

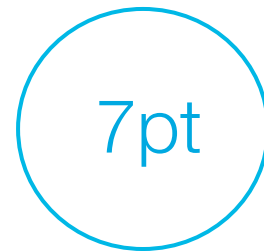


Happiness Tastes Good

The global drinks company used video ads and cinemagraphs on Instagram to connect with Indonesians on an emotional level and drive a deeper association between Coke, happiness and friendship.



lift in ad recall



lift in message association

STORY

The Pursuit of Happiness

Coca-Cola is the world's largest drinks company, with over 400 brands including Coke. Whether it's running a campaign on Facebook or Instagram, it aims to tell brand stories that are consistent and honest. Its global brand mission is to make people happier and celebrate friendship.

GOAL

Connecting With Indonesians Visually

Coca-Cola wanted to reach Indonesia's growing mobile-savvy population who are hungry for visual content—especially video. It wanted to connect with people visually and make Coke synonymous with happiness and friendship. Having run Facebook campaigns in the past, the company wanted to take advantage of Instagram's growing audience in Indonesia.

SOLUTION

Sharing is Caring

Coca-Cola used a range of Instagram ad formats to show Coke bringing people together to share meaningful moments.

The campaign began by capturing the attention of its audience with two stunning cinemagraphs. The first featured a spinning Coke bottle while the second showed different Indonesian names appearing on another Coke bottle, highlighting that people can buy a personalized bottle for their loved ones.

Coca-Cola then shared two 15-second video ads. One video had an upbeat soundtrack and depicted Indonesians excitedly grabbing a Coke from the fridge with friends. The second showed a loved-up couple sharing a bottle of Coke. The company also ran photo ads featuring shots of Indonesians enjoying Coke with their nearest and dearest to reinforce the brand positioning.

All the ads contained the #ShareACokeID campaign hashtag and the videos ended with a web address pointing people to Coke's local microsite.

The company supplemented global creative with localized content to ensure the campaign resonated authentically with Indonesians. The ad copy was written in Bahasa Indonesia, while the images featured Indonesian faces.

In one month, Coca-Cola's emotionally charged campaign boosted message association between Coke, happiness and friendship by 7 points.

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Our target audience in Indonesia speaks a visual language, which makes Instagram a great way to reach and inspire them. We've learned that a combination of cinemagraphs and high-quality photos is what helped us achieve high ad recall rates and drive message association between Coke, happiness and friendship.”

Quinn Donato
Interactive Marketing Manager
Coca-Cola