

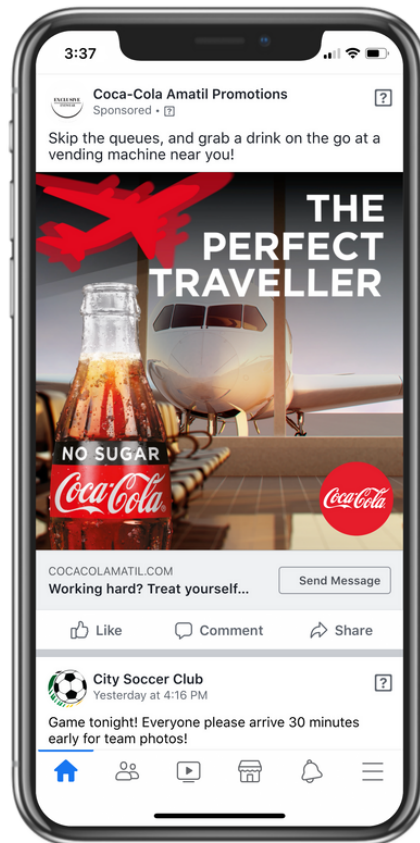
# Reversing the Downward Trend of Vending with Collaborative Social Ads

## Challenge

Coca-Cola needed a method to increase usage of their vending machines across competitive locations, such as airports, train stations, shopping centers, and universities.

## Solution

Coca-Cola engaged Tiger Pistol to run hyper-localized, geo-targeted campaigns at scale to encourage top of mind recall of vending machines to increase sales.



## Results



PERFORMANCE

**500K**

People reached

**1.3M**

Impressions

**12%**

Uplift in units sold

**73%**

Decrease in cost of advertising



EFFICIENCY

## Scaled Localization

Coca-Cola could now run hyper-localized campaigns at scale geo-targeted to busy high-traffic area vending machines.



PARTNER SATISFACTION

## 22% Uplift in Net Contribution

Is a vending machine a partner? If contributing to overall sales is a measure, then yes. Vending machines in the campaign came out 22% ahead in units sold versus those in the control group.