

The WorksLondon

‘Coca-Cola’ Vanilla Roadshow

Campaign Objectives: Raise awareness and stimulate trial of new Vanilla Coke through sampling and delivering a unique Vanilla Coke brand experience to young people enjoying the outdoors this summer.

SpaceandPeople Execution: Mass scale, nationwide reach, tight timescales, extended campaign and last minute changes meant a difficult task when sourcing & booking sampling sites. However SpaceandPeople rose to the challenge every time!

Venues Booked: 25 venues throughout the UK, many of which were sourced exclusively for this promotion.



Results

25 venues booked over 5 weekends

5 teams of Brand Ambassadors

2 million samples distributed to the target audience.

“We usually deal with venues on an individual basis – it was great to work with such an efficient agency who could centralise all our bookings.”

Nicola Holmes, Events Director, The Works