



# DRAWING CUSTOMERS INTO THE COKE ZONE™

**How Aimia helped the world's leading  
beverage brand build relationships**

By Aimee Bryan  
Regional Knowledge Director

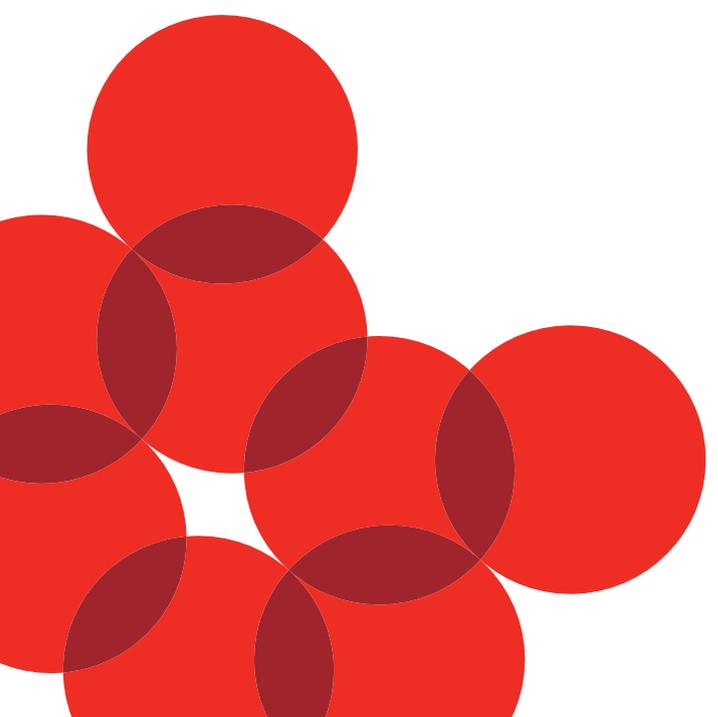
**Summary** Leading beverage manufacturer Coca-Cola® engaged Carlson Marketing's (now operating as Aimia) UK business to build an innovative web-based reward programme designed to reach the notoriously hard to impress teen market and prompt them to engage with Coca-Cola. The result: Coke Zone is the most successful online packaged goods programme in the UK and delivers a highly positive return on investment.



> **The Challenge**

Headquartered in Atlanta, Georgia in the United States, the Coca-Cola Company is the world's leading manufacturer, marketer and distributor of non-alcoholic beverages, with nearly 400 brands and operations in over 200 countries. Coca-Cola Great Britain markets 21 brands and over 100 products to consumers in the United Kingdom.

Coca-Cola approached Carlson Marketing's (now operating as Aimia) business in the UK to help them solve a key customer loyalty problem: how to recruit the next generation of Coca-Cola consumers, whilst maintaining the loyal consumer base they had built over 125 years of existence.



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**The Opportunity** As designers and operators of loyalty programmes for some of the world's biggest and best-known brands, we know that customers are a brand's most valuable assets. We also knew that Coca-Cola's historic brand equity combined with a robust customer database could provide insight that keeps their customers engaged between promotions.

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We identified the following areas of opportunity to build a reward strategy for Coca-Cola in the UK that encouraged loyalty and built marketing ROI:

> **Capture customer insight:**

Customer data is the key to retaining high-value households and driving cross-portfolio trial and adoption at key life stages. Packaged goods manufacturers typically struggle to capture proprietary data on individual customers; driving unique code entry from Coca-Cola products provided a way to build a robust customer database.

> **Encourage customer engagement:**

Coca-Cola needed an interactive virtual environment with web content designed to reach the notoriously hard-to-impress teen market, as well as unique and entertaining rewards designed to capture interest and drive customers to the virtual environment.

> **Integrate with global CRM efforts:**

We knew that any marketing activity in the UK needed to integrate with Coca-Cola's global loyalty strategy to maximize cost efficiencies.

**Our goal:**

Give UK consumers another reason to choose Coke lest they lose out on unique rewards and experiences that only Coke can deliver.

**The Solution** Carlson Marketing (now operating as Aimia) helped Coca-Cola design and execute Coke Zone: An innovative rewards programme that combined a compelling web experience with unique promotions designed to capture interest and drive customer insight back into the programme.

Our solution included:

- > **A differentiating rewards programme:**  
We devised a “lean forward” CRM/Loyalty programme that used on-pack code entry to engage loyal Coke consumers with prize draw entries, rewards and unique experiences.
- > **A multi-channel communications plan:**  
We created web and mobile communications channels to feed Coca-Cola’s global insight database, deliver behaviour-triggered message prompts, segmented emails and SMS communications.
- > **Brand extension into social media:**  
We helped Coca-Cola execute a Christmas campaign that gave consumers the opportunity to tweet personal Christmas messages that appeared on the iconic Piccadilly Circus sign in London. The promotion was designed to increase the brand’s Twitter followers and acquire new Coke Zone members.
- > **Programme ROI:**  
We worked with Aimia’s sister company LMG Insight & Communications (now operating as Aimia) to establish robust incremental revenue attributable to the Coke Zone platform.



**The result of our efforts:**

Coke Zone, an interactive web-based reward programme environment designed to reach the notoriously hard to impress teen market and prompt them to engage with Coca-Cola—and keep them coming back for more.



**The Results** The results of our work on the Coke Zone reward programme are phenomenal. Thanks to Aimia's partnership with Coca-Cola in the UK, the world's No. 1 beverage brand, Coca-Cola now has an always-on relationship portal for consumers, combining revenue-driving loyalty, brand immersion and relationship marketing into a winning formula for their best customers.

- > The most successful packaged goods programme online in the UK as measured by average dwell time, page views and unique visitor numbers.
- > Highly positive ROI, based on observed consumption uplift of members participating in the two leading grocers in the country.
- > Strong enrolment among the key hard-to-reach audience of teens and young adults.

Coke Zone is now consistently the UK's no.1 Food & Drink brand website.



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**Our Company** We are a global leader in loyalty management. Our unique capabilities include proven expertise in building proprietary loyalty strategies, launching and managing coalition loyalty programs, creating value through loyalty analytics and driving innovation in the emerging digital and mobile spaces. We build and run loyalty programs for ourselves and for some of the world's best brands. Customer data is at the heart of everything we do. We are Aimia. We inspire customer loyalty. Visit us at [aimia.com](http://aimia.com).

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## About the author



**Aimee Bryan**  
Regional Knowledge Director

Aimee Bryan designs, develops and disseminates loyalty thought leadership across EMEA, building and enhancing the reputation of Aimia as the region's loyalty leader.

The groundbreaking research Aimee offers internal teams, customers and prospects alike, provides a unique position on data driven consumer insight, topical marketing trends, marketing technology as a driver of consumer behavior, and future thinking vision - all through a loyalty lens. Working with leaders and subject matter experts in the region, Aimee crafts the voice which best amplifies our thought leadership. She'll also create loyalty communities focused on customer obsessed marketing, connecting with government bodies and industry leaders to leverage loyalty as a change agent, and influence policy.

Aimee is a passionate and motivated marketing director, with a varied marketing career within some well-known brands. Prior to joining Aimia, she was partner marketing director at Barclaycard delivering innovative solutions through new digital customer propositions, integrated marketing campaigns and partner marketing strategies for their loyalty scheme. Before this, Aimee enjoyed life as an account director at an integrated marketing agency working with clients such as Sony, HP and BP. She spent the previous 10 years on the client side at American Express, testing creative marketing solutions around the world with both consumers and businesses, driving brand reappraisal and managing consumer research, as well as launching and rolling out the British Airways American Express corporate card for small businesses.

Aimee holds a Bachelor of Arts in European Studies from the University of London.