

PROXIMITY MARKETING
THE O2O CONNECTION


THE CONSUMER JOURNEY IN
MARKETER EYES




refresh on the Coca-Cola side of life
P22


Coca-Cola


Coca-Cola


YOGURT
MILK
BUTTER
ORGANIC WHOLE MILK $3.99


THE CHALLENGES

Keep excitement through out consumer journey

Connect online and offline to close the deal

How Marketer can avoid the dead-end and keep engaging Consumer even at the offline point.


THE SOLUTION

Leverage thousands of Coca-Cola coolers in the markets as the point of engagement to drive transaction




HOW TECHNOLOGY HELPS
COMMUNICATION
Coca-Cola

Coca-Cola has been promoting consumption during break time for years.

Proximity Marketing provides the new opportunities for Coke to engage with its consumer right at their favorite location – University Canteen.



This year, how Coca-Cola can use Proximity Marketing to enrich communication in this channel



HOW THE TECHNOLOGY HELPS THE COMMUNICATION

WHEN CONSUMERS ARE
AT NEARBY DISTANCE – 1KM

GEO-FENCING TARGETING

Introduce attractive promotion scheme to encourage Students to visit university canteen.

Radius: From 1km









At Coca-Cola, we are using Proximity Marketing to complete the user experience from online to offline

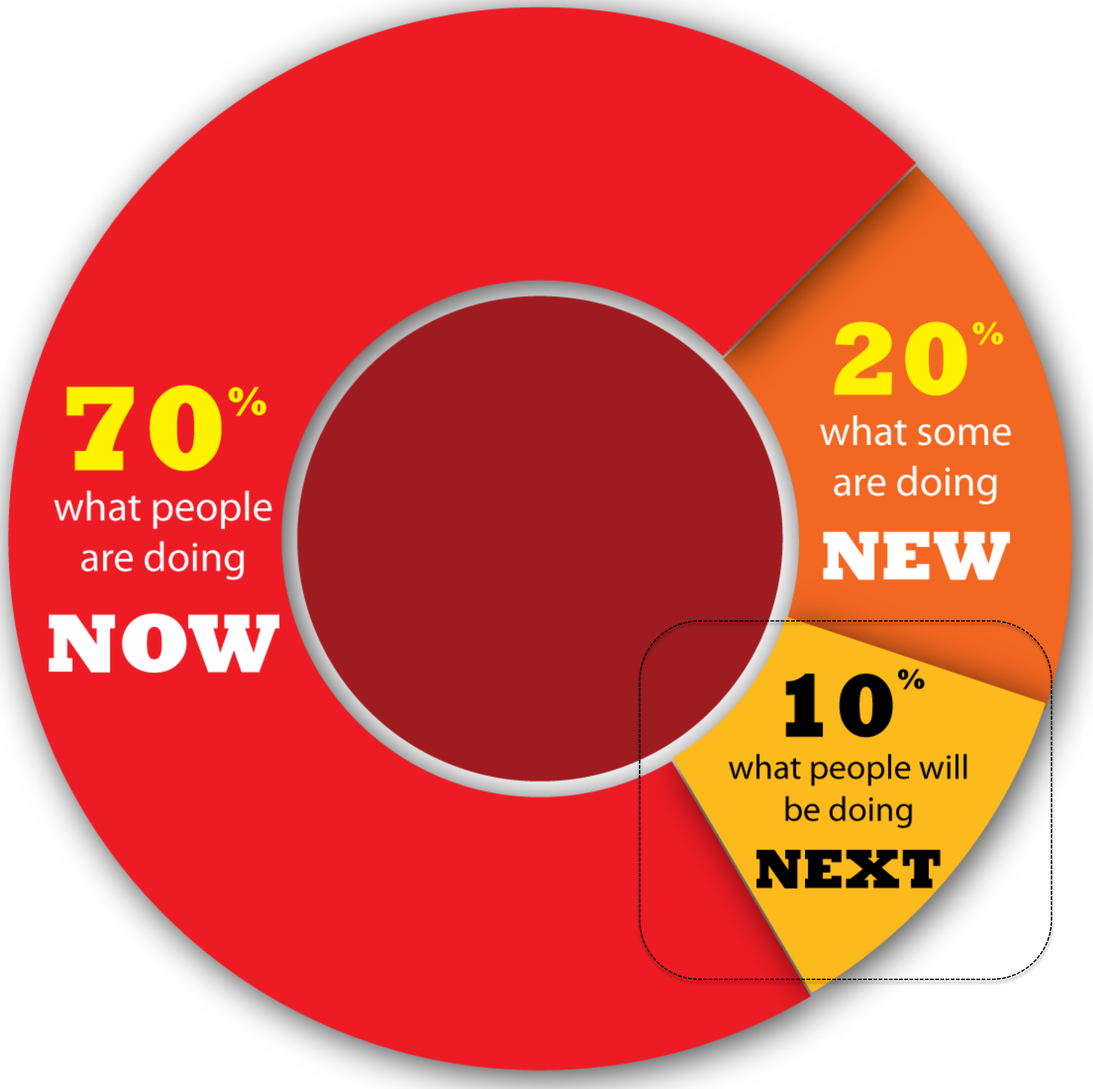
Geo-fencing Targeting
Radius 1 km

Using device location to geo-targeting the potential consumer.

Beacon at Cooler
Radius 10-20 meters

Reinforce the Geo-Fencing message.





It is the 10% to drive innovation and build for future

WHEN CONSUMERS ARE
IN FRONT OF CANTEEN – 20M

Using the Beacon helps brand to engage with Student at Offline and bring them back to Online for further engagement.

BEACON AT COCA-COLA COOLER



Send customized message to push and pull consumers

Notification message

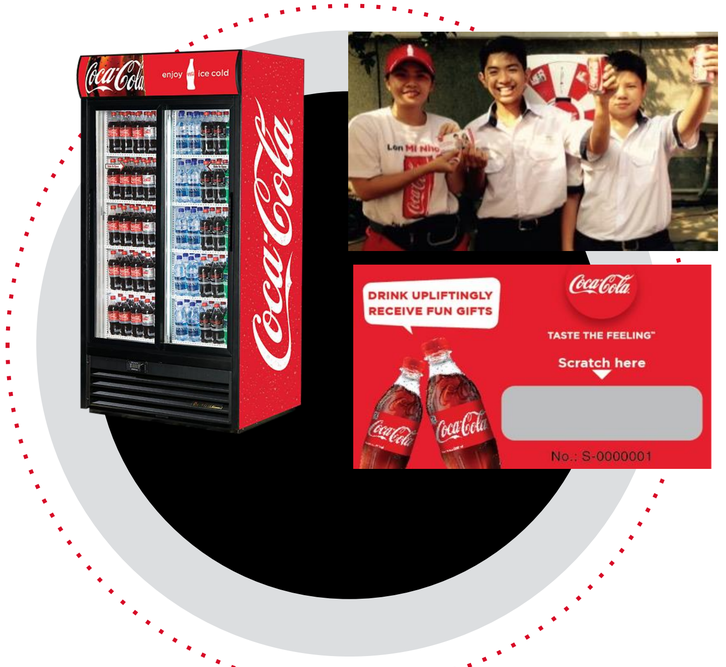
Online Engagement



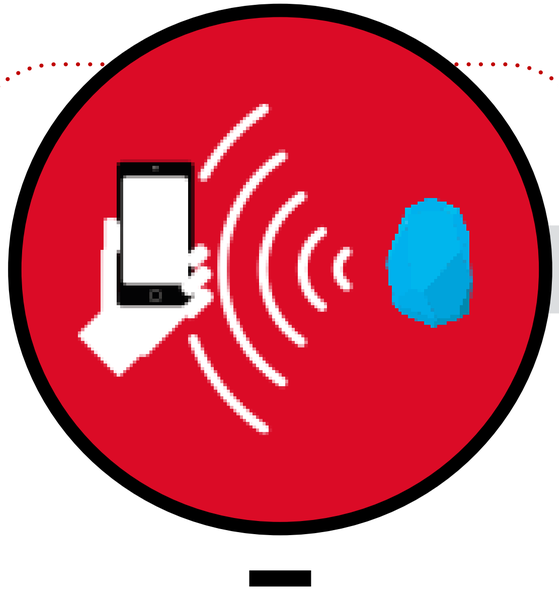


TRANSACTION MADE



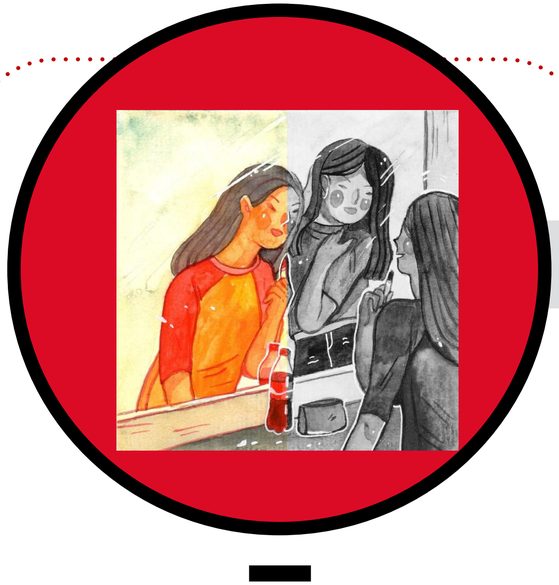


WHEN CONSUMERS ARE
IN FRONT OF STORE – ONLINE ENGAGEMENT



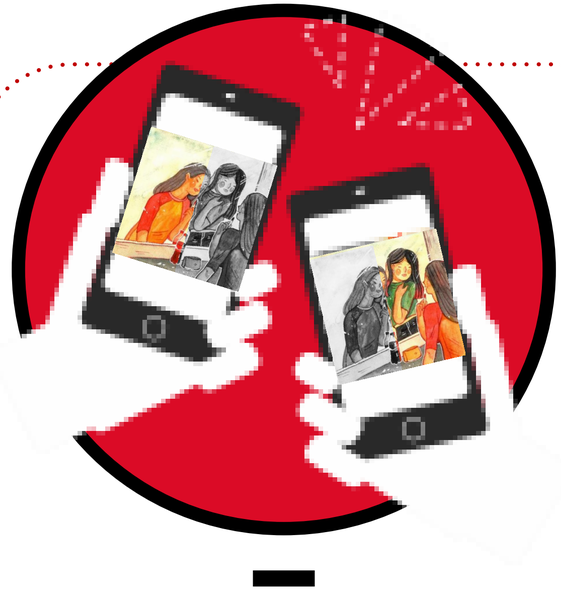
1. REMIND & INVITE

During break time, each beacon will send INVITING message to students' phones to remind them to take online challenge



2. ENGAGE

Different CHALLENGE for Student to interact, keep enjoy break time at Canteen



3. REWARD & TRANSACTION

Winners will be REWARDED. Sales scheme is communicated to INCRREASE TRANSACTION.


THE OPPORTUNITIES
FOR OFFLINE AND
ONLINE IN PROXIMITY
MARKETING

Enabling targeted & real-time communication

Cultivate conversation for in-store communication to increase transaction

WHAT ARE THE OPPORTUNITIES FOR OFFLINE AND ONLINE VIA PROXIMITY MARKETING.

Enabling a seamless, cross-channel experience from online to offline

WHAT ARE THE OPPORTUNITIES FOR OFFLINE AND ONLINE VIA PROXIMITY MARKETING.

THANK YOU

