

# Coca-Cola Zero finds core 18-34 group with Re-messaging

Growing market share is a challenge for a brand as dominant as Coca-Cola Zero, but an online campaign through Windows Live Messenger used re-messaging to successfully address the 18-34 age group, producing an increase of 78% in unique users belonging to core target campaign.

Finding new ways to engage with its target audience is difficult when you are already one of the world's most recognised brands, which is why Coca-Cola Zero sought out innovative new ways to reach one of its key age groups in a campaign based around the blockbuster animation Avatar.

As the first of its kind in Italy, the campaign used super-expanding banners within Windows Live Messenger, combined with re-messaging over a nine day period, to reach an active online audience and drive awareness of its 'Zero' brand variant.

The results were impressive. 4.4 million unique users were reached overall by the campaign, 2 million of which belonged to the crucial 18-34 demographic.

Similarly, the Re-messaging campaign was also a success hitting 2 million unique users, 1.6 million in the 18-34 group, delivering a 78% increase.

**" This project has demonstrated that the Microsoft Advertising technology, combined with Microsoft Advertising Creative Remessaging Solutions, has deeply extended the campaign's reach and significantly increased the GRP generated, at low cost."**

**Andrea Aioldi**, Coca Cola Italia srl, Digital Asset Specialist

**4,368,841** unique users

**78%** increase in users

**10%** increase in coverage, 18-34

**78.5%** increase in GRPs based on core target campaign (18-34)