

BRAND CASE STUDY

Part I—Coca Cola + AMC Theatres

Campaign Goal

While Coca-Cola is THE drink of movie theatres, since it was introduced to film in 1916, that didn't stop the brand from using influencer marketing to get people talking about its new Coca-Cola Freestyle Machines.

The only thing better than an influencer campaign that benefits one brand, is a campaign that helps two.

So, we sought to drive-up both conversations about Coca-Cola, and AMC movie sales, by increasing (and tracking) concession purchases in specific AMC locations.

What We Did:

- Targeted Millennials and families who actively participate in movie discussions online.
- Our data scientists identified highly active movie bloggers. We connected them with our internet marketing team.

Then...

- Had the influencers write a blog about Coca-Cola and AMC.
- Retargeted, driving people to a custom landing page from the blogs to collect their redemptions at the theatre.
- Used display ads to collect additional phone numbers, we messaged the QR code to those who engaged with the advertisements.
- Asked the influencers to syndicate their photos and blog post to Facebook, Twitter and Instagram.
- Tracked the redemptions.

What Happened?

AMC sold more full-price movie tickets, and Coca-Cola could now track redemptions of the \$1 Coke offer to its machines.

ROI by the Numbers:

We hired **41 influencers**, who created **1009 content posts**, read **35k times**, with a reach of **73 million people**. **Media value = \$118k**. We gave **2,290 coupons** and had a **45% coupon redemption rate**.

Intangible ROI:

This campaign put Coca-Cola's new product into the public consciousness. What's better, it did it on the *tribal* level, which means there was more engagement (conversation) about something new that Coca-Cola was doing.

Part II—Under the Hood of Markerly's Coca-Cola + AMC Campaign

Every campaign is different.
But at Markerly, we have several linchpins.

Linchpin #1: Authentic Reach

Q. How does influencer marketing work best?

A. When we identify the most authentic influencers in your niche and help them promote your brand in the most natural way they see fit.

- These are influencers who will be happy to use your product.
- Who feel excited to tell other people about your product.
- And wield enough influence to bring you sales from their tribe.

We always reach for those influencers who will create max conversions. This means audience *size* is less of a factor compared to audience *engagement*. A smaller, but more engaged audience will generate more sales than a larger and less engaged one.

While 1,100 coupons might sound like a drop in the ocean for a huge brand like Coca-Cola, the tribe who received them were idea spreaders. The only people who received coupons are people who regularly talk about movies and voice their opinions. They are the most likely to spread news about a new product carried in cinemas—and be listened to.

Controlling the Narrative

We want the influencer to decide how your company's product is best presented to his or her own audience. Why? It works. That being said, we highly encourage campaign collaboration between influencers and the brand they are presenting.

At least half of influencers want to be treated as brands will treat any 3rd party publisher. In other words, you're not going to pay off a reporter from the New York Times for a glowing review. Same for the influencer, no matter how niche he or she is.

Can influencers be bought? Yes! Most influencers (69.4%) are willing to take money to promote your product. That's why we steer brands to the influencers who will promote them with excitement, authenticity and trust. We assess our influencers and expect them to uphold acceptable standards throughout the life of every campaign.

Linchpin #2: Integrated Influence

Our Coca-Cola + AMC campaign used **content marketing, social media** and **paid ads**, which inspired people to take action.

These are three parts of what we call Integrated Influence.

At Markerly, it's not enough to hammer a few posts together and blast them to the tribe. Whenever possible, we work with a *whole* brand. We help your company assemble an integrated influence campaign, which is powered by your existing:

- Social media
- Advertising
- Public Relations
- Agencies
- Campaigns
- Content
- Events
- and Corporate Responsibility Programs

Integrated influence is our signature approach. We use the full "marcom matrix," which amplifies an influencer campaign to reach your audience in the most effective way possible.

This was part of a larger initiative to introduce the product. Our campaign was on the content creation

Linchpin #3: Social Good

We help brands like yours design socially responsible campaigns. It's not just that we want to do good.

Social responsibility *sells*.

And yes, you can bring it to your local AMC. By going *local*, Markerly helps big brands make an impact in communities on the individual level. "Small" is really...*targeted*. By creating a

meaningful campaign, inviting you to the theatre you grow up with to try something enjoyable and new, Markerly helps to foster community.

This is a campaign that created more community consciousness. That was on purpose. Because we help you design campaigns that do good AND get you positive attention. That's why we help ideate and create social-good elements in your campaign **for little, to no cost.**

Usually, there's no reason not to. But of course, it's up to you! If an influencer campaign will help your community, the environment or a good cause that's important to you and your audience—it's a win-win.

- You'll create a campaign that is inspiring, and more *sharable*. (Potentially viral.)
- Your brand will visibly associate with what your audience loves.
- You *become* the story that's told by people of influence.
- Your brand creates the news.

Because people *like* people who do good.