

Industry Case Study

Coca Cola **DOOH Partner, Clear Channel Outdoor**



Clear Channel
Outdoor



DPAA Digital Out-of-Home Everything

Campaign Objective:

To engage younger generation, and bridge gap between real world and digital world with out-of-home version of “What’s In a Name” trivia game

Proposed Solution:

Times Square visitors tweet #CokeMyName to see personalized story featuring their name on a digital billboard. Photos of name sake display are tweeted back to fuel social sharing.

Results:

- 5.4MM audience impressions in Times Square over 3-week period
- 42K social posts with #CokeMyName during this period.
- 350MM social impressions.
- Tweets with #CokeMyName were mentioned in 110 countries with the US representing 49% of exposure (across multiple metros).

Key Takeaways:

Coca-Cola’s Mobilized Billboard Engaged Gen Z, and won “Best Integration with Social Media,” 2015 MediaPost Digital Out-of-Home Awards.

