

# Case Study

## Fanta - One Riyal Campaign

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, one of the world's most valuable and recognizable brands.



# Case Study - Fanta - One Riyal Campaign

## Campaign Objectives



Drive engagement with the brand in a fun and interactive manner and deliver the key advertising message to the target audience “Only One Riyal” to purchase a refreshing Fanta drink. Target specific regions and locations in Saudi Arabia by Geo Fencing. Target Android and iOS smartphones.

## Duration



4 Weeks

## Measurements





Click through Rates  
Post click engagement  
Retargeting click through rate

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## Solution

Coca Cola's desire was to promote the new Fanta Abu Riyal Product through an interactive rich media execution to deliver high engagement which would result in purchase intent and brand recall targeted users were encountered with several attractive call to action mobile ad placements which all led to the rich media special execution.

## Measurements

 Total Average CTR	1.63%
 Total Retargeting CTR Achieved	0.91%

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## Screenshots

[Click here to view the ad](#)



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## Screenshots

