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Sprite Keeps Commuters Cool through an Instant Purchase Mobile Campaign

Submission by
InMobi

Key Highlights

144,000+ visits to e-commerce websites

2.8 Million Unique Users in 2 weeks

2X Higher CTR
as compared to the average on the platform

3X Higher Engagement

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The Objective

- 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.

- But to make this successful, moment marketing and contextual messaging was the key. Sprite had to reach people at the right moment while they were commuting, when they felt the need for something refreshing.

About the Brand

Created by The Coca-Cola Company, Sprite is the world's leading lemon-lime flavored soft drink. Sprite is known for its crisp
and refreshing taste and is immensely
popular among the youth.

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The Strategy

- Sprite identified savvy millennials, upscale residents and business employees who love shopping as the target audience and reached them through their location intelligence from **InMobi Polygonal** Mapping at their houses and apartments, technology centers, colleges and universities, and shopping centers. By reaching them at their places of interest, Sprite could debunk their online and offline behavior.

- Armed with the right audiences, the brand intended to deliver the campaign in those Indian cities where the consumption of the drink is high and frequent. Hence, the brand opted for an out of the box experience to engage Indian audiences from different cities. In the world of shorter attention spans, Sprite created a GIF based experience that integrated the **weather and location** API to accurately map and show the real-time weather in the live location of the user along with the traffic condition.

- Sprite aced delivering tailor made experiences predicting Low, Moderate or Heavy traffic and shows a custom creative for each condition with the core message **'Thand Rakh'**.

The Execution

- The brand created a **4-second innovative GIF-based rich media interstitial integrated with location and weather API** that identifies the commuter's live location and traffic condition. The API interprets and depicts the live traffic condition as low, moderate or heavy and shows a custom creative for each traffic condition.

- Dynamic Creative Optimization helped the brand achieve personalization at scale and drive purchase intent among commuters. Integration with e-Commerce app Blinkit allowed commuter to "**Buy Now**" and get Sprite deliver Sprite within minutes. By delivering the **interstitial on gaming, sports, news and entertainment apps** that commuters use the most, Sprite could achieve higher precision.

- Sprite identified **data-savvy millennials, upscale residents and business employees** who love shopping as the target audience through their location intelligence from **InMobi Polygonal Mapping.**

- Optimizing for a **more-effective reach**, the brand delivered the campaigns in those Indian cities where the **consumption of the drink is high and frequent**.

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The Results

- With a first-of-the-kind campaign, the brand introduced the **concept of personalization for audiences** in a diverse country **like India with dramatic weather conditions.**

- The personalized moment marketing ad experience delivered amazing results with a **remarkable 2X Click-through rate and a 3X Overall engagement rate**, as compared to the industry benchmarks.

- Reaching a whopping **2.8 million unique users in 2 weeks**, the brand **recorded over 144,000+ visits to e-commerce website** with the end card CTA on the GIF based experience.

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Supporting Creatives

- Video: *https://go.inmobi.net/hubfs/CocaColaSprite_IND2022/Coca-Cola%20Sprite%20video_Final.mp4*

- Ad Experience: Ad Preview - Sprite DCO Interstitial – Celtra

- Key Messaging creative: https://go.inmobi.net/hubfs/CocaColaSprite_IND2022/Sprite_Creative2.png

- Location-based Traffic Update creative: https://go.inmobi.net/hubfs/CocaColaSprite_IND2022/Sprite_Creative.png

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