



## Coca-Cola generates impact with a unique marketing initiative in one of the extremest places on Earth.

**Coca-Cola Zero seek to impact its audience with a different initiative: making possible the impossible.**

Coca-Cola Zero is the drink belonging to "The Coca Cola Company" aimed at young adults.

Since June 2006, Coca-Cola Zero offers the great flavor of the classic 'Coca-Cola', but with a difference: zero sugar.





## CHALLENGE

Aligning with its theme of “Make it Possible”, Coca Cola Zero sought to amplify the impact of a marketing initiative never seen before in Latin America: A concert in Antarctica – one of the most extreme places on Earth – with Metallica, one of the world's most iconic bands. The campaign was aimed at maximizing the reach and impact of the event, increasing conversations, generating greater engagement for the concert throughout the region and reporting its development in real time through unique, relevant and compelling content.



## SOLUTION

**How can a CPG brand use the momentum of a high-profile event to position its spirit and principles among a multicultural audience?**

- 1 Run the Promoted Trend #CocaColaZeroAntártida simultaneously in 12 countries.
- 2 Support by Promoted Tweets that included pertinent information for the audience.



- 3** The Tweets, sent throughout the day, alerted users to the concert's date and time and provided a link to the live streaming platform. Other Tweets shared exclusive backstage and on-stage pictures to capture people's attention and drive excitement for the event.
- 4** Promoted Tweets included the hashtag of the campaign to organize the conversation and had direct calls to action like "click here now" or "spread the word" to maximize engagement.



## TESTIMONIAL

*"Communicating this huge event was the first step; doing it through a natural platform for people such as Twitter, helped us turn this message into something tangible: Make possible the impossible. A Promoted Trend presented our message to millions of people, who interacted with us and used the platform as a second screen of what was going on during the concert. In addition, the associated Promoted Tweets allowed us to reinforce the interaction and capture the interest of the people."*

**Gustavo Ortega**  
Interactive Manager  
The Coca-Cola Company

**TIP**

The rotation of Promoted Tweets associated to a Promoted Trend with original content is key to generate higher rates of engagement.



## RESULTS

**95.6M**

Promoted Tweet  
impressions with  
**#CocaColaZeroAntártida**

**31.2K**

Tweet  
interactions

**5K**

new followers of  
**@CocaColaZeroMx, @CocaColaZeroAr,**  
**@CocaColaZero\_BR y @CocaColaZeroCam**

The impact of conversations was huge: #CocaColaZeroAntártida became an organic trending topic in Latin America the day after the Promoted Trend.



**9,6 K** interactions in México.

**26,3 MM** impressions and gained **+ 2K** followers in Argentina.

**11%** engagement rate registered in Guatemala, surpassing the benchmark of the region, which is **2,6%**

**#COCACOLAZEROANTÁRTIDA**





## KEYS TO SUCCESS

### #01

**Use Promoted Tweets  
with a Promoted Trend to share  
your vision of what's happening.**

Unique and exclusive content is a valuable resource during an event, and Promoted Tweets are the best way to give them visibility.

### #02

**Capitalize on the power  
of Promoted Trends  
for special events**

Use your Promoted Trend to start conversation around your initiative. It's a great tool for driving mass engagement and awareness.

### #03

**Maximize impact  
of Promoted Tweets  
with simple and direct  
calls-to-action**

Including a direct call to action in Promoted Tweets is a way to encourage consumer involvement since they will understand what you want them to do.



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