

# Swiss Online Publishing

MEDIACOM / THE COCA-COLA COMPANY

CASE STUDY

## Initial situation

The Coca-Cola Company is the largest soft drinks producer and, according to the current Interbrand index, the most valuable brand name in the world. Hardly any other logo possesses such a high recognition value as that of Coca-Cola.

Within a very short time, the Facebook fanpage [www.facebook.com/cocacola](http://www.facebook.com/cocacola), set up by two Coke fans, developed into the largest global brand fanpage with over 35 million fans.

In March 2011, MediaCom Schweiz was engaged by Coca-Cola Schweiz to expand local social media activities. As its implementation partner, MediaCom decided in favour of Swiss Online Publishing.



## Objective

The mandate by Coca-Cola Schweiz covers the localisation of the global Facebook fanpage in the German and French languages. The young target group is to be linked to the brand within a positive environment through various activities. Here, the main focus is to be on the fan, through the global «Fans first approach» strategy. Direct contact is to be established with the consumer and a dialogue is to be conducted.

## Implementation



Swiss Online Publishing runs the entire community management for Coca-Cola Schweiz on behalf of MediaCom Schweiz. To do this, Swiss Online Publishing has developed an editorial plan for the German and French-speaking regions of Switzerland tailored to the brand and the target group on the basis of the global Coca-Cola Facebook strategy. There

is also a team of moderators who speak German and French to answer fan questions 7 days a week.

In addition to community management, Swiss Online Publishing is continuously developing new Facebook apps and contents to push the growth of the Community as a viral motor. Swiss Online Publishing, in conjunction with the media research department of Mediacom, is also continuously evaluating the user generated content in social media networks and is processing this in informative reports.

## Coca-Cola Badge



Welcome page of the Badge app.



Selecting and positioning the badge on the profile pic.

An app that was integrated on the global Facebook page was programmed for the Coca-Cola Company. This app allows the fan to badge his profile pic with one of the Coca-Cola soundcheck buttons. The fan can choose from several different badges and define the size and position of the badge. If he adds the badge to his profile, he automatically takes part in the prize draw. The viral effect is guaranteed, since all Facebook friends of the user receive a message in the newsstream.

## Coca-Cola Anniversary Place

The screenshot shows the Facebook page for 'Coca-Cola Anniversary Place'. The page is designed with a red and white color scheme. At the top, there is a banner with the text 'Feier mit uns: 125 Jahre gemeinsame Freude' and the dates '5. - 14. Mai'. Below the banner is a photo of a woman in a red Coca-Cola uniform serving drinks. The page also includes a sidebar with a Coca-Cola bottle image, a '125 Jahre' badge, and a '125 Jahre' badge. The main content area shows a post with a photo of a woman in a red Coca-Cola uniform and a video of a woman in a red Coca-Cola uniform. The page is titled 'Coca-Cola Anniversary Place' and has 34,479,390 likes.

Welcome page of the Anniversary Place app.

For 10 days, Coca-Cola celebrated its 125th anniversary on the Paradeplatz in Zurich. In its Anniversary Place on the Paradeplatz, Coca-Cola called on its fans to celebrate together with Coca-Cola. For the announcement of the Anniversary Place, a separate tab was integrated on the global Coca-Cola fanpage. The fans were able to take photos of their best memories of the event and send them in. These were then published on the photo gallery with an integrated comment function. As a thank you to all of the fans, there was a video at the end looking back on all the beautiful moments.

## About Swiss Online Publishing

The various communication channels in the Internet are constantly increasing, and are changing at breakneck speed. Companies are increasingly faced with the challenge of creating and publishing media-compatible content for the web and administering «user-generated content». A professional-looking presence in the web is thus becoming more and more complex and expensive for companies.

We at Swiss Online Publishing have decided to face up to this challenge and support companies and institutions in the development, implementation and execution of digital communication strategies. Our experienced editing and community management team knows how to recognise the needs of our customers and develop the right solutions.

## Clients

Well-known national and international companies already rely on our services: Blickwinkel, Coca Cola, Denon, Kraft Foods, Mediacom, Mobimo, Ringier, Universal Music and Visana.

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