

Case study

Online Community and e-zine



The Coca Cola Company builds an online community to impact consumer opinion

Background

With child and adult obesity rates continuing to rise, Health and Wellness has become an important social issue in Australia.

The Coca Cola Company (TCCC) has been subject to negative publicity due to low awareness of their product range outside full sugar Carbonated Soft Drinks.

As such TCCC needed to communicate accurate information about their entire range and direct mothers towards healthy choices.

To address these issues and change the way consumers think about TCCC the "Make Every Drop Matter" (MEDM) program was launched, including a website. Permission was charged with the task of building a MEDM online community as a platform to impact consumer opinion.

Objective

- Change the way consumers think about the Coca-Cola Company.
- Build a database from scratch of Australian Mums with 12-16 year old children.
- Learn more about the wants and needs of Australian Mums.

Key Insights

- Many parents believe TCCC produces only full sugar Carbonated Soft Drinks.
- The target audience are web savvy, sourcing health and wellbeing facts for themselves and their families online.
- The online space is very congested therefore a compelling and valuable offer is required to attract the attention of the target market and build a database.

Strategy

- Create a Health and Wellbeing promotional campaign that incentivises membership of the database.
- Engage the database on an ongoing basis through a series of e-newsletters containing relevant and valuable content.
- Incorporate TCCC's key messages on Health and Wellbeing into the communications.

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Solution

- An appropriate email list was rented and combined with a member promotion to incentivise membership to the MEDM community. Membership was also driven through online advertising, PR and links to the MEDM site.
- A series of MEDM eNewsletters were delivered to members and included nutritional information, product overviews and interactive features.
- An online member survey was run to gather feedback and assess the program's relevance, engagement and success.

Results

- A significant MEDM member database was built at a relatively low acquisition cost.
- eNewsletters showed strong engagement, with interactive features being received very well by the audience and open/click rates scoring higher than industry average.
- Over 15% of members completed the unincentivised member survey and provided the brand with valuable feedback on the program and their attitudes to Health and Wellbeing.
- The program was highly successful with over 65% of survey respondents agreeing that it had made them think differently about TCCC.
- The program will be rolled out more extensively in 2007.

