

VIDEO PRE-ROLL



Advertiser: Coke **Agency:** Vizeum

Duration: June and July 2007

Background

The campaign advertised a sales promotion run in conjunction with iTunes

Objectives:

The target audience was 16 to 24 year olds. Users were encouraged to obtain a special promotion code from Coke cans/bottles which featured the promotion and use it to go online and claim a free music download from iTunes.

Creative:

Fast moving 10 second pre-roll video featuring kids in car crushed by rock band falling from the sky with end product shot and call-to-action.

Media used:

The advertising ran on music sites such as Ministry of Sound and emusic to reach the target audience.

Results:

In addition to the brand awareness generated, the campaign achieved a 2.38% click through rate to the co-promotion site.

Russell Watts of Vizeum commented "The campaign achieved a high click through rate as well as generating strong brand awareness through excellent targeting of the online 18-24 music audience."