



WPPED
CREAM
2007

MEDIA | HIGHLY COMMENDED | MEDIAEDGE:CIA SINGAPORE
COCA COLA - COKE LIGHT | THE LIGHTER SIDE OF LIFE

CHALLENGE

Globally, Coke Light may be a best-seller, but in Singapore the entire low-calorie carbonated soft drink sector has underperformed because of local and trade misconceptions that such drinks are only for people worried about their weight. Coca-Cola challenged us to turn around these negative perceptions, and double the Coke Light user base to 16% by positioning the product firmly in the mainstream.

INSIGHT

Potential Coke Light drinkers are defined by attitude, not diet; busy, single people who work hard and play hard, which means that they don't have much time for meeting potential partners. By associating the product with dating and romance, we could create a new and positive buzz around the Coke Light brand.

IDEA

We designed and implemented an innovative communications platform on which we could build a series of mixed-media activation programs, all centred on linking the product with romance, dating and entertainment, with the central element being a five-episode, customized speed-dating TV game show - "A Light Affair".

ACTIVATION

Build-up with sponsorship of Blind Dates, a dating show on one of Singapore's leading radio stations, followed by a series of consumer road shows held at busy shopping malls and clubs live recruitment events for A Light Affair, at which participants could apply to become a contestant, while sampling the product. To keep the momentum rolling, we engineered continuous radio, press and online PR coverage about the recruitment drive, including trailers for A Light Affair and interviews with the hosts resulting in 250 contestants and 90,000 people sampling Coke Light.

RESULTS

- Volume up 80%
- Coke Light volumes up by 80% against an original target of 52%
- Campaign generated an ROI of 166%
- A Light Affair ranked within the Top 10 TV programs in Singapore.

CREDENTIALS

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