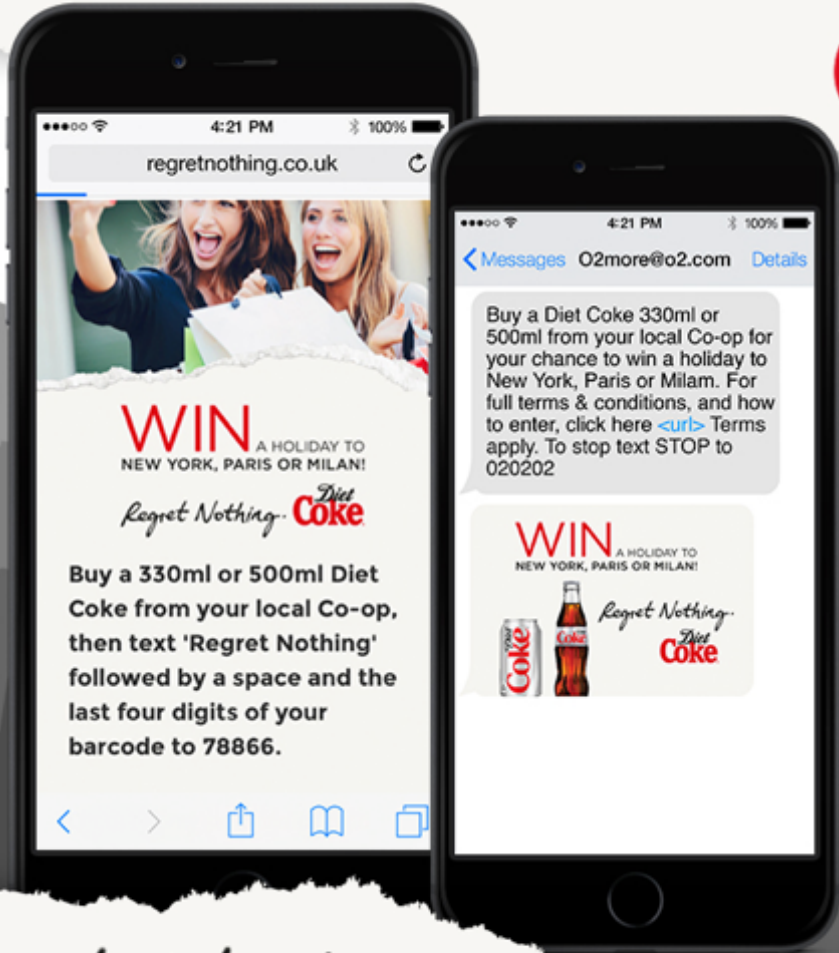


# Diet Coke: Increase sales at The Co-op



**Diet  
Coke.**

*Regret Nothing.*

## Objective

To drive sales of 500ml Diet Coke at selected Co-op stores.

## Strategy

Weve sent an MMS containing a prize holiday offer for Diet Coke. Weve used verified age and gender data to accurately target 30-49 year old females. To maximise relevancy and campaign effectiveness Weve used intelligent geo fence technology to target only those in proximity to a Co-op store and who could, therefore, redeem the offer.

## Campaign Results

19.4%

Conversion rate to sale

£1.68

ROI for every £1 of investment\*

\*based on £1.30 unit price

**WEVE**