

Coca-Cola

Campaign: Summmmahhhh!!

Agency: Ikon

Year: 2011

Source: APN Outdoor

Objective: To measure the campaign recall by format across multiple demographics

Audience: Total People

Strategy: Showcase Maxibus, Maxitram & Interiors

Results:

This campaign resonated strongly with:

- People 18 – 24 52%
- CBD Worker 42%
- Medium income earner 42%
- High income earner (\$76k – \$100k) 40%

Most effective format – Maxi tram 29%

