



CASE STUDY: Quantifying National Campaign Effectiveness



Background

The Coca-Cola Company began building its global network in the 1920's. 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.

Challenges

- Coke needed to better understand the effectiveness of its marketing spend, 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

Approach

- 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