

**Appendix 3: TCCC marking activities in East Asian LMICs<sup>1</sup>**

Campaign name	Campaign year	Country	Media	Marketing technique	Sub-technique: Product	Sub-technique: Price	Sub-technique: Culture	Sub-technique: People	Target market	Outcomes
Coke Break	2017	Cambodia	Time-targeted video calls to smart phones.	Mobile phones were hit with time-targeted video calls with local celebrities, encouraging consumers to purchase a coke.	Consumers were preferring non-carbonated beverages. Campaign aimed to position coke as a refreshing choice.	-	Campaign targeted consumers during 'slump hours' when engagement with mobile phones is high.	-	Target market was children and young adults.	This was the first mobile-based campaign in Cambodia. 71% of people accepted the time-targeted calls. Top-Of-Mind brand awareness increased.
FIFA World Cup Myanmar Trophy Tour by Coca-Cola	2015	Myanmar	Online, outdoor, print, TV, radio and social media	Large-scale promotion of Coca-Cola's sponsorship of bringing the FIFA World Cup trophy to Myanmar.	Campaign aimed to position Coca-Cola as 'the antidote to modern day woes', and a beverage of hope.	-	Campaign positioned the brand alongside the nation's passion for football.	Coca-Cola employees attended a special event and shared their experiences over social media	Myanmar's youth aged 13 to 29.	US\$1 million in airtime. Coca-Cola became the top food and beverage Facebook page in the country.
Coca-Cola: Thadingyut Festival Myanmar	2017	Myanmar	Commissioned song promoting Coca-Cola, supported by radio, TV and social media advertising.	Campaign aimed to associate Coca-Cola with the Thadingyut through a mass media campaign. Goal was to highlight Coca-Cola as an appropriate gift for family, and for at-home consumption.	Campaign aimed to position Coca-Cola as an "at-home" drinking choice for the whole family and also as a credible gifting option at Thadingyut.	-	Thadingyut is the end of the long Buddhist Lent and the full moon festival. Campaign aimed to associate Coca-Cola with this festival.	-	Overall Coca-Cola consumer group centred on youth and young adults	Budget: up to USD500k Coca-Cola's market share grew 0.4pts. Increases in brand appeal (12%-point increase) and recognition (6%-point increase) scores.
Coca-Cola Refresh and Top-Up	2017	Myanmar	Primarily mobile and social media-	Unique codes underneath bottle caps were used to send instant SMS	Campaign position Coca-Cola beverages as the ideal	Marketing campaign was introduced to	Campaign attempted to recreate the traditional	-	University students	Almost 29 million SMS entries.

<sup>1</sup> As taken from World Advertising Research Center: Ascential Events (Europe) Limited. WARC An Ascential Company: Ascential Events (Europe) Limited; 2021 [Available from: <https://www.warc.com/>]

			driven promotion.	notifications to winners of free mobile top-up, with promotion online and on social media.	'afternoon break' beverage, aiming to win back the budget-conscious youth.	counteract an increase in the price of Coca-Cola.	teashop break on mobile devices.			4-point increase in market share.
High Society to All Society – Coca-Cola Celebrates Myanmar's Everyday Women	2019	Myanmar	Print media and web-documentary videos, shared on social media	Campaign aimed to highlight everyday women's achievements under Coca-Cola's sustainability programs for women	-	-	Campaign aimed to shift Myanmar's international women's day narrative from well-known to 'everyday' women.	Purpose of campaign was to highlight women along Coca-Cola's supply chain	-	\$32k Pure Ad Value 3.1m Media reach
Coca-Cola Reconnects Myanmar Youth to Their Tea Culture	2019	Myanmar	Social media (through influencers)	Campaign took the form a lunch event with influencers to promote a new Coca-Cola RTD tea product.	Campaign was positioned to launch Coca-Cola's new RTD tea. Event included a chef and a historian and 'tea expert'.	-	Campaign was closely associated with the Myanmar tradition of tea.	-	Urban Youth	38 influencer posts 1.25m social media reach \$95k Pure Ad Value 3.77m estimated traditional media reach
Coca-Cola: High-So to All-So	2020	Myanmar	Print media and web-documentary videos, shared on social media	Campaign presented the success stories of 12 everyday women who had benefited from Coca-Cola's gender equality programs.	-	-	Campaign aimed to shift Myanmar's international women's day narrative from well-known to 'everyday' women.	Four of the presented stories were of employees of Coca-Cola Myanmar	-	\$41k Pure Ad Value 4.1m Media reach
Making papercraft out of Indonesia's badminton players	2014	Indonesia	Social media	Coke Indonesia supported a campaign to help badminton regain popularity with Indonesians. Coca-Cola launched papercraft versions	-	-	Campaign aligned with papercraft, with was socially popular in Indonesia at the time.	Exercise also showed the importance of having the right people on the content	-	"We made one, and it went crazy. "Everyone was commenting on it, saying, 'This is so cool, Coke

				of Badminton players. Templates were downloadable from Coca-Cola's Facebook.				creation team as the campaign was internally sourced.		is doing exactly what I love'. And then we asked them, 'Who do you want us to make next?' That's where the conversation starts."
Ramadhan campaigns	2014	Indonesia	Spend shifted from TV to online advertising	Coca-Cola shifted its Ramadan spending from TV to online spending. TV campaign launched the notion of Coke bringing the family together over Ramadan, while online content was tailored to the audience.	Campaign aimed to position Coke as a beverage that brings the family together of Ramadan.	-	Campaign aimed to associate Coca-Cola with the cultural event Ramadan.	-	-	Despite lower spend, the 2014 TV ad delivered similar reach to 2013. 2013 reach amongst was 99.1% at an efficiency of 0.88% per IDR 100 million invested. 2014 reach was 97.8%, at an efficiency of 1.05% per IDR 100 million.
Coca Cola Indonesia: The catalyst for Indonesians to reconnect during Ramadhan	2012, 2013, 2014	Indonesia	Customisable packaging, supported with TV, outdoor and digital media.	Coca-Cola redesigned its packaging to allow space for customers to write messages to friends and family during Ramadan.	Coca-Cola developed new customisable bottles for the campaign.	-	Campaign aimed to associate Coca-Cola with the cultural event Ramadan.	-	Campaign included free product distribution to mothers.	Market share during Ramadan grew by 2-9%. Campaign sold millions more cases of Coca-Cola than previous years.
The Coca-Cola Company: Take it Easy, FRESTEA Worth the Wait	2018	Indonesia	Mobile and social media campaign	Social media posts promoting Frestea were automatically linked to competitors' TV advertising, demonstrating the	Automated social media posts aimed to position Frestea as superior to competitors' messaging	-	Campaign aimed to associate Frestea with the cultural event of 'breaking fast'	-	15-29 years old young adults in urban Indonesia	Budget: less than \$200K Frestea volume grew by 3% and consumption

				superiority of Frestea.			during Ramadan.			increased by 86% 90% of competitor's TV advertising was matched with social media content.
The Coca-Cola Company Indonesia: Sprite Ramadan: A Truth in The Truthful Month	2018	Indonesia	Online video	Coca-Cola launched 'Sprite's Truth About Ramadan' video, which aimed to promote Sprite as a beverage to quench thirst and hunger during Ramadan.	Campaign aimed to position Sprite as a beverage to quench thirst and hunger during Ramadan.	Campaign included a 25% discount coupon offered at the end of the video.	Campaign aimed to position Sprite alongside the cultural period of Ramadan.	-	Indian consumers celebrating Ramadan.	11,800,000 video views. Over 48,000 coupons served to customers.
Coca-Cola Indonesia: Celebrate moments that matter with Coca-Cola	2019	Indonesia	Mobile food-apps	Partnering with GO-FOOD to promote fast-food bundles (with Coca-Cola) for sale during Indonesian football premier league matches. App home pages and ordering screens had Coca-Cola banners.	Coca-Cola is the official soft drink partner of the Indonesian Football Premier League.	Campaign was centred around food and beverage bundles on ordering apps.	Campaign aimed to align Coca-Cola with football, the most popular sport in Indonesia.	-	60% male and 40% female, age range 18 to 35 years, in the greater Jakarta area	300,000 Coca-Cola combo bundles sold. 503% in average monthly Coca-Cola transactions 150,000 customers took part in the campaign
Coca-Cola: Smile Back at Life	2010	Philippines	TV, radio, print, billboards, banners, pop and retail theatre	Campaign aimed to bombard mothers with the message that every day requires a coke and a smile, at multiple touch points along their day.	Campaign aimed to associate coke with positive feelings and 'smiles'.	Campaign aimed to overcome the barrier of Coca-Cola's higher price by marketing through non-price related levers.	Emotional wellbeing is a significant component of Philippines culture, and Coke aimed to harness this through this campaign.	-	Mothers (primary food shoppers)	Budget: <USD 250,000 Significant improvement in brand imagery amongst mothers (what it costs + 8.2ppts, for someone like me + 9.7ppts).
Coca-Cola: Drink Coke Wear a Smile	2010	Philippines	TV, radio, print, in-store, clothing, billboards	The campaign was built around the phrase 'Smile back at life, drink only Coca-Cola'. This	Campaign aimed to associate coke with positive	-	Emotional wellbeing is a significant component of Philippines	-	Teens	Budget: USD1 – 5 million +6.5% Sales Volume Growth

				was accompanied by T-shirts branded with this slogan.	feelings and 'smiles'.		culture, and Coke aimed to harness this through this campaign.			T-shirt and free coke redemption rates exceeded targets by 10%
The Coca-Cola OFW Project	2012	Philippines	Online video	Coca-Cola reunited overseas Filipino workers with their families over the Christmas period and shared videos of these reunions online.	The purpose of this campaign was to position Coca-Cola as the beverage brand most associated with Christmas in the Philippines	Campaign aimed to overcome the barrier of Coca-Cola's higher price by marketing through non-price related levers.	Brand aimed to position itself as a cultural leader during the Christmas season.	-	-	Budget <USD 500k USD 887,000 of earned media. Significant media and social media content.
Coca-Cola: Uplifting simple food-moments everyday	2012	Philippines	Television, outdoor, in-store	Coca-Cola marketed itself as the perfect beverage to consumer during 'new', everyday food moments (outside traditional mealtimes). Unique TV commercials were released each weekday, with one over the weekend.	The purpose of this campaign was to position Coca-Cola as the ideal beverage to consume with food, rather than a 'special occasion' beverage	Campaign aimed to overcome the barrier of Coca-Cola's higher price by marketing through non-price related levers.	Campaign aimed to demonstrate Coca-Cola's deep understanding of Filipino food culture.	-	-	Budget: USD 0.5 – 1 million Volume grew by 4% to 13% (market dependant) Associations: 'worth what it costs' grew by 7%; 'fits my budget' grew by 5%; 'goes well with food' grew by 9%.
Coca-Cola: Living plant billboard	2012	Philippines	Billboard	To draw attention to its CSR activities, Coca-Cola created a 'living' billboard, filled with plants, to promote its products	Campaign aimed to position the brand as one that was doing its part to save the environment.	-	Campaign was focused on environmental sustainability, which was not of high concern in the Philippines at the time.	-	-	Budget <USD 500k Total earned media: USD 475k
Coca-Cola: 3 Acts, 3 Million People	2014	Philippines	Social media	Coca-Cola shared three 'special moments' that it helped create online (i.e., a surprise birthday	Campaign aimed to associate coke with positive feelings and 'gratitude'.	-	Emotional wellbeing is a significant component of Philippines culture, and Coke aimed to	-	-	Budget: USD450 Earned media: USD11,000

				party for a Coca-Cola collector).			harness this through this campaign.			
Coca-Cola: Social Media President	2014	Philippines	Social media	Coca-Cola chose an ordinary Filipino as President for Happiness. Through social media, the president listened to his countrymen and facilitated happiness campaigns, such as Free Coke Day, Coca-Cola summer jobs, a social-powered concert and co-creating shirts.	Campaign aimed to associate coke with positive feelings and 'happiness'.	One of the campaigns launched was free Coke Day	Emotional wellbeing is a significant component of Philippines culture, and Coke aimed to harness this through this campaign.	One of the campaigns included Coca-Cola summer jobs.	-	488,983 Facebook in a year. Peak of 60% engagement rate. Significant increases in brand approval and love ratings. Sales of Coca-Cola returned to a 7.6% growth rate. PHP 194 million media value earned
Coke: Happiest thank you	2015	Philippines	Online video	A made-for-web film featured the many highly familiar scenarios when people may not be thanked, except in the video they were thanked with a named coke bottle. Consumers could then buy personalised 'share a coke' bottles.	Personalised coke bottles were launched following the campaign. Campaign aimed to position beverage as a perfect gift to say 'thanks'.	-	The campaign attempted to tap into the renewed importance of relationships in the Philippines following Typhoon Haiyan	-	12–29-year-olds	Budget <USD 500k 40% of views were organic, 73% continued to watch 370,000 Coke bottles were virtually shared Coca-Cola's consumption frequency increased.
Christmas recycling	2016	Philippines	-	Coca-Cola urged people to share ideas that could have a big impact on society. The winning idea – making inexpensive Christmas lanterns out of Coke bottles, resulted in over	Campaign aimed to associate coke with positive feelings and 'happiness'.	-	Brand aimed to position itself as a cultural leader during the Christmas season.	-	-	-

				100000 bottles being recycled.						
Coke Studio	2019	Philippines	Mobile	Coke Studio was a worldwide project aimed at the musical development of young and talented local artists and bring people closer together through music. A 30-second video was delivered to mobile phones, amplifying the excitement and anticipation for the Coke Studio concert.	-	Campaign was introduced in response to price increases caused by the SB tax in the Philippines.	-	-	Filipino teenagers aged 13 to 19	Mobile ad video completion rate of 84.93%. Brand Love on a 3-Year High. Media productivity gain of 9M USD
Coca-Cola: Wear Your Pride	2019	Philippines	Packaging, billboards, social media.	Coca-Cola changed its packaging and launched outdoor and online advertising in support of Pride march in the Philippines.	Campaign sought to differentiate Coca-Cola from its competitors by highlighting the corporation's values. Coca-Cola packaging was updated to be wearable and include all the colours of the Pride rainbow.	-	The LGBTQI+ community is well supported in the Philippines, but some issues remain. Coca-Cola wished to align itself with the fight in support of these issues.	-	-	Reached 2,586,366 people in the Philippines. USD 30,840 in earned media value. 62.4% positive brand sentiment.
Royal: Scream for a Royal	2019	Philippines	Events, online video, social media	A vending machine promising a free can of Royal (Fanta) was set up targeting teens in a school area. All teens had to scream as loudly as possible to get a free can. A	Campaign aims to position Royal (Fanta) as a fun and playful product within the category.	-	Campaign was launched through Halloween	-	Filipino teenagers	Budget <USD 500k Reached over 8 million teens Increased total brand conversations for Royal by 60%

				monster's hand grabbed theirs as they reached in to take their free can.						
2010 FIFA World Cup campaigns	2010	Vietnam	Events, Online, TV	Two key activities: A song linked to the FIFA World Cup and bringing the trophy to Hanoi and Ho Chi Minh City.	Coca-Cola was the brand most associated with the FIFA World Cup.	-	-	-	-	Coca-Cola was the brand most associated with the FIFA World Cup.
Coca-Cola: Share a Coke with Vietnamese Teens	2015	Vietnam	Packaging, TV, online, mobile, social media, outdoor	Teens were invited to buy customised cans and bottles with names of their friends, family and daily descriptors	Coca-Cola packaging was modified to include a range of names and titles.	Launch was called 'The City Attack.' In one day promoters distributed 130,000 free customised Coke cans.	-	Promoters distributed free Coke cans.	Vietnamese teenagers	Spontaneous ad awareness level rose to 85%. favourable brand score increased 11 points. Sales volume increased by 30%.
Coca-Cola: #CokeKiss	2017	Vietnam	Mobile	Consumers were invited to share photos on social media (with a #CokeKiss) and were surprised when a (virtual) Coke appeared next to their face.	Campaign aimed to position Coke as the beverage to consume during an afternoon 'slump'.	-	-	-	Vietnamese teenagers and young adults	#CokeKiss contest reached 15 million mobile teens. Campaign engagement increased 266.5%. "Past seven Days" consumption rose three points.
Coca-Cola 360 Degree Wishes	2017	Vietnam	Mobile, Outdoor	Coca-Cola provided a platform where teens could send wishes, under three themes - Love, Family or Friendship. Coca-Cola sent wishes back to the senders with complimentary	Campaign aimed to (continue to) position Coke as the preferred beverage of Tet.	-	Campaign aimed to 'reinvigorate' the rituals of Tet (Lunar New Year).	-	Vietnamese teenagers	Successfully reached 100% Vietnamese teens. 40m+ video views. Coca-Cola is still the best symbol for Traditional Tet in Vietnam.



				'Coke lucky money'.						
Fuzetea: Launching into the world of giants	2018	Vietnam	TV, Out-of-home, online, events	Coca-Cola launched a new product in Vietnam - Fuzetea+. Tv commercials, billboards, digital media and bus tours with tastings were used to promote the new product.	FuzeTea+ differentiated itself through the message of anti-oxidants and product benefits.	-	-	-	Young Adults (office workers and students)	FuzeTea+ received positive responses with high consumption intent among those who tried the product
Coca-Cola: FIFA World Cup Campaign and World Cup Food Combos	2018	Vietnam	TV, Out-of-home, mobile, online, social media	Coca-Cola launched special cans – that were designed for 8 different countries taking part in the FIFA World Cup. Partnerships with restaurants launched meal and drink combos related to the cans (i.e., German cans with German food).	Campaign was aimed at associated with the FIFA World Cup (and to position itself as the beverage to consume during matches).	Campaigned included meal and beverage combo deals.	-	-	Vietnamese teenagers	Number 1 campaign in social buzz generation. 1300 combos sold during the World Cup. Market share grew 2 points. ROI was 300%.
Coke: Coca-Cola Food Fest 2018	2018	Vietnam	Event, mobile, social media	Coca-Cola launched “Coca-Cola Food Festival” – an event to celebrate the street foods of Vietnam sponsored by the drink most associated with food.	Campaign aimed to build on Coca-Cola’s position in Vietnam as the beverage most associated with consumption with food.	-	Food festival celebrated a range of traditional Vietnamese foods.	-	Vietnamese teenagers	79,000 event attendees. 59,000 Coke bottles sold. Reach of 37 million people. ROI 331%. “Goes well with food” association benefits.
Coca-Cola: GLEE Coke partnership	2018	Vietnam	Event, mobile, online, social media	Coca-Cola released webisodes aligning with Vietnam’s GLEE remake. This was followed by a school tour.	Coca-Cola used GLEE to integrate itself into the lives of Vietnamese teenagers.	-	-	-	Vietnamese teenagers	Reached 90% of Vietnamese teens. Volume share increased 3.9pts. Increases in brand

										appreciation metrics.
Coca-Cola and Fonterra in strategic Asian alliance	2019	Vietnam	-	Coca-Cola teamed up with New Zealand dairy co-op Fonterra to launch new dairy products in Vietnam – Nutriboost.	Nutriboost is positioned as offering nutritional benefits.	-	-	-	Vietnamese teenagers	-
Coca-Cola: Coke for every Vietnamese	2019	Vietnam	Packaging, mobile	Coke released 6 custom cans with a unique code which could help the customer win gold prizes. Launched with a game that targeted mobile gaming apps.	-	-	Custom cans spoke of the history of Vietnamese cities.	-	Vietnamese teenagers	Over 5 million impression. 3-point increase in brand love. Total Engagement was 12.5%.
FuzeTea: Song in a Bottle	2019	Vietnam	Mobile	Consumers could scan FuzeTea+ logos to gain exclusive access to a newly released song.	Campaign involved custom packaging.	-	-	-	Vietnamese teenagers and young adults	10K mobile scans. 27 million views. Brand awareness doubled. Value shares grew by 23%
Coca-Cola: Uplift Vietnam AR	2019	Vietnam	TV, Out-home, social media, mobile	Coca-Cola launched a mobile-based AR experience through its limited-edition cans to show support for the Vietnam national football team in the Suzuki Cup.	Campaign involved limited-edition packaging.	-	Campaign aimed to position Coke as a beverage associated with football at a time when it was in the public eye.	-	Vietnamese teenagers and young adults	Campaign reached 79% of the population. Brand love increased by 2 points.
Coca-Cola: Extend your Tet table; create more meaningful connections this Tet	2020	Vietnam	Packaging, online, TV, mobile	Coca-Cola launched a Coke can collection with Tet blessing messages and a scannable QR code enabling consumers	Campaign involved limited-edition packaging.	-	Campaign aimed to encourage people to extend their Tet table to create merrier,	-	Vietnamese moms (aged 30–45)	Reached 19 million people. Value share increased by 3.7 points.

				to send e-cards. It then challenged consumers to extend their Tet table to neighbours and communities.			more meaningful connections.			One of the top three Tet 2020 campaigns.
Coca-Cola: Virtual Foodfest	2020	Vietnam	Event, mobile, social media	Coca-Cola launched “Coca-Cola Virtual FoodFest” in Ho Chi Minh City and Hanoi; the festival combined the best dishes from the two regions into a food and drink combo to be featured at the top of the menu at a discounted price.	Campaign aimed to build on Coca-Cola’s position in Vietnam as the beverage most associated with consumption with food.	Food and beverage combo deals were offered by food delivery services at discounted prices.	Food festival celebrated a range of traditional Vietnamese foods.	-	Vietnamese teenagers and young adults	Home consumption of Coca-Cola rose by three points. Campaign generated nearly 80,000 transactions. 100% of merchants kept Coke in their drink menu after the festival.
Coca-Cola: For the human race, for the act, not ad	2020	Vietnam	Online video, social media, TV, print	After a period of ‘media blackout’, Coca-Cola developed the campaign ‘For the Human Race’ to celebrate the unsung heroes of the COVID-19 pandemic.	-	-	Campaign aimed to capitalise on feelings of anxiety, panic and fear during the COVID-19 pandemic.	-	All Vietnamese consumers	4.6m organic reach. 119m potential total impressions. 2.5 points volume growth.
Coca-Cola: 52-week non-TV engagement to build ‘Coca-Cola With Food’ habit	2020	Vietnam	Online videos, social media, mobile, events	Coca-Cola collaborated with partners to recommend dishes paired with Coca-Cola, used time-targeting to serve content to consumers at their hungriest moments and launched weekend food festivals.	Campaign aimed to build on Coca-Cola’s position in Vietnam as the beverage most associated with consumption with food.	Weekend food festivals offered Coke at discounted prices.	Weekend food festivals served Asian street foods.	-	Vietnamese teenagers and young adults	Coca-Cola sustained its record “Goes well with food” attribute. Number of drinks per week increased 17%. Brand growth increased 11%.