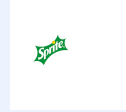


ASIA

Sprite Helps Young India Hit "Refresh" During the Cricket Season with Glance



Industry
Food

Solution
Identifying Target Audience, Engaging with Customers, Acquiring New Users

About Sprite

Refreshing Indians since 1999 and created by The Coca-Cola Company, Sprite is the world's leading lemon-lime flavored soft drink. It is known for its signature green color branding and crisp, clean taste. The brand is also known for its cool and honest attitude, providing its consumers with a spurt of refreshment every time they drink the sparkling beverage.

The Highlights

66 Mn

impressions recorded in 5 days

3.5X

higher CTR achieved

2X

engagement seen on the Sprite CPL



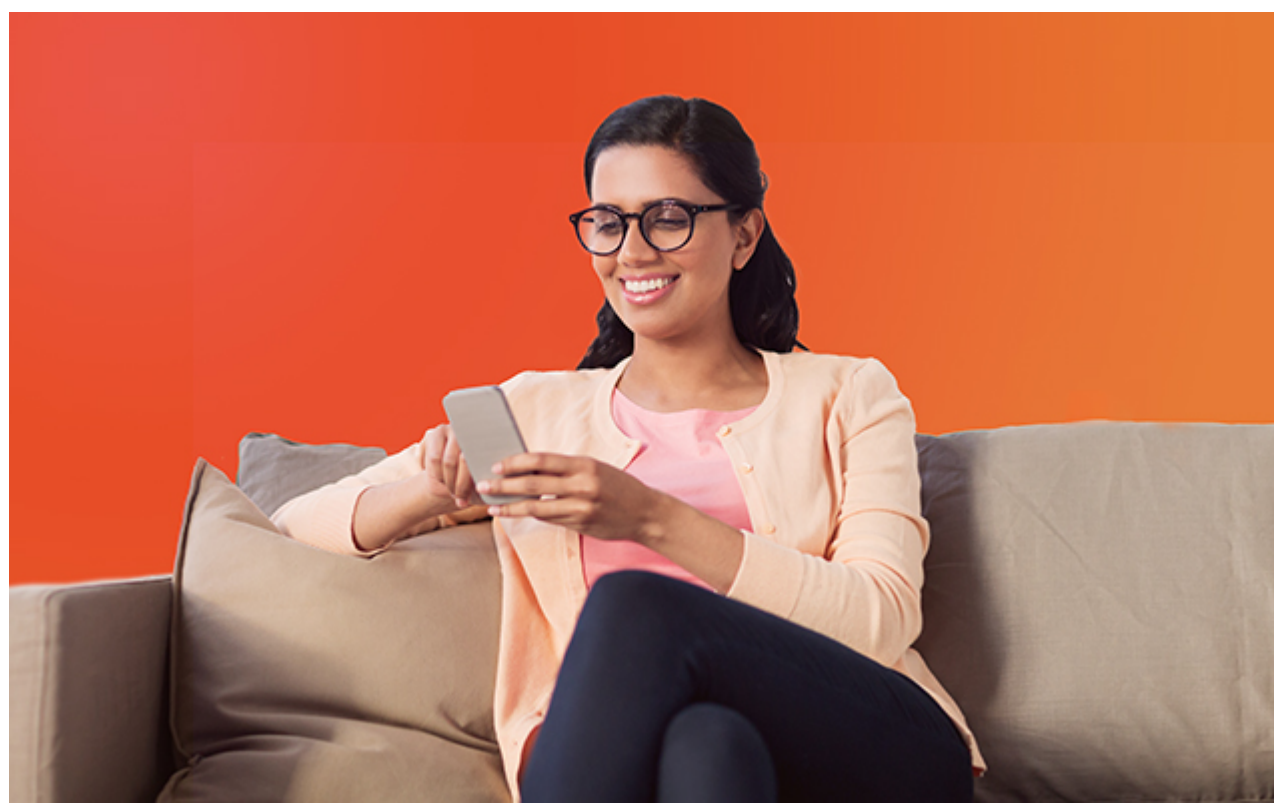
"The Glance Lockscreen is a really unique medium that has helped us reach and engage our core target audience with truly immersive content."



Arun R Mohan
Senior Manager, Sprite, CCPL

The Objective

As a brand that stands for authenticity, individuality, and progress, Sprite believes that being who you are can be truly refreshing. Providing not just physical refreshment, Sprite is also about mental clarity. The brand focused on these moments of 'clarity' during the 2021 Indian Premier League (IPL), where if a player is going through a 'bhaari' situation in the match, Sprite leaps to the rescue to bring some much-needed clarity. Similarly, Sprite intended to help Young India hit "Refresh" through its "Din Bhaari, Life Jaari" campaign – by helping them bounce back and get on with life with a fresh perspective. The brand aimed to leverage the cricket season to connect with fans and help them reset, refresh, and restart in a fun and interactive manner.



The Solution

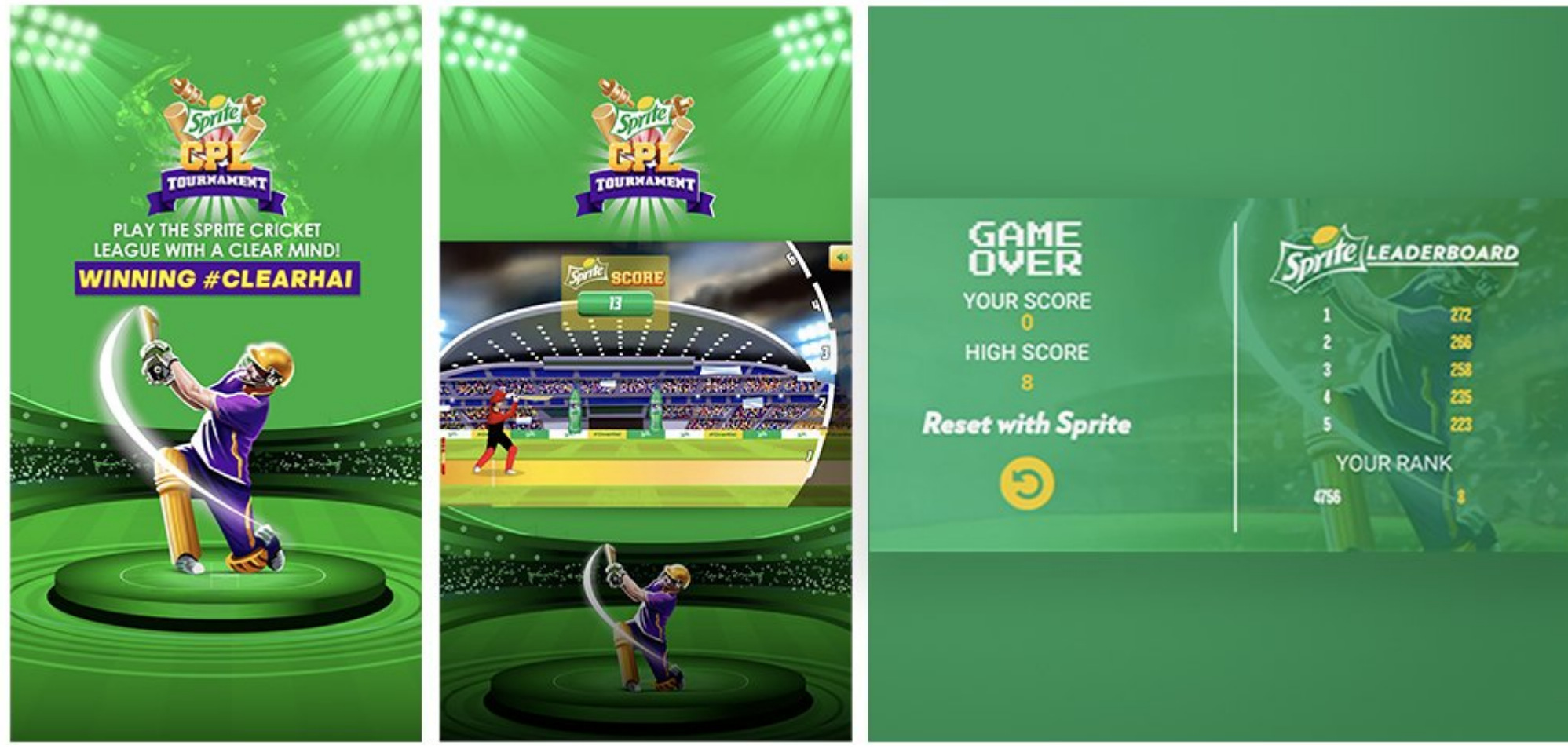
The brand's core target audience, which mainly comprises of teens and young adults aged between 18-30 years, is the most informed and digital-savvy generation in the country. They are fast-thinking and always keen to explore something novel. An audience like this requires a platform that complements their personality, has the potential to reach them in an engaging way, and instantly captures their attention. With Glance reaching over 120 million smartphone users (DAUs) across India, Sprite found the ideal platform to amplify their campaign. Sprite leveraged glances that appeared in the personalized newsfeed of Young India's lockscreens.

Gamified Experience on the Lock Screen

Glance helped Sprite conceptualize and launch the Sprite Cricket Premier League (CPL) – a highly engaging virtual cricket tournament. Closely reflecting the IPL format, it allows users to choose and play for a city of their choice. The game provided a chilled-out escape for users, encouraging them to play the Sprite Cricket Premier League with a Clear Mind, underscoring the core brand communication #CLEARHAI.

The heightened stadium experience was brought to life through a custom gaming creative on Glance; tactfully using the platform in innovative ways to create brand associations. The signature green color of Sprite, the bottle, and the logo were strategically integrated as native elements within the game, maximizing the impact for the brand.

The brand also cleverly integrated its core message about how Sprite helps one-hit reset by providing not only a physical but mental refreshment as well. During the Sprite CPL games, if a batsman (user) is dismissed, they are presented with a second chance to bounce back on the field and play again, this time with better clarity by choosing to "Reset with Sprite". This not only kept users hooked to the game but also strongly landed the message that Sprite will activate the much-needed clarity whenever a player is going through a 'bhaari' situation in the match.



High-Impact Screen-zero Experience

The campaign creative were designed to provide a rich, full-screen brand experience on the consumers' primary device's lock screen. Users were nudged to "Play Now" and upon clicking were instantly taken to the Sprite Game Centre to experience the Sprite CPL. As the game loaded, a 15-second glimpse of the latest Sprite campaign video reinforced the message of 'Din Bhaari Life Jaari'.



Driving Engagement and Consideration

The brand also captured any intent generated through the course of the awareness and engagement exercise. A cricket-themed promo card was curated with the brand prominently in the center of the lockscreen. Upon clicking on the card, the user was taken to the Coke2Home page to purchase the product. The Glance platform's deep links with leading e-commerce platforms such as Flipkart, Grofers, and Big Basket meant that users could instantly complete the transaction.



Glance Creative 1



Glance Creative 2

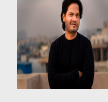
The Results

Sprite over-achieved its goal of engaging high-quality users through the Glance platform within just five days of the campaign being live.

Results
66 million impressions recorded
3.5X higher CTR achieved on the glances ³
2X engagement delivered on the Sprite CPL game in 5 days ⁴
4X higher views achieved for the Sprite campaign video. ⁵
2X higher VTR recorded in 5 days. ⁶
2.3 million Gaming Sessions recorded on the Glance Game Centre.
15 million unique users reached.
<small>³ as compared to average on the platform ⁴As compared to initial target of 1.1 million, the delivered results ^{5 & 6} as compared to initial target</small>



"Glance helped us accurately identify the cricket cohort during the Indian Premier League. While the full-screen high-impact branded Glance card drove salience and relevance for the brand, the customized branded Gaming experience helped in delivering core brand communication in the language of youth with huge engagement for the core target group."



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