

# Coca-Cola Consolidated Brand Favorability Case Study

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## Summary

Coca-Cola Consolidated wanted to spread a goodwill message, boost favorability and express their position as a member of the local community.

Upon reviewing past campaigns, we revised the media strategy to bolster the message among the target population in selected markets across the country

## Challenge

Though a national brand, Coca-Cola Consolidated wanted to highlight the local nature of the company with short-term campaigns with high impression levels.

## Solution

We ran multiple three to four-day campaigns to maximize message saturation. The initial creative was a general goodwill message while later campaigns had a market-focused message. We measured schedules in impressions to expand reach but ran the majority of the ads during evening and late news to build frequency amount community leaders.

## Results

We aired 56 million impressions in 43 markets for an average of a \$9393 CPM. We negotiated no charge on-air spots, added value news and weather sponsorships and on-air billboards equivalent to 20% of the schedule to boost frequency.

## Conclusion

### By the numbers

56 million impressions served in 43 local markets

\$9.93 CPM achieved

20% schedule negotiated as no charge spots, news and weather sponsorships and on-air billboards