



OOH Case Study

Pepsi

Problem

How can Pepsi make a statement in the birthplace and home of their key rival leading up to Super Bowl LIII??

Solution

With an unmissable wave of playful out of home executions in key locations near the game.

Background

Super Bowl LIII was hosted in Atlanta, GA – the birthplace and home of Coca-Cola. The unofficial capital of this city is the World of Coca-Cola, a museum and major tourist attraction located right downtown. Outside its doors stands a life-sized statue of Coke's founder, John Pemberton – a very popular photo op for both visitors and locals. As both an NFL Sponsor, and the official sponsor of the Super Bowl, Pepsi was in hostile enemy territory, but for Pepsi, not showing up was not an option. This unprecedented dynamic had national media outlets like Bloomberg and CNN, as well as Coke-loving locals, speculating about what this latest chapter of the 'Cola Wars' had in store. In terms of the out of home media placement, Pepsi was given an opportunity to take a town painted red and cover it in blue. Ironically, the opportunity would also become the greatest challenge, with Coke owning so much inventory around the city, and with the World of Coca-Cola, located in the middle of the Clean Zone, which is the area around the stadium in which only officially authorized sponsors can display signage and banners.

Objective

The objective was to show up on Coke's home turf with a ground-up creative idea that would steal the spotlight during the biggest media spectacle of the year. Pepsi is the quintessential challenger brand, having battled Coke in the 'Cola Wars' for decades. With the Super Bowl coming to Coke's hometown, it was imperative for Pepsi to defend its sponsorship status and steal the spotlight from their rival. In true challenger fashion, we brought the #ColaTruce right to their doorstep (literally) and used their #TogetherIsBeautiful campaign as an invitation to pay them a visit. Expectations were high for what might happen with the Super Bowl 'Cola Wars' in Coke's hometown. Factoring in the usual cacophony of brand noise that this spectacle attracts, the pressure was on to do something that caught the attention of both the media and soda drinkers alike.

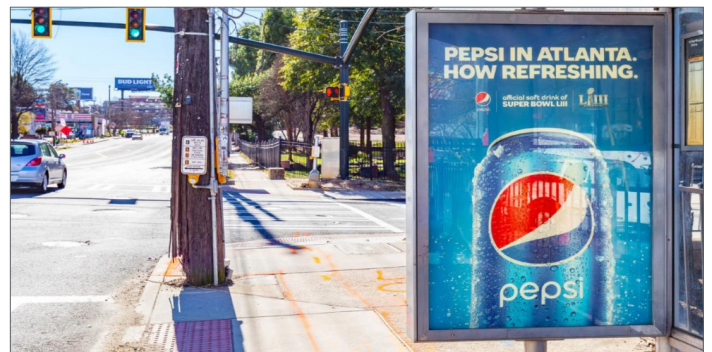
Strategy

The typical out of home strategy for any Super Bowl, is fairly simple and built upon the concept of:

- Follow the Fan --- As they arrive; While they are in the NFL activations; Leading up to and On Game Day
- Target the Clean Zone --- have enough inventory to give Pepsi the largest Share of Voice as compared to other sponsors.

For this Super Bowl, the agency layered on to the above concept:

- Making an Entrance
 - o This is not just the Super Bowl. This is Atlanta
 - o Make sure that Coca Cola knows we have arrived
 - o Make sure they never forget!
- Don't just "Target" the Clean Zone...OWN the Clean Zone
 - o Create 100% Share of Voice
 - o Keep non-sponsors OUT
 - o Get right in front of Coca Cola property



Plan Details

Markets: Atlanta

Flight Dates: November 2018 - February 2019, 10 weeks (through Super Bowl weekend)

OOH Formats Used: Bulletins (Static and Digital), Walls, Digital Spectaculars, Station Dominations, 30-Sheet Posters, King Size Bus, Wrapped Bus, Commuter Rail Trains, Street Furniture, Aerial Banners

Target Audience: Adults 18+

Budget: \$1.7MM

Target Audience GRPs: 1,491

Target Audience Reach: 71%

Target Audience Frequency: 21x

Total Impressions: 74 million



Details:

- **Meet & Greet:** Large Format Bulletins (Digital and Static) were used to greet fans as they arrived into Atlanta and headed from the airport to their hotels downtown and throughout the city, along expressways and highest profile commuter arteries.
- **Clean Zone:** Bulletins, Walls, Spectaculars, Posters, Street Furniture was used inside the clean zone and surrounding areas of Centennial Park. Every single piece of media in this area was purchased that was not “permed”. The result was that Pepsi owned all but six units in the area, making the Pepsi SOV approximately 90-95%. Given the Clean Zone was only a few blocks in diameter, all the Pepsi inventory was adjacent to the World of Coca-Cola Headquarters, as well as every other major point of interest.
- **Greater Market and Reach/ Frequency:** Along with additional expressway bulletins, five Station Dominations, The MARTA Rail Train Cars, King Size and Wrapped Bus, and Street Furniture.
- **Aerial Banner flights** were layered in for a look up at the sky effect, during the weekend and day of the big game.
- **Last minute surprises:** Having a good number of digital locations allowed quick creative changes as it got closer to game day (and even on game day). As the brand picked up on the social media reaction to Pepsi in Atlanta, complimentary and corresponding messages appeared on the digital formats, proving how effective OOH can be when used in conjunction with other media channels.
- **Sustainability:** Pepsi owned a 50% SOV on branded solar recycling kiosks throughout the city. This enabled Pepsi to help keep the city clean, while being a guest in Atlanta. But the two-fold opportunity was to get directly in front of the World of Coca-Cola Headquarters with the branded Pepsi kiosks as well, and letting Coca-Cola know that Pepsi was helping to keep their city clean. They got the message loud and clear.



Results

- **The media loved it:** #ColaTruce garnered over 690 million earned media impressions with coverage that spanned CNN, The New York Times, USA Today, Food & Wine, ESPN, Ad Age and many others.
- **The people loved it:** #ColaTruce officially trended on Twitter, achieved significant social engagement for the brand (28,000+ tweets) and earned more than 1,000,000 organic social impressions.
- **The deciding victory:** Pepsi Social Media Chatter was 23x Coke's and the Pepsi brand scored #1 Share of Voice for Super Bowl (source: Cision Measuring Tools). Pepsi also won at the register. Sparked by its activation in Atlanta, sales of Pepsi grew by 3% in Q1 of 2019 (source: NASDAQ) in a struggling category that had been steadily declining in recent years. Pepsi also outpaced Coke in the stock market by 14% during the same period (source: NASDAQ).



Testimonials

“Pepsi is embracing their Challenger status.” — AdAge

“Not since 1864 has Atlanta seen an invasion like this.” — Atlanta Journal-Constitution

“The biggest rivalry in Atlanta on Super Bowl weekend has nothing to do with football. It’s the soft drink showdown: Coke vs. Pepsi.” — CNN

“Pepsi is pouring it on in Coke’s hometown.” — The New York Times

“In a city that bleeds Coca-Cola red, PepsiCo Inc. is having some fun with its status as Super Bowl sponsor this year” – Bloomberg

“The Super Bowl is bringing the ‘cola wars’ to Coke’s home turf. The Patriots and Rams aren’t the only ones going to battle in Atlanta.” – Boston.com

“Super Bowl sponsor Pepsi paints Atlanta” – Atlanta Journal Constitution

“Pepsi Is About to Invade Coca-Cola’s Home Turf at the Super Bowl” - Bloomberg

Additional Information

The Pepsi Atlanta Super Bowl campaign is the perfect example showing that the most effective out of home campaigns occur when used in a very creative way with clever messages such as “Pepsi in Atlanta. How Refreshing”, “Look Who’s In Town For Super Bowl LIII”, and “Hey Atlanta! Thanks for Hosting, We’ll Bring the Drinks...” the result was nothing short of spectacular.