

Case Study:

Quantifying National Campaign Effectiveness



BACKGROUND

CHALLENGES

APPROACH



The Coca-Cola Company began building its global network in the 1920s. Now operating in more than 200 countries and producing nearly 450 brands, the Coca-Cola system has successfully applied a simple formula on a global scale: provide a moment of refreshment for a very small amount of money -- a billion times a day.

Coke needed to better understanding the effectiveness of its marketing spending, particularly in the area of national campaigns - campaign execution varies by region, market and unit.

They wanted to develop a standard methodology or process for evaluating campaigns – seeking answers to key strategic marketing effectiveness questions such as lift from different campaigns.

- Create alignment and gain acceptance of marketing measures by marketing department and company management
- Make recommendations for improving 2008 campaigns to be executed
- Provide user-friendly models and tools that are not daunting to marketing staff and management
- Develop skills related to marketing measurements, processes, tools and effective communication approaches
- Support translated insights into 2009 marketing mix and budget recommendations, a revised campaign options booklet and field consultant training
- Deliver a roadmap specifying the approach for transforming the marketing department into a measurement driven culture

RESULT

Created a new level of insight by quantifying the impact of national campaign on revenue lift by region, market and unit

Generated alignment between marketing and company management on new marketing spend effectiveness measures

Transformed marketing culture around marketing spend effectiveness

