

USING SHAZAM IN A TV COMMERCIAL FOR THE FIRST TIME IN BULGARIA

MARKETING OBJECTIVE

Coca Cola seasonal campaign's concept was to spread the "good" for the Christmas holidays by sharing hand-made sweaters to its audience and their beloved ones. The main objective was to maximize reach on all media and specifically in its digital activation to gain maximum reach and engagement. Also, to keep viewers engaged beyond the 30-second spot.

SOLUTION

ThinkDigital suggested a market-leader move, by integrating Shazam to the campaign's TVC - a first-timer for Coca Cola Bulgaria - as an amplifier to the overall campaign. Audience was invited to Shazam the Coca Cola TVC song and by doing so, they were automatically redirected to xmas.bg, where they could Share the Good by giving a hand-made sweater as a gift to friends and family.



RESULTS

SHAZAMS:

1,596
active users

(7,3% of the proportionate
Shazam National Population
within 2 weeks)

34.8s

average viewing duration / Shazamer
(+4,8" more than the 30" spot)

Campaign Duration: Dec 7th - 20th, 2015

THE QUOTE

“ Coca Cola Bulgaria decided to integrate for the first time Shazam for TV in tis seasonal campaign and succeeded to amplify the true Christmas spirit message to a greater audience! ”

Stoyan Ivanov
Coca-Cola CEO BG and Adriatic