



TASTE THE FEELING OF COCA-COLA & VIBER

®Rakuten Viber

OVERVIEW / STRATEGY



OUR STRONG FANBASE PAIRED WITH RAKUTEN VIBER'S ACTIVE BULGARIAN AUDIENCE AND CAPTIVATING PRODUCT SUITE MADE THIS PROGRAM AN INSTANT SUCCESS.

STEFAN RADOV
Social Media Manager, Coca-Cola

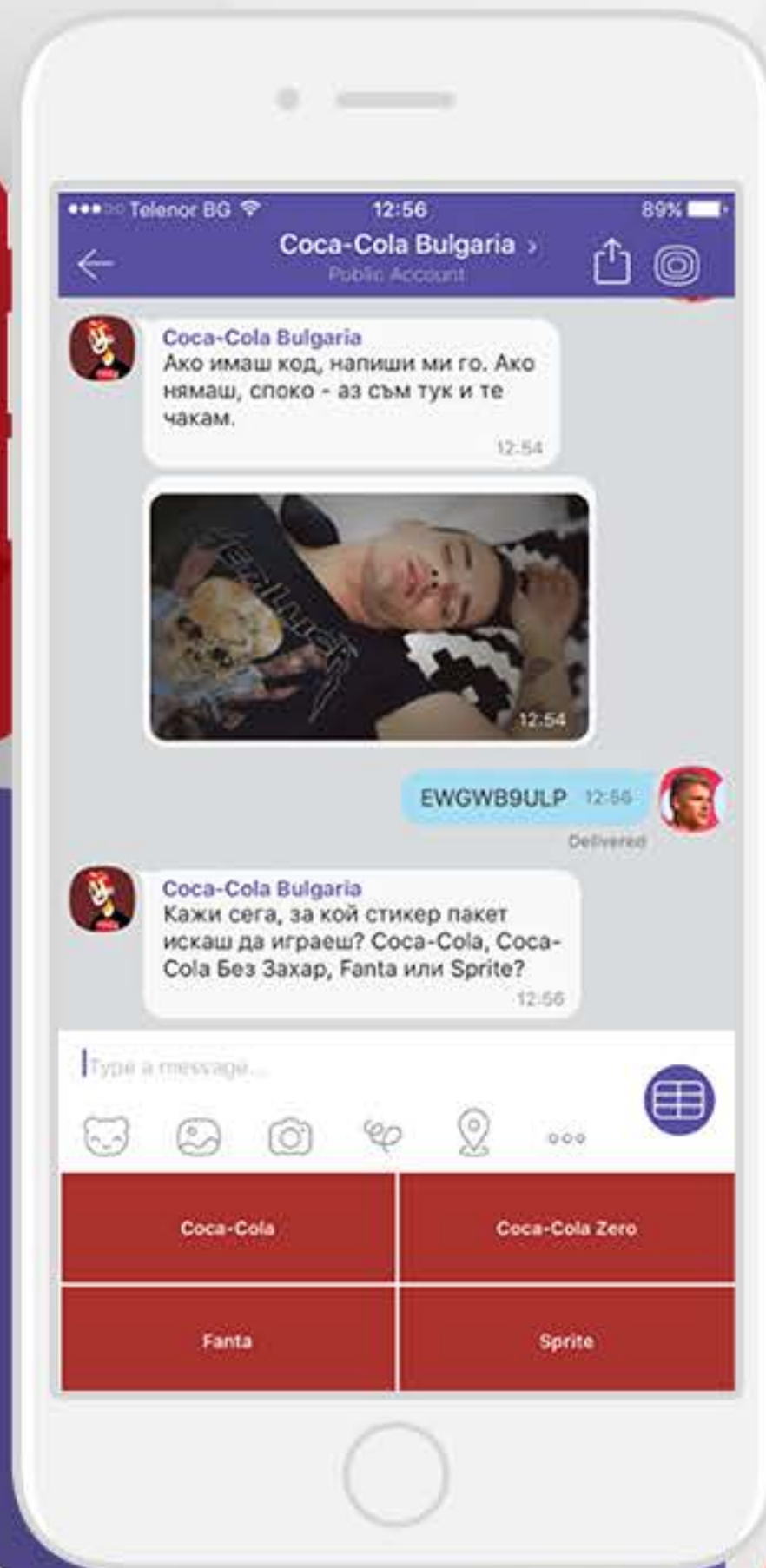


Coca-Cola is the world's largest beverage company, refreshing consumers and bringing people together with over 500 brands and nearly 3,900 beverage choices.

Pairing the brand with Viber's connected and engaged Bulgarian audience was pivotal to its goals—boosting its mobile footprint, interacting with current and new consumers while providing an integrated digital experience—in- and out-of-app.

Over a three-month period, Coca-Cola launched a **Public Account, Sticker Packs with a promo code mechanism** and a **Chatbot** experience on Viber. To maximize their reach and conversions, Coca-Cola amplified this with cross-promotion across their social channels, supporting an “under-the-cap” sweepstakes. Coca-Cola successfully engineered a comprehensive and engaging promotion strategy.

SOLUTIONS



The Viber-exclusive under-the-cap program was announced to Viber users via the Coca-Cola Sticker Pack, directing them to the Coca-Cola Public Account with the option to receive a unique redemption code.

Viber users received the redemption code via the Viber Chatbot. The Coca-Cola Sticker Pack offered an interactive way for existing Chatbot followers to share the under-the-cap program and grow the campaign significantly. This not only engaged users with the bot and sweepstakes, but also extended virality and reach of their program outside of the app.

Coca-Cola amplified the campaign through cross-promotion on their social channels, focusing on video content that highlighted the ease of use and fun of the sweepstakes.

Within a short time-span, Coca-Cola used their Public Account to distribute redemption codes—creating hype and driving conversions.



RESULTS

105K+

STICKER PACK
DOWNLOADS

98K

STICKERS
SHARED

184K

CHATBOT
SUBSCRIBERS

680K+

USER-CHATBOT
INTERACTIONS

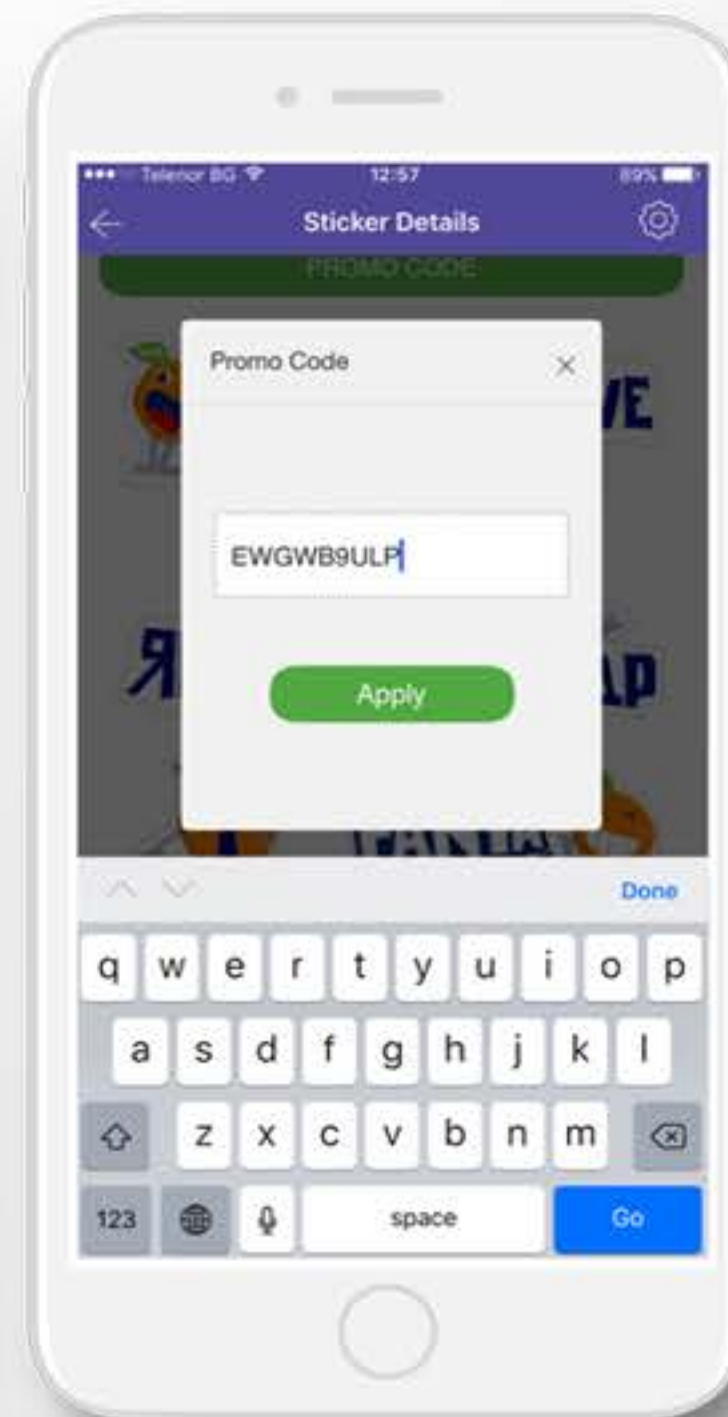
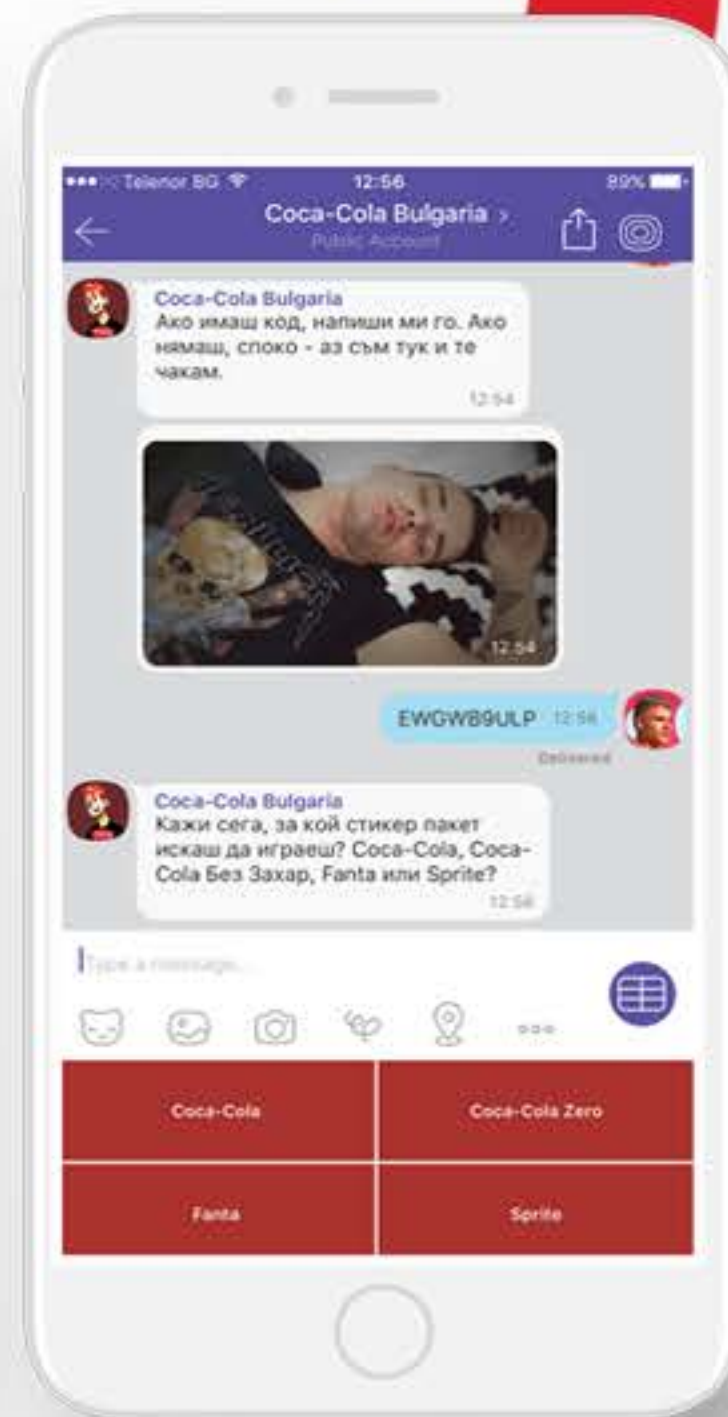
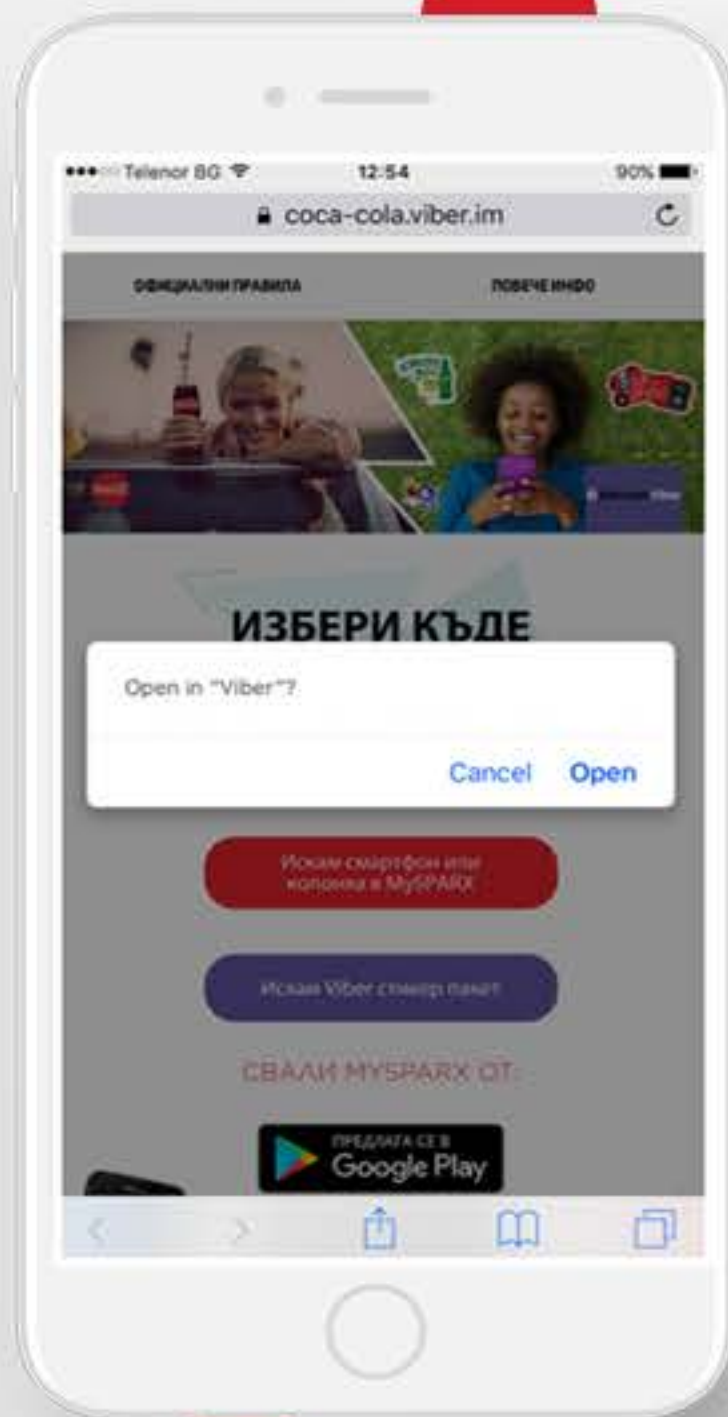
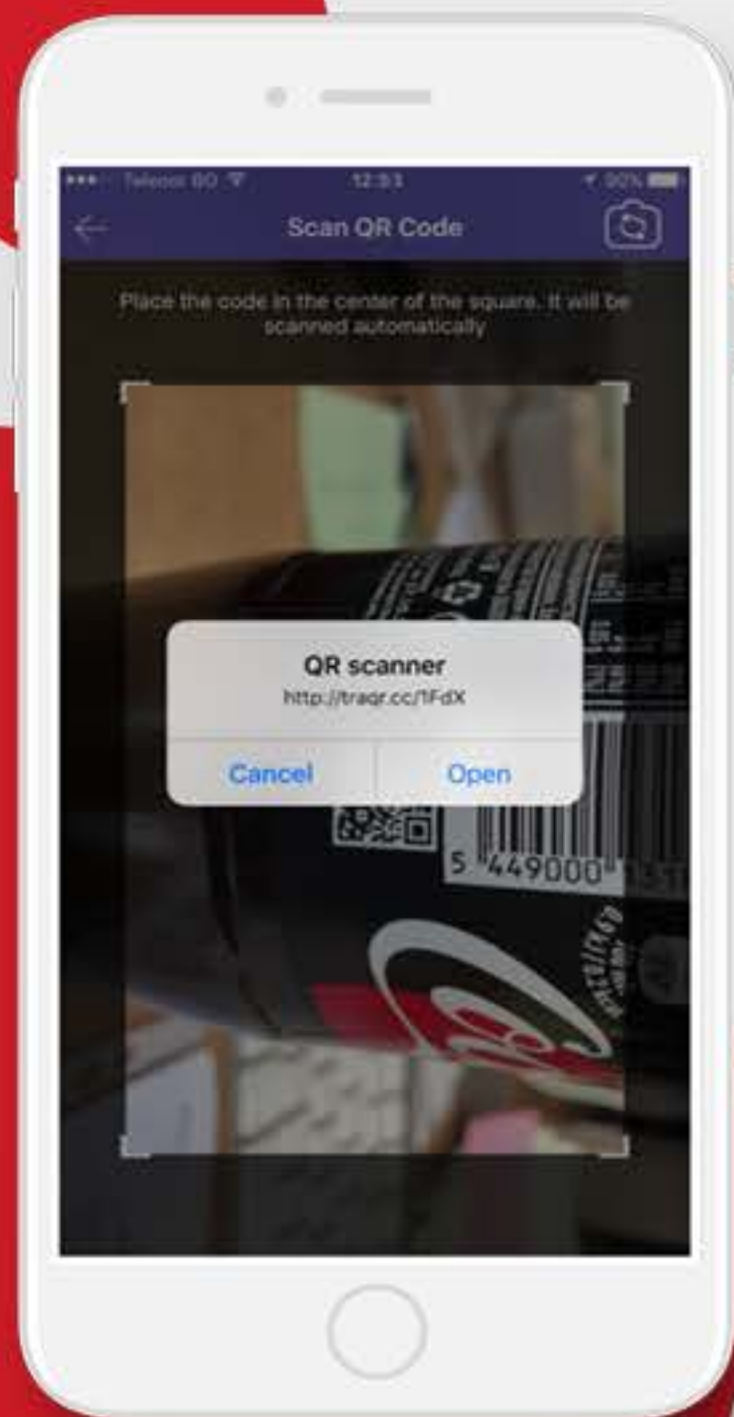
29K

REDEEMED
UNDER-THE-CAP
CODES

30%

CONVERSION RATE
10X ABOVE INDUSTRY
AVERAGE

ASSETS



VIDEO

WATCH COCA-COLA ON YOUTUBE FOR VIBER



PLAY

Видеа Viber group пакет

СБААР МЫСПАРК ДТ



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