

Use Augment Reality To Create Better Experience

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ALDO

Coca-Cola has been activating football in Vietnam for a long time.



"ĂN BÓNG ĐÁ, NGỦ BÓNG ĐÁ, UỐNG COCA-COLA"





(Eat with football, Sleep with football, Drink Coca-Cola)













FOOTBALL
is a fertile battleground
that multiple brands try to tap in.





















THE CHALLENGE





As AFF Suzuki Cup 2018 approached, all the big brands in Vietnam wanted to own this occasion to engage with their customers.









We started with 3 limited edition cans featuring the most loved footballers in national team.

“UPLIFT VIETNAM”

#BungHungKhoiVietnam



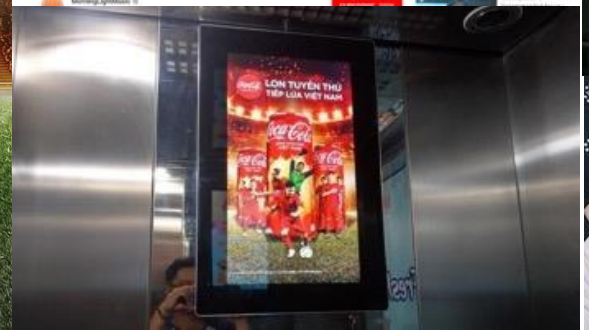
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The Can Collection was rolled out with ATL communication on TV, Digital, Social Media and OOH display.





















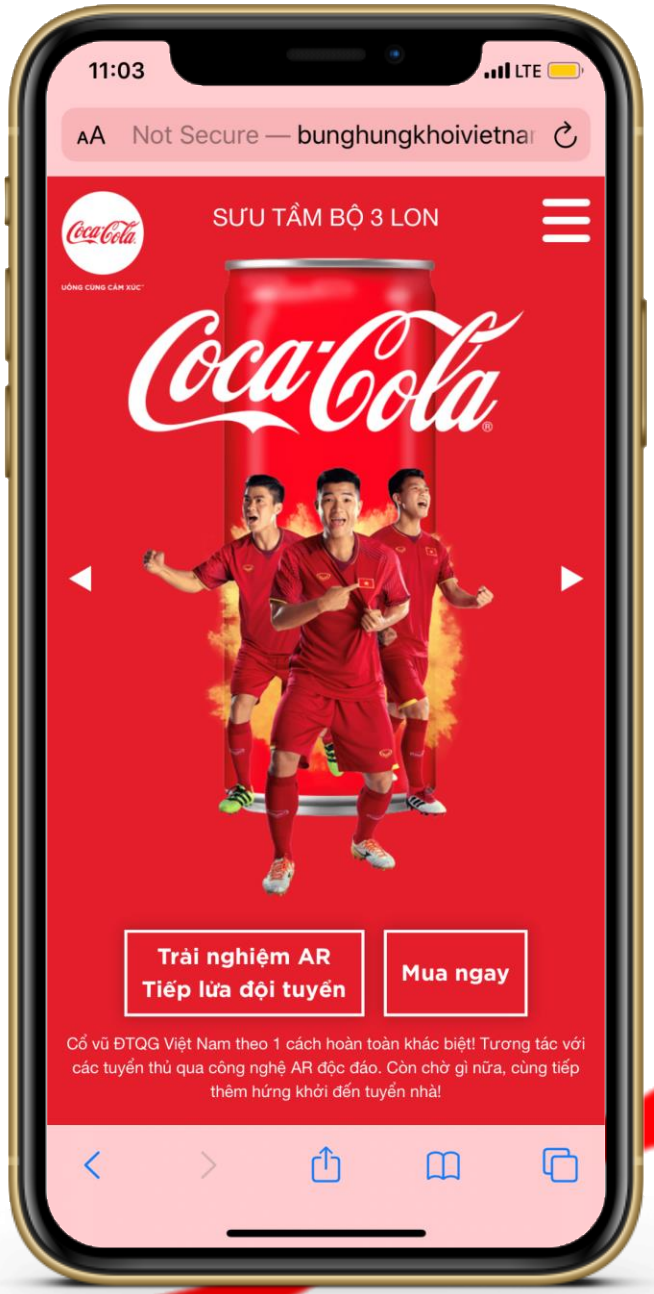


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That was just the start, how could Coke create a **deeper engagement** with the consumers?

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By creating a common platform that let consumers have an **immersive experience** with their football passion and favorite stars.



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The experience started with the AR scan on limited edition can





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This platform enabled football fans to **live with their passion** while able to **personalize content** that they can share.

AR VIDEO

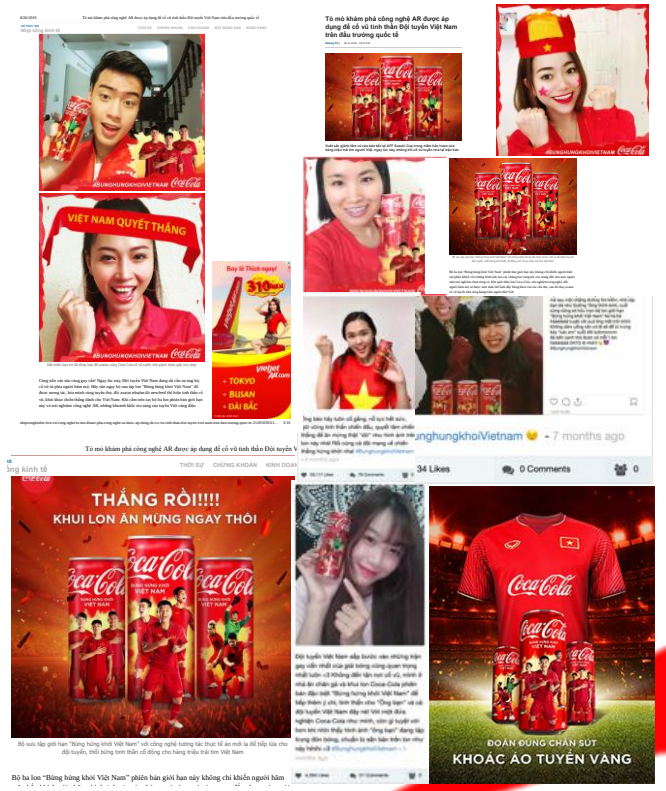


PHOTO FRAME



VIDEO AVATAR





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Result:

8000+ Scans

3500 Avatar changes

79% population reach

Brand love
Score upped by

+2 points

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Key Takeaways

- Ensure a seamless, cross-channel journey.
- Enable the immersive experience and bringing in content personalization.
- Give Unknown a Try



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THANK YOU

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