

# Coca-Cola Brings Paul McCartney concert to fans all over Mexico

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## Background

Engagement with young audiences provides a unique opportunity for brands, when executed well. Generation Y expects to interact with brands on mobile and social platforms. They want to be entertained and they want to engage on their terms. In turn, they will share those experiences far and wide, giving brands the opportunity to create viral campaigns that increase awareness and drive growth.

It was with this new landscape in mind that Coca-Cola turned to Thismoment, to target young people in Latin America and offer engaging brand experiences across multiple social sites and devices.

## Strategy

Coca-Cola understood that to remain ahead of the curve, it was important to give consumers not only engaging content, but the choice upon which device they wanted to access that content. Coca-Cola also knew that it was vital that the content was dynamic –

that it could be shared, discussed and interacted with in real-time. With this in mind, Coca-Cola hosted a free Paul McCartney concert, which was live-streamed across multiple devices.

The strategy was to engage a youth audience and provide them with sticky content from Coca-Cola that they could then share and discuss with friends, further enhancing the company's brand reputation.

## **Implementation**

Coca-Cola hosted a free concert with Paul McCartney, in Mexico City, on Mother's Day (May 10th), driving fans to share their experience online. Simultaneously, this was also live-streamed on Facebook, mobile and on the brand site (Coca-Cola.tv), allowing customers across Mexico to engage with the brand and share its content.

Coca-Cola implemented Thismoment's Social Conversation Module, which enabled them to pull in Facebook and Twitter conversations about the event. This empowered users to communicate and drive conversation, resulting in further engagement with the brand. In addition, authorised posts made on the site were then posted to users' Facebook and Twitter accounts.

In Latin America, there is a huge appetite for this type of event – something Coca-Cola recognised and acted upon. By utilising live-streaming, Coca-Cola democratised access to this type of event, giving people the same experience as they would have had at the show itself; however, even further enhanced with the incorporation of real-time conversations.

In partnership with social software Thismoment, Coca-Cola has executed large-scale digital marketing initiatives that combine real-world entertainment with the ability to distribute and magnify these offerings in a robust and engaging social and mobile experience.

## **Results**

Coca-Cola's collaboration with social software company Thismoment has led, according to the company, to record levels of engagement. Over 200,000 people physically attended the concert, with an additional 500,000 tuning in virtually. Of that figure, the average engagement was 42 minutes per session.

After the success of the Paul McCartney concert, Coca-Cola also produced the Vive Latino concert, where over 100,000 people attended, 750,000 tuned in virtually, and the engagement level averaged 23 minutes per session.