on Snapchat, Twitter, and Instagram, but seldom use Facebook. I only follow Hollywood personalities, sports organizations, and brands I feel a very strong attachment to on social media."

- **Age:** 20 Years Old
- **Education:** In college
- **Income:** Has a part time job in Savannah

- **Brand Attachment:** Shreyas usually drinks Coca Cola products over other soda brands, but has no understanding of Coca Cola's brand mission.
- **Soda Consumption:** Shreyas drinks coke products at University dining halls, when he dines out, and at social gatherings, but rarely drinks coke at home. Despite this, Shreyas ends up drinking coke products a few times a week.
- **Social Media Engagement:** Shreyas only follows brands that he feels a strong attachment to on social media such as the NBA and normally uses social media to communicate with his friends, keep up with current events, and keep himself entertained

Goal: We want to push Shreyas to contribute to our goal of including consumer created content. By giving Shreyas an opportunity at a breakthrough for his career, we can motivate him to participate and receive some excellent content.

DIGITAL COMPETITIVE REVIEW:

Although Coca Cola dominates the soft drink industry, it still faces competition from a variety of different beverage companies.

Coca Cola's three most relevant competitors are:

- Pepsi - Coke's direct competitor. Pepsi tastes similar to Coke and is often compared to Coke
- Red Bull - Owns the third highest marketshare in soft beverages category and is growing quickly
- Gatorade - Young consumers are directly choosing to drink sports over soda

To accomplish our objectives, we've chosen to use four primary social media channels

- Youtube
- Facebook
- Twitter
- Instagram

An explanation to why we've isolated our plan to these primary channels will be provided later but we'll focus our digital competitive review to these platforms

COCA COLA SOCIAL BREAKDOWN

Current Campaign: Refresh The Feed

- Wiped all social media activity on November 13, 2018 (world kindness day) to reposition its social media presence as "most optimistic brand on social media"

Facebook: 107 million likes (the most liked Facebook Page in the world)

Instagram: 2.6 million followers

Twitter: 3.3 million followers

YouTube: 3 million Subscribers

Cadence: post around global events such as Christmas. Inconsistent posting schedule with spikes where coca cola posts multiple times a day to weeklong periods without posting.

Tone: optimistic and inclusive. Coca Cola has a goal to become the most "optimistic brand on social media".

Overview: Coca Cola often cross posts on Facebook, Instagram, and Twitter but slightly varies posts on Instagram with the other two. Coca Cola doesn't advertise products on Instagram, instead only shares optimistic content, but actively promotes products on the other two platforms. Coca Cola usually doesn't tweet without cross posted media content. Coca Cola's YouTube page consist of videos from all of its global marketing segments and catalogs them by country with unorganized playlists. Although some ad campaigns are present on Coca Cola's YouTube page, some widely recognized commercials are not.

SAMPLE POSTS



Instagram



Volvimos a ser para todos

225 views • 25 minutes ago

Volvimos a ser para todos

129 views • 25 minutes ago

Coca-Cola Stories

680 views • 3 hours ago

Coca-Cola: Mmmmm

2.6K views • 6 days ago

Coca-Cola: Ordinance

2K views • 6 days ago



Coca-Cola: Green Light

2.8K views • 6 days ago

Coca-Cola phiên bản song ngữ giới hạn, bạn đã sở hữu...

51K views • 6 days ago

Coca-Cola - Kết Nối Hòa Bình

6.6K views • 6 days ago

Coca-Cola: The Chase

30K views • 1 week ago

Con Tapipesos, ¡es hora de juntarnos a comer!

6.4K views • 1 week ago



Con Tapipesos, ¡es hora de juntarnos a comer!

Mini Coca-Cola, gran sabor y fría hasta la última gota.

Mini Coca-Cola, gran sabor y fría hasta la última gota.

Coca-Cola | Ајде да јадеме заедно

Cocina como local con Google y Coca-Cola

Youtube



Facebook and Twitter

PEPSI SOCIAL BREAKDOWN

Current Campaign: Pepsi is more than okay

- To compete with Coca Cola, Pepsi has launched a campaign to prove that Pepsi is not just an alternative to Coke and can be a preferred option

Facebook: 37.8 million likes

Instagram: 1.5 million followers

Twitter: 3 million followers

YouTube: 840,000 subscribers

Cadence: Post regularly with some variance depending on their current marketing campaign. Pepsi sometimes posts once a day but usually at least once a week

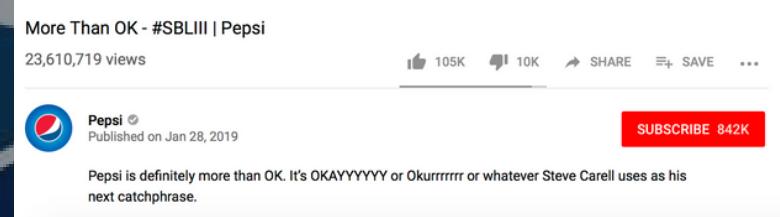
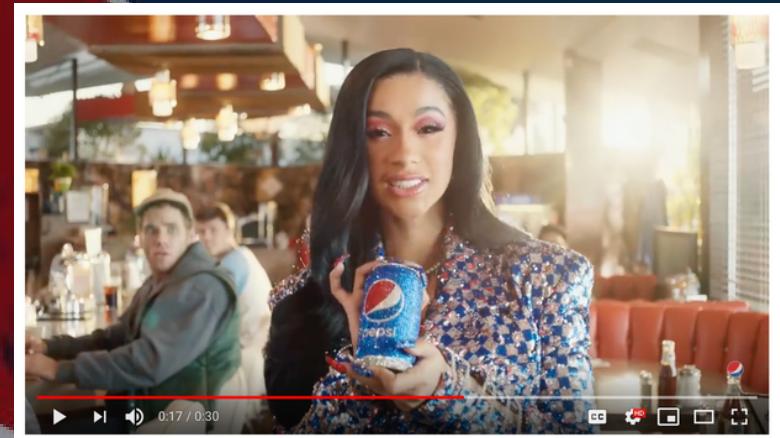
Tone: Funny and quirky with more of an emphasis on pop culture and celebrity influence than Coca Cola

Overview: Pepsi cross posts between Facebook, Instagram, and Twitter. The type and content of the posts depends on Pepsi's current marketing campaign. Pepsi also cross posts content between Facebook and YouTube due to Facebook's capacity to host video content. Pepsi posts all advertisements and video marketing campaigns on YouTube and Facebook and has organized playlists of each separate campaign.

SAMPLE POSTS

#pepsiMoreThanOK

Facebook, Instagram, and Twitter



Youtube and Facebook

RED BULL SOCIAL BREAKDOWN

Current Campaign: Display extreme sports through content marketing

- Red Bull hosts extreme sports events, provides unique information about extreme sports such as tutorials, and displays stunning performances of extreme sports

Facebook: 49 million likes

Instagram: 10.6 million likes

Twitter: 2 million followers

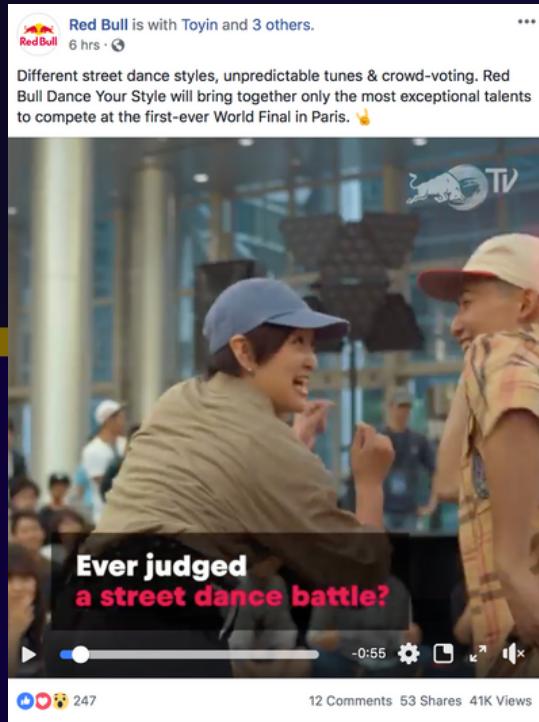
YouTube: 8.3 million subscribers

Cadence: Extremely active social media presence. Red Bull posts multiple times every day on Facebook and Instagram. Twitter and YouTube cadence is a little more varied. Red Bull tweets leading up to major sports events and live tweets during them. On YouTube Red Bull uploads live streams of hosted events and captivating videos that give a background to life in extreme sports around once a week or more depending on their current campaign

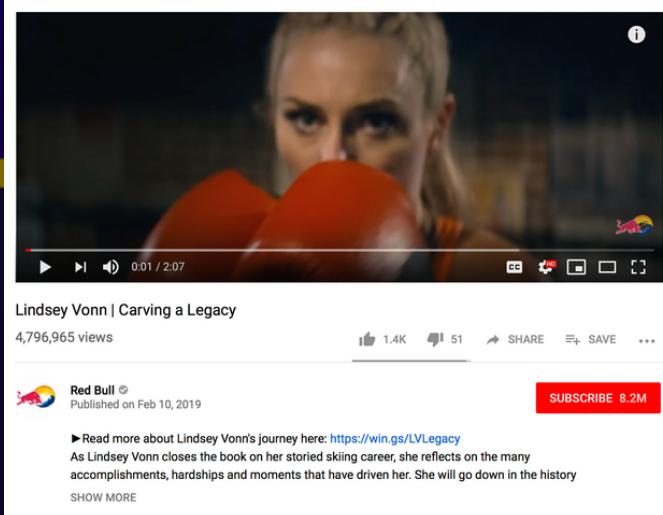
Tone: Authority on all things extreme sports and an avid fan of all sports

Overview: Red Bull has one of the most robust social media presence of any drinks company. Red Bull uses Instagram to share extreme sports videos acquired from its audience. It cross posts some of this content on to Facebook, but primarily uses Facebook to share longer informative videos. Red Bull uses Twitter to join in conversations surrounding major sports events and live tweet extreme sports events. It uses YouTube to share informative content that gives background into the life of extreme sports and share full live streams of hosted events. Red Bull's YouTube doesn't strongly incorporate playlists. Although content on each of these platforms is unique, it's all consistent with Red Bull's mission and reinforces its positioning in the beverages market.

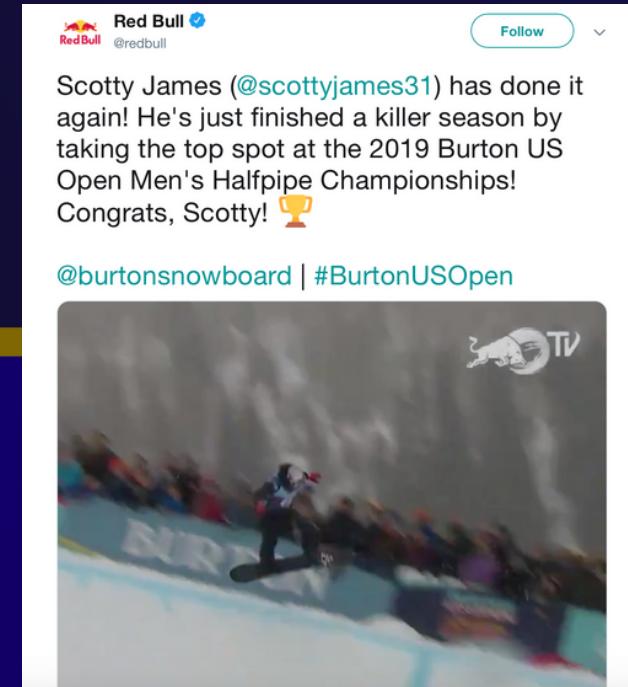
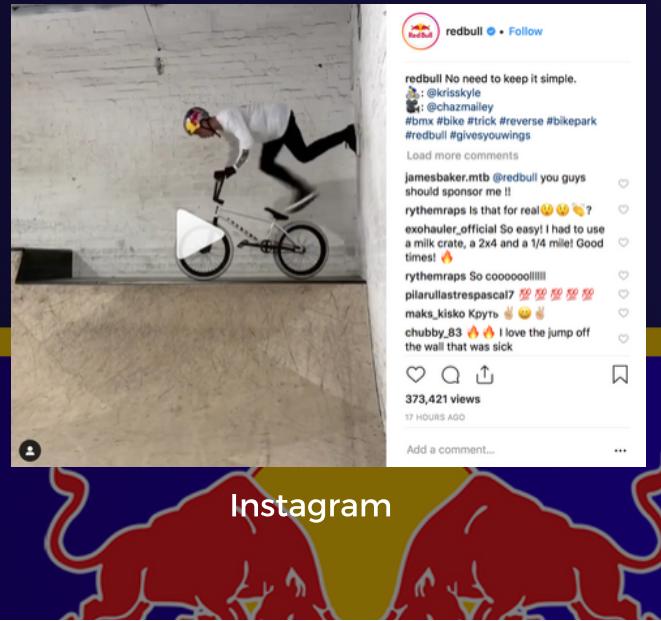
SAMPLE POSTS



Facebook



YouTube



GATORADE SOCIAL BREAKDOWN

Current Campaign: High School Player of the Year

- Gatorade launches an annual campaign that highlights their choice for High School athlete of the year for various different sports and releases videos to showcase their accomplishments

Facebook: 7.1 million likes

Instagram: 1.1 million followers

Twitter: 331,000 followers

YouTube: 173,000 subscribers

Cadence: Varied cadence across platforms. Very pulsing with months of inactivity and increased posting during a campaign and when advertising a new product

Tone: Authority on athletic performance for all competitive levels. Brands itself as the company that provides "fuel" to all athletes.

Overview: Gatorade has a relatively minimal social media presence which is understandable once you take into account its relative size compared to the other three companies. The primary channel Gatorade uses is Instagram. This consistent with the idea that Gatorade is targeting a relatively young target audience. Instagram runs its digital marketing campaigns through Instagram such as its current Player of the Year campaign. Twitter showcases behind the scenes content to content posted on Instagram. Facebook and YouTube are primarily used to post commercials such as Gatorade's "You fuel us, we fuel you" advertisement.

SAMPLE POSTS



Instagram

An Instagram post from the official Gatorade account (@Gatorade) featuring a close-up of a Gatorade bottle with water droplets. The post includes a caption, comments, and engagement metrics.

A Twitter post from the official Gatorade account (@Gatorade) showing Katelyn Tuohy receiving an award. The post includes a video thumbnail, a caption, and engagement metrics.

Twitter

A YouTube and Facebook post from the official Gatorade account (@Gatorade) featuring a basketball player in mid-air. The post includes a video thumbnail, a caption, and engagement metrics.

YouTube and Facebook

STRATEGY

FINALLY... LETS GET TO THE FUN STUFF

GOAL #1

INCORPORATE USER GENERATED
CONTENT INTO SOCIAL STRATEGY



GOAL #2

EMBRACE CULTURAL IDENTITY IN
SOCIAL MEDIA MARKETING

STRATEGY

- RUN CAMPAIGNS THAT WARRANT CUSTOMER RESPONSES
- INCENTIVIZE PARTICIPATION BY GIVING BACK
- RELEASE CAPTIVATING CONTENT

STRATEGY

- HIGHLIGHT COCA COLA'S CULTURAL IMPACT ON CONSUMERS
- COMMUNICATE COKE'S MISSION WITH CREATIVE CONTENT MARKETING
- RELEASE EMOTIONALLY APPEALING CONTENT

SO HOW WILL WE ACCOMPLISH THIS?

HERE'S THE GAMEPLAN:

This marketing plan consists of four separate campaigns derived from our strategies, designed to run together to solidify our goals, and ultimately accomplish our objective. The first three campaigns are designed with the intent to run chronologically and compliment the gains acquired from the previous campaign. The fourth campaign will run alongside all three.

- **Share a Coke Story:**
 - Leverage momentum from the "Share a Coke" campaign to launch a successful campaign with minimal expenditures
 - Position Coca Cola's social presence to incorporate consumer created content
 - Introduce a video campaign that opens a gateway to more video campaigns
- **Who We Are**
 - Further highlight the use of video content
 - Function as a countdown to "#wearecoke"
- **#wearecoke**
 - Emphasize Coca Cola's mission by sharing emotionally appealing commercials
 - Allow regular consumers to create content that manifests Coca Cola's vision
 - Establish cultural identity within social media by directly impacting followers
- **Refresh the Feed (current campaign)**
 - Position Coca Cola as a distributor of optimism and happiness
 - Act as the constant voice of the Coca Cola brand

SHARE A COKE STORY:

Concept:

For this campaign we request that Coca Cola consumers send us their most memorable experiences involving Coke. Coca Cola affiliate agencies will then cipher through the responses and choose the ones they believe will be the most impactful to the public. Agencies will then reach out to the chosen participants and request to film their anecdote. Coca Cola may also look into producing animations that play alongside and act out the stories as the participants are speaking in their videos. Overall, 10 of these videos will be created and will air on 10 consecutive Wednesdays. This campaign will target older consumers during the content creation period because they are more likely to have formative experiences involving Coke. This campaign will incentive participation by giving regular Coke consumers an opportunity to be featured on Coca Cola's social media.

Campaign Message :

This campaign pushes our goal to embrace Coca Cola's cultural identity within its social media by sharing moments where Coca Cola was more than just a product, but instead an integral aspect of real lives. While watching these videos, we want our general audience to feel a sense of empathy and amazement towards the storytellers.



Story of Brandon Jones and Madison Davis

views



SHARE

SAVE

...



Coca-Cola

SUBSCRIBE 3M

"We'd been friends for years. Through high school we were just acquaintances. I never really thought much into it until we got to college. In college we started hanging out more. A lot more. And it hit me that I was really into this girl. We had the same group of friends, so we saw each other often. And after months of hanging out, I finally got the guts to ask her out. We went to the movies for our first date. And even though we'd been friends for years, I got so nervous talking to her that day. We were talking through the trailers and she just looked at me and said me 'are you okay, you've been acting strange today' and I looked at her said 'yeah, let me just go out and get a Coke'. In the line for concessions I really collected my thoughts and got myself together, and that's all it took. That was ten years ago."

WHO WE ARE:

Concept:

In this campaign, Coca Cola will repost 10 of their most iconic past commercials onto their social media platforms. They will reveal one commercial a week, and create excitement around each reveal. As mentioned earlier, Coca Cola has failed to upload many of its American commercials onto its YouTube page. This campaign is an effective way to rectify that while also engaging consumers with high quality content that already exists. Coca Cola commercials are generally very emotionally appealing. Reposting these commercials will have a positive impact in reinforcing Coca Cola's goal to become the most optimistic brand on social media, and will also reinforce Coca Cola's general mission to spread happiness. Perhaps the most valuable aspect of this campaign is that it will act as a countdown to the winner reveals of the next campaign.

Campaign Message :

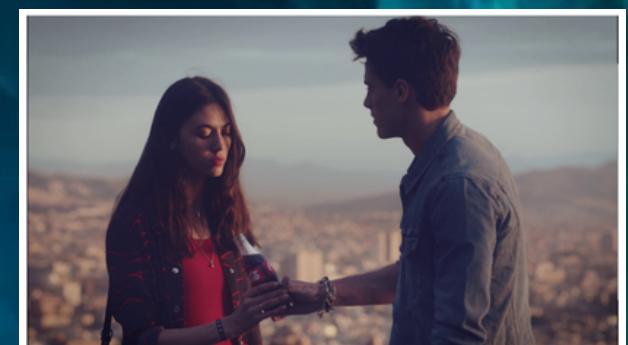
This campaign reminds America what the Coca Cola brand stands for. The commercials Coca Cola will upload are filled with messages of optimism and inclusivity. Simply put, this campaign is Coca Cola screaming "this is who we are".



What Unites Us | 2018



The Wonder of Us | 2018



Break Up | 2016



Brotherly Love | 2016



America is Beautiful | 2014



Share a Coke | 2016

The commercials "What Unites Us", "The Wonder of Us", "America is Beautiful" and "Share a Coke" are some of Coca Cola's most iconic commercials, but they are not featured on Coca Cola's YouTube page. The other two commercials are on their YouTube page, but are hard to find and not effectively organized within a relevant playlist.

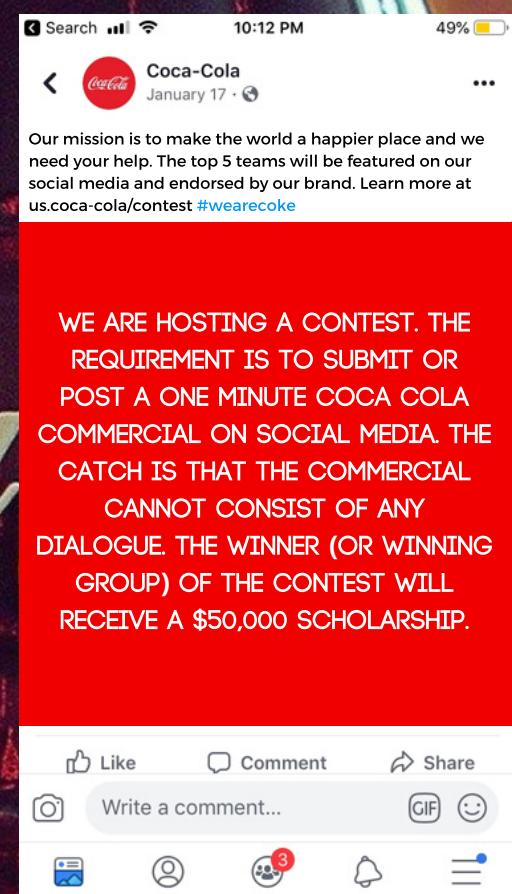
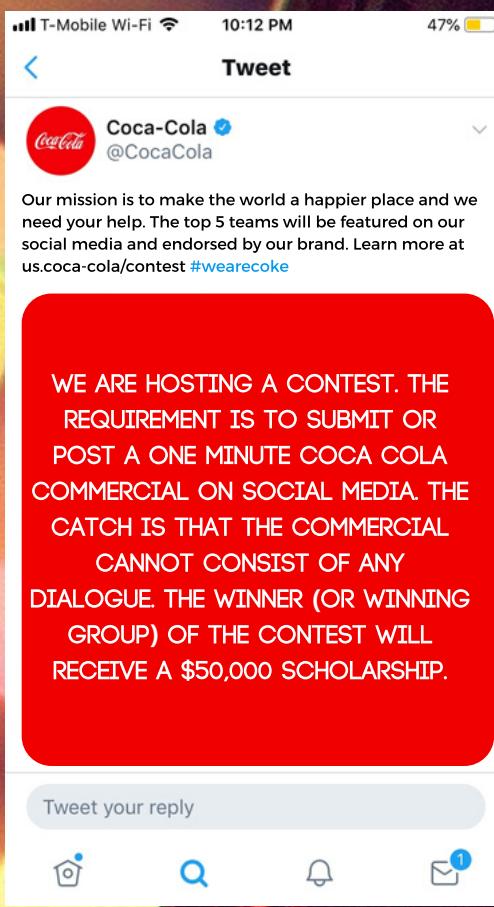
#WEARECOKE

Concept:

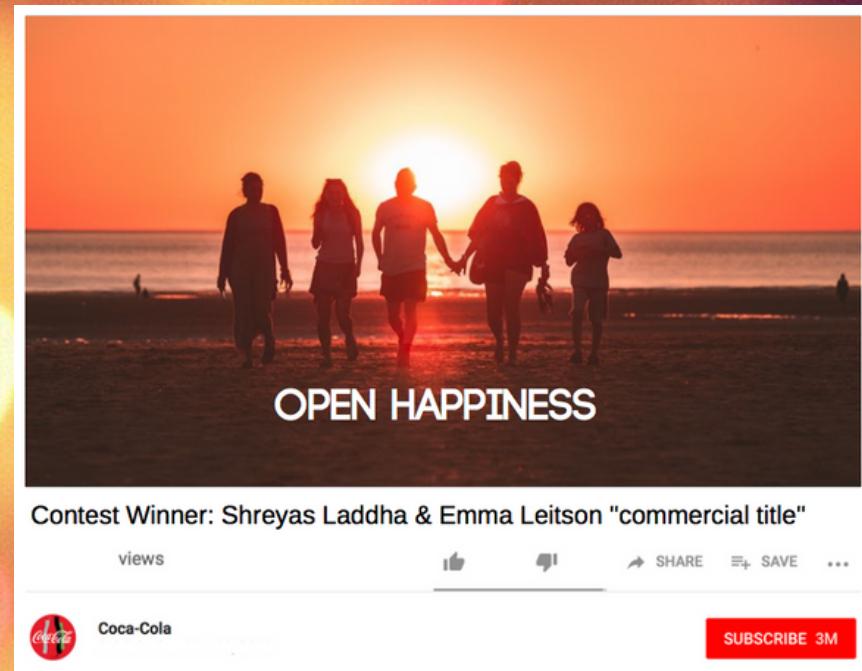
This campaign features a contest between American students. The requirement is to submit or post a one minute Coca Cola commercial on social media. The catch is that the commercial cannot consist of any dialogue. The winner (or winning group) of the contest will receive a \$50,000 scholarship. The commercials of the top 5 groups will be revealed on social media as a countdown over a span of 5 weeks where the fifth place team will be posted first and the winning team is posted on week 5. The names the video creators top five teams will be in the title and description of the video. A list of the top 50 participating teams will be sent to the students in those teams as a certificate, and all participants will have an opportunity to list this competition on their resumes. This campaign will be introduced before the "who we are" campaign. After it is introduced, students will have some time to submit their created content. The contents from the "who we are" campaign will be posted as a countdown before airing the winners from this campaign.

Campaign Message :

In the last Campaign, Coke told America who it was. In this campaign, Coke will explain to the world that its mission is in fact an expression of the American dream. What better way to showcase that than to allow the future leaders of America to create content that spreads optimism and inclusivity?



These two sample posts will be much better thought out in the actual campaign. These two samples are just to give a better idea of how to introduce this campaign



If you watch the commercials from the sample slide of the "Who We Are" campaign, you'll notice that Coke commercials generally have no dialogue. In essence, the contestants in this campaign are simply creating regular Coca Cola commercials.

REFRESH THE FEED

Concept:

This is Coca Cola's current social media campaign. The premise is to post optimistic content on their social media to enforce their positioning as the most "optimistic brand on social media". We love this campaign! However, we believe it can be positioned differently. So far this campaign has featured an inconsistent cadence, with heavy postings around special days (such as Valentines day) and relative silence otherwise. We believe this campaign should post uplifting content consistently every Monday to provide "Monday motivation" for our audience. We also believe repeated exposure to positive content will have a greater impact than isolated exposure to a flood of positive content.

Campaign Message :

This campaign directly shares Coke's personality to the audience. Throughout the noise that the other campaigns make, we want this campaign to remain the consistent voice of Coca Cola. This campaign is an overall expression of Coca Cola's mission.



PLATFORMS:

We will use 4 primary social media channels to administer this digital plan

- Youtube
- Facebook
- Twitter
- Instagram

CHANNEL OBJECTIVES

- Facebook: It's instrumental to leverage Coca Cola's Facebook because it possesses the most liked Facebook page in the world. We want to put Facebook at the forefront of all of our campaigns
- YouTube: Because our campaigns require extensive video content, we must leverage YouTube to distribute this content. Additionally, Coca Cola fails to upload most commercials on YouTube and currently maintains many unorganized playlists. Our campaigns will help bridge these gaps with their competitors
- Twitter: One of our goals is to enhance two way communication. Twitter is primed to communicate with our consumers. We want to use Twitter to lessen many of the barriers to interacting with our audience. The only limitation with this channel is the limited demographic of our audience present within it
- Instagram: Younger audiences view a brand's presence on Instagram as an expression of its personality. We want to leverage Instagram to express our optimism. To accomplish this purpose, we want our Instagram page to have minimal clutter and maximize the potential each post has to inspire happiness in the lives of our audience

CONTENT PLAN:

Share a Coke Story: Content creation phase will be promoted primarily on Facebook because our target audience for content creation will be older consumers with more potential life experiences with Coca Cola. Content creation will also be promoted on twitter but to a lesser extent to reach better reach our younger demographic who may also have formative experiences involving Coca Cola. Contents from this campaign will be cross posted on YouTube, Facebook, and Twitter

- **Who We Are:** Iconic Commercials will be posted on YouTube, Facebook, and Twitter. Promotion of these commercials will take place on Facebook and Twitter, but no paid media will be used
- **#Wearecoke:** Campaign will be previewed on Facebook, Twitter, and Instagram, and then released on these channels on a later date. Official video submissions will be accepted on Twitter and Facebook. Chosen commercials will be cross posted on YouTube, Facebook, and Twitter
- **Refresh the Feed:** uplifting messages will be cross posted every Monday on Instagram, Twitter, and Facebook, but will only be paid ads on Twitter and Instagram

CALENDAR:

JANUARY

4 REFRESH THE FEED POSTS. INTRODUCE "SHARE A COKE STORY" CAMPAIGN AND GIVE PARTICIPANTS THE MONTH OF JANUARY TO SHARE THEIR STORIES

FEBRUARY

4 REFRESH THE FEED POSTS. BEGIN REACHING OUT TO SELECTED PARTICIPANTS AND PRODUCE ALL VIDEOS. BEGIN AIRING VIDEOS WEDNESDAY BEFORE VALENTINES DAY AND START OFF WITH A STORY REGARDING LOVE.

MARCH

5 REFRESH THE FEED POSTS. CONTINUE AIRING "SHARE A COKE STORY" CONTENT.

APRIL

4 REFRESH THE FEED POSTS. FINISH AIRING "SHARE A COKE STORY" CONTENT. START POSTING PUMP UP CONTENT FOR #WEARECOKE SUCH AS SIMPLY POSTING "MAY 10, 2020" FACEBOOK AND TWITTER WITH NO CONTEXT.

MAY

4 REFRESH THE FEED POSTS. INTRODUCE CONTEST FOR #WEARECOKE ON, FOR EXAMPLE,, MAY 10TH AND GIVE STUDENTS MONTH OF MAY, JUNE, JULY, AND AUGUST (SUMMER BREAK) TO SUBMIT VIDEOS.

JUNE

5 REFRESH THE FEED POSTS.

CALENDAR:

JULY

4 REFRESH THE FEED POSTS.

AUGUST

4 REFRESH THE FEED POSTS. BEGIN POSTING FOR "WHO WE ARE CAMPAIGN" BRAND IT AS A COUNTDOWN TO THE WINNERS OF THE "#WEARECOKE" CAMPAIGN.

SEPTEMBER

5 REFRESH THE FEED POSTS. CONTINUE POSTING "WHO WE ARE" CAMPAIGN CONTENT.

OCTOBER

4 REFRESH THE FEED POSTS. FINISH POSTING "WHO WE ARE" CAMPAIGN CONTENT. AFTER "WHO WE ARE" CONTENT IS FINISHED, INSTEAD OF IMMEDIATELY ANNOUNCING CONTEST WINNERS, POST MORE MYSTERIOUS PUMP UP CONTENT SUCH AS SIMPLY POSTING "NOVEMBER 1ST 2020" ON FACEBOOK AND TWITTER.

NOVEMBER

4 REFRESH THE FEED POSTS. BEGIN POSTING "#WEARECOKE" CAMPAIGN CONTENT.

DECEMBER

5 REFRESH THE FEED POSTS. FINISH POSTING FOR "#WEARECOKE" CAMPAIGN AND ANNOUNCE WINNERS

BUDGET: • \$85,000 agency • \$80,000 paid media • \$50,000 scholarship

CAMPAIGN

SHARE A COKE
STORY

WHO WE ARE

#WEARECOKE

REFRESH THE
FEED

EXPENDITURES

FACEBOOK SPONSORED ADS: \$15,000-- EXPECTED REACH: 1.5 MILLION

TWITTER SPONSORED ADS: \$5,000-- EXPECTED REACH: 500,000

10 VIDEOS

FACEBOOK: \$1,500 PER VIDEOS-- EXPECTED REACH: 150,000 PER VIDEO

TWITTER: \$500 PER VIDEO-- EXPECTED REACH: 50,000 PER VIDEO

10 VIDEOS PRODUCTION: COVERED IN AGENCY COST

NO COST: THIS CAMPAIGN ONLY ENTAILS UPLOADING PAST COMMERCIALS

SCHOLARSHIP: \$50,000

CONTENT CREATION

FACEBOOK, SPONSORED ADS: \$5,000-- EXPECTED
REACH 500,000

INSTAGRAM, SPONSORED ADS: \$5,000-- EXPECTED
REACH 500,000

TWITTER, SPONSORED ADS: \$5,000-- EXPECTED
REACH 500,000

WINNING CONTESTANT VIDEOS

FACEBOOK SPONSORED ADS: \$10,000-- EXPECTED
REACH 1 MILLION

TWITTER SPONSORED ADS: \$5,000-- EXPECTED
REACH 500,000

5 WINNING CONTESTANT VIDEOS

FACEBOOK: \$2,000 PER VIDEO--
EXPECTED REACH: 200,000 PER VIDEO

TWITTER: \$1,000 PER VIDEO--
EXPECTED REACH: 100,000 PER VIDEO

INSTAGRAM SPONSORED ADS: \$20,000-- EXPECTED REACH: 2 MILLION

TWITTER SPONSORED ADS: \$10,000-- EXPECTED REACH: 1 MILLION

52 TOTAL POSTS:

INSTAGRAM: \$384.6 PER POST-- EXPECTED REACH PER POST: 38,461

TWITTER: \$192.3 PER POST-- EXPECTED REACH PER POST 19,231

MONITORING AND OPTIMIZATION:

CAMPAIGN

SHARE A COKE STORY

WHO WE ARE

#WEARECOKE

REFRESH THE FEED

MONITORING AND OPTIMIZATION

- TRACK STORY SUBMISSION RATE DURING CONTENT CREATION PERIOD
- FORMULATE METHOD TO CHOOSE THE STORIES THAT WILL BE RECORDED
- MEASURE VIDEO VIEWS, ANALYZE CHANGES IN VIEWING BEHAVIOR
- JUDGE SENTIMENT OF COMMENTS AND RESPONSES TO VIDEOS

- OBSERVE VIEWERSHIP, TRACK WHICH COMMERCIALS RECEIVE THE MOST VIEWS AND ANALYZE WHY
- JUDGE SENTIMENT OF AND RESPONSES TO COMMERCIALS

- TRACK VIDEO SUBMISSION RATE DURING CONTENT CREATION PERIOD
- CREATE EFFECTIVE UNIFORM METHOD TO RATE VIDEO SUBMISSIONS
- MEASURE VIDEO VIEWS, ANALYZE CHANGES IN VIEWING BEHAVIOR
- JUDGE SENTIMENT OF COMMENTS AND RESPONSES TO VIDEOS

- TRACK INCREASE IN FOLLOWING AFTER EVERY MONDAY POST
- TRACK NUMBER OF LIKES, SHARES AND RETWEETS
- PERFORM SENTIMENT ANALYSIS BEFORE AND AFTER CAMPAIGN TO MEASURE SUCCESS



HOPE THAT WAS
REFRESHING