



TASTE THE FEELING OF COCA-COLA & VIBER

Rakuten Viber

OVERVIEW / STRATEGY

“
OUR STRONG FAN BASE PAIRED
WITH RAKUTEN VIBER’S ACTIVE
BULGARIAN AUDIENCE AND
CAPTIVATING PRODUCT SUITE
MADE THIS PROGRAM

INSTANT SUCCESS.”

STEFAN RADOV

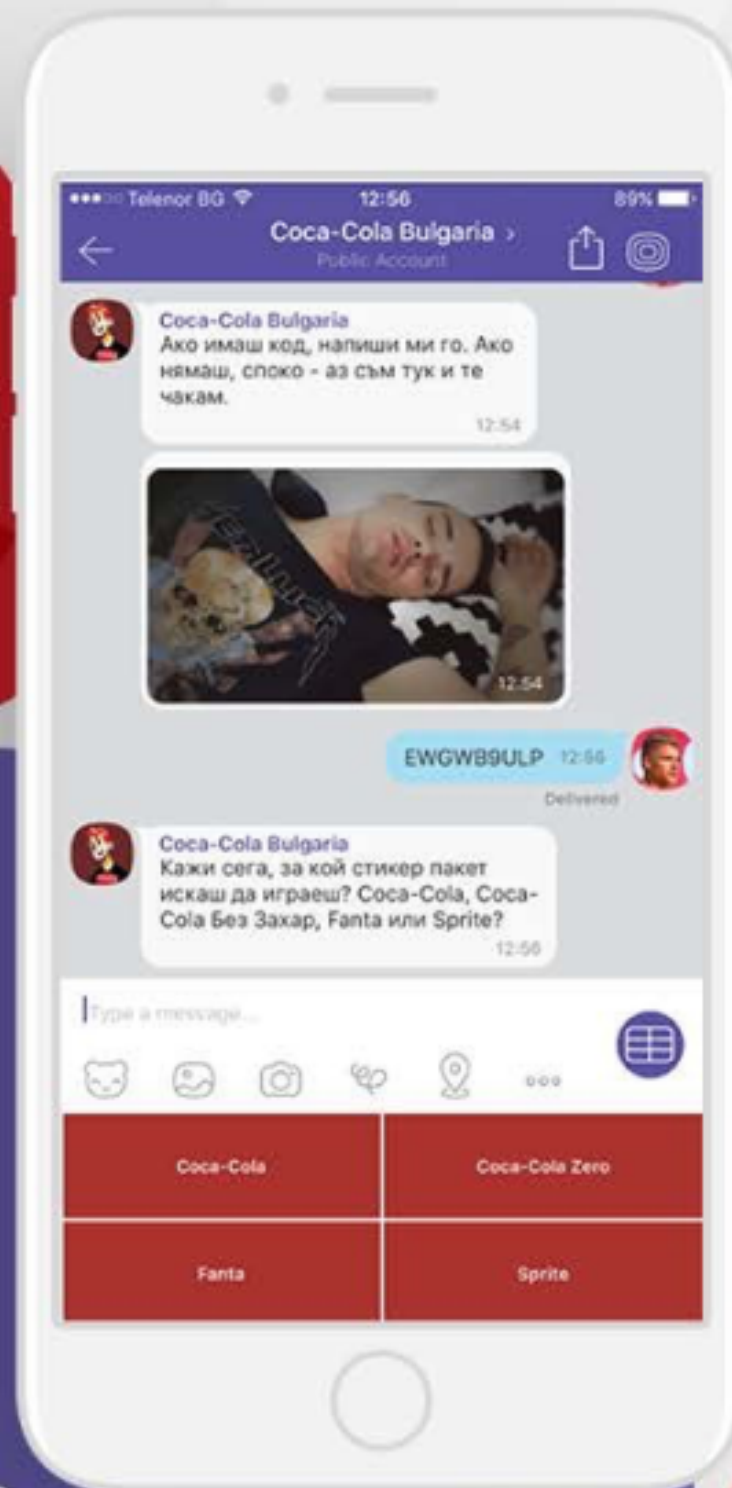
Social Media Manager, Coca-Cola

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

298K+

STICKERS
SHARED

29K

REDEEMED
UNDER-THE-CAP
CODES

680K+

USER-CHATBOT
INTERACTIONS

98K

CHATBOT
SUBSCRIBERS

30%

CONVERSION RATE
10X ABOVE INDUSTRY
AVERAGE

VIDEO

WATCH COCA-COLA ON YOUTUBE FOR VIBER



PLAY



EMAIL BD@VIBER.COM TO GET STARTED
Rakuten Viber