



ASIA

Sprite Gives Indians Stuck in Traffic a Refreshing Experience on Mobile



Industry

Food

Solution

Understanding Consumers, Identifying Target Audience, Engaging with Customers

About Sprite

An aerated beverage that has been refreshing Indians since 1999, Sprite is a popular lemon-lime flavored soft drink by The Coca-Cola Company. It is known for its signature green branding and crisp, clean taste. Popular for its cool and honest brand philosophy, Sprite provides its consumers with a spurt of refreshment every time they drink the sparkling beverage.

The Highlights

2x

click-through rate

3x

overall engagement rate

2.8 Mn

unique users reached in 2 weeks

144,000+

visits to e-commerce website in 2 weeks

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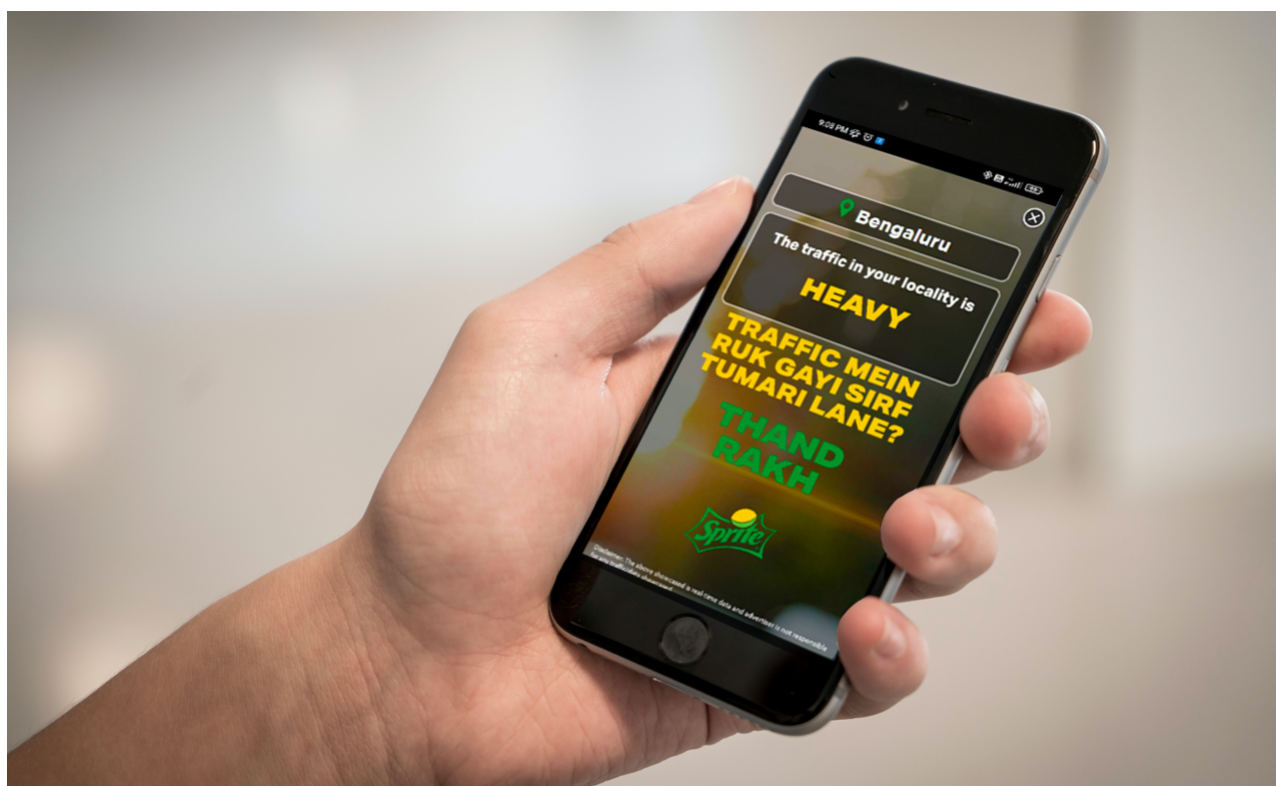
"Today's connected consumers expect hyper-personalized and nuanced experiences now more than ever. We decided to leverage dynamic creative optimization (DCO) to render personalized interactions using their lat-long coordinates and real-time weather conditions. This campaign was built around the core idea by Sprite that "heat happens, stay cool" and presented contextual messaging at key heated moments of the average Indian consumer. We are extremely happy to have partnered with InMobi for this campaign."



– Sumeli Chatterjee
Head – Integrated Marketing Experiences, India and Southwest Asia, Coca-Cola

The Brand Objective

Sprite has always been known as a brand that connects with its consumers through fresh, witty thinking and a relatable approach. The brand launched a new campaign called "Thand Rakh" meaning "stay chill", which urges consumers to keep calm during heated moments and stay chilled with a bottle of Sprite. Having noticed how Indians could no longer withstand the constantly rising temperatures and traffic after staying indoors for two years, Sprite saw an opportunity to help them stay refreshed while driving purchase intent.



The Solution

Sprite partnered with InMobi to drive home this message through an immersive creative experience via dynamic creative optimization. The brand used the power of data, smart targeting and contextual messaging to delight its audience and deliver on its objectives.

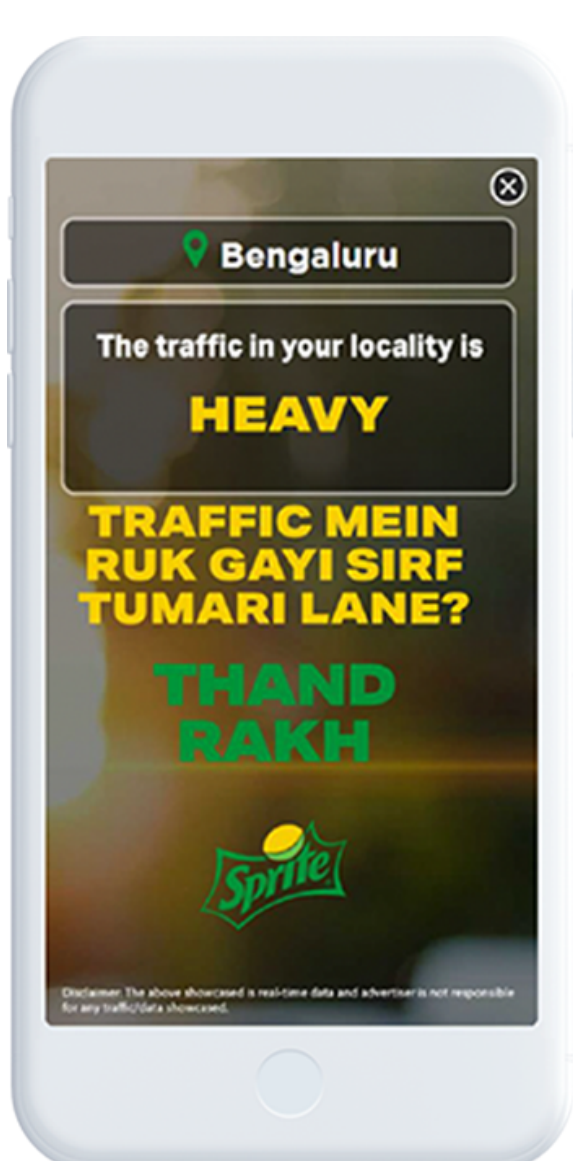
- Reaching the right audience through intelligent identification

Using demographic and appographic signals, Sprite zeroed in on internet-savvy millennials, upscale residents and business employees who love shopping as the target audience. Next, Sprite found out where this audience spent the most time – gaming, sports, news and entertainment apps. This way, the brand reached precise audiences through a combination of different targeting techniques made possible by the uniqueness of mobile.
- Being there at the right place, at the right time – with location intelligence

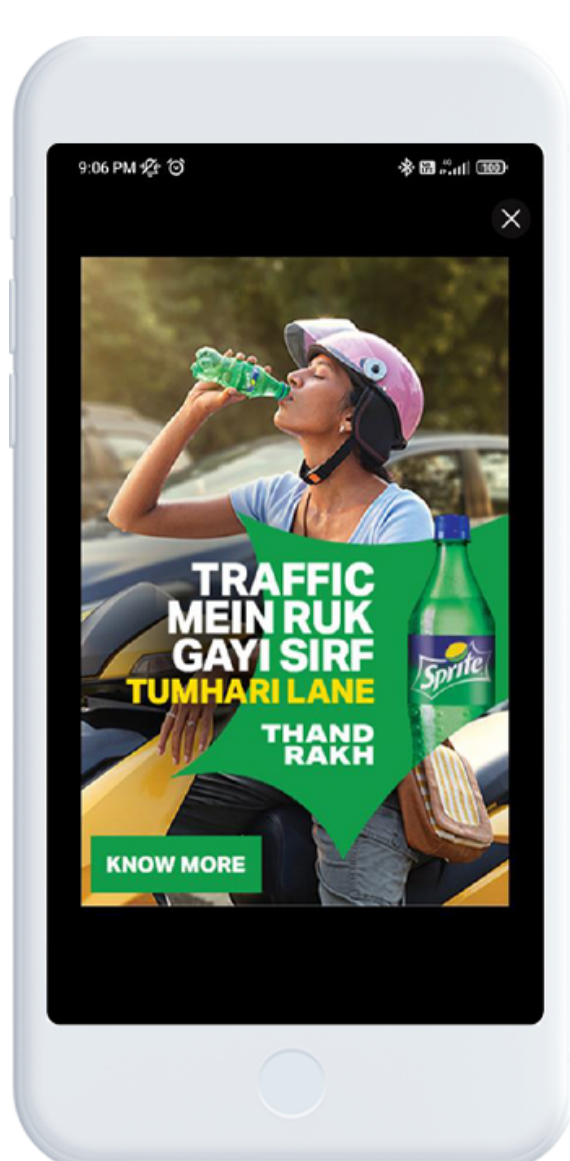
The next step was locating the places where this audience would most likely be during the commute, for maximum contextual impact of the messaging. The brand identified spaces such as traffic hotspots and areas near business hubs and shopping centers based on location intelligence through InMobi's Polygonal Mapping. This ensured that the brand could reach the audience at the right place.
- Leveraging the right moment with the right messaging

With a 4-second GIF-based rich media interstitial, the brand customized each creative message to the unique environment of each commuter driving true innovation. The creative identified their live location and traffic conditions using location and weather API integrations. Based on whether the traffic condition was detected as being low, moderate or heavy, the creative was refreshed, reminding the viewer to keep cool and beat the heat and traffic with a bottle of Sprite.
- Delivering the refreshment at the right time

The CTA on the creative experience led the viewer to the e-commerce app Blinkit, where they could buy the drink and have it delivered in minutes!



Creative Experience 1



Creative Experience 2

The Results

Having crafted an end-to-end experience to fulfill the needs of the consumer while also delivering on the brand's objectives intelligently, Sprite certainly crafted a cool campaign! This thoughtful, contextual and personalized approach brought Sprite some stellar results.

2x

click-through rate ^[1]

3x

overall engagement rate ^[2]

2.8

million unique users reached in 2 weeks ^[3]

144,000+

visits to e-commerce website in 2 weeks ^[3]

[1] Compared to market benchmarks

[2] Considering one view from each user out of the total unique users

[3] Clicks recorded on an end-card CTA